

Leon Roomberg, MS, PMP, MDBA
Author, “**The STEM Student Survival Guide**”

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Request for Interviews and Book Reviews

Colleges across the country are abusing and unnecessarily “failing out” half of their students majoring in Science, Technology, Engineering, and Math (STEM). As an expert on STEM education, I not only present evidence of this widespread abuse, I give students the skills to succeed despite the challenges of our corrupt collegiate system. Interviews with me and reviews of my book serve to help the population of parents and students who are stressed when their financial aid is lost, debt balloons, and career expectations are crushed.

The book guides high school students and their parents in their selection of college, program, and novel scheduling approaches that increase their odds of academic success. The book then guides college students in better approaches to tutoring, studying, and balancing social, athletic, and academic activities.

Often, the advice will initially be too revolutionary at first glance. But it will help students and their families recover once they run into the unexpected challenges of teachers who fail half of their students and award scholarship-killing grades to half of those who remain.

The idea to write the book first came about during the more than two dozen father-son tours of various colleges. During these adventures, I noted the differences between what college administrators claimed in their presentations and what the student tour-guides later explained.

What ensued was seven years of interviews with teachers, administrators, and students, and much research into sources that could confirm the problems and then suggest how any given student could succeed despite the unfair challenges.

For you to be part of the solution, I am requesting to be interviewed where possible, and for my book to be publicly reviewed as well.

My mission is to help increase the number of healthy, happy, and successful STEM graduates. Call me to help with this undertaking.

Sincerely,

Leon Roomberg, MS, PMP, MDBA

Press/Media Kit

The STEM Student Survival Guide

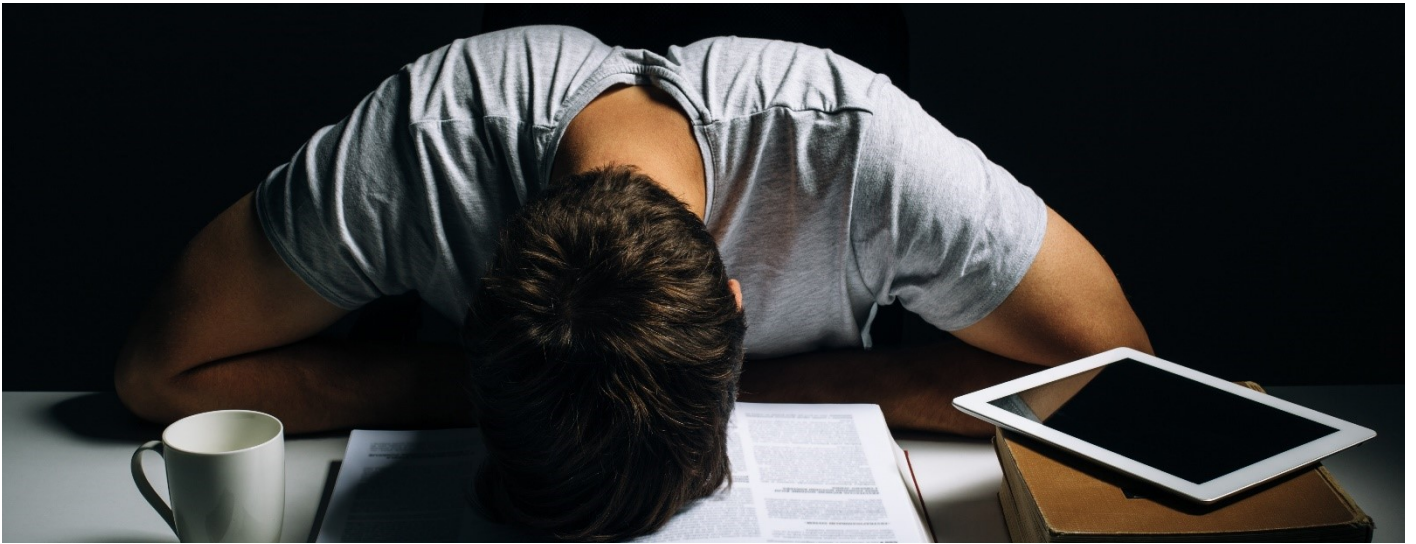


Don't let your kid go to college
until you both read this book!

