

## John R. Powers Featured on Thursday Evening

John Powers stands out as one of the best in the business. His entire career has been one of effectively communicating with audiences.

Prior to his speaking career, John created and produced the Broadway musical, "Do Black Patent Leather Shoes Really Reflect Up?" which is presently playing in over a dozen cities.

He is the author of four best selling books, the most recent being "The Junk Drawer, Corner Store, Front Porch Blues."

John Powers earned a Ph.D. degree in Communications from Northwestern University and was a professor

of Speech & Performing Arts at Northeastern Illinois University. He has created and hosted a PBS series on how to be an effective public speaker and has hosted several interview specials for PBS. He has been a guest on hundreds of radio and television shows including Oprah and Today. John has received two Emmy awards for his work in television.

John's business background includes producing his own musical for four years, raising capital of over a million dollars and coordinating the daily efforts of over two hundred artistic, financial, sales and marketing people. In 1988, he founded the Powers of Motivation Institute and

since then has worked with over a thousand major corporations and national associations to provide programs on how to succeed in a changing world.

John Powers does his homework. Before each presentation, he conducts extensive research into his clients' organization, its internal workings, needs and goals. He and his staff at the Powers of Motivation Institute work with the client to make that meeting the best one the client has ever had.

Mr. Powers will be the Tri-State Conference Keynote Speaker on Thursday, May 4 at 7:30 p.m.

## Tri-State Conference Schedule

### WEDNESDAY, MAY 3, 2006

3:00 p.m. to 6:00 p.m.

6:00 p.m.

6:30 p.m.

Registration  
First-Time Conference Attendee Welcome  
Welcome to Tri-State Reception  
Join the conference planning committee, the presidents of the Wisconsin Association for College Admission Counseling, the Minnesota Association for College Admission Counseling and the Iowa Association for College Admission Counseling and our National Association for College Admission Counseling representative, Beverly Henry Wheeler for networking, mingling to kickoff a great conference.

7:30 p.m.

Guided dinners throughout Dubuque.  
The guided dinner is provided to conference attendees looking for a group dinner. You will have the option to choose from one of seven restaurants within walking distance of the Grand Harbor Resort. For more information, please visit [www.dubuque365.com](http://www.dubuque365.com).

After Dinner

Take in a variety of entertainment options from gambling a few dollars at the local casino to taking a few spills down the waterslide at the Grand Harbor Resort.

### THURSDAY, MAY 4, 2006

8:00 a.m.

8:30 a.m. to 5:00 p.m.

8:30 a.m. to 9:30 a.m.

9:30 a.m. to 10:00 a.m.

10:00 a.m. to 11:00 a.m.

11:00 a.m. to 1:00 p.m.

1:00 p.m. to 2:00 p.m.

2:00 p.m. to 2:30 p.m.

2:30 p.m.

Continental Breakfast  
Exhibits open  
Session I  
Exhibitor Time/Break  
Session II  
Lunch  
Session III  
Exhibitor Time/Break  
Minnesota Association for College Admission Counseling Membership Meeting  
Wisconsin Association for College Admission Counseling Membership Meeting  
Iowa Association for College Admission Counseling Membership Meeting  
Dinner  
John R. Powers, keynote speaker  
Live Band Karaoke  
With nearly 300 songs to choose from, spanning the history of rock and roll, you become the lead singer of the band instead of singing a recorded version of the song all alone.

### FRIDAY, MAY 5, 2006

8:00 a.m. to 8:30 a.m.

8:30 a.m. to 9:30 a.m.

9:30 a.m. to 10:00 a.m.

10:00 a.m. to 11:00 a.m.

11:00 a.m.

Continental Breakfast  
Session IV  
Exhibitor Time/Break  
Session V  
Brunch and Raffle

## Tri-State 2006 Sessions

This year's conference looks to have outstanding programming. Beginning with a survey to membership this fall, the programming committee worked very hard to solicit and recruit presenters and sessions that are of interest to our membership. Tri-State 2006 will showcase 37 individual sessions selected from over 45 submissions to provide and present research, professional development and inspiration.

Sessions were selected that focused on diversity issues in higher education, the use of technology to navigate and manage the college search, demographics of today's and tomorrow's student population, financial aid, event management, and other various professional issues of interest to school counselors and college admissions representatives.

