



# **HYA Associate Program**

**An Opportunity for Independent  
Educational Consultants**

# Message from a Founding Partner

Over 30 years ago, four professional educators like yourself came together to fulfill a dream – to provide school districts and professional colleagues like you with quality, thorough and personalized service when they desired to employ competent school executives, improve school board governance, or address issues related to student performance or other aspects of school district operations. As Hazard, Young, Attea & Associates (HYA) enters its fourth decade of service to school districts, educational organizations and professional colleagues throughout the United States, the success which the firm has enjoyed is no secret. Its success is in large part due to the firm's continuing emphasis on quality, thoroughness, and personalized service to each client and the firm's ability to attract highly knowledgeable, dedicated and professional Associates!

As HYA looks to the future, it is pleased to introduce an expanded Associate Program for educational professionals who are looking to serve others and develop their personal portfolio as an educational associate within a prestigious professional community. The expanded Program provides associates the opportunity to serve HYA clients as Independent Contractors. Whether you desire to use your expertise in conducting executive searches, facilitating strategic planning or focusing on building your unique consulting

practice, the HYA Associate Program will provide a brand name and business infrastructure to help you meet your personal, professional and financial goals, while leaving the headaches of running the business to HYA.

As an experienced and credentialed professional, HYA realizes you have many opportunities. We invite you to become a member of our highly respected group of educational professionals as you pursue and fulfill your personal goals. For more information on the expanded HYA Associates Program, please contact the HYA Vice President. Contact information is on the final page of this brochure.

Our Best Wishes for Success in Your Future Endeavors,

Bill Attea  
Founding Partner  
and in memoriam of Rod Bickert,  
Bill Hazard, and Charles Young



“As an associate that works on multiple searches at a time, the support and on-line tools provided by HYA has allowed me to be much more efficient and productive.”

**Hank Gmitro, Ed. D.**  
Chief Search Associate



“Since retiring from the Superintendentcy, I have taught graduate courses. HYA offered the opportunity to also stay involved on the practitioner side of public education. HYA’s Associate Program provides the opportunity to grow my network of colleagues in California and across the nation and to continue to make a difference for students. The talented leaders in HYA’s Associate Program have enriched my professional life, and I value their expertise and friendship.”

**Maria Ott, Ph. D.**  
West Coast Associate



“The support of the HYA community has provided me with work, colleagues and friendships alike. I am happy that HYA keeps me involved, helping educators improve the lives of students. I am far from retired!”

**Louise Coleman, Ed. D.**  
Midwest Associate



“Being a part of the HYA community of associates keeps me connected to the field of education and the staff in Chicago gives me incredible logistical and executive support so I can focus on growing client engagements and serving my clients well.”

**Brad Draeger, Ed. D.**  
East Coast Associate



“As someone who has generated a lot of consulting on my own, beyond executive search, I like having the HYA brand and resources behind me, especially the HYA business office to handle billing so I can focus on serving schools and ed leaders.”

**Joe Farley, Ed. D.**  
West Coast Associate

## Featured Associates

# The HYA Advantage

## BRAND IDENTITY

The HYA brand provides immediate national credibility and recognition. For clients, the HYA designation brings confidence that the associate is part of a group of vetted professionals. Founded in 1987, Hazard, Young, Attea & Associates (HYA) is one of the oldest and largest education consulting firms, serving thousands of school systems nationally. HYA's national footprint and credibility includes a wide range of consulting and leadership services for school systems.

## SUPPORTIVE COMMUNITY

HYA is a community of Associates that work together to innovate and enhance one another's capabilities. HYA's reputation and experience make it one of the preeminent education consulting firms in the nation and a standard others try to emulate. The vetting process ensures all Associates represent the highest professional standards. Social events are extended to Associates to support networking.

## FEATURED SOLUTIONS

HYA has a set of prepacked solutions to get started including executive search, strategic planning, superintendent evaluation, board governance training, community engagement, and strategic governance.

## LEAD GENERATION

HYA creates many opportunities for Associates through our marketing efforts and website. As an Associate of HYA, we provide a national platform to generate consulting opportunities, including referrals and RFP notices to match to your expertise and help you grow your practice.

HYA encourages and supports its Associates in creating their own consulting opportunities. HYA has the communication tools and marketing resources to help with this effort. As your consulting engagements grow beyond your capacity to deliver, HYA can expand your capabilities by adding team members and services.



# Business Services

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## LICENSING

As an HYA Associate you can meet the requirements to bid on most RFP's because HYA has the necessary:

- Policy Compliance
- Certifications
- Bonds
- Business Licenses

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## TRAINING & SUPPORT

- Comprehensive training and professional development opportunities
- Access to the Associate portal with step-by-step guides, materials and videos
- Coaching and guidance from the HYA Associate newsletters, blog, and webinars
- Tech support and help desk

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## TECHNOLOGY INFRASTRUCTURE

- Email and voicemail
- Google office apps (documents, spreadsheets, presentations, video conferencing)
- Mobile support
- Conference call and video webinar tools
- Application and other support solutions
- Pre-packaged products and services

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## FINANCE

- Invoicing
- Accounts payable/receivable
- Expense management

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## OFFICE SERVICES

- Receptionist
- Business cards
- General office support

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## INSURANCE PROTECTION

- Professional Liability Coverage
  - Employment Practices Coverage
  - Access to insurance advisor for optional medical, life, vision, etc.
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# Business Relationship

## LIFE-WORK BALANCE

As an HYA Associate, you have control over how work fits into your lifestyle. Whether you want the flexibility to take on a couple of clients a year or you desire to grow your own educational consulting practice, HYA gives you the infrastructure, tools and network.