Leon Roomberg, MS, PMP, MDBA
“The Most Dangerous Man in Higher Education”

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Press Release

Author Uncovers Nationwide STEM Scholarship Scam

Book: "STEM Student Survival Guide," Aims to Prevent Failures and Rescues Those Who Do

CHERRY HILL, NJ - 4/1/2018.

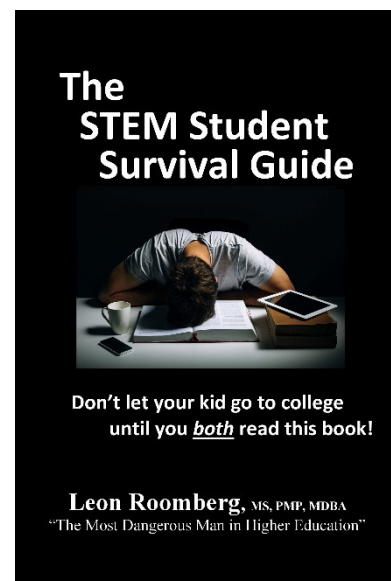
When Leon Roomberg started touring universities with his high school age sons, he was startled by the inconsistencies in the college presentations. What started as note taking and web searching, expanded into a six-year adventure as he uncovered a nationwide scandal where colleges are awarding millions of dollars in STEM (Science, Technology, Engineering, and Math,) student scholarships they have no intention of ever paying. He continued his research and published "The STEM Student Survival Guide," to provide STEM students and their families with strategies and tactics to "successfully graduate with their finances and sanity intact."

According to Roomberg, "trapped by competitive pressures, college recruiters have fallen into a trap where they rationalize an unethical practice because they see their competitors doing the same thing. They are awarding millions of dollars in STEM scholarships that they have no intention of ever paying. This includes some of the most reputable and highly rated colleges in the country. The scholarships are cancelled the moment a student has a semester with less than a 3.0 grade point average. Meanwhile, the teachers are curving the grades of the majority of STEM students well below that point. The book provides STEM students with specific recommendations to ensure success including radically different approaches to course scheduling, proactive tutoring, and even in-class behavior.

When confronted with these findings, many college administrators and teachers blame the high failure rates on their students who they claim are either "too dumb, or too lazy, or too ill prepared." Roomberg found that when compared to students majoring in Business or Liberal Arts, that the STEM students generally had better high school grades, better SAT scores, and most studied more hours per week than non-STEM students.

Roomberg then continued his research and found several college programs whose leaders first publicly admitted their problems, then adopted better education practices to dramatically reduce their own failure rates. He documented those practices that students can adopt to increase their odds of success no matter the school where they attend. These practices include radically different approaches to course scheduling, proactive tutoring, and even in-class behavior.

The STEM Student Survival Guide is available in Hard Cover and Soft Cover at www.STEMsurvival.com. Amazon offers both the softcover and the ebook as well. (Attention reviewers, the book's complete media kit is also available at www.STEMsurvival.com.)



Contact the author to speak at your school, library, student associations, and wherever else students, guidance counselors, and STEM teachers may gather.

About the Author

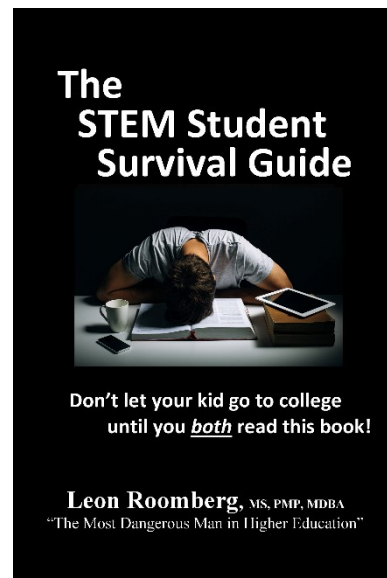
Leon Roomberg has a Master of Science degree, and Project Management and Database Administration certifications. Since 1982, he has hired and mentored STEM professionals, founded businesses, and maintained a counseling practice. It was during two dozen father-son college tours that the ideas for “The STEM Student Survival Guide,” took form.

Roomberg is president of The Roomberg Consulting Group, Inc., a company specializing in “High Risk Technology Project Management.” His contact information can be found at www.roomberg.com and www.STEMsurvival.com.

