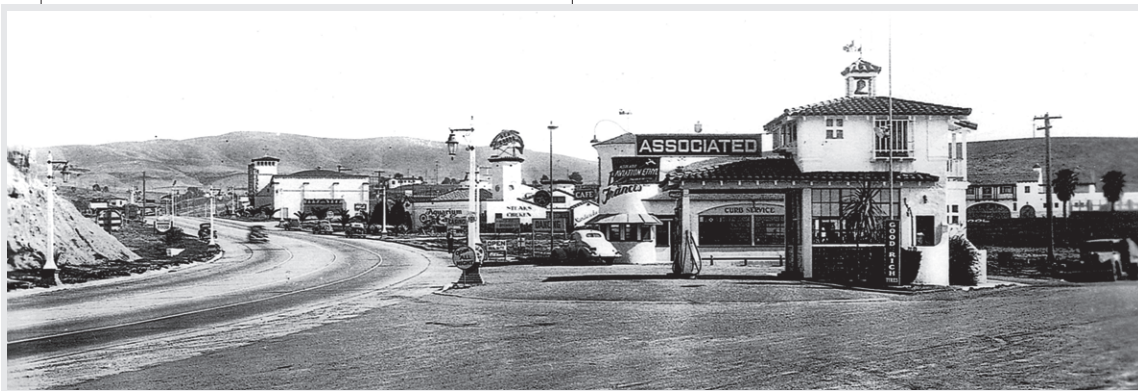




SC FLASHBACK



Title: Entrance to San Clemente, 1940s **Photo Year:** Circa 1940

Well before Interstate 5, this North Beach scene greeted motorists driving down Highway 101 from Los Angeles. The Associated service station was open all night, and behind it, the Frances Café featured curb service. In the medium background, the Aquarium Café advertised steaks, chicken and seafood—as noted by a huge fish atop the building's tower. The San Clemente Hidalgo movie theater can be seen at the far left. Hidden behind the Aquarium Café is the Casino San Clemente nightclub and the Ole Hanson Beach Club at far right. This part of town comprised city founder Ole Hanson's dream of a North Beach entertainment area.

"Historically Speaking" is done in conjunction with the San Clemente Historical Society. This photo, along with many others, is available at the Frame House (110 Avenida Del Mar) or at www.sanclementehistoricalsociety.org.

College Bound

Local businesswoman helps navigate the prep process for kids looking ahead at a four-year school

By Michele Silverman
San Clemente Times

While some students relax at the beach during the summer, others plan ahead for college. Instead of asking about surf conditions, college-minded students ask, "Are my SAT scores good enough to get into Johns Hopkins? What community service looks good on college applications?" Fortunately for those trying to make sense of the college admissions process, Lisa McLaughlin, M.Ed. specializes in finding the answers. McLaughlin, founder and executive director of EDvantage Consulting, provides clear answers to her clients and the community.

"Summer is an excellent time for both students and parents to be educated on the topic of college admissions," says McLaughlin, 33, a San Clemente resident. And she is qualified to offer timely resources and information. While pursuing her graduate degree from University of California at Santa Barbara, McLaughlin worked as a tutor for Advancement Via Individual Determination (AVID), a program to help underachieving students prepare for and succeed in colleges and universities. She advocated for the under-represented students for 10 years while working in public education. McLaughlin taught English, trained teachers as an AVID coordinator and was an assistant principal. She learned about various colleges and the admissions process via her own determination, spending late nights researching in order to answer students' questions.

After McLaughlin and her husband, Steve, a San Clemente High School assistant principal, had their daughter Kayla, now 2, McLaughlin decided to start her own business, EDvantage Consulting. Her college admissions consulting business allows her to continue doing what she loves: motivating students toward higher goals. Her goal is to help students get into colleges where they will be happy and successful. Often, McLaughlin finds that students and parents need to know what questions to ask. She provides information to her contracted clients during a series of hourly meetings and to the community through timely workshops.