In addition, the sessions were selected to address the needs of school counselors and college representatives alike. The programming committee hopes to provide a comprehensive conference for all our membership.

Five (5) samples of the sessions that will be offered:

**Topic:** Writing and Reading Letters of Recommendation  
**Presenters:** Annette Cleary, Director of College Counseling  
**Description:** Ever wonder what words to use to describe that senior with "untapped potential" or a student with learning disabilities or personal issues? We'll talk about how to write quality letters, how colleges use them and what other supplements can enhance your student's overall college application.

**Title:** A conference-style campus visit day format: Students select sessions and explore a variety of careers  
**Presenters:** Lora Vander Zwaag, Admissions Director, Western Iowa Tech Community College  
Pamela Ives, Admissions Representative, Western Iowa Tech Community College  
Darby Young, Admissions Representative, Western Iowa Tech Community College  
Mike Brown, Admissions Representative, Western Iowa Tech Community College

**Description:** The WITCC Admissions team shares a group campus visit format developed to celebrate a new building opening last year! The format met with success and continues as a conference-style campus visit experience. From "department chair buy-in" to popping popcorn, the team shares ideas and invites yours.

**Title:** The Millennial Generation: iPods, texting, and Facebook! OH, MY!! Follow the technical road to recruiting the students of today and tomorrow  
**Presenters:** Jacqueline Drake, Admissions Advisor, Iowa Western Community College  
Kristen O'Brien, Admissions Advisor, Iowa Western Community College  
**Description:** We will discuss the "millennial generation" to show how they have set themselves apart as the techno-savvy students of today. Topics are: utilizing technology to communicate with students, the changing connection between parents and their students, and how this information affects your recruiting.

**Title:** Utilizing Affinity Marketing to Create Strategic Advantage  
**Presenters:** John Lawlor, Founder and Principal of The Lawlor Group.  
Dr. Scott Friedhoff, Vice President for Enrollment, Allegheny College  
Ken Anselment, Director of Admissions, Lawrence University  
**Description:** Colleges can create strategic and financial marketing synergies with affinity marketing. By associating themselves with other schools that share common brand attributes — characteristics such as geography, mission, athletic conference or religious affiliation — and creating a marketing strategy that promotes the consortium's shared identity, individual schools can increase their own individual brand awareness while stretching institutional dollars.

**Title:** Planning and Budgeting for International Recruiting  
**Presenters:** David Fredrick, Director of International Admissions, Wartburg College  
**Description:** Considerations for organizing an effort to increase international student enrollment.

## •The Bulletin Board•

### Register for the Tri-State Conference today!

<http://www.iowaacac.com/aboutconferences.php>

Full Conference Registration for ACAC Members\*  
\$90 Secondary; \$125 College/University

Full Conference Registration Non-members\*  
\$100 Secondary; \$150 College/University

One Day Conference Registration  
\$50 members; \$75 non-members

\*Full-Conference registration includes reception Wednesday, breakfast, lunch, & dinner Thursday and brunch Friday.

### By-Law Changes

At the Tri-State Conference the membership will be asked to approve two changes to the Iowa ACAC by-laws. The by-law changes were presented at last year's General Membership meeting in Des Moines by past-president Jill Kuhlers, Coe College, and tabled until this year's General Membership Meeting.

The two by-law changes are related to:

1. Past-President assuming the role of Chief National Assembly Delegate.
2. Allowing the Iowa ACAC Executive Board the authority to relieve an Executive Board member because of absences.

More detailed information will be coming to you via the ListServ.



Terri M. LeBlanc,  
Assistant Director of Admission  
Cornell College  
Office of Admission  
600 1st Street West  
Mount Vernon, IA 52314

**Iowa Association For College  
Admission Counseling**

### Change of Scenery

**Graceland University:** Kevin Brown's title has changed to Admission/Retention Specialist. Liz Abney's title has change to Assistant Director of Admissions and Transfer Specialist. Graceland also welcomes Miguel Paredes to their team as a Field Officer working with transfer and high school students.

