



CALENDAR OF UPCOMING EVENTS

November 5-7 IECA Los Angeles-Area College tours

November 5-7 Los Angeles-area School and Program tours

November 7 Pre-Conference Naviance Training

November 7-10 IECA Fall Conference, Hollywood, CA

November 7 - 8 School & College Focus

November 9 - 10 Therapeutic Focus

November 8 IECA Foundation Gala

November 22-23 Thanksgiving Holiday-Office Closed

December 24-25 Christmas Holiday-Office Closed

January 1 New Years Day-Office Closed

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NEW CONFERENCE SCHEDULE: WHAT YOU CAN EXPECT



The IECA office has received many questions on the new conference format. Here are some answers to often-asked questions.

Q: Why a new format? The old one seemed successful, after all the conferences were getting bigger—isn't that a sign of success?

A: As the conferences grew, attendees were telling us that they were finding it harder and harder to connect with others, particularly those with a specific focus. In addition, with workloads increasing for everyone, there was a desire to reduce time away from the office.

Q: The conference is still four days. How will the new schedule reduce time away from my office?

A: In the past the conference was designed to meet the needs of all attendees (colleges, programs, and schools) from beginning to end. Those wanting to participate in all applicable activities had to join us for three to four days. Now we have concentrated

all of the school & college activities (speakers, breakouts, networking, and fairs) into just over 24 hours from Wednesday through Thursday.

Likewise, all of the therapeutic-focused events (speakers, breakouts, networking, and Swap) are concentrated into just over 24 hours from Friday to Saturday. As a result, most attendees can attend the conference for fewer days (and pay for fewer nights in the hotel).

Q: How will the new format reduce crowds and enhance networking?

A: A typical IECA conference attracts 300 consultants, 400 college and school representatives, 500 therapeutic representatives and 100 other assorted vendors, educators, etc. When they all attended at once we had 1,300, and consultants were 'outnumbered' about three-to-one. Under the new format, school and college representatives, and therapeutic program representatives will never be in attendance at the same time as each other. This reduces the total number of participants at any one time to about 850, and reduces the ratio of attendees to consultant to two-to-one.

Q: Will consultants attend fewer days? Is there still an IECA Members-Only Day?

A: Many consultants WILL attend one day less. Those who work only in the therapeutic area may choose not to start the conference until late Thursday afternoon. Those who do no therapeutic work may choose to leave Friday evening.

EXECUTIVE DIRECTOR'S LETTER

IECA: 31 YEARS STRONG

"The Letter from the President" column will return in the next issue of *Insights*.

As the association kicks off its 31st year, I wanted to share my outlook for the year ahead. Most notable is what has not changed: our central mission remains as it was thirty years ago: that we can best serve children in their educational pursuits by only representing the most knowledgeable, experienced, capable, and ethical consultants. To establish a brand, if you will, that each member can use in their own community to differentiate themselves from the growing number of those hanging out their consultant shingle. The A+ on our logo is more than artwork. It reflects the fundamental assertion to our colleagues and the public that our members are at the very top of this profession. Now, just as a proud parent hangs their child's A+ test papers on the refrigerator, IECA will launch a wide, sustained effort to increase our brand awareness at all levels: from parents and the press, to school counselors

and admission directors, to the very top leadership in administrative suites at colleges, schools and programs.

Our mission is simple: that educators and others in the general public recognize and appreciate the IECA brand as the superior mark in admission. Toward this end, we hope our members will increasingly use the IECA logo in their own marketing, print, and electronic publications.

In supporting such an outreach, we must also commit ourselves to the very activities and efforts that make IECA the most respected name in the field. The following nine goals will provide the basis for our coming year:

- (1) **Continue our commitment to education and training.** Such efforts must provide support for both experienced and newer members, and make fuller use of new technologies and other creative approaches.
- (2) **Adhere to the Principles of Good Practice.** We have always prided ourselves on binding our members to the very highest



ethical principles and these have become more exacting in the past year. As the public has grown more skeptical about medicine, law, politics, and sports, we must do everything possible to demonstrate that we take our POGP seriously.

