

# Connect with Hundreds of Independent College Consultants

IECA's Annual  
Fall Conference

Washington Marriott  
Wardman Park

## College Fair

Thursday  
November 16  
9:00-11:45 a.m.

- ★ Students working with IECA member educational consultants are three times more likely to attend school out-of-state and four times more likely to enroll in private colleges.
- ★ Over 400 IECs are expected to attend IECA's conference this fall, giving you numerous opportunities to promote your college or university to a responsive audience.
- ★ IECA conferences attract hundreds of colleges and universities, and the number has tripled in the last five years. These colleges have learned the value of connecting with our members at IECA conferences.



Collaboration. Engagement. Impact!



IECA<sup>+</sup>

***“Elon used to draw students from 30-35 states. Today we have students from 49 states. One of the primary reasons for that is our outreach to IECA members.”***

— Greg L. Zaiser,  
Vice President for Enrollment

*(For more information, see reverse side)*

(continued from front)



## We Offer 2 Options to Register

### Full Conference Or College Fair Only

We offer a College Fair-only option for those who wish to attend only the Thursday morning Fair (\$295 for the first representative).

Of course, many colleges will want to take advantage of 2½ days of the IECA Conference, including the Fair, the educational sessions, featured speakers, and many opportunities for additional contact with over 400 college advisors and more than 100 independent school representatives who also attend our gatherings. Colleges may include additional representatives at the College Fair only for just \$125 per person.

## Explore Admission Trends

Our educational sessions encourage professional debate and dialog on topics relevant to you and your colleagues. Some breakout sessions will look at new college admission trends while others will emphasize a holistic approach to understanding students, including transitioning to college, LD, and other adolescent issues.

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*More independent educational consultants attend IECA's conferences than any other state, regional, or national event.*

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**IECA** is the largest and most respected organization representing Independent College Consultants. IECA member educational consultants adhere to the strictest ethical standards in the profession, visit hundreds of campuses each year, and are among the most experienced IECs in the profession. They focus on finding the best match between student and college.

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Independent Educational Consultants Association

November 15-17, 2017

# IECA Fall Conference

Collaboration. Engagement. Impact!



# Breaking the Gridlock



As we head into the Nation's Capital, we are transforming what our conference looks like and what we can achieve by adding new elements and shaking things up. We are making the conference more participatory and impactful to maximize engagement.

- Conference participants will choose topics that will seek solutions to the greatest issues during crowdsourcing work groups
- ACE Talks will provide a variety of keynote voices in 15-20 minute presentations
- Six pre-conference workshops
- College Showcase with Colleges That Change Lives
- All attendees will attend the same dates: Wednesday at 1:00 p.m.-Friday at 3:30 p.m.
- The Keynote speaker, Chuck Todd of Meet the Press, will give a private, personal, and honest assessment of US politics today.

While this conference will still offer over 50 educational sessions, roundtable discussions, the College & School Fair and Therapeutic Information Swap, it has been redesigned to maximize collaboration, engagement, and provide the most impact. You'll find many other conference enhancements throughout the week.

We look forward to the Collaboration, Engagement, and Impact this conference will provide.

## KEYNOTE Speaker

### An Insider's View of the US Political Landscape

Wednesday  
November 15  
1:00 p.m.



#### Chuck Todd

Chuck Todd will provide a comprehensive picture of the political landscape and interpret the latest issues facing the country. He will give an original perspective on the Trump administration and present the entire spectrum of government and political coverage, from the first-hand point of view of a journalist and seasoned media veteran. His balanced scrutiny of politicians and current events will provide an entertaining and edifying experience we won't soon forget.

Chuck Todd is host of Meet the Press and serves as NBC News political director.



# FEATURED Speakers

## Master Class

### When Anxiety Affects Education: Comprehensive Treatment of Anxiety-Related School Refusal

Wednesday | November 15 | 3:00 p.m.

Jonathan Dalton

NEW  
DAY  
& TIME

At least 5% of students will refuse school at some point during their academic careers, with some estimates as high as 28%. These students tend to develop on a different trajectory that often results in poor academic, social, occupational, and psychiatric outcomes. This class will focus on an effective treatment paradigm to help these students, which includes child-focused psychological treatment, parent training, school consultation, and the utilization of appropriate resources.

Jonathan Dalton is a licensed psychologist who founded the Center for Anxiety and Behavioral Change (CABC) in Rockville, MD, a private treatment center dedicated to using evidence-based treatment for patients with anxiety disorders.



## ACE Talks

Thought leaders in Adolescence, Consulting, and Education.

