The University of Mary Washington announced today that Acting President Rick Hurley has named Dr. Martin A. Wilder Jr., to the newly established post as chief of staff effective May 10, 2010. In this role, Wilder will work very closely with the president, providing essential advice and counsel on all matters related to the university.

“As we continue to move forward, I wanted a chief of staff who has in-depth knowledge of how the university functions, established regional relationships and the ability to get things done. Marty has all those credentials and is perfect for the position,” Hurley said.

Under the direction of the president, the chief of staff will advance the interests of the university through work with state legislators, and regional business and government leaders. He will report directly to the president as a member of the president’s cabinet, serve as liaison to the Board of Visitors, and provide oversight to the board clerk. Mary Randolph “Ranny” Corbin will continue to serve as clerk of the board while also assuming additional responsibilities reporting to Torre Meringolo as assistant vice president for special initiatives in the Division of Advancement and University Relations. In this capacity she will focus on obtaining additional critical support for community-based programs managed by the university.

Wilder most recently has served as dean of enrollment and student services at the university.

In that role he oversaw all aspects of the student recruitment and admission process for the two-campus university. He also was responsible for a number of student services functions, including registration, academic advising and support services, disability services, financial aid and career services.

“This is a great opportunity to help the entire administration implement the new governance structure, enhance our reputation and prepare for reaffirmation of our accreditation. I’m looking forward to supporting President Hurley and working together on behalf of our faculty, staff and students,” Wilder said.

Wilder has served the university for more than 30 years and has held various administrative positions including vice president for enrollment and communications, vice president for enrollment management, vice president for admissions and financial aid, and associate dean of admissions.

As a long-time area resident, Wilder has been active in the community. He has been a member of the school board for Spotsylvania County, Va., since 1994, having served twice as the board’s chairperson.

Prior to his employment at UMW, Wilder worked as a guidance counselor and director of guidance in the Stafford County Public Schools.

He holds a bachelor’s degree in history, a master’s degree in education and a doctorate in educational leadership and policy studies, all from the University of Virginia in Charlottesville.
Has it been a year already?

Some of you might be happy that my year is over. I think one person is my six-year old son, Edward. Now we can have a little more “father/son” time. I have missed him on the extra days that you have to schedule travel because of PCACAC and NACAC commitments. But I can say that I have had an enjoyable time serving as your PCACAC President.

I think a few of the other President’s can relate when I say that part of me is sad that all the things that you wanted to do as President couldn’t get done in a year. Part of me is extremely happy that I didn’t embarrass myself (at least I think I didn’t) during my year. Was it a “reign of terror?” I hope not! (The jury might still be out on that one). Was it a learning experience? Definitely! Were there some things I wish I could have a ‘do-over’ on? Of course! I think all Presidents have these questions go through their minds.

From a membership standpoint, our numbers are clean and I can say that our numbers are a true representation of an active membership. And with committees such as Current Trends/Future Issues (Bob Herr chair), Value-Added Membership (Kelly Farmer chair), Professional

Thank you to our assembly delegates who are the bridge between NACAC and PCACAC.

Development (Don Birmingham and Jake Talmage co-chairs), Publications (Joe Manning chair), and Admissions Practices (Greg Roberts chaired, and Dal Holmes chairs currently; looking for a new co-chair), PCACAC is providing a benefit to its members. From the advocacy standpoint, committees such as Human Relations (Tevera Stith chair), Government Relations (Peg Cothern chair) and the Ann Powell Mentors (Arlene Ingram chair) have been able to advocate for issues important to the counseling profession and have helped those who serve in underrepresented areas and under-represented populations. Other committees such as Credentials (Jennifer Blair chair), College Fair/ Nights (Shannon Gundy chair), Meetings/Conferences (Heather O’Toole chair), Past President’s (Susan Rexford chair), Technology (Amy Jarich chair) and Fund Development (Carl Ahlgren chair) have helped me see the big picture of college admissions counseling.

Thank you to our assembly delegates (those who have served in the past and to the newly elected ones), who are the bridge between NACAC and PCACAC. And to
PCACAC’s right hand ‘man’, Mary Layman, who is in the position to make the President look good.

