



June/July 2008

## CALENDAR OF UPCOMING EVENTS

June 25 - 28  
Summer Training Institute West  
Claremont, CA

July 1  
New Professional Membership  
Year Begins

July 16 - 19  
Summer Training Institute East  
Villanova, PA

July 25 - 26  
IECA Foundation Trustees  
Meeting, Washington, DC

August 21  
Spring 2009 Local Host Planning  
Meeting, San Francisco, CA

August 21 - 23  
IECA Executive Committee  
Meeting, San Francisco, CA

September 24  
IECA/NACAC Transitioning to  
Private Practice Seminar  
Seattle, WA

September 25  
IECA/College Admission Rep  
Luncheon, Seattle, WA

September 25 - 27  
IECA Info Booth-NACAC  
Conference, Seattle, WA

November 3 - 5  
Baltimore & DC Area School and  
College Tours

November 5 - 8  
IECA Fall Conference  
Baltimore, MD

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## NEW IECA WEB SITE UNVEILED WITH MANY NEW FEATURES

*Includes Extensive Member Home Page*

After more than a year of work and planning, IECA has launched its new Web site. The IECA Web Site Task Force set the following goals for the new site:

Make site more useful, dynamic, and appealing to students, families, schools, and potential members; redesign site to be more helpful to members especially in their day-to-day work to include an online calendar that is continually updated, and newlinks to relevant articles that are updated regularly; post an unsearchable list of associate members.

We're happy to report that we've met all of these goals and have even gone beyond them. We've created easier navigation around the site, incorporated a design that reflects the IECA brand, pages that load faster, quick links to desirable information throughout the site, increased use of pictures and quotes, and more timely news features.

>>The Home page features a brief explanation of what IECA is and a welcome letter from our new Board president, Diane Geller. This message will be updated as issues arise that need to be addressed. Also new to this page is a direct link to search for a consultant. The sidebar on the left features timely IECA news, including upcoming

See page 3 for a picture of the  
member home page

events, articles on educational consulting, and the latest member benefits added.

>>The Membership pages include membership categories, requirements, and interactive membership applications.

>>The Parents pages feature links to information about hiring consultants for assistance with colleges, schools, at-risk children and teens, international studies, and learning disabilities. Each page features downloadable PDFs of useful information and flyers about the specialty. Parents can also quickly search for a consultant directly from these pages.

>>The Schools page features ways that educational institutions can participate in upcoming events and share valuable information with our members, including campus tours and conference participation.

>>One of the most exciting features of the new Web site is the Member Home Page. Here IECA consultants will find links to useful

*continued on page 8*

## PRESIDENT'S LETTER

# CHALLENGES AND OPPORTUNITIES

I am writing this on a Monday evening—all is quiet in my office and I am sorting through notes, updating my calendar, preparing for new students tomorrow, and reflecting on the past few months. Like many of you, I've spent many hours in airports, many hours on airplanes, and many hours at my computer. Like many of you, I've written thank you notes and condolence cards, letters to students, and too many e-mails to count. Like many of you, I wear numerous hats. And like many of you, I welcome my multiple roles.

In my newest role as president of IECA, I recently attended a wonderful Center for Association Leadership symposium for CEOs and their chief elected officers. Mark Sklarow and I spent two full days studying, exploring keys to successful volunteer experiences, acquiring new skills, and learning methods for integrating today's issues and expectations with those of tomorrow. We learned about the trends reshaping associations, from new technology to green economics, to an inverted workforce, reverse mentoring, and Web 2.0. We came away from the symposium bursting

with energy and looking forward to taking what we learned in the classroom into our IECA community.

Studying organizational change in my Master's program was interesting; actually experiencing organizational change is not such a textbook case study! What was once clear and straightforward, predictable, tried and true, is no longer so. Concepts we hadn't even imagined several years ago have come and gone—in the blink of an eye they are already passé. I've always been fascinated with organizational growth and development, but to actually be part of an organization and facilitating the growth is both invigorating and daunting.

We all have stories from our personal "olden days," whenever they were. At the risk of dating myself, when I began consulting many years ago, we still used typewriters. Common Applications, if used at all, were photocopied. Envelopes were sealed by licking the flap. Fax machines seemed practically magical to me. Marketing meant mailing lists and newspaper ads and networking; today it means Web



sites, click throughs, and blog—and totally new and different kinds of networking.

And yet, with all of the new technology and changing demographics and differing student needs, the one thing that hasn't changed is the necessity to be good at what we do on all sides of the admission process and as members in a premiere international association. We have the opportunity to demonstrate competence, to model excellence, and to be ahead of the curve.