Press Release #2

Book: "STEM Student Survival Guide," Aims to Prevent Failures and Rescue Those Who Do

- Are you thinking of pursuing a career in STEMM (Science, Technology, Engineering, Math, or Medicine)? If you are a student, the education system is stacked against you.
- During more than two dozen father-son college tours, Entrepreneur and Computer Systems Architect **Leon Roomberg** uncovered the ways even colleges with stellar reputations mislead prospective STEM students. The colleges award eight to ten times the amount of scholarships and aid available, then enable teachers to "curve down" STEM grades.
- As a result, about half of all STEM students "fail out" of their major. Then about half of the remainder lose all of their financial aid and as a result, pay full tuition not for four years, but for five or six years when "make-up" courses extend their college adventure.
- Seven years of research followed those tours to define the skills and techniques that almost any STEM student can use to prevent failures, reduce stress, and graduate with finances and sanity intact.
- The STEM Student Survival Guide provides strategies on how to select less incompetent schools and then how to succeed despite unfair challenges. From course selection to course scheduling; from selecting your peers and study groups to selecting your tutors, this book gives you strategies to be part of the fifteen to twenty percent who graduate in the expected number of years, and graduate without forfeiting any college aid you accept.
- For these reasons alone, high school juniors, seniors, college students, and their parents need to read this book before making disastrous decisions about college. For students who have already failed out of their major, this book provides a path back to success in the major and career you really want.
- If you are a parent, don't let your kid go to college until you have BOTH read this book. If you are a guidance counselor or school librarian, this book is the best resource to prepare your students for a STEM career.
- Scheduled for official release on November 1, 2017, the book is already available at the author's website at www.STEMStudentSurvival.com.
- As of 11/1/2017, the 300-page book will also be available via Ingram, Amazon, Kobo, and iBooks.
 - Hard Cover \$34.99. ISBN: 978-0-9991900-2-9
 - Soft Cover \$24.99. ISBN: 978-0-9991900-0-5
 - eBook \$24.95. ISBN: 978-0-9991900-1-2
- The author will soon announce a "Book Launch," Press Conference, and is now available for interviews and speaking engagements.
- Contact: Leon Roomberg. Email: Leon@Roomberg.com. Telephone: 609.238.4625
Office: 304 Garwood Place, Cherry Hill, NJ 08003



Author Biography

Growing up prior to the popularization of the term “ADHD,” teachers classified Leon Roomberg as “trouble.” He was the kid who couldn’t stay in his seat and couldn’t pay attention in class.

Symptoms of Ehlers Danlos, a genetic disorder, kept him on crutches or in bed for three years. Reading, his one refuge, kept him busy for ten or twelve hours a day for that period.

In high school, he learned to walk stairs again. He focused on choir, acting, set building, playing the guitar, and Sigma Alpha Rho, a high school fraternity. Rarely attending academic classes, he continued reading several hours each day. Leon took a computer course, discovering he enjoyed working with the Fortran programming language.

In December 1976, he dropped out of high school to both work full time and attend college early. For two years, he performed time studies in a Hygrade Food’s Philadelphia factory. There, he learned the value of examining every small detail of a process.

He then worked as an Industrial Engineer at the Wheaton Glass factory where he excelled, promoted to supervising a dozen engineering interns from Drexel University. It was at Wheaton where Leon worked on an Apple II, his first personal computer, and data entry and bar code scanning devices from Intermec, Symbol Technologies, and Telxon. Leon fell in love with spreadsheets and the BASIC, Assembler, and FORTH programming languages.

Due to financial challenges, he attended six different colleges intermittently. He earned Bachelor and Master degrees from the University of Bridgeport, certifications in Project Management and Database Administration, then attended doctoral courses at three different colleges. He also attended 300 hours of trade-school courses in Networking and Unix Administration.

Leon has four decades of technical, managerial, and executive experience, serving companies large and small. Over the years, he founded multiple small businesses. He has hired more than a hundred people in both intern and professional roles. He has mentored more than a dozen of them. He also maintained a non-profit counseling practice for many years.

His employers and clients have included Dun & Bradstreet, Fuji Medical Systems, Sony, GEICO, The US Army, The FBI, Federal Home Loan Bank Board, ABC Television, American List Counsel, BDP International, Independence, Blue Cross, Neat Company, Radian Group, Mark System, and Frasier Paper.

