



Pinpointing
Pathways
To **Success**
— IECA⁺ —

*November 6-8, 2019
Atlanta, Georgia*



Welcome to Atlanta

From atop the 20-story tall Ferris wheel in Centennial Park, you can see Atlanta spread out below, but you'll want to be on the ground to experience everything the city—and the IECA Fall Conference—has to offer. History buffs will want to arrive early or extend their stay to visit the Atlanta History Center, the Martin Luther King Jr. National Historical Park, the National Center for Civil and Human Rights, or the Margaret Mitchell House where *Gone With the Wind* was written.

Like Atlanta itself, the IECA conference will be a mix of your favorite established topics and innovations that keep things fresh. You can take part in the first IECA **Education Intensive (EI)** and earn a certificate of completion in College Financial Fit and Affordability through approximately 12 hours of education and training. Look for the **EI** beginning with the *Got Affordability* pre-conference workshop and in the designated breakout sessions included in the schedule.

With tours of more than **20 college campuses, plus a therapeutic program tour**, you'll be able to add to your expertise by soaking up the southern educational opportunities to share with clients; other pre-conference opportunities include **traditional and therapeutic School Connections**. **ACE Talks** will once again feature dynamic speakers who will discuss leadership challenges during transformational change, how to treat your clients like VIPs by "rolling out the red carpet," and making failure a valuable lesson in motivation and resiliency.

In a bit of a twist, the **Master Class** will feature three experts who will discuss adolescent anxiety disorders and treatments, bringing different perspectives and voices to explore this topic that affects all specialty areas. On Friday, a **special college address** will continue the ongoing discussion about equity gaps in admissions by using data and analytics with a leader from Georgia State University.

And when you are craving camaraderie and networking interactions, all your preferred venues for discussion will give you ample time to connect and network: **discussion groups**, the **College & School Fair** and **Therapeutic Information Swap**, and **social events**.

Plan your days carefully because there's so much to fit into your schedule!



IECA Pre- and Post-Conference Tours

For IECA member consultants only



> College Tours

All tours end at the conference hotel.

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

Monday–Tuesday > November 4–5 • Georgia

Tour 1: Oglethorpe University, Emory University, Agnes Scott College, University of Georgia, Morehouse College, Spelman College

NOTE: Tour 1 is a two-day tour and must be completed in its entirety.

Monday–Tuesday > November 4–5 • Western Carolinas

Tour 2: Warren Wilson College, University of North Carolina Asheville, Brevard College, Furman University, Clemson University

NOTE: Tour 2 is a two-day tour and must be completed in its entirety.

Monday–Tuesday > November 4–5 • Central Carolinas

Tour 3: Davidson College, Queens University of Charlotte, Belmont Abbey College, Converse College, Wofford College

NOTE: Tour 3 is a two-day tour and must be completed in its entirety.

Wednesday Morning > November 6

Tour 4: Georgia Institute of Technology

Wednesday Morning > November 6

Tour 5: Savannah College of Art and Design, Atlanta

Friday Afternoon > November 8

Tour 6: Savannah College of Art and Design, Atlanta

Tour 7: Oxford College of Emory University, Oxford, GA

> Therapeutic Program Tours

Registration information can be found at link.iecaonline.com/precon-tours

Monday > November 4

CooperRiis Healing Community and Pavillon Treatment Center, Mill Spring, NC

Wednesday > November 6

Skyland Trail, Atlanta, GA



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 6 | 1:00 p.m.

Transformation and the Soul of a Place

This talk will address the leadership challenges of transformational change at a historically significant institution. Dr. Thomas will draw on his leadership experience as dean at Georgetown University and president of Morehouse College.

Dr. David Thomas has served as the president of Morehouse College since 2017. He is the former H. Naylor Fitzhugh Professor of Business Administration at Harvard Business School and the former dean of Georgetown University's McDonough School of Business.



David Thomas

Managing the Red Carpet: A Showbusiness Guide to Customer Service

Do you roll out the red carpet for your students and parents? Do you want to learn tangible ways to treat them like the VIP guests they are? Could you use some creative ways to express how much you value them? This entertaining, yet practical program is ideal for those who desire to deliver stellar customer service while achieving overall business objectives.

Laurie Guest has over 20 years of experience in the healthcare field and as an entrepreneur. She speaks from a practical point of view on customer service and staff development. She is the author of *The 10¢ Decision: How Small Change Pays Off Big*.



Laurie Guest

The Gift of Failure: Fostering Intrinsic Motivation and Resilience in Kids

Veteran teacher, author, and education journalist Jessica Lahey breaks down the research on motivation, resilience, and learning, and explains how autonomy-supportive parenting, teaching, and mentoring not only boosts kids' motivation, but also improves educational outcomes.

Jessica Lahey is an expert and thought leader on how parenting styles affect students' motivation, learning, and resilience. She is the author of *The Gift of Failure: How the Best Parents Learn to Let Go So Their Children Can Succeed*, and a columnist for the *Washington Post* and *The New York Times*.