- (3) **Pursue strategic alliances with the best in our field.** Joint efforts between groups sharing a common mission have become critical for business success in the last few years. IECA should look for others who share our sense of purpose in serving students, reducing parent anxiety, stressing the quality of placements over admissions hype and in partnering with other outstanding, respected organizations in ways that will better serve our members and our families.

continued on page 6

IECA⁺ INSIGHTS

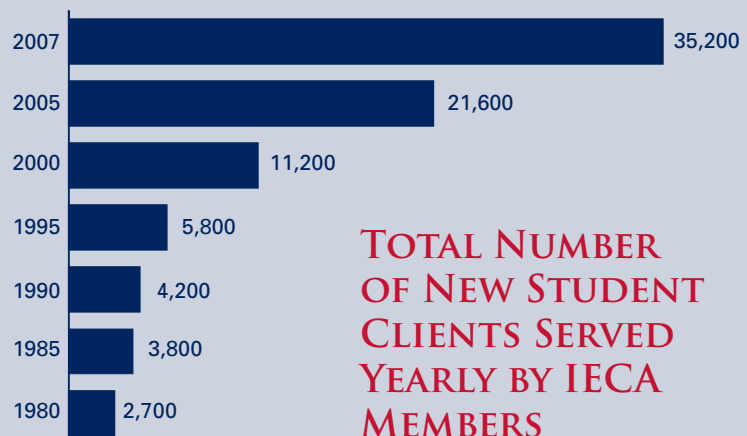
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IN FOCUS



**TOTAL NUMBER
OF NEW STUDENT
CLIENTS SERVED
YEARLY BY IECA
MEMBERS**

New Conference Schedule, from page 1

The members-only portion of the program runs from Thursday at 3:30 p.m. through Friday at 1:45 p.m.

Q: Can IECA member consultants choose to attend parts of the program outside of their specialty area?

A: YES! IECA member consultants may attend any part of the program. Doing so will be a good way for them to gain information about a new specialty area, and information tangentially related to their work.

Q: Can schools, colleges, or programs attend parts of the program outside of their specialty area?

A: NO! Schools and colleges may not attend any part of the program after Thursday, and therapeutic programs may not attend any part of the program prior to Friday afternoon. This is how we are able to keep the size of the events smaller, enhance networking opportunities, and focus presentations. IECA will permit access to

the conference floor ONLY to those with the proper credentials each day.

Q: Does that mean not everyone gets to hear the same speakers?

A: It does. We have done our best to schedule wonderful keynotes each day so that all attendees will have access to interesting points of view on pertinent topics, based on the audience.

Q: How will the Information Swap/School & College Fair differ?

We hope you will see fewer people in the room. Our goal is to reduce the sheer numbers, allowing consultants and schools to engage in meaningful conversations in a more relaxed, quiet, business-oriented environment. Schools will know that those in the room have a direct interest in their type of institution. For example: all consultants attending the Swap on Saturday afternoon will specialize in placements for students with behavioral or emotional needs. Colleges and traditional boarding schools will know that those in the swap

Thursday morning will all be consultants that work with families looking for such placements. Therapeutic programs will not be attending the Thursday Fair and schools and colleges will not be attending the Saturday Swap.

Q: Does the rule about limiting who can attend the first hour of the swap still continue?

A: No. Anyone with the proper credentials to attend that day's events may attend the entire Swap or Fair.

Q: The special needs swap is scheduled for Saturday afternoon. Will consultants really still be there?

A: We're counting on it. Remember that consultants who do exclusively therapeutic work don't even start the conference until Thursday and most of the breakout sessions and speakers for them are late Friday and throughout the day Saturday. Some consultants will leave early, but those will be consultants who do mostly college and traditional school placements. 🏠

NOTES FROM IECA'S SUMMER TRAINING INSTITUTE

By Gail Meyer (CA)



This past June, I had the good fortune to teach a workshop at the IECA West Coast Summer Training Institute held at Claremont McKenna College. The faculty for the institute consisted of fellow IECA members Dale and Bill Dingleline (SC), Diane Geller (CA), Kendra Johnson (VA), Steve Antonoff (CO), IECA's Mark Sklarow and Sue Studnicki, and a number of visiting faculty including admission directors and a financial aid specialist. I led the workshop entitled

"Working with Parents." We all looked forward to spending time at the institute with respected colleagues and learning from them.

