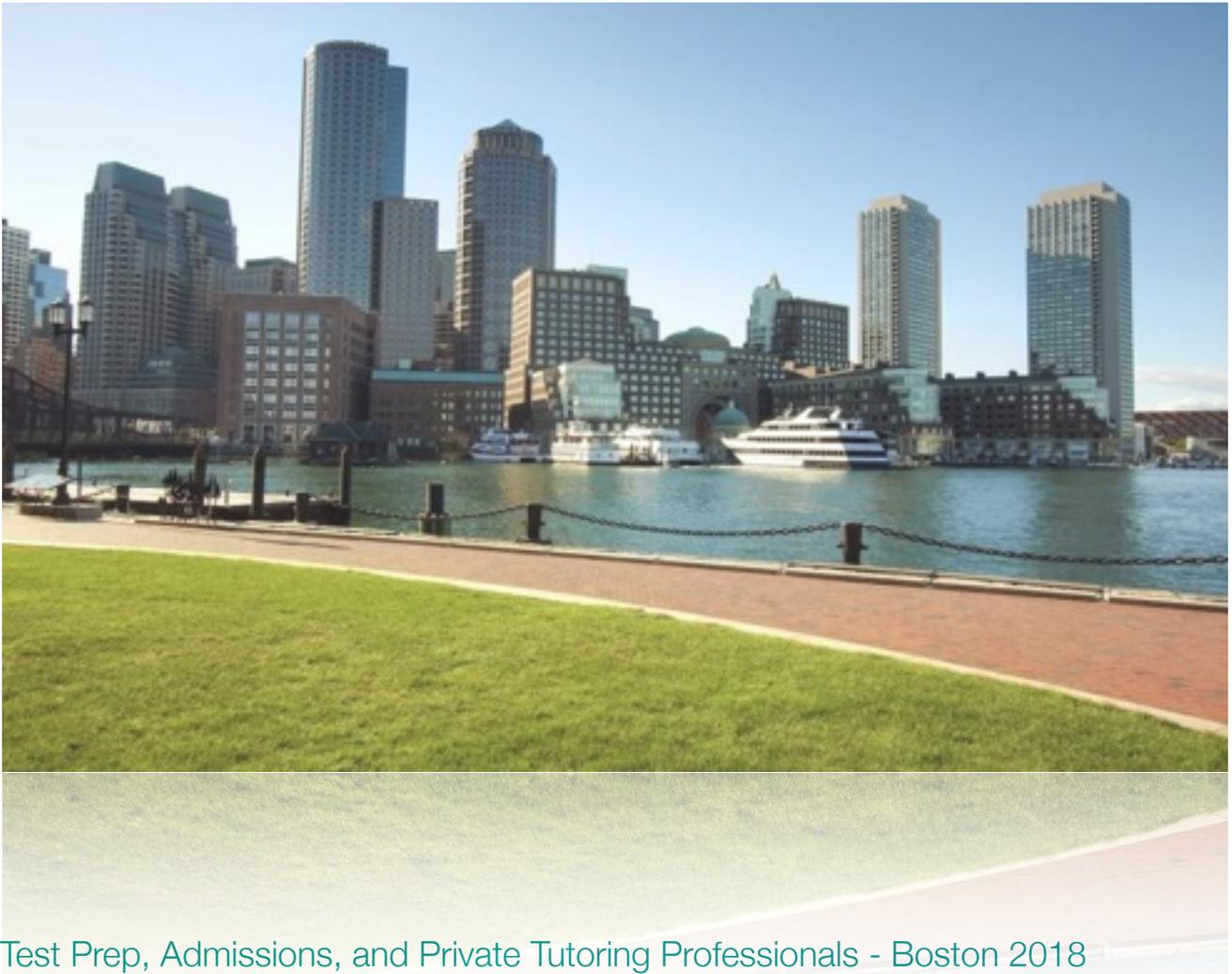


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# 2018 TPAPT Conference

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Test Prep, Admissions, and Private Tutoring Professionals - Boston 2018

*July 26th & 27th, Lexington, MA*

**Conference Location: Chyten Tutoring Center  
Address: 1723 Massachusetts Ave., Lexington, MA,**

Thank you for registering and welcome to Boston! Here are some of the details for our time together:

Dress: I recommend summer business casual or business casual. It will likely be warm and humid here.

