

The Most Exciting Week in Lifelong Learning

LERN Annual Conference

San Diego • Nov. 19-22, 2019



"Information That Works!"



**Digital
Marketing**



**Increased
Profitability**

LERN Annual Conference 2019

Program Schedule At A Glance

Tuesday, Nov. 19

Free All Day Conference Seminars*

**Free when you stay in a LERN hotel room block 3 nights*

Conference Registration

State of LERN 2020

Trends and Issues in the Field

Trends and Issues with Gen Y/Millennials (For anyone 40 and under)

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

Get to Know San Diego

All-Conference Reception

Wednesday, Nov. 20

Exhibits

Opening Session and keynote "Making Change" with nationally known Ken Nwadike, Jr. and The Free Hugs Project

32 Advanced Concurrent Sessions, Engaged Sessions, Panels and Roundtables

Professional Development, Networking and CPP Awards Luncheon

New! Planning Gatherings

Thursday, Nov. 21

Another 32 How-to Concurrent Sessions, Engaged Sessions, Panels and Roundtables

Featured Presentation, "Nine Shift: Work, life and education in the 21st Century," The Grand Finale, with William A. Draves

Posters of Awards Nominations

LERN Central: Member Consulting

International Awards Luncheon

Exhibits end at 2 pm

Two more New Planning Gatherings

Friday, Nov. 22

6 More Practical Concurrent Sessions

Plus 4 Personal and Professional Sessions

New! Interactive General Closing Session

- Top 40 Conference Ideas
- LERN Leader Recognition
- Conference Highlights

The conference ends at 11 a.m.

CPP Exam

Afternoon and Evening in San Diego

COVER PHOTOS

- Left, Mission Beach, Pacific Ocean, just a few minutes from your hotel
- Right, top, Balboa Park, home of 15 museums
- Right, lower, aerial view of Paradise Point Resort, your conference site

"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

Ken Nwadike Jr. and The Free Hugs Project

Nationally known for
de-escalating
divisiveness and
societal conflict
Making Change



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.



Holly Klotz
Latest on Operations
and Staffing



Dionne Felix
Serving Diverse Audiences

Why You Should Attend This Year

NEW This Year!

- Trends in Digital Marketing
- New Ways to Increase Profitability
- Free* All-Day Conference Seminars

(Free if staying in LERN hotel room block 3 nights)

- Our hot new Engaged Session format, one every hour
- Practitioner Panels and Roundtables
- **New!** More than 30 new advanced how-to sessions,

plus 42 popular sessions you can't miss

And much more.

Not available anywhere else:

- 20 Award Winning ideas for 2020
- 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 Promotion Ideas of the Year
- Integrated Marketing for 2020

Awesome Features

CEUs and even graduate credit available

Variety of networking opportunities

The most successful practitioners attend and present

Your hotel in a fabulous island setting right on San Diego's Mission Bay

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 2019

San Diego, November 19 - 22, 2019

What's New This Year

Digital Marketing! – Our pioneering research into best email practices, best social media, and more.

Hot Class Ideas – The latest in course trends. Just one can make you big money.

New! Operations Track – Increased productivity leads to more profitability.

Changing Brochure Trends – Don't fall behind, the brochure generates 70% of your registrations.

Increase Profitability – how to cut your cancellation rate, increase prices, and much more.

Why Come This Year

Engaged Sessions – A whole new more interactive format, one every hour

More Practitioner-Led Sessions – More Panels and Roundtables led by your colleagues from the most successful programs in North America.

Latest Benchmarks – The ratios for success are shifting. Don't let your organization fall behind.

Best Professional Development – Practical how-to information with sessions for the most experienced professional to the newest staff person.

New Sessions – More than 30 new sessions from practitioners and the top experts.

Conference Brochure Guide

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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 field on 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, including Roy, Cheri, and Brenda, to help you with your information needs.

Who Will Benefit?

Leaders receive the latest information on trends, issues and planning strategies to make informed decisions and plan future directions.

