

Final
Brochure

**Join the
Best Experts**

Annual Conference

NOVEMBER 15-17, 2007

ORLANDO, FLORIDA



© Disney

New this year! Premiering:

- 'Next' Leadership

Plus, top new strategies for:

- eMarketing
- Generational Marketing

**"The most exciting
week of the year
in lifelong learning"**



The Learning Resources Network,
the leading organization in lifelong learning

Lifelong Learning 2007

Program Schedule At A Glance

Wednesday, November 14

9:00 am - 3:00 pm Pre-Conference Seminars

- New! Successful Email Marketing
- Designing Brochures for Results
- Negotiating to Get More & Give More
- Association Education Symposium
- Developing Your One-Year Marketing Plan

9:00 am - Noon Pre-Conference Seminar

- Marketing to Baby Boomers

3:00 - 5:00	LERN Leader Retreat
3:30 - 4:00	Everything You Wanted to Know About LERN
4:00 - 4:30	Get to Know Orlando and Disney World
4:30 - 5:00	How to Attend This Conference
5:00 - 5:30	All-Conference Networking Session
5:30 - 6:30	President's Reception
6:00	Dinner Groups Depart

Thursday, November 15

7:30 am Exhibits Open

8:00 - 9:50 am Opening General Session

The State of Lifelong Learning
Keynote: Use Your Brain...for a Change with Michael Anthony

10:20 am - 4:00 pm Over 40 Concurrent Sessions

All day Roundtable networking sessions

12:10 - 1:30	Networking Luncheon and CPP Ceremony
4:00 - 4:45	General Session: 'Next' Leadership with panel
5:00 - 6:30	All-Conference Reception with blues artist Beautiful Bobby Blackmon

Friday, November 16

8:00 - 8:50 am Concurrent Sessions

9:00 - 9:50 am General Session:

Business (and life) in the 21st Century with BBC global business reporter Peter Day, London, England

10:20 am - 3:00 pm More Great Concurrent Sessions

12:10 - 1:30	International Awards Luncheon
2:00 - 2:50	Best Brochure Ideas of the Year
All Day	Exhibits, posters, LERN bookstore
3:00	Silent Auction to benefit the LERN Scholarship Fund

Saturday, November 17

8:00 - 8:50 am Concurrent Sessions

9:00 - 9:50 am Personal & Professional Development Concurrent Sessions

10:00 - 11:30 am All new!
 Nine Shift for 2008: *The Future of Stuff*

1:00 - 5:00	CPP Exam
	Afternoon tours and social events
	Evening social events and dinner groups

Highlights

This Year's SuperStars



Michael C. Anthony
Award-winning
Humorist and mentalist
*Using Your Brain...
for a Change*



Peter Day
BBC Global Business
reporter – London, England
*Business (and life) in
the 21st Century*

Dorothy Durkin
New York, NY
*Customer
Sensemaking*



Jennifer Selke
University of
California
Social Networking

Mike Bailey
Seiter and Miller
*Recasting
Marketing of
Continuing
Education*



Why You Should Attend This Year

- More new and expert presenters than ever
- Presenters from four countries
- 'Next' Leadership starts now
- Your marketplace is changing rapidly. Get the latest.
- More than 25 new sessions

Not available anywhere else:

- Advanced, cutting-edge info
- Top consultants and best experts
- Top 20 award winners slide show
- Numbers, ratios and benchmarks
- Best display of software

Unique:

- Best Brochure Ideas of the Year
- Best Web Sites of the Year
- State of Lifelong Learning
- LERN Forecasts 2008
- Nine Shift: our visionary look at the 21st century

Awesome Features

- Variety of networking opportunities, with roundtable discussions, luncheons, dinner groups, and the All-Conference Networking Session
- You'll find the most successful practitioners attending, sharing their latest new ideas.
- Coronado Springs Resort, a relaxed resort atmosphere, with free regular shuttles to all the Disney attractions
- Third Person FREE! Register two people from your program and the third is free at the basic rate
- Some 800 participants from around the world

Join us for the most exciting week of the year in lifelong learning!

What you should do now

1. Please spend a few minutes with this brochure. This conference will make your program thousands of dollars in increased registrations, higher income and saved costs.

2. Check out monthly updates and news about the conference at <http://www.lern.org/conference>.

3. **Register now.** Registration information is located on pages 25 & 26. And you can register by fax, phone, mail, email, or online.

4. **Questions?** We're always glad to talk to you — call us at 800-678-5376 or send an email at info@lern.org.

Lifelong Learning 2007

“The most exciting week of the year in lifelong learning”

November 15-17, 2007
Orlando, Florida

Check These 8 Benefits

- **The Best Experts** — on finances, marketing, staffing and more. You won't find successful practitioners like these anywhere else.
- **NEW!** Over 25 new sessions, more new sessions than ever, on the latest issues and trends.
- **The Hall of Learning** — pioneering concept in conferencing, a LERN original.
- **Discussion Groups** — join with others in the same institutional setting to discuss successes, challenges and opportunities.
- **Your Professional Network** — through formal and informal sessions, dinner and social groups, renew and expand your network of colleagues.
- **Brochure Exchange** — get hundreds of new ideas from the brochures and catalogs you take back home.
- **Tracks** — choose from the many sessions designed for your kind of programming, from contract training for business to community programming.
- **Energy** — the most exciting week of the year for most programmers is also a chance to invigorate your creative energies and get fresh ideas.

Who Will Benefit?

- Leaders will receive the latest information on financial, policy and planning issues to help make informed policy decisions and plan future directions.
- Managers and coordinators will get the most advanced and current tips and techniques on budgeting, programming, management, trends, marketing and brochure design to increase enrollments, boost income and save on costs.
- The content is geared to those in a variety of institutional settings conducting educational programs for the community, for business and industry, and seminars for professional development.
- Colleges, universities, public schools, recreation departments, vocational-technical schools, hospitals, museums, health care organizations, associations and private providers will be represented at this conference. More than 800 participants will come from throughout North America, Europe and Australia.

What's New This Year

- **New experts**
Dorothy Durkin, Michael C. Anthony, Mike Bailey, Jennifer Selke, Peter Day and more...
- **Latest issue**
'Next' Leadership, preparing existing and future leaders for the next stage in leadership
- **More Gen X presenters**
More Gen Xers than ever
- **New sessions**
More than 25 new sessions from the top experts
- **Why you come back**
You tell us you come back to get new advanced cutting-edge info from the top experts and foremost authorities.

ROI. Only this conference has payback

You will generate ten times more money than the cost of the conference. It's called ROI, or payback.

The LERN conference does not cost you money, it makes you money.

We Make History, Again

Innovative practice premieres here.

2003: Generational marketing introduced

2004: ILU® outcomes measurement announced

2005: New web page design discovered

2006: Generational management introduced

2007: Once again, the LERN conference will make history. Come gain the edge by being the first to know!

Conference Brochure Guide

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Brochure layout & design by Stephanie Mason/LERN.

More New Presenters and Experts

Dan Belhassen

Winnipeg, MB
Top eMarketing expert for lifelong learning. Runs greatBIGnews email service for lifelong learning programs.



Dan Belhassen

Heather Dimitt

Columbia, MO
Leading practitioner in programming and marketing to Gen Y.



Heather Dimitt

Rita Martinez-Purson

Albuquerque, NM
Award-winning program executive. Group facilitation expert.



Rita Martinez-Purson



Cecilia Bowie

Chicago, IL
Accomplished community program organizer. Expert discussion leader.

Cecilia Bowie



Chris Smith

Chris Smith

Greensboro, NC
Newest Gen X staff member for LERN. Expertise in events, programming and forming business partnerships.



Doug Soo

Doug Soo

Vancouver, BC
Runs one of North America's most successful programs. Led creation of ILU outcomes standard.

Guarav Yadav

Bangalore, India
Unique insights into work and life in the world's eCity.



Guarav Yadav

Jan Wahl

San Diego, CA
Runs one of the nation's foremost lifelong learning programs. Creates innovative cutting edge programming.



Jan Wahl

Greg Johnson

Manhattan Beach, CA
Long time LERN conference presenter. Musician and leisure learning expert.



Greg Johnson



Crystal Green

Tallahassee, FL
Outstanding practitioner, association executive with knowledge of community education and Gen Y.

Crystal Green



Eddie Ennels

Eddie Ennels

Baltimore, MD
Does seminars on working with Gen X, Gen Y, minority communities.



Jennifer Selke

Jennifer Selke

Berkeley, CA
Recreation and summer camp leader. Educational psychologist who speaks at national conferences on youth.

Kathy Yeager

Overland Park, KS
One of the nation's most outstanding business trainers. Conducted national study on benchmarking contract training.



