

The Most Exciting Week in Lifelong Learning

LERN Annual Conference

Portland, Oregon • Nov. 15-18, 2017



“Information That Works!”



New Marketing Ahead



Engaged Learning

LERN Annual Conference 2017

Program Schedule at a Glance

Wednesday, Nov. 15

Free* Conference Seminars (*New! *Free when you stay in the LERN hotel room block three nights!*)

Conference Registration

Get to Know Portland

LERN Leaders Meeting

For Gen Y: Emerging Leaders Meeting

Getting the Most from the LERN Conference (*especially relevant for first-timers*)

All-Conference Reception

Thursday, Nov. 16

Exhibits

Opening Session and Keynote “*Gamify Your Leadership: What Leaders Can Learn from Game Designers*,” with Scott Crabtree, noted game developer and speaker

32 Advanced Concurrent Sessions, Panels, and Roundtables

Networking and CPP Awards Recognition Luncheon

Friday, Nov. 17

Another 40 How-to Concurrent Sessions, Panels, and Roundtables

New! Engaged Sessions

International Awards Luncheon

Exhibits, Posters, LERN Bookstore

Saturday, Nov. 18

More Practical Concurrent Sessions

Personal and Professional Sessions

All new! General Session. *NineShift for 2018: New Learning Emerges*

Educational and Social Tours

4 p.m. - 5 p.m. Closing Celebration

Evening in Portland

“The best week of the year for lifelong learning organizations to learn about ways to better serve our customers!”

Michael Seppi, Ellisville, MO

THIS YEAR'S SUPERSTARS



Scott Crabtree

*A leader in game development at Intel.
Now a nationally known business speaker*
**Gamify Your Leadership: What Leaders
Can Learn from Game Designers**



Christina Swets

Emerging Leaders Council Chair
Managing Up for Millennials



Rodney Holt

Top Practitioner & Presenter
New! Positioned for Success

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 www.lern.org/conference.
3. **Register now.** Registration information is on pages 25 and 26, and you can register online or by fax, phone, mail, email or mobile phone.
4. **Questions?** We're always glad to talk to you—call us at (800) 678-5376 or send an email to info@lern.org.

Why You Should Attend This Year

New This Year!

- **New!** Engaged Learning Sessions Premiere
- **New!** Practitioner Panel Sessions
- **New!** Free* All-Day Conference Seminars (Free if staying in LERN hotel room block three nights)
- **New!** More than 30 new advanced how-to sessions, plus 42 popular sessions you can't miss

And much more.

Not available anywhere else:

- Top 20 International Award ideas for 2018
- Advanced, new how-to info
- Numbers, ratios, and benchmarks
- Top practitioners do roundtables
- Best display of software

Unique:

- Best Brochure Ideas of the Year
- Best Websites of the Year
- Best Promotion Ideas of the Year

Awesome Features

- CEUs and even graduate credit available
- Variety of networking opportunities
- The most successful practitioners attend and present
- Conference hotel at the doorstep of the fabulous Portland downtown scene
- Third person FREE! Register two people from your program and the third is free at the basic rate
- The largest conference in the world devoted to lifelong learning programming

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

LERN ANNUAL CONFERENCE 2017

Portland, OR, November 15 - 18, 2017

What's New This Year

- **Digital Marketing** The latest best information on this hot emerging area
- **Productivity e-Tools** Amazing new tools you've never heard of, best websites and more
- **Skills for the 21st Century** Pioneering management techniques from outstanding experts
- **Engaged Learning Sessions** A whole new more interactive format
- **Roundtables** Over 20 roundtable discussions led by your colleagues
- **New Research** Latest LERN research on innovative strategies for success
- **Advanced Strategies** Programming, planning, marketing, and leadership
- **New Presenters** More new presenters from all generations
- **More Practitioner Panels** Four more panel sessions with top practitioners
- **New Sessions** More than 30 new sessions from the top experts
- **Latest cutting edge info** New growth markets, benchmarks, ideal staffing structure, and more

Why You Come Back

You tell us you come back to get new advanced cutting-edge info from the best experts and top practitioners.

Check These 7 Benefits

- **The Best Experts** – In the fields of marketing, staffing, pricing, programming, and more. You won't find successful practitioners like these anywhere else.
- **Always New! Sessions** – More than 30 new sessions on the latest issues and trends.
- **Brochure Exchange** – Get hundreds of new ideas from the brochures and catalogs you take home.
- **Consulting Desk** – Ask your toughest questions of our LERN experts and consultants.
- **Your Professional Network** – Renew and expand your network of colleagues in our luncheons, breaks, exhibit area, social events, and receptions.
- **Exhibit Area** – Visit vendors in our exhibit area and find out the latest in technology solutions.
- **Tammy** – Tammy Peterson leads our smiling friendly staff to help you with your information needs.



for the community, business and industry, personal enrichment, and professional development.

- **Participants** who come from all over Canada and the United States. Universities, recreation departments, public schools, community colleges, vocational-technical schools, associations, and other institutional settings will be represented.

Conference Brochure Guide

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Who Will Benefit?

- **Leaders** receive the latest information on trends, issues, and planning strategies to make informed decisions and plan future directions.
- **Professional staff** takes back the most advanced and latest techniques and tips on programming, marketing, management, trends, brochure design, pricing, and more to increase enrollments, boost income, and save on costs.
- **Those in a variety of institutional settings** who will conduct content relevant lifelong learning and continuing education programs

ROI – Only This Conference Has Payback

You will generate 10-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

The field is in rapid transition. LERN is on the cutting edge. Last year introduced a new design for your print brochure. This year we make history again with engaged learning and more.

WHAT YOUR COLLEAGUES SAY



“The LERN Conference is excellent! The sessions provide tips I use in managing the learning division of my organization.”

Sandra Parker
Toronto, Ontario



“During each 50-minute conference breakout, I discover at least 5 concrete takeaways that I can implement immediately upon returning back to work. Thank you, LERN, for everything!”

Jeanette Chian
Santa Barbara, CA



“A hit last year, this year our staff has expanded our availability to meet with you in LERN Central to discuss your consulting questions.”

Leslie Kowalczyk
LERN Staff



“My top take-away from last year: The back of your brochure should be as eye catching as the cover because you don’t know which way it will be facing when delivered in your customers mail box.”

Chuck Ramm
Tempe, TX
Vice Chair of the LERN Board of Directors



“I met more Gen X/Yers than ever.”

Brandon Tucker
Ann Arbor, MI



“As always, the quality is so good. This year there will be even more Gen Y-focused sessions.”

Kelly Regan
Ellisville, MO



PORTLAND, OR



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Reason No. 1 to attend this conference: Presenters

People. People are 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 keynote speakers from the business community, speakers you don't normally have the opportunity to hear. And they're not just great speakers — they are 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.

Wednesday, Nov. 15, 2017

7:30 a.m. - 9 a.m.

Conference Seminar Registration
(Conference registration begins at 10 a.m.)

FREE* Conference Seminars

(*Free when staying in the LERN hotel room block 3 nights; \$195 if staying elsewhere)

8:30 a.m. - 3 p.m.

Conference Seminar: *Serious Email Marketing* with Susan Hurrell. See page 10 for complete information. Advance registration required.

8:30 a.m. - 3 p.m.

Conference Seminar: *Operations & Staffing* with Holly Klotz. See page 11 for complete information. Advance registration required.

8:30 a.m. - 3 p.m.

Conference Seminar: *Developing Your One-Year Market Plan* with Greg Marsello. See page 11 for more information. Advance registration required.

8:30 a.m. - 3 p.m.

Conference Seminar: *Designing Brochures for Results* with Paul Franklin. See Page 11 for more information. Advance registration required.

1 p.m. - 3 p.m.

Conference Seminar: *Make Big Money with UGotClass* with Leslie Kowalczyk. See page 10 for more information. No charge. Advance registration required.

8:30 a.m. - 3 p.m.

Always a Hit! Conference Seminar: *Youth Programming and Summer Camps* with several practitioners. See page 10 for more information. Advance registration required.