Our technology issues will continue to be something that we will need to tweak here and there to make sure that the membership has access to the association and the resources that the website provides. With our look towards Member Clicks, we hope that the many issues in the past with crashes and delayed responses will be a thing of the past. I ask that you all please bear with us as we begin to make the transition to a new host server.

A few of you have asked “what can I do?” as far as PCACAC is concerned. The first thing that I can say is to be involved! Being a member driven association, we are only as good as our membership and their involvement. Jayne Fonash, our new President, Ali Gauch, our new President-Elect, and I will be looking for suggestions, comments, and advice as we begin the changeover in the Presidential cycle. Secondly, you can spread the word about PCACAC and find those folks who can benefit from our membership. PCACAC will also look to connect with other associations who are looking out for students and their best interest. I was very happy to begin a dialog with the Independent Educational Consultants Associations (IECA) and see that Jayne Fonash started a dialog with the Delaware chapter of the American School Counselors Association (ASCA). I think this proves that we don’t have to do all the heavy lifting. There are other groups out there who, like PCACAC, work to better student outcomes and lives and together we can form stronger bonds to help students through the college process. I hope that the dialog continues with these and other educational groups.

I guess my last “official” duty as President is to track down the gavel and pass it on to Jayne. Trust me Jayne, it’s not that I’m on a “power trip” and want to horde it for as long as I can. I think little Edward has something to do with it. But you will have it soon. And know that the association, and the gavel, will be going into good hands!

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**Movers and Shakers**

Alice Lee, a ‘02 Nansemond-Suffolk Academy graduate prior to studies at Davidson College will be returning home to support the students at NSA.

James Pennix has become the Dean of Admissions at Radford University, Va. Congratulations James!

Paul Horgan now serves Cape Henry Collegiate School as the Director of College Counseling and will work with Elizabeth Stello who moves across town from Nansemond-Suffolk Academy.

Norfolk Collegiate School wishes Betty Jones all the best as she retired after seeing the senior class of 2010 complete their studies and enroll in their next adventures.

Michael Kaplan joins the Norfolk Collegiate School with experience helping college applicants search for the right fit as well as helping the College of William and Mary build the right freshman class.

Patty Patten, Dean of Admissions retired from Christopher Newport University this year.

Gina King leaves McDaniel College to become a college counselor at Cristo Rey Jesuit High School in Baltimore.

Welcome home Tyson Brown. Your colleagues at James Madison University and The College of William & Mary are glad you found your way “home” to the Potomac and Chesapeake area. Your colleagues at the University of Maryland, Baltimore County are fortunate.
I have had a number of interesting opportunities this year as NACAC President, but none more enjoyable than this. The Richard L. Apperson Award is the highest honor presented by the Potomac and Chesapeake Association for College Admission Counseling. It is presented annually to a member whose career embodies the ideals of this association and has provided extraordinary service to students, to PCACAC, and to our profession. The list of previous winners of the Apperson Award, found in your conference booklet, is an august group, and I would like to ask that all previous Apperson Award winners stand at this time and be recognized.

The winners of the Apperson Award have not only had distinguished careers in the college counseling profession, either as a college admission officer or as a secondary school counselor, but also share several common traits. They share a commitment to serving students, a commitment to the welfare of their institution, and a commitment to their profession. This year’s recipient is no exception. In keeping with the theme of this year’s conference, the person to whom we present the Apperson Award today is a mentor to students, parents, colleagues, supervisors, and many of us.

This year’s recipient is someone who always finds the good in every student, who sees the hopeful glimmer no matter how rough the diamond may be. They are admired for their dedication, compassion, and sincerity, and they are unassuming, never seeking the limelight. Their ability to listen with empathy and respond with wisdom and reassurance are admired by students, parents, and colleagues as well.

The person we honor today gives generously of their time, never saying no whether it involves presenting, organizing, chairing, or hosting. Our recipient has the rare ability to take the good ideas that others conceive and turn them into realities. They also know how to communicate effectively. They are a gifted writer who is a published author, and although soft-spoken, when they speak (like E.F. Hutton), people listen, because what they say will be carefully thought through and filled with substance and wisdom.

