



BEST COLLEGE ADMISSIONS LIAISON

More than just an independent educational consultant, Julie Hanna Goodman at Lakeside College Advisers (lakesidecollegeadvisers.com) knows the ever-changing academic landscape inside and out. From Los Angeles to Boston and everywhere in between, whether small liberal-arts schools or big state universities, she knows the myriad programs they offer. Alongside her care and understanding of the kids she works with, it's little wonder that Goodman is in such demand. "You really can't be a generalist," she explains. "You have to know what makes the colleges different, be on the ground talking to the admissions teams, discover what they're looking for from their applicants and what the applicants are looking for in a school." To make all that happen, Goodman advises on class choices and extracurriculars; the admission process, acceptance and matriculation; and takes a holistic approach to each client from eighth grade on. "Just like each kid, each school is very different and has its own personality. We want to find the perfect fit for both," she says. —TG



BEST PERSONALIZED TRAVEL SERVICE

Carefully curated adventures await those who vacation with Lake Forest Travel Bureau (One Westminster Place, Ste. 300, Lake Forest, lakeforesttravel.com). Demonstrating that the devil really is in the details—with its extensive knowledge and impeccable client service—the family-run business, owned by Monica Varri, ensures that every element is attended to and delivered with a personal touch. "When travelers are thousands of miles from home, their travel advisors delight them with surprises tailored to their tastes and interests," shares Varri. Trending destinations include safaris in South Africa's Kruger National Park, Northern Lights viewing and glacier treks in Iceland, and around-the-world cruises. Varri adds, "These cruises are in high demand, and we chart once-in-a-lifetime luxury experiences with upscale cruise partners." —TG