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EIA is Moving!

We're on the Move!

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New Phone: 703-938-2429
New Fax: 703-242-1479

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Frustrated Duncan Announces ESEA Plan B

As Enterprising Educators was ready to go to "press," EducationWeek and major newspapers nationwide reported that U.S. Secretary of Education Arne Duncan, frustrated that Congress has failed to address or reauthorize the Elementary and Secondary Education Act (ESEA), is prepared to grant states relief, possibly in the form of waivers, from what is currently known as "No Child Left Behind (NCLB).

EIA and TOC Continue Fight for SES

EIA and our partners at Tutor Our Children are engaged on a number of fronts to make clear our sector's opposition to any actions that would water down the NCLB law and deny students and families the after-school tutoring they want and deserve.

EDVentures Adds Two More!

EDVentures has added two more keynote speakers to its stellar 2011 conference program: Terry M. Moe, a senior fellow at the Hoover Institution, a member of the Institution's Koret Task Force on K-12 education, and the William Bennett Munro Professor of political science at Stanford University; along with Tom Vander Ark, a well-known global education expert and blogger, Managing Partner of Learn Capital, Chairman of the International Association of K-12 Online Learning (iNACOL), Board Director at several nonprofits including LA's Promise and Strive for College, and an advisor to Communities in Schools, ConnCan, Democrats for Education Reform, and National Association of Charter School Authorizers.

**6 Lessons From Lady Gaga**

I was never a fan of Lady Gaga. I grew up in the age of Madonna rolling and gyrating all over the stage in her fetish-style costumes and Ozzy Osbourne biting the heads off bats. Lady Gaga and her outrageous outfits and risqué lyrics didn't faze me. She was just another wannabe exorbitant artist that the general public was eating up and I didn't pay much attention. That is until I saw her on 60 Minutes last night; then I realized what a marketing genius she is and gained a new respect.

Join EIA Now!

Since 1990, the EIA has worked to expand business opportunities for education entrepreneurs of all sizes in preK-12 markets. Benefits include federal-state-local advocacy, public relations support, professional development, peer-to-peer networking and much more.

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Frustrated Duncan Announces Plan to Grant Relief to States and Districts if ESEA Not Reauthorized

Submitted By: Steve Drake

Published: June 2011



As Enterprising Educators was ready to go to “press,” EducationWeek and major newspapers nationwide reported that U.S. Secretary of Education Arne Duncan, frustrated that Congress has failed to address or

reauthorize the Elementary and Secondary Education Act (ESEA), is prepared to grant states relief, possibly in the form of waivers, from what is currently known as “No Child Left Behind (NCLB).” Duncan, facing mounting pressure from states and school districts to be excused from NCLB’s 2014 deadline for all students to be “proficient” in reading and math, announced the move in a June 10 conference call with reporters. “The worst-case scenario is that Congress does nothing, and we do nothing,” Mr. Duncan was quoted by EducationWeek as telling the reporters, adding that the waivers constitute his “moral obligation” to states and districts.

EducationWeek goes on to indicate that in exchange for relief from provisions of NCLB – including supplemental educational services – Duncan would expect “commitments to key reforms” from public school jurisdictions. While the Secretary offered few details on what the NCLB relief would constitute, many believe it would come in the form of waivers.

“Secretary Duncan’s announcement of a ‘Plan B’ is certainly no surprise, as he has already granted hundreds of waivers to NCLB over the past year or so,” said EIA Executive Director Steve Pines. “The good news for EIA members, and SES providers in particular, is that together with Tutor Our Children, EIA continues to take some significant steps to fight what has clearly been a growing trend.” (See Next Article)

Regarding SES, the EducationWeek article said: “Mr. Duncan said he’d like to give states the ability to focus on student gains rather than absolute test scores, as current growth models do. And he’d like to grant more flexibility in how Title I money for disadvantaged students is spent. Though he didn’t offer specifics, that could mean waiving the requirement that schools in need of improvement under the law must set aside a specific amount of money to provide tutoring or school choice.”