Professional staff take 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.

Content relevant to those in a variety of institutional settings conducting lifelong learning and continuing education programs for the community, business and industry, personal enrichment and professional development.

Participants will 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.

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.

WHAT YOUR COLLEAGUES SAY



“Everyone should be able to come to a LERN conference! Operations and program development will run smoother and allow for an increase in margins and bottom line revenue.”

Cheryl Stiglmeier
Lihue, Hawaii



“The Conference was a smashing success. I can’t wait for next year.”

Danell Reilly
Corpus Christi, Texas

“This was my first LERN Conference and it was a Fantastic Experience. I especially liked the interactive app.”

Mariza Olmos
Ft. Worth, Texas



“LERN provides the best practices, industry data and professional network needed for your program to thrive.”

Joseph Cassidy
Glen Ellyn, IL



YOUR LERN CONFERENCE SITE

Another unique experience. You might have been to San Diego before. But you probably haven’t stayed at Paradise Point Resort, practically a whole island unto itself on Mission Bay.

Re-energize yourself just steps from the beach, sailboats, and water. Increase your productivity and stress free brainstorming with the pools, tropic atmosphere, bike paths, and strolls on the ocean boardwalk.



AGENDA

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.

Tuesday, November 19, 2019

7:30 - 9:00 am

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

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

8:30 am - 3:00 pm

Conference Seminar: *New! Negotiation: The Art, The Science with Julia King Tamang.* See page 10 for complete information. Advance registration required.

8:30 am - 3:00 pm

Conference Seminar: *New! Marketing with Video: From Basic to Advanced with Kendall Harris.* See Page 10 for more information. Advance registration required.

8:30 am - 3:00 pm

Conference seminar: *Hot! Winning Customer Service Techniques with Fred Bayley.* See page 11 for complete information. Advance registration required.

8:30 am - 3:00 pm

Conference seminar: *New! Staffing and Staff Productivity with Greg Marsello.* See page 11 for more information. Advance registration required.

8:30 am - 3:00 pm

Conference seminar: *Classic! Designing Brochures for Results with Brendan Marsello.* See Page 11 for more information. Advance registration required.

8:30 am - 3:00 pm

Always A Hit! Conference seminar: *Youth Programming and Summer Camps with Cathy Noonan.* See page 10 for more information. Advance registration required.

**16th 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 2020 enhancements and releases coupled with networking opportunities between peers. Learn more at <https://www.augusoft.net/summit>

10:00 am - 5:00 pm

Conference Registration

3:30 - 4:00 pm

State-of-LERN 2020 Briefing

What's new for 2020 as LERN leads the field of lifelong learning. For LERN Leaders and members interested in knowing more about LERN and its leadership of the field. Come to the briefing, then attend a network gathering with others from the same institutional setting. Every member is welcome.

3:30 - 4:00 pm

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 how to use your conference app.

4:00 - 5:00 pm

Networking Gatherings:

4:00 - 5:00 pm

Trends and Issues in Recreation Departments, Phyllis Schmidt, Bensenville Parks and Recreation, moderator

4:00 - 5:00 pm

Trends and Issues in Community Education, Patrick Mogge, Arlington Heights, IL; DeDe Kern, New Trier, IL; and Diane Philips, Vernon Hills/Libertyville, IL.

AGENDA

4:00 - 5:00 pm

Trends and Issues in C.E. in Community Colleges, Elaine Chapman, Pasadena City College, moderator.

4:00 - 5:00 pm

Trends and Issues in Associations, Sandra Parker, Insurance Brokers of Canada, moderator.

4:00 - 5:00 pm

Trends and Issues in C.E. in Universities, Angie Lipschuetz, San Francisco State University, moderator.

4:00 - 5:00 pm

Trends and Issues with Gen Y and Emerging Leaders, Garrett Stern, Richmond, VA, lead moderator; Kelly Regan, Ellisville, MO; and Christina Swets, Glencoe, IL.