Jessica Lahey

Friday College Special Address

Friday • November 8 • 10:00 - 10:30 a.m.



Eliminating Equity Gaps through Data and Analytics

Dr. Timothy Renick, Senior Vice President for Student Success & Professor of Religious Studies, Georgia State University

Since 2008, **Timothy Renick** has directed the student success and enrollment efforts of the university, overseeing among the fastest improving graduation rates in the nation and the elimination of all achievement gaps based on students' race, ethnicity, or income level. He is also principal investigator for a \$9 million US Department of Education grant to study the impact of predictive-analytics-based advisement on 10,000 low-income and first-generation students nationally.

Master Class Friday • November 8 • 12:45 - 2:30 p.m.

Treatment of Anxiety Disorders in Adolescents: CBT, ERP & Medications

This Master Class will highlight the importance of early recognition and treatment of anxiety disorders, as well as some of the physiological changes caused when they go untreated. The presenters will discuss the current evidence-based treatments for these disorders including cognitive-behavioral, exposure and response prevention, and the use of virtual reality technologies and medications.



Ray Kotwicki, MD, MPH, DFAPA
Charles B. West Chief Medical Officer at Skyland Trail



Charles F. Brady, PhD, ABPP
Clinical Director of Outpatient Services and
Director OCD and Anxiety Treatment Program at Lindner Center of HOPE



Kathryn D. Boger, PhD, ABPP
Program Director, McLean Anxiety Mastery Program

Pinpointing Pathways To Success

Pre-Conference Workshops

Wednesday > November 6 > 8:30-11:30 a.m.

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

Under Pressure: Addressing Anxiety in Admissions

Admissions anxiety is rampant, but we can reframe the process for clients. Join this interactive workshop with experts in adolescent psychology, campus mental health professionals, and more to get the knowledge and tools to tackle admissions anxiety.

Jed Applerouth, PhD, Applerouth Tutoring Services
John Cadenhead, MA, Applerouth Tutoring Services
Diana Cohen, JD, Applerouth Tutoring Services
Gary Glass, PhD, Oxford College of Emory University
Shari Obrentz, PhD, Emory University
Carrie Poline, DO, Adult and Child Psychiatrist in Private Practice
Lisa Smith, IECA Associate
Richard Vigneault, JD, Applerouth Tutoring Services

For All: Applied

Understanding the Differences Between Language Based and Nonverbal Learning Disabilities

Addressing profiles, discussing strengths, comparing core deficits, and explaining teaching interventions and strategies for both inside and outside the classroom, the presenters will educate, enrich, and certainly entertain. This workshop will provide vital information about language based and nonverbal learning disabilities, and what is needed to work effectively with students who have them.

Robert Genetelli, Jr., MEd, Landmark School
Tom Hays, PhD, Franklin Academy
Carolyn Orsini Nelson, MEd, McMillan Education
Cynthia Pope, MEd, Franklin Academy

For All: Applied

Mentored Workshop to Level Up Your Sales & Marketing

Our passion is working with students, but many of us feel bad about our sales and marketing impact. Our five expert mentors will coach you through individual and small group exercises to help you leave Atlanta with a plan to grow over the next three years.

Bob Carlton, IECA
Shereem Herndon-Brown, MA, IECA
Joan Koven, CEP, IECA
Ethan Sawyer, IECA Associate
Joyce Wong, MEd, IECA Associate

For IECs: Applied

Foundational: For those with limited experience, seeking core knowledge

Applied: For established professionals seeking additional knowledge



Addressing Concerns About Screen Time & Technology Use

When it comes to technology (social media, gaming addiction, financial responsibility, online predators, etc.), all parents share the same concerns: What is my kid doing? Who are they talking to? What images are they sharing? Should I monitor what they do? How much is too much? This session will include three key players in this challenge: the Kid, the Parent, and the Treatment Specialist. Experiences, solutions and how to best address today's parents will be discussed.

Cam Adair, Game Quitters
Melinda Harriman, PhD, Westmont College
Michael Jacobus, Reset Summer Camp
Leslie Morris, MBA, ADHD LifeCoach

For All: Applied

Got Affordability?

Wondering about how to use college affordability in your practice or how to talk to families about it? This session will explore three principles of affordability and how to include them in a "best fit" college approach.

Lora Block, MA, CEP, IECA
Carol Doherty, CPA-retired, IECA
Cyndy McDonald, PPS/MA, CEP, IECA

For IECs: Foundational



Education Intensives (EIs) will allow IECA members to acquire new sets of skills or knowledge in a condensed and convenient format. Most Intensives will involve between 12-18 hours of education and training featuring a combination of pre-conference workshops, breakout sessions, site visits, webinars, selected reading, and other formats. Those participants who have met the requirements will be awarded a certificate of completion. In Atlanta, the initial Education Intensive will offer a certificate in College Financial Fit and Affordability. Look for the EI symbol with the pre-con above and in the listings of all breakouts and discussions in the Conference Guide.

