

Sheraton Grand Chicago

2019

IECA's Annual Spring Conference



Rising to the Challenges

Connect with **Hundreds** of Independent College Consultants

“The University of Tampa gains students from new communities thanks to our outreach to IECA members. IECs help families understand both academic and financial fit.”

— Brent Benner,
Director of Enrollment
Management, Admissions,
University of Tampa

College Fair

Thursday • May 9 • 9:00-11:15 a.m.

Here's why hundreds of colleges and universities attend IECA conferences:

- 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.
- 400 IECs are expected to attend IECA's conference this spring, giving you numerous opportunities to promote your college or university to a responsive audience.
- The number of colleges & universities attending IECA conferences has tripled in the last five years. These colleges have learned the value of connecting with our members at IECA conferences.



(for more information, see reverse side)

(continued from front)

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.

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.

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



We Offer Two 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 (\$325 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.



3251 Old Lee Highway • Suite 510 • Fairfax, VA 22030
info@IECAonline.com • www.IECAonline.com
703-591-4850

Pre-Conference Workshops

Wednesday • May 8 • 8:30-11:30 a.m.

Fee: \$95

Educational Resources for Students with ASD, LD, and Mental Health Disorders

Students with autism spectrum disorders present challenges in educational settings with co-occurring learning disabilities and mental health issues. Presenters will discuss how co-existing disorders overlap and the difficulties students face with academics, socialization, and independent living.

Marci Schwartz, PhD, LCSW, IECA Associate
Betsy Donnelly, MS, CPC, CEP, IECA

For All: Applied

It's More Than Just a Title— What Exactly Is Leadership?

This session will explore the attributes that constitute leadership and how this quality is identified and can be nurtured and applied. Recognizing our own leadership traits will be explored. A terrific session for those who may want to explore leadership roles in IECA, community-based organizations or professional groups.

Ann Rossbach, MAT, IECA
Mark Sklarow, MA, IECA Chief Executive Officer

For All: Applied

Applied: For established professionals seeking additional knowledge



Welcome to
CHICAGO

This is IECA's third conference in Chicago and we're just as excited about going to the Windy City as the first time!

There's always something new to see and do: World-class museums, Michelin-star restaurants, theater and performing arts shows, spectator sports, bars & nightclubs, live music, comedy clubs, and more.

The conference promises to be as robust as the city itself, and will feature content that is diverse and varied to meet the needs of attendees in all specialties and all experience levels:

- School & College Fair and Therapeutic Information Swap
- Over 60 sessions from more than 150 presenters and panelists
- 2 pre-conference workshops
- 3 ACE Talks from thought leaders, featuring 15- to 20-minute presentations on adolescence (A), consulting (C), and education (E).
- Networking opportunities to connect with IECs and reps from schools, colleges, and programs, including a networking event that will evoke the atmosphere of a 1920s speakeasy.
- Master Class on Neuroscience and Cognitive Restructuring.
- College Showcase
- Special address by former U.S. Secretary of Education, Arne Duncan
- Learn about new services and products

See you in Chi town!

DISCUSSIONS

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 • 12:45 p.m.

Water Cooler Talk

hosted by members of the IECA Schools Committee

The Water Cooler Talk provides an opportunity for IECs and school admission reps to come together for collaboration and collegiality, discuss the work they are doing, trends they are observing, and the families they are seeing. The focus of this Water Cooler Talk will be on debriefing this year's admissions cycle, including:

- Trends that we observed
- Challenges that we encountered
- Experiences with the Character Skills Snapshot
- Thoughts on the SAO, Gateway & Individual School Applications

Chicago Spring 2019

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 | May 8 | 1:00 p.m.

Empathy is a Verb: Lessons for Success in the Digital Age



Michele Borba

What can businesses, organizations, institutions of higher learning and associations learn from the latest science on empathy? Plenty. Especially in today's plugged-in world of virtual workplaces, electronic communications, and increasing disconnection. **Dr. Borba** will show us how to use the "Empathy Advantage" with customers, patients, donors, and students.

Dr. Borba is an educational psychologist and parenting, bullying, and character expert. Dr. Borba is the author of 22 books, including *Unselfie: Why Empathetic Kids Succeed In Our All-About Me World*.

Productive and Unproductive Change at Universities



Robert Zimmer

University of Chicago President, **Robert Zimmer** will discuss the inevitability of change on our nation's college campuses. He believes that too often such change is unproductive or even counter-productive to the institution's mission. Zimmer will explore how to recognize and promote productive change to ensure educational institutions meet the needs of all constituencies.

Robert J. Zimmer became president of the University of Chicago in 2006. He previously worked as a University of Chicago faculty member and administrator for more than two decades. He also served as provost at Brown University from 2002-2006.

From Disability To Possibility: 7 Essential Tenets



Patrick Schwarz

Patrick Schwarz will discuss his 7 essential tenets of supporting learning differences using an example of a real life individual he worked with who has Autism as an attribute. This session will be highly relatable to all conference attendees; be prepared for something fun and different!

Dr. Patrick Schwarz is the CEO of Creative Culture Consulting LLC and professor emeritus at National Louis University. He is the author of *From Disability to Possibility* and *From Possibility to Success*, among others.