**14th Annual Augusoft Lumens® User Summit

Held in conjunction with the LERN Conference, this two-day technology summit provides attendees with in-

depth learning on multiple aspects of the Lumens software, previews of Lumens 2018 enhancements, and releases coupled with networking opportunities with peers. Learn more <http://augusoft.net>

10 a.m. - 6 p.m.

Conference registration

3:30 p.m. - 5 p.m.

LERN Leader Meeting

For LERN members interested in knowing more about LERN. Every member is welcome. No additional charge. Email Tammy at info@lern.org if you wish to attend.

3:30 p.m. - 5 p.m.

Emerging Leaders Meeting

For any Gen Y conference attendee under the age of 38. Meet with other Gen Yers to help plan LERN activities for Gen Y and our new Emerging Leaders Council. No additional fee to attend.

3:30 p.m. - 4 p.m.

Get to Know Portland

Let our conference director give you a verbal tour of Portland, including all the excitement right outside the hotel, including top attractions, cafes, light rail, music, museums, parks, food carts, and the most tantalizing restaurants. Downtown Portland is an exciting, young, contemporary, and enjoyable area adjacent to the hotel. Make the most of your stay.

4 p.m. - 4:30 p.m.

Getting the Most from the LERN Conference

Attending LERN's practical, how-to conference is a different experience than most other conferences. Especially for first-time attendees, we will give you tips on how to make the most of the conference, including benchmarks and terms, generational characteristics, and an introduction to terminology for social media and mobiles.

5 p.m. - 6:30 p.m.

All Conference Reception

Our welcome to you and to the conference, celebrating LERN as

AGENDA

the largest association in lifelong learning programming in the world.
Cash bar is available. Exhibit Hall.

Thursday, Nov. 16, 2017

7 a.m. - 4 p.m.

Conference registration

7:30 a.m.

Exhibits open

8 a.m. - 9:50 a.m.

Opening Session

- Welcome, Mark Mrozinski, chair of the board of directors
- The State of Lifelong Learning: William A. Draves, president
- Opening Keynote: *"Gamify Your Leadership: What Leaders Can Learn from Game Designers,"* with Scott Crabtree

Discover the science that game developers use—and the practical steps that any organization can take—to boost engagement, productivity, and the bottom line.

Find out:

- How your leadership can deliver engagement just like a great video game, by satisfying core human needs.
- Why giving your employees "buy-in" or "why-in" is so compelling to getting the work done.

- What game developers know about mastery and why you should also be "rubber banding" to engage employees and teams.

To be successful in today's world, leaders must provide interaction to engage and retain employees. Learn how to "gamify" your organization so your teams have more fun, deliver better results, and see you and your organization as highly engaging. Scott will practice what he preaches in this session, so it will be interactive, fun, and engaging.



Scott Crabtree

Dear First-Time Attendee,

When you attend the LERN conference, you will be met by friendly, helpful staff. 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 website 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, Senior Vice President for Information Services

Reason No. 2 to attend this conference: Participants

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.

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 online, in our roundtables, exhibit area, at the luncheons, and in our suite sessions.

We understand how much you can learn from networking, so we've created more ways for you to make it happen.

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Reason No. 3 to attend this conference: Ratios for success

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 10 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.

Scott Crabtree has served as a leader in game development and software engineering as a tech strategist at technology pioneer Intel. He's founded startups and worked at a variety of technology companies large and small.

Now founder and chief happiness officer at Happy Brain Science, Scott Crabtree empowers individuals and organizations to apply findings from cutting-edge neuroscience and psychology to boost productivity and happiness at work.

Recent clients include Microsoft, Activision, Blizzard Entertainment, Bose, and Dreamworks. His insights have been quoted in Inc., InfoWorld, Fortune and VentureBeat, among other publications.

Scott is a unique authority on integrating the concepts of game design into the science of happiness and productivity in the workplace.

You will leave energized for 2018!

9:50 a.m. - 10:20 a.m.

Break—Hall of Learning and LERN Central. Refreshments, networking, and exhibits.

10:20 a.m. - 11:10 a.m.

Concurrent Sessions

11:20 a.m. - 12:10 p.m.

Concurrent Sessions

12:10 p.m. - 1:30 p.m.

*Networking Luncheon and Certification Awards

Your chance to meet and talk with others of similar interests. Optional seating with fun Granfalloon water-cooler interests. A great networking opportunity. Plus honor the graduates of this year's class of Certified Program Planners (CPP) and other certifications.

1:30 p.m. - 2 p.m.

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

2 p.m. - 2:50 p.m.

Concurrent Sessions

3 p.m. - 3:50 p.m.

Concurrent Sessions

4:30 p.m. - 5:30 p.m.

**President's Reception

Join us at this year's special President's Reception with wine chosen by a wine expert and cheese flown in from Wisconsin. Come meet LERN leaders, emerging leaders, council members, and network with some of the best lifelong learning professionals in North America. Limit. Advance registration required. \$10.

Friday, Nov. 17, 2017

7:30 a.m.

Hall of Learning and Exhibits Open

8 a.m. - 8:50 a.m.

Concurrent Sessions

9 a.m. - 9:50 a.m.

Concurrent Sessions

9:50 a.m. - 10:20 a.m.

Break—Hall of Learning and LERN Central. More poster displays, great brochures, demos.

10:20 a.m. - 11:10 a.m.

Concurrent Sessions

11:20 a.m. - 12:10 p.m.

Concurrent Sessions

12:10 p.m. - 1:30 p.m.

*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, websites, marketing, programming and management.

Come steal these cutting-edge ideas for your own program. 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.

1:30 p.m. - 2 p.m.

Break—Hall of Learning. Last chance to visit the exhibits.

2 p.m. - 2:50 p.m.

Concurrent Sessions

3 p.m.

Exhibits Close

3 p.m. - 3:30 p.m.

Briefing for UGotClass Partners.

3:30 p.m. - 4 p.m.

UGotClass Reception.

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

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

AGENDA

Saturday, Nov. 18, 2017

8 a.m. - 8:50 a.m.

Concurrent Sessions

9 a.m. - 9:50 a.m.

Just for you. Personal and Professional Development Sessions

10 a.m. - 11:30 a.m.

General Session. All New! *NineShift for 2018: New Learning Emerges*



In this year's new edition of *NineShift*, you discover the five essential things about the 21st century that most people don't realize are affecting their work and lives.

Then get LERN's unique perspective from conversations

with leading lifelong learning practitioners about the new learning emerging that will change how your program serves your audiences.

Finally, with all the *NineShift* predictions coming true, get our latest predictions about what will happen in the next 10 years moving into another Roaring Twenties.

See what is coming next for your program, discover the parallels to 100 years ago and, as always, take away totally new information, perspective, and predictions.

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 *"NineShift: Work, life and education in the 21st Century."* They speak all over North America, have a popular blog, and are interviewed by the nation's media. Most recently, Julie was featured in *Psychology Today*. Check it out at www.NineShift.com

11:45 - 3:45 p.m.

**Educational and Social Tours

4 p.m. - 5 p.m.

Closing Celebration

Evening

Last chance for a great restaurant and socializing. Enjoy your last evening in Portland.

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

Reason No. 4 to attend this conference: **10:1 Payback**

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 Portland. You will be glad you did.

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, Senior Vice President for Organizational Development

PRE-CONFERENCE SEMINARS

Always popular! Youth Programs/ Summer Camps

Chuck Ramm,
City of Temple, TX; and
Erin Fach, *director,*
and programming staff
Michael Callahan,
Wendy Scott-Koeth,
Richard Hinkleman, and
Pam Bayus,
Orange Community
Education & Recreation,
Pepper Pike, OH.



Chuck Ramm



Erin Fach

Get the latest information on improving your summer camp, kids' college, child, and youth programming.

Summer camps are one of the most profitable activities in community programming today, generating over \$3 million a summer for the most successful programs.