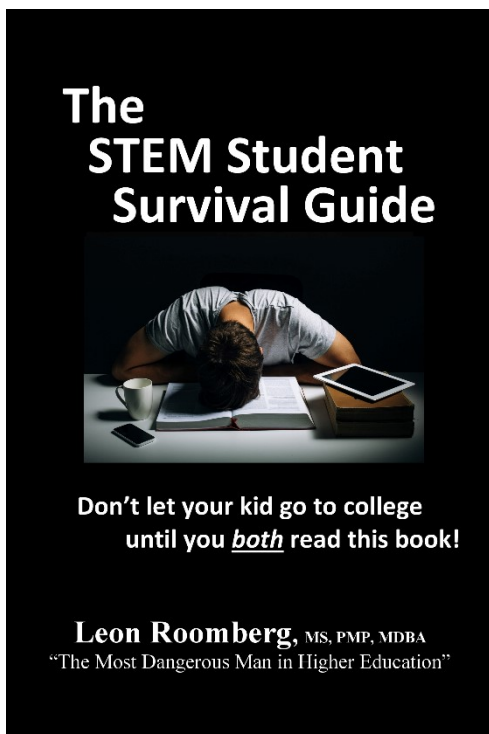
Leon now lives in Cherry Hill, New Jersey, with his wife and love of his life, Susan. They have four grown children, two son-in-laws, three grandchildren, and two Bedlington Terriers. (Bedlingtons are the best breed of the known universe.)

It was during the more than two dozen father-son college tours that the ideas for his book, “The STEM Student Survival Guide,” took form.

Teachers still think he is “trouble.”



Sell Sheet



How to succeed in a STEM college program despite colleges who lie to you and fail to educate the majority of their STEM students.

Author: Leon Roomberg

Formats: 6"x9". **Pages:** 300

Hard Cover. \$34.99.

- ISBN: 978-0-9991900-2-9

Soft Cover. \$24.99.

- ISBN: 978-0-9991900-0-5

eBook \$24.95.

- ISBN: 978-0-9991900-1-2

Contact leon@roomberg.com for order information.

Order now at www.StemStudentSurvival.com.

Also available through Ingram, Amazon, Apple iBooks, Kobo, and Blurb.com

The STEM Student Survival Guide

Don't let your kid go to college
Until you ***both*** read this book!

THE DISCOVERY: During more than two dozen father-son college tours, Entrepreneur and Computer Systems Architect Leon Roomberg uncovered the ways even colleges with stellar reputations mislead prospective STEM students. The colleges award eight to ten times the amount of scholarships and aid available, then enable teachers to "curve down" STEM grades. As a result, about half of all STEM students "fail out" of their major. Then about half of the remainder lose all their financial aid and as a result, pay full tuition not for four years, but for five or six years when "make up" courses extend their college adventure.

THE SOLUTION: The book guides school and program selection. From course selection and scheduling; from peers, study groups, and tutor selection, this book provides gives you strategies to be part of the fifteen to twenty percent who graduate in the expected number of years, and graduate without forfeiting your college aid, sanity, or self-esteem.

AUDIENCE: High school juniors, seniors, college students, and their parents need to read this book before making disastrous decisions about college. For students who have already failed out of their major, this book provides a path back to success in the major and career you really want. If you are a parent, don't let your kid go to college until you have BOTH read this book. If you are a guidance counselor or school librarian, this book is the best resource to prepare your students for a STEM career.

Marketing & Publicity

- Targeted online paid search (Google/Amazon)
- Facebook Page and Advertising
- Press Conferences and Political Lobbying
- Book Tour – Open for School, Store, Library, and Association
Author Visits & Presentations

About the Author

- Growing up prior to the term "ADHD" popularization, teachers classified Leon Roomberg as "trouble."
- With financial challenges, he attended six different colleges intermittently. He earned Bachelor and Master degrees, certifications in Project Management and Database Administration, then attended doctoral courses at three different colleges, and then more than 300 hours of trade school education in Networking and UNIX administration.
- With four decades of technical and managerial experience, Leon has hired more than a hundred people, mentored many, founded several small businesses and maintained a non-profit counseling practice.
- It was during more than two dozen father-son college tours that the ideas for his book, "The STEM Student Survival Guide," took form. Teachers still think he is "trouble."