For any Gen Y conference attendee under the age of 40. Meet with other Gen Yers to discuss trends, issues and leadership development for you and other Gen Yers/Millennials.

4:00 - 4:30 pm

Get to Know San Diego!

Let our conference director give you a verbal tour of San Diego, starting with Mission Bay and the Pacific Ocean boardwalk just a short walk, bike ride or quick Uber trip away. He will tell you about the other top must visit places, like nearby Balboa Park, world famous San Diego zoo, Coronado Island, Gaslamp Quarter, La Jolla, Little Italy, Old Town, and Seaport Village.

5:00 pm Exhibits Open!

5:00 - 6:00 p.m. All-Conference Reception in the Exhibit Area

Our welcome to you and to the conference. Come meet each other, have a beverage, and visit with this year's exhibitors.

Wednesday, Nov. 20, 2019

7:00 am - 4:00 pm

Conference registration

7:30 am

Exhibits Open - We hand pick our exhibitors just for you!

8:00 - 9:50 am

Opening Session

- Welcome, Aaron Sauerbrei, Chair of the Board of Directors
- The State of Lifelong Learning: William A. Draves, President
- Opening Keynote: "Making Change" with Ken Nwadike Jr. and the Free Hugs Project

Sharing his story of growing up as a child in homeless shelters, Ken takes you on his journey to creating the Hollywood Half Marathon, a non-profit run to help the homeless. And his path to gaining national fame de-escalating divisiveness in societal conflict by becoming the Free Hugs guy.



Ken Nwadike Jr.

Then Ken answers the questions he so often receives: What can I do to help? How can I show up in my community like you do? How can I use the resources I have to make a difference?

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.

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.

AGENDA

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.

Find out the best ways to use our collective resources to create unity where we see division. Go home inspired, hopeful and energized.

Ken E. Nwadike Jr and The Free Hugs Project. Ken is a peace activist, inspirational speaker, video journalist, and founder of the Free Hugs Project. Nwadike has made major news headlines for his

peacekeeping efforts and de-escalation of political polarization. He has made appearances on CNN, USA Today, Good Morning Britain, BBC News, and more.

You will leave energized for 2020.

9:50 am - 10:20 am

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

10:20 - 11:10 am

Concurrent Sessions

11:20 - 12:10 pm

Concurrent Sessions



12:10 - 1:30 pm

* Professional Development, Networking Luncheon and Certification Awards

Your chance to meet and talk with others of similar interests. Seating (optional) with fun Granfalloon water-cooler interests. Honor the graduates of this year's class of Certified Program Planners (CPP) and other Certifications. Do dessert while voting with dots (a big hit last year) on your choice for the next ratios and benchmarks for LERN to research and include in professional development advancing the field of lifelong learning.

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 - 4:50 pm Operations Gathering. Join other operations staff to hear

LERN's Operations Update and to share operations best practices. No matter your constituency, if your role is operations, the Operations Gathering is for you.

4:00 - 4:50 Small Teams Gathering.

Join others from programs with a small staff and plan LERN's new information services for small programs.

Thursday, November 21, 2019

7:30 am - Noon

Hall of Learning and Exhibits Open

8:00 - 8:50 am

Concurrent Sessions

9:00 - 9:50 am

Featured Presentation. "Nine Shift: Work, Education and life in the 21st Century," with William A. Draves. The Grand Finale of our 2000-2020 story about the transition to our new economy and way of life. Discover the 5 things you still don't know about work today impacting the future of your lifelong learning program. With all NineShift predictions coming true, take home our last predictions about the coming new Roaring Twenties decade.

9:50 - 10:20 am

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

10:20 - 11:10 am

Concurrent Sessions

11:20 - 12:10 pm

Concurrent Sessions

12:10 - 1:30 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, websites, marketing, programming and management.

AGENDA

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. Then have dessert and talk with the Award winners themselves.

12:10 pm Exhibits close.