Find out the current and most advanced strategies from some of the top practitioners in lifelong learning programming. Learn when to mail your brochure, payment plans, topics trends, and more.

Take home tips from other successful practitioners on marketing, programming, and running profitable youth programs.

Relevant for programmers in any institutional setting.

Wednesday, Nov. 15, 2017

8:30 a.m. - 3 p.m.

Free.* Others: \$195

Lunch not included.

Advance registration required.

FREE!* These Seminars are complimentary, no charge, to conference attendees staying in the LERN hotel room block 3 nights.

Advanced! Serious Email Marketing

Move your email marketing to the next level. Find out how to do it better and get a better ROI. We'll look at commonly used platforms, dig into A/B testing, explore content marketing and email, and show you how email automation can increase your reader engagement.



Susan Hurrell

Learn how to analyze your email response rates, get benchmarks for open- and click-through rates, and learn how to improve your email promotion and responses with tracking and testing.

If you are a beginner, no question is too basic and you will

gain the fundamentals you need. If you are advanced, you will take away the latest top tips. Your presenter is an email expert and can respond to your toughest questions.

Take away valuable strategies and tactics to make your email marketing work harder for you.

Wednesday, Nov. 15, 2017

8:30 a.m. - 3 p.m.

Free.* Others: \$195

Lunch not included.

Advance registration required.

Susan Hurrell is an expert email marketer with the nationally known firm, Neovation, of Winnipeg. She also presents LERN's Digital Marketing Institute.

New! Make Big Money with UGotClass

Top Partners with LERN's UGotClass are generating over 100 registrations a year and making thousands of dollars by getting half of the revenue.

With many markets still untapped and UGotClass growing at 20 percent a year, discover the keys to promoting these superior instructor-led courses and certificates in your area.

These courses have been named superior to other online providers by your fellow LERN members. Our full refund policy, satisfaction rate of 96 percent, and refund rate of only 0.005 will prove it to you. Plus UGotClass gives you 50 percent of the revenue, far more than other providers.

Find out the five most common mistakes programs make in



Leslie Kowalczyk

promoting online courses. Then get the five solutions that will likely cost you no more money, and result in huge increases in income and registrations.

Take home the keys to:

- Selecting what courses and certificates to offer
- How to promote our awesome transfer policy
- Using valuable print brochure space most effectively
- Promote outside of your local area too without any cost
- Designing web pages that sell ...and more.

Wednesday, Nov. 15, 2017

1 p.m. - 3 p.m.

Free.* Others: \$95

Advance registration required.

Leslie Kowalczyk has run the UGotClass program for LERN for the past five years. She works with LERN member programs and UGotClass students on a daily basis.

PRE-CONFERENCE SEMINARS

The Classic.

Designing Brochures for Results

For most programs, your print brochure or catalog generates 70 percent of your registrations and income, even with online registration. And it represents your image to the vast majority of your audience.

Get specific, no-cost ideas to improve your brochure with our most popular seminar led by a print marketing authority.

Discover what you are doing right. Then find out areas to enhance your brochure's effectiveness.

Find out about:

- Front and back covers



Paul Franklin

- Page design
- Copy
- Prime space
- Boosting registrations

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 has increased past participants' registrations by 5 percent.

Wednesday, Nov. 15, 2017
8:30 a.m. - 3 p.m.

Free.* Others: \$195

Lunch not included.

Advance registration required.

Paul Franklin is a national authority in brochure and catalog marketing.

Developing Your One-Year Market Plan

More critical now than ever for your program is to develop or improve a one-year marketing plan. It is a guide that all of your staff follow.

The plan must be specific and measurable. It serves as a road map for your organization and for boosting your success.

Learn:

- Formulas and reports to use
- Benchmarks on what's possible
- The 3 things missing from most plans
- Measuring your plan's success and more...



Greg Marsello

Afterwards, you will be able to take immediate actions toward creating or improving your one-year marketing plan. You'll have the tools to compete, and win, in this tough competitive environment.

Wednesday, Nov. 15, 2017
8:30 a.m. - 3 p.m.

Free.* Others: \$195

Lunch not included.

Advance registration required.

Greg Marsello visits programs all over Canada and the U.S. every week, consulting and training staff.

New! Operations & Staffing

Changing your staffing responsibilities can improve productivity and customer service. These no-cost strategies result in huge increases in profitability, with no more hours worked, no additional staff needed.



Holly Klotz

Maximize your existing staff time to work smarter, not longer or harder. How you and your staff spend their time is now essential to increasing program income.

Discover process and procedure changes to boost profitability. Learn what operations processes are central to profitability. Find out who should, and who should not, have operational tasks. Take home revised job descriptions and a new staffing structure that will make all of your staff more productive.

You can start implementing the changes Monday morning to achieve short-term as well as long-term goals.

Wednesday, Nov. 15, 2017
8:30 a.m. - 3 p.m.

Free.* Others: \$195

Lunch not included.

Advance registration required.

Holly Klotz is experienced as an operations manager expert and presents on operations at LERN events.

FREE!* These Seminars are complimentary, no charge, to conference attendees staying in the LERN hotel room block 3 nights.

THURSDAY: CONCURRENT SESSIONS

	Digital Marketing	Leadership
10:20 - 11:10	<p>New! Growth Hacking</p> <p>Digital marketing is undergoing a renaissance! Growth hacking is an aggressive online marketing strategy that uses online tools to connect, engage, and build the top of the sales funnel. Go beyond email and social media and add growth hacking to your marketing repertoire.</p> <p><i>Susan Hurrell, Winnipeg, MB</i></p>	<p>Working with a Small Team</p> <p>ROUNDTABLE</p> <p><i>Heather Palermo, Great Falls, MT</i></p>
11:20 - 12:10	<p>Always New!</p> <p>Best Websites of the Year</p> <p>The best websites in the field of lifelong learning. Learn what makes them so good and steal these ideas for your website.</p> <p><i>Katie Lynch-Morin, Bay City, MI</i></p>  <p>Katie Lynch-Morin</p>	<p>Lead with the Jack of Spades: Lessons in Leadership</p> <p>Increase your ability to keep yourself focused and effectively lead others. Identify barriers in your thinking that prevent you from achieving your optimal leadership potential. Leading effectively is an easier task once you recognize your jack of spades.</p> <p><i>Richard T. Walsh, Virginia Beach, VA</i></p>
2 - 2:50	<p>The Print and Online Marketing Mix</p> <p>With so many print and online options these days, how can you be sure your marketing budget is being invested wisely? How can you best leverage digital marketing to complement your traditional print brochures and catalogs? And how can you train your staff to be proficient marketers in both the print and online worlds? Join us for what promises to be a lively and enlightening discussion on an ever-changing topic.</p> <p>ROUNDTABLE</p> <p><i>Darrin DeVault, Knoxville, TN</i></p>	<p>New! Tapping Internal Support</p> <p>The successful program brands itself internally as well as externally. Our expert panelists will bring insights and examples on how they have built internal champions for their programs, creating a foundation of support and win-win partnerships at key levels of the organization.</p>  <p>Rita Martinez-Purson</p> <p>PANEL</p> <p><i>Daniel Thorpe, Vancouver, BC; Paula Hogard, Framingham, MA; Christina Draper, Richmond, VA; Patrick Mogge, Arlington Heights, IL; Rita Martinez-Purson, Santa Fe, NM, Moderator</i></p>
3 - 3:50	<p>Social Media Marketing: Where to Start</p> <p>With all the platforms available, it's hard to know where to start. Learn where you should be investing your time, and how to start. Take home tips, tools, and ideas you can start to use to maximize your social media presence.</p> <p><i>Katie Lynch-Morin, Bay City, MI</i></p>	<p>New! Is Autism the New Normal?</p> <p>Autism is becoming more prevalent. Some of the most creative inventors of our time are on the spectrum. Some researchers are suggesting that learners and workers on the spectrum will become even more valued in the new economy of this century. One of the foremost authorities on learning styles explores the possibility and implications for your program.</p>  <p>Julie Coates</p> <p><i>Julie Coates, River Falls, WI</i></p>

