

*Need
New Skills
to Impress
the Boss?*



LERN Annual Conference on Lifelong Learning

November 30 – December 2, 2006

Baltimore, Marriot Waterfront

New this year!
Premiering:
Generational
Management



Visit www.LERN.org/conference for details

*Plus, top new
strategies for:
eMarketing &
Generational
Marketing*



Lifelong Learning

2006 Highlights, Features, Payback and Hot Topics

For more information, visit www.LERN.org/conference, send email to info@lern.org, or call 1-800-678-5376.

Why You Should Attend This Year

ROI. Only this conference has Payback

There is only one reason why people keep coming back to the LERN Annual Conference: Payback - Sometimes called Return on Investment (ROI).

You will generate ten times as much money in increased income, higher enrollments, or saved costs than the cost of the LERN conference.

Quite simply, the LERN conference does not cost you money, it makes you money.

Special tracks of sessions

- Premiere! Generational Management
- Hot now! eMarketing plus Generational Marketing
- New! 4 interactive sessions with laptops
- More than 25 new sessions

Not available anywhere else

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

Unique

- State of Lifelong Learning
- LERN Forecasts 2007
- Best Brochure Ideas of the Year
- Best Web Sites of the Year
- Nine Shift: our visionary look at the 21st century

Awesome Features

- **More networking opportunities**, with roundtable discussions, luncheons, dinner groups, and our all-new All Conference Networking Session
- **The Hall of Learning** (a LERN original) with brochure exchange tables, best program poster displays, and much more
- **An atmosphere that encourages brainstorming and creative program planning** to help you reposition your organization for continued success
- **Marriott Waterfront Hotel**, located right on Baltimore's famous Inner Harbor, is within walking distance to museums, shops, restaurants, jazz clubs and more.
- **Third Person FREE!** Register two people from your program and the third person is free at the basic rate.
- **800 participants from around the world.**

What to tell your boss

1. Your boss should come too
The conference has leadership, strategic planning and management topics for every boss.

2. Competitive and sophisticated environment
We are now in a new environment in which programs are not only more competitive, but more sophisticated. Success, more than ever, depends on staff. Good staff depends on good professional development.

3. You can't afford to fall behind
Every year there are important changes in our industry about what works, and what doesn't. Your program needs to stay current.

4. Investment payback is 10:1
People who attend report their registrations and income go up afterwards.

5. 800 people can't be wrong
The only reason people attend is also the best reason: *LERN provides "Information that Works."*



This Year's GenX SuperStars

More Gen X presenters than ever!

More sessions about Gen X than ever!

More topics of interest to Gen Xers than ever!



Eddie Ennels

Management consultant

John T. Kennedy

Westminster, MD



"Embracing a Changing Workplace Culture"

Chris Smith



Crystal Green

eMarketing expert

Gen Xer

Dan Belhassen

greatBIGnews.com

Winnipeg, Canada

"Why Email Marketing Fails"



Heather Dimmet



Business trainer

Linda K. Pütz

Fredericksburg, MD

"Generational Management"



Dee Baird Gen X Chair

Dee Baird, Cedar Rapids, Iowa, is the first Gen Xer to be Chair of the LERN Board of Directors. She will chair the Baltimore conference.

Motivational speaker

John Irvin

Tulsa

"Hilarity Therapy"



For session descriptions and complete conference information, visit: www.lern.org/conference

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

Schedule of Events

Thursday

	Leadership	eMarketing	Generational Marketing	New Markets
10:20 – 11:10	New! Managing Your Time, Your Day and Yourself - <i>JT Kennedy</i>	New! Making eMarketing Personal - <i>Chris Smith</i>	New! Marketing to Gen Y <i>Kassia Dellabough</i>	New Growth Markets for 2007 - <i>Wm Draves & Julie Coates</i>
11:20 – 12:10	5 Star Leadership <i>Fred Bayley</i>	New! Why E-mail Marketing Fails <i>Dan Belhassen</i>	New! Writing Copy that Sizzles <i>Paul Franklin</i>	A New Look at Customer Service <i>Greg Johnson</i>
2:00 – 2:50	Staff Productivity <i>Greg Marsello</i>	Analyzing Your Web site Traffic <i>Dan Belhassen</i>	New! Advanced Marketing to Gen X <i>Suzanne Kart</i>	Special Special Events <i>Pete Hangen</i>
3:00 – 3:50	New! The Honor System <i>John Irvin</i>	Always New! Best Web Sites of the Year <i>Aaron Donsky</i>	Generational Marketing <i>Julie Coates</i>	New! Marketing Events <i>Crystal Green</i>