Food: We'll have cheese & cracker trays, as well as fruit trays, water, coffee, and tea Thursday (possibly beer and wine if we secure permission). The conference is scheduled to go into the early evening. Dinner is on "our own" and I'll see about identifying good restaurants that are not too far away.

A continental breakfast will be served on Day #2 as will a box lunch. The lunches are typically turkey, roast beef, and veggie sandwiches with some sides (think *Panera*).

Thursday Venue Parking: No charge. Valet or Parking Pass will be provided

Friday Parking: No charge. Valet or Parking Pass will be provided

Reservation Link to BU Dorm Option: <http://stay.bu.edu/test-prep.bnb> (\$90/person/night)

If you have any difficulty registering for the dorms, call: 617-353-2238

If you have additional questions about the visit or the conference, please reach out to me at 617-285-4036 .

Email: [kevin@testprepprofessionals.com](mailto:kevin@testprepprofessionals.com)

Warm regards,

Kevin

# Agenda

## Test Prep, Admissions, and Tutoring Industry Conference

July 26, 27, 2018.

Thursday, July 26

**4pm - 5pm:** Arrival, mixer. Refreshments provided, light fare, working on beer/wine.

**5pm - 5:15:** Welcome

**5:15 pm - 5:45: Culture Building** ( Kevin Organisciak, Founder, *TPAPT*, *COO Chyten* ).

**5:45 - 6:45: Thinking about the business like a venture capitalist** (Neil Khaund, CEO, *Endeavor Education*).

Friday, July 27

**8:30am:** Continental Breakfast

**9:00am Session 1: Best Practices for Recruiting and Developing Tutors** ( Aaron, Golumbfski, Director of Education, *PrepMatters* ).

**10:00am Session 2: The Pedagogy of Tutoring -**

**11:00am Session 3: Simplifying Your Marketing Plan - Lead Funnel Management -** Kevin Organisciak

**12:00 Working Lunch: Panel Discussion - Trends in ACT Demand**

**1:00pm Session 3: Test Prep & Admissions Product Development** (Mike Bergin, Founder, Chariot Learning).

**2:00pm Session 4: Building an Effective Facebook Campaign** (Nikhil Thakkur, Director of Marketing, *Endeavor Education*).

**3:30pm Best Practices from a Combined Services Firm** (Nicole Oringer, President/Founder *Ivy Ed.*)

**4:00pm: Understanding the Test Optional Movement and the Implications for Test Prep & Admissions Firms.** ( Scott Webster, Owner/Director of College Programs, Clayborne Education ).

**5:00pm:** Additional Networking Time ( access to meeting space through 6pm ).

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# Presenter & Panelist Bios

## Michael Bergin, Founder, Chariot Learning, LLC.

Mike Bergin is a Bronx boy who actually enjoys living in Rochester, NY. He got his start in test prep with Kaplan, where he worked through the ranks to become a Center Director. Then he spent a decade overseeing the development of national test prep curriculum and training as Director of Exam Prep for Huntington Learning Centers. As a reaction to the frustrations of retail test prep, Mike founded Chariot Learning in 2009 to deliver expert individualized SAT & ACT instruction, subject tutoring, academic coaching, and GRE prep for Rochester, Syracuse, and the rest of the world.



In addition, Mike also publishes The Chariot Report newsletter for tutors and test prep professionals and shares his thoughts on the art and science of assessment-oriented education at <http://ontestprep.edublogs.org/>.

