

And now it is time for the 2005 International Award Winners. As always, the award winners here represent the best, most advanced and new ideas in lifelong learning. Steal these techniques.

1. For best brochure, Fanshawe College, Simcoe, Ontario, Deborah McEwan & Phyllis Rawling, accepting. The central focal point is the child, drawing and holding attention. Other graphics get attention, but don't detract from the main image. Good use of color, LearnFest a great name, resonates with a younger audience, good for branding. Just the right image.
2. For best business brochure, the University of North Florida, Jacksonville, Steve Borowiec accepting. Some the many fine points to this brochure: professional design, business colors of silver and black predominate, clear action oriented language, lots of white space, omnipresent pictures of the target audience, business terms like "great return," "better skills" and "needs met." This is an inside page. You will learn benefits statement, plus the term "the facts" and much more. Register online for 20% discount.
3. For best brochure, Township of Langley Parks and Recreation, Langley, British Columbia, Vicki Whiteley accepting. In the youth section of the brochure, the youth pages are totally redesigned to Gen Y. The catchword Max and Relax. "The cell phone with text messages. Reversed images. Gen Y responds to messages like "help make a difference." Fantastic marketing design and achievement.
4. For best programming, Wayne-Finger Lakes BOCES, Newark, New York, Melissa Stuart accepting. A train ride. Yes, a free train ride when you sign up for this program. We loved it. What out of the box

- thinking. The program is Worktrax, to get out of school youth who are career and skill deficient back into the job game. This is a flyer for a door handle. It has copy on the back too.
5. For best marketing, the National Fire Protection Association, Quincy, Massachusetts, Cheryl Green accepting. The association did an email test and tracked the results. They sent several different kinds of emails, at different times, and tracked the results of each. They learned how to significantly increase the click rate and attendance rates. Overall unique click-throughs tripled from 5% to 17% and registrations increased 7%. Wow.
 6. For best marketing, Edina Community Education, Edina, Minnesota, Marsha Buchok, Meg Martin & Lori Murphy, accepting. The award illustrates two of the MUST DO marketing strategies right now. The first is generational marketing, creating separate brochures for each generation. This program has one for the Baby Boomers, and one for youth. LERN invented this strategy, it works and it's starting to grow. The second strategy is a greater use of post cards. They're colorful, not expensive, and can be targeted, especially to those not getting your brochure. The post card promotion technique is new, growing and will be successful for years.
 7. For best management, Isothermal Community College, Spindale, North Carolina, Fred Bayley accepting. Creating the right work atmosphere and office culture can be profitable, and fun. Using 5 key concepts, Fred Bayley ongoing group development, coaching and team building that led to Income almost doubling and profit up 300%. The concepts include playing at work, acknowledging contributions,

- keeping people energized, enhancing values, and building each person's unique workplace strengths. Fred will be presenting Saturday morning, so you can see it in practice.
8. For best business brochure, Edison College, Fort Meyers, Florida, Brandy Bishop accepting. A cover with color, professional and business look to it, hot courses on the cover, and a simple marketing appeal. The inside layout is clean, lots of white space. Here's page 3, with 9 reasons why your company should utilize this program for one stop professional development shopping.
 9. For best programming, the parks and recreation department in the City of Roseville, Roseville, California, Kate Miller accepting. The program is Sports Tutors, Create Your own Class. We love it. Kate Miller says, "Once I had a mom call and say her 9 year old son hated recess because all the other boys knew basketball and he did not." Sports tutors was born. The sports tutor is one on one, and aimed at anyone, adult or youth. Why can't we serve our customers working with their timetable, their needs, and 1 on 1. Kate Miller did it.
 10. For best programming, Algonquin College, Nepean, Ontario, Vic Harradine accepting. A sommelier certificate program. That's wine to you Americans. The format is a great innovation- - pick your format. The program is offered close to 24 X 7 and learners can pick their own format, day or evening. The FastTrak feature allows learners to do the program in less time if they choose.
 11. For best brochure, Bismarck State College, Bismarck, North Dakota, Karen Selensky accepting. First, the brochure is targeted to promote and sell just one activity, and to just one audience. That's key.