Over 40 attendees from the United States, Canada and Asia participated in the institute. Their professional backgrounds were diverse and impressive: doctors, lawyers, business people, psychologists, university and high school counselors, human resource managers, and even a film producer. Some of the participants already worked in admissions or counseling offices, and most were aspiring educational consultants. They were an active, intelligent and experienced group of people who sought to further their understanding of the professional role of the educational consultant and to determine if such a role might be a good fit for them.

The institute offered an opportunity to learn the practice and principles of educational consulting in the company of professional educational consultants who were enthusiastic teachers with a wealth of practical experience.

2007 FALL CONFERENCE SPONSORS

Thank you to all of our Conference Sponsors. We could not do it without you!
(List complete as of September 9, 2007; see conference program for final list)

Aspen Education

Conference Totes

Colleges That Change Lives

College Fair

Family Foundation School

Hotel Key Cards, Directory,
Information Swap

Heritage Schools

Welcome break at IECA Member
registration

Ironwood Camp

Information Swap

Junior Boarding School Association

IECA Member Breakfast

McLean Hospital

Conference Directory

Marymount College

Consultants & College Reception

Montcalm School

Friday Coffee Break

Optimum Performance Institute

Friday Networking Reception

SLS Health

Conference Directory

Rogers Memorial Hospital

Information Swap

Shortridge Academy

Conference Folders

Sober College

College Tour Bus, Friday
Entertainment

Stewart Home School

Saturday Continental Breakfast

Three Springs

IECA Member Luncheon (shared)

Valley View School

Information Swap

HOLLYWOOD CONFERENCE HIGHLIGHTS

Three Nights: Three Special Events

WEDNESDAY, NOVEMBER 7, 6:30 – 9:00 P.M.

For School & College Representatives and Consultants Serving These Students

Opening Reception at the Hollywood Museum

Located a short walk from the hotel, the Hollywood Museum in the old Max Factor building hosts thousands of items reflective of Hollywood's history from the golden era to the present: costumes, props, even entire movie sets. While the museum serves as backdrop for premiere parties, it's rarely opened after hours for non-Hollywood groups. If you are a movie fan you will have a ball. Food & museum are included in your registration. Cash bar available.

THURSDAY, NOVEMBER 8, 5:30 – 10:30 P.M.

Optional event for all attendees

IECA Foundation Gala: An Evening at the Theater

Attendees will board buses at 5:30 p.m. for the very short drive to the famous Pantages Theater. After some light food and drink, participants will take seats in the Orchestra section for a performance of the Tony Award winning Wicked. Following the show, the actors will join the group for a meet and greet before heading back to the Renaissance and Holiday Inn hotels. For tickets, contact Pat Caffrey at Pat@IECAFoundation.org.

FRIDAY, NOVEMBER 9, 4:45 – 6:00 P.M.

For Therapeutic Schools and Programs and Consultants Serving These Students

Hollywood "Premiere" Reception

The closest you will get to knowing how it feels to walk the red carpet and attend a Hollywood premiere. This exciting event will feature a number of surprise "guests" and give you the full flavor of an only-in-Hollywood experience. With light hors d'oeuvres catered by Hollywood's legendary chef, Wolfgang Puck, and a cash bar, the reception will conclude early enough to allow attendees to make dinner plans, enjoy a night on the town, or take part in sponsored off-site activities.

*For more information on IECA's Hollywood conference,
go to www.IECAonline.com.*

KEYNOTES & FEATURED SPEAKERS

Each day's speaker and message has been carefully chosen to reflect the groups in attendance and their particular focus. While not everyone will hear every speaker (just as not everyone gets to attend all breakouts), we believe all attendees will be pleased with the amazing group of keynoters who will highlight each day's special focus. Check the conference brochure or IECA Web site for more information.

WEDNESDAY, NOVEMBER 7



Dr. Denise Pope, Ph.D., has been a lecturer at the Stanford University School of Education for the past seven years, and is the author of *Doing*

School: How We Are Creating a Generation of Stressed-Out, Materialistic, and Miseducated Students, which was named a Notable Book in Education by the American School Board Journal in 2001. Dr. Pope will speak at Wednesday's General Session.