THURSDAY: CONCURRENT SESSIONS

	New Growth	Strategic Planning
10:20 - 11:10	<p><i>Always New!</i> New Growth Markets</p> <p>A hard-hitting look at the top new growth markets for 2018. This session is usually standing room only. Take home the top new growth strategies to compete successfully.</p> <p>PANEL <i>Elaine Chapman, Pasadena, CA; Monique Fortmann, Missoula, MT; Maralie Waterman BeLonge, Albuquerque, NM</i></p>	<p><i>New!</i> Positioned for Success</p> <p>If your program coordinators, course programmers, or certificate managers struggle to let go of operational tasks then this is the session for you. Learn and explore a program coordinator Matrix that focuses on the critical areas of success: program quality, new program development, and maximizing enrollment. We will explore two or three strategies in each area your staff need to do to get on the winning track!</p> <p><i>Rodney Holt, Red Deer, AB</i></p>  <p>Rodney Holt</p>
11:20 - 12:10	<p>6-Stage Course-Planning Model</p> <p>Find out LERN's six vital and central course-planning stages along with winning best practice strategies. Ensure your programming mix is on target and that courses are developed for and marketed to the right markets.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>  <p>Greg Marsello</p>	<p>The Synergy Between Continuing Education and Community Development</p> <p>ROUNDTABLE <i>Gary Girard, Omaha, NE</i></p>
2 - 2:50	<p>Template Tricks</p> <p>A sharing of meeting and to-do templates to stay on top of personnel, department, and institutional work.</p> <p>ROUNDTABLE <i>Gretchen Hill, Ellensburg, WA</i></p>	<p>Your One-Year Business & Strategic Plan</p> <p>Winning lifelong learning programs plan. They have a strategic plan and one-year business plan. Understand the LERN Strategic Plan and One-Year Business Plan models and techniques for building and implementing plans based on vision and accountability.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>
3 - 3:50	<p><i>New!</i> Getting the Most and Best Out of Your Leadership Team</p> <p>Without an engaged, collaborative, and accountable leadership team, the next five years will be very challenging. Understand the importance of implementing a business operating system and how to ensure your leadership team has the tools to perform at the highest level and lead your organization.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	<p><i>New!</i> Succession Planning - What Boomers Can Learn From Gen Z</p> <p>With working boomers eyeing retirement, they may find inspiration and fresh ideas from the incoming Gen Z. These digital natives with a global focus are optimistic and entrepreneurial. Hear how these young people will inspire innovative succession planning and ensure a smooth and successful transition for all staff involved.</p> <p><i>Kassia Dellabough, Eugene, OR</i></p>  <p>Kassia Dellabough</p>

THURSDAY: CONCURRENT SESSIONS

	Advanced	Core
10:20 - 11:10	Best Data to Collect, Reports to Run <p>There are eight reports you must be generating. These reports guide your programming, marketing, operations, sales, and financial decisions. Discover what data to collect and how to generate the reports. Using these eight reports ensures you are a data-driven organization.</p> <p>Greg Marsello, Tiverton, RI</p>	Marketing Essentials <p>Everything you do is marketing but are you paying attention to the most important tasks? Did you know that someone takes just three seconds to decide to open your brochure? Did you know not to market to everyone? Do you know what makes you different from every other program? Understanding these answers and more are essential to your program's growth.</p> <p>Richard T. Walsh, Virginia Beach, VA</p> 
11:20 - 12:10	Continuing Education Professional Development Leadership and Management in an Era of Increased Pressure <p>For higher education.</p> <p>ROUNDTABLE Erik Burns, Madison, WI</p>	Key Benchmarks <p>What key indicators should you monitor to judge your program's success? Whether it's performance or financial success you will explore the best numbers to monitor. This data allows you to check your past success and plan for your next sessions. These numbers will simplify your decision making.</p> <p>Fred Bayley, Forest City, NC</p>
2 - 2:50	<p>New! Organization Development Strategies for Organizational Improvement</p> <p>Organization development is an effort to increase organization effectiveness through planned interventions, using behavioral science knowledge. Find out the five steps in the process. Then discover four major types of interventions to improve organization effectiveness. Come away with methods appropriate to the problems you face in your organization.</p> <p>Susan Santo, Vermillion, SD</p>	Optimizing Prices <p>It's not an art form. It's a process. Know how to determine the best price to maximize both income and registrations. Discounts, competition pricing, and image pricing will also be covered. Don't guess about your prices. Know the steps to the best price.</p> <p>Fred Bayley, Forest City, NC</p> 
3 - 3:50	Effective Meetings <p>A chance for an in-depth discussion and to meet colleagues with similar interests in being an effective meeting facilitator or participant. Using Parker's Team Building Program and resources from Gino Wickman's "Traction," become more effective in meetings within the office, with internal partners, and in the community.</p> <p>ROUNDTABLE Lynn Weiland, LaCrosse, WI</p>	Talk to Your Customers: Needs Assessment <p>Frustrated with not knowing what new courses to offer? Canceling too many events? Don't know the best way to offer programs? Talk with your customers. It takes the same amount of time to set up a successful course as one that fails. Your customers will tell you what you should be doing.</p> <p>Richard T. Walsh, Virginia Beach, VA</p>

THURSDAY: CONCURRENT SESSIONS

Top Marketing

Profitability

10:20 - 11:10

Advisory Councils

Discuss using advisory councils to inform your programming. We'll talk about how to invite, creating an agenda that will inspire attendance, and facilitating conversations that result in essential feedback.

ROUNDTABLE

Marie Price, Post Falls, ID



Marie Price

Hot! Creating Effective Incentives

The right incentives can boost participation, revenue, and the bottom line. Discover eight best practices to optimize your incentive program. Enhance your program with an incentives plan including the right rewards that increase repeat rate and engage potential customers.

Brendan Marsello, Newport, RI

11:20 - 12:10

New! Integrated Marketing

How successful practitioners integrate digital and print media, traditional and new promotion, old-school and new-school. Get the latest on how to optimize your marketing mix from this panel of successful practitioners.

PANEL

Joe Miera, Albuquerque, NM; Kim Becicka, Cedar Rapids, IA; Rodney Holt, Red Deer, AB; Kendall Harris, Santa Barbara, CA

New! Staff Training Essentials

What things should be covered/provided to new office employees between the time they are hired to the time they actually have to start doing their job. Many LERN members ask for examples of training manuals. This session is like a training manual template. Take away the essentials that should be in your staff training.

Holly Klotz, Livonia, MI

2 - 2:50

Always New! The 10 Best Promotion Ideas of the Year

A perennial conference favorite, this hard-hitting, fast-paced session has ideas you can use on Monday morning. Take away great new advanced how-to strategies to make your marketing even more successful. You'll get more than 10.

PANEL

Paul Franklin, Portland, OR; Susan Hurrell, Winnipeg, MB; William Draves, River Falls, WI

The Latest! Making UGotClass Work For You

Come hear from top partners how to promote UGotClass online courses. Get the best marketing strategies to make big money. Then discover the latest new advanced strategies top partners are using to generate even more registrations.

PANEL

Darby Lanpher, Palatine, IL; Donna Kirn, Newtown, PA; Christina Draper, Richmond, VA; Leslie Kowalczyk, River Falls, WI



Darby Lanpher

3 - 3:50

Marketing Budgets: How Are They Utilized?

ROUNDTABLE

Joe Miera, Albuquerque, NM



Joe Miera

New! Optimize Your Customers' Journeys

It's the newest way to improve your bottom line. You can be effective with your customer service but you may be losing many customers in your processes. Understand your customers' journeys to registration through them coming back for more. It's a unique evaluation tool that increases your profits.

Fred Bayley, Forest City, NC

FRIDAY: CONCURRENT SESSIONS

Skills for the 21st Century

Marketing Trends

8 - 8:50

New! Generating New Income from Your Data

Discover how to use your own data to generate new programming, create new markets, and target carrier routes to boost registrations and cut costs. Know your market segments better and how to use that market segmentation data to generate new income.