It is this challenge and this opportunity that excites me today. I hope each of you will recommit to working together in the best interest of children by strengthening IECA as we move to seize the opportunities being presented in these fast-changing times. I appreciate your confidence in me and look forward to representing and leading our organization.

Diane H. Geller  
President

## IECA<sup>+</sup> INSIGHTS

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Consultants Association

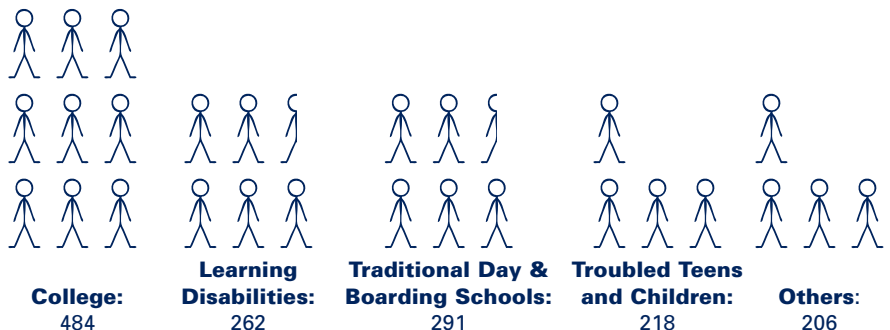
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### IN FOCUS

#### NUMBER OF IECA MEMBERS ADVISING FOR:



Note: IECA adds a new specialty designation for Graduate & Professional School Consulting in the coming weeks.

# FEATURES OF THE NEW IECA MEMBER HOME PAGE

This page will soon be password-protected for Member consultants only

To return to the home page, click on the IECA logo



INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

Info for Parents & Students IECA Membership Conferences & Training Info for Schools Member Home Page Find a Consultant

## IECA Member Home Page

- Member Benefits
- Campus Tours
- Search Info Service Bulletin
- News & Trends in Educational Consulting
- Leadership Opportunities
- Bulletin Boards
- About Us
- Contact Us
- Home

Quick links to member pages

[Click here to make this your homepage](#)

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- July 25 - 26: IECA Foundation Trustees Meeting, Washington, DC
- Aug. 21: Spring 2009 Local Host Planning Meeting, San Francisco
- Aug. 21 - 23: IECA Executive Committee Meeting, San Francisco
- Sept. 24: IECA/NACAC Transitioning to Private Practice Seminar, Seattle
- Sept. 25: IECA/College Admission Rep Luncheon, Seattle
- Sept. 25 - 27: IECA Booth at NACAC, Seattle
- Nov. 3 - 5: Baltimore/DC School/College Tours
- Nov. 5 - 8: IECA Fall Conference Baltimore

### MEET IECA'S NEW MEMBERS!



Deborah Davis  
Ridgefield, CT  
203-438-0624  
davis@dec-network.com  
Specialty: C, O



Doretta Katzter Goldberg  
Great Neck, NY  
516-336-2558  
doretta@college-directions.com  
Specialty: C, O law and other graduate programs

### In the news

#### Obama Questions McCain on Foreign Policy

FOXNews

Well I don't think ten's of thousands of American troops amount to nitpicking, Obama said. Banking on the fact that most Americans want to bring our troops ...

[Related Articles »](#)

#### What the Mexicans Might Learn From the Italians

New York Times

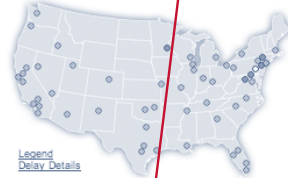
### FLIGHT DELAYS

#### Albuquerque, NM

Albuquerque, NM  
Temp: 87° F (30° C)  
Dew Pt: 3° F (-16° C)  
Visibility: 10 miles  
Wind: 0 mph



#### Current FAA Airport Delays



Legend  
[Delay Details](#)

31-May-08 16:58 PDT powered by FlightStats



Google Search  
WWW www.IECAonline.com



### Welcome to the IECA Member Portal:

YOUR gateway to information and so much more. In fact, we hope you will start your day, every day, right here. Without even leaving this page you'll find links to information you need at your fingertips: news headlines, airport delays, and more. There's even a convenient google search available at the bottom of this page.

This page is also the place to start for links to up-to-the-minute postings of campus tours, the latest member services and newlinks for media reports that impact your work as a consultant. You'll find links allowing you to order brochures, maps and other items. By monitoring this member portal you will always be first to know when conference, training, seminar and workshop information is posted.

Let us know what you think of these new features. We hope to roll out new initiatives throughout the coming year and as always, the best ideas and most useful tools come direct from members.

Best Wishes,

Mark Skarow  
Executive Director

P.S. [Click here](#) to check out my Conference blog.

