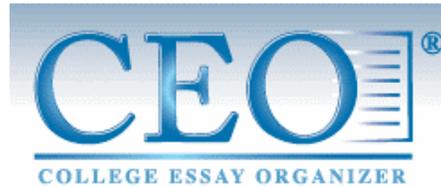




INDEPENDENT  
EDUCATIONAL  
CONSULTANTS  
ASSOCIATION



**FOR IMMEDIATE RELEASE**

July 12, 2011

**IECA and College Essay Organizer Announce Strategic Partnership:  
All Members Receive Free Accounts**

Fairfax, VA—IECA is proud to announce an exclusive strategic partnership with College Essay Organizer. “We have always been committed to offering our membership the most innovative and unique benefits,” said IECA Executive Director, Mark Sklarow. “Particularly in regard to new technology that saves members time and helps them work smarter.” With this in mind, IECA will now provide interested IECA members with free College Essay Organizer student accounts during each college application season, in addition to the already specially discounted rates for IECA members. Each member of IECA will receive one free student account valued at \$49; any member purchasing nine or more student accounts directly from College Essay Organizer will get an additional free account. (The more student accounts a member purchases, the lower the per-student rate.)

Member feedback on this one-of-a kind web tool has been overwhelmingly positive since it was first unveiled at last year’s IECA conference. In this short time, hundreds of members have begun working with College Essay Organizer. “We designed our Web site with independent educational consultants in mind,” said Dan Stern, President of College Essay Organizer. “Our goal has always been to help IECA members optimize their time and ensure an even more professional way of running, and growing, their businesses.”

For those who are new to College Essay Organizer, this partnership will give IECA members the opportunity to discover how this easy-to-use, groundbreaking technology will save time, reduce anxiety, and allow members to work more efficiently during the busy application season. IECA members who already know the value of College Essay Organizer will enjoy the additional savings with their free account(s).

**About College Essay Organizer**

College Essay Organizer was founded by Dan Stern, owner of Metro Academic Prep, a tutoring and college prep company based in New York City. College Essay Organizer is an easy-to-use Web tool that instantly provides all essay questions for any selected colleges (including supplemental, program-specific, optional, and scholarship questions), and shows how those questions share common themes so users can work smarter.

**About IECA**

Established in 1976, the Independent Educational Consultants Association is the nation’s leading organization representing independent school and college advisors working in private practice. IECA member educational consultants are professionals who assist students and families with educational decision-making. Their educational backgrounds, specialized training, campus visitations, and professional experience equip them to help students choose schools, colleges, or programs that meet their individual needs and goals. Membership in the association requires independent educational consultants (IECs) to meet IECA’s professional standards and subscribe

to its Principles of Good Practice. Members continually update their knowledge and maintain skills through IECA-sponsored meetings, workshops, training programs, and information exchanges with colleges.

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