2:00 - 2:50 pm

Concurrent Sessions

3:00 - 3:30 pm

Briefing for UGotClass Partners.

3:00 - 3:50 pm Contract Training

Gathering. Join other contract trainers to get updates, share best practices and hear about the 2020 LERN Contract Training Conference.

3:00 - 3:50 pm Summer Camps

Gathering. Join others from programs offering summer camps and help plan LERN's new summer camp services and information.

3:00 - 5:00 pm CPP Exam Study

Session

3:30 - 4:30 pm President's Reception

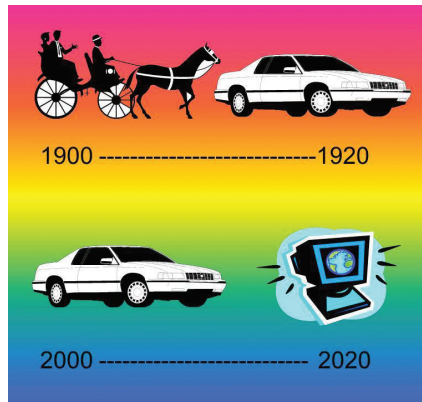
** Meet the leaders of LERN. Your \$10 is good for two drinks and appetizers. Advance registration requested.

Friday, November 22, 2019

All-new Interactive Format

8:00 - 8:50 am

Concurrent Sessions



9:00 - 9:50 am

Just for you. Personal & Professional Development Sessions

9:00 - 9:30 am LERN Forecasts 2020

9:30 - 9:55 am Your To-Do Action Plan

All-new Interactive Closing Format

10:00 - 10:30 am Top 40

Conference Ideas

10:30 - 10:55 am Conference Highlights

- Conference Highlights panel
- LERN Leader Recognition
- Y/our Charge for 2020
- Closing (on time)

1:00 pm - 4 pm CPP Exam

Evening

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

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

** 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 San Diego. 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

CONFERENCE SEMINARS

Always popular! Youth Programs/ Summer Camps

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.

Tuesday, Nov. 19, 2019

8:30 am – 3 pm

Free.* Others: \$195

Lunch not included.

Advance registration required.



Cathy Noonan

New! Negotiation: The Art, The Science

We negotiate every day. It's a 'cross-over' skill, useful both at work and personal life. Some people are born with the knack—but good negotiation is a teachable, learnable skill. It's a must-have skill set for those who want to succeed in accomplishing personal goals and also for forwarding the causes and relationships you care about.

Learn the two key skills in winning: planning and working well on the fly. Know how to keep balance in conflict and under pressure. Recognize dirty tactics and disarm them immediately.



Julia King

Leave a negotiation with your needs met and relationships intact for the long term. This will be a lively session with a skilled negotiator. Invest a few hours and walk out with a skill set for life.

Tuesday, Nov. 19, 2019

8:30 am – 3 pm

Free.* Others: \$195

Lunch not included.

Advance registration required.

Julia King Tamang of Portland, Oregon is a skilled negotiator. A 'renaissance woman,' she incorporates her knowledge about lifelong learning programming and other work skills in her engaging and lively sessions.

New! Marketing with Video: From Basic to Advanced

Video is now critical to marketing your program. Video, especially with social media, is one of the top 5 key marketing strategies for lifelong learning programs.

Gain new skills in selecting equipment, creating quick setups that look great on camera, getting your talent to say just the right thoughts, easy ways to upload footage editing, downloading to a computer and how to install the final piece on your Facebook or web site.



Kendall Harris

Get great tips and techniques you can apply right away. Discover online editing tools, inexpensive equipment options, possible video topics and choosing the best format.

You will leave knowing how to make a compelling, effective marketing video.

Tuesday, Nov. 19, 2019

8:30 am – 3 pm

Free.* Others: \$195

Lunch not included.

Advance registration required.

Kendall Harris of Santa Barbara, California is an award winning video creator in the field of lifelong learning. His articles, webinars and conference sessions have led the field in marketing with video.