Friday's general session will feature a series of three renowned experts each conducting a 15-20 minute dynamic and energetic presentation to share a major point, theme, or innovative idea with our audience.

Friday | November 17 | 9:30 a.m.

### Conquering the Web: From Fake News to Critical Thinking

Nowadays it's becoming more challenging to separate fact from fiction on the Internet. Everyone must learn how to read the "grammar" of the web and apply strategies to validate information and sources. During this presentation, Alan will share tips to help and guide you to think critically about Internet information.

*Alan November is an international leader in education technology.*

### Swatting Butterflies:

### Why Avoidance of Anxiety is the Foundation of Anxiety Disorders

This talk will focus on why avoidance and anxiety are "teammates" and how effective treatment for anxiety disorders is targeted at decreasing avoidance rather than experiencing less anxiety. This decrease in avoidance is targeted through "going on offense" against the anxiety disorder by leaning directly into the anxiety, which runs contrary to intuitive methods of reducing anxiety.

*Jonathan Dalton, PhD, Director, Center for Anxiety and Behavioral Change*

### Helping Young Women to Lead Like a G.I.R.L.

Lidia Soto-Harmon is the chief executive officer at Girl Scouts Nation's Capital, the largest Girl Scout council in the country. Lidia will discuss empowering young women to lead like a G.I.R.L. (Go-Getter, Innovator, Risk-Taker, and Leader).

*Lidia Soto-Harmon, CEO, Girl Scouts Nation's Capital*

NEW



Collaboration. Engagement. Impact!

# Pre-Conference Workshops

Wednesday | November 15 | 8:30-11:30 a.m.

Fee: \$80

## Dynamic Discourse: Honest Conversations About Important Topics in Independent Schools

The traditional independent school family has become a consumer with specific priorities for their children's education and high expectations of how they will be treated by the school from the moment they make their first inquiry. Admissions professionals, counselors, and independent educational consultants will talk about how they can work better together to make the school search and application process smoother, more rewarding, and more successful for all involved. EMA, TABS, and NAIS will cover industry trends, followed by roundtable-style discussions about marketing, assessing applicant fit, access and affordability, and yielding families. Participants will leave with specific action items.

*Ray Cross, Marianapolis Preparatory School, and Allison Matlack, IECA*

*For IECs and Schools: All levels*

## Demystifying Neuropsychological Testing

Feeling overwhelmed by dense test reports and confused about what the data mean? Are you less confident than you'd like to be when using test reports to understand a student's behavior and academic performance? This session will shine a light on the neuropsychological testing process and give you a solid working knowledge of what the data do and do not mean. You will learn to translate reports, see the deeper implications of the data, and use that information to make more-effective decisions with students and families.

*Lorrie Ness, Ness Psychological Services*

*For All Attendees: Applied*

## The Journey to Centeredness Within the Labyrinth

The admissions process—whether for boarding, college, graduate, or therapeutic institutions—frequently evokes conflicting emotions in applicants. What tools can you use to support applicants emotionally? An experienced IEC and an admissions officer will help you explore common anxiety triggers, including financial costs; familial expectations; and fear of failure, rejection, and the unknown. Plus, walking the labyrinth on the campus of George Washington University will immerse you in an engaging, multisensory, self-reflective experience.

*Jenna McAteer, Seton Hall University, and Erin Avery, IECA*

*Note: (\$20 additional fee for transportation to GWU. Bus departs at 8:00 a.m.)*

*For All Attendees: Applied*

*Foundational: For those with limited experience, seeking core knowledge*

*Applied: For those with core experience, seeking advanced knowledge*



# College & School Fair and Therapeutic Program Information Swap

## Special Fair Time

**11:00–11:45 a.m.**

During the final 45 minutes of the independent educational consultants portion, we will invite representatives of therapeutic schools and programs to visit the Thursday Fair. This will allow for great school-to-school networking, increasing the ROI for all participating schools.

## Special Swap Time

**12:15–1:00 p.m.**

The first 45 minutes of the Therapeutic Information Swap on Friday will be open to traditional school representatives to visit the event.

## The Fair and Swap

feature tabletop exhibits and represent a primary opportunity for schools, colleges, and program representatives to network with independent educational consultants (IECs) and share information about their campuses. These events give all attendees an opportunity to discover new schools and programs, reconnect with colleagues, and learn what's new on campuses across the country. Over 400 IECs are expected to attend the Washington, DC conference.