Catalog Sheet

Title: [The STEM Student Survival Guide](#)

Subtitle: [Don't let your kid go to college until you have BOTH read this book!](#)

Author: [Leon Roomberg, MS, PMP, MDBA](#)

University of Bridgeport: Master of Science, Counseling. Bachelor of Elective Studies, Social Sciences.

Certified by the Project Management Institute as a PMP-Project Management Professional.

“Oracle Master” certification in Database Administration awarded by the Oracle Corporation.

With four decades of technical and managerial experience, Leon has hired more than a hundred people, mentored many, founded several small businesses and maintained a non-profit counseling practice. It was during more than two dozen father-son college tours that the ideas for his book, “The STEM Student Survival Guide,” took form. Teachers still think he is “trouble.”

Pub Date: July 4, 2017. **Launch Date:** November 1, 2017. **Category:** Education (Methods)

THE DISCOVERY: During more than two dozen father-son college tours, Entrepreneur and Computer Systems Architect Leon Roomberg uncovered the ways even colleges with stellar reputations mislead prospective STEM students. The colleges award eight to ten times the amount of scholarships and aid available, then enable teachers to “curve down” STEM grades. As a result, about half of all STEM students “fail out” of their major. Then about half of the remainder lose all their financial aid and as a result, pay full tuition not for four years, but for five or six years when “make-up” courses extend their college adventure.

THE SOLUTION: The book guides school and program selection. From course selection and scheduling; from peers, study groups, and tutor selection, this book provides gives you strategies to be part of the fifteen to twenty percent who graduate in the expected number of years, and graduate without forfeiting your college aid, sanity, or self-esteem.

AUDIENCES: High school juniors, seniors, college students, former students desiring re-entry, guidance counselors, school librarians, High School Science and Math teachers, College teachers of all STEM subjects.

Formats: 6"x9". **Pages:** 300. **Weight:** 15 ounces.

Hard Cover \$34.99 ISBN: 978-0-9991900-2-9	Soft Cover \$24.99 ISBN: 978-0-9991900-0-5	eBook \$24.95 ISBN: 978-0-9991900-1-2
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Contact leon@roomberg.com for order information, for appearances and interviews.

Order now at www.StemStudentSurvival.com.

Distributors: www.StemStudentSurvival.com, Ingram, Amazon, Apple iBooks, and Kobo.

Author's Q&A

Questions Related to the Book Content

- 1) Give a brief description of your book, The STEM Student Survival Guide.
- 2) What important lesson do you want the reader to take away from the reading this book?
- 3) How did you come up with the title?
- 4) What was your favorite chapter (or part) to write and why?
- 5) What is your goal for this book?

Questions Related to Book Marketing

- 6) Who is your intended audiences?
- 7) What is your preferred method to have readers get in touch with or follow you (i.e., website, personal blog, Facebook page, here on Goodreads, etc.) and link(s)?
- 8) How long did it take you to write this book?

Questions Related to Writing the Book

- 9) Why did you write The STEM Student Survival Guide?
- 10) Please describe the greatest challenge you faced in writing this book, why it was difficult and how you resolved it.
- 11) What was the hardest part of writing this book?
- 12) How much and/or what kind of research went into writing this book?

Questions About the Author

- 13) Tell us about yourself.
- 14) What books have most influenced your life?
- 15) If someone wanted a peek into your writer's room what would they see?
- 16) What is your work schedule when writing a new book?
- 17) What are your favorite TV and Radio shows?
- 19) Any words of wisdom and advice to aspiring writers?
- 20) What are your future project(s)?
- 21) If you couldn't be an author, what would your ideal career be?
- 22) What do you do when you're not writing?
- 23) Do you ever experience writer's block?
- 24) Do you work with an outline, or just write?
- 25) As a child, what did you want to do when you grew up?
- 26) When did you first realize you wanted to be a writer?
- 27) What project are you working on now?
- 28) What other interests do you have?

