

IvyWise Speakers Bureau:

Specialists in Education, College Admissions and Technology

Want to understand the complex world of college admissions? Need tips on getting the best financial aid? Feel lost about working with teens in the entrepreneurial digital age?



Katherine Cohen
College Counseling & Women in Business



Liz Hamburg
Technology, Education & Student Entrepreneurialism



Robin Raskin
College Parents & Technology



Lee Stetson
College Admissions & Higher Education



Rod Bugarin
Financing a College Education



Wayne Mazzoni
Athletic Recruitment

Have an expert guide you and your organization through education's vast complexities and get professional academic assistance for your audience.

IvyWise is pleased to offer its cadre of experts (with nearly one hundred years of collective experience) as keynote speakers and workshop leaders.

Topics include:

- Navigating the college admissions process
- Securing college admissions, tips and insights
- Athletic recruitment how-tos
- Succeeding as an entrepreneur
- Families in the digital age
- Financial aid secrets



Katherine Cohen, Author, Founder and CEO IvyWise and ApplyWise
B.A., Brown University, M.A., Ph.D., Yale University
Audience Size: 50-250

Named a "SuperStar" counselor in the September 2007 issue of *Money Magazine*, Dr. Cohen is considered the leading independent college counselor in the country and has spoken nationally and internationally. Author of *The Truth About Getting In* and *Rock Hard Apps*, she is routinely quoted in the national media by *CNN*, *Fox News*, *CBS News*, *MTV*, *USA Today*, *The Wall Street Journal* and *People Magazine*. A captivating public speaker, Dr. Cohen will demystify the admissions process and uncover common admissions myths through her talks:

- **Case Studies**
An interactive seminar that helps audience members better understand the nuances of the admissions process by playing the role of Dean of Admissions at a selective university
- **Exploring Soft Factors in College Admissions**
- **Getting Ahead as a Junior**



**Rod Bugarin, former Admissions & Financial Aid Advisor for
Columbia University and Brown University**

B.A., University of Rochester

M.A., Teachers College, Columbia University

Audience Size: 25-150

Rod has more than a decade of Ivy League admissions and financial aid experience. He presents both regionally and nationally, regularly speaking to schools and community-based organizations. Students and parents will enjoy his interactive workshops and appreciate his financial insights on:

- **The Truth About Paying for College:**
Secrets from a financial aid officer
- **How to Impress a Scholarship Committee:**
Dealing Your Way to More Financial Aid
- **Dos and Don'ts of the College Application Process**



Lee Stetson, former Dean of Admissions, University of Pennsylvania

B.A., University of Delaware

M.S., University of Pennsylvania and Veteran, U.S. Army

Audience Size: 50-250

For over four decades, Lee has worked in senior leadership roles at prestigious universities. Most recently, he served as the Dean of Undergraduate Admissions at the University of Pennsylvania and remains an articulate leader in the college admissions field. He has served on the Board of Trustees for the College Board and was President of the Potomac/Chesapeake Chapter of the National Association for College Admissions Counseling. Lee travels extensively, addressing alumni, counselors, parents, and anxious high school students, speaking on the challenges of:

- **Understanding Institutional Priorities in College Admissions**
- **Motivating Students to Find the Right School**
- **Your Hook: Does it Matter?**
- **International Admissions: Who Gets In and Why?**



Liz Hamburg, Radio Host, Co-founder and COO of ApplyWise

B.A., Brown University

M.B.A., Kellogg Graduate School of Management, Northwestern University

Audience Size: 25-150

Liz is a "serial entrepreneur" with more than 15 years of international experience launching innovative new businesses in areas of communications, technology, media and entertainment. Currently, Liz is co-founder and COO of ApplyWise, an online college admissions program, and co-host of *WOR 710 AM* radio's "New York Uncovered" and "Launchpad," where she reports on issues affecting entrepreneurs and small businesses. Also, Liz serves on the advisory board of the *Eugene M. Lang Entrepreneurial Initiative Fund* at Columbia Business School and acts as the President of Brown University's *Entrepreneur Program Advisory Board*. A sought after judge and speaker, Liz shares her expertise through her lively and informative presentations that address:

- **Technology and Education**
- **Women Owned Businesses**
- **Educating and Fostering Student Entrepreneurs**



**Wayne Mazzoni, Baseball Coach
and Author**

B.A., Gettysburg College

M.S. Sports Administration, St. Thomas University (FL)

Audience Size: 50-250

Coaching at the NCAA-I level since 1992, Coach Mazzoni is the author of *The Athletic Recruiting & Scholarship Guide*. His articles have been published in *Men's Fitness*, *Baseball Digest* and *Scholastic Coach*. He has also been featured on *US News and World Report*, *ABC News*, *Fox Good Day New York* and *WFAN (610 AM) Sports Radio*. Coach Mazzoni presents annually at more than 50 high schools, athletic conventions and sports camps. With his most popular talk, "Athletic Recruiting and Scholarship Seminar," Coach Mazzoni helps future scholar athletes:

- **Showcase Athletic Talents to Coaches and Admissions Officers**
- **Find Colleges that Meet Academic, Social and Athletic Needs**
- **Understand the Reality of Athletic Recruiting at the NCAA Division I, II and III Levels**



Robin Raskin, Author

B.A., Franklin and Marshall College

Audience Size: 50-300

At the forefront of digital technology for 30 years, Robin Raskin is the former editor of *PC Magazine* and Editor in Chief of *FamilyPC*. Robin has authored six books about parenting in the digital age, was a columnist for *USA Today Online* and has written for *RedBook*, *Parents*, *Child*, *RealSimple* and *FamilyFun*. Today, she lectures, consults, writes and creates events that explore what it means to be digital (<http://www.robinraskin.com>). She has also partnered with the *Consumer Electronics Association* to create a number of successful events, including *The Sandbox Summit: A Playdate with Technology*, *The Silver Summit* (for boomers and seniors), *Kids@Play*, and *The Last Gadget Standing*. As a former Director of Communications for *The Princeton Review*, Robin continues to work with a number of educational services companies and frequently appears on *The Today Show*, *CNN*, and *Dateline*. Her workshops include:

- **Raising Kids in a Digital World**
- **What Every Parent Should Know About College**
- **Online Safety: What you should do to keep your child safe**

Seminars and speaking engagements are tailored to you. Fees range from \$500-\$8,000.

For more information, contact:

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