Friday

	Premiere! Generational Management	More eMarketing	Strategic Planning	Marketing
8:00 – 8:50	New! Keys to Supervising Telecommuters <i>Wm. Draves</i>	Surveys That Work <i>Greg Marsello</i>	New! Influence Through Connections - <i>Thom Lowther, Washington, DC</i>	New! 10 Steps to Profitability <i>Joe Miera</i>
9:00 – 9:50	New! Managing Other Generations <i>Linda Pütz</i>	21 E-mail Marketing Recommendations <i>Ralph Elliott</i>	How to Make Your Program Essential <i>Julie Coates</i>	Market Segmentation <i>Greg Marsello</i>
10:20 – 11:10	New! New Rules, New Roles <i>Linda Pütz</i>	New! Creating Irresistible Offers - <i>Ralph Elliott</i>	Making Meetings Work <i>Julia King Tamang</i>	Stomping the Competition <i>Paul Franklin</i>
11:20 – 12:10	New! The Gamer Generation <i>Linda Pütz</i>	Search Optimization Techniques <i>Dan Belhassen</i>	Always New! Best Brochure Ideas of the Year <i>Julie Coates</i>	Customer Share <i>Paul Franklin</i>
2:00 – 2:50	New! Succession Planning <i>Rita Martinez Purson</i>	International Learning Unit <i>Doug Soo & Thom Lowther</i>	Creating Collaborative Workgroups within Bureaucracy <i>Kassia Dellabough</i>	New! Surviving Your First Management Job <i>Michael McLaughlin</i>

Advanced	Core	Contract Training	Roundtables	Suite Sessions
Building an Information Age Organization <i>Greg Marsello</i>	Ratios for Success <i>Philip Whatley</i>	Proposals that Sell! <i>Rick Walsh</i>	Hot Picks for Professional Development	
New! Selecting Winning Carrier Routes <i>Greg Marsello</i>	5 Core Marketing Concepts <i>Aaron Donsky</i>	Best Practices in Partnerships <i>Julia King Tamang</i>	Always popular! Hot Picks for Community Classes	Book Discussion Power Steps: 10 Principles of Success with <i>Percy W. Thomas</i>
Creating Intranets for a More Connected Program - Mark Mrozinski	Pricing to Improve Profit Margins <i>Philip Whatley</i>	30 New Products & Services in Contract Training <i>Julia King Tamang</i>	Always a hit! Best Marketing Ideas of the Year	Information Session Marketing to Boomers
Always New! Ten Best Promotion Ideas of the Year <i>Paul Franklin & Wm Draves</i>	Needs Assessment <i>Rick Walsh</i>	Getting Top Results from a Focus Group <i>Kassia Dellabough</i>	Certificate Programs	Information Session Program Review and Certification
Best Programming	Core	Business	Roundtables	Suite Sessions
Identifying Certificate Program Opportunities <i>Kassia Dellabough</i>	Promotion Techniques That Work - Rick Walsh	The Art of Networking in Contract Training <i>Marilyn King & Julie Razor</i>	Second offering! Hot Picks for Community Classes	Continuing Education Deans Issue Session <i>Rita Martinez Purson</i>
New! 5 Keys to Successful New Programs <i>Chris Smith</i>	Improving Quality <i>Fred Bayley</i>	Blended Learning Strategies in Contract Training - Rick Walsh	Back by demand Social Issue Programs	Information Session Masters Degree
New! Introduction to Learning Styles <i>Eddie Ennels</i>	Marketing Timetables <i>Aaron Donsky</i>	Mastering Online Training Programs <i>Rick Walsh</i>	Programming for Kids	Association Successes 2006 - Cheryl Green
New! Picking Your Next Winning Initiative <i>Greg Marsello</i>	Customer Retention: Key to Growth <i>Fred Bayley</i>	Business and Industry Training Trends 2006 <i>Julia King Tamang</i>	Working Session Creating Standards for Certificate Programs	Discussion Smart Boys, Bad Grades <i>Wm. Draves & Julie Coates</i>
For Gen Xers by a Gen Xer <i>Suzanne Kart</i>	Enrollment Analysis <i>Phil Whatley</i>		Announcing! International Learning Unit (ILU)	



Lifelong Learning

Schedule at a Glance

November 30-December 2

For session descriptions & complete
conference information, visit:
www.lern.org/conference