FREE!*

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

CONFERENCE SEMINARS

The Classic.

Designing Brochures for Results

Your print brochure or catalog generates 70% 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.



Brendan Marsello

Find out about:

- Front and back covers
- 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.

Tuesday, Nov. 19, 2019

8:30 am – 3 pm

Free.* Others: \$195

Lunch not included.

Advance registration required.

Brendan Marsello has critiqued hundreds of lifelong learning program brochures.

New! Staffing & Staffing Productivity

All lifelong learning programs need to be proactive about increasing staff productivity, regardless of the size of your staff. Learn the following:

- How to determine your staff productivity number and how you match up to industry benchmarks.
- Revising your staffing structure on the five key principles of LERN's Ideal Staffing Structure.
- Strategies for centralizing operational tasks so staff accountable for revenue and/or participant generation can focus on their jobs.



Greg Marsello

• Why your program's leader spend 50 percent of her/his time generating new opportunities.

• Actions to get the best return-on-investment out of marketing staff time.

Take back a list of 23 actions to increase productivity, efficiency and effectiveness.

Whether your lifelong learning program is a staff of 1 or 50, you will leave this session with new knowledge and how-to practical actions you can immediately put in place.

Tuesday, Nov. 19, 2019

8:30 am – 3 pm

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.

Hot! Winning Customer Service Techniques

Happy Customers equals more income. The easiest way to grow programs is for your current customers return more often.

The key is high quality customer service. Explore the simple techniques that will elevate your customer service to extraordinary. You will learn innovative ways to strengthen your customers' relationships. Understanding the customer's journey will tell you what you are missing. You will walk away from this session with new ideas that will increase your bottom line and increase registrations.



Fred Bayley

Tuesday, Nov. 19, 2019

8:30 am – 3 pm

Free.* Others: \$195

Lunch not included.

Advance registration required.

Fred Bayley is a customer service expert who teaches an extraordinary customer service class online for programs all over Canada and the U.S.

FREE!*

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

WEDNESDAY: CONCURRENT SESSIONS

Latest Programming

10:20 - 11:10

Always New! Hot Picks

For Community Classes

A LERN original and always a favorite. Bring one successful new class idea for community classes and take home 19 other hot titles.

ROUNDTABLE

Kelly Regan, Ellisville, MO



Kelly Regan

Strategic Planning

New! Reports to Run

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.

Greg Marsello, Tiverton, RI

11:20 - 12:10

New! C.E. New Growth Markets

A hard-hitting look at the top new growth markets for 2019 for continuing education in universities and community colleges. Take home the top new growth strategies to compete successfully.

PANEL

Daniel Thorpe, Vancouver, BC; Joe Miera, Las Vegas, NV

New! Building a High Performance Culture

How to build an engaging and high performance team culture in lifelong learning.

Rod Holt, Red Deer, AB



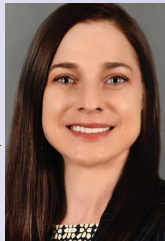
Rod Holt

2:00 - 2:50

Hot! Your Programming Cycle

Which comes first – the idea or the instructor? Do you start with data or end with it? When should Marketing be involved? Use this programming cycle to make informed decisions that make the most of your limited resources and keep programs consistently full.

Kelly Gilfillen, Alexandria, VA



Kelly Gilfillen

New! The Third Decade of the 21st Century: 5 Factors for Success

The third decade of the 21st century will offer a variety of new challenges and opportunities. Find out the five factors for success identified by LERN in an extensive review of lifelong learning programs well positioned for the third decade. Discover the components that you must incorporate into your third decade roadmap.

Greg Marsello, Tiverton, RI

3:00 - 3:50

New! Service With a Purpose: Community Classes That Address Real Needs

Unique is the position and ability of community classes to focus on goodwill and solving problems rather than just generate revenue. Create training, with outside funding, that is targeted to specific demographics and community need.