Timely Messages from Mark

Calendar of upcoming events

Airport delays & weather (in real time)

U.S. news headlines  
Google search of IECA site or World Wide Web

New professional members

# MINNEAPOLIS CONFERENCE PHOTO ALBUM



*During IECA's annual business meeting, Professional members voted on the new slate of officers*



*Past president Tim Lee (MA) passed the gavel to new president Diane Geller (CA)*



*Charlotte Klaar (MD), Sarah Soule (VT), and Pearl Glassman (NY) catch up*



*School and College Fair*



*The audience was riveted during the inspirational luncheon speech by Jim "The Rookie" Morris*



*The exhibit hall was full of activity throughout the conference as attendees visited with vendors*



*At Wednesday's general session Dr. Deborah Ruf addressed a packed room on why gifted students often seem to underperform*



*Estelle Meskin (CO)*



*Attendees learned how to recession-proof their practices during Mark Sklarow's presentation*



*Luisa Rabe, Outreach Committee chair, greeted new IECA members at the Outreach reception*



*Consultants met with therapeutic programs at the Saturday Swap*

## ETHICS CASE STUDY

# JUST WHO'S THE CONSULTANT HERE?

The IECA office recently received a telephone call from a long-time member. He found himself in the midst of two situations—actually mirrors of each other, which placed him on opposite sides of the ethics chasm. His dilemma:

**Dilemma 1:** The consultant, we'll call him Noah, was working well with a family on a school placement. He noted that there had been no communication from the family for over a week, so he e-mailed to check on the student, the family, and progress toward reaching a decision. He was informed that the family was now working with another consultant. Although he is not certain that the new consultant (also an IECA member) was aware of Noah's involvement, he assumed it would come out during intake. Word has reached him that the new consultant raised questions with the parents about Noah, his expertise, and his competence. Now he is not sure if he should contact the new consultant, wait for the new consultant to call him or do nothing. He wonders what the new consultant may have been saying about him to other potential clients and perhaps the world at large.

**Dilemma 2:** The shoe's on the other foot: Noah was contacted by a family that is unhappy with its current consultant, and wants a fresh start in looking for a therapeutic placement. Noah wants to do what's best for the student, fair to the family, ethically appropriate in terms of his IECA colleagues, and wants to be sure he is not seen as poaching a client.

Questions to Consider:

Do you see any possible violations of the IECA Principles of Good Practice in either situation?

What should be the response when a consultant is told that the family has been meeting with another consultant?

What should be the response when someone inquires about a colleague who is also in IECA? Outside of IECA? With whom you are unfamiliar?

Is there some obligation when meeting with a new client to determine what other guidance they might have been getting? Or is such an inquiry intrusive and irrelevant?

Send your responses to [Sarah@IECAonline.com](mailto:Sarah@IECAonline.com).

## RESPONSE TO LAST MONTH'S ETHICS DILEMMA

*(April case study: An independent consultant worked simultaneously as an admission officer at Wharton School. Some of her clients were applying to Wharton.)*

by Jennifer Tabbush, MBA, CEP (CA)

In my dual roles as an associate director of MBA admissions for the UCLA Anderson Graduate School of Management, and an independent college counselor, my experience as a graduate admissions officer makes me a better, more informed college counselor. My knowledge of undergraduate institutions is also enhanced by my graduate admissions role. Avoiding a conflict of interest has never been difficult: I never take on an MBA applicant in an advising role, whether the candidate is applying to the UCLA

Anderson program or not. I tell people who inquire that it is a conflict of interest for me to provide any advice or counseling regarding business school applications whatsoever. Advising high school students while being employed in a graduate admissions role is not a dual relationship at all as long as the obvious ethical guidelines, which both IECA and NACAC clearly enunciate, are followed. I applaud IECA for bringing this issue to light and hope that more of us with both excellent admissions experience and

strong ethics remain in the organization to continue to add value to our clients and to our organization. I think IECA members know exactly what constitutes a conflict of interest.

College counseling and working with high school students is my passion. Being employed in graduate admissions enables me to be able to do the thing that I love most—pick up the phone and hear that one of my clients has been accepted to a great match college or university that (s)he worked hard to gain acceptance to.

# INTERNATIONAL STUDENT ADVISING: A PRIMER FOR UNDERGRADUATE ADMISSION CONSULTANTS

by Theresa Leary M.Ed., IECA Associate Member (MA)

With a renewed growth of international students enrolling in U.S. institutions, educational consultants are seeing more opportunities to serve this client base. According to the Institute of International Education's latest Open Doors report, enrollments of new international students were up 10% in 2006-2007. This represents the first increase since the academic year 2001-2002.<sup>1</sup> As consultants advising international families, we not only need to know the specific policies of admission offices but also be sensitive to cultural factors.