THURSDAY, NOVEMBER 7



Actor, director, and producer **Henry Winkler**, best known for his role as "The Fonz" on the hit TV show *Happy Days* will deliver a special address at the

fall conference. In recent years, Winkler has become an advocate for those with learning disabilities and he has recalled his own struggles with dyslexia in a series of children's books he's co-authored about a fourth grader dealing with the impairment.

FRIDAY, NOVEMBER 9



Dr. Wendy Mogel is a nationally known clinical psychologist and parent educator. She is the author of *The New York Times* best-selling parenting book, *The*

Blessing of a Skinned Knee and will speak at Friday's General Session. Dr. Mogel is the co-founder of the Los Angeles Association of Independent School Counselors and serves on several educational boards.



Elaine Gordon is a clinical psychologist with a specialty in infertility, child development, reproductive medicine, and third party

family building. Besides her role as a therapist and group facilitator working with patients struggling with fertility related issues, she lectures on various topics surrounding the psychology of reproductive medicine. Dr. Gordon is the author of *Mommy, Did I Grow in Your Tummy? Where Some Babies Come From*, a children's book dedicated to explaining a child's unique reproductive beginnings.

SATURDAY, NOVEMBER 10



Aimee Liu is the author of *Gaining: The Truth About Life After Eating Disorders*. Drawing on her own history of anorexia as well as interviews

with more than forty other former anorexics and bulimics, Liu picks up her exploration of recovery where she ended her acclaimed memoir of anorexia nervosa, *Solitaire*, at age 25. True recovery requires a new understanding of the role that genetics, personality, relationships, and anxiety play in these disorders. She examines the real reasons eating disorders—at all ages—are on the rise.



Dr. Dana Chidekel is the author of *Parents in Charge: Setting Healthy, Loving Boundaries for You and Your Child*. She is a

neuropsychologist known for her expertise in brain behavior relationships and the neurobiological and social contributions to emotional development. She is also the host of *Great Parents, Great Kids*, broadcast on PBS stations nationwide.

ETHICS DIALOGUE

REAL LIFE CASE STUDY

"Sam Smith" is an experienced, respected consultant with more than 15 years under his belt working with a wide variety of students. Today his client base includes college and secondary school placements as well as students with learning and behavioral issues. Having been involved with a number of professional organizations, Sam takes his affiliations seriously and when the new IECA Principles of Good Practice came out he read them thoroughly to be certain he was in full compliance.

Sam was, therefore, surprised to find himself accused of an ethical breach in a formal complaint filed with IECA. A few months ago, Sam learned that a group of admission directors was going to be in his town. Other than visiting a couple of local high schools, Sam assumed the directors would have some free time in the evening. He quickly put together a late afternoon 'meet and greet' where he invited all the admission reps to his home for a chance to interact with client families (and some carefully selected

potential clients). Following the departure of families, Sam hosted the admission representatives for cocktails and dinner, which he had catered by a local company owned by a former client.

The complaint to IECA cites a number of concerns: hosting an event that shut out other local counselors and consultants, the appearance of seeking to curry favor of the admission directors, the cost of the event and the implication to parents and students that Sam had some sort of 'in' with the admission directors.

Do you see an ethical violation or simply good marketing and business acumen? Do any of the four areas of complaint seem more substantive? Is the mere appearance—as opposed to actual—conflict of interest enough to create a problem?

Send your comments and feedback to: sarah@IECAonline.com. The December/January issue of *Insights* will feature feedback from this case and a new real life case.

Executive Director's Letter, from page 2

(4) **Continue to develop conference offerings to bring more diverse topics led by recognized experts in the field.** Explore ways to enhance networking and sharing as critical elements of IECA gatherings.


(5) **Reach out to college admission directors** who don't yet know the IECA brand through direct communication, webcasts, presentations, and other venues.

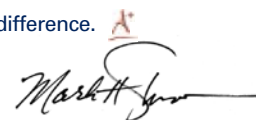
(6) **Assist and welcome members of other clubs and groups** who are ready to 'move up' to IECA membership in recognition of their growing experience, knowledge, and abilities.

(7) **Assist in developing IECA regional and community groups** to plan events, seminars, welcome admission directors, and coordinate promotional activities.