## ELIGIBILITY

HYA maintains the highest standards for membership into its Associate program. Significant experience as an educational professional and/or work in the education sector is required. Interested individuals will be interviewed by the HYA Vice President to determine eligibility.

## REVENUE SHARING

The business model is simple. For work that an Associate proposes and secures, there is an 80 percent (Associate) 20 percent (HYA) split. Options to be on HYA managed projects are offered for a fee according to the budget.

## MEMBERSHIP FEE

There is a \$300 annual membership fee to cover the carrying costs of insurance premiums, technology licensing and business services.



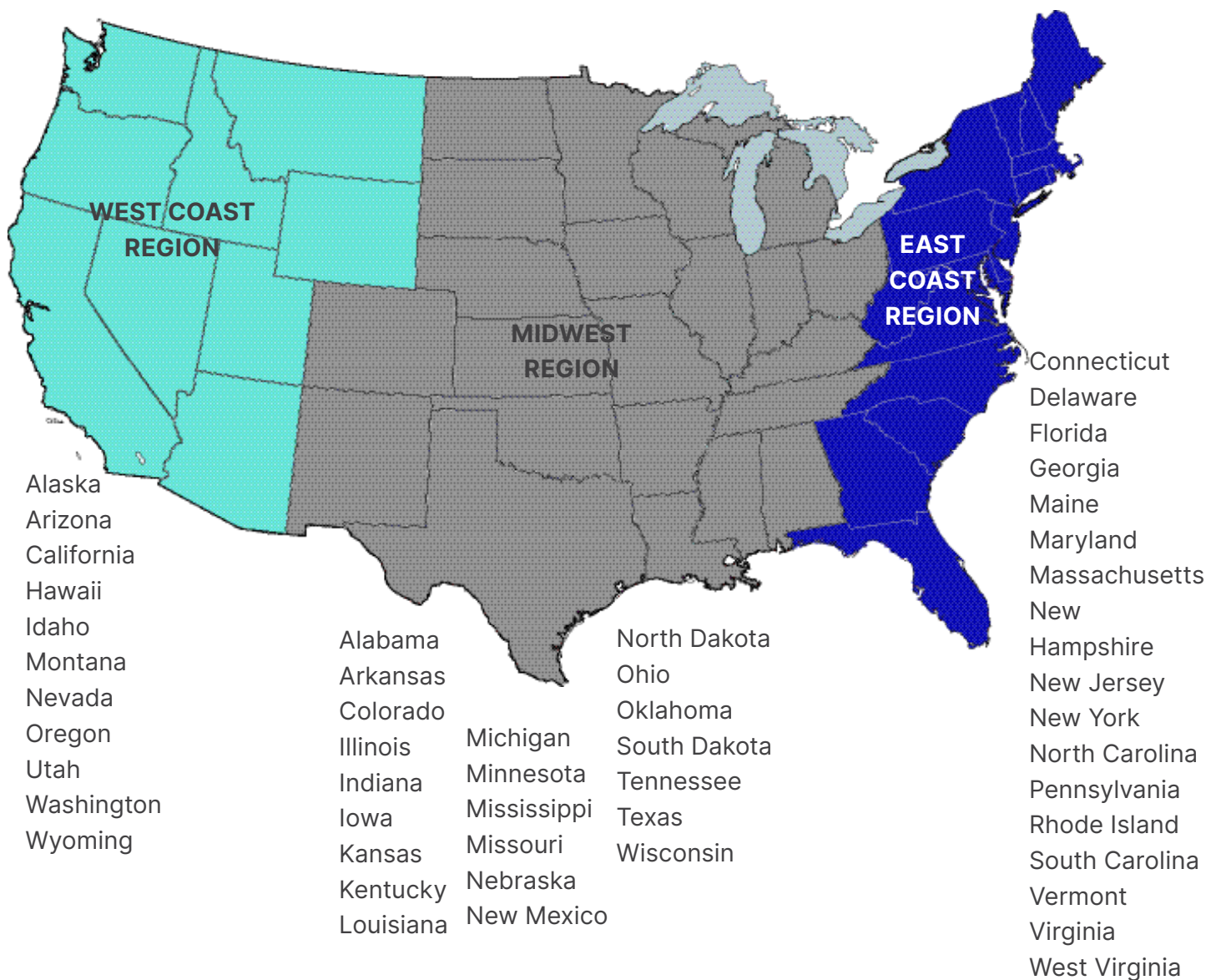
Do you want to join the team? Would you like to learn even more? Visit [www.hyasearch.com](http://www.hyasearch.com) or contact HYA Vice President, Steve Humphrey:

## Next Steps

**Dr. Steve Humphrey**  
Vice President, HYA

[stev Humphrey@hyasearch.com](mailto:stev Humphrey@hyasearch.com)

As an Associate, you are assigned to a region to minimize travel costs for our clients:



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HYA values your thoughts and is dedicated to elevating HYA to unparalleled heights and ensuring its Associates have access to the tools and network they need to empower school leaders with information to improve student outcomes.

Hazard, Young, Attea & Associates  
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