Brendan Marsello, Newport, RI



Brendan Marsello

New! Latest on Social Media

Our panel of practitioners share their latest experiences with social media for lifelong learning programming. They will get asked about Facebook, LinkedIn, Facebook-boosted posts, Facebook Ads, Pinterest, Twitter, Instagram and more. Come ask your questions.

PANEL

Moderated by Katie Lynch-Morin, Bay City, MI

9 - 9:50

New! Thriving in a Dynamic Workforce Environment

How can we recognize and respond more effectively to changing workforce needs? How can our structures and organizations best support excellence as we keep up with the speed of change? Tap the insights and creative wisdom of the group as we think together.

ENGAGED SESSION

Rita Martinez-Purson, Ed.D., Santa Fe, NM

Explore UGotClass

For those interested in promoting online courses and certificates with UGotClass and receiving 50 percent of the income.

ROUNDTABLE

Christina Draper, Richmond, VA



Christina Draper

10:20 - 11:10

Always New! Amazing Web Tools You've Never Heard of

Get five new tools to power up your program. The future of your program is in the internet cloud. Discover five innovative tools and learn how these new tools will revolutionize your marketing.

Susan Hurrell, Neovation, Winnipeg, MB

Always New! Best Brochure Ideas for 2018

Take home the best new brochure ideas from LERN's top brochure and design experts for lifelong learning programs. This session is so much in demand it is a perennial conference favorite.

Paul Franklin, Portland, OR & Julie Coates, River Falls, WI

11:20 - 12:10

Marketing to a Diverse World

The mail piece is well designed, clearly written, placed on the website...then you wait and wait. When you get no response, your program's expensive, well-targeted campaign has been wasted.

Roundtable

Dr. Marisa Gray & Pamela Howe, Kansas City, KS

Classic! Power up Your Copy

Get techniques to make your copy sizzle—from title to registration form and everything in between. Take home specific copywriting approaches proven to work. Acquire the top five power words that literally lure people to read on and act.

Paul Franklin, Portland, OR

2 - 2:50

New! How to Unlock Millennial Talent

Tap into your millennial staff talent by showing visions for professional development, assigning projects that highlight skill sets, creating group-learning opportunities, and providing specific examples and guidelines of what is expected. A panel of millennials speak to what motivates them to let their talents shine.

PANEL

Kelly Regan, Ellisville, MO; Brandon Tucker, Ann Arbor, MI; Christina Swets, Glencoe, IL



Kelly Regan Brandon Tucker

Advanced Video Marketing

With video growing as a marketing tool for lifelong learning programs, get advanced how-to information on calls to action, cross channel marketing, social media, and YouTube videos.

Kendall Harris, Santa Barbara, CA

FRIDAY: CONCURRENT SESSIONS

	Decision Making	Productivity
8 - 8:50	<p>Recreation Registration Software</p> <p>With all of the different participant registration software systems available today, it can be difficult to choose which one is best for your city or parks district. Ask other recreation professionals about their experiences and share yours as well.</p> <p>ROUNDTABLE <i>Chuck Ramm, City of Temple, TX</i></p>	<p>12 Productivity Hacks</p> <p>Learn the ins and outs of all the tools Google has to help you become more productive and improve your work communication skills. You will learn time-saving tips and strategies to get more done in your work and personal life.</p> <p><i>Jennifer Selke, Berkeley, CA</i></p>
9 - 9:50	<p>New! 17 Actions to Increase Your Operating Margin to 50%</p> <p>To invest in future growth, you must increase your operating margin. Learn the cutting-edge course programming, marketing, sales, and operations actions organizations are, implementing to increase their operating margin and grow their organizations.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>	<p>Leverage Your Talents and Strengths to Get More Done</p> <p>Learn the latest research to increase worker and staff engagement and well-being. Understand how you can identify and use your talents and strengths. Discover why some partnerships work and others don't. Leave with an action plan to supercharge your productivity.</p> <p><i>Jennifer Selke, Berkeley, CA</i></p>
10:20 - 11:10	<p>New! Becoming a Customer-Centric Organization</p> <p>Great customer service is not enough to be customer-centric. Share best practices for placing your customer at the center of all your organization's decisions. Leave with an action plan for leading your organization to work together to deliver exceptional customer experiences.</p> <p>ENGAGED SESSION <i>Greg Marsello, Tiverton, RI</i></p>	<p>Recruiting and Retaining Instructors</p> <p>Finding qualified instructors and keeping them engaged is one of the more challenging aspects of our business. Share ideas and learn best practices from others on the most effective ways to attain and retain instructors for your programs.</p> <p>ROUNDTABLE <i>Amy Lasack, Cedar Rapids, IA</i></p>  <p><i>Amy Lasack</i></p>
11:20 - 12:10	<p>Online and Mixed-Mode Programming</p> <p>With CE units having access to online classrooms, it's a good time to review what we've learned about the best approach: what types of learning should be delivered online and how best to support classroom-based classes with online support (mixed mode).</p> <p>ROUNDTABLE <i>Daniel Thorpe, Vancouver, BC</i></p>  <p><i>Daniel Thorpe</i></p>	<p>Hot! Productivity E-Tools</p> <p>Discover the favorite sites and iOS applications of productive workers. This fast-paced session will cover the latest tools, sites, and iPhone and iPad applications to turbocharge your work and simplify your life.</p> <p><i>Jennifer Selke, Berkeley, CA</i></p>
2 - 2:50	<p>New! Great Community Events</p> <p>Share your successful community and special events and hear about the latest new and exciting ideas from your peers. Leave the session armed with the tools and inspiration for creating or improving your community events.</p> <p>ROUNDTABLE <i>Erin Fach, Pepper Pike, OH</i></p>  <p><i>Erin Fach</i></p>	<p>Tapping Creativity for Innovative Leadership</p> <p>21st-century leadership requires both long-range vision and the ability to take risks, innovate, and change course midstream with grace. Discover how to rediscover innate creative abilities and tap into them to become an effective and innovative leader.</p> <p>ENGAGED SESSION <i>Kassia Dellabough, Eugene, OR</i></p>

FRIDAY: CONCURRENT SESSIONS

	Best Management	Contract Training
8 - 8:50	<p>Senior Programs: Programming and Finances</p> <p>Senior programs require a fine balance between maintaining high quality classes and workshops and achieving the financial goals of the organization. We will discuss popular topics, partnerships with other organizations, and the ways in which finances can be maintainable.</p> <p>ROUNDTABLE <i>Scott Cashman, Palatine, IL</i></p>	<p>New! Measuring and Documenting Outcomes</p> <p>If you cannot measure your outcomes from training, you cannot convince anyone the contract was a good investment and to continue investing. Learn simple ways to identify and develop measures, how to implement the measurement, and then, how to report the results in an effective way.</p> <p><i>Richard T. Walsh, Virginia Beach, VA</i></p>
9 - 9:50	<p>Leading a Multi-Generational Team – From a GenX Perspective</p> <p>Leaders grapple with generational differences in their teams. Different mind-sets, communication styles, and influences can wreak havoc on teams. Learn easy-to-implement strategies that help unify teams and build on generational strengths of ever-changing teams.</p> <p><i>Rodney Holt, Red Deer, Alberta, AB</i></p>	<p>New! Lead Generation: Keep Your Contract Training Program Vital</p> <p>Contract training units can fall into the trap of just being order takers. Learn strategies and techniques to become a proactive contract training unit by generating qualified leads which translate into new opportunities and relationships.</p> <p><i>Amy Lasack, Cedar Rapids, IA</i></p>
10:20 - 11:10	<p>Credentialing in the Internet Age</p> <p>Alternative credentialing systems are evolving and some experts see a surge of activity on this issue, as self-directed learning options combined with fast-changing workforce training needs create a new environment for credentialing in the Internet Age.</p> <p>ROUNDTABLE <i>Paula Hogard, Framingham, MA</i></p>	<p>New! Adding Value, ROI and \$ to Contracts</p> <p>Looking for creative ways to generate more revenue for your contract training unit? Discover how “coaching” can provide value, and how including sustainable language to your sales proposals can boost revenue.</p> <p><i>Eric Johnson, Norfolk, NE</i></p>
11:20 - 12:10	<p>New Format! Managing Up for Millennials</p> <p>As a millennial, establishing ground rules, getting more detailed information, creating standard procedures, leading specific tasks, and sharing ideas help us manage up and establish a working relationship with superiors.</p> <p>ENGAGED SESSION <i>Christina Swets, Glencoe, IL</i></p>	<p>New! Closing More Sales</p> <p>Winning contract training is about identifying opportunities, matching an opportunity with resources, and closing the sale. Explore five proven strategies to overcome objections and keep your client and you focused on closing the sale.</p> <p><i>Rodney Holt, Red Deer, AB</i></p>
2 - 2:50	<p>Make Your Move to the LERN Staffing Model</p> <p>Discover the how-to for creating job descriptions, developing process maps, handing off job descriptions, communicating with stakeholders, and evaluating effectiveness. Let LERN best practices help you unlock the door to a brighter future.</p> <p><i>Holly Klotz, Livonia, MI</i></p>	<p>Always New! Contract Training Trends Report for 2018</p> <p>Every year, LERN constructs North America’s leading report on trends that will affect your business in contract training. Learn what should be on your radar and effectively position yourself for the upcoming years to rise above the competition.</p> <p><i>Rita Martinez-Purson, Ed.D., Santa Fe, NM</i></p>



