

2019



Rising to the Challenges

IECA Spring Conference

May 8-10, 2019

Independent Educational Consultants Association



IECA Pre- and Post-Conference Tours

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

College Tours

Monday–Tuesday • May 6–7

Tour 1: Chicagoland

Lake Forest College, Northwestern University, Loyola University Chicago, DePaul University

Monday–Tuesday • May 6–7

Tour 2: Wisconsin

Beloit College, Carroll University, University of Wisconsin-Milwaukee, Marquette University

Monday–Tuesday • May 6–7

Tour 3: Indiana

Butler University, Indiana University Bloomington, DePauw University, Purdue University

Monday–Tuesday • May 6–7

Tour 4: Central Illinois

University of Illinois at Urbana-Champaign, Illinois Wesleyan University, Illinois Institute of Technology, School of the Art Institute of Chicago

Wednesday • May 8

Tour 5: The University of Chicago (*also offered Friday afternoon*)

Wednesday • May 8

Tour 6: Columbia College Chicago

Friday Afternoon • May 10

Tour 7: The University of Chicago

Post-Secondary Program Tour

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

Wednesday • May 8

Chicago: P.A.C.E. at National Louis University

Therapeutic Program Tours

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

Monday • May 6

Wabash, Indiana: Compass Rose Academy

Tuesday • May 7

Chicago: The Sonia Shankman Orthogenic School, The Brooke Whitted Center, The STARS Program (Support and Therapy at Roosevelt University)



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:

- Over 60 sessions from more than 150 presenters and panelists
- 5 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.
- Campus visits to 18 colleges as well as schools and therapeutic programs.
- Master Class on Neuroscience and Cognitive Restructuring.
- Special address by former U.S. Secretary of Education, Arne Duncan
- College Showcase, featuring admission reps from campuses in the Midwest and across the country.
- Learn about new services and products

See you in Chi town!



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

Wednesday • May 8 • 8:30-11:30 a.m.

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

How to Run an Essay Workshop for 2 or 200

Learn to run a writing workshop for any size group, following a flexible curriculum that can be used to kick off the essay-writing process or as a stand-alone session. Includes a leader's guide and student worksheets, which you can modify as needed.

Susan Knoppow, MFA,
Wow Writing Workshop
Jenny Umhofer, MFA, IECA
Amy McVeigh, MBA, IECA

For IECs: Applied

Legal & Practical Considerations When Growing Your Team: An Interactive Session

Working with others is a powerful way to grow your business, but it is also fraught with risk and challenges. This session will provide an overview of these considerations, from the perspectives of an employment attorney and the owner of an IEC group.

Krista Sterken, JD, Attorney
Zach Galin, MEd, IECA

For IECs: Applied

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

Embracing Financial Fit as a Part of Your Practice

Financial fit is an uncomfortable topic with many families, yet a crucial component to matching the student successfully with the right college. Embrace the affordability topic with tangible action items to help families assess their financial fit.

Cyndy McDonald, PPS/MA, IECA
Diane Cashion, MEd, IECA
Lora Block, MA, CEP, IECA
Claire Law, MS, CEP, IECA
Dean Skarlis, EdD, CEP, IECA

For IECs: Foundational

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, regional groups, community-based organizations, or professional groups.

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

For All: Applied



Foundational: For those with limited experience, seeking core knowledge

Applied: For established professionals seeking additional knowledge

College & School Fair and Therapeutic Program Information Swap

DISCUSSIONS

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 Chicago conference.



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, offers something in 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 • 12:45 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

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 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 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. As has become a popular tradition, IECA will take over a Chicago restaurant, one of the premier dining experiences in Chicago's West Loop. Together we'll dine on unique dishes in an energetic, exotic, and festive atmosphere.

Cost: IECA Members \$50
Spouses/Partners \$75
(includes food and beverage)

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: Free to all conference registrants.
IECA member guests: \$55
Guests may include IECA member spouses/partners. Employees or affiliates of programs, schools, and colleges may not attend as guests.



Tuesday • 8:00 a.m. – 5:00 p.m.

Therapeutic School Connections

Therapeutic School Connections provides a structured and congenial atmosphere for therapeutic boarding schools/programs 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/program. During these personal scheduled appointments, schools/programs 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 <https://schoolconnections.org/>. This event is free for IECs and includes one night (Monday) at the conference hotel, a welcome reception Monday evening, and lunch on Tuesday.

Schools/programs slated to participate include: Asheville Academy for Girls, Blue Fire Wilderness Therapy, Calo Programs Calo Young Adults, CaloTeens, EDGE Learning and Wellness Collegiate Community, Foothills at Red Oak Recovery, Forest Heights Lodge, Launch, Legacy Outdoor Adventures, PATH at Stone Summit, Red Mountain Sedona, Shrub Oak International School, Summit Preparatory School, Sunrise Academy – Sunrise RTC, Sutton Enterprises, University of Utah Neuropsychiatric Institute, Valley View School.

Friday • 7:30 – 9:00 a.m.

Annual Membership Breakfast Meeting

(For all IECA Members: Professional, Associate, Student)

Join your IECA colleagues for the Association's annual opportunity to reflect on the past year and hear about plans for the year ahead. It's our one chance to start the day without our admission colleagues or vendors, to celebrate independent educational consulting and all IECA has to offer. In addition, members will elect a new Board of Directors and have an opportunity to share their suggestions with staff and board leadership.

Friday • 10:30 a.m. – 12:00 p.m.

College Showcase

Friday morning you'll have the opportunity to hear from admissions counselors representing colleges and universities from the Midwest and across the country. You'll hear from big universities, small liberal arts colleges, and those in between. This is a great chance to learn more about numerous campuses in one morning!

Conference Schedule

for Independent Educational Consultants

Monday • May 6

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

Tuesday • May 7

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

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

Wednesday • May 8

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**
Michele Borba, Robert Zimmer, Patrick Schwarz

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

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

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

5:30 – 7:00 p.m. Hosted Receptions

8:00 – 9:30 p.m. Hosted Receptions

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

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. **Therapeutic Community Discussions**

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

12:45 – 1:45 p.m. **Breakout and Discussion Sessions**

12:45 – 1:45 p.m. **School Water Cooler Talks**

1:45 – 2:30 p.m. Dedicated Vendor Time with refreshments
in Conference Central

2:30 – 3:30 p.m. **Breakout and Discussion Sessions**

3:45 – 4:45 p.m. **Breakout and Discussion Sessions**

4:45 – 6:00 p.m. Hosted Receptions

5:00 – 6:00 p.m. IECA Affinity Group Meetings
(for IECA member consultants only)

6:00 – 7:00 p.m. **IECA Networking Reception**

7:00 – 8:30 p.m. Hosted Receptions

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. **Annual Membership Meeting with Breakfast**
(for IECA member consultants only: Professional, Associate & Student Members)

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

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





Independent Educational Consultants Association

3251 Old Lee Highway
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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-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 April 1, will be distributed with the conference materials.

Conference Fees Conference Registration for IECA Member Consultants

Early Bird (through February 28): \$500
Regular (March 1 - April 1): \$550
Late Fee (after April 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 February 28): \$595
Regular (March 1 - through April 1): \$635
Late Fee (after April 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.

Guests

Only IECA member consultants may register a spouse or significant other to join IECA members for the dinner on Tuesday, May 7 (\$75), and the reception on Thursday, May 9 (\$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 (\$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