(8) **Expand the ability to serve the nation's top graduate school consultants** and promote greater interaction with outstanding peers working in areas of financial aid, career planning, family support, publishing, and life coaching.

(9) **Re-commit to act always in the best interest of the students we serve:** reduce parent and student anxiety; market ethically and forgo over-promising; always focus on the "best fit" educationally, socially, and emotionally.

As we enter our 31st year, let's reflect on what has made IECA different and unique among the thousands of Associations. Namely, that IECA membership is not for everyone. It remains the hallmark of what it means to be a knowledgeable, ethical, and student-centered consultant. As we work hard to maintain that standard, the time has come to make sure the public understands, appreciates, and recognizes the IECA difference. 



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RESPONSE TO LAST MONTH'S ETHICS CASE STUDY

The Traveler

Mary was the consultant who signs up for tours as soon as they are announced, then often cancels once she checks her schedule; request schools who offer to pay for her to put her on her preferred airline even if it cost them more; leaves tours early, even when the school has paid for her to attend.

Interestingly enough, many readers knew someone who behaved as Mary Jones did, but no one admitted being her or being like her! We heard lots of comments about how familiar it sounded. Here we have the dilemma of distinguishing between what constitutes merely rude behavior and what is a violation of the Principles of Good Practice. What follows includes some comments we heard from members, and references to Section IV of our Principles that addresses relationships with schools and programs.

In our busy lives and practices, most of us want to use our time efficiently. This might involve organizing daily schedules for our particular needs, taking direct flights, using travel time and meetings to multi-task on our cell phones and laptops, etc. The bottom line is that most of us do whatever we can to "avoid wasting time" while traveling.

While we can identify with Mary's wish to use every minute of her day productively, she seems to have forgotten that her behavior impacts others. Not only do the hosts not appreciate her detaching herself from the tour when it suits her purposes, her behavior reflects on all other consultants. Much as we do not want to be judged based on someone else's behavior, we ARE judged by the company we keep, and her self-serving actions reflect badly on all consultants. For specific violations of our Principles, please read on.

Reserving a spot on a tour means you are promising to be there. Mary's claiming a spot on a tour means someone else is denied that

opportunity. While a family crisis or sudden illness might come up, signing up now and checking her calendar later for a "real" decision is plainly unfair to others. Mary claims to feel "appropriately apologetic" but to whom is she apologizing? The school who has already closed the tour, someone on the wait list who now has to juggle his or her own schedule, perhaps pay increased airfare, or can't go at the last minute? Why does Mary think that keeping her schedule flexible is more important than someone else's, especially when that someone else is able to plan carefully and keep his or her word? Additionally, Mary doesn't know how many people in admissions offices she has inconvenienced. In another time, yes meant yes, common courtesy meant that you didn't accept "something better" later on and wiggle out of your previous commitment.

Mary says she figures that time away from the office is a significant hardship and believes that asking for upgraded or preferred airlines is a sensible business decision. Actually, her "sensible business decision" is a violation of our POGP. Being out of the office is part of Mary's cost of doing business, it is Mary's responsibility, not the responsibility of a school or program. Section IV.B.ii clearly states that visits are a cost of doing business. Section IV.B.iii states "When reimbursement is offered freely, it is inappropriate to request or accept the use of specific airlines; special flights, lodging accommodations or upgrades, outside of what is necessary for a disability or other special needs..."

Mary also insists on juggling her personal tours to fit her desires, again under the claim of working efficiently. And again, a violation of our Principles. Although Mary has all sorts of justifications for why it is okay for her to depart from the formal tour to visit other schools or programs, other tour members are right to be concerned about her less than courteous

behavior. Not only is it insulting to the tour organizers who have frequently gone to major effort to host us as their guests, in many cases, attendees have signed a statement that they will participate in the entire tour. If Mary wants to "wander the campus on her own," she probably shouldn't be on an organized tour in the first place. Take a look at common courtesy as addressed in the following sections of our Principles:

IV.C. In his/her dealings with Schools/ Programs, Members always exhibit common courtesy.

ii. Members refrain from last-minute cancellations and no-shows.

iii. If a Member has special requests, such as accommodations for a disability or other special needs, he/she makes them well in advance of the visit.

v. When visiting Schools/Programs, Members participate fully.

a. Members visit all scheduled stops on the tour.

