

Promotion and planning support for the Heick Symposium was provided by **Connie Costas**. An art history major, Connie has used her liberal arts foundation in her career in sports marketing with the NFL, in events management for Goldman Sachs, and internationally with VIP marketing programs for Fortune 500 clients. She launched her own agency, the Greenhill Agency, in New York in 2003 and focuses on business development, event marketing, and project management.



“The symposium was a wonderful opportunity for the College to take a proactive and scholarly step to create an atmosphere where high school administrators come together and discuss relevant and current issues,” said Connie.

High school counselors receive a lot of admissions information by mail and often allow colleges to set up an information table at their school. The Heick Symposium was a fresh approach to admissions information exchange. “What made the Heick Symposium unique were the highly-credentialed keynote speakers: Kay Thomas, who spoke on preparing culturally competent global citizens, and Robert Franek from *The Princeton Review*. Mr. Franek presented research on issues for students and parents in finding the best match of student to college and set the stage for attendees to engage and network with their peers with the beauty and history of Randolph as the backdrop. It was an impactful way to showcase Randolph’s commitment as a leader in education,” Connie said.

The symposium was made possible by the Heick Symposium Fund at Randolph College. Endowed by **Betty Jo Denton Heick '45** (deceased), the fund supports the exploration of contemporary academic issues.

Betty Jo was active all her life in Democratic politics and retired after 45 years as an elected official of Bourbon County, Kentucky. She served 27 years as county clerk and 18 years as deputy clerk. She also served on the Democratic National Finance Committee. She credited R-MWC with helping to shape her vision of what was possible to achieve in life.