For its part, Congress reacted to Duncan’s announcement with mildly veiled criticism and a bit of defensiveness. Senate Education Chairman Tom Harkin (D-IA) said in a statement, “We

are making good progress toward introducing a bill. ... Given the bipartisan commitment in Congress to fixing [NCLB], it seems premature at this point to take steps outside the legislative process that would address NCLB’s problems in a temporary and piecemeal way.”

House Education Chairman John Kline (R-MN), through a spokeswoman, said he “remains concerned about any initiative that would allow the secretary to pick winners and losers in the nation’s education system.” And House Education Ranking Member George Miller (D-CA) expressed skepticism about the timing and need of potential waivers, and concerns about the message the Secretary’s plan would send to states and districts.

On the other side of the ledger was the National Education Association, which welcomed Secretary Duncan’s announcement, insofar as the teachers union wants to see flexibility on the current law’s 2014 proficiency requirements. Interestingly, however, the NEA said it did not want the Department to waive requirements that districts provide tutoring under NCLB, or waive requirements that districts disaggregate data that illuminates student achievement among subgroups, such as special education students.

The National School Boards Association and the American Association of School Administrators have also called on Secretary Duncan to freeze NCLB’s penalties.

About the Contributor



Steve Drake provides corporations, small businesses, non-profits and government agencies with targeted, expert and cost-effective communications, marketing and business development strategy and implementation. He holds both a Master’s and Bachelor’s degree in journalism from the University of Maryland, where he currently serves as an adjunct professor in the

Department of Communication. He speaks and writes on a range of communications topics, including public relations in China, international public relations, and strategic thinking.



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EIA, Tutor Our Children Continue Fight for SES and Against Threat of Waivers

Submitted By: Steve Drake

Published: June 2011

Even before U.S. Education Secretary Arne Duncan announced to reporters last week that he plans to grant relief to states and districts from the strictures of “No Child Left Behind” if Congress fails to act on reauthorizing the law, EIA and our partners at Tutor Our Children were engaged on a number of fronts to make clear our sector’s opposition to any actions that would water down the law and deny students and families the after-school tutoring they want and deserve. EIA and Tutor Our Children’s activities and successes to date:



- Engage and enlist your families and instructors – ask them to vocalize their support for SES to Congress
- Share your implementation challenges – let EIA know if you’re encountering barriers to SES success
- Provide financial support to help continue and build our advocacy – join the EIA SES Coalition today

**Click Here to
Learn More About
the SES Coalition!**

- Worked with 12 influential Democratic Members of the U.S. House of Representatives, including members of the Hispanic Caucus and the Congressional Black Caucus, to send a letter to Secretary Duncan urging support of SES, and strongly objecting to the potential provision of NCLB waivers. EIA and Tutor Our Children are currently crafting similar letters from House and Senate Republicans.
- Investigating the legal limits of Education Secretary waiver authority.
- Enlisting the civil rights community and non-profit advocates to support SES and oppose waivers. Our partners, all of whom have voiced strong support for SES, include the Urban League, the United Farm Workers, NFWSC/Cesar Chavez Education Institute, and the Salvation Army.
- Mounting an ongoing grassroots and social media campaign to increase awareness and generate action by parents of SES students in support of free after-school tutoring.

EIA also encourages individual member companies to get involved and make their voices heard. Some ideas which have succeeded in past campaigns include:

- Document and share your success stories – with EIA, with local education officials, and with your Congressional representatives
- Meet with your Congressional representatives and/or their staff members – at their district offices, at your offices, or ask them to observe an SES session



EDVentures Adds Two More Stellar Speakers

Submitted By: Tom Schnabel

Published: June 2011

EDVentures has added two more keynote speakers to its stellar 2011 conference program: Terry M. Moe, a senior fellow at the Hoover Institution, a member of the Institution's Koret Task Force on K-12 education, and the William Bennett Munro Professor of political science at Stanford University; along with Tom Vander Ark, a well-known global education expert and blogger, Managing Partner of Learn Capital, Chairman of the International Association of K-12 Online Learning (iNACOL), Board Director at several nonprofits including LA's Promise and Strive for College, and an advisor to Communities in Schools, ConnCan, Democrats for Education Reform, and National Association of Charter School Authorizers.