Betty Sedor, Torrance, CA; Kendall Harris, Santa Barbara, CA

New! Workforce Development Employer Engagement

Everything we do for workforce development – course programming and contract training – revolves around employer engagement. You must ensure all units of your program operate on the same page, as well as being open to connecting with employers the way that works best for them. Take away the best practices.

Kim Becicka, Cedar Rapids, IA



Kim Becicka

WEDNESDAY: CONCURRENT SESSIONS

Operations

State-of-the-Art Marketing

10:20 - 11:10

New! Top 10 Tips for Successful Operations

The more successful your Operations Team, the more successful your overall lifelong learning program. Learn the 10 most critical actions your Operations Team must champion and implement to improve your program's productivity, efficiency and effectiveness. Head home with proven practical tips that will demonstrate the importance of an Operations Team.



Holly Klotz

Holly Klotz, Ann Arbor, MI

New! Digital Marketing 2020

Digital marketing is the newest big thing in the field of lifelong learning, with new advances every year in SEO, web site design, email promotion, video and online advertising. Get the latest on how to optimize your marketing mix from this panel of successful digital marketing practitioners.



Joe Miera

PANEL

Joe Miera, Las Vegas, NV; Sunshine Barber, Austin, TX; Kelly Gilfillen, Alexandria, VA; moderator, William A. Draves, River Falls, WI

11:20 - 12:10

LERN Ideal Staffing Structure

Whether you are a staff of 1 or 50, the five principles of the Ideal LERN Staffing Structure should serve as your staffing structure foundation. View examples of different-sized lifelong learning programs and how they have adapted the principles. You will be able to build a staffing structure vision/plan for your lifelong learning program.

Greg Marsello, Tiverton, RI

New! Email Success

Email marketing is the workhorse of lifelong learning program promotions, second only to the print brochure in effectiveness for the most successful programs. From our exclusive new survey on the most effective email promotions for lifelong learning programs, discover the success factors for best email marketing. Attending this session will give you a big ROI.



Brendan Marsello

PANEL

Brendan Marsello, Newport, RI

2:00 - 2:50

New! Hiring, Onboarding and Staff Training Essentials

Having the right people in the right seats is critical. Find out how to develop effective outcome-based job descriptions and interview questions. Discover a winning new staff onboarding process. Gain the knowledge to build a staff training plan that helps increase staff intellectual capital and skill sets and allows for effective cross training. Be able to create and deliver the welcome message you want any new employee to receive.

Holly Klotz, Ann Arbor, MI

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 ten.

PANEL

Brendan Marsello, Newport, RI; William A. Draves, River Falls, WI

3:00 - 3:50

New! Operations' 3 Biggest Challenges, thus Opportunities

Most lifelong learning programs have worked intentionally to centralize operational tasks. Operations leaders report their three biggest challenges being: developing and implementing processes, building internal and external relationships built on trust, and running an effective Operations Team. Discover strategies and techniques for shifting these challenges to opportunities.

Greg Marsello, Tiverton, RI

Always new! Summer Camps Theme Trends for 2020

Summer Camp programs remain strong and popular. Learn about emerging summer camp themes for 2020. Come away with exciting new summer camp theme ideas to implement in your community. Summer Camp Gathering to follow.

Jill Korsok, Pepper Pike, OH; Cathy Noonan, San Jose, CA.



Jill Korsok

WEDNESDAY: CONCURRENT SESSIONS

Leadership

Core

10:20 - 11:10

New! Self-Leadership: Intentional Success

What is self-leadership? Why does it matter? Before you can effectively lead others, you need to “lead yourself”. Become your best possible self with established direction and confidence in your (multiple) priorities and abilities. Discover three key tips to create clarity and focus to achieve success, professionally and personally.



Jessie McClusky-Gilbert

ROUNDTABLE

Jessie McClusky-Gilbert, Champaign, IL

Key Benchmarks

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.