Kathy Yeager

Pete Hangen

Virginia Beach, VA
Outstanding recreation leader. Does sessions on customer service and events.



Pete Hangen



Ralph Elliott

Ralph Elliott

Clemson, SC
Top seminar and conference marketing guru. Globally known for his seminars and marketing.

Dorothy Durkin

New York, NY
Runs award-winning program, quadrupling registrations to 65,000 a year. Pioneer in marketing continuing education.



Dorothy Durkin

Agenda

Tuesday, November 13, 2007

Second annual! Augusoft Lumens User Summit & LERN Technology Day

• The Lumens User Summit gathers Lumens users for a day of training and networking.

For more info, go to www.lern.org/conference.

• LERN Technology Day

Late afternoon and evening sessions demonstrating LERN's newest software to make your program more profitable. Free, but registration is required.

For more info, go to www.lern.org/conference or email TammyP@lern.org for more info and to register.

"We cut our deficit by \$100,000 after attending the LERN Convention. Thank you, LERN."
— Dan Poepard
Forest Lake, MN

PRESENTERS

Reason number 1 to attend this conference

People—it's the difference between a good conference and a great conference. This year we've gone all out to give you the best presenters.

- **SuperStars.** World-class keynoters from the business community, speakers you don't normally have the opportunity to hear. And they're not just great speakers — they are also relevant speakers, with new and stimulating content applicable to your work.
- **Experts.** This year we have more consultants, trainers and experts than ever before — the foremost authorities in the field of lifelong learning programming. You'll get facts, numbers, and the answers to your most critical questions. And you'll take home information you can use on Monday morning.
- **Practitioners.** We choose only a few proposals from the top practitioners who know their stuff.

It's the people at a conference who make the difference. Come experience the superstars, the experts and the best practitioners.

Dear First-Time Attendee,

When you attend the LERN conference, you will be met by friendly helpful staff. And the first meeting is a networking session where you will quickly meet new friends and network with colleagues. Even before the conference starts, you can sign up on our web site to be a part of a networking group.

About half of the conference attendees will be first-time attendees. So we know how to make you feel at home and part of the group.

By the end of the conference you won't feel like a first-time attendee. You will feel part of the group with the new friends and colleagues you will meet.

— Julie Coates, Vice President for Information Services

Wednesday, November 14, 2007

Pre-Conference Activities

8:00 - 9:00 am

Pre-Conference Seminar Registration
(Conference registration begins at 10:00 am.)

9:00 am - 3:00 pm

*** Pre-Conference Seminar:*
Designing Brochures for Results with Paul Franklin
LERN's famous seminar with the latest and most advanced tips. See page 19 for complete information. Advance registration required. Fee: \$125

9:00 am - 3:00 pm

*** Pre-Conference Seminar:*
Negotiating to Get More and Give More with Julia King Tamang

Learn a simple, yet complete method for organizing a successful negotiation from start to finish. See page 18 for complete information. Advance registration required. Fee: \$125

9:00 am - 3:00 pm

*** Pre-Conference Seminar:*
Successful Email Marketing with Ralph Elliott
Advance registration required. Fee: \$145.

9:00 am - 3:00 pm

*** Pre-Conference Seminar:*
Your One-Year Marketing Plan with Greg Marsello

Create a more effective marketing plan. Learn the best timetable, and improve your results. See Pre-Conference seminar description on page 19 for complete information. Advance registration required. Fee: \$125.

9:00 am - 3:00 pm

*** Pre-Conference Seminar:*
Association Education Symposium
For association executives. Sessions on marketing, webinars and more in association education.

Complete description available on request. **Email TammyP@lern.org**. Advance registration required. Fee: \$125

Agenda

9:00 am - 3:00 pm

*** Pre-Conference Seminar:*

Marketing to Baby Boomers With
Kassia Dellabough

Recapture the Baby Boom market. What courses to offer, creating a brochure, pricing, and marketing to boomers. Advance registration required. Fee: \$95

10:00 am - 8:00 pm

Conference Registration

3:00 - 5:00 pm

LERN Leader Meeting

For current LERN leaders and invited members. Email Tammy at TammyP@lern.org if you wish to attend.

“Fast-paced and content-rich, I returned with more ideas and motivation than ever.”
— Nancy Compton
Sacramento, CA

3:30 - 4:00 pm

Everything You Wanted to Know About LERN

Come and find out about all your membership benefits, plus get a tour of our web site and LERN Club. Ask any questions you want, from why people join to the future plans for your organization.

4:00 - 4:30 pm

Get to Know Orlando and Disney World

Let our local hosts give you a verbal tour of Orlando and Disney World. Find out about attractions, Epcot, tantalizing restaurants, shopping, amusement parks and free shuttle from the hotel to Disney World attractions.

4:30 - 5:00 pm

How to Attend this Conference

Attending LERN's practical, how-to conference is a different experience than most other conferences. We'll give you some tips on how to take advantage of the many opportunities the conference offers.

5:00 - 5:30 pm

All-Conference Networking Session

Meet some new friends today and form a networking group for the conference and beyond. You'll get to know 7 colleagues with similar interests.

Afterwards, your group may want to go to the President's Reception or out for dinner.

5:30 - 6:30 pm

President's Reception

Our welcome to you. A cash bar is available.

6:00 pm

Dinner Groups Depart

Sign up for one of the area's restaurants and enjoy meeting others from the conference — a favorite tradition at LERN conferences.

Thursday, November 15, 2007

7:00 am - 4:00 pm

Conference Registration

7:30 am

Exhibits Open

8:00 - 9:50 am

Opening Session

- Chair's Welcome: Thomas Lowther, Chair of the LERN Board of Directors, Washington, DC
- The State of Lifelong Learning: William A. Draves, President
- Opening Keynote: "Using Your Brain...for a Change" with Michael Anthony

With humor, mentalism and audience participation, Michael Anthony gets rave reviews for his presentations around the country. Check him out at www.michaelcanthony.com



Michael Anthony

PARTICIPANTS

Reason number 2 to attend this conference

- You'll find the best, most successful practitioners in the business attending this conference.
- This is your best chance to network with professionals who know what they are doing, and want to share their successes with others.
- You'll find people from all over North America, from six Canadian provinces and from almost every state in the U.S. — plus we have people coming from other countries, such as Australia and the United Kingdom.
- This is the only conference where you will find professionals from settings other than your own. Break out of the box. Get fresh new ideas. This is the only conference where you can get the cross fertilization of new techniques and tips.
- Network with others in our roundtables, Hall of Learning discussion area, at the luncheons, and our famous dinner groups.
- We understand how much you can learn from networking, so we've created more ways for you to make it happen.

Agenda

9:50 - 10:20 am

Break — Hall of Learning
Refreshments, networking,
exhibits and the Hall of Learning

10:20 - 11:10 am

Concurrent Sessions

11:20 am - 12:10 pm

Concurrent Sessions

12:10 - 1:30 pm

** Networking Luncheon
and CPP Awards Ceremony*

Your chance to meet and talk with others from the same institutional setting. A great networking opportunity. We will honor the graduates of this year's class of Certified Program Planners (CPP).

1:30 - 2:00 pm

Break — Hall of Learning
Poster displays, software demonstrations,
brochure table, refreshments

2:00 - 2:50 pm

Concurrent Sessions

3:00 - 3:50 pm

Concurrent Sessions

4:00 - 5:00 pm

General Session: 'Next' Leadership
Web 2.0, Generation X, a chang-

Dear Past Attendee,

There are many reasons why you will want to return to the LERN conference this year. The biggest reason is that you will get more out of it than ever before.

While first-time attendees rate the LERN conference high (that's why attendance is growing), past attendees rate the LERN conference even higher than first-time attendees. That's because the information is so advanced and new.

— Greg Marsello, Vice President for Organizational Development

ing workplace, and a new external environment all require your leadership to go to the next level. Find out what our panel of experts think are the most important 'next' leadership skills. Whether you are an emerging leader, current leader or future leader, you'll take 'next' level thinking back to your organization.

5:00-6:00

*All-Conference
Reception*

Compliments of LERN. Blues musician Beautiful Bobby Blackmon plays for our outdoor reception aside the resort's lake. Cash bar.



Bobby Blackmon

6:00 pm

Dinner Groups Depart

Sign up for one of Orlando's fun restaurant experiences and enjoy meeting and socializing with others from the conference.

Friday, November 16, 2007

8:00 am

Hall of Learning and Exhibits Open

8:00 - 8:50 am

Concurrent Sessions

9:00 - 9:50 am

General Session

Direct from London, England, the BBC's global business reporter Peter Day discusses "Business (and life) in the 21st Century." Don't miss this unique conference keynote. Peter Day travels the world, interviewing the rich and famous, the poor, and average working people to provide the world's most interesting and unique radio program on how business impacts the average person.