## Culture and Language

The American educational system is far more decentralized than other national systems. With over 4,000 institutions of higher education in this country, there are in all practicality 4,000 different admission policies. Even if the client is fluent in English, definitions of terms cannot be overlooked. Terms such as college vs. university, public vs. private, as well as "liberal arts" and "general education requirements" must be clarified to better inform them of their options.

We struggle with "the rankings" sometimes more so with this population as foreign nationals' knowledge of the vastness of our system is incomplete. In some cultures it is very hard to fight the desire to apply to the "top ten." The prestige factor can be very strong, so we have to deal with it even more aggressively than we do in our domestic work. Notwithstanding, community colleges have seen significant growth in international students and can provide a great entry into college life in the USA. A client of mine from Germany enrolled at Cape Cod Community College because, although her spoken English was fluent, her reading and writing skills were weak. After three semesters of improving her academic English and adapting to the campus culture, she was admitted to Colgate University and is happily enrolled there now.

## What Should International Students Look For?

Research shows that the opportunity to find other students from their own country positively affects the self-esteem and adjustment of international students once they arrive at college.<sup>1</sup> The admission office can provide these statistics as well as the percentage of international students on



campus. The higher this percentage, the more likely it is that a full range of international student services exist. The international student office is the focus of social and academic support and should be visited by prospective students if they have a chance to get to campus. The international admission representative should also be sought out as they are often the only person in the office who can answer questions of concern specific to international applicants.

## What Are Colleges Looking For In International Students?

An international student is defined by citizenship. Applicants with non-U.S. passports are counted as international students. If a student holds dual citizenship, it is in their

interest for financial aid purposes to apply as a U.S. citizen. Most institutions have separate application forms and/or supplements for international students and the requirements for admission can be found by following the links on the admission Web pages. Application deadlines may differ and internationals should apply well in advance to allow for time to make sure all pieces of the application are acceptable. Early decision rules may be quite different or not even allowed.

- Just as with domestic applicants, schools look at academic performance in secondary school as the best indicator of success in college. Transcripts in most cases must be translated into English and accompanied by the original language document. In some cases, transcripts must be evaluated by a professional credential evaluation service.
- English language competency can be a "deal-breaker." Writing skills in particular must be strong. The TOEFL test is required of non-native English speakers with a range of score cut-offs among institutions. Grinnell College, for example, requires a score of 83 (Internet-based) or 550 (paper-based). Sometimes colleges will accept other tests such as the British Council's IELTS.
- SAT scores are often required and in most cases are not substitutes for the TOEFL. Admission officers understand that scores may be lower than U.S. students due to language. However, in many cases, international students perform exceptionally well on these tests in the math as well as the verbal sections and are well prepared for them.
- International students may need more coaching on their essays as again, culture could hold some applicants back from what

*continued on page 8*

*International Student Advising, from page 7*

they feel as “bragging.” Recently I was challenged by a client from Brussels who was reluctant to reveal his character, accomplishments, and goals in his essay. It wasn’t part of his value system!

- In the same way, letters of recommendations from foreign teachers and schools may not contain the information admission counselors expect in a letter from American teachers and counselors. Good coaching from the consultant is worthwhile here.
- One last item that is required is a statement of finances or a financial aid application form. The College Board has an *International Student Application for Financial Aid* as well as an *International Student Certification of Finances* form that many colleges require of ALL international applicants whether they are applying for financial aid or not. But of course we need to check with each admission office.

So, yes, there is financial aid for international students, especially from those institutions whose mission it is to internationalize their campuses and especially from the private liberal arts colleges. Some will give full tuition and room and board! For example, Amherst College announced in April that it is now need-blind for international applicants. Exceptional academic records and high test scores are essential to receiving financial aid in the very competitive pool of international students. Look on the Web for lists of colleges offering financial aid at [www.edupass.org/finaid/undergraduate.phtml](http://www.edupass.org/finaid/undergraduate.phtml).

The number of international students enrolled in colleges and universities in the United States increased to a total of 582,984 in the 2006-2007 academic year.<sup>3</sup> While most of my clients live in Europe, the top five sending countries are India, China, Korea, Japan, and Taiwan, followed by our neighbors Canada and Mexico. International students also are in your cities and towns at boarding schools, as expatriate professionals or as immigrants. The consultant who keeps abreast of international admissions policies and who can communicate across cultures will be a successful advisor to international students.

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<sup>1</sup> Institute of International Education Web site:

<http://opendoors.iienetwork.org/>

<sup>2</sup> International Undergraduate Student Experiences: A Multi-National View. A paper presented at the 31st Annual NEAIR Conference. November 15, 2004. Jane Elish-Andrews, Tufts University, et.al.