Fred Bayley, Forest City, NC

11:20 - 12:10

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 styles and aligns with the core mission and goals.

ENGAGED

Kassia Dellabough, Eugene, OR

Optimizing Prices

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.

Fred Bayley, Forest City, NC

2:00 - 2:50

New! Problem Solved! How to understand any problem

Solving problems is not rocket science—unless it is—but you need a method to understand a problem deeply. This positions you to create a solution that solves the issue, without creating a new problem. Useful in both work and personal life, this method is a gem.



Julia King Tamang

ENGAGED

Julia King Tamang, Portland, OR

Developing the Best Programs

Promotions & pricing are the 2 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 selecting new courses.

Fred Bayley, Forest City, NC

3:00 - 3:50

New! Learning While Black

The learning experience for black students is often culturally and socially nuanced. Understanding their uniqueness can inform how you engage and guide them in successful learning. Learn 11 techniques to improve your black students’ learning experience, and what to tell your instructors to help them serve this unique learner population, from kids to seniors.



Dionne Felix

Dionne Felix, Collegedale, TN; and Julie Coates, River Falls, WI

Talk to Your Customers: Needs Assessment

Frustrated with not knowing what new courses to offer? Cancelling 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.

Fred Bayley, Forest City, NC

WEDNESDAY: CONCURRENT SESSIONS

New Growth Markets

10:20 - 11:10

New! Traction: 5 Critical Elements to New Program Development

New programs are the cornerstone for growth and success. Get the 5 critical elements for the start you need to power your new programs with traction to win in 2020 and beyond.

Rodney Holt, Red Deer, AB

New Skills

Running Effective Meetings

Whether you are organizing the meeting or just attending it, you owe it to yourself to be more effective at this professional skill. Effective meetings are efficient and engaging. Learn how to plan and manage meetings that reduce wasted time, stay on track, and fulfill the intended purpose.

Monique Fortmann, Missoula, MT



Monique Fortmann

11:20 - 12:10

New! Programming for Plus 50

Join us as we explore the opportunities of the plus 50 market segment and come away with innovative programming ideas to take back to your institution.

ROUNDTABLE

Julie Konczyk, Glen Ellyn, IL



Julie Konczyk

New! Innovative Programs that Connect with Youth

Get new ideas with this case study of a youth outreach program that utilizes youth voices and input to create youth driven programs. It combines a youth employment program with direct services; a mental health therapist is placed at the teen centers. Take home a new model for youth programming.

Amanda Zollner, Shoreline, WA



Amanda Zollner

2:00 - 2:50

New! Project & Change Management

Discuss tips, tools and tactics to lead projects and change initiatives within your organization.

ROUNDTABLE

Patrick Mogge, Arlington Heights, IL



Patrick Mogge

Hot! Communicating with Millennials

Communication styles, expectations and even work habits are often different for millennials than from other generations. Whether you're in another generation, or a millennial yourself, accurate and meaningful communication with millennials is a must. Take away the best from two successful millennials.

SMALL GROUP PRESENTATION

Garrett Stern, Richmond, VA; Christina Swets, Glencoe, IL



Garrett Stern



Christina Swets

3:00 - 3:50

Apprenticeships

Apprenticeships boost workers' earnings and raise sponsoring companies' productivity levels. Come learn about the benefits of apprenticeships and how your program can assist local businesses build a talented workforce.

ROUNDTABLE

Aaron Sauerbrei, Waterloo, IA



Aaron Sauerbrei

New! Spheres of Influence to Effect Change

Every person sees problems and obstacles but often misunderstand where to focus the efforts and energy to make a difference. Take away tools, tips and perspectives to effectively create a culture of thriving, having a positive impact, and creating positive change.

ENGAGED

Kassia Dellabough, Eugene, OR

THURSDAY: CONCURRENT SESSIONS

Best Actions

8:00 - 8:50

Your One Year Business & Strategic Plan

Winning lifelong learning programs plan. They have a strategic plan and a 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.



