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IECA<sup>+</sup>

# INSIGHTS

THE NEWSLETTER OF THE INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

## Calendar

August/September 2018

## Head West for Golden Learning Opportunities

By Mark Sklarow, IECA CEO



In the 1800s, mining, farming, and ranching drove the migration to California. Early in the

1900s, both Hollywood and Pacific trading drove the population growth. In the mid-1900s, Lucy and Ricky Ricardo, along with Ethel and Fred, drove to Southern California and led a mass migration as *I Love Lucy* viewers followed them west.

And by the year 2000, California was host to more IECA members than any other state. And so, for its warm weather, tech-driven workforce, and plethora of schools and colleges, IECA heads to the Golden State for our 2018 Fall Conference.

From midday Wednesday to midday Friday, IECA will host up to 1,500 attendees, including an estimated 500 IECs. With more than 60 educational sessions, major speakers, discussion events, demonstrations of services and goods, networking between IECs and admission deans and directors, and much more, the event promises to offer participants things to do from morning to night. You may need your Vita-meat a vega-min to keep up! And don't forget that Wednesday morning has five pre-conference workshops with something for everyone! (See page 3 for more details.)

Although they are only a year old, the ACE talks have become a favorite part of the conference and will be included in the opening session on



Wednesday afternoon. These 20-minute, TED Talks-like presentations will tackle Adolescents, Consulting, and Education. You'll hear Jean M. Twenge, professor at SDSU, share her insights about iGen, the first students to have spent their entire adolescence with smart phones; Paul Kanarek, managing partner at Collegewise, discuss the future of educational consulting; and Hiram Chodosh, president of Claremont McKenna College, share his thoughts about preparing today's students to be leaders who will answer JFK's call to think about what they can do for others.

On Friday morning, attendees have an array of options and may have a hard time choosing between two other well-known speakers and several events and sessions! The Master Class presenter, Daniel J. Siegel, MD, is among the most widely respected experts in adolescent neurobiology, having written several bestsellers, including *Brainstorm: The Power and Purpose of*

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**August 14**  
Webinar: Helping Your Students With LD Become Super Testers

**September 11**  
Webinar: Gender Today: Best Practice for Working With Trans and Non Binary Youth

**September 26**  
Transitioning to Private Practice Workshop

**September 27-29**  
NACAC, Salt Lake City, UT

**October 9**  
Webinar: Procrastination! Missed Deadlines!

**November 5-7**  
Pre-Conference Tours, Los Angeles

**November 7**  
Pre-Conference Workshops, Los Angeles

**November 7-9**  
IECA Fall Conference, Los Angeles

**November 9**  
Post-Conference Tours, Los Angeles

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**Kazue McGregor (CA)** has been an IEC for seven years and was an Associate member. Previously, she was the orchestra librarian for the Los Angeles Philharmonic and a professional flutist. She earned a



bachelor's degree and a master's degree in flute performance from the University of Southern California. She is a member of AICEP, NACAC, and NCAG.

McGregor is the coauthor of "Building School-wide Commitment: A Westridge School Case Study," in *Diversity Work in Independent Schools: The Practice and The Practitioner* (NAIS, 2013), and the author of "Strength-Based Organization, Communication Pattern and Work Values," in *Insights and Essays On The Music Performance Library* (2012, Meredith Music Publications). She is also past president of the Major Orchestra Librarians Association (MOLA), for which she served as the 2004 Conference Chair, and of the Parent Association at Westridge School for Girls.

McGregor and her husband are classical musicians and raised their two children to believe that the arts are an integral part of life and make a difference in the world.

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**Steve Peifer (FL)** has been an IEC for five years. His previous positions include vice president of college counseling at KD College Prep, director of college counseling at The King's Academy,



and director of college counseling at Rift Valley Academy in Kijabe, Kenya.

Peifer earned a BA from Northern Illinois University and a certificate in college counseling from UCLA extension. He is a member of NACAC and SACAC.

Peifer is the coauthor of *A Dream So Big: Our Unlikely Journey to End the Tears of Hunger* and the founder of Kenya Kids Can, a project of the nonprofit African Inland Mission that provides lunch to more than 20,000 students each day and has built 20 solar computer centers in rural Kenya.

For 14 years, Peifer has volunteered in Kenya, and for that work, he received CNN's Hero Award in 2007 and the NACAC Excellence in Education award in 2010.

Peifer has been married for 33 years to Nancy and is the father of five and grandfather of two. He had his first musical recital at the age of 62.

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**Margaret Rothe (CA)** has been an IEC for 10 years and is the founder of CollegeListPro and CounselMore College Counseling Software Suite. She has had many titles but finds that entrepreneur



is the one that rings most true. After 15 years living on campus, serving in every department, she took a sabbatical and began a college counseling business. Within 5 years, she was developing tools for her colleagues.

Rothe holds an MA in higher education and student affairs from the University of Connecticut, Neag School of Education and is a member of NACAC, ACPA, the Association of College & University Housing Officers-International, and WTI.

Rothe is the community representative for a local IEC group in Silicon Valley, CA, called the SilVa Local IECs. In a series of meet ups, IECs present on an area they feel most confident about. The group is now 150 members.

Rothe truly loves her work and considers it her hobby. She is very happy when she is moving the college counseling industry forward.

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