Questions Related to the Book Content

1) Give a brief description of your book, *The STEM Student Survival Guide*.

a) During more than two dozen father-son college tours, I discovered the ways even colleges with stellar reputations mislead prospective STEM students. The colleges award eight to ten times the amount of scholarships and aid available, then enable teachers to “curve down” STEM grades. As a result, about half of all STEM students “fail out” of their major. Then about half of the remainder lose all their financial aid and as a result, pay full tuition not for four years, but for five or six years when “make-up” courses extend their college adventure. The book helps students succeed despite the corrupt system. It guides school and program selection. From course selection and scheduling; from peers, study groups, and tutor selection, this book provides gives you strategies to be part of the fifteen to twenty percent who graduate in the expected number of years, and graduate without forfeiting your college aid, sanity, or self-esteem.

2) What important lesson do you want the reader to take away from the reading this book?

- a) There are three target audiences and a slightly different message for each.
1. For high school students and their parents, the book helps them make choices to avoid experiencing the worst abuses of a corrupt system.
 2. For college STEM students and their parents, the book shows that they are not lazy or stupid or ill prepared. The book shows how to alter course instead of surrendering when faced with unfair obstacles.
 3. For students who have already failed out of their major, this book is the roadmap back to the success in the program and career of their choosing.

3) How did you come up with the title?

a) By selecting the phrase “survival guide,” I wanted to communicate both that there are real threats to the reader’s college success, but that there are tactics to mitigate those threats.

4) What was your favorite chapter (or part) to write and why?

a) Early in the book, there is the chapter where presentations from multiple college deans are combined into one fictional speech where the presenter bluntly and honestly explains the unfair challenges that their STEM students will experience.

5) What are your goals for this book?

a) First, to enable STEM families to understand the options they have available to enable their student to graduate with sanity and finances intact.

Questions Related to Book Marketing

6) Who are your intended audiences?

a) First, high school and college STEM students and their parents. Then, guidance counselors and high school math and science teachers. Lastly, public and school librarians who encounter students in the process of choosing colleges and careers.

7) What is your preferred method to have readers get in touch with or follow you (i.e., website, personal blog, Facebook page, here on Goodreads, etc.) and link(s)?

a) WWW.STEMStudentSurvival.com contains the best information on following and contacting me.

8) How long did it take you to write this book?

a) Six years of research and writing drafts. Then, an entire year to learn about self-publishing and book marketing in the digital age.

Questions Related to Writing the Book

9) Why did you write The STEM Student Survival Guide?

a) When I discovered that my own college recruiter failed to be completely honest about my graduate degree program, I thought it must be a rare situation and attributed the experience to my own limitations. Twenty years later, I perceived even worse abuses when listening to the various presentations by college deans during father-son college tours. I became so angry at what should be exposed as an abusive and fraudulent system, that I become determined to write this book. I had to share this story to help other STEM students deal with these unfair challenges.

10) Please describe the greatest challenge you faced in writing this book, why it was difficult and how you resolved it.

a) As I called various colleges to speak with their recruiters, it was quickly evident that they were hesitant to admit their college's own wrong-doing. However, as soon as I revealed that I was considering attending or sending my son to a competitor, I found they are quite willing to criticize their neighbors if they think they can recruit another prospective student.

11) What was the hardest part of writing this book?

a) I already have a full-time job and until recently contributed several hundred hours a year to volunteering to a community organization. As a result, most of the book was written very late at night or during weekends.

12) How much and/or what kind of research went into writing this book?

a) I started by using traditional academic publications for background. I then realized that I needed to re-write the book using publicly available news, governmental, and foundation web sites to give the reader evidence that my positions are convincing,

Questions Related to the Author

13) Tell us about yourself.

a) I was a fragile yet hyperactive kid who became a fragile yet hyperactive adult. I have four decades of technical experience and served in many techie roles from developer through CIO. Concurrently with tech work, I had a decade where evenings and weekends were spent counseling in a non-profit organization. I've started small businesses and helped others do the same. I've been married to Susan, the love of my life for thirty-six years. Susan is a CPA, an MBA, and equally successful as a director in a corporate environment. I have four grown kids, three wonderful grand kids, and am grateful for a pretty rewarding life.