Peter Day

9:50 - 10:20 am

Break — Hall of Learning
More poster displays, great brochures,
demos

RATIOS FOR SUCCESS

Reason number 3 to attend this conference

With information not available anywhere else, you'll find this conference to be the most practical event of the year.

- This conference is an investment that won't cost money, it will make you money—big money.
- You will take away hard facts and figures to increase income, boost registrations and save on costs. You will acquire information worth ten times the cost of the conference.
- There's too much to choose from — it's our biggest 'complaint,' and our biggest compliment. That's why we encourage you to send teams to the conference to cover all the great sessions.
- In fact, this year you can send the third person from your team for FREE at the basic level.

Agenda

10:20 - 11:10 am

Concurrent Sessions

11:20 am - 12:10 pm

Concurrent Sessions

12:10 - 1:40 pm

**International Awards Luncheon*

Some call it the highlight of the conference. The luncheon will be followed by the top 20 awards of the year for brochures, web sites, marketing, programming and management.

Slides and commentary on how you can profit from adopting these pioneering and effective ideas make the Awards Luncheon something you won't want to miss.

1:40 - 2:00 pm

Break — Hall of Learning

Last chance to visit the exhibits

2:00 - 2:50 pm

Concurrent Sessions

3:30 pm

Silent Auction, Hall of Learning

3:30 pm

Exhibits Close

4:00 pm

Orlando – Disney World! The Conference Host Committee's present to you.

After attending so many of the most practical, advanced and how-to sessions ever offered, you deserve to enjoy the wonderful and unique sights and sounds of both Orlando and Disney World.

7:00 pm

Dinner Groups Depart

Another chance for a great restaurant and to meet friends from the conference

Saturday, November 17, 2007

8:00 am

Hall of Learning Opens.

LERN Bookstore opens.

8:00 - 8:50 am

Concurrent Sessions

9:00 - 9:50 am

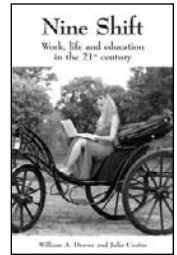
Special Concurrent Sessions on your professional development

10:00 - 11:30 am

General Session: All New!

Nine Shift for 2008: The Future of Stuff.

In this year's new edition of *Nine Shift*, we explore the decline of cars, intellectual property and copyright, the new intangible economy, and what the kids are up to now.



Discover the parallels to 100 years ago, as 2007 looks just like 1907. All nine shifts are happening on schedule as we continue to move into the Internet Age.

Spend an hour with someone who works the whole year on the cutting edge. Come early to get a good seat.

William A. Draves is co-author with Julie Coates of *Nine Shift: Work, life and education in the 21st Century*. They do a dozen *Nine Shift* keynotes a year and a thousand people visit the weblog every month. This year *Nine Shift* is now an all-day seminar. In 2008 they will initiate an annual three day *Nine Shift* strategic planning retreat.

Check it out at www.NineShift.com

11:30 am - Noon

2007 and 2008 Conf. Committees Meet

1:00 - 5:00 pm

Optional Social Events, Tours, CPP Exam

6:00 pm

Dinner Groups Depart

Last chance for a great restaurant and socializing. Enjoy your last evening in the magic kingdom.

6:00 pm

LERN Leader Recognition Dinner

* Event included in the Full registration fee. Extra fee for those registering at the Basic level.

** Extra fee. Event not included in conference registration.


10:1 PAYBACK

Reason number 4 to attend this conference



Consider these forces changing our business for the 21st century:

- The environment has changed completely. Increased competition, market segmentation, more demanding learners: your program has to capture its market anew. Only by becoming customer-driven can you gain, and retain, your participants.
- Your organization has to move quickly to redesign itself for the 21st century. Typical organizational structures are outmoded. They are too cumbersome, too expensive, too slow. In order to remain competitive and to serve your participants quickly and effectively, you will need to redesign your organization in terms of staffing, finances, operations and procedures.
- Your organization cannot afford to fall two years behind in getting the latest information. The winners are moving fast to find and dominate their market niches. With the changes in our industry, almost everything we knew about our business five years ago is now out of date.
- Only the LERN conference has the latest, most practical, how-to strategies and techniques for success. Come to Orlando. You will be glad you did.

Concurrent Sessions – Thursday

	Advanced Marketing	Best Programming
10:20 - 11:10	<p><i>New!</i> Customer Sensemaking: The Essence of Innovative Customer Focus</p> <p>Get closer to your customers by looking at them in the context of their lives. Discover how your research and customer knowledge can translate into an effective Customer Relationship Management program.</p> <p><i>Dorothy Durkin, New York University & Mike Bailey, Seiter and Miller, New York, NY</i></p>	<p><i>Always New!</i> Best Ideas Customer Service </p> <p>Let's take a look at one of the most critical skills needed for a successful program. Everyone in your work group needs to re-focus on how they serve clients. You'll leave this session with tools to help you provide excellent service.</p> <p><i>Greg Johnson, Westminster Community Services, Westminster, CA & Pete Hangen, Virginia Beach, VA</i></p>
11:20 - 12:10	<p><i>New!</i> Transforming Your Organization Through Marketing</p> <p>Messages and brands fight to be heard amid the virtual whirl of changing technologies. In the virtual landscape of pod casts, wikis, and Web2.0, learn how you can create an effective CRM program that resonates with today's learners.</p> <p><i>Dorothy Durkin, New York University & Mike Bailey, Seiter and Miller, New York, NY</i></p>	<p><i>New!</i> Marketing on a Shoestring</p> <p>Dollars are tight but you still have to get the word out about your great programs. Leave with 10 great new marketing ideas for under \$100, some of them are free! This session will help you generate creative new ways to advertise programs by tapping into technology, maximizing printing, collaborating with your target audience, and using simple old-fashioned "gossip".</p> <p><i>Kassia Dellabough, LERN, Eugene, OR</i></p>
2:00 - 2:50	<p>Advanced Marketing to Gen X</p> <p>Marketing to Gen Xers requires a whole different set of images, values and marketing messages. Discover what graphics, copy, words and design appeal to Gen Xers (ages 25-40) for your brochures and web site. Your presenter is a Gen Xer herself.</p> <p><i>Suzanne Kart, LERN, Bay City, MI</i></p>	<p><i>New!</i> It's Counter-intuitive: Knowing Your Audience!</p> <p>Despite every effort to ensure expert instructors and programming, sometimes promotional and classroom practices do not translate into effective association offerings. Learn how to find counter-intuitive formulas which will result in improved revenue for your programs.</p> <p><i>Mark Schofield, National Fire Protection Association, Quincy, MA</i></p>
3:00 - 3:50	<p><i>Always New!</i> The 10 Best Promotion Strategies of the Year</p> <p>A perennial conference favorite, this hard-hitting, fast-paced session has ideas you can use on Monday morning. Specific for meetings and continuing professional development, it is often relevant for other programming as well.</p> <p><i>Paul Franklin, LERN, Portland, OR & William A. Draves, LERN, River Falls, WI</i></p>	<p>5 Star Leadership</p> <p>Focus on the five key concepts to build high-performing work groups. Energize your team to build higher morale, improve retention, achieve greater performance, and increase job satisfaction. Walk away with ideas you can use immediately.</p> <p><i>Fred Bayley, Spindale, NC</i></p>