Special Address

Friday • May 10 • 9:15-10:15 a.m.

> Rising to the Challenges of Education in America Today

Arne Duncan will draw from his time as United States Secretary of Education to talk about successes, failures, and lessons learned in the fight to provide every child with a world class education. Duncan will discuss the importance of education for breaking cycles of poverty, keeping high wage/high skill jobs in our country, and creating a citizenry that is civically engaged in our democracy.

Arne Duncan was U.S. Secretary of Education under President Barack Obama. Before becoming secretary of education, Duncan served as the chief executive officer of the Chicago Public Schools, and ran a nonprofit education association that helped fund college for a class of inner-city students.



Arne Duncan

Master Class

Friday • May 10 • 12:45-2:30 p.m.

> Neuroscience & Cognitive Restructuring

This Master Class will help attendees discover their habitual thinking patterns and learn how these perspectives influence the choices they make and the way they communicate with students, clients, and their families. Once discovering this influence on themselves, attendees may discover new ways to improve analytical ability, optimize creativity, and increase mental flexibility and risk taking.

Dr. Donalee Markus specializes in the clinical application of neuroscience. She has designed NASA training programs and educational products for iPhone and iPad. Markus wrote *Retrain Your Business Brain: Outsmart the Corporate Competition*.



Donalee Markus

College & School Fair and Therapeutic Program Information Swap

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 Chicago conference.



College & School Fair:

Thursday
9:00-11:15 a.m.

Participants include:

- Colleges/universities
- Traditional day/boarded 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
10:30 a.m.-12:30 p.m.

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 Fair Time

10:30–11:15 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

10:30–11:15 p.m.

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

Special Event

Thursday

6:00 – 7:00 p.m.

IECA Speakeasy Networking Event

(for all fully registered conference attendees)

Chicago earned its mythology in the 1920s with prohibition, gangsters like Al Capone, lawmen including Elliott Ness and the Untouchables, jazz, and speakeasies. These all contributed to the city's reputation as a place where anything could happen, and the city's many newspapers sold crime like entertainment. Join us as we celebrate Chicago of the 1920s in our own IECA speakeasy, where warm jazz, cold drinks, great food, and good friends and colleagues come together. No secret password required for entry!

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

Conference Schedule

Tuesday, May 7

8:00 a.m. – 5:00 p.m. Therapeutic School Connections

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

Wednesday, May 8

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**
Michele Borba, Robert Zimmer, Patrick Schwarz

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

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

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

5:45 – 6:15 p.m. New Attendee Orientation

** IECA Member Consultants have conference program events from 8:30 a.m. – 5:30 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.).*

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 here:

Tuesday after 8:30 p.m.

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

Thursday after 7:00 p.m.

Friday after 2:30 p.m.

Thursday, May 9

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

8:15 – 9:00 a.m. Set Up for College & School Fair
see page 4 for details

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

Therapeutic Community Discussions

9:30 – 10:30 a.m. College & School Fair welcomes therapeutic program representatives

10:30 – 11:15 a.m.

11:30 – 12:30 p.m. Lunch with presentation of Steven R. Antonoff Award

12:45 – 1:45 p.m.

12:45 – 1:45 p.m.

1:45 – 2:30 p.m.

2:30 – 3:30 p.m.

3:45 – 4:45 p.m.

6:00 – 7:00 p.m.

Breakout and Discussion Sessions
School Water Cooler Talks
Dedicated Vendor Time with refreshments
in Conference Central
Breakout and Discussion Sessions
Breakout and Discussion Sessions
IECA Networking Reception
** 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, May 10

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

8:15 – 9:00 a.m. Set Up for Therapeutic Information Swap

9:15 – 10:15 a.m. **Special Address by Arne Duncan**

10:30 a.m. – 12:00 p.m. **College Showcase**

10:30 a.m. – 12:30 p.m. **Therapeutic Information Swap**

12:00 – 1:00 p.m. Boxed Lunch Available

12:45 – 2:30 p.m. **Master Class with Donalee Markus**

2:30 p.m. Conference Closes

** IECA Member Consultants have conference program events from 7:30 a.m. – 2:30 p.m. Schools and programs may not plan events during this time period. **



Independent Educational Consultants Association

3251 Old Lee Highway
Suite 510
Fairfax, VA 22030-1504

CONFERENCE REGISTRATION

IECA Spring 2019 Conference in Chicago, Illinois

Registration is being conducted exclusively through the online registration system at: <https://link.iecaonline.com/Conference-Info>
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 April 1, will be distributed with the conference materials.

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

Early Bird (through February 28): \$595
Regular (March 1 - through April 1): \$635
Late Fee (after April 1): \$50

Pre-Conference Workshops

Wednesday half-day workshop: \$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. 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.

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 (\$229 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 \$359 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

Two major airports service the downtown Chicago area. Chicago O'Hare International Airport (ORD) is 18 miles from the conference hotel and Chicago Midway International Airport (MDW) is 12 miles. Taxis, Uber, and Lyft are readily available and will cost approximately \$30-\$60 each way. GO Airport Express is a shared ride airport shuttle service offering travel from both Chicago airports. Visit their website at www.airportexpress.com for more information.

Hotel Parking

\$59 self-park
\$69 valet