



# IECA 2018 Fall Conference

Los Angeles, CA 🎬 November 7-9



*Independent Educational Consultants Association*



# Los Angeles

Have you seen the commercials that say, **"LA has it all!"**—the film industry, mountains, amusement parks, beaches, diversity, and the nation's top restaurants and fashion leaders? Well, we say the same thing about our conference in Los Angeles: **"We've got it all!"**



- **60+ outstanding educational sessions on current topics**, from over 150 presenters and panelists (including 10 business sessions to jumpstart your IEC practice)
- Presentations by some of the leading voices, including our **ACE speakers**, on adolescents and technology (A), the future of independent educational consulting (C), and how schools and colleges are transforming (E)
- **Networking opportunities** with more than 300 admission deans and directors
- **Dedicated time to interact and share insights with 400 of your IEC colleagues** from across the United States and around the world
- **Campus visits** to 18 colleges as well as schools and therapeutic programs.
- Hear from one of the nation's most sought-after speakers: **Dr. Dan Siegel** of UCLA and author of numerous books, including *The Yes Brain: How to Cultivate Courage, Curiosity, and Resilience in Your Child* (2018)
- A **College Block** that will include a special address by Stanford University's Dean of Admission & Financial Aid, Richard Shaw, to be followed by a College Showcase featuring both California schools and colleges nationwide
- Learn about the **newest services and tools of the trade** at our vendor hall in Conference Central.

**We look forward to seeing you this fall!**

## IECA Pre-Conference Tours



### » College Tours

Register through IECA's conference registration system. Travel and hotel information can be found at <https://link.iecaonline.com/precon-tours>

#### Monday - Tuesday 🌿 November 5 - 6

**Tour 1:** University of California, Los Angeles, Pepperdine University, Loyola Marymount University, University of Southern California  
**NOTE:** Tour 1 is a two-day tour and must be completed in its entirety.

#### Monday - Tuesday 🌿 November 5 - 6

**Tour 2:** The Claremont Colleges: Harvey Mudd College, Pitzer College, Pomona College, Scripps College, Claremont McKenna College, University of Redlands, Chapman University  
**NOTE:** Tour 2 is a two-day tour and must be completed in its entirety.

#### Monday - Tuesday 🌿 November 5 - 6

**Tour 3:** San Diego State University, University of San Diego, University of California, San Diego, University of California, Irvine  
**NOTE:** Tour 3 is a two-day tour and must be completed in its entirety.

#### Wednesday Morning 🌿 November 7

**Tour 4:** Mount Saint Mary's University

#### Wednesday Morning 🌿 November 7

**Tour 5:** Whittier College

#### Wednesday Morning 🌿 November 7

**Tour 6:** Occidental College

#### Friday Afternoon 🌿 November 9

**Tour 7:** California Institute of Technology

#### Friday Afternoon 🌿 November 9

**Tour 8:** ArtCenter College of Design

### » School Tours

Registration information can be found at <https://link.iecaonline.com/precon-tours>

#### Tuesday 🌿 November 6

The Webb Schools and Flintridge Sacred Heart Academy

### » Therapeutic Program Tour

Registration information can be found at <https://link.iecaonline.com/precon-tours>

#### Tuesday 🌿 November 6

Key Transitions, Ascend Healthcare, Visions Adolescent Treatment Centers, and Resolutions Teen Center



## ACE Talks

Thought leaders in **Adolescence, Consulting, and Education.**

Wednesday's opening 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.

**Wednesday | November 7 | 1:00 p.m.**

### iGen: Guiding the Smartphone Generation

Today's elementary through college students are now iGen (born after 1995), the first generation to spend their entire adolescence with smartphones. iGen adolescents are growing up more slowly and taking longer to engage in adult activities. iGen spends more time communicating electronically and less time with their friends in person. Perhaps as a result, they are more likely to struggle with unhappiness, anxiety, and depression.

**Jean M. Twenge**, PhD, is professor of psychology at San Diego State University, and the author of more than 140 scientific publications and six books, including *iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy—and Completely Unprepared for Adulthood*.



