Places for Struggling Teens™

"It is more important to get it right, than to get it first."

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2ND ANNUAL NORTHWEST GET-TOGETHER

By RJ Cohn & Lon Woodbury



For old friends and new acquaintances in what is often called the "struggling teens industry," the Second Annual Northwest Get-Together was both a reunion and an orientation of sorts for those involved with private parent-choice residential schools and programs. Over 60 people attended, representing quite a variety of therapeutic boarding schools, wildness programs, residential treatment facilities, parent coaches, counselors and independent educational consultants. Woodbury Reports hosted the gathering, which was held at the Sandpoint Community Center in Sandpoint, ID, September 14, 2007. Although the parking was an issue, those who attended enjoyed a day of informative and interesting presentations revolving around business and industry trends, with plenty of time for individual networking.

The day began with a light breakfast and greeting, then jumped into a first-hand report on how the Internet influences parents — both positively and negatively — regarding residential treatment programs and facilities. The proliferation and ease of creating websites on the Internet has both helped and hindered the struggling teen industry. Parents have trouble knowing who to believe.

Several websites, such as StrugglingTeens.com, provide objective information about various programs and residential treatment facilities as honestly and professionally as possible. They are open about whom they are and emphasize their professional credentials and experience. These sites empower parents by providing them with more information than was ever possible in the past.

Other sites (most being anonymous with no indication of who is behind the site or their experience or credentials) use slick marketing techniques to gain parents trust and then sell them on specific schools that will be advantageous to the site's

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SEEN 'N HEARD...

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Manuia Plantation Opens In Samoa
Selent Expands Advantage AAIS
Hitchcock Leaves Wilderness Quest
Sainer Retires from Aspen
Benchmark Consultant Tour
Betton House Marks 2nd Anniv.
Vive Opens in Chicago
Parker to Leave Soar
Substance Curriculum at Timber Ridge
Core Solutions Operates Forum
Ashby Academy Closes
Bynum Joins Woodbury Reports
Semester Program at Summit Achievement

Full **SEEN N' HEARD/** *Pg 27*

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