A long-time colleague writes, “She delivers good news with fanfare and delight, while saving the bad for a quiet moment and a hug.”

At her school our honoree is seen as “the go-to person for the rest of the staff when something needs to be done and done well.” Her Head of School says that “not only has she built a college counseling program, but she has built a culture of support, compassion, and caring for our students. Keeping the student’s best interest in the forefront, her emphasis has always been on finding the right fit for each student.” Her former head calls her a “friend and confidant” as well as “my personal and professional mentor.” He writes, “She was the person I went to first, and often the only person I went to, when I needed help and sage advice. That relationship never changed in 20 years — when there was something amiss I found her. She never came to me to offer unsolicited advice when there was trouble brewing, but I would see her walking by my door or she would just happen to be in my path when I was walking around the school. She may not have realized it, or she may not know that I realized, but I could always count on her to be there at the right time.”

Our profession, and particularly this association, has benefited from our recipient’s talents as well. She has never served as PCACAC President, although I still have hopes, but she has been a delegate, committee chair, and a significant contributor to conferences as a presenter and as an organizer. Back in the summer of 2000, I began my first term as President with a planning retreat at Solomons Island, Maryland. The board set an ambitious agenda of things we hoped to accomplish, one of which was to launch a series of drive-in professional development workshops. Returning home from that meeting, our recipient, along with Arlene Ingram and Ann Powell, came up with the concept for College Counseling 101, a program that has won national recognition. It is no surprise that she hosted the very first CC 101. Throughout my presidential terms, I felt fortunate to have her

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Betty Jones Recognized for Service with Apperson Award

Presented April 26, 2010 by NACAC President and PCACAC Past-President Jim Jump; St. Christopher’s School

Her quiet manner masks tenacity and determination, but it is her sincerity and her belief in this organization that make potential sponsors unable to say no.
This year’s recipient is someone who always finds the good in every student, who sees the hopeful glimmer no matter how rough the diamond may be.

That alone would be reason enough to present the award, but wait, there’s more. This year’s recipient has also helped PCACAC achieve financial stability and strength. That stability and strength has been founded on the success of this conference. For years our conference barely broke even or even lost money. During the past decade or so the conference has been a source of revenue for this association, and the difference has been our ability to attract sponsorship, something that for years many of us assumed we were incapable of doing. Several individuals deserve credit for that, but the person who has taken up the cause is the individual we honor today. She would tell you that she is not the person to do that job; she is neither salesman nor solicitor, and yet year after year PCACAC has increased revenue from sponsorships under her leadership. Her quiet manner masks tenacity and determination, but it is her sincerity and her belief in this organization that make potential sponsors unable to say no.

Lest I leave you with the impression that our recipient is perfect, rumor has it that she is a pack rat (not that there’s anything wrong with that). She also negotiated a contract to work part-time at her school in order to have time with her grandchildren, but as any of us could have told her, she now works full-time for part-time pay.

One of the greatest benefits of membership in this association is a sense of collegiality, the development of personal and professional friendships. These friendships sustain us in good times and bad, and within Potomac and Chesapeake they are truly special. I recognized this at my very first PCACAC conference, at a time when I had no clue that college counseling would become my profession, and I continue to recognize it every year.

I have known this year’s Apperson Award winner for more than 30 years, since I visited her school as a young admission officer. At a time when I had no clue that this would become my profession, she was one of the people who showed me what a noble calling college counseling is. Later, when I moved to the secondary side of the desk at Hampton Roads Academy, I became part of a remarkable group of college counselors at independent schools in Tidewater. Being college counselor at an independent school can be a lonely job, as no one else understands the pressures and challenges, and I was fortunate to have an exceptional group of colleagues and friends at neighboring schools. All of those folks have made major contributions to PCACAC and to our profession, and several of them — Arlene Ingram, Ann Powell, Betty Delk — have already been recognized as an Apperson recipient. Today we recognize another member of that group. In her school she is known for the saying, “A process well ended is a process well begun.” So it is with careers, and this spring our recipient completes a career well-ended at Norfolk Collegiate School. It is my pleasure and honor to present the 2010 Richard L. Apperson Award to Betty Jones.
The Executive Committee of the PCACAC Executive Board is pleased to announce to our membership the results of this year’s election for Officers and Delegates for the 2010-2011 year. Many thanks to each of you who have exercised your membership privilege of voting for these dedicated PCACAC members.