Paula Hogard



Eric Johnson



Christina Swets



Holly Klotz

FRIDAY: CONCURRENT SESSIONS

	Core	Programming
8 - 8:50	Effective Promotions <p>Discover promotion techniques to increase your registrations. Understand the essential task that most programs neglect that will increase your bottom line. Then know the different promotions to use and when to use them. These actions lead directly to income.</p> <p><i>Richard T. Walsh, Virginia Beach, VA</i></p>	<i>Hot!</i> Value Creation: 10 Strategies <p>As competition increases you must create better value for customers. Discover the 10 actions you can take to increase the worth of your programs, services, and thus your organization. Find out how to increase the return-on-investment of your organization resources.</p> <p><i>Greg Marsello, Tiverton, RI</i></p>
9 - 9:50	Email Marketing Success <p>Email marketing has the best ROI—but are you using the best techniques? Acquire the key success factors in email marketing. Then take home a guide on how you can create your own email marketing plan for greater success.</p> <p><i>Susan Hurrell, Winnipeg, MB</i></p>  <p>Susan Hurrell</p>	Using Political Campaign Tactics to Influence Others to Take Action ROUNDTABLE <p><i>Patrick Mogge, Arlington Heights, IL</i></p>
10:20 - 11:10	Finding & Keeping Great Instructors <p>Grow the best instructors by following key guidelines. Know where to find them and the best onboarding processes. Explore ways to evaluate your instructors and how to offer professional development. The key to your program quality is your instructors.</p> <p><i>Fred Bayley, Forest City, NC</i></p>	<i>New!</i> Risk Management and Youth Programs - Essential Training Elements <p>Keeping kids safe requires a comprehensive staff hiring and training program. Learn the main elements for hiring and training staff who work with minors. Discover the five elements of training necessary for the prevention and recognition of sexual abuse and other forms of child maltreatment.</p> <p><i>Jennifer Selke, Berkeley, CA</i></p>  <p>Jennifer Selke</p>
11:20 - 12:10	Keep Customers Coming Back <p>The easiest way to grow your program? Have your current customers come back next time. Customer service is essential to repeat customers. It doesn't take a major overhaul of your customer service. It takes a few tweaks to transform your customer service into something extraordinary.</p> <p><i>Fred Bayley, Forest City, NC</i></p>	<i>Always New!</i> Summer Camp Theme Trends for 2018 <p>Summer camp programs remain strong and popular. Learn about emerging summer camp themes for 2018. Come away with exciting new summer camp theme ideas to implement in your community.</p> <p>PANEL <i>Moderated by Chuck Ramm, Temple, TX</i></p>
2 - 2:50	Developing the Best Programs <p>Promotions and pricing are the two things programmers blame for unsuccessful courses. This is a myth! Know what you should focus on to improve your offerings. Understand the criteria for what you should repeat and for selecting new courses.</p> <p><i>Fred Bayley, Forest City, NC</i></p>	Keys to Successful National Professional Development Programs <p>Best practices in managing multi-day educational programs drawing participants from around the country.</p> <p>ROUNDTABLE <i>Carissa Ilg, Glencoe, IL</i></p>

SATURDAY SESSIONS

CONCURRENT SESSIONS

8 - 8:50

New! Writing Course Descriptions

You have only a few seconds to engage your reader in your course descriptions. Find out what to do, and what not to do. Then take home a best practices checklist of the 11 items for success in boosting registrations with your course descriptions.

Katie Lynch-Morin, Bay City, MI

New! How Noncredit Enrollments Create Credit Students

You already know continuing education students contribute to your institution, but do you know their full impact? Up to 13 percent of your students may later become credit and degree students. These transitions benefit the overall bottom line of your college in a significant way.

*Joseph Cassidy, Glen Ellyn, IL
Kim Becicka, Cedar Rapids, IA*

Streamlining Brochure Production

Create a streamlined process that will draw eyes to both your upcoming classes and your website. Learn how to maximize space and produce a brochure or catalog that will best represent your program.

Brendan Marsello, Newport, RI

Classic! Stomping the Competition

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.

Paul Franklin, Portland, OR

NEW! Documenting Core Processes

Winning organizations document their core processes, thus improving consistency, internal and external communication, and productivity. Understand the important difference between policies, core processes, and a procedures manual.

Greg Marsello, Tiverton, RI

New! Best Practices in Community Programming

Top practitioners in community programming share their latest tips, including management, staffing, programs, marketing, and whatever else comes to mind.

PANEL

*Monique Fortmann, Missoula, MT
Patrick Mogge, Arlington Heights, IL
Scott River, Olympia, WA
Mary Beth Harding, Nashville, TN*

JUST FOR YOU. Personal and Professional Development

9 - 9:50

New! Tales from the Road of Lifelong Learning

Celebrate what you have learned at the conference, as well as the incredible work we are all performing in the communities we serve. Share, laugh, and maybe shed a tear as you prepare to head back home empowered with "Information That Works!" Come alone or bring a new friend, and leave inspired!

Greg Marsello, Tiverton, RI



Greg Marsello

New! Leadership Skills for a Multigenerational Workforce

The generational divide continues to be a challenge where each generation defines productivity, work ethic, and communication very differently. Learn how to harness the talent across all generations and create a powerful team that supports individual work styles and aligns with the core mission and goals.

Kassia Dellabough, Eugene, OR



Kassia Dellabough

New! Break Through the Communication Gaps!

Results-focused facilitation is more important than ever with today's communication gaps. We'll cover: tips for preparing for, recording, and closing meetings; important strategies for orchestrating dialogues and getting to common ground; and resources for a path forward in the development of your skills.

Rita Martinez-Purson, Ed.D., Santa Fe, NM



Rita Martinez-Purson

A LERN Classic! Dancing With Elephants

Feel like the stepchild of your organization? Learn how to increase your internal perceived value. It's simple and effective, like dancing with an elephant. The end result is it is easier to gain support for your change ideas and to foster more resources.

Fred Bayley, Forest City, NC



Fred Bayley

SATURDAY PROGRAM

General Session – *All New!* NineShift for 2018: New Learning Emerges

10 - 11:30



William A. Draves

In this year's new edition of NineShift, you discover:

- **5 big essential things you probably don't know.**
The five essential things most people don't know about the 21st century.
- **New learning emerging.**
Then get our unique perspective about the new learning emerging that will change how your program serves your audiences.
- **Another Roaring Twenties.**
With all our predictions coming true, get our latest predictions about what will happen next, moving into another Roaring Twenties.