- Second, the 21st century design elements, the allusion of motion, the understatement. This is an inside page. Lots of white space, Lots of verbs like develop, establish, manage. Clear business language for people short on time - - that's all of us.
12. For best brochure, the National Association of Tax Professionals, Appleton, Wisconsin, Susan Lucius accepting. The cover has a striking design, lots of color, and a good marketing headline. But what won the award was the letter on page 2- - not from the conference chair or the president or the director- - but from a member and participant at last year's event. It's more than a testimonial. It is moving to include your participants in the marketing, because they believe each other. First time we've ever seen this. Great innovation.
13. For best programming, Niagara College, Welland, Ontario, Taralea McLean & Joan Rinker, accepting. Recently LERN's Julie Coates went to the post office. The clerk was not able to tell the Spanish speaking woman in front of her how to fill in a form, so he just raised his voice and futilely repeated the instructions in English, slowly of course. Julie stepped in and gave her the instructions in Spanish. Which points out the need for Niagara College's Language Interpreter certificate program. In a multicultural society, which we are all in, an increasingly needed service. The certificate format is popular. And the program creates good jobs.
14. For best community service, Moorhead Community Education, Moorhead, Minnesota, Peggy Haugstad accepting. This year's community service award goes for a program called Nickel and Dimed in Fargo Moorhead. Some 165 people attended and were

impacted. Based on the book Nickel and Dimed: on NOT getting by in America, it highlighted one of the most pressing social issues in society today, the inequality in wealth and taking care of all citizens in society. A problem in North Dakota. Thanks for going out on a limb and taking on this controversial topic. We need more civic education like this.

15. For best marketing, Saint Lawrence College, Kingston, Ontario, Wanda Williams accepting. Look beyond your brochure and web site folks. For this program, an ad campaign based around the theme of Passion included print media ads, posters and a special web site. We liked the Passion is good for business headline. We liked the in-the-air graphic, the clean simple design, and thinking outside the brochure box. Good job folks.

16. For best web site, the International Foundation of Employee Benefit Plans, Brookfield, Wisconsin, Ann Godsell accepting. Yes, it has good graphics, yes it has good online descriptions, but what we liked best about this site was that the average person can find his way around the site easily. We also liked what it does Not have: no confusion, no obscure language or acronyms, no work for the web visitor. This is another web page, with two ways to search for programs, one by date and the other by subject area. Move your people to your courses quickly and easily. More of them will register.

17. For best programming, Niagara University, Niagara University, New York, Jon Jay Stockslader, accepting. Clown College. A great example of environmental scanning. Jay saw an ad by Shenanigans, the clown, and contacted him and partnered on the Clown College. An example of

avocational turned professional; of finding a unique niche; of creating jobs; of creating curriculum.

18. For best brochure, Extended Studies at Cal State San Marcos, San Marcos, California, Mary Kenny, accepting. With subtle but important changes, this brochure cover has been redesigned for Generation X. The subdued colors, the off-center positioning of the graphics, the san serif type font, the Act Now bottom line words, the simplicity in message, the lack of hype or hokiness. Here's the back page, with "You spoke. We listened" copy, same theme, same message. Achieve your educational and training goals.
19. For best brochure, Continuing Education, Southwest Missouri State University, Springfield, Missouri, Myra Miller accepting. The first brochure we've seen that is four color throughout the entire brochure. And for Gen Y, the audience, color is a must. Not just color pictures, but the whole background and pages are in color. Another example of generational marketing, responding to a particular generation with images, copy and topics it wants.
20. For best programming, Faculty of Extension, University of Alberta, Edmonton, Alberta, Susan Boychuk accepting. The program is Women's Words, a week of writing workshops. This is the ooh and ahh brochure cover for it. There's a big interest among women right now in storytelling, family history, and journal writing. Steal this program idea. It works anywhere. Everyone in this room can do this program and make money on it.
21. For best brochure and best web site, Langara College, Vancouver, British Columbia, Wayne Decle accepting. We end on a double ooh

and ahh note. This program is one of the most creative, cutting edge programs in the world. Here's the cover of their latest brochure, engaging perspectives. We love the back cover, motivational and intriguing. And their web site is in a class by itself.

As we bring up the house lights, will the Award Winners please stand and let's give them a round of applause. Podium for photos.