Moe's books are listed among the most influential and controversial works on education to be published during the last two decades. In *Liberating Learning: Technology, Politics, and the Future of America*, Moe and John E. Chubb map out a dynamic vision of the nation's educational future, showing how the ideas and innovations of information technology will ultimately transform the public schools to the benefit of the nation and its children. Moe has also written *Special Interest: Teachers Unions and America's Public Schools*, and *Politics, Markets, and America's Schools*.

Vander Ark has also written extensively on reform in American education. In his new book, *Getting Smart*, he examines the facets of educational innovation in the United States and abroad. Vander Ark makes a convincing case for a blend of online and onsite learning, sharing inspiring stories of schools and programs that effectively offer "personal digital learning" opportunities, and discussing what we need to do to remake our schools into "smart schools."

Mr. Vander Ark's address "Preparing for the Idea Economy of the Future" will examine the innovation-driven world, discuss how to combine online and onsite learning, advocate for policies that create better learning, and review "smart tools" for learning. Vander Ark will follow with an interactive discussion on the "Outlook for ESEA Reauthorization and the Changing Political Landscape."

Mr. Moe's address "Liberating Learning" investigates an education system that is fundamentally broken, riddled with poor incentives for success, and in urgent need of innovation to radically increase competition and choice.



During the two and a half day conference, EDVentures will also feature discussions from distinguished authors and education writers such as Frank Catalano who will lead the way with a clear strategy for marketing that saves dollars and produces success; acclaimed author and professor Paul Peterson who will trace the story of the rise, decline, and potential resurrection of American schools; nationally recognized leadership expert, Professor Jim Clawson, who will take a look at the necessary ingredients to achieve Leadership in Education; and Laura Lefkowitz who will guide us through four possible scenarios for the future of education in the private sector.



This year's EDVentures conference in San Francisco will give each attendee a unique opportunity to meet like-minded "enterprising educators", converse, seek solutions, form strategic alliances, and share best practices. Early bird registration and the EIA Room Rate for the San Francisco Westin-Market Street will end on June 20th, 2011.

Vendor booths and other sponsorships are still available by emailing spines@educationindustry.org.



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6 Things Every Small Business Can Learn From Lady Gaga

Submitted By: Carolyn Higgins

Published: June 2011



I was never a fan of Lady Gaga. I grew up in the age of Madonna rolling and gyrating all over the stage in her fetish-style costumes and Ozzy Osbourne biting the heads off bats. Lady Gaga and her outrageous outfits and risqué lyrics didn't faze me. She was just another wannabe exorbitant artist that the general public was eating up and I didn't pay much attention. That is until I saw her on 60 Minutes last night; then I realized what a marketing genius she is and gained a new respect.

She built a brand (Lady Gaga) from scratch and is now, according to Anderson Cooper, "the most talked about entertainer in the world". Lady Gaga didn't get famous by accident. No, she diligently studied "the art of being famous". This is a woman on a mission - a woman with passion and drive and I gained a whole new respect, if not for the music, but for the business woman and brilliant marketer she is.

Here are 6 things we can all learn from Lady Gaga:

1. Master the "Art of Fame" - Lady Gaga didn't become famous by accident. She knows what it takes to be famous because she invested the time and energy; she studied it. Nothing she does is by accident. She plans every outfit, every song, every interview, every moment of her life. Are you a master of what it takes to become famous in your industry? Do you understand what others in your industry have done to make it big? Can you honestly say you KNOW what it takes to make your business as successful as you want it to be and that you plan each and every action with achievement of that goal in mind?
2. Know your audience and connect- Lady Gaga knows her audience, she has a huge fan base of young and old who feel disconnected and disenfranchised in the world and she speaks to and connects with them in her music, her image and her interviews. She moves them because she understands them so well. Who are your "fans"/customers? What moves them and what do you do to move them? What do you do on every level to connect with them?
3. Be inspirational - People are drawn to positive people, businesses, and outcomes. If you aren't excited about your

business, no one will be. Lady Gaga embraces and uplifts the insecure, outcast, "freak" in us all. Hers is a message of self empowerment and self acceptance- and that has helped her succeed. What is your message to the world?