Jean M. Twenge

### Change is Inevitable (except from a vending machine): A glimpse at the future of educational consulting

IECs have never been as numerous, better trained and more needed, and our marketplace is growing by leaps and bounds. So, what's waiting around the metaphorical corner? What's exciting and what should make us a tad leery? This presentation will answer these broader questions.

**Paul Kanarek** started as a founder of The Princeton Review. Today he serves as a managing partner in Collegewise. He is an AVID Trainer regarding college admissions.



Paul Kanarek

### The Student Leadership Imperative: Delivering What the World Needs from This Generation

As president of Claremont McKenna College, Hiram Chodosh sits at the head of a college created to prepare future leaders in all fields from economics to politics to the arts. He speaks to a question many ask today: we expect much—and need much—from this next generation. How do colleges and schools prepare these future leaders for the uncertainties ahead?

**Hiram E. Chodosh** is widely recognized for his innovations in higher education, scholarship in comparative law, and expertise in international justice reform. Chodosh has implemented several new programs and centers to enhance the College's singular leadership mission in liberal arts education. He is a Fulbright Senior Scholar and was named a recipient of the Gandhi Peace Award.



Hiram Chodosh

## Master Class

Friday ☞ November 9 ☞ 8:30-10:30 a.m.

### Mindsight and Internal Education: Reflection, Relationships and Resilience as part of the Core Curriculum

**Daniel J. Siegel, M.D.**

The Master Class will offer an overview of interpersonal neurobiology (IPNB) and its potential applications to education. IPNB combines many disciplines of science into one framework that examines the development of a healthy mind. It offers educators a new way of focusing directly on the education of the mind to create reflective skills, relational intelligence, and resilience in the face of life's challenges.

**Dr. Siegel** is clinical professor of psychiatry at the UCLA School of Medicine and founding co-director of the Mindful Awareness Research Center at UCLA. He is Executive Director of the Mindsight Institute. Dr. Siegel has published extensively for both professional and lay audiences. His newest books are *The Yes Brain* and *Aware: The Science and Practice of Presence*. His *New York Times* bestsellers include *Brainstorm: The Power and Purpose of the Teenage Brain*, *The Whole-Brain Child*, and *No-Drama Discipline*.



## Friday College Special Address

Friday ☞ November 9 ☞ 8:30-9:00 a.m.

### State of College Admissions 2018: The Challenge for Equity, Access, and Opportunity

**Richard Shaw, Dean of Admission and Financial Aid, Stanford University**

**Richard H. Shaw** began his tenure as Stanford's dean of admission and financial aid in 2005. He previously served as Yale's dean of undergraduate admissions and financial aid, director of admissions at the University of Michigan, associate director of admissions and records at the University of California-Berkeley, and in various admission and residence positions at the University of Colorado-Boulder. He served as one of the original commissioners of the American Institute of Certified Educational Planners, founded by IECA.



# Pre-Conference Workshops

Wednesday  November 7  8:30–11:30 a.m.

Fee: IECA Member Consultants \$75 ☆ All Others \$95

## How a University's Financial Aid Committee Works: A Trek in Their Shoes

What happens once a student is admitted to a college/university? What does the financial aid committee take into consideration when putting together a financial aid or merit scholarship award for a student? Take a role as financial aid committee member in a case study workshop led by colleges and experienced IECs. Learn about the challenges colleges face when trying to distribute limited funds and yet meet enrollment goals.

**Christine Bowman, MEd, Southwestern University;**  
**Cyndy McDonald, PPS/MA, IECA;**  
**Diane Cashion, MEd, IECA**

**For IECs: Applied**

## Advanced Testing: Recognizing and Understanding Complex Learning Profiles

With a quick review of test scores and tests and rating scales often administered behind us, we will delve into profiles of students diagnosed with an array of disabilities. These include, but are not limited to, impairments in reading (accuracy, rate/fluency, comprehension), language (fluency/retrieval), executive functioning, sensory integration, ADHD, anxiety, processing speed, memory, auditory/central auditory processing, math, visual-motor integration, writing, and ASD. Assume that comorbidity exists and learn how to analyze data with this in mind. Identify patterns in testing so learning profiles (strengths/weaknesses) become clear and you can more accurately understand your clients/students.