<sup>3</sup> Institute of International Education Web site:

<http://opendoors.iienetwork.org/>

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*Theresa specializes in international student placement and study abroad. She worked as an international admission recruiter for 15 years, lived in Brussels for over a decade, and has traveled to over 45 countries.*

[To download this article, go to the member home page on the IECA Web site, and click on “Colleague to Colleague.”]

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*New IECA Web Site, from page 1*

information to start their day such as news headlines, airport delays, and weather reports; and IECA news including upcoming training opportunities and photos of new professional members. Eventually we’ll feature photos of all IECA members.

This member home page is also the place to start for links to up-to-the-minute postings of campus tours, the latest member services, and newlinks for media reports that impact your work as a consultant. You’ll find links allowing you to order brochures, maps, and other items—you can now fill out the publication order form online and return to us via e-mail. By monitoring this member portal you will always be among the first to know when conference, training, seminar, and workshop information is posted. We hope you’ll make this page your own home page. And you’ll find instructions on the left sidebar on how to make that happen.

Throughout the new Web site you’ll find PDFs of timely, useful

information, a convenient Google search available at the bottom of every page to search the IECA Web site or the World Wide Web, and consistent top navigation buttons to guide you through the site.

Upcoming features in the next phase of the site include a password protected members-only section; more detailed searchable member listing with photos that members update themselves; a searchable Information Service Bulletin that schools update themselves; and bulletin boards with focused topics for each specialty.

We hope you find the new site useful in your everyday business, whether as your own information source, or to recommend articles or other information to your clients. Please let us know as you use the site what other features would be useful to you. Send your suggestions to: [Sarah@IECAonline.com](mailto:Sarah@IECAonline.com). 

## INTRODUCTIONS



### **Deborah B. Davis (CT)**

For over 25 years, Deborah has served students, families, schools, communities, and corporations in

various professional capacities. A life-long proponent of learning, she formed the Davis Education and Career Consultants (DEC Network) as a response to what she saw as the best approach to preparing students young and old for future education, enrichment, and career directions. Deborah promotes the "right fit" as her company mission. She keeps current on counseling issues through college visits, continuing education, and professional associations.

Deborah provides several free college planning workshops to the local community and offers pro bono services to families in need. In addition, she supports various education-based philanthropies and sponsors an annual scholarship to a Ridgefield High School student who plans to pursue a college education upon graduation.

Deborah holds a bachelor's degree from St. Lawrence University and a master's in business administration with a concentration in organizational behavior from the Lubin School of Business at Pace University. She is a past president of the National Charity League, Inc., Ridgefield Chapter. She lives in Ridgefield, Connecticut with her husband, Grant, and daughters, Lauren and Caroline.

*Deborah Davis, MBA*

*Davis Education & Career Consultants LLC*

*165 Mopus Bridge Road*

*Ridgefield, CT 06877*

*Phone: 203-438-0624*

*E-mail: davis@dec-network.com*

*www.dec-network.com*

*Specialties: C, O*



### **Doretta Goldberg (NY)**

Doretta established College Directions in 2004. She works primarily with high school students but also provides services to

non-traditional students as well as applicants to law school and graduate school.

Doretta previously worked as an attorney at law firms in both New York City and Nassau County, including her own law office. She also worked at Brown University admissions for almost twenty years where she acted as a liaison between Brown University and local high schools, serving as an alumni interviewer and area chairperson of the Brown Alumni Schools Committee. Doretta's involvement provided her with a thorough familiarity with and understanding of the college admissions process.

She attended the 2004 IECA Summer Training Institute, after which she became an associate member of IECA. Doretta graduated from Brown with a degree in American civilization and a certification in secondary education. She earned a JD from New York University School Of Law and a certificate in public relations from New York University. She is a member of NYSACAC.

Doretta's husband is a cardiologist and they have two children. One is a graduate of Eugene Lang College at The New School and the other recently graduated from Brown University.

*Doretta Katzter Goldberg, Esq.*

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*Phone: 516-336-2558*

*E-mail: doretta@college-directions.com*

*www.college-directions.com*

*Specialties: C, O*

*(law and other graduate programs)*



### **Bonnie Bell Pacelli (IL)**

Bonnie is founder and principal of Bound For College; she focuses exclusively on college placement in the Northern suburbs of Chicago. Bonnie has

worked as an educational consultant for 10 years.

Previously she worked for 15 years as a correspondent for *People Magazine*. Bonnie also taught copy editing at Northwestern's Medill School of Journalism and served as director of career services for Medill.

