



KALUDIS consulting

1919 M Street, N.W., Suite 440
Washington, D.C. 20036

202-331-3650 main 202-331-1428 fax

www.kaludisconsulting.com

For Immediate Release

Contact: Pat Coate
Broderick Associates
415-388-0313
pcoate@broderickassociates.com

**KALUDIS CONSULTING PROMOTES 'STRATEGIC TRACTION™'
FOR COLLEGES AND UNIVERSITIES**

*National firm begins second quarter century with new ideas;
Gets new name, new look, and new address*

WASHINGTON, DC, MAY 7, 2001-- Kaludis Consulting, strategic advisors to colleges and universities, today unveiled a realignment of its service portfolio to enable higher education institutions to meet their strategic goals in a period of historic change.

According to Kaludis Consulting's President, George Kaludis, who founded the firm 25 years ago, "Our primary objective is to help higher education institutions master the forces of change by aligning mission, strategy, and resources. It's part of what we call 'Strategic Traction™'.

"We see how the competitive environment is intensifying and how technology continues to change where and how higher education is conducted. And we understand the financial pressures both public and private institutions are facing. Higher education is a sector in transformation, and institutions need to validate or adjust their strategies.

"We know," he continued, "that colleges and universities with solid footing, grounded in mission, succeed. We understand that aligning strategy with mission, and resources with strategy provides that

footing. So we are reorienting our services to help institutions find and sustain their strategic traction amid ongoing change."

The firm's strategic planning, executive transition support, and organizational transformation services are now linked through a foundational approach that anticipates change, and tests strategies against the institution's mission, vision, and values. Institutions that understand their circumstances, culture and constituencies-including who they are, what they stand for and whom they serve-have clarity when making decisions. Kaludis Consulting provides the framework and advice for exploration, analysis, and synthesis; priority setting; and resource allocation to sharpen that clarity.

Kaludis Consulting is applying some strategic traction of its own. The portfolio realignment coincides with the firm's launch of a new corporate identity program, its move to new headquarters in Washington, DC, and return to independent status. The firm has moved its Washington, D.C. headquarters to 1919 M Street, Suite 440. For the past five years, Kaludis Consulting was a subsidiary of USA Education, Inc., formerly SLM Holding Corporation, the nation's leading private source of funding and servicing support for higher education loans.

"We at Kaludis Consulting are entering our second quarter century in business with a renewed sense of mission and momentum," said Kaludis. "Our portfolio realignment and updated corporate identity reflect our forward-thinking approach to higher education consulting while remaining faithful to our successful history of helping more than 300 institutions."

About Kaludis Consulting

Since opening its doors in 1977, Kaludis Consulting has assisted more than 300 colleges and universities to meet mounting competitive pressures by helping institutions accentuate core competencies, apply new technologies, reduce costs, build partnerships and maintain a culture that successfully manages change. As a result of the firm's track record, the people of Kaludis Consulting have become trusted strategic advisors for executives at colleges and universities around the country who seek a vision to transform their institutions.

Kaludis Consulting is headquartered at 1919 M Street, Suite 440, in Washington, DC. The firm's new telephone number is 202-331-3650. Visit the company at www.kaludisconsulting.com.

#####