4. Make it personal - Lady Gaga uses her own experience to connect. She grew up feeling like an outcast; she was different. But instead of using it to isolate herself she turned it into a way to connect to others. How can you tell your story to connect with your customers and prospects? What need, problem, or niche do you fill that is lacking in peoples' lives? People connect with people - make it personal!

5. Be outrageous - No one ever got famous or popular by being timid. Lady Gaga made a truckload of money and became a worldwide phenomenon by taking risks and by standing out from the crowd - by being outrageous. What can you do in your own industry to stand out and be outrageous? Don't be afraid to take risks- don't follow the crowd.

6. Change it up sometimes - Never be boring! Every time you see Lady Gaga she's sporting a different look. She's always outrageous, always edgy and always true to her brand - but she's always fresh and new and exciting! How can your company and brand keep it fresh and new and exciting so that every time a customer or potential customer comes into contact with you they get a new/fresh look or perspective? Maybe it's a new product or service offering. Maybe it's a new process... find a way to keep it interesting and keep your customers engaged!

About the Contributor



Carolyn Higgins founded Fortune Marketing Company to help small business owners create a marketing strategy and put a system in place that will reduce the amount of money and time wasted on marketing practices that don't work. With more than 17 years of sales and marketing experience, Carolyn Higgins works with business owners like you, to develop a marketing strategy to

take their business to the next level; getting them more customers, better profit margins - and more time to focus on what's important - running their business!



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We Can't Wait for ESEA to Make Our Case

Submitted By: Steve Pines, EIA Executive Director

Published: June 2011



As Washington, DC enters another long, hot summer, the headlines would suggest that the political establishment is focused on anything BUT education. Weingate. The debt ceiling. The unemployment numbers. Sarah Palin running for the Republican presidential nomination – or not. Meantime, reauthorization of, even any real action on, the Elementary & Secondary Education Act (ESEA) seems remote at best.

But beyond the headlines are storm clouds for education entrepreneurs. Education Secretary Arne Duncan just this weekend announced that his Department would threaten to offer school districts and states relief from the strictures of what is now “No Child Left Behind” in an expanded program of waivers. For the past year, Senate Health, Education, Labor and Pensions (HELP) Committee Chairman Tom Harkin (D-IA) has led an increasingly shrill battle against for-profit career colleges and for program-killing regulations – actions which have wiped billions from companies’ market capitalization and clouded the sector’s viability. While Harkin’s diatribe has been focused (so far) on for-profit higher education companies, it doesn’t require a soothsayer to see that K-12 education companies are likely to be his next target.

So lest we believe we can wait until the Senate and House education committees actually act on ESEA before we engage with Capitol Hill and the Obama Administration, I’m here to say that the education industry must act -- and act now -- to protect our right to compete fairly and openly for public funding, and to remind policymakers of our positive impact on public education at all levels. EIA has a plan on how to do just that, by engaging and partnering with our brethren in educational publishing, software, online learning and research, to form the Coalition on Education Innovation & Quality.

The concept is to create a temporary, umbrella group comprising key education trade associations and companies which represent and provide preK-12 education products, technologies and services. In addition to EIA, the Coalition would include such members as the American Association of Publishers, the Association of Educational Publishers, SIIA (Education Division), International Association for K-12 Online Learning (iNACOL), and the Knowledge Alliance. The Coalition would also reach out for support from individual EIA members, allowing it to become an EIA special interest group as well as a sector-wide umbrella group.

The purpose of the Coalition will be to use the power and influence of our collective sector (1) to communicate the message to policymakers that ours is a significant and growing business sector dedicated to education reform and improvement on a national scale; and (2) to advocate for the full and fair inclusion of private sector education companies in any and all competitive and formula funding opportunities at the federal, state and local levels.

The Coalition on Education Innovation & Quality will mark the first time, at least that I’m aware, that the entire K-12 education industry has come together to make its collective voice heard and understood – and to tell our story of partnership, of commitment to schools and students, and of demonstrated successes.