She holds a B.A. in French and Spanish from Barat College, Lake Forest, IL; a master's in Journalism from Northwestern; and an M.Ed. from DePaul University.

Bonnie is a lector for her church and mentors several minority high school students during application season who are scholarship students in the Boys Hope, Girls Hope program. [a program supported by the IECA Foundation]

Her hobbies include reading, piano and gardening. Bonnie is married to Roger and they have two sons: Andrew a graduate of Harvard University now at Harvard Business School; and Peter a 2007 graduate of Yale University.

*Bonnie Bell Pacelli, M.Ed., MSJ*

*Bound For College*

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*E-mail: bell.bonnie@gmail.com*

*Specialty: C*

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*Introductions, from page 9*



**Marcia Simon (MD)**

Marcia has been in practice with IECA professional member Diane Epstein since 1999. In addition to college advising, Marcia

works with students applying to graduate and professional schools. In the summer she volunteers with College Summit, an organization providing college planning services to underserved minorities and first generation college students.

Prior to her educational advising career, Marcia worked as an attorney and a consultant on policy issues affecting the elderly.

Marcia attended the 2006 IECA Summer Training Institute. She earned a B.A. in history from Yale, where she won a research fellowship to Oxford University, and a J.D. from Georgetown University Law Center.

Marcia is a member of NACAC, PCACAC, and ACCESS, a professional association of independent educational consultants in the Washington, DC area. She also belongs to the Learning Disabilities Association of America.

Marcia is the mother of two sons, one in college and the other in high school. In the summertime, she loves to visit the national parks with her husband and sons.

*Marcia Libes Simon, Esq.*

*College Planning Service, LLC*

*8309 Raymond Lane, Potomac, MD 20854*

*Phone: 301-983-2804*

*E-mail: mlsimon2@yahoo.com*

*Specialties: C, O*

*(graduate and professional schools)*



**Mary Sykes (NY)**

Mary has been an educational consultant for five years. She is director of college counseling at Convent

of the Sacred Heart in Greenwich, CT. Mary previously served as director of guidance and college counseling at School of the Holy Child.

She attended the 2006 IECA Summer Training Institute. Mary earned a B.A. from Mount Holyoke College, an M.B.A. from Columbia University, an M.S.Ed. from Long Island University, and attended the Harvard Summer Institute on College Admissions.

She is a member of The Advisory Board of REACH Prep, an organization that prepares under-represented minorities for independent schools. Mary is a member of NACAC and the American School Counselors Association.

She is married and has three grown children. Mary has lived and studied abroad extensively in France, Malaysia, Switzerland, and the Dominican Republic. She enjoys golf and gardening.

*Mary S. Sykes, MBA, M.S.Ed.*

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*E-mail: mary@SykesEC.com*

*www.SykesEC.com*

*Specialty: C*



**Anne R. Wager (WA)**

Anne opened her college consulting practice, Benchmark Associates, LLC, in 2002. Prior to her

work in college consulting, she founded a firm that implemented mapping and demographic solutions for businesses and government agencies for 18 years. She worked for engineering consulting firms in

Boston and San Francisco before opening her business in Seattle.

Anne received her B.A. and M.A. degrees from Stanford University. Her experience includes participation in the Harvard Summer Institute on College Admissions, and the UCLA extension certification in college admissions counseling. She often hosts college representatives in her office in Seattle and invites other independent consultants in the area to participate. She is working on a Web project mapping colleges around the U.S. ([www.collegelocations.com](http://www.collegelocations.com)) and has developed and markets a fun set of over 100 cards to help students select the characteristics they most prefer as they start their college search.

Anne is a member of Achievement Rewards for College Scientists' (ARCS) Seattle Chapter, providing scholarships to graduate students in the sciences at select universities. She serves on the committee of visitors for the University of Washington Department of Geography. Anne is also a mentor for the College Success Foundation which provides high school students with support through the college application process and college scholarships through the Bill & Melinda Gates Foundation.

She is married and has a daughter and son, 19 and 23 years old. Anne is an avid runner and tries to fit this in before college tours, which provides another great way to get a feel for the local environment. She enjoys skiing, playing the fiddle, travel, and scouting out great restaurants and sights in new places.

*Anne R. Wager, M.A.*

*Benchmark Associates, LLC*

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*www.bmarkassoc.com*

*Specialty: C*

## IN THE NEWS

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**Bari Norman** (FL) was interviewed on the *Today Show* on April 2 as part of a segment on the increasing competitiveness of getting into elite colleges and universities.

**Carol Gill** (NY) was quoted in a March 23, 2008 article in *The New York Times* titled, *In Athletics and Admissions, the Months of Madness*.