President-elect – Ali Gauch, University of Mary Washington, VA

Treasurer – Mike Oligmueller, Connelly School of the Holy Child, MD

NACAC College Delegate – Anthony Ambrogi, Randolph-Macon College, VA

NACAC College Delegate – Gina King, McDaniel College, MD

NACAC High School Delegate – Mike Carter, St. Stephen’s & St. Agnes School, VA

NACAC High School Delegate – Judy Hingle, Fairfax County Public Schools, VA

NACAC High School Delegate – Jake Talmage, St. Paul’s School for Boys, MD

Congratulations to each of these individuals and thank you to all were willing to place their name on the ballot.
Evelyn Boyd White Nominated for NACAC President-Elect

Jeffery E. Smith, President, PCACAC; St. Mary’s College of Maryland

The NACAC Nomination Committee is tasked with picking nominees for elected office at the national level. These candidates are voted on by the NACAC assembly during the national conference to serve on the NACAC Board of Directors. PCACAC has had a number of people who have been elected to serve as national leaders. We are currently led by Jim Jump, who was elected NACAC President-Elect at the national conference in Seattle, and Jenifer Blair who ran as a Board of Director nominee at the most recent national conference in Baltimore. PCACAC will be again represented on the national level by the nomination of Evelyn Boyd White; Thomas Dale High School, VA who will run as a candidate for NACAC President-Elect. What is unique about Evelyn’s run is that this is the first year that NACAC will have a single slate for the position of President-Elect.

As President of PCACAC, I had the honor of writing a recommendation letter for Evelyn as part of the supplemental procedures that candidates need to run for national office. As I was crafting the letter, I wondered why Evelyn would run. She told me that she loves the association. She received support from her high school administration and she said that she saw an opportunity there, so she wanted to take advantage of it. She also feels that being from a public high school, she wanted to show other public high schools that you can be a part of NACAC (and PCACAC), as well as be in a position of leadership and also to keep “public school issues” in the forefront at the national level.

Evelyn has a tremendous amount of experience, which will serve her during her NACAC Presidential cycle. She served as PCACAC Past-President, NACAC Board of Director member, Coordinator of the NACAC State & Regional President’s Council (a position that works with the affiliate Presidents and President-Elects of the 23 affiliate regions of NACAC), and has years of service at the high school level as a school counselor. Evelyn has come a long way in regards to PCACAC and NACAC. Her first ever position she ran for in PCACAC was for a high school delegate. She did not win that election, but you can see she has come a long way since then. Congratulations Evelyn, on this accomplishment, on your years of service to PCACAC and NACAC, and for a successful run for NACAC President-Elect.

Evelyn has a tremendous amount of experience, which will serve her during her NACAC Presidential cycle.
2010 Counselor of the Year Awards

Jeffery E. Smith, President, PCACAC; St. Mary’s College of Maryland

Potomac and Chesapeake ACAC presents ten Counselor of the Year Awards during our annual spring conference. The award honors one school counselor and one college counselor from each state within our region, as well as the District of Columbia. The award recognizes the hard work and dedication that goes into our profession and sense of accomplishment for a job well done. Congratulations to the following PCACAC Counselor of the Year 2010 recipients:

**Delaware**
Carolyn Doyle, Director of Guidance and College Counseling, Archmere Academy
Jeffrey Rivell, Deputy Director, University of Delaware

**District of Columbia**
Jerome Cole, Director of College Counseling, Edmund Burke School
Zakaree Harris, Assistant Director of Admissions, The George Washington University

**Maryland**
Lucy N. Duke, Director of College Counseling, Cristo Rey Jesuit High School
Kelly Farmer, Associate Director of Admissions, Stevenson University

**Virginia**
Kevin Terry, Director of Guidance, Dominion High School
Valerie Gregory, Associate Dean of Admission, University of Virginia

**West Virginia**
Cheryl Fridley, Counselor, Phillip Barbour High School
Kimberly Foore, Admissions Counselor, West Virginia University

![Image of Counselor of the Year Award recipients during the Spring Conference.]