Through the Coalition, we will document the contributions of the private sector to school reform efforts across the board. We will point to industry-wide best practices that have resulted in improved instruction and enhanced academic achievement. We will point out that ours is a sector dedicated to making public-private partnerships work. And we will show the economic impact education companies have on local economies and communities.

I look forward to discussing further details about the Coalition on Education Innovation & Quality during EDVentures 2011 in San Francisco. In the meantime, I’m interested in hearing from you with any questions, suggestions, or perspectives you believe would be useful, as we prepare to make our case to federal policymakers before ESEA becomes a pitched debate.

About the Executive Director



Steve Pines has served as the Executive Director of the Education Industry Association since January 2004. Prior to joining EIA, Mr. Pines was a Vice-President for Sylvan Learning Systems, Inc. (1993-2003) managing workforce development services and education programs for at-risk youth. During this time, Mr. Pines also developed a new business channel with two and four-year colleges for developmental education services, as well as in the corporate training area. Mr. Pines worked for eight years as a Deputy Director at the Enterprise Foundation, working to revitalize low income neighborhoods nationwide. His initial work in education and employment policy spanned positions at the National Alliance of Business, the National Association of Counties, and the United States Department of Labor- Employment and Training Administration, where he worked during the Carter Administration. Pines has a MBA from Southern Illinois University, a MA in education psychology from the University of Connecticut, and a BA from Hobart College.



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EDUCATORS**connect with us****Poker Lessons***Submitted By: Jim Giovannini, EIA President**Published: June 2011****"I'm all in."***

Anyone who has ever played no-limit Texas Hold 'em understands the power of that phrase. It strikes simultaneous fear in both you and your opponent. Its promise is either

the celebration of windfall or the disaster of poker table bankruptcy. Whether said in your best nonchalant, Mr. I Don't Care voice or your most expressive, Mr. I am taking all Your Chips voice, those little words epitomize a true entrepreneur. It is all about measurable risk. How much are you willing to take?

Over the last few weeks, risk has played a large role in all I do, from managing my own company to making decisions for EIA. The goals are always the same: quality service and amazing customer care. Do we risk millions in order to make millions or do we take the safe road with less commitment and less reward? It is a true balancing act. But without the thrill of the risk, none of us would be entrepreneurs. We have grown accustomed to setting lofty goals and (hopefully) achieving them.

EIA has taken a bit of a risk lately. As you may know, we recently launched a series of nationwide meet and greets. Through these tours, we are visiting with current members and meeting prospective ones. The whole point is service and care. As an association, we must show each member, new and old, that we care. We must provide current information on the state of the industry and give members the opportunity to network. So, where's the risk? Obviously, the meet and greet tour costs money, money that we believe will be made back many times over through new and renewed memberships and conference registrations.

From a personal business view, I have been risking it all through SES for years now. Will the State pay the district and will the district pay the providers? Will waivers gut the industry or will we continue to serve and teach children better math and reading skills? These questions and more give me serious pause on a daily basis.

Do you want to know if the goals you're setting are true goals or simply benchmarks? Try this simple gut-check test. Think of a goal – business or personal; write it down; visualize working toward that goal and achieving it. Does it make you nervous? Does it thrill you? Does it do both?

In order for a goal to be considered a true goal it must have equal parts fear and excitement. If it doesn't have both, it's not a goal.

So, here's to each of us setting goals that both excite us and scare the you-know-what out of us. I look forward to visiting with each of you this summer in San Francisco. And if you haven't yet made your reservations, now is the time because, as you know, I'm all in.

About the EIA President

Jim, along with his business partner Patsy Prince, has established learning centers throughout the Chicago area that meet a vital need in the communities in which they serve: the need for quality private individualized tutoring that builds students' skills as well as self esteem. As Academic Tutoring Centers grew over nearly two decades, so did Jim's vision as to whom he could reach with his passion for learning. Each year, Academic Tutoring Centers serves thousands of students and employs hundreds of teachers. The experience in guiding the expansion of his own business prepared Jim to assume leadership roles in national organizations such as The Education Industry Association (EIA) and the Education Industry Foundation (EIF). Jim currently serves on the Board of Directors of both organizations and is the current EIA president.