With stories, great slides, a little music, humor, and maybe a skit, see what is coming next for your program. Discover the parallels to 100 years ago, and, as always, take away totally new information, perspective, and fun predictions.

William A. Draves is co-author with Julie Coates of *"NineShift: Work, life and education in the 21st Century."* They speak all over North America, have a popular blog, and are interviewed by the nation's media.

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

11:45 - 3:45

Columbia River Gorge Waterfalls Bus Tour** (11:45 a.m. - 3:45 p.m.)

Join us as we head east to explore the spectacular 4,000-foot deep Columbia River Gorge. We'll be stopping at Oregon's famous 611-foot tall Multnomah Waterfall where you'll have time to walk up to the Benson Bridge between the upper and lower falls for views and photos. We suggest grabbing a lunch at HopCity Market in the hotel to take with you on the bus.

**Extra fee. Full descriptions on page 24.



1 p.m. CPP Exam. Go Home a CPP !

4 - 5

Closing Celebration

On the 23rd floor with a great view of Portland. Share with your colleagues your top three takeaways from the conference. Get energized to put great LERN info into action, with ROI for coming again in 2018. Complimentary reception included.

6

Enjoy your evening.

Take in a great restaurant and socialize. Spend your last evening in Portland, one of the leading cities for the 21st century.

Why this conference is unique

Give yourself the professional development you deserve. Give your program the competitive edge 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 networking with other educators! I look forward to welcoming you to the conference.

Mark Mrozinski, Palatine, IL, Chair, LERN Board of Directors



Mark Mrozinski

MORE CONFERENCE BENEFITS

Free Online Pre-Conference

Networking, info, training. No additional charge for conference attendees.

Lots of Exhibits

Too many to name here. Exhibitors love our conference. And you love our exhibitors. All day Thursday and Friday, no charge for exhibit area.

LERN Central

Come talk with LERN staff and consultants. Includes our exclusive consulting booth.

President's Reception

Meet and network. Wine chosen by LERN's wine expert, plus 10 kinds of cheese flown in from Wisconsin. Attendance limited, \$10. Page 26.



Visit with our staff about making big money with UGotClass. You

get 50 percent of the income. Other partners say our courses are superior. Our instructors make the difference.

More on the Mobile App!

Slides, handouts, daily news, updates, session quizzes, and more on LERN's conference mobile app.

Suite Sessions Interactive Information Sessions

Thursday 11:20 a.m. - 12:10 p.m.
Program Review and Certification. Find out about the success stories, recognition, and great consulting with LERN's Program Review and Certification.

Thursday 3 p.m. - 3:50 p.m.
UGotClass. For those interested in promoting online courses and certificates with UGotClass and receiving 50 percent of the income.
Leslie Kowalczyk, LERN

Friday 9 a.m. - 9:50 a.m.
LERN's expanded membership benefits. Open to all. For both existing LERN members and those interested

in membership. Info on how LERN can analyze your brochure, help target mailings, and 12 other LERN member services. Your ROI from LERN just got better.

Friday 11:20 a.m. - 12:10 p.m.
USD-LERN Master's Degree. Find out about the only degree to combine the practical professional development of LERN with the academic and research foundation of university study. Degree awarded by the University of South Dakota.

Friday 3 p.m. - 3:30 p.m.
UGotClass Partner 2018 Update. What's new for 2018, plus your feedback and comments. Reception to follow.

"The LERN Conference was excellent! The sessions were informative and provided a variety of practical tools, tips, and techniques that I can use in managing professional development for my organization."

Sandra Parker, Insurance Brokers Association of Canada, Toronto

CPP TRAINING AND 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 CPP Training and CPP exam. You will then receive the complete CPP readings, a manual on everything from brochure distribution to course evaluations, when you arrive at the conference.

Then, after the conference, take the CPP exam, scheduled from 1 p.m. - 5 p.m. 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, 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 LERN, (800) 678-5376, or via email at info@lern.org.

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

"This was my first time to attend and we will definitely be back with more people."

Kerensa Kester, Bartlesville, OK

TRAVEL AND MEETING SITE

PORTLAND, OREGON

Just step outside the hotel and you are in the middle of all the excitement of one of the nation's foremost 21st century cities. From the fabulous food carts to Powell's bookstore, walk the dynamic downtown to museums, restaurants, theaters, and more. Take the Light Rail to Washington Park or across the no-cars Tilikum bridge. Taste some of the best Pinot Noirs, coffees, craft beers, locally distilled spirits, and exotic donuts in the country.

The daytime average temperature is 53 degrees Fahrenheit (12 Celsius) with the overnight temperature averaging 40 degrees Fahrenheit (5 Celsius).

Hilton Portland Downtown

The newly renovated Hilton Portland Downtown is in the heart of downtown, just a block from Pioneer Square and Light Rail lines.

The room rate is \$185 single or double, excluding taxes and fees.

Special benefits only available when you make a reservation under the "LERN" group room block:

1. \$100 registration fee discount
2. Complimentary guest room internet
3. FREE all-day Wednesday seminars

To make reservations, call the hotel directly at (800) 445-8667, or visit the LERN website to make reservations online. A small number of upgraded rooms are available across the street at the hotel's sister property. Contact LERN directly for more details. Please note that LERN has not authorized any third-party companies to provide assistance in making room reservations. Reservations must be made by Monday, Oct. 23, but it is very likely that the room block will sell out well in advance of this date. Please be sure to confirm your departure date prior to checking into



Mount Hood provides a beautiful background to scenic Portland.

the hotel. Checking out prior to your expected departure date will result in an additional \$50 hotel fee. A portion of the room rate is used to offset conference expenses.

Hilton Portland Downtown

921 SW Sixth Avenue
Portland, OR 97204
(503) 226-1611

Getting There

By Plane

One-way taxi service to/from the airport to the hotel is about \$45. Shuttle service is currently \$14 one way and \$24 round trip, per person. LERN has designated Blue Star Airporter as the official ground transportation company. No reservation is required for the shuttle which departs from the airport and hotel every 30 minutes. Light Rail service on the MAX Red Line is currently \$2.50. The train departs from just outside the terminal and stops at Pioneer Square North, just two blocks from the hotel.

By Train

Amtrak services Portland via Union Station downtown. One-way taxi to the hotel is about \$10.

Getting around during your visit

You don't need a car to explore Portland as the most popular sites are either in walking distance from the hotel or located along a Light Rail line no more than two blocks from the hotel.



"Information That Works!"

About LERN

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

THINGS TO DO

LERN-Organized Social Events for Portland

Wednesday, Nov. 15, 2017

Best of Portland Walking Tour (3:30 p.m. - 5:30 p.m.) \$25

Get the insider scoop on the best places for beer, wine, distilled spirits, coffee, and doughnuts while learning about the city's 11 bridges, more than 30 public art pieces and why Portland is known for its livability and sustainability. After this tour you'll understand why this city has its own quirky TV show, *Portlandia*. This tour goes rain or shine so please check the weather and pack accordingly.

Friday, Nov. 17, 2017

Portland Highlights Bus Tour (3:15 p.m. - 5:45 p.m.) \$35

Why is Portland such a gem? Maybe because it has the famous Pearl District—home to great shops, restaurants, bars, and galleries! Or maybe it's the spectacular gardens in Washington Park, high on a hill, with great views of the city and nearby Mt. Hood! Or maybe it's because people love Voodoo Doughnuts so much they actually get married there with their own Voodoo doll bride and groom doughnuts! Many think it's because there are so many great food trucks and craft beer bars. Even if you've seen it on the award-winning TV show *Portlandia*, we know you're going to want to see it up-close and personal.

Gen Y Portland Pub Crawl (8 p.m. -)

Experience the neighborhood nightlife with your fellow conference attendees at some of the city's popular watering holes. Meet in the hotel lobby at 8 p.m. Beverages are on your own. More details provided by your evening hosts who will determine what stops you'll be making. No cost, but advance registration requested.