Government Relations Update

Peg Cothern, Chair, Government Relations Committee; Retired Member

**Blackberry iPhone iPad**

“*The Jetsons*” – remember?

**Time:** 30 seconds … maybe a minute

**NACAC goal:** 1,000 e-mails from PCACAC members, friends, family, associates

Haves and have nots: OK with you? Be proud and live proud!
Go to [www.pcacac.org](http://www.pcacac.org) and then click Legislative Affairs.
Equity…access…equity…access…equity…access…if we don’t act, who will?
This past year PCACAC tried their hand at blogging about the college search process. Through contacting recent Marion Flagg Scholarship recipients, we started to archive the activities of two high school seniors and two college counselors as they allowed us to experience the college search from their perspective. Special thanks goes out to college counselors Kristina Herbst; Liberty High School, VA, June Jetabut; Rockville High School, MD and recent high school graduates Cindy Lovo; New Era Academy, MD, Robin Ricks is her college counselor and Jasmine Antolin Lake Taylor High School, VA April Harmon is her counselor. These young women offered us a sneak peek into how they work with students and how the students eventually made their final college choices. The blogs are available on the PCACAC Web site. You will see how a typical day goes for students as they search out the right fit and how counselors meet the demands of their profession by providing students the tools they need to find the right institution for them. Kristina, June, Cindy, Robin, Jasmine, and April I truly hope you enjoyed this experience and appreciate you letting us understand your college search process. We look forward to next year’s group of students and counselors going through the college search process. ↓

PCACAC is Blogging about the College Search Process

Jeffery E. Smith, President, PCACAC; St. Mary’s College of Maryland

Conference Convo

Betty Jones and Dal Holmes discuss the history of our association during the Spring Conference. Both are now members of an elite group — Apperson Award Recipients.

Counselor’s Companion

More than 200 counselors use our online Counselor’s Companion resource to monitor their students’ applications to JMU. Join them!

And please help us spread the word about the following JMU test score policy change: In an effort to honor applicants’ Score Choice and collect official test results, applicants to James Madison University are expected to submit SAT and/or ACT results electronically from the testing agency. A recent JMU school counselor survey indicated that eighty-seven percent currently expect their students to submit results electronically; sixty percent do not report scores in the transcript packet.

Sign up for Counselor’s Companion...

web.jmu.edu/admissions/Companion.asp
Fourty-Five Years, and Counting ...

The Project
In June 2009 the Executive Board authorized an ongoing Living History Project as part of its planning for PCACAC's 50th Anniversary celebration in 2015. Responsibility was assigned to the Past-Presidents' Committee chaired by Susan Rexford; she asked Dal Holmes to organize a series of recorded interviews with PCACAC leaders. With advice from half a dozen long-time members, we decided to begin by interviewing individuals who had been active in our association from its early years to the present.

The Dover Conference
The opening Cracker Barrel Session at our 2010 Annual Spring Conference in Dover provided the opportunity to introduce this project to our membership. As often happens, the participants' storytelling from PCACAC's early years and the formative events in their careers ran a bit long. As a result, we are responding to requests from several members of that Cracker Barrel audience, by attaching at the end of this article an abbreviated time-line of events from PCACAC's first forty-five years.

The first four Oral History interviews were also recorded during the Dover meetings. The interview subjects were:

Guidance Counselor Joe Monte, the first PCACAC leader elected to serve as President of the National Association for College Admissions Counseling, who has served students of Albert Einstein High School in Kensington, MD for the last forty-six years.

PCACAC Past-President Audrey Hill, Transfer Counselor and Professor at Montgomery College (MD), and previously a Guidance Counselor at four different Montgomery County high schools.