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connect with us**Struggle Is the Father of Victory – Be Victorious!***Submitted By: Debra Greenfield**Published: June 2011*

What I am about to tell you is how and why ABC Learn, Inc. has been able to successfully focus on our vision and mission and continue to expand our outreach into our communities. I am grateful for those who have gone before me and been willing to share their knowledge and experience. I hope I can be as helpful to those who are still seeking as my friends and colleagues have been to me.

We are a 501(c)(3) community based organization started in 1996 with our exemption in education and cultural awareness. We were birthed out of anger and frustration. Too many kids were graduating high school without a true ability to read or do math but thinking they were brilliant and worth an immense amount of money on their first job. Well, I guess we all know that combination is not possible unless you are working for a family member who is also deluded.

After a slight stint in trying to make a difference through political involvement it became quite apparent this was a closed society to most of us and we were among the most. We kept believing someone should do something and then came to the realization that we are “someone”.

Our Vision: To retake public education for academic excellence.

Our Mission: To take actions which will have a positive impact on society as a whole. **Our Goal:** To have literate, productive members of Society who recognize their value as a member of the whole and who are able to achieve their individual goals in a manner that is beneficial to all.

How were we going to accomplish this? We were not welcome through any public education venues. We were, however, welcome through the juvenile detention facilities. We began providing reading and math services to detained youth in the Los Angeles County Juvenile Probation Department. The kids were 12 – 19 with most having a reading level of 3rd grade. The kids were wonderful and very appreciative of the help they received (AFTER they got to know us.) My husband, Norman, provided the resources through his work while I would drive from detention camp to detention camp teaching young people how to read. Eventually, we had two more dedicated volunteers.

Like you, we know the positive impact this has had on the young people themselves as well as their families, and ultimately the

communities we serve. This truly does spread out to the nation.

This past year we were able to open the San Fernando Valley YouthBuild Charter School. ABC Learn, Inc. runs the program and we have joined with YouthBuild Charter Schools of California to provide free access to a diploma for young people age 16 – 24.

We have our first graduation celebration this June. Additionally, we have been able to provide free English as a Second Language program for adults and have graduated over 60 graduates in the past two years. We are in the process of looking into expanding into a similar academic program for middle school students.

There have been tremendous challenges. However, if there are no challenges then it is unlikely you are making any forward movement, especially in an arena that has such resistance to change. Don't stop taking just one more step forward. To be victorious, you must also be persistent. Good Luck!

About the Contributor

Debra Greenfield – Founder and Chairman.

A graduate of West Los Angeles School of Law, Debra holds certificates in four separate disciplines of law. Additionally, she has completed two years of law school and has passed the California Baby Bar. After working in the legal profession for over 15 years, the mother of three recognized an alarming increase in illiteracy and violence among the teenage population, especially in Los Angeles County. It was then she decided to establish ABC Learn, Inc.. In addition to serving as a member of the Board of Directors, Debra serves as CEO and President of ABC Learn, Inc.



EIA Goes on 6-City Tour Connecting with Members!

Submitted By: Clare Sladic

Published: June 2011

Board members and volunteers make contributions in many ways, including suggesting new member communication vehicles. During a membership committee meeting chaired by Dan Ascher a few months ago, our newest Board member, Lillian Brienza, suggested hosting a series of regional briefings for current and prospective members. Program Committee/EDVentures Conference Chair, Tom Schnabel, refined the idea even more to build interest in the July 14-16 EDVentures Conference in San Francisco.

A six-city tour emerged from this idea and it became a little like “where’s Waldo”, tracking the travels of Steve Pines, EIA executive director, in May and June.

Our Meet and Greet sessions, held in Los Angeles and San Francisco, followed by New York City, Miami and Boston were a great success! Over 150 EIA members and non-members came to a breakfast hosted in a local hotel to meet EIA Executive Director Steve Pines, EIA Board President, Jim Giovannini, and Board Treasurer and Conference Chair, Tom Schnabel. They were briefed on the latest efforts of Congress to re-write NCLB (ESEA), particularly the SES provisions.