Concurrent Sessions – Thursday

	New Markets	eMarketing
10:20 - 11:10	<p>5 Keys to Successful New Programs</p> <p>Get the 5 best and latest keys to creating successful new programs. Advanced never-before-released tips for lowering risk and boosting success rates.</p> <p><i>Chris Smith, Greensboro, NC</i></p>	<p>Analyzing Your Website Traffic</p> <p>Are your visitors confused during the registration process? How many people are interested in which courses? Learn about critical website stats you should be watching on a weekly basis.</p> <p><i>Dan Belhassen, greatBIGnews, Winnipeg, MB</i></p>
11:20 - 12:10	<p><i>Always New!</i></p> <p>Top New Growth Markets for 2007</p>  <p>A hard-hitting, look at the top new growth markets for 2007. This session was standing-room-only last year. Take home the top new growth strategies to compete successfully.</p> <p><i>Julie Coates & William A. Draves, LERN, River Falls, WI</i></p>	<p><i>New!</i> Creating Your One Year Email Marketing Plan</p> <p>Take your email promotions to the next level. Design a one year marketing plan. Compare your program's practices against our best practices. Achieve dramatic improvements in your email market results when you create a one year email marketing plan. We'll show you how.</p> <p><i>Dan Belhassen, greatBIGnews, Winnipeg, MB</i></p>
2:00 - 2:50	<p><i>New!</i> What's up with Gen Y</p> <p>Discover more about the biggest generation in history, your next biggest audience. Two programmers close to Gen Y talk about the characteristics of Gen Y. What they do, why they do that. Come ask your questions about Gen Y.</p> <p><i>Crystal Green, Association for Community Education of Florida, Tallahassee</i></p>	<p><i>Always New!</i></p> <p>Best Web Sites of the Year</p>  <p>The best web sites in our field of lifelong learning. Learn what makes them so good and steal these ideas for your web site.</p> <p><i>William A. Draves, LERN, River Falls, WI</i></p>
3:00 - 3:50	<p>Make Your Program Essential</p> <p>More than ever, it is critical that your institution understand and support the value of your lifelong learning program. Acquire new original research info on how to sell your administration on the value of your program. Find out how your participants win referendums. Take home a special model worksheet on the positive economic impact of your program on your community. And much more.</p> <p><i>Julie Coates, LERN, River Falls, WI</i></p>	<p><i>New!</i> Email Marketing That Sells</p> <p>What's the difference between an email that sells and an email that doesn't? Filled seats in your classroom. Learn how your email copy, subject lines, use of images, send time and link tracking will all effect the outcome of your email campaigns.</p> <p><i>Dan Belhassen, greatBIGnews, Winnipeg, MB</i></p>

Concurrent Sessions – Thursday

Contract Training		Roundtables
10:20 - 11:10	<p><i>Top-rated Session</i> Proposals that Sell!</p> <p>Anyone can write a proposal but not everyone can write a proposal that helps to close the sale. You will examine the elements of an effective contract training proposal and learn how to write it to set up the deal closer. You will take away 7 sure-fire ways to increase the success rates of your contract training proposals.</p> <p><i>Richard T. Walsh, PhD, Philadelphia, PA</i></p>	<p>Hot Picks for Professional Development</p> <p>If you're doing business, work related, or professional development courses, come share one hot new course idea. Useful for those doing seminars and conferences as well. Hot picks for professional development courses.</p>
11:20 - 12:10	<p>Best Practices in Partnerships</p> <p>Partnerships can bring pain or gain. Come get clear on how to construct a partnership, how to choose a partner, get the game rolling and how to arrive at maximum mutual benefit and power. Use partnerships to accomplish more than you can do alone. Avoid the time-consuming pitfalls and conflicts of partnerships gone awry and get to the core of collaboration success.</p> <p><i>Julia King Tamang, LERN, Portland, OR</i></p>	<p><i>Always Popular!</i> Hot Picks for Community Classes</p> <p>A LERN original and always a favorite. Bring one successful new class idea for community classes and listen to others share their hot new ideas. Hot picks!</p> <p><i>Cecilia Bowie, Chicago, IL, moderator</i></p>
2:00 - 2:50	<p>30 New Products & Services in CT</p> <p>Training may be your bread and butter, but it's not the only thing you can sell. You're a good match for your best clients and they need you to be there at every turn. In this quick and lively session, hear 30 new ideas to help you make money serving business and industry in an end-to-end array of useful products and services. Walk out ready to raise income and please clients.</p> <p><i>Julia King Tamang, LERN, Portland, OR</i></p>	<p><i>Always a Hit!</i> Best Marketing Ideas of the Year</p> <p>This roundtable never fails to generate money making new ideas. Share one marketing idea that has worked for you. Then listen to the best of the rest. Ideas so good LERN steals them for our magazine.</p> <p><i>Steve Borowiec, Jackson, FL, moderator</i></p>
3:00 - 3:50	<p>Get Top Results from a Focus Group</p> <p>Focus groups are a powerful way to evaluate current services and test the market for new program ideas. Learn seven steps to create, run and use feedback to improve what you do. Test new ideas, and identify educational programming your constituents want! Learn how to identify focus group participants, create the best questions, facilitate to get the most information.</p> <p><i>Kassia Dellabough, Eugene, OR</i></p>	<p>Programming for Kids</p> <p>Programming for children and youth continues to be popular. Whether it be summer programs, after school, or weekend programs, come share your ideas. Learn what others are offering, and doing, and bring one new trend or idea yourself.</p> <p><i>Laura Guenter, Pepper Pike, OH</i></p>

Concurrent Sessions – Thursday

	Core	Management
10:20 - 11:10	<p>5 Core Marketing Concepts</p> <p>You can't go home without knowing the key concepts of marketing. Rediscover these underlying fundamentals of segmentation, affective marketing, and more for generating marketing effectiveness.</p> <p><i>Paul Franklin, LERN, Portland, OR</i></p>	<p><i>New!</i> Becoming a Data-Driven Organization</p> <p>Data is not just important, it is now critical. Only data-driven organizations will prosper in this century. Discover how data drives decision making in programming, marketing and finance. Find out what data to collect, how to get it, and what to do with it. Take home the top ten data points to become a data-driven organization.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
11:20 - 12:10	<p>Ratios for Success</p> <p>Learn the four key ratios for analyzing your finances and budgeting. Find out the ideal percentages for direct costs, teacher costs, administrative costs and your promotion. Acquire the ratios to make your program financially successful.</p> <p><i>Phillip Whatley, Birmingham, AL</i></p>	<p>Staff Productivity</p> <p>How to restructure staff for greater productivity is one of the key issues facing lifelong learning programs. Every lifelong learning program must restructure staff to survive and thrive. Find out how one program followed the LERN model and turned itself around.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
2:00 - 2:50	<p>Pricing to Improve Profit Margins</p> <p>Market pricing is the only way to price a course or event. Find out how to list prices and use price breaks. Discover why diversified pricing is better than clustered pricing. Good pricing will generate more registrations and add to your bottom line.</p> <p><i>Phillip Whatley, Birmingham, AL</i></p>	<p>Your One Year Marketing Plan</p> <p>The only plan your organization needs is a one-year marketing plan. Learn how to develop your plan in just one day. Find out the seven key components and techniques for efficiently getting your plan developed and implemented.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
3:00 - 3:50	<p>Needs Assessment</p> <p>Find out the three central issues of needs assessment. Learn how to do needs assessments and how to survey customers for important information. Discover the difference between high-dollar and low-dollar needs assessments and why you must be doing both.</p> <p><i>Richard T. Walsh, PhD, Philadelphia, PA</i></p>	<p>Surveys that Work</p> <p>From mail surveys to email surveys, find out how to boost your response rate and get answers to your most important questions. Take home the five keys to success with surveys and put them to use on Monday morning.</p> <p><i>Julia King Tamang, LERN, Portland, OR</i></p> 

Concurrent Sessions – Friday

	Advanced	Generations
8:00 - 8:50	<p>Updated! 10 Steps to Improved Profitability</p> <p>Learn 10 concrete steps your organization can implement to improve profitability. These include the appropriate model for organization, key financial measures, program targets and follow-up techniques to lead to improved results.</p> <p><i>Joe Miera, Albuquerque, NM</i></p>	<p>New! Generational Marketing</p> <p>There are now four different generations in the lifelong learning marketplace. They each respond differently to images, words, colors, design and even program content. With original and ground breaking research, take home new info on how to successfully do generational marketing.</p> <p><i>Kassia Dellabough, Eugene, OR</i></p>
10:20 - 11:10	<p>New! Increasing Your Operating Margin</p> <p>The new marketplace demands a new financial reality. Your expert presenter recommends increasing your operating margin from 40% to 50%. Now find out how to make those changes and be more profitable.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>	<p>New! Social Networking</p> <p>While there are legitimate fears and policy issues around the use of websites like facebook and myspace, let's face the facts. It is the way today's students and young adults stay in touch with each other. Come learn what it's all about.</p> <p><i>Jennifer Selke, University of California, Berkeley, CA</i></p>
11:20 - 12:10	<p>Stomping the Competition</p> <p>You operate in an ever-competitive environment where the pool of potential customers isn't growing fast, if at all. To thrive you must protect your customer base from your competition and take away some of theirs. Learn seven strategies for growing at the expense of your competitors.</p> <p><i>Paul Franklin, LERN, Portland, OR</i></p>	<p>New! Strategies for the cross-generational classroom</p> <p>Programs are now experiencing multi-generational classrooms that present unique challenges. This session will explore techniques to teach within an age-diverse setting.</p> <p><i>Eddie Ennels, Baltimore, MD</i></p>
2:00 - 2:50	<p>Creating Winning Initiative</p> <p>Each year you need to introduce a new initiative. The initiative must generate significant revenue. Discover LERN's proven process for selecting winning initiatives.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	<p>New! Program and Market to Gen Y</p> <p>Gen Y wants different programs. Gen Y responds to different marketing messages. Take home practical tips from someone who has successfully done programs and marketing to Gen Y.</p> <p><i>Heather Dimitt, Columbia Public Schools, Columbia, MO</i></p>
Saturday 8:00 - 8:50	<p>Succeeding in a Multi-Generational World</p> <p>Discover what makes each generation tick. This session focuses on the cohort experiences and generational personalities of the adult generations in the workplace and classroom. Come away understanding generational characteristics.</p> <p><i>Eddie Ennels, Baltimore, MD</i></p>	<p>New! Managing your Boomer Staff</p> <p>Managing Baby Boomers is simple - unless you are NOT a Boomer. If you're a member of Generation X or Y, this session teaches you what motivates Boomers and what they want - and need - from you as a supervisor.</p> <p><i>Suzanne Kart, LERN, Bay City, MI</i></p>