**Caryl Frankenberger, EdM,**  
**Head of The Greenwood School, IECA**

**For All Attendees: Applied**

## Marketing For The Introverted

For years, IECs have heard the same advice to promote their business: give presentations, visit schools, network. However, not everyone thrives on public speaking and self-promotion. This workshop is for those who would rather not self-promote, sell to neighbors, or be the center of attention. We'll examine ways introverted IECs can grow their practice and learn new networking and marketing techniques. We will explore different approaches to old favorites including 'shy networking,' using down time, and marketing without bragging. While designed for the more introverted IEC, some advice can work for all—regardless of where you land on the MBTI introvert/extrovert continuum.

**Mark Sklarow, MA, IECA**

**For IECs: Foundational**

*[Note start time is at 8:00 am ]*

## Advising Students from Asia: Guiding Families Beyond the USNWR Top 50

Those working with students from Asia report that families often see attending a prestigious boarding school or college as their child's greatest hope of rapid upward mobility, success in life, and perpetuating the honor of the family. In understanding Asian cultures, the challenge for independent educational consultants is in working ethically and realistically to help families see opportunities and success beyond the U.S. News and World Report's top ranked institutions. Experts from schools and universities, IECs based in Asia, and other experts will discuss these unique needs and expectations in a candid, power-packed session. If you presently work with Asian families or plan to do so in the future, you do not want to miss this.

**Jed Applerouth, PhD, Applerouth;**  
**Terry Crawford, JD, InitialView;**  
**Eric Hyde, MA, University of Pennsylvania;**  
**Chris Krzak, University of the Pacific;**  
**Charlie Leizear, MBA, Occidental College;**  
**David Park, USC former Int'l Admissions Director;**  
**Matt Steiner, MA, CompassPrep;**  
**Megan Stubbendeck, PhD, ArborBridge;**  
**Nini Suet, MA, IECA;**  
**Chris Andersson, MA, IECA;**  
**Hamilton Gregg, MEd, IECA**

**Facilitators:**  
**Patricia O'Keefe, MBA, IECA**  
**Lloyd Paradiso, MA, IECA**

**For IECs: Applied**

## Upskill Your Essay Review

Do you feel confident in every essay your students submit? Do you ever wonder if you're providing the best feedback you can? If so, this workshop is for you. We'll discuss techniques for providing comprehensive feedback on common types of essays. We'll cover the 5 Questions to providing great feedback, how to think critically about content and structure, and how to use an upbeat tone that gets students excited about making their revisions. Then, we'll put these techniques into practice by reviewing several essays and discussing the feedback participants provide. We'll focus on a variety of types of students—from providing feedback on a poor essay to taking a great essay to the next level. Plus, we'll have a special guest: Ethan Sawyer, the College Essay Guy.

**Brad Schiller, Prompt;**  
**Mamie Cosentino, MFA, Collegewise**

**For IECs: Foundational**

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

**Applied:** For established professionals seeking additional knowledge

# Discussions

Thursday 🌿 7:30 a.m.

## Consultant Roundtables

Among the top-rated conference segments, this very popular exchange of ideas among independent educational consultants (members and nonmembers) on a variety of topics is perfect for all IEC specialties.

Thursday 🌿 9:30 a.m.

## Therapeutic Community Discussions

This is an opportunity for therapeutic program representatives—especially therapists and program leaders—and independent educational consultants to learn from each other by discussing key issues in the areas of emotional and behavioral development.

Thursday 🌿 12:30 p.m.

## School Water Cooler Talks

An opportunity for IECs and school admission reps to come together for collaboration and collegiality, discussing the work they are doing, trends they are observing, and the families they are seeing. The focus will be on improving our communication with one another:

- What can we do when professional communication seems to break down in the application process?
- For school reps: if you feel that an IEC has somehow disappointed you, what can you do?
- For IECs: what can you do if admissions isn't collaborating and communicating openly?