## School & College Fair: Thursday | 9:00–11:45 a.m.

### Participants include:

- ★ Colleges/universities
- ★ Traditional day/boarding schools
- ★ Gap year and travel programs
- ★ LD-focused schools and programs, Postsecondary LD programs (non-therapeutic)
- ★ Vendors and related service companies (i.e. publishers, software, finance)
- ★ IECs who work with these institutions

## Therapeutic Information Swap:

**Friday | 12:15–2:15 p.m.**  
*includes lunch*

### Participants include:

- ★ Residential treatment centers, outdoor and wilderness programs, and therapeutic, developmental, and emotional growth schools
- ★ Postsecondary and transitional schools and programs (therapeutic)
- ★ Vendors and related service companies (transport, publishers, software, finance)
- ★ IECs who work with these institutions



# Special Events

## HOSTING After Hours Events

*Schools, colleges, programs,  
and vendors planning  
hosted receptions and  
activities at the hotel or  
off-site, MUST SCHEDULE  
THESE TO START OR  
DEPART according to  
the times listed below:*

**Tuesday**  
after 8:30 p.m.

**Wednesday**  
11:30 a.m.-12:45 p.m.  
(prior to opening session)  
or after 5:45 p.m.

**Thursday**  
after 7:00 p.m.

**Friday**  
after 3:30 p.m.

### Wednesday

**7:00-7:45 p.m. | Reception**

**7:45-8:30 p.m. | Capitol Steps Live  
Comedy Show**

### IECA Foundation Fundraiser (ticketed event)

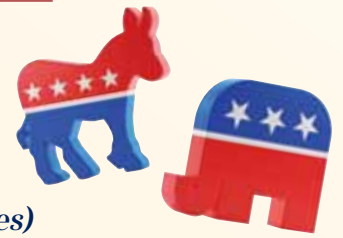
The Capitol Steps began as a group of Senate staffers poking fun at life inside the Beltway. These days the comedy troupe's sellout performances spoofing DC events and the administration are renowned. Capitol Steps' comics combine music with humor to impersonate all of our favorite and not-so-favorite politicians. The leaders of the world are hilarious when seen portrayed by the Capitol Steps! This is a must-see show! Proceeds will benefit the IECA Foundation 2017 Grants Fund. Last year, the IECA Foundation supported 32 outstanding organizations that are making significant impacts on the lives of underserved students.

*For ticket information, contact [info@iecafoundation.org](mailto:info@iecafoundation.org).*

### Thursday | 6:00-7:00 p.m.

### Networking Reception: Washington After Hours

*(for all fully registered conference attendees)*



Washington is a city divided: Democrats vs Republicans. Liberals vs Conservatives. Fox vs MSNBC. The secret that Washingtonians know: after the sun sets and the TV cameras are off, everyone socializes together. Vicious opponents turn into martini bar buddies and attacked media stand elbow-to-elbow with the politicians that rile up the masses. DC is a city that knows how to come together after work, and labels don't matter after hours. In that spirit, let's all enjoy good food, collegiality, and conversations...together.

**Cost:** *All fully registered conference attendees may participate, at no additional cost. Guests cannot be accommodated.*

### Friday | 2:30-3:30 p.m.

### Crowdsourcing Work Groups

*(for all attendees)*

From an onsite poll that conference participants will take on Wednesday about the top concerns that are confronting you, topics will be selected for crowdsourcing solution sessions led by trained facilitators. These solution groups will meet for one hour on Friday to source ways to solve these issues. We will all leave DC with actionable solutions.





# CONFERENCE Schedule

**for Colleges and Universities, Traditional Day and Boarding Schools (including Those with an LD Focus), Gap Year, and Non-Therapeutic Post-Secondary Programs**

## Tuesday | November 14

*\* IECA Member Consultants' event:  
6:00 – 8:30 p.m. Schools and programs  
may not plan events during this time period. \**

## Wednesday | November 15

8:30 a.m. – 11:30 a.m. **Pre-Conference Workshops**  
9:30 a.m. – 6:00 p.m. **Conference Central Open**  
*Includes Registration, Vendor Hall,  
and Networking Lounge  
(Registration will remain open until 7:30 p.m.)*

1:00 – 2:15 p.m. **Opening General Session  
with Keynote Speaker,  
Chuck Todd**

2:15 – 3:00 p.m. Dedicated Vendor Time  
*in Conference Central*

3:00 – 4:15 p.m. **Breakout and  
Discussion Sessions**

3:00 – 5:30 p.m. **Master Class on  
Childhood Anxiety**

4:30 – 5:45 p.m. **Breakout and  
Discussion Sessions**

6:00 – 6:30 p.m. New Attendee Orientation

7:00 – 8:30 p.m. IECA Foundation Fundraiser  
*ticketed event*

*\* IECA Member Consultants have conference  
program events from 8:30 a.m. – 5:45 p.m. Schools  
and programs may not plan events during this time  
period (with the exception of 11:30 a.m. – 12:45 p.m.). \**

## Thursday | November 16

7:00 a.m. – 6:00 p.m. **Conference Central Open**  
*Includes Registration, Vendor Hall,  
and Networking Lounge  
(Registration will remain open until 7:00 p.m.)*

7:00 – 8:30 a.m. Continental Breakfast  
*in Conference Central*

8:15 – 9:00 a.m. Set Up for College & School Fair

9:00 – 11:45 a.m.