## Nicole Oringer, Founder,/President, Ivy Ed.

A graduate of Bucknell University and Columbia University's Teacher's College, Nicole has been a teacher and school counselor. She has a 28-year record of guiding students to schools that suit them well academically and socially. She has helped place hundreds of happy students at colleges and universities across the country. Having visited over 250 colleges, Nicole offers her insights about college counseling to the many counselors she has supervised and trained. She is also a frequent presenter at state and national conferences. She opened up her private practice in 1994 and subsequently became a founding partner of Ivy Ed. She is a member of IECA, NACAC, NJACAC, and HECA and is a New Jersey Certified School Counselor.



## Kevin Organisciak, Founder, Test Prep & Tutoring Professionals

I was a senior exec. at Kaplan Test Prep for 10 years and grew to appreciate the business behind the service. But before joining Kaplan I was the Honors/Pre-Law Advisor at Ohio State University. My degrees are in Business, Educational Anthropology, and Educational Psychology.



I was introduced to Kaplan as a student. I was underwhelmed and later applied to run a center. Shortly after being hired I was promoted to Area Director. After two more years, I was promoted to Regional Director and later Regional Vice President of the North Atlantic Market. Our region was recognized as the top region in the company and the only region to have a positive CAGR from 2004 -2009.

## Amy Seeley, Founder, Seeley Test Pros

Amy received her degree from John Carroll University. She began her career in test preparation over 20 years ago working for Princeton Review. Her career then took her to Townsend Learning Centers where she quickly rose to Director of Test Preparation



Services, creating, managing and administering all aspects of Townsend's test preparation programs.

After leaving Townsend in 2006, Amy began Seeley Test Preparation Services – meeting the test preparation needs of some 300 students annually. Amy has now taken Seeley Test Preparation Services to a new level. With the addition of tutors trained in the successful methods and strategies of Amy's experience, Amy Seeley Test Preparation Services is now Seeley Test Pros.

## Sunny Verma, CEO/Founder, Tutor Bright

Sunny Verma founded TutorBright, one of the worlds largest in-home tutoring companies. TutorBright takes a fresh approach to tutoring: they focus on building students' self-esteem, grit, resilience, and optimism alongside their academics, instilling qualities that will serve students well throughout all of life's challenge.

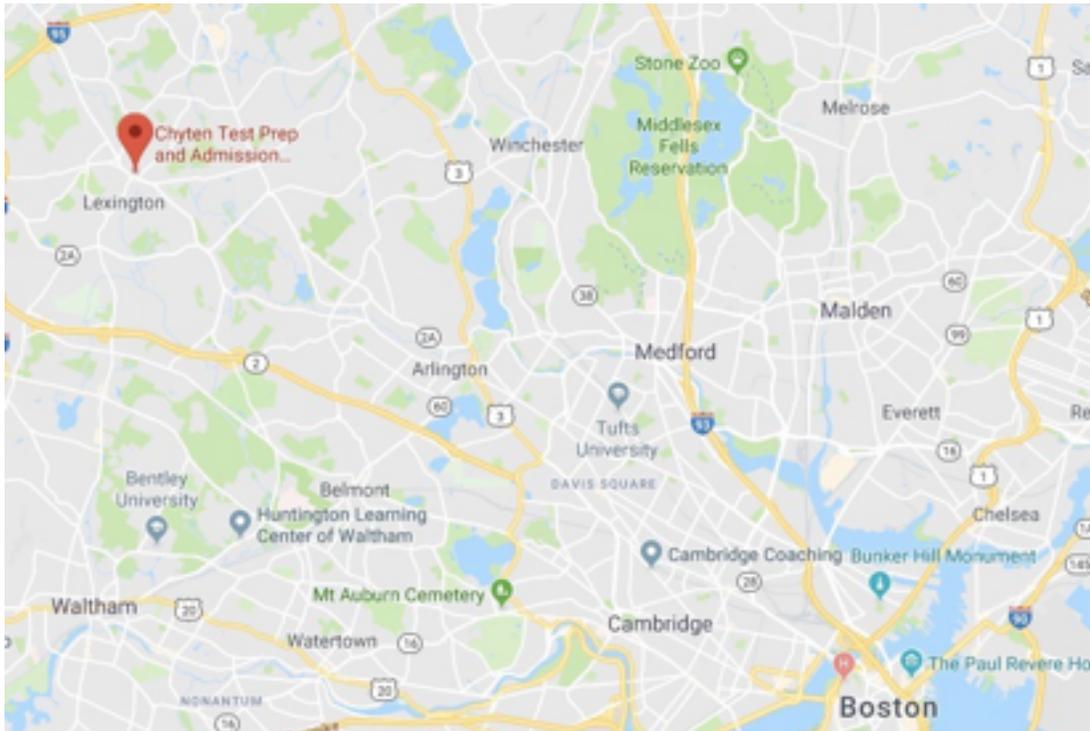
TutorBright creates personalized academic and mentorship plans, delivered by specially trained tutor-mentors that empower students to reach their greatest potential. This innovative pedagogy has met with tremendous response from students and parents, and TutorBright is one of the worlds best in-home tutoring companies winning several accolades in education servicing over 50 cities across the globe.

