



KEYNOTE

Brenda Porter Poggendorf is Vice President for Enrollment and Dean of Admissions and Financial Aid at Roanoke College. She has served in undergraduate enrollment management for over 35 years, first at Roanoke College in admissions and at Carthage College as Executive Assistant to the President and Vice President for Enrollment from 1988 to 2007. In fall 2007, she returned to Roanoke College. Additionally, she has served as consultant to

several other small private colleges. Dr. Poggendorf earned her B.A. from Roanoke College, an M.A.L.S. from Hollins University, and an M.B.A. and Ph.D. in education, leadership and policy studies from Loyola University-Chicago. Her dissertation was on student persistence in college. While she enjoys the art and science of recruiting and retaining students, above all she enjoys playing a small part in helping students achieve their goals. She and her husband have two daughters, one who will be a junior at Roanoke College in the fall and another who will enter Furman University in South Carolina.

FACULTY

Anthony Ambrogi is beginning his first year as Director of College Counseling at St. Catherine's School, an all-girls independent school in Richmond, Virginia. Anthony just completed 16 years of service in the Admissions Office at Randolph-Macon College, a private, liberal arts college in Ashland, Virginia, where he served as Director of Admissions and Enrollment Research from 2006 to 2017. Prior to Randolph-Macon College, he worked at Benedictine High School in Richmond as Director of Admissions, history teacher, and coach. Anthony earned a B.A. in communication studies from Virginia Tech and an M.B.A. and M.A. in history from University of Richmond. Anthony is the immediate Past-President of PCACAC.

Christopher Boehm is the Director of College Counseling at Archmere Academy (DE). He started at Archmere in the summer of 2014 after 17 years of work in college admissions, most recently as the vice president for enrollment and director of admission at Albright College. He's served two, three year terms as national assembly delegate for the National Association for College Admission Counseling (NACAC) and also served as the Pennsylvania Association for College Admission Counseling's (PACAC) Government Relations Committee Chair & Public Advocacy Director. In 2012, he was recognized by PACAC with the William R. McClintick, Jr. Service Award, one of the Association's highest honors. In 2016 he was selected to serve on the NACAC Professional Development Committee.

Bruce Chamberlin is a Senior Associate Director of Admissions at Georgetown University. He holds a BA in Economics from Gettysburg College, his M.Ed. from the College of William and Mary (Higher Education Administration), and his Ed.D. from the University of Pennsylvania (Higher Education Management). His research focuses on regression modeling related to both the admissions process and undergraduate degree attainment. (Who succeeds in college, and why?) Bruce has served as an Assistant Director of Admissions at Ursinus College (Collegeville, PA), Assistant Dean of Admissions at William and Mary (Williamsburg, VA) and Associate Dean/Director of Recruitment and Planning at the University of Pennsylvania. Bruce has served on the national Current Trends of Future Issues Committee of NACAC,

the NACAC/US News & World Report Ad Hoc Committee, and the NACAC AdHoc Committee on Transfer Admission. He currently serves as a trustee at Gettysburg College and chairs the Dean's Development Board for the School of Education at the College of William and Mary. He was recently invited as a visiting scholar to the *Aspen Ideas Festival* in 2013 and 2014.

Barbara Conner is the Director of College Counseling at Foxcroft School, a college-preparatory boarding and day school for girls in grades 9 – 12 located in Middleburg, Virginia. A graduate of Sweet Briar College (BA) and the University of Virginia (MEd), Ms. Conner was most recently the College and Career Center Specialist at West Potomac High School in Alexandria, Virginia. Previous roles have included career development facilitator, life coach and general manager for personnel, administration, and training. She serves or has served on boards and committees of a wide range of organizations from the Potomac and Chesapeake Association for College Admissions Counseling and the Virginia State PTA to the Mount Vernon-Lee Chamber of Commerce, Girl Scouts of America and St. Luke's Episcopal Church. She is a frequent speaker at workshops and conferences, having presented on such topics as current trends and best practices in college admissions counseling, maximizing the high school years, effective test preparation, time management and organizational strategies for the workplace and "Life After High School." Barbara is the creator of "Five First-Choice Colleges" and her article, "Five-First Choice Colleges: A Change in Approach" appeared in the Spring 2015 issue of NACAC's *The Journal of College Admission*.