Concurrent Sessions – Friday

	Strategic Planning	Marketing
8:00 - 8:50	<p><i>New!</i> Top 7 Ideas to Refresh Certificate Programs</p> <p>How to refresh and enhance your existing certificate programs. Learn to read industry trends, develop advisory boards that add value, extend deeper partnerships with businesses across your area, and take home advanced practical tips.</p> <p><i>Wendy Evers, San Diego State University, San Diego, CA</i></p>	<p><i>Always popular!</i> Market Segmentation</p> <p>It's now critical and essential for your program to segment your audiences. Without segmenting, you can lose your best customers. Find out how to do it, where the best new growth is, and what to do once you've got your segments.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>
10:20 - 11:10	<p><i>New!</i> 4 Keys to New Program Decisions</p> <p>Making the decision to run a new program is one of the biggest challenges for programmers. Find out the 4 keys to making decisions on new programs. Take home a new model that will help you increase the chances of success.</p> <p><i>Chris Smith, LERN, Greensboro, NC</i></p>	<p><i>Back by popular demand!</i> 21 E-mail Marketing Recommendations</p> <p>Learn strategies to capture e-mail addresses, capitalize on e-mail communication, and build enrollments and long-term income streams. Take away techniques for tracking e-mail and renting opt-in e-mail lists.</p> <p><i>Ralph Elliott, Clemson University, Clemson, SC</i></p>
11:20 - 12:10	<p><i>New!</i> Better Summer Camps</p> <p>Apply top management and organizational principles to camp administration. Major corporations are continually looking for more effective ways to Organize and lead their workforce. Camps can apply similar principles and evaluate their workplace to ensure higher staff retention and productivity.</p> <p><i>Jennifer Selke, University of California, Berkeley, CA</i></p>	<p><i>New!</i> Drip Marketing to Convert Inquiries</p> <p>Typically, 80% of your inquiries will never convert into customers. Use drip marketing to convert more inquiries by sending repeated messages. Learn how you can use up to seven drips to convert your inquiries into customers.</p> <p><i>Ralph Elliott, Clemson University, Clemson, SC</i></p>
2:00 - 2:50	<p>Creating Irresistible Offers and Building Trust</p> <p>Get prospects to enroll for your events... despite the economy... regardless of budget considerations... and sooner rather than later, by creating irresistible offers and an overwhelming sense of trust in your organization.</p> <p><i>Ralph Elliott, Clemson University, Clemson, SC</i></p>	<p>Best Brochure Ideas of the Year</p> <p>Take home the best new brochure ideas of the year from the world's foremost authority on brochure design for lifelong learning programs. This session is so much in demand it is a perennial conference favorite, so come early and get a good seat.</p> <p><i>Julie Coates, LERN, River Falls, WI & Kassia Dellabough, Eugene, OR</i></p> <p><i>Always New!</i></p>
Saturday 8:00 - 8:50	<p>International Learning Unit</p> <p>Come get more information on the Learning Unit (© LERN), the new outcomes-based continuing education unit. You'll get info on how you can adopt this exciting new 21st century standard for continuing education and training.</p> <p><i>Doug Soo, Vancouver, BC & Thom Lowther, Washington, DC</i></p>	<p><i>New!</i> Teen Programs that Rock</p> <p>Programming for teens ages 14-18 can be tricky, however; teen programs can bring large enrollment and significant revenue if done effectively. Exploring interests, needs, goals and trends of the group in your area is a great start and can lead to program success.</p> <p><i>Gemi Powell, Lake Jackson, TX & Mike Zuziak, Grand Rapids, MI</i></p>

Concurrent Sessions – Friday

	Core	Roundtables
8:00 - 8:50	<p>Promotion Techniques That Work Find out how to test and track your brochure and promotion success. Discover the ideal mailing timelines. Then gain some of the most successful methods of distribution. <i>Rick Walsh, Walsh & Associates, Philadelphia, PA</i></p>	<p>Hot Picks for Community Classes A LERN original and always a favorite. Bring one successful new class idea for community classes and listen to others share their hot new ideas. Hot picks! <i>David Reilly, Palm Beach, FL, moderator</i></p> <p><i>Second Offering!</i></p>
10:20 - 11:10	<p>Improving Quality Your instructors are key to the success of your program. Learn how to select, train and evaluate instructors. Find out what an independent contractor is. Discover what should be in an instructor contract and an instructor guidebook. <i>Fred Bayley, Spindale, NC</i></p>	<p><i>So hot a second offering!</i> Programming for Kids Programming for children and youth continues to be popular. Whether it be summer programs, after school, or weekend programs, come share your ideas. Learn what others are offering, and doing, and bring one new trend or idea yourself. <i>Laura Guenter, Pepper Pike, OH, moderator</i></p>
11:20 - 12:10	<p>Customer Retention: Key to Growth Getting your current and past participants to come back is key to growth and profitability. Find out the most successful customer retention strategies for lifelong learning programs and how to implement them. <i>Fred Bayley, Spindale, NC</i></p>	<p>Certificate Programs Come network with your colleagues about certificate programs. Share what's working, what topics are hot, what issues and challenges you face. Certificate programs are one of the hottest new growth areas in programming. <i>Dee Baird, Cedar Rapids, IA, moderator</i></p>
2:00 - 2:50	<p>Marketing Timetables Learn the ideal promotion timetables for class catalogs, seminars and conferences. Discover when to start your promotion campaign, what types of promotions to use, and how often participants should hear from you. <i>Paul Franklin, LERN, Portland, OR</i></p>	<p>Announcing! International Learning Unit (ILU) Come get more information on the International Learning Unit (© LERN), the new outcome-based continuing education unit. You'll get info on how you can adopt this exciting new 21st standard for continuing education and training. <i>Doug Soo, Vancouver, BC, moderator</i></p>
Saturday 8:00 - 8:50	<p>Enrollment Analysis Increase your program success by applying the four points of control: historical analysis, marketing strategies, cancellation ratios and management operations. The presenter perfected the study of enrollment analysis. <i>Phil Whatley, Birmingham, AL</i></p>	<p>Programming for Boomers Come share one idea on programming and marketing to Boomers, then take home a bunch of other ideas. Let's explore this untapped market together. <i>Marcia Kozel, Community Education, Sioux Falls, SD, moderator</i></p>

Concurrent Sessions – Friday

	Business	Leadership
8:00 - 8:50	<p><i>New!</i> Benchmarking Workforce Development</p> <p>How does your workforce development area compare to other community colleges across the nation? Attend this session and learn the results of a recent Benchmark Study.</p> <p><i>Kathy Yeager, Johnson County Community College, Overland Park, KS</i></p>	<p>Influence Through Connections</p> <p>Find out how to shift the traditional power of influence to credibility and influence. Identify key elements of credibility factors and learn how they most effectively influence others.</p> <p><i>Thom Lowther, American Institute of Architects, Washington, DC</i></p>
10:20 - 11:10	<p><i>New!</i> Key Accounts — The Great Hunt</p> <p>Learn how to identify potential Key Accounts in the process for “hunting” the right ones, methods to approach the decision-maker, methods to increase your “close” rate.</p> <p><i>Kathy Yeager, Johnson County Community College, Overland Park, KS</i></p>	<p><i>New!</i> Getting Your Boss to Say Yes</p> <p>What do you do when your boss doesn’t believe you or won’t support you? Discover what information sources bosses do trust. Then find out how to convey your message to get your boss to say yes. In today’s flattened pyramid environment, input from staff is more important than ever.</p> <p><i>Rita Martinez-Purson, Albuquerque, NM</i></p>
11:20 - 12:10	<p><i>New!</i> The Art of Networking in CT</p> <p>Use all the brains and power you have, and all you can borrow. Increase community, professional and client networks and set your success in motion. You know what networking is, but how is it done? Enjoy work and make more meaningful connections and contributions.</p> <p><i>Marilyn King & Julie Razor</i></p>	<p>Making Meetings Work</p> <p>Seven to 15% of most personnel budgets are spent on meetings, and you’re likely to spend more than 9,000 hours of your life — nearly a whole year — in meetings. Stop wasting time and start running meetings that matter.</p> <p><i>Julia King Tamang, LERN, Portland, OR</i></p>
2:00 - 2:50	<p>Blended Learning Strategies in Contract Training</p> <p>Explore the blended learning terrain including benefits, shortcomings, and design requirements. An overview of LMS and LCMS initiatives and their role in blended learning will help you to frame your own inclusive plan.</p> <p><i>Richard T. Walsh, PhD, Philadelphia, PA</i></p>	<p>Succession Planning</p> <p>How will upcoming retirements and resignations impact your organization’s future? We’ll review best practices from the human resource management field, including assessing present and future work requirements, doing gap analysis, and attracting, retaining and growing your next-generation leaders and managers.</p> <p><i>Rita Martinez-Purson, Albuquerque, NM</i></p>
Saturday 8:00 - 8:50	<p>Retention Marketing</p> <p>Advanced strategies for boosting your retention rate, key to your profitability. Only repeat customers make money for your program. Take home successful techniques from an authority in the field.</p> <p><i>Greg Marsello, LERN, Tiverton, RI</i></p>	<p>Generational Communication in the Workplace</p> <p>Conflict and misunderstanding in the workplace are often generation related. Find out why boomers like meetings, why Gen X doesn’t, and acquire the top 6 tips for improving generational communication in the workplace.</p> <p><i>Kassia Dellabough, LERN, Eugene, OR</i></p>