# College & School Fair and Therapeutic Program Information Swap



**The Fair and Swap** feature tabletop exhibits and represent a primary opportunity for networking and learning about schools, colleges, and programs. These events give all attendees an opportunity to share information, discover new schools and programs, reconnect with colleagues, and learn what's new on campuses across the country. Over 400 independent educational consultants are expected to attend the Los Angeles conference.

## College & School Fair:

Thursday  
9:00-11:15 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 Program Information Swap:

Friday  
12:00-2:00 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

**Tuesday**  
*For Early Arrivals*

**6:00-8:30 p.m.**

## IECA Member Consultants Dinner

*(for IECA Professional, Associate, Student, and Retired Member consultants and spouses/partners only)*

For most IECA members it's the members-only pre-conference dinner that makes for a special opening event. Just one block from the conference hotel, Tuesday's dinner will take place at City Club LA, the premier private business club of Los Angeles. Located on the 51st floor of the City National Bank building, members will enjoy spectacular views of the Los Angeles skyline reaching all the way from the Southern California beaches to the mountains.

**Cost: IECA Members \$50**  
**Spouse/ Significant Other \$75**  
*(includes food and beverage)*



**Tuesday** 🎥 **8:00 a.m. – 5:00 p.m.**  
**School Connections**

School Connections provides a structured and congenial atmosphere for boarding schools and IECs to talk and listen. The format involves one-on-one meetings between the two groups. IECs move from table to table to meet with each school. During these personal scheduled appointments, schools have the opportunity to share who they are, what their mission is, and how they are unique. Registration for this event will be conducted through the School Connections website. This event is **FREE** for IECs and includes one night (Monday) at the conference hotel, a welcome reception Monday evening, and lunch on Tuesday.

**Wednesday** 🎭 **7:00 – 9:00 p.m.**  
**Lights, Camera, Action for the IECA Foundation**

*(ticketed event)*

The IECA Foundation is hosting a Hollywood themed gathering with entertainment, games, drinks, and plenty of delicious food. The event will take place at a beautiful rooftop venue at the conference hotel, with unmatched views of the city! All proceeds will help the Foundation reach their goal of awarding more grants than ever before to organizations impacting underserved students across the country. We can't wait to see you there as we join together to support this important cause.

**For ticket and sponsorship information, please contact**  
**Karly Forman at [kforman@iecafoundation.org](mailto:kforman@iecafoundation.org)**

**Thursday** 🎥 **6:00 – 7:00 p.m.**  
**IECA Red Carpet Event**

*(for all registered conference attendees)*

No city parties like Los Angeles. From red carpet premieres to rooftop lounges and A-list swag bags to C-list celebrity house parties, L.A. has it all. Join us as we bring some of the glitz and glamour of Los Angeles to our Thursday evening reception. And since we all know celebrities can't resist a first-class event, keep your eyes peeled for the rich and famous (and the wanna-bees).

**Cost: All registered conference attendees may participate, at no additional cost.**  
**IECA member guests: \$55**  
**Guests may include IECA member spouse/significant other. Employees or affiliates of programs, schools, and colleges may not attend as guests.**

**Friday** 🎭 **9:00-10:30 a.m.**  
**College Showcase**

Take the opportunity Friday morning to hear from admissions counselors representing colleges and universities from California and across the country. Large and small, public and private, don't miss this unique opportunity to add to your "college knowledge." Preliminary list of participating colleges/universities includes:

**Dickinson College**  
**Gettysburg College**  
**Lafayette College**  
**Loyola Marymount University**  
**Scripps College**  
**UCLA**

**Additional colleges to be included as they are confirmed**

# Conference Schedule

for Independent Educational Consultants

## Monday November 5

California school, college, and program tours  
For IECA member consultants only

## Tuesday November 6

California school, college, and program tours  
For IECA member consultants only

8:00 a.m. – 5:00 p.m. School Connections  
6:00 – 8:30 p.m. IECA Member Dinner (optional)

## Wednesday November 7

Local school, college, and program tours  
For IECA member consultants only

7:30 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.)*

8:30 a.m. – 11:30 a.m. **Pre-Conference Workshops**

1:00 – 2:30 p.m. **Opening General Session with ACE Talks**  
**Jean Twenge, Paul Kanarek, Hiram Chodosh**