Sunny started TutorBright in 2009 after volunteering to help out a friend's younger sister with Grade 12 English. Watching her build confidence and gain a new zest for life, Sunny developed a love for education and quit his job as a management consultant - giving birth to TutorBright. The company started with humble beginnings by gaining new clients by knocking door-to-door. What started out as 1 man operation, TutorBright now employs several thousands of tutors and works with tens of thousands of clients.



# Venue Information

Venue: Chyten Tutoring, [1723 Massachusetts Ave., Lexington, MA](#)



# Accommodations

For the frugal: Boston University Harry Agganis Dorm Room, \$90 per night/ person. These are essentially dorm rooms with access to a common area. This location is idea if you are looking to spend the weekend but don't want to pay hotel room rates. Having said that, the commute to Lexington could be about 30 minutes in traffic.

[Hotels in close proximity.](#) \$150/night and up



**Alden Castle**  
24 reviews  
Venues & Event Spaces, Party & Event Planning, Wedding Planning

20 Chapel St  
Brookline, MA 02448  
(517) 854-5000

My stepdaughter married here recently. I was surprised to see two large apartment-like buildings towering above the roof. My husband did not recognize that it was a castle (from the... read more



**Irving House at Harvard**  
37 reviews  
Bed & Breakfast

Harvard Square  
24 Irving St  
Cambridge, MA 02138  
(517) 547-4600

I stayed here last night with my boyfriend because we were seeing a show in Harvard Square and we didn't want to drive all the way back to Rhode Island in a snowstorm. He booked the... read more



**1. Element Lexington**  
50 reviews  
\$\$ - Hotels

727 Marrett Road - B  
Lexington, MA 02421  
(781) 761-1750

We LOVE this hotel! Everything is so clean. The room is large and the bathroom/shower is bright and roomy. Beds are so comfortable! The lady at the front desk was very friendly... read more



**2. Aloft Lexington**  
127 reviews  
\$\$ - Hotels

727 Marrett Road - A  
Lexington, MA 02421  
(781) 761-1700

This was my first stay at an Aloft and I really liked it though I can see how some might be put off. I had never heard of it, thought it might be independent, but it's part of... read more



**3. Inn At Hastings Park**  
20 reviews  
\$\$\$ - Hotels  
Artistry On the Green at this location

2027 Massachusetts Ave  
Lexington, MA 02421  
(781) 301-6660

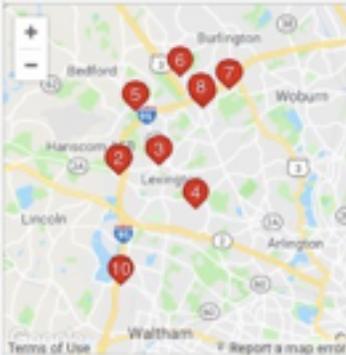
Truly wonderful experience staying in this place! Despite being from Massachusetts, I felt like a true New Englander while staying here... the fact that it was built in the 1800s and... read more



**4. Morgan's Rest Bed & Breakfast**  
6 reviews  
\$\$ - Hotels, Bed & Breakfast

205 Foilen Rd  
Lexington, MA 02421  
(781) 652-8018

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