### College & School Fair

*Therapeutic program representatives will  
have access to fair starting at 11:00 a.m.*

12:15 – 1:30 p.m.

Lunch

1:30 – 2:45 p.m.

### Breakout and Discussion Sessions

2:45 – 3:30 p.m.

Dedicated Vendor Time  
*in Conference Central*

3:30 – 4:45 p.m.

### Breakout and Discussion Sessions

6:00 – 7:00 p.m.

### Welcome to DC Networking Reception

*for all fully registered conference attendees*

*\* IECA Member Consultants have conference  
program events from 7:30 a.m. – 7:00 p.m.  
Schools and programs may not plan events during  
this time period). \**

## Friday | November 17

7:00 – 9:30 a.m. **Conference Central Open**  
*Includes Registration, Vendor Hall,  
and Networking Lounge*

7:00 – 8:30 a.m. Continental Breakfast & Final Vendor Time  
*in Conference Central*

8:00 – 9:15 a.m. **Breakout and  
Discussion Sessions**

9:30 – 11:00 a.m. **General Session with  
ACE Talks**

12:15 – 1:00 p.m. Lunch in the Therapeutic Information Swap

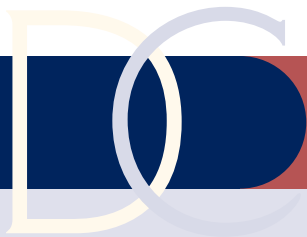
2:30 – 3:30 p.m. **Crowdsourcing Work Groups**

*\* IECA Member Consultants have conference  
program events from 8:00 a.m. – 3:30 p.m.  
Schools and programs may not plan events during  
this time period. \**



## Independent Educational Consultants Association

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# Conference Registration

## IECA Fall 2017 Conference in Washington, DC

Registration is being conducted exclusively through the online registration system at: [www.IECAonline.com](http://www.IECAonline.com)

Hotel booking information will be provided at the end of the online conference registration process. This helps to ensure that registered attendees have first access to available rooms. Only those registered for the conference will be eligible for the hotel's discounted rate. A list of participants, based on paid registrations received by October 1, will be distributed with the conference materials.

## Conference Fees Conference Registration for Nonmember Consultants, College, School, Therapeutic, and LD Representatives

Early Bird (through September 5): \$550

Regular (September 6 - through October 1): \$595

Late Fee (after October 1): \$50

## Pre-Conference Workshops

Wednesday half-day workshops: \$80

**Note:** \$20 transportation fee for Admissions Labyrinth

## Continuing Education Hours

IECA has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6632. Programs that do not qualify for NBCC credit will be clearly identified. IECA is solely responsible for all aspects of the programs.

## Special Needs

Registrants with a physical disability or dietary restrictions are asked to include that information with their conference registration, or send written requests for special meals or accommodations to [conference@IECAonline.com](mailto:conference@IECAonline.com).

## Guests

We are not able to accommodate guests for conference speakers, meals, sessions, or the Fair/Information Swap. **Only registered conference attendees will have access to conference events and the conference areas of the hotel.**

## Hotel Information

Conference attendees ONLY may book at the listed IECA Conference rate (\$249 single/double). **Note:** A maximum of two rooms may be reserved under a conference registrant's name. Those not registered for the conference will pay the hotel's standard rates (usually \$349 and up). You must mention IECA to receive the conference discount rate or use the online booking process that is provided with conference registration. Complimentary Internet access is included for all guest rooms reserved inside the IECA group block.

## Conference Materials

Conference materials will be available in Conference Central (at the IECA registration desk) located inside the conference hotel (see enclosed schedule for specific days and times).

## Travel Information

### Airport

Three airports service the Washington, DC area (taxi costs are approximate):

- Ronald Reagan Washington National (DCA)
  - 7 miles from conference hotel; \$30
- Washington Dulles International (IAD)
  - 24 miles from conference hotel; \$60
- Baltimore/Washington International (BWI)
  - 34 miles from conference hotel; \$88

### Parking

Self-parking is \$45 daily and valet parking is \$50 daily at the hotel.