Saturday, Nov. 18, 2017

Columbia River Gorge Waterfalls Bus Tour (11:45 a.m. - 3:45 p.m.) \$49

Join us as we head east to explore the spectacular 4,000-foot deep Columbia River Gorge. We'll be stopping at Oregon's famous 611-foot tall Multnomah Waterfall where you'll have time to walk up to the Benson Bridge between the upper and lower falls for views and photos. We suggest grabbing a lunch at HopCity Market in the hotel to take with you on the bus.



Columbia River Gorge

Suggested events you can book on your own:

Please visit the LERN website prior to booking any public tour to see if there are discounts available to LERN attendees.

Daily

General walking tours plus specialty walking tours: <https://www.travelportland.com/article/walking-tours/>

Sightseeing boat cruise: <http://www.portlandspirit.com/portlandspirit.php>

Bike rentals and tours including city, beer, and food specific tours: <https://www.portlandbicycletours.com/tours/>

Bike rental and tours including Columbia River Gorge: <https://pedalbiketours.com/>

Saturday, Nov. 18, 2017

Willamette Valley wine tours: <https://www.travelportland.com/article/wine-tours-near-portland/>

Portland beer tours (options for walking, pedaling and bus tours): <https://www.travelportland.com/article/portland-beer-tours/>

What to tell your boss

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.

Investment payback is 10:1. That's right: The LERN conference provides a 10:1 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.

So many people can't be wrong. There's a reason why the LERN conference is the largest conference in the world in lifelong learning. We provide "Information That Works"—you cannot be as successful without it.

"As always, I enjoyed the LERN Conference immensely and came away with some new refreshing areas to explore."

Lynn Walker, Kingston, ON

REGISTRATION INFORMATION

CEUs and Grad Credit

Receive 1.6 continuing education units (CEUs) for attending the full conference. Optional 1.0 graduate credit from the University of South Dakota also available for \$40 to USD.

For credit, email Tammy at info@lern.org before Nov. 16. For CEUs, pick up forms at the conference desk.

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

Basic and Full. The full conference fee includes Thursday-Saturday general and concurrent sessions, Thursday and Friday luncheons, and conference materials. The basic fee does not include luncheons.

Staying in the LERN hotel room block. Stay in the LERN hotel room block and get a \$100 discount off the registration fee, free internet in your room, and Wednesday Conference Seminars are free.

To get in the LERN hotel room block, make your hotel reservation directly with the Hilton Portland Downtown and specify the "LERN conference room block."

To get in the LERN hotel room block, Do NOT call any other Hilton reservations number. Do NOT make your registration through another entity or website. Do NOT get a rate other than the LERN hotel rate, and Do NOT stay at another hotel.

Questions? Just call us at (800) 678-5376 or email info@lern.org

Payment

Payment is due, in U.S. dollars, at or before the conference. Social event registrations 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 email you an invoice.

Our First-Timer Guarantee

If this is the first time your organization is sending someone to the LERN annual conference, we guarantee you will find it valuable, or your registration fee (not including cost of meals or social events) back. It's our assurance to you not just of quality sessions, but a guarantee on the 10:1 ROI on your LERN conference investment.

Cancellations

Substitutions are accepted at any time when in writing (e.g., email). If your substitute is not a LERN member, nonmember fees may apply.

Vouchers are also available for a future LERN event or purchase, with some restrictions. Cancellations must be in writing. Email is accepted. Cancellations made on or after Oct. 1, 2017, will be charged a \$100 cancellation fee. No refunds will be made for social events or luncheons after Oct. 2, 2017. After Oct. 16, 2017, no refunds can be issued, but substitutions and vouchers are still welcome.



5 Easy Ways To Register

Register Online

Go to www.lern.org/conference.

Register by Email

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 Mail

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

**LERN Conference Registration
PO Box 9
River Falls, WI 54022 USA**

Register by Phone

Have your registration form ready and call Tammy or Roy at (800) 678-5376. The phones are open from 8 a.m. to 5 p.m. (CT) Monday-Friday.

Questions?

Call Tammy or Roy at (800) 678-5376

Feel free to copy the form for additional registrants.

Third Person FREE!

REGISTRATION FORM

2017 LERN Annual Conference, Portland, Oregon • Wednesday, Nov. 15 – Saturday, Nov. 18, 2017

Simply fill in the information below and fax to (888) 234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at (800) 678-5376. *Feel free to copy this form for additional registrations.*

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

Name _____ Title _____

Department _____ Organization _____

Address _____

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

Email _____ Phone _____ Fax _____

Conference Fees

Staying In LERN Room Block

- ☐ \$895 Member, No Meals
- ☐ \$995 Member, Full, includes 2 luncheons
- ☐ \$1,095 Non-Member, No Meals
- ☐ \$1,195 Non-Member, Full, includes 2 luncheons
- ☐ \$0 Third Person, No Meals
- ☐ \$99 Third Person, 2 Meals

Free Conference Seminars

Wednesday, Nov. 15, 2017

- ☐ \$0 Serious Email Marketing
- ☐ \$0 Operations and Staffing
- ☐ \$0 Your One-Year Marketing Plan
- ☐ \$0 Designing Brochures for Results
- ☐ \$0 Make Big Money with UGotClass
- ☐ \$0 Youth Programs & Summer Camps

Stay Elsewhere

- ☐ \$995 Member, No Meals
- ☐ \$1,095 Member, Full, includes 2 luncheons
- ☐ \$1,195 Non-Member, No Meals
- ☐ \$1,295 Non-Member, includes 2 luncheons
- ☐ \$0 Third Person, No Meals
- ☐ \$99 Third Person, 2 Meals

Conference Seminars

Wednesday, Nov. 15, 2017

- ☐ \$195 Serious Email Marketing
- ☐ \$195 Operations and Staffing
- ☐ \$195 Your One Year Marketing Plan
- ☐ \$195 Designing Brochures for Results
- ☐ \$95 Make Big Money with UGotClass
- ☐ \$195 Youth Programs & Summer Camps

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.**
Visa, MC, AmEx, Discover

All fees are in U.S. dollars.

Account # _____

Exp. Date # _____

CVV # _____

Cardholder's Name (please print) _____

Cardholder's Signature _____

CPP Training

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

Social Events

Social event fees are nonrefundable. Social events fees are due by Oct. 2, 2017.

Wednesday, Nov. 15, 3:30 p.m. - 5:30 p.m.

- ☐ \$25 Best of Portland Walking Tour

Thursday, Nov. 16, 4:30 p.m. - 5:30 p.m.

- ☐ \$10 President's Reception

Friday, Nov. 17, 3:15 p.m. - 5:45 p.m.

- ☐ \$35 Portland Highlights Bus Tour

Friday, Nov. 17, 8 p.m.

- ☐ \$0 Gen Y Portland Pub Crawl

Saturday, Nov. 18, 11:45 a.m. - 3:45 p.m.

- ☐ \$49 Columbia River Gorge
Waterfalls Bus Tour

Luncheons for You or a Friend

Thursday and Friday lunches included with Full Conference Fee

- ☐ \$50 Thursday, Networking Luncheon
- ☐ \$50 Friday, Awards Luncheon

Dietary & Special Needs

- ☐ Check here and a LERN representative will contact you.

Mail to:

LERN Conference Registration
PO Box 9
River Falls, WI 54022
USA



DOWNTOWN PORTLAND

- 1** Hilton Portland Downtown
- 2** Pioneer Courthouse Square
Known as Portland's Living Room
- 3** Tilikum Crossing
- 4** Pioneer Place
- 5** Portland Art Museum
- 6** Powell's City of Books
- 7** Skidmore Fountain
- 8** Voodoo Doughnut
- 9** Stumptown Coffee Roasters
- 10** Portland Saturday Market
The largest continually operating outdoor arts and crafts market in the nation



PO Box 9 River Falls, WI 54022 USA

*"The LERN Annual Conference is
the best I have ever attended."*

Terri House, Concord, CA

2017 LERN Annual Conference

Wednesday, Nov. 15 – Saturday, Nov. 18, 2017