Students need different advice depending on their school year. The EDvantage Web site lists services provided for each grade level in



Lisa McLaughlin. Photo by Daniel Perez

Recommended Reading for Parents of College-Bound Students

College Match by Steven R. Antonoff
Fiske Guide to Colleges
Princeton Review's *The Best 361 Colleges*
The College Admissions Mystique by Bill Mayher
Colleges that Change Lives by Loren Pope
The Overachievers by Alexandra Robbins
The Gatekeepers by Jacques Steinberg

high school. She also helps students organize the information they gather and guides them through an often-overwhelming process. She provides personal advice and offers a number of tools to help her clients prioritize their college choices. She invests her time helping parents and students align their expectations about which college is the right choice.

For her limited number of clients who are high school seniors, McLaughlin devotes much of her time from August through November to meeting their needs. She provides personalized college lists that reflect a student's preferences. Based on students' academic and extra-curricular profiles, McLaughlin predicts their chances of admission and helps them select colleges with varying levels of selectivity.

McLaughlin also offers information about the college admissions process to the community. She speaks at San Clemente Educational Foundation sponsored forums, sharing her expertise to parents and

students at crucial points of the college admissions process. "This is my passion," McLaughlin says as she energetically talks about her consulting business. She is an active member of the Independent Educational Counseling Association, which is an invaluable resource for her as a college admissions specialist. Sometimes her research about campuses takes her far from her Talega-based business. "I have made 40 college visits in the past three and half years," McLaughlin shares.

While the college application cycle runs May 1 to May 1 each year, McLaughlin's energy has no limit. Coming from a family that valued academics, McLaughlin wants to share the possibility of college with everyone. She firmly believes that the community's "college-going students should empower themselves with as much information as possible to help improve their chances of college admission."

McLaughlin is accepting registration for two college application workshops: Gain the EDvantage, offered July 30 and July 31 at the Community Center, is for rising seniors who want to get organized before the school year begins. McLaughlin will provide participants with individualized guidance. To register, go to www.edvantageconsulting.com. EDvantage Consulting. 949.429.5454 ■

Community Calendar

Public happenings, school meetings and senior events

Thursday, June 7

SC CHAMBER OF COMMERCE MIXER

5:30 p.m. Hosted by Distinctive Coast Properties. Members \$5, non-members \$10. 209 Avenida Del Mar, Suite 104, www.scchamber.com

OPEN HOUSE & ALOHA SPIRIT NIGHT

5:30 p.m.-7 p.m. Marblehead Elementary School hosts an evening for students and families. 2410 Via Turqueza, 949.234.5339, www.capousd.org

Friday, June 8

MOMMY MATTERS

11:30 a.m.-12:30 p.m. A health educator leads a free support group for moms of new babies at the South Orange County Family Resource Center. 28191 Marguerite Pkwy, Mission Viejo, 949.364.0500, www.mission4health.com

Saturday, June 9

SUNSET LUAU

5 p.m.-10:30 p.m. The San Clemente Educational Foundation hosts its annual event with dinner, entertainment, silent auction and more. \$100 per person, proceeds benefit San Clemente High School. Call 949.492.4105 for more information.

Monday, June 11

"IS YOUR TEEN AT RISK?"

6 p.m.-8 p.m. An informative workshop with more than 30 resource booths is presented by local Orange County authorities and the Capistrano Unified School District at Capistrano Valley High School. 26301 Via Escolar, Mission Viejo, 949.364.6100

"KIDS BOOK CLUB"

4 p.m.-5 p.m. Students grades third-sixth meet to discuss the book *Roller Skates* in the Ole Hanson Room of the Community Center. 100 N. Calle Seville, 949.492.3493

SC JUNIOR WOMAN'S CLUB

7 p.m. Guests are welcome at the monthly general meeting at RIO Adult Day Healthcare Center. 2021 Calle Frontera, 949.973.5646, info@scjwc.org

Tuesday, June 12

"OUR TEENS AND ALCOHOL"

7 p.m. Speakers and panelists meet in the Triton Center of San Clemente High School to discuss how alcohol affects teens. Admission free. 700 Avenida Pico, 949.492.4165

Have an event?

Send it to editorial@sanclementetimes.com