

From Our Members:

## WHY DUES ARE WORTH EVERY PENNY

“I got my first new IECA referred client within a week of joining IECA. I have also had many college admissions directors contact me in the last few weeks, inviting me to visit their schools or to meet with me when they are in San Francisco. I truly am impressed with how quickly I am seeing the benefits of membership!”

— Elizabeth Stone, IECA (CA)

“The return on our investment is exponential.”

— Barry Sysler, IECA (PA)

“I will soon begin the process of applying for professional membership, and I for one, can't wait.”

— Linda Kay, IECA Associate (NJ)

Dear IECA Colleagues,

When I tell prospective members about the joys of being in IECA, their most common complaint is that we're too expensive. Well, this week brought home what an incredible bargain my dues really are.

Dues have been stuck at \$600 since before 1986 when I joined. For me in those fledgling days when my long-term goal was to have income match outgo, that \$600 represented the fee for a single college placement. Nowadays, it's a hair more than 15% of a fee and a hair less than the annual cost of my Internet connection.

Actually, price never worried me. Consultants were pariahs in the post-secondary world when I went into practice. But colleges were beginning to recognize that IECA consultants stood for excellence and integrity, and membership gave me the umbrella I needed—as it still does.

Other benefits are huge: smart colleagues and experts to learn from at conferences, a Talklist that responds to arcane questions almost as soon as I post them, tours in the company of other IECA consultants with whom I can share impressions.

My point: if I've had any success, no small part has come from watching experts at work and adapting to my own practice neat things I would never have thought of on my own. Good advice has also helped me avoid some cruelly expensive mistakes.

Besides all this, I get lots of support and member benefits from our National Office. And that's what brings me to the point of this letter.

Increasingly, prospects have been finding me through the IECA Web site. And last week it yielded four serious phone calls from new families, a personal record. I'm not starry-eyed enough to expect them all to sign up. But if they do, their fees alone will amount to a 2,600% return on this year's IECA dues investment. Not bad for one week! And there are 52 in the year.

Thank you, IECA. It's a pleasure doing business with you in my corner.

Dodge Johnson  
IECA Board President



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