Atlanta Fall 2019

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, 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 • 11:30 a.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 communication between admissions representatives and IECs. What do IECs want from admissions officers and what do the schools want from the IECs? What is the best way for new school consultants to gain information about the schools? Have relationships changed along with the demographics? Come listen and share your thoughts and ideas.

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 350+ IECs are expected to attend the Atlanta 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 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 > 8:00 a.m. – 5:00 p.m.

Traditional and Therapeutic School Connections

School Connections provides a structured and congenial atmosphere for 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. In Atlanta, there will be concurrent events, one for traditional boarding schools and one for therapeutic boarding schools/programs. 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.

Thursday > 6:00 – 7:00 p.m.

IECA Tailgate Networking Event

(for all registered conference attendees)

Tailgating is a long-honored tradition at Atlanta sporting events, and we'll tailgate together with games, challenges, fun, food, and drink. Our indoor tailgate will allow everyone to let their hair down and have fun, interact with friends old and new.

Cost: *All registered conference attendees may participate, at no additional cost.*

IECA member guests: \$55

Guests may include IECA member spouses/significant others. Employees or affiliates of programs, schools, and colleges may not attend as guests.

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 Southeast 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!

Wednesday > 7:00 – 9:00 p.m.

The IECA Foundation Presents "Rock 'n' Roll Dance Party"

(ticketed event)

The IECA Foundation is hosting a music-filled evening packed with entertainment, scrumptious food, and plentiful drinks. Get down on the dance floor and enjoy the atmosphere of an Atlanta nightclub at the conference venue. 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 information, please contact

Lindsay Grattan at lgrattan@iecafoundation.org

Tuesday

For Early Arrivals

6:30 – 8:30 p.m.

IECA Member Consultants Dinner

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

The member dinner has become a favorite tradition as a special opening event to the conference. In Atlanta, we will take over a popular restaurant that features contemporary southern cuisine and is located just one block from the conference hotel. Join us and experience southern hospitality in the heart of downtown Atlanta.

Cost: *IECA Members \$50*

Spouse/

Significant Other \$75

(includes food and beverage)



Conference **schedule**

for Independent Educational Consultants

Monday > November 4

School, college, and program tours
For IECA member consultants only

Tuesday > November 5

School, college, and program tours
For IECA member consultants only

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

Wednesday > November 6

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**
David Thomas, Laurie Guest, Jessica Lahey

2:45 – 3:45 p.m. **Breakout and Discussion Sessions**

3:45 – 4:30 p.m. Dedicated Vendor Time with refreshments in Conference Central

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

5:30 – 7:00 p.m. Hosted Receptions

5:45 – 6:15 p.m. New Attendee Orientation (for all first-time conference attendees)

7:00 – 9:00 p.m. **IECA Foundation Fundraiser** (ticketed event)

8:30 – 10:00 p.m. Hosted Receptions

Thursday > November 7

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. **Breakout and Discussion Sessions**

11:30 a.m. – 12:30 p.m. **School Water Cooler Talk**

12:30 – 1:45 p.m. Lunch

2:00 – 3:00 p.m. **Breakout and Discussion Sessions**

3:00 – 3:45 p.m. Dedicated Vendor Time with refreshments in Conference Central

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

4:45 – 6:00 p.m. Hosted Receptions

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

7:00 – 8:30 p.m. Hosted Receptions

Friday > November 8

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

7:00 – 8:30 a.m. Continental Breakfast in Vendor Hall, Conference Central

7:30 – 8:30 a.m. IECA Affinity Group Meetings (for IECA member consultants only)

8:45 – 9:45 a.m. **Breakout and Discussion Sessions**

10:00 – 10:30 a.m. **Friday College Special Address from Timothy Renick**

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

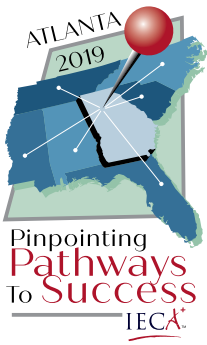
10:30 a.m. – 12:30 p.m. **Therapeutic Information Swap**

12:00 – 12:45 p.m. Lunch Available inside Therapeutic Information Swap

12:45 – 2:30 p.m. **Master Class with Ray Kotwicki, Charles F. Brady, Kathryn D. Boger**

2:30 p.m. Conference Closes





Independent Educational Consultants Association

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

CONFERENCE REGISTRATION

IECA Fall 2019 Conference in Atlanta, Georgia

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 will be published based on paid registrations received by October 1.

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.

Guests

Only IECA member consultants may register a spouse or significant other to join IECA members for the dinner on Tuesday, November 5 (\$75), and the reception on Thursday, November 7 (\$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 \$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

Located in downtown Atlanta, the conference hotel is 12 miles from Hartsfield-Jackson Atlanta International Airport (ATL). Taxis, Uber, and Lyft are readily available and will cost approximately \$32 each way. Ground transportation is also accessible via Atlanta's MARTA train system for \$2.50 each way. The train picks up at the airport and drops off three blocks from the conference hotel.

Hotel Parking

\$45 valet only