Marian Flagg, retired counselor from Cardozo and Banneker High School — a pioneer in striving for equal access to higher education for students from the District of Columbia during the 1960s and 1970s; PCACAC's scholarships for counselors serving under-represented student populations are named in her honor.

The husband and wife team of Richard and Norma Smith Taliaferro (retired from St. Stephen's and St. Agnes Schools in Virginia), both former PCACAC officers.

Dal Holmes and Aundra Weissert (Washington College, MD) will review and edit these video-taped interviews and schedule others in the coming months. The plan is to post video, audio and print excerpts from time to time on the PCACAC website and in The Anchor newsletter, as we accumulate a rich history of our association. Several current members will conduct the interviews over time, visiting with PCACAC leaders selected from all five decades of the chapter's existence. Do you have special memories of events, activities or the evolution of PCACAC? Would you like to be interviewed or to join the group of interviewers? If so, please contact Dal Holmes jmholmes@dmv.com or at (410) 778-4988; Mary Layman mlayman@pcacac.org or Susan Rexford srexford@cesjds.org.

The Archives
While at Dover, the Executive Board also charged Susan Rexford's Committee with reviewing PCACAC's hard-copy archives. We want to preserve records essential to conducting the association's business, while disposing of material that would only clutter our physical and electronic storage capacity. Past-President Paul Feakins (Norfolk Academy) agreed to head that effort, beginning this coming summer. Do you have valuable documents, photos or other PCACAC memorabilia which you feel should be included in that review? If so, contact Susan Rexford at the address listed above.

We want to preserve records essential to conducting the association’s business while disposing of material that would only clutter our physical and electronic storage capacity.
A time-line to whet your appetite and jog your memory

1937 – The Assoc. of College Representatives (NACAC’s original name) is formed
1944 – First NACAC Annual Conference at Lake Geneva, WI
1959 – Esther DeMerritt from Coe College (IA) is NACAC’s first woman President,
1965 – State and regional affiliates included in the NACAC By-Laws
1966 – Ted Cooper from Denver is NACAC’s first secondary school President;
      NACAC Annual Meeting held in Washington for the first time;
      PCACAC’s first Annual Meeting held in Charlottesville, VA
1968 – NACAC Delegate Assembly is created
1973 – Richard Apperson Award is created by PCACAC
1975 – Joe Monte (MD) elected NACAC President
1980 – Marian Flagg (DC) receives NACAC’s prestigious Gayle Wilson Award
1981 – Ann Fritts from Lovett School in Atlanta is NACAC’s first President from an
      independent school
1982 – PCACAC’s only Annual Meeting in West Virginia was held at Canaan Valley
1985 – Pamela Fay Williams (St. Catherine’s School, Richmond) is NACAC President
1987 – NACAC moves its headquarters from Illinois to the DC area (Alexandria, VA)
1990 – PCACAC Silver Anniversary Conference held in Roanoke, VA
1991 – PCACAC’s first Annual Meeting in Delaware, at Wilmington; Regina Manley is
      first NACAC President from an under-represented population
1997 – Audrey Hill elected President of NACAC
1998 – Patrick O’Connor is NACAC’s first President from a community college
      (Oakland, MI)
1999 – PCACAC Joint Annual Meeting with SACAC at Asheville, NC

QUIZ – Can you name five of the twenty founding colleges that created NACAC?

Recruit
for
PCACAC

A CHALLENGE!

Help Promote PCACAC Membership One
Recruit at a Time

Sherryl Fletcher, Johns Hopkins University and Carolyn Doyle, Archmere Academy, Co-Chairs, Membership Committee

“Recruit One” new member for the new membership cycle for PCACAC! As you meet new prospective members during the summer and early fall months, encourage each new colleague to consider membership in PCACAC. Our website provides easy access for a membership application for first time and returning members. We appreciate your help in our recruitment efforts.

Marion Flagg and several of this year’s scholarship award recipients enjoying the Spring Conference.

Kathleen Martin and Carolyn Doyle assist conference attendees while in their home state of Delaware.