

Kim Stezala – advocate, author, consultant

Kim Stezala started her career in advertising and marketing before moving into the education sector. She has invested nearly fifteen years in helping families achieve their educational dreams.



She was the founder of Wisconsin's first online scholarship search engine, COMPASS Guide, which promoted more than \$3 million in local awards. That program also served as a hub for other college access programs and was the managing entity for the Partnership for College Access and Success in Milwaukee, WI—one of eight such programs funded by the Lumina Foundation for Education.

Ms. Stezala has developed relationships with sponsors, university officials, community leaders, parents *and* students in high school, college and community settings. Through pre-college programming and extensive community outreach, she gained a multi-cultural perspective on college-bound students, their parents and the many education and youth-focused practitioners who help them. As a university employee she learned best practices and barriers to scholarship promotion, application and distribution.

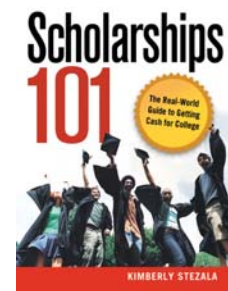


She is president of Stezala Consulting, LLC a company that assists education and youth-focused organizations with solving problems and meeting goals. She partners with clients for strategic program planning, data-driven decision making, program evaluation, communications and more. Scholarship programs and pre-college programs are among her clients.

She is a board member at a college prep school and a scholarship columnist for Wisconsin's largest African-American newspaper. Ms. Stezala has been a speaker for local and national organizations including the National College Access Network (NCAN), National Scholarship Providers Association (NSPA), Wisconsin Education Association of Student Support Personnel (WEASSP), and many others.

Ms. Stezala earned a Bachelor's degree in Mass Communication, a Master's degree in Urban Studies and a Professional Certificate in Nonprofit Management—all from the University of Wisconsin-Milwaukee.

Ms. Stezala is also the author of *Scholarships 101: The Real-World Guide to Getting Cash for College* (July 2008, AMACOM) and she is known as The Scholarship LadySM. The book is based on extensive experience with scholarship-seeking students and the sponsors who generously assist them. More book information is available at www.scholarshipstreet.com.



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