Pre-Conference Seminars

New! How to Increase Seminar/Conference Registrations with Effective Email Marketing

Now you can discover the keys to success with effective email marketing, and boost your seminar and conference registrations. Find out how to capture email opt-ins with effective search engine marketing, how to lift your email response rates, how to re-engage portions of your email database that have stopped responding, and much more.

Then take home techniques on using email drip marketing to overcome the nine most common objections to registering, conducting email marketing after the sale to reduce cancellations and no-

shows, and learn how to build empathy and rapport with email copy.

Find out:

- How to Build a Highly Responsive Permission-Based Email Database
 - How to Use Database Segmentation to Build Email Response Rate
 - Email Marketing Timing and Follow-up
 - Creating Email Marketing Offers to Lift Response Rates
 - How to Use Email Drip Marketing to Get People to Register and Attend
- And much more.

Wednesday, Nov. 14, 2007

9:00 am - 3:00 pm

Fee: \$145. Fee does not include lunch.

Advance registration required.

Ralph Elliott is known nationally and internationally as a seminar marketing guru and dynamic seminar leader. He has delivered several hundred presentations at events around the world.



Ralph Elliott

Negotiation: Strategies to Get More and Give More

In this fast-paced workshop, you'll learn a simple method to help you get more of what you want, and still have more to give away in your most important business relationships.

Novice or expert, you're guaranteed to learn things that will increase your results in the very next thing you negotiate. Plan well, keep your cool, and get control over details, working and talking like a pro. Our method is so clear, you'll never dread negotiation again.

Find out:

- How to deal with power imbalances and sticky wickets
- How to produce a better outcome for both sides, every time

- How to cut time without cutting wins
- How to build strength into relationships, even when you win
- The biggest obstacles to success and how to overcome them
- How to ensure agreements are followed through and fail-proof

Even if you don't know a single formal strategy now, you can walk away from this session a fearless black belt, ready to win more, and create important, profitable opportunities for yourself and others.

Beginners and pros alike will learn concrete skills for getting more of what you need and want — while giving more and earning confidence and trust.

Wednesday, Nov. 14, 2007

9:00 am - 3:00 pm

Fee: \$125. Fee does not include lunch.

Advance registration required.



Julia King Tamang

Julia King Tamang is a LERN senior consultant. She has conducted hundreds of negotiations for educational institutions and their clients, specializing in collaborative deal making with an eye to profit from long-term business relationships. She is a preferred trainer for the senior negotiating teams for global purchasing at Xerox.

Pre-Conference Seminars

Designing Brochures for Results

If your brochure is the primary method for marketing your courses, this special presentation of LERN's most popular seminar will give you specific recommendations to improve it.

Your brochure or catalog, for most of your potential participants, IS your program — it is all they know about you.

Discover the areas in which you can enhance your brochure's image and its effectiveness. Specifically, you will find out about:

- Front and back covers
- Page design
- Copy
- Prime space
- Response mechanism

You'll come away from this seminar with tips and techniques to increase income, save on costs and increase enrollments. Just one of our tips will increase your enrollments by five percent.

Wednesday, Nov. 14, 2007

9:00 am - 3:00 pm

Fee: \$125

Fee does not include lunch.

Advance registration required.

Paul Franklin is an authority on writing promotional copy.



Paul Franklin

Marketing to Boomers

Recapture the Baby Boom market. Know how to reach the Boomer generation, the so-called "young seniors." Learn what courses to offer, creating a brochure, pricing, and marketing to Boomers.

Find out how this generation will never be seniors, and how you have to market differently to Boomers.

Wednesday, Nov. 14, 2007

9:00 am - Noon

Fee: \$95

Advance registration required.

Kassia Dellabough is an expert on generational marketing.



Kassia Dellabough

Developing Your One-Year Marketing Plan

More critical now than ever is the development of a one-year marketing plan that all members of your organization can follow. Taking time to develop this plan is a must. The plan must be specific and measurable. It must serve as a road map for your organization.

Highlights

- How to use LERN's step-by-step marketing plan blueprint
- Implementation, monitoring and evaluation tools to ensure your plan is a success
- Specific formulas and reports to use when developing your one-year marketing plan
- Tips and techniques for involving staff and customers
- How to use technology to serve your needs

- Pragmatic examples will be used to demonstrate each step

After this seminar, you will be able to take immediate actions toward developing a one-year marketing plan. You'll have the tools to compete, and win, in the tough new environment.

Wednesday, Nov. 14, 2007

9:00 am - 3:00 pm Fee: \$125

Fee does not include lunch. Advance registration required.



Greg Marsello

Greg Marsello, co-founder of LERN, presents and consults all over the world.

Association Education Symposium

Specifically for association executives, you'll network with other top association educators and take home the latest most advanced tips for associations.

Sessions by and for association executives, plus exclusive discussion opportunities to talk about the top issues of the day.

Organized by LERN association leaders.

Email info@lern.org for complete agenda.

Wednesday, Nov. 14, 2007

9:00 am - 3:00 pm Fee: \$125

Advance registration required.

Saturday Program

8:00 - 8:50 Concurrent Sessions: see pages 14 - 17 for topics and descriptions

Just for you — Personal and Professional Development

9:00 - 9:50

Chronic Stress: Why You Have Ulcers & Zebras Don't

They might be chased by lions, they don't have a retirement fund — so how come you get ulcers and other stress-based diseases and zebras don't?

Learn the answer and find out how to increase your own stress hardiness.

Discover the science of stress in simple terms and see why you don't have to be a victim, from today forward.

Julia King Tamang, Portland, OR



Julia King Tamang

New!

Flying Under the Radar

Successful strategies to position your lifelong learning program more effectively within your larger institution.

Whether you're going through change, want to improve your perceived value or helping create winning relationships. Know the effective strategies to choose from.

Fred Bayley, public speaker and organizational development consultant, Spindale, NC



Fred Bayley

Cultivating Your Authentic Leadership Style

Powerful leadership comes from focus and alignment. This session will provide tools to re-evaluate your own leadership capacity.

How do you align your strengths, values and ethics with the work you do?

Kassia Dellabough, Eugene, OR



Kassia Dellabough

9:30 - 11:00



William Draves

General Session — All New!

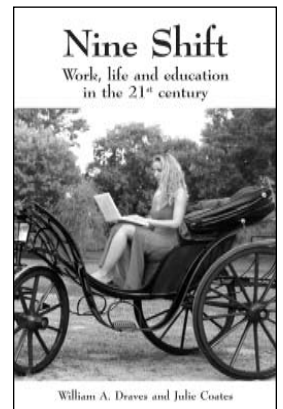
Nine Shift for 2008: *The Future of Stuff*

In this year's new edition of *Nine Shift*, we explore the decline of cars, intellectual property and copyright, the new intangible economy, and what the kids are up to now.

Discover the parallels to 100 years ago, as 2007 looks just like 1907. All nine shifts are happening on schedule as we continue to move into the Internet Age.

Spend an hour with someone who works the whole year on the cutting edge. Come early to get a good seat.

William A. Draves is co-author with Julie Coates of the *Nine Shift* book.