Jennifer Evans serves as the Director of College Counseling at Jemicy School, a college preparatory school for bright students with dyslexia and other language-based learning differences. Prior to this role, she served as Counseling Department Chair at Broadneck High School in Annapolis. Before moving to the high school side, Jennifer worked at Goucher College as Assistant Director of Admission from 1996-2001. Jennifer currently serves as a Delegate on PCACAC Executive Board and as a member of the Professional Development committee and has previously held a position on the Member Relations Committee for NACAC. She received her BA in Education from Goucher College in 1996 and her M.Ed. in School Counseling from Loyola University in Maryland in 2001

Mildred Rigney Johnson was appointed Associate Vice Provost for Enrollment Management and Director of Undergraduate Admissions in July of 2013. Prior to being named Associate Vice Provost for Enrollment Management and Director of Undergraduate Admissions, she served as Director, Interim Director, and Senior Associate Director in Virginia Tech's Office of Undergraduate Admissions. Johnson has more than 30 years of experience in the admissions profession. She joined Virginia Tech's Office of Undergraduate Admissions in 1995. Prior to joining Tech, she was assistant director of academic advising at the University of North Carolina at Greensboro. In addition, Johnson has worked as Associate Director of Admissions at Longwood University and Gardner-Webb University, as well as Assistant Director of Admissions at Averett University. Johnson received a bachelor's degree from Averett University and a master's degree from Radford University.

Robyn A. Lady serves as the Director of Student Services (DSS) at Chantilly High School in Fairfax County, VA, where she leads a team of 12 counseling professionals in their daily work with students. She is currently President of PCACAC and is former President of the DSS Association in Fairfax County, an organization with members from each of the 26 high schools. Previously she worked as a school counselor at three different Fairfax County Schools (George C. Marshall, Thomas Jefferson High School for Science and Technology and McLean High School). Passionate about the college admissions process, Ms. Lady works independently as a college consultant with 15-20 seniors each year. She received her undergraduate degree in Psychology from The College of William & Mary in 1990, a Masters of Education from The University of Virginia in 1992 and a certificate in School Counseling Leadership and Administration from George Mason University in 2002. Ms. Lady was named Outstanding Director of Student Services by the Fairfax County School Counseling Office in August of 2015.

Jeannine Lalonde is an Associate Dean of Admission at the University of Virginia. Since 2005, her blog, "Notes from Peabody," and social media channels (@UVADeanJ) have provided an in-depth look into the admission process at UVA. Prior to her move to Virginia, Jeannine was Senior Assistant Director of Admission at Olin College of Engineering in Needham, MA during the school's start-up years. Jeannine has a bachelor's degree from Providence College and a master's degree in Higher Education Administration from Boston College. She serves on the Professional Development and Conference Planning Committees for PCACAC and regularly presents at conferences, drive-in workshops, and counselor programs.

Rebekah C. LaPlante is an Associate Director of Undergraduate Admissions at Virginia Tech where she oversees the Visitor Experience and Processing Unit, coordinates domicile review and serves as a member of senior staff participating in all facets of the recruitment process. She is currently the Professional Development Chair for PCACAC. Rebekah attended Radford University where she completed a B.S. in Communication and a M.S. in Corporate and Professional Communication before she began working in the Office of Undergraduate Admissions at Radford University in 2001. Rebekah enjoys working with school counselors; prospective high school students and their families and helping them navigate the college admissions process. She is also a first-generation college student and has been an active member of PCACAC serving on the PD committee and conference planning committee.

Rosemary Martin recently began as Director of College Counseling at Saint John's College High School in Washington, DC. Before then she served as the Assistant Director of Admissions at University of Maryland and was responsible for developing and overseeing regional recruitment and alumni recruitment initiatives for the Office of Undergraduate Admissions. She is a graduate of Shenandoah University in Winchester, Virginia, where she attained her B.A. in Communication and MS in Education. Rosemary is an active leader in the Potomac Chesapeake Regional Association for Admissions Counseling where she serves on the executive board as Conference Planning Chair. She was also awarded with the NACAC Rising Star award in 2015 for her passionate efforts for college admissions. She also serves as a delegate for PCACAC on the national level. Rosemary is a first-generation Latina from Peru and has a passion for working with Latino students and families to better their experience when going through the higher education attainment process.

Courtney A. Penn is the Director of Recruitment at Roanoke College in Salem, VA, where he has served in the Office of the President or Admissions since 2005. Over the last 20 years, he has held progressive positions in Enrollment, Student Affairs and the President's Office at small private liberal arts colleges/universities including Lynchburg College, Washington and Lee University, and Hope College prior to his time at Roanoke. Courtney has a BA in Psychology from Washington and Lee University and a Masters in Human Development and Counseling from the University of Georgia. Civically, he is a former member of Roanoke City School Board, serving from 2004-2010. Personally, he is married, a father to three children, and a proud son of the City of Roanoke.