So what could Mary do differently? Avoid violating the POGP with her requests for special favors, flights, or accommodations. Review the tour guidelines that come with the invitation and confirm that she is able to comply with those guidelines. Schedule additional visits before or after the formal tour. Personal visits with her current clients could have been arranged in advance as part of the tour. Unless invited to specifically do so, she should not be wandering the campus at will during a regularly scheduled tour. She should remember that she is a guest and that common courtesy should be her guide.

Acting entitled is not something we like or encourage in our clients and it certainly has no place on a college, school, or program tour.

NATSAP ADVOCACY EFFORTS

by Jan Moss, executive director, NATSAP

Many of you are aware of legislation introduced by Representative George Miller (D-CA) in the 109th Congress to ensure that our youth receive safe and appropriate care in residential treatment. While this bill did not move forward, Representative Miller, who is now chair of the Education and Labor Committee, is working towards a new bill to be introduced in the 110th Congress. To that end, he and his sub-committee, Healthy Children and Families, have requested an investigation of the industry by the Government Accountability Office (GAO). The GAO was chartered primarily with investigating current state licensing and oversight of therapeutic schools and programs and to investigate claims of neglect and abuse. NATSAP and its members have cooperated with this investigation.

The National Association of Therapeutic Schools and Programs ("NATSAP") and its members are in favor of a

partnership between caregivers and the governmental agencies, so that regulation and policies are realistic, practical, workable, and truly therapeutic for children. We hope for measures that are developed in cooperation and in our shared commitment to help troubled youth gain back their lives and find hope. Our message remains clear that it is our mutual goal to make sure all treatment programs are effectively regulated at the state level to ensure safety. We support legislation that will allow qualified providers to continue to offer services to children and families in need.

NATSAP has made it a priority to educate Members of Congress and Congressional staff on our organization's mission, ethics, and Principles of Good Practice. Jan Moss and Rosemary Tippet have spent considerable time in Washington, D.C. to that end. NATSAP also held a successful Advocacy Day on Capitol Hill in early May. We advocate for the

services our member programs provide to young people and their families. Many of you have joined us in these education efforts, additionally educating on the services you provide.

We find ourselves partnering in many areas as we explain our chosen profession. We are working with other national associations to strongly endorse the critical importance of assuring that residential treatment settings are safe and that all programs have appropriate oversight.

We urge the members of IECA to join us in this advocacy by establishing relationships with your government representatives to educate them on the important role you play in the healing process of children and families.

We hope you will join us by becoming actively involved in government relations to ensure that the important services we all provide remain available in the future.

MEMBER STATUS CHANGES

The following Professional Members have retired from their practices and are now Members Emeritus of IECA:

Carol Loewith, M.A. (AZ)
Sally Ten Eyck, B.S.Ed. (NY)

The following Professional Members have chosen Inactive status for the 2007-08 membership year, as they are taking temporary leaves of absence from their educational consulting practices:

Amy Leib Alexander, M.S. (NJ)
Andrew Bryan (OR)

Noreen Cambria, M.S. (NY)
Carole Gitnik, M.S. (NY)
Bonny Musinsky, M.A. (MA)
Hilary Rediker, M.A. (NJ)
Andrew Walpole, M.Ed. (DE)

The following Professional Members who were on Inactive status last year have reactivated their memberships:

Peggy Keeling Jewett, M.S. (MA)
Barbara Stahl, M.A. (CA)

The following are no longer affiliated with IECA:

Hanna Buck (NJ)
Yvonne Perier Jones, Ph.D. (WA)
(no longer in practice)
Lynn Presley, M.A. (AZ)
Ann Carol Price, M.Ed. (SC)
(no longer in practice)
Adrienne Selbst, M.Ed. (AZ)

INITIATIVES

IECA associate members **May Peach** (SC) and **Louise Slater** (SC) have purchased The Price Group, Inc., Educational Planning Services from Ann Carol Price. While officially retired, Ann Carol will still be informally advising Louise and May.

Dana Dean Doering (WA) and **Martha Moses** (FL) were presented with the ISPSA Visionary Award at their Spring Dinner in Boston.