Wednesday, November 29

9 am - 3 pm	Pre-Conference Seminars <ul style="list-style-type: none">• Developing Your One-Year Marketing Plan• Successful Certificate Programs• Negotiating to Get More & Give More• Designing Brochures for Results
1 - 4 pm	Marketing to Baby Boomers
3 - 5 pm	LERN Organizational Meeting
3:30 - 4 pm	Everything You Wanted to Know About LERN
4 - 4:30 pm	Get to Know Baltimore & DC
4:30 - 5 pm	How to Attend This Conference
5 - 5:30 pm	All-Conference Networking Session
5:30 - 6:30 pm	President's Reception
6 pm	Dinner Groups Depart

Thursday, November 30

7:30 am	Exhibits Open
8 - 9:50 am	<i>Embracing a Changing Workplace Culture</i> with John T. Kennedy
10:20 am - 4 pm	Over 40 Concurrent Sessions
All day	Roundtable networking sessions
12:10 - 1:30 pm	Networking Luncheon and CPP Ceremony
4 - 5 pm	General Session: <i>Hilarity Therapy</i> with John Irvin
5:30 - 7 pm	All-Conference Reception

Friday, December 1

8 am - 3 pm	More than 40 Concurrent Sessions
All day	Hall of Learning: poster displays, slide shows, LERN bookstore
11:20 am - 12:10 pm	Best Brochure Ideas of the Year
12:10 - 1:30 pm	International Awards Luncheon
3 pm	Silent Auction to benefit the LERN Scholarship Fund

Saturday, December 2

8:30 - 9:20 am	Personal & Professional Development Concurrent Sessions
9:30 - 11 am	All new! Nine Shift: <i>The Panic of 2007</i>
1 - 5 pm	CPP Exam
	Afternoon tours and social events
	Evening social events and dinner groups

Lifelong Learning 2006- REGISTRATION

November 30 - December 2 • Marriott Waterfront Hotel • Baltimore, MD

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 30-Dec 2

- \$595 Member, Basic - no meals
- \$675 Member, Full includes 2 luncheons
- \$695 Non-Member, Basic no luncheons
- \$775 Non-Member, Full includes 2 luncheons
- \$350 One-Day Rate, *Thursday* no luncheon
- \$350 One-Day Rate, *Friday* no luncheon
- FREE 3rd Person - no meals
- \$80 3rd Person - 2 luncheons

Pre-Conference Seminars

Wednesday, Nov. 29

- \$125 Negotiating to Get & Give More
- \$125 Successful Certificate Programs
- \$125 Designing Brochures for Results
- \$125 Your One-Year Marketing Plan
- \$495 Marketing to Boomers (includes membership in Lifeyme Learning for LERN members)

CPP Training

- \$395 Professional Training Institute and CPP Exam (includes pre-conference seminar)

Social Events

Social events fees are due by October 20, 2006. Non-refundable.

Wednesday, Nov. 29, 3:30 - 5 pm

- \$20 Charm City Walking Tour

Friday, Dec. 1, 3:45 - 6 pm

- \$29 Get to Know Baltimore

Friday, Dec. 1, 4 - 10 pm

- \$29 Music & Monuments

Saturday, Dec. 2, 11:30 am - 5:30 pm

- \$29 Historic Gettysburg

Saturday, Dec. 2, 11:30 am - 6 pm

- \$29 DC Museums & Monuments

Saturday, Dec. 2, noon - 2:30 pm

- \$29 Architect's Tour

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. A LERN representative will contact you.

Exhibit Space

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

Payment

Total amount due

\$ _____

- Payment enclosed.
Make checks payable to LERN Annual Conference.
- Bill my institution.
Purchase order required.
- Charge to my credit card.
___ Visa
___ MasterCard
___ American Express

Account # / Expiration 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.



LERN CONFERENCE 2006

November 30- December 2

You can't afford to miss this conference

" 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 need to be aware of to deliver our programs."

- Carole Kamp, Big Rapids, MI

" We cut our deficit by \$100,000 after attending the LERN Convention.
Thank you LERN."

- Dan Poepard, Forest Lake, MN

*Join us at the Marriott Baltimore Waterfront Hotel,
right on Baltimore's famous Inner Harbor...*

All conference activities are held at the hotel. The LERN room rate is only \$141 a night per single/double/triple/quad. Be sure to ask for the special LERN room rate when you make your reservations. More information on the hotel is available at www.lern.org/conference



Sign Up Today!



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