"I'll never leave the LERN conference early again."
— Ellen O'Brien, Jacksonville, FL, after hearing a previous *Nine Shift* presentation

"I'd trample my grandma to hear Draves speak." — Phil Housel, Kerroville, TX

11:30 - 6:00

Optional Social Events, Self-Guided Tours

6:00

Dinner Groups Depart. Enjoy your evening in Orlando!

Suite Sessions

Interactive discussions, user group meetings, and information sessions

Information Session: New expanded Membership benefits. Open to all. For both existing LERN members and those interested in membership. Info on how LERN can analyze your best customers, help target mailings. New services on summer camps, certificate programs and marketing to boomers. And much more. Your ROI from LERN just got better. Thursday, 2:00 - 2:50 pm

Roundtable discussion: Association Successes 2006 — Share your winning programs and promotions with other association executives. Moderated by Cheryl Green, National Fire Protection Association, Quincy, MA. Thursday, 3:00 - 3:50 pm

Information Session: Program Review and Certification — Find out about the success stories, recognition and great consulting with LERN's Program Review and Certification. Thursday, 4:00 - 4:50 pm

Discussion: Continuing education deans issue session — For continuing education decision makers registered at the Executive Level registration for the conference. Closed to others. Friday, 8:00 - 8:50 am

Discussion: BBC's Peter Day keynote — Come offer your thoughts, and hear those of others, following the general session on business and life

Why this conference is unique

Give yourself the professional development you deserve. Give your program the competitive edge that only LERN can provide.

Only LERN gives you practical, how-to techniques, truly Information That Works.

We're also going to have fun and enjoy! I look forward to welcoming you to the conference.

— Thom Lowther, Washington, DC, Chair,
LERN Board of Directors



Thom Lowther

in the 21st century by the BBC's global business reporter Peter Day. Friday, 10:20 - 11:10 am

Information Session: Masters Degree — Find out about the Master's Degree jointly offered by the University of South Dakota and LERN, with degree awarded by USD. The only degree to combine the practical professional development of LERN with the academic and theoretical foundation of university study. Friday, 11:20 am - 12:10 pm

Discussion: Work and Life in Bangalore — Gaurav Yadav, LERN's staff person in Bangalore, India, answers your questions and talks about work and life in this fascinating city of web jobs. Friday, 2:00 - 2:50 pm

NineShift Book Club — Join NineShift fans for another great discussion about the 21st century. Open to all. Moderated by Kassia Dellabough Friday, 4:00 - 5:00 pm

CPP Training & Exam

Come to LERN and go home a Certified Program Planner (CPP). This conference gives you the best professional training available in the field of lifelong learning programming. Now you can also get the recognition you deserve by passing the CPP exam and becoming a Certified Program Planner.

Here's how it works:

Register for the conference and the Professional Training Institute and CPP exam. You will then receive the complete CPP readings, a manual on everything from brochure distribution to course evaluations, plus the 50-page CPP Study Guide.

Then, after the conference, take the CPP exam, scheduled from 1:00-5:00 pm on Saturday. Go home with the most comprehensive and complete training and, when you pass the exam, your CPP status.

Benefits

The additional CPP training fee of just \$395 includes: complete CPP readings, plus CPP Study Guide (normally \$195); Wednesday's pre-conference seminar, "Designing Brochures for Results" (normally \$125); CPP exam offering, monitoring and evaluation (normally \$95); and CPP award benefits (normally \$190).

For more information

If you have additional questions about the CPP designation or exam, feel free to contact us at LERN, 800-678-5376, or via e-mail at info@lern.org.

To register for the Professional Training Institute and Certified Program Planner exam, just check the box on your conference registration form. Complete follow-up information, plus the readings and study guide, will be sent to you.

Meet the Best Experts

Julie Coates

River Falls, WI

One of the foremost authorities in the world on brochures, demographics, learning styles and trends. Her new research leads the field.



Julie Coates

Greg Marsello

Tiverton, RI

Top trainer and consultant in lifelong learning. Creates software for programming and management for LERN.



Greg Marsello

Phillip Whatley

Birmingham, AL

Nationally recognized expert on the finances of lifelong learning. Award-winning work on the 60-40 operating margin principle.



Phillip Whatley

Paul Franklin

Portland, OR

Leading authority on marketing and writing promotion copy. Master of USP.



Paul Franklin

Richard T. Walsh

Virginia Beach, VA

Consultant and trainer for business and nonprofit sectors.



Richard T. Walsh

Suzanne Kart

Bay City, MI

Gen X expert, writes and speaks on marketing to Gen X. Now Director of Marketing for LERN.



Suzanne Kart

This is my fourth LERN conference in the past six years. I always come away with wonderful, workable ideas.

— Joan C. Fulcher, Ottawa, Canada

I brought at least one 'pearl' away from each session. This conference pays for itself tenfold, almost immediately.

— Rick Reino, Sandwich, MA

LERN has the best sixth sense in our business of knowing and anticipating what we as lifelong learning educators need to be aware of to deliver our programs.

— Carole Kamp, Big Rapids, MI

About LERN

The Learning Resources Network is the leading organization in lifelong learning programming. LERN provides practical how-to information to 6,000 members and customers every year.

Staff and consultants provide consulting and training to increase your program's registrations, boost income and save on costs. Our benchmarks and ratios for success are the standards in the industry.

Check LERN out at www.lern.org



Conference Host Committee

Crystal Green, Association for Community Education of Florida, Tallahassee; **David Reily**, Adult & Community Education, West Palm Beach; **Jackie Addis** and **Anita George**, St. Petersburg College, St. Petersburg

New! Executive-Level Registration

For continuing education CEOs, \$795. Includes conference, exclusive CEO Issues discussion, executive reception, Friday breakfast, and special seating at luncheons. Your host and facilitator is Dr. Rita Martinez-Purson, Dean of Continuing Education, University of New Mexico, Albuquerque.

More fun!

Blues recording artist Beautiful Bobby Blackmon plays for our outdoor All-Conference Reception at the resort's lake. Don't miss it.



Bobby Blackmon

Social Events

Friday —

Scenic Winter Park and Park Avenue Shopping Tour

Winter Park is known around the world for its annual Winter Park Art Festival & quaint brick streets. Ride past luxurious homes, then browse through the exclusive boutiques and art galleries filled with one-of-a-kind treasures, as well as stores bearing the names of your favorite designers.

Tour departs at 3:30 pm and returns at 8:00 pm. Cost is \$30 per person.

Saturday —

Kennedy Space Center

Who hasn't watched a space launch on television? Now experience it first hand! Your first stop is the 60-foot observation tower LC39 Observation Gantry with a bird's-eye view of today's space adventure. Get a first hand look at the massive 363-foot Saturn V moon rocket, the most powerful rocket ever built. Experience history in the Firing Room Theater as the countdown reaches zero and you hear and feel the enormous blast as Apollo 8 leaves for the moon.

Tour departs at 11:30 am and returns at 7:00 pm. Cost is \$74 per person.

Airboat Ride Through Florida's Famous Swamp

Experience beautiful protected wetland hammocks, walk through ancient flat woods, then, travel by airboat into pristine sections of fresh water marshes and up river, into the bald-cypress swamp where the Florida alligator, American Bald Eagle and a huge assortment of "outback" wildlife reside.

Tour departs at 11:30 am and returns at 4:00 pm. Cost is \$60 per person.

Bring Your Exhibit

Bring your program's exhibit to show off!

- Chance to win a prize for best exhibit
- Free exhibit critique
- Compare your exhibit to others for improvements.

There is no charge. You don't have to "man" your exhibit. Simply reserve a table or space when you register.

Bring A Friend

Bring along a spouse, friend or significant other to enjoy all that the Orlando area has to offer.

Your guest may attend the Get to Know Orlando session at 4:00 on Wednesday and the All-Conference Reception at 5:00 on Thursday with our compliments. Guests are also welcome to register for Friday's International Awards Luncheon and any of the social events and tours offered to conference participants and, with our convenient one-day fee, guests can register to attend conference sessions or pre-conference events.

Bring a friend to the conference. You'll both be glad you did!

Other Attractions of Interest

Orlando offers LERN attendees something unique! More theme parks in one location than anywhere else on the planet!! In addition, there is a large selection of evening entertainment at Downtown Disney's Pleasure Island. Complimentary roundtrip transportation is provided to guests of the Resort to the following locations:

- Magic Kingdom Park
- Epcot
- Disney-MGM Studios
- Disney's Animal Kingdom Theme Park
- Disney's River Country Water Park
- Disney's Typhoon Lagoon Water Park
- Disney's Blizzard Beach Water Park
- Disney's Wide World of Sports Complex
- Disney's Pleasure Island

Other exciting theme parks for which you need to provide your own transportation are:

- Busch Gardens
- Universal Studios
- Sea World

To purchase advance tickets for the above attractions, go to www.orlandoticketsales.com

Hotel & Travel Information

Meeting Site

Located in the Animal Kingdom Resort Area of Walt Disney World, Disney's Coronado Springs Resort surrounds a fifteen-acre lake complete with a Mayan pyramid. Resort amenities include a pool, bicycle and paddle boat rentals. Golf is also available. Regularly scheduled bus service to all Disney attractions is available on a complimentary basis to resort guests.