Kate Perry has worked as a Senior Assistant Dean of Admission at the College of William & Mary for the last five years. She serves as the regional dean for north central Virginia, Maryland, and for all home-schooled students. Kate also assists with several visit programs and the senior admission interviewers for the office. She earned her Bachelor of Arts in Sociology and Art History and recently received Masters in Higher Education Administration from William & Mary as well. She is an active member of NCACAC and PCACAC for which she has presented and served on the Conference Planning Committee.

Luis Portillo serves as a Senior Assistant Director of Admissions at Radford University. He has been in admissions since August of 2012, originally starting as an out-of-state recruiter for Radford before being selected to spear head the new in-state regional assignment in 2013. This new effort was created to offer Northern Virginia students with a primary local representative while being able to parallel recruitment resources for the emerging Latino and Spanish-speaking populations, which is a great passion and focus for him since he too is a first-generation Latino college student. Luis received his Bachelor of Arts in Criminal Justice and Spanish from Radford University in 2010 and is currently pursuing a Masters in Higher Education through Walden University's online program.

Alice Robertson is a School Counselor at Chantilly High School in Fairfax County Public Schools (VA). Prior to this role, she worked as a Career Center Specialist for ten years at CHS, earning the recognition of Outstanding Career Center Specialist from the Office of School Counseling Services in 2012. Alice has served in a variety of roles during her time at Chantilly High School as both school counselor and CCS, including College Partnership Program (CPP) Advocate, Scholarship Committee Chair, and Boys/Girls State coordinator. She is also an active member of the PCACAC Professional Development Committee and has served on faculty for multiple drive-in workshops for public school counselors, Spring Conferences, and Summer Institutes. Alice is proud to serve as co-chair for this year's Summer Institute. Before her move to FCPS, Alice worked as an Admissions Advisor at Virginia Tech for almost two admissions cycles, focusing on out-of-state recruitment. Alice received her B.S. in Human Development, Human Services concentration from Virginia Tech and a Master of Arts in Counselor Education from Virginia Tech in May 2015.

Ben Rous is the Director of College Counseling and an English teacher at Hampton Roads Academy, an independent school in Newport News, Va. He has a B.A. in English Literature and a secondary school teaching credential from the University of Colorado, Boulder and an M.A. from Dartmouth College. In his work as a college counselor, Ben travels to colleges across the country and has presented to many groups and organizations and at numerous conferences.

Jake Talmage was recently elected to the PCACAC Presidential Cycle having most recently served as Chair of Admissions Practices. Previously, he served as a National Delegate, Co-chair of Professional Development and Secretary of PCACAC. In addition to St. Paul's. Away from PCACAC, Jake is the Director of College Counseling at St. Paul's School. He also worked as College Counselor/Associate Director at Pine Crest School (FL) from 2000-2005, as Senior Assistant Director of Admission at Johns Hopkins (1995-2000) and as an Assistant Director of Admission at University of Vermont from 1995-2000. He received a BBA from The College of William and Mary in 1992 and a Master's in Public Administration from The University of Vermont in 1996. Jake received the NACAC Rising Star Award for his PCACAC Case Study Program (2016). He has published several articles in Recruitment and Retention magazine and has served on multiple Admissions Advisory Boards as well. Jake is an active member of PCACAC and participates regularly on professional panels at regional and national ACAC Annual Conferences.

Konrad Turnbull, a former international student himself, has been working as an Admissions Counselor and as the international student advisor at Shepherd University. Konrad is a graduate of Shepherd University, where he attained his B.S. in Communications in 2012. Since joining the institution, he enrolled the first cohort of undocumented and DACA students to Shepherd University. In addition, Shepherd's International population has increased roughly 500%, with a 100% retention rate, and strong GPA Average. Needless to say, international affairs, policy, and working with underrepresented populations are a passion project for Konrad, and he hopes to share some insights.

Kevin Zimmerman is an Associate Director of Admissions at Roanoke College, the site of the 14th Annual Summer Institute. His professional involvement has included membership in the National Association for College Admission Counseling, the Potomac and Chesapeake Association for College Admission Counseling, the Pennsylvania Association for College Admission Counseling, the Virginia College Access Network and the Virginia Association for Collegiate Registrars and Admissions Officers. Kevin began his career in admissions at West Virginia Wesleyan College, serving as an Admissions Counselor and later an Assistant Director of Admissions from 2008-2011. Then he worked at The Pennsylvania State University as an Admissions Counselor and later an Assistant Director of Admissions from 2011-2013. Most recently, he served as the Senior Assistant Director for Freshmen Recruitment at Shenandoah University from 2013-2016. He holds a Bachelor's degree in Political Science from Waynesburg University (nee Waynesburg College) in Waynesburg, Pennsylvania.