Martha Moses (FL) gave the commencement address at Aldern Academy at their June graduation.

Christine Chapman (MA) is presenting at the TABS Admission Academy in Boston.

IECA associate member **Beatriz O. Zayas** (CA) helped write and secure a grant for the Institute for Socio-Economic Justice & Progressive Community Development, Inc. from the James Irvine Foundation to support post-secondary preparation for low-income and first generation college-going youth in the Imperial Valley.

Congratulations to **Diane Geller** (CA) who became a grandmother on July 16. Leo Julius Geller weighed in at 7 lbs, 6 oz.

Congratulations to **Sue Studnicki DePra**, IECA's director of education & information systems, on her marriage to Thomas DePra.



Sue and Tom

IN THE NEWS

Jean Baldwin (DC), **Adam Goldberg** (MA), and IECA Executive Director **Mark Sklarow** were quoted in a September 2, *U.S. News & World Report* article, *Finding a Good Grade School, for a Fee*.

Jill Tipograph (NJ) was featured in the July 2007 issue of *Real Simple Magazine*, in the article *Making the Most of Summer*; and in a July 22 *New York Times* article about the importance of independence and responsibility as summer goals.

Katherine Cohen (NY) was interviewed in a *Bloomberg* article, *Princeton Heads U.S. News List Amid College Protest* on August 17.

“Rankings should be considered preliminary information in a high-school student’s college search. It’s so important to dig deeper.” Students should “look at college in terms of what are the best higher-education learning communities for them.”

—*Katherine Cohen (NY), quoted in Bloomberg, August 17*

Steve Goodman (DC) was quoted in the *Inside Higher Ed* article, *The College Experience... If You Can Pay* on August 13, 2007.

Lucia Tyler (NY) was featured in *The New York Sun* article, *College Interviews Fade Fast as Race for Ivies Heats Up*, on September 4.

Susan Sykes (MN) was quoted in *The Columbus Dispatch* article, *Campus Test Drives* on July 28.

Valerie Broughton (MN) was interviewed on August 15 by the Minneapolis/St. Paul NBC affiliate station on the topic of the ACTs, standardized tests, and college admissions.

Martha Moses (FL) was quoted in an article on therapeutic boarding schools, *Extreme Education*, in the July/August issue of *SoFlorida Magazine*.

Lon Woodbury (ID) was featured in an article concerning the development and potential of private therapeutic schools in the article *A Boom Unabated* in the July edition of *Treatment Magazine*.

IECA has been added as a resource to explore educational consulting as a career change on the *TeacherVison* Web site.

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

INTRODUCTIONS



Amy Aldrich (WA) is a licensed clinician in Colorado, Washington and Montana. Before entering the consulting field, she worked therapeutically with adults in outpatient

treatment and with adolescents and their families at a therapeutic boarding school.

Amy has been an IECA associate member since 2005. She earned her master's degree in transpersonal counseling psychology from Naropa University in Boulder, Colorado.

Prior to settling in the U.S., Amy lived and worked in Canada and Australia.

Amy Aldrich, MA, LMHC, LCPC

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Specialties: L, N

Alison Cotten (TX) previously worked as a guidance counselor and senior coordinator at Cy-Fair High School in Cypress, Texas. She also worked as an English teacher, college advisor, educational researcher, and as an essay scorer for the writing section of the new SAT.

Alison earned a B.A. in English and an M.Ed. in counseling from Texas Christian University in Fort Worth, Texas. She is certified to teach secondary English.

Alison is a member of NACAC and TACAC. She attended the IECA Practices and Principles Workshop in 2002, and the Harvard Institute

on College Admissions in 2003. She is a member of the College Counselor Advisory Panel for the Fiske Guide To Colleges.

She lives in Cypress with her husband Joe and two Labrador retrievers named Scout and Boo.

Alison Cotten, M.Ed.

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Specialty: C



Randy G. Falk

(FL) is the founder of Education Edge Consulting, Inc. She has been an educator for more than 25 years, having taught English at both the

high school and middle school levels in New York State and Central Florida. She was also the founding principal of The Patricia R. Selznick Middle School of the Hebrew Day School of Central Florida. Randy worked as assistant to the dean at the Florida State University College of Medicine, where she served as the faculty coordinator, and was awarded a faculty position. Randy has been a member of the faculty of the Teachers Summer Institute on Holocaust Studies, and the Florida Council of Independent Schools annual conference, among other continuing education courses.