**Georgia Irvin** (MD) was featured in the *Washington Post* article, *Do Your Homework, Then Visit the Principal* on April 6.

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*Besides, whether a school is 'good' depends on more than test results. One important factor is 'appropriateness for their own child.'*

*Georgia Irvin, in The Washington Post*

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**Shirley Bloomquist** (VA) was quoted in the *Washington Post* article, *Northern Virginia College Applicants Face Extra Hurdle* on April 12; and in the article, *Should I Mention Depression on My College Application?* in the May 1 edition of *US News & World Report*.

**Jeannie Borin** (CA) was interviewed for the article, *Getting Off The College Waitlist* for the *Time Magazine*, May 5 issue.

**Mark Burdick** (CA) is quoted in the May 5th issue of *People Magazine*. The article recommends finding an educational consultant when looking for a therapeutic boarding school or other program.

**Adam Goldberg** (MA) was quoted in the March 27 *Boston Globe* article, *Student Agony Grows Along With Top Colleges' Wait Lists*.

**Kiersten Murphy** (WA) was featured in a March 7 article in the *Portland Business Journal* about the benefits of hiring a college consultant.

Associate member **Karen Plescia** (MA) was quoted in education.com on *Getting the Best Help for Your High Schooler* on March 6.

**Sandra Bramwell-Riley** (NY) and IECA executive director **Mark Sklarow** were the featured guests on Power 106 FM, Jamaica's only News/Talk Station on Thursday, March 27. They were on air for a 15-minute joint interview, and spoke about the role of consultants in the boarding school, college, and graduate school search, and application process.

**Becky Grappo** (Oman) wrote an article for the April 1 edition of [www.expatwomen.com](http://www.expatwomen.com), *Taking a Special Needs Child Overseas? What to Know Before You Go*.

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*The most desirable situation is one in which the school, parents, and students are in partnership with one another, working together towards the common goal of making the student successful. When everyone pulls together, the chances for success are greatest.*

*Becky Grappo,  
in [www.expatwomen.com](http://www.expatwomen.com).*

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Mark Sklarow was quoted in an article, *The New College Try: Parents Pay Specialists to Navigate Application Process* which appeared in the *San Diego Union-Tribune* on April 3 and in the *Paramus Post* on April 14.

**Steve Goodman** (DC) was quoted in the April 1 *Baltimore Sun* article, *Higher Learning's Higher Competition*; and in the April 23 *Christian Science Monitor* article, *College Admissions Dance Gets Longer, More Complicated*.

**Katherine Cohen** (NY) was interviewed on CNN on May 10 on the rising costs of college; in the *Wall Street Journal Work and Family Mailbox* article on March 20 with Steve Goodman; on *CollegeWeekLive.com*; in *American Express Departures* magazine; and on *Fox and Friends* on March 2.

**Adam Metsch** (MA) was interviewed for a May 13 story on a CBS affiliate station in Austin, Texas ([Keyetv.com](http://Keyetv.com)) titled, *College Stress Affects More Than The Student*.

**Sue Luse** (MN) was interviewed for the May 5 edition of <http://parentingmyteen.com>, in the podcast *Expert Advice for College Bound Students*.

**Gail Ross** (MD) was quoted in *The Gazette* newspaper, in the April 9 article *Some Students Choose To Take A Year Off Before College*.

*Share your news! Let IECA know when you have been featured in a publication or on TV or radio.*

*Send your clips to: Sarah Brachman, manager of communications at [Sarah@IECAonline.com](mailto:Sarah@IECAonline.com)*

## INITIATIVES

**Bill Dingleline** (SC) earned the 2008 President's award for Excellence from SACAC for his exceptional leadership to SACAC.



*Bill Dingleline*

**Adam R. Goldberg** (MA), associate member **Steven Cruz** (NY), and associate member **Karen Plescia** (MA) participated in a private school panel at The Penn Club of New York on March 10. The event attracted a standing-room-only audience.

**Nazan Kabatepe** (Turkey), **Rosa Moreno** (Venezuela) and **Mark Sklarow** will be presenting at the Overseas Association for College Admission Counseling Conference this summer in Lansing, Michigan. Their presentation will mark the first about independent consultants at an OACAC gathering.



*Deborah Spagnoletti (left) and Londa May*

**Londa May** (TX) and **Deborah Spagnoletti** (TX) recently presented *From Elementary School to College: Your Map to the Education Process (You've been through it. But, can you get your kids through it, and keep your sanity?)* at Vinson & Elkins law firm in Houston, Texas.