**Coe College:** Becca Potts Murphy was promoted to Associate Director of Admission. Jill Kuhlers has joined the staff as an Associate Director of Admission. Also joining Coe's staff this year are Quinton Clay, Michael Coles, Brian Nigg and Holly Zimmerman.

**William Penn University** welcomes Brandon Albers and Kerra Strong to their Admissions Team.

Nicolle Ibbotson-Hodges (William Penn University) and husband, Jacob, welcomed their daughter, Fallon Grace, on August 4, 2005.

*\*Has your scenery changed recently? Send your "Change of Scenery" announcement to Terri LeBlanc (tleblanc@cornellcollege.edu) for publication in the Summer 2006 Scenes Newsletter.*

# SCENES

Iowa Association For College Admission Counseling

### Dubuque, Iowa: Masterpiece on the Mississippi

**When established:**  
1833, settled in 1788

**Location on the river by river mile:**  
580 at Lock & Dam #11,  
The General Zebulon Pike

**Population today:**  
Community 62,000; County 90,000

If you have never been to Dubuque, now is the time! Dubuque is considered the "birthplace of Iowa" featuring rich history, magnificent historical architecture, diverse arts and cultural amenities, and abundant natural beauty, including beautiful limestone bluffs. Dubuque connects the state of Iowa to both Illinois and Wisconsin across the mighty Mississippi River.

- Features the National Mississippi River Museum & Aquarium, the only aquarium along the Mississippi to feature wildlife from the entire Mississippi River.
- The Fenelon Place Elevator, the shortest and steepest scenic railway in the world.
- Approx. 30 miles from "Field of Dreams" movie site in Dyersville, IA.
- Home to Eagle Point Park, which overlooks Lock & dam #11 and features spectacular views of the Mississippi River.
- The tri-state area provides some of the top golf courses in the Midwest
- Annual Dragonboat racing.
- The most Catholic churches.
- Most bars per capita of any other city in the nation.
- Winter home of American Bald Eagles.
- Home to three colleges and universities: Loras College, Clarke College and University of Dubuque

### Letter from the President



As Professor Hinkle the magician in the 1969 animated television special *Frosty the Snowman* says: "Busy Busy Busy!" In the very near future we'll be graduating and welcoming another

class of high school seniors to our campuses. What a fun and exciting time of the year!

Please know that the Admissions Practice Committee chaired by Jim Gale, Guidance Counselor at Algona High School, is available to answer any questions you may have about the new NACAC Statement of Principles of Good Practices (SPGP). This time of year the Executive Board members typically receive telephone calls and e-mails from admissions counselors, high school counselors, and students/families asking if a policy or procedure at college ABC is appropriate. Nine times out of ten the conversation turns into an opportunity to educate the individual about the college search process.

It's important that we have an open dialogue about our professional guidelines and not be afraid to ask questions. Take a moment out of your busy schedules to re-focus on the central principles that make our business a profession. Center yourself during this critical time, a time in which 17- and 18-year-olds are making decisions that affect all of our institutions. Go to

[www.nacacnet.org](http://www.nacacnet.org) to review our professional Core Values and Membership Conventions within the SPGP!

The Iowa ACAC ListServ has been active with nominations and awards information from Past President, Omar Correa. One of the reasons Iowa ACAC is such a strong and vibrant organization is because of your input. Only with your active and engaged support can we have an organization that embodies and serves everyone. Thanks to those that have already responded and thanks to those of you that will respond in the future. It's never too late to give us your suggestions.

Finally, the Tri-State Conference is upon us! I've spoken on many occasions with the conference planners and they are very excited for this upcoming event. While it's difficult to guarantee anything in life, I can guarantee that if you attend the Tri-State Conference at the Grand Harbor Resort in Dubuque from May 3-5 you'll rejuvenate yourself, you'll connect to some of the best professionals in the college admissions profession, you'll learn something new from the outstanding conference sessions, and you'll relax with colleagues from throughout the Midwest! I look forward to welcoming you to Tri-State 2006!

It's truly amazing how quickly this year has gone. I'm blessed to have a talented and energetic Executive Board. The accomplishments of Iowa ACAC this year could not have been possible without the support of the entire membership! Thank you for the opportunity to serve!

Tom Becker  
President, IACAC