The daytime average temperature is 78 degrees Fahrenheit (26 Celsius) with the overnight temperature averaging 58 degrees Fahrenheit (14 Celsius). The chance of precipitation is about 12 percent.

Hotel

To make resort reservations, call the hotel at: 407-939-1020 and tell the reservation agent you are attending the 2007 LERN convention. The rates are \$137 single or double, and \$152 triple, excluding taxes and fees. A portion of the room rate is used to offset conference expenses.

Disney's Coronado Springs Resort
1000 West Buena Vista Drive
Lake Buena Vista, Florida, 32830
Telephone: (407) 939-1000
Fax: (407) 939-1003



© Disney

Airlines, Car Rental, and Ground Shuttle

Due to impact the Internet has had on airfares, the airlines no longer offer group discounts on airfares.

LERN has designated Budget Rent a Car as the official car rental company for 2007. You may make a reservation through a travel agent or directly with Budget.

Budget: 800-772-3773
Rate Code: U078815
URL: www.budget.com

Disney provides complimentary roundtrip transportation via Disney's Magical Express Service from Orlando International Airport. To take advantage of this service you will need to provide the hotel with your flight information ten days in advance of your arrival.

What to tell your boss

- 1 Your boss should come too.** The LERN annual conference has the most sophisticated, advanced strategies for CEOs and top decision makers. Your boss will gain insight not available anywhere else in finance, long-term planning and other management areas.
- 2 Investment payback is 10:1.** That's right, the LERN conference provides a ten-to-one return on your investment. People attend this conference to increase registrations, boost income, and save on costs. Your program will make more money after you attend.
- 3 800 people can't be wrong.** There's a reason why LERN conference attendance has doubled in recent years to nearly 800 attendees. We provide *Information That Works*® — you cannot be as successful without it.



© Disney

Registration Information

There Are 5 Easy Ways To Register



Register Online—

Just go to
www.lern.org/conference.



Register by E-mail—

Send your registration information to
info@lern.org.



Register by FAX—

Complete the registration form and fax it,
toll-free, 24 hours a day, to **888-234-8633**.



Register by Phone—

Have your registration form ready and
call Debbie or Chris at **800-678-5376**. The
phones are open from 8:00 am to 5:00 pm
(CT) Monday-Friday.



Register by Mail—

Simply fill in the form on the next page and
mail it to:

LERN Conference Registration
PO Box 9
River Falls, Wisconsin 54022 U.S.A.

Feel free to copy the form for additional
registrants.

Participants

Participants will come from a variety of institutions and from several countries. Upwards of 800 participants are expected at this year's conference.

Your Member/Customer ID Number

The number on the top line of your mailing label is your member/customer ID number. It is important in helping us process your registration. Please write it on the proper line of the registration form. If you are unsure of your ID number, please call us at 800-678-5376.

Conference Fees

The fees are listed on the registration form. The Full conference fee includes all sessions, Thursday and Friday luncheons, and the conference proceedings manual. The Basic fee does not include the luncheons. The Thursday and Friday one-day fees do not include the luncheon. Member rates apply to current members only. If you are unsure of your membership status, contact LERN at 800-678-5376 or info@lern.org.

Third Person FREE!

Register two people from your program at either the Basic or Full conference rate, and the third person is free at the Basic rate (no meals). All registrants must be with the same program (same address and same budget).

Early Registration Bonus!

Register by October 1, 2007 and receive a FREE copy of *The Successful Presenter*.

Payment

Payment is due, in US dollars, at or before the conference. Make checks payable to LERN Annual Conference. VISA, MasterCard and American Express are accepted. Social event registration will not be accepted if payment is not included.

Purchase Orders

A purchase order will reserve your place, with payment due at or before the conference. Please fax your registration and PO to us and we will e-mail you an invoice.

Cancellations

Substitutions are accepted at any time, but must be in writing. If substitute is not a LERN member, additional fees may apply. Registration fees, less \$100, are refundable if cancellation is received in writing no later than November 1, 2007. Cancellations must be in writing; e-mail is acceptable. If a cancellation from a group of three is necessary, the fees will be determined by the total number of actual attendees, i.e. the "third person free" rate is applicable only if three people actually attend. Cancellation policies and fees apply to all registrations including "third person free" registrants.

Participants who fail to attend conference sessions are not entitled to a refund. Luncheon and social event fees are not refundable.

CEUs and ILUs

You can receive 1.6 continuing education units (CEUs) for attending the full conference. When you register, tell us that you would like to receive CEUs. The necessary forms can be picked up at the conference registration desk.

LERN conference CEUs have been recognized by state and national associations when prior notification and proper applications are filed by the conference participant. If you wish your CEUs to be recognized by another association or organization, file the proper application with that association. Some sessions use the International Learning Unit (ILU) standard to gain CEUs.

Registration Form

Lifelong Learning 2007

November 15-17 • Disney's Coronado Springs Resort • Orlando, Florida

Simply fill in the information below and fax to 1-888-234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at 1-800-678-5376.

Feel free to copy this form for additional registrations.

From top line of mailing label Member/Customer ID # _____ SC# _____

Name _____ Title _____

Department _____ Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

E-mail _____ Phone _____ Fax _____

Conference Fees

Thursday-Saturday, Nov. 15-17, 2007

\$595 US Member, **Basic**, no meals

\$675 US Member, **Full**
includes 2 luncheons

\$695 US Non-Member, **Basic**
no luncheons

\$775 US Non-Member, **Full**
includes 2 luncheons

\$795 US Executive Level

\$350 US One-Day Rate, **Thursday**
no luncheon

\$350 US One-Day Rate, **Friday**
no luncheon

FREE **3rd Person**, no meals

\$80 US **3rd Person**
includes 2 luncheons

Pre-Conference Seminars

Wednesday, Nov. 14

\$125 Negotiating to Get & Give More

\$125 Designing Brochures for Results

\$125 Your One-Year Marketing Plan

\$145 Email Marketing

\$125 Association Education
Symposium

\$95 Marketing to Boomers

CPP Training

\$395 Professional Training

Institute and CPP Exam

(includes pre-conference seminar)

Social Events

Social event fees are non-refundable.

Social events fees are due by
October 20, 2007. Non-refundable.

Friday, Nov. 16, 3:30 - 8:00 pm

\$30 Scenic Winter Park and Park
Avenue Shopping Tour

Saturday, Nov. 17, 11:30 am - 7:00 pm

\$74 Kennedy Space Center

Saturday, Nov. 17, 11:30 am - 4:00 pm

\$60 Airboat Ride Through Florida's
Famous Swamp

Luncheons for You or a Friend

Lunch is included with Member and
Non-Member **Full** Conference Fee.

Thursday, Networking Luncheon,
\$40

Friday, Awards Luncheon, \$40

Special Needs

Please check here if you have any
special needs and a LERN represen-
tative will contact you.

Exhibit Space

Please check here if you would like
a space for your program's exhibit.

TOTAL AMOUNT DUE

\$ _____

Payment Method: Choose A, B or C

A **Payment enclosed.**

Make checks payable to
LERN Annual Conference.

B **Bill my institution.**

Purchase order required.

C **Charge to my credit card.**



Account # _____

Exp. Date _____

Cardholder's Name (please print) _____

Cardholder's Signature _____

All fees are in US dollars.

Mail to:

Conference Registration
Learning Resources Network
PO Box 9
River Falls, WI 54022
U.S.A.



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Of course Disney's Coronado Springs Resort is close to all of the amazing Walt Disney World® Resort theme parks. Entertainment is built in, with these fabulous fun places all just minutes away:

- Magic Kingdom® Park
- Disney's Animal Kingdom® Theme Park
- Disney's River Country Water Park
- Disney's Typhoon Lagoon Water Park
- Disney's Blizzard Beach Water Park
- Epcot® Park
- Disney's Wide World of Sports™ Complex



© Disney

Close to the theme parks

You won't believe how close Disney's Coronado Springs Resort is to all the Walt Disney World® Resort theme parks, including Epcot® Park. A complimentary van runs every ten minutes from the resort to the theme parks.

Your hotel is pretty amazing itself, with a gorgeous lake, walking trails, pools, and shops right outside your window. After a productive day at the conference, your leisure time environment will re-energize you for the next day.

Final Brochure



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River Falls, WI
54022 USA

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