**Deborah Davis** (CT) presented *An Insider's Tips for the College Bound* at the Ridgefield, CT library on February 28.

**Holly Treat** (CT) provided pro bono assistance for the Cape Eleuthera Foundation, which supports three initiatives on the Island of Eleuthera in the Bahamas. Holly helped with boarding school placements for middle school students attending the Deep Creek Middle School, one of Cape Eleuthera Foundation's benefactors. [see photo] For more on Holly's initiative, go to the member home page on the IECA Web site, and click on "Colleague to Colleague."



*Holly Treat (right) with some of the students she assisted*

Congratulations to **Kiersten Murphy** (WA) on the birth of her third son, Ryan Xavier Murphy, born April 11. He joins big brothers Sean (age 8) and Matthew (age 5).

Best wishes to IECA Associate member **Mihoko "Miho" Hoshizumi** (formerly Miho Iba) who was recently married and now lives in Japan. Her e-mail is still mihotina@gmail.com.

The 2008 faculty for the IECA Summer Training Institutes has been announced. Many thanks to these volunteer instructors:

Steve Antonoff (CO)

Matthew Baker (IL)

James (Bar) Clarke (ME)

Mary Jane Freeman (NC)

George Irvin (MD)

Kendra Johnson (VA)

Leslie Kent (VA)

# IECA TALKLIST NETIQUETTE

*The IECA TalkList is a private E-List for IECA member consultants only*

- Share your expertise—helping one another is an IECA tradition. Respond to inquiries when you can offer insight or assistance. One day you'll be on the receiving end and will appreciate the spirit of generosity you helped to foster.
- Be respectful of other Subscribers and their opinions.
- Remember that it is a violation of the TalkList Subscriber Agreement to forward or share a posting's content with those who are not IECA member consultants. You must have the author's specific, written permission before sharing their posting.
- When someone writes something that makes you mad (and someone will), resist the impulse to respond immediately or publicly. Consider the possibility that you could be jumping to conclusions or misinterpreting the writer's tone or words. Consider whether you want to make the incident a federal case and the recipient your enemy.
- If you send attachments, understand that this may trigger some members' spam-blocking e-mail filters and it's likely that not all Subscribers will receive the posting.
- Not all members can read e-mails that contain logos or other graphics, so sending e-mails in plain text format, while not required, will ensure that everyone can read your posting. If you forget, don't post a second version in plain text—just try to remember next time.
- Make yourself look good online. All we have to look at is your words, so spelling and grammar do make an impression.
- Watch your words. Once they're out there, you can't take them back. And it's harder to tailor, amend, or backpedal. If you put yourself in recipients' shoes and reread before you hit 'send,' you'll pick up problems before they become problems.
- Be forgiving of others' mistakes. Life's too short, and nobody's perfect.
- Resist posting late at night or any time you're tired, sick, or having a bad day. Your judgment may not be at its best. When in doubt, hold off until you feel better.
- Always check the "to" line before you hit "send" to ensure that a personal response is not accidentally posted to the entire TalkList.
- Make sure the content of your posting is accurate. Information—whether true or false—spreads rapidly through cyberspace. You wouldn't want to be responsible for spreading a rumor or misinformation.
- Post only comments that add to the discussion. We all struggle to keep up with our e-mail, and wading through messages of "hear, hear"s and "I agree"s can be tedious.
- **WRITING IN CAPS IS THE EQUIVALENT OF SHOUTING...USE SPARINGLY.**
- Always include the original question when posting a summary of responses.
- If you feel that someone has violated the TalkList Subscriber Agreement, forward the posting, noting your concern, to Sue DePra at [Sue@IECAonline.com](mailto:Sue@IECAonline.com). She will follow-up with the writer.

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Four therapeutic programs located in Virginia and West Virginia hosted a tour in April for educational consultants specializing in special needs placement. The collaborative effort introduced consultants to new programs, as well as changes and additions to the model of existing programs. Schools participating on the tour included: New Lifestyles, Alldredge Wilderness Journey, New Dominion School Virginia, and Greenbrier Academy. IECA members who participated in the tour included Susan Grossi (CA), Associate member Robin Bullington (TX), Jill Porter (CA), Loi Eberle (ID), Christie Woodfin (GA), Associate member Elizabeth Donnelly (GA), Claire Law (RI), and Associate member Barbara McCaslin (MI).



**INSIGHTS** June/July 2008

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*The Newsletter of the Independent Educational Consultants Association*

**Inside This Issue:**

- IECA's New Web Site
- Minneapolis Conference Album
- New Ethics Case
- International Student Advising
- Netiquette

**Inside the Member-to-Member Section:**

- Board Meeting & Training News
- New Member Benefits
- Naviance E-List
- Salute to Mentors

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*In an ongoing effort to increase our environmental consciousness, IECA is pleased to announce that Insights is now printed on paper that uses at least 30% recycled fibers.*

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