14) What books have most influenced your life?

a) Many! As a teenager, Ayn Rand's Atlas Shrugged and The Fountainhead were truly inspirational as they placed the ability to succeed not on fate, but on one's own initiative. To Kill a Mockingbird almost inspired me to become a lawyer to fight for the oppressed. Multiple biographies of Theodore Roosevelt enabled me to see that a sickly child can become a successful adult. Leon Uris' Exodus cemented my emotional connection with Israel. Martin Luther King's "Why We Can't Wait" showed that the oppressed can take steps to improve their lives and the lives of others. Benjamin Hoff and Simon Vance's The Tao of Pooh is the one book I have reread about every second year for the last twenty. It initiated me to Taoism and greatly influenced my world outlook.

15) If someone wanted a peek into your writer's room what would they see?

a) A clean desk with three monitors. The desk is a table from Ikea that electrically raises and lowers. Because I have a bad back, I stand for most of the day. Classical music drowns out most of the barking from my neighbor's very friendly dogs. Depending on when you peeked, you might see one of my two Bedlington terriers curled up at my feet.

16) What is your work schedule when writing a new book?

a) As I have a full-time job, writing is typically from nine PM to whenever I go to bed. Sometimes, I'll spend all day Saturday and Sunday writing and researching.

17) What are your favorite TV and Radio shows?

a) The Daily Show, Fresh Air, Marketplace, Howard Stern, Radio Times, Charlie Rose, Last Week Tonight with John Oliver, Mad Money, Shark tank, and Full Frontal with Samantha Bee.

18) What are you reading now?

a) For pleasure, I am currently reading Jasper Fforde's Something Rotten. I love his Thursday Next series. I'm always in the midst of multiple books on project management, various technologies, and the use of social media in marketing.

19) Any words of wisdom and advice to aspiring writers?

a) Don't take advice until your first draft is done. Then submit your draft to others for comment and don't be offended when you wind up rewriting something in almost every paragraph in your book.

20) What are your future project(s)?

a) Right now, I'm focused on promoting the proposals in my book to students, teachers, administrators, and lawmakers.

21) If you couldn't be an author, what would your ideal career be?

a) One of the Sharks on Shark Tank.

22) What do you do when you're not writing?

a) Work, spend time with family, food shop, do laundry and cook.

23) Do you ever experience writer's block?

a) Sure. Meditate, walk away for a while. Return and work on a different chapter or research a different subject until the area of blockage resolved itself.

24) Do you work with an outline, or just write?

a) Both. I have an outline that is constantly being revised. I write small document fragments in Evernote, then copy the text into Microsoft Word when I'm ready to do serious editing.

25) As a child, what did you want to do when you grew up?

a) Well, if I couldn't grow up to be Batman, then my second choice was to be a lawyer like Perry Mason or to Kill a Mockingbird's Atticus Finch who would fight to vindicate the unfairly persecuted.

26) When did you first realize you wanted to be a writer?

a) Over the years, I started but did not complete a half dozen works of fiction. The subject of the STEM Student Survival Guide got me so aggravated that nothing was going to stand in my way of completing and advocating for the book and STEM students.

27) What project are you working on now?

a) Right now, I'm focused on spreading the messages within the book to high school and college students. I'm also contacting legislators whose policies are protecting the fraudulent practices common to most colleges.

28) What other interests do you have?

a) Solar and other renewable energy sources. Finding more authors like Jasper Fforde. Keeping up with the lives of other family members. Explaining economics to people without an economic background. History.

Mock Book Reviews

- ✚ If my mom and dad had read *The STEM Student Survival Guide* when I was in high school, they would have guided me to completely change my approach. Based on Leon Roomberg's advice, I would have selected an accredited college that allowed me to take three courses per semester year-round while working part time. I would have had more time for homework, graduated with less debt, and not failed out of one major and landed in another I really didn't want.
- ✚ Leon Roomberg presents a radically different view of the relationship between students and their colleges. Courses are seen as a consumer service that is considered a defective lemon if the majority of students fail to learn. He advocates that students should be empowered as customers able to purchase any course from any completing education provider. This attitude is truly frightening to institutions who traditionally blame failing students as either "ill prepared, lazy, or too stupid," to receive the wisdom provided. *The STEM Student Survival Guide* is a "must read!"
- ✚ Roomberg's *STEM Student Survival Guide* uses consumer capitalism as the club to beat sense into a corrupt collegiate system who abuses all and fails about half of their paying customers. His proposals are long overdue. Thanks for a well-researched book that presents not just problems, but workable solutions available to most STEM students.