In addition, attendees heard about new tax provisions that are being planned to help make after school tutoring and test prep more affordable and accessible to middle class families. And attendees got a preview of sessions that explore business trends in K-12 that will be presented at the EDVentures conference coming to San Francisco this July, along with other benefits of EIA membership.

Don’t miss out! We still have one more city to visit. Our last breakfast briefing from 8:30 to 10:30AM will be:

June 22 at the Marriot O’Hare in Chicago



Tom Schnabel, Jim Giovannini, and Steve Pines take a bike ride down Venice Beach.



Member News

Submitted By: Clare Sladic

Published: June 2011

Effective July 1, 2011

The EIA's new mailing address will be:

Steve Pines
Education Industry Association
1839 Batten Hollow Road
Vienna, VA 22182



Toll-free Number remains the same: 800-252-3280

New Office for Steve Pines: 703-938-2429

New Fax for Steve Pines: 703-242-1479

Email remains the same: spines@educationindustry.org

Clare Sladic's information will remain the same.

Email: clare@educationindustry.org

Phone: 301-253-2915

EIA Mentoring Program Update



With the success of the pilot program, the EIA mentoring program has expanded and taken on more mentors and mentees for the latter half of the year. Beverly Stewart, Mentor Program Chairperson, recently took on a new mentee, Joseph Becker. Joe is president of Academia.net, Inc. out of St. Paul, MN. After his first session with Beverly, he had this to say about the experience, "Wow! Thank you. You've got me really fired up right now!" and "I've got to contain myself. I'm so excited!"

Welcome New Members

Emerging

- Barbara Robinson, Back To Basics Tutorial Assistance, White Plains, NY
- Clarence Washington, We Can Foundation, Los Angeles, CA
- Zaida McCall-Perez, Zaida McCall-Perez Consulting, Lafayette, CA
- Brian Forster, Pi Plus Tutors, Mukilteo, WA
- Megan Duret, Academic Connections, Ashburn, VA

Bronze

- Brian Stewart, BWS Education Consulting, Dublin, OH
- Rob McCall, McCall Educational Services, Ferndale, MI
- Li Tang, Cresco Montessori School, Suwanee, GA
- Jasleen Sabharwal, Tutors On Wheels, Forest Hills, NY
- Tandy Green, Chi Tutorsz, Flossmoor, IL
- Francine Duncan-Martin, Class Act Tutoring and Educational Services, Detroit, MI

Silver

- Troy Davis, Academics First, LLC, Sicklerville, NJ
- Rhonda Alford, Math Savvy Institute, Detroit, MI

Platinum

- Katsunori Okada, Benesse Corporation, Tokyo, Japan



Member News (cont'd)

Submitted By: Clare Sladic

Published: June 2011

Back to Basics Learning Dynamics Wins Award

Back to Basics Learning Dynamics, Inc., Delaware's premier full-service educational facility, was recently honored with the Delaware Small Business Administration (SBA) Entrepreneurial Success Award in Wilmington, DE.



"It's incredibly gratifying to be recognized with the Entrepreneurial Success Award, because the SBA has been a part of Back to Basics Learning Dynamics' success over the years," says Back to Basics' Founder and Director Beverly Stewart, long-time EIA member and Mentor Program Chairperson. "In fact, without SBA's invaluable guidance and assistance, we might never have reached our 25-year milestone last fall so successfully."

The Entrepreneurial Success Award recognizes recipients based on several key areas including staying power, history of expansion, and growth. Growth and the ability to adapt to changing requirements in education has been the hallmark of Back to Basics since it was founded in 1985. As a teacher with a dream, Director Beverly Stewart started a fledging tutoring service from the kitchen table of her one-bedroom apartment. In just four short years, she offered over 30 traditional subjects and had made the move to a permanent tutoring facility in Wilmington.

Today, the company offers one-on-one tutoring in over 60 subjects for children and adults, provides corporate education, English as a Second Language (ESL), educational testing, translating, interpreting, and district-wide contract services, operates a unique state-approved Private School and has recently become a Department of Education-certified Business and Trade School.



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