2:30 – 3:15 p.m. Dedicated Vendor Time with refreshments  
*in Conference Central*

3:15 – 4:30 p.m. **Breakout and Discussion Sessions**

4:45 – 6:00 p.m. **Breakout and Discussion Sessions**

6:00 – 7:30 p.m. Hosted Receptions

7:00 – 9:00 p.m. **IECA Foundation Fundraiser**

8:30 – 10:00 p.m. Hosted Receptions

## Thursday November 8

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 Vendor Hall, Conference Central*

7:30 – 9:00 a.m. **Consultant Roundtables**  
*(for member and non-member consultants only)*

9:00 – 11:15 a.m. **College & School Fair**  
*Therapeutic program representatives will have access to fair starting at 10:30 a.m.*

9:30 – 10:30 a.m.  
11:30 – 12:30 p.m.  
12:30 – 1:45 p.m.  
12:30 – 1:45 p.m.  
1:45 – 2:30 p.m.  
2:30 – 3:45 p.m.  
4:00 – 5:00 p.m.

4:00 – 6:00 p.m.  
5:00 – 6:00 p.m.  
5:00 – 6:00 p.m.  
6:00 – 7:00 p.m.  
7:00 – 9:00 p.m.

## Friday November 9

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

7:30 – 9:00 a.m. Continental Breakfast  
*in Vendor Hall, Conference Central*

8:30 – 10:30 a.m. **College Block**

- Special Address from Richard Shaw, Stanford University
- College Showcase

8:30 – 10:30 a.m. **Master Class on Mindsight and Internal Education with Daniel J. Siegel**

10:45 a.m. – 12:00 p.m. **Breakout and Discussion Sessions**

12:00 – 2:00 p.m. **Therapeutic Information Swap with Lunch**  
*(for All Attendees)*

2:00 p.m. Conference Closes

**Therapeutic Community Discussions**

Lunch

**Breakout and Discussion Sessions**

**School Water Cooler Talks**

Dedicated Vendor Time with refreshments  
*in Conference Central*

**Breakout and Discussion Sessions**

IECA Community Forums  
*College, School, and Therapeutic (for IECA member consultants only)*

Hosted Receptions

IECA Community Forums  
LD, Graduate, and Global  
*(for IECA member consultants only)*

IECA Affinity Group Meetings  
*(for IECA member consultants only)*

**IECA Networking Reception**

Hosted Receptions





## Independent Educational Consultants Association

3251 Old Lee Highway  
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Fairfax, VA 22030-1504



# Conference Registration

## IECA Fall 2018 Conference in Los Angeles, California

Registration is being conducted exclusively through the online registration system at: <https://link.iecaonline.com/Conference-IECs>  
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 IECA Member Consultants

Early Bird (through August 31): \$500  
Regular (September 1 - October 1): \$550  
Late Fee (after October 1): \$50  
Tuesday Dinner: \$50  
Tuesday Dinner Spouse/Significant Other: \$75  
Thursday Reception Spouse/Significant Other: \$55

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

Early Bird (through August 31): \$595  
Regular (September 1 - through October 1): \$635  
Late Fee (after October 1): \$50

#### Pre-Conference Workshops

Wednesday half-day workshops:  
IECA Member Consultants: \$75 / All Others: \$95

### 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. All sessions qualify for CE credit for AICEP. 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

Only IECA member consultants may register a spouse or significant other to join IECA members for the dinner on Tuesday, November 6 (\$75), and the reception on Thursday, November 8 (\$55). Other guests cannot be accommodated. 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 (\$219 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 \$319 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

Located in downtown Los Angeles, the conference hotel is 18 miles from Los Angeles International Airport (LAX) and 16 miles from Hollywood Burbank Airport (BUR). Taxis, Uber, and Lyft are readily available and will cost approximately \$55-\$65 each way. SuperShuttle shared rides are available starting at \$17 each way. Booking information will be located at the end of the online registration system and in your confirmation email.

#### Parking

\$49 valet only.