Randy has been an IECA associate member since 2005. She received her bachelor's degree in English at the State University of New York at Albany, and a master's degree in secondary education/English from Hofstra University in New York. Randy received a

Certificate in the Principalship from Harvard University's Graduate School of Education.

She is a member of the Board of Directors for the Holocaust Memorial Education and Resource Center of Florida, the National Middle School Association, the Association for Supervision and Curriculum Development, the Florida Association for Supervision and Curriculum Development, and the Principals' Center at Harvard.

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Specialty: C

NaDean Krasnove (CA) has been working at College Admissions Counseling Associates since June 2004, in partnership with Barbara Fountain.

NaDean earned a master's of science in school counseling and her Pupil Personnel Services Credential (PPS) School Counseling at The University of La Verne; a Certificate of Clearance at State of California Commission on Teacher Credentialing; Certificate in College Counseling from UCLA Extension; and a bachelor's of science from College of Business Administration at The University of Maryland.

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Specialty: C



Audrey Ludemann (CT) is director of independent day and boarding school advisory services at Camille M. Bertram Educational Consultants. She advises families

on independent day schools, and works with a range of profiles from gifted to mildly learning disabled. Audrey was a teacher for 15 years before moving into consulting. Since both of her children are learning disabled, she has become aware of the benefits of receiving services as early as possible in a student's academic life. For that reason Audrey chose to teach young students, hoping to help identify children in need of services as early as possible.

She is certified to administer the MBTI. Audrey attended IECA's Summer Training Institute in July 2004. She is a member of the Connecticut Association for Children and Adults with Learning Disabilities, LDA, NAEYC, Connecticut Association for the Gifted, and Smart Kids with Learning Disabilities.

Audrey has two children in college, and likes to sing, play guitar, needlepoint, read, and play golf. Now that both kids are gone, she has an urge to get a puppy.

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Specialty: S



Nicole Oringer (NJ) is a partner at Ivy Educational Services. She has been an independent educational consultant

since 1995. She previously worked as an elementary school teacher and a high school guidance counselor.

Nicole earned a B.S. in education from Bucknell University, and an M.A. and Ed.M in psychological counseling from Columbia University's Teachers College. She is a member of NACAC and NJACAC.

Nicole is married and has two children. Her hobbies include biking, hiking, swimming, skiing, and visiting colleges.

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Janet Rosier (CT) has worked with learning disabled students in K-3 grade.

She has been an associate member of IECA since 2004, and attended the IECA Summer Training Institute in 2003.

Janet graduated with Honors from the University of Florida with a B.S. in advertising and communications, and is a candidate for the certificate in college counseling at UCLA Extension.

She has been married for 27 years to Brian and has three children: Eric, 22, Sam, 19 and Emily, 15.

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Specialty: C



Lucia D. Tyler (NY) has worked in higher education at Cornell University for over 15 years. Her professional roles have included researcher, lecturer, lab coordinator, student

mentor, grant writer, and curriculum developer. Recently, Lucia worked at the Cornell Veterinary College giving presentations, counseling applicants, and writing a faculty admissions handbook.

She received a B.S. in chemistry from Principia College followed by a Ph.D. in analytical/food chemistry at Cornell University.

Lucia joined IECA as an associate member in 2006, and attended the IECA Summer Training Institute that same year. Since then, she has written several articles for the *Ithaca Journal* and presented a breakout session on Medical/Veterinary admissions at IECA's Miami conference. Lucia serves Literacy Volunteers as a tutor and is a member of the local town board. She also volunteers for Family Reading Partnership which is an organization that works hard to encourage families with young children to read together.

Lucia enjoys reading, singing in a chorus, kayaking and skiing. Lucia and her husband David have lived in the Ithaca area since they met at Cornell. They have two grown children.

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The Newsletter of the Independent Educational Consultants Association

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Inside the Member-to-Member Section:

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- Committee Reports
- How to Start Your Own Regional Group

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