Greg Marsello

Greg Marsello, Tiverton, RI

Teams

New! Summer Camp C.E. Panel

Tips from two continuing educators running summer camps, including hiring and managing Generation Z for your summer camp staff, summer camp obstacles, and much more.

Susan Foster, Laredo, TX; Kevin Hahn, Palatine, IL

10:20 - 11:10

New! The Growing Role of Market Research

Course programming success more than ever depends on the ability to gather information about customers' needs and preferences. Market research is a process supported by industry best practices. Understand who is responsible for market research and how to effectively incorporate market research into your course planning process.

Greg Marsello, Tiverton, RI

New! Top 10 Added Value Options for After-School and Day Camp Programs

Special and unique ideas to help your after-school or day camp programs stand out. Take home 10 options to add value to your programming, operations and marketing – some behind the scenes, and some clearly visible to parents, but all to help your programs be safe, child-centered, supportive and FUN!

Holly Klotz, Ann Arbor, MI

11:20 - 12:10

New! Best Brochure Ideas for 2020

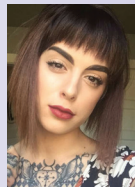
Take home the best new brochure ideas from LERN's top brochure and design experts for lifelong learning programs.

The print brochure generates 70% your registrations and income. This session is so much in demand it is a perennial conference favorite.

Julie Coates, River Falls, WI; and Jordan Kivley, Portland, OR



Julie Coates



Jordan Kivley

New! Hot Picks for Professional Development

Bring one successful new professional development class idea and take home 19 other hot new programs from your colleagues.

ROUNDTABLE

Daniel Thorpe, Vancouver, BC; Joe Miera, Las Vegas, NV



Daniel Thorpe



Joe Miera

2:00 - 2:50

17 Actions to Increase Your Operating Margin to 50%

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 margins and grow their organizations.

Greg Marsello, Tiverton, RI

New! Small Teams

The premiere session on tips and techniques for running a program with a small team of fewer than 5 FTE employees. Small Teams Gathering to follow.

Heather Palermo, Great Falls, MT; Elaine Chapman, Pasadena, CA; Kristy Carter, Conway, AR; moderated by Monique Fortmann, Missoula, MT



Heather Palermo



Elaine Chapman

THURSDAY: CONCURRENT SESSIONS

Cutting Edge: New Audiences

8:00 - 8:50

New! Customer Experience is Now King

Customer experience is expected to surpass price and product/program as the #1 brand differentiator starting in 2020. Take home tips on providing customers with an amazing experience. Learn secrets that your competition doesn't know yet.

Michael Seppi and Kelly Regan, Ellisville, MO



Michael Seppi

Social Media

New! Efficient Social Media Marketing

Let's talk tools, tips and methods to save time at social media marketing. Looking to get more done in less time? Or to make your time on social media make a mark? We'll look at some of the biggest time savers and things you shouldn't skip out on.

Nicole Siscaretti Doyle, Orlando, FL

New! Connecting with Diverse Audiences

Make authentic connections with the diverse audiences in your community. Identify and create meaningful opportunities for learners from varying walks of life. Explore the dimensionality of diversity about age and generation, race and ethnicity, ability and disability, socioeconomic status and other diversity present in today's society.



Kristy Carter

Trending Up. Instagram

Instagram is a booming and ever-changing social media platform perfect for your visual marketing needs. Discover interesting and unique ways to connect with your audience online using photos and videos on Instagram.

Nicole Siscaretti Doyle, Orlando, FL



Nicole Siscaretti Doyle

10:20 - 11:10

PANEL

LaRone Murphy, Sr., Charleston, SC; Vikki Chavis, Tuscaloosa, AL; moderated by Kristy Carter, Conway, AR

6-Stage Course Planning Model

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 courses are developed for and marketed to the right markets.

Greg Marsello, Tiverton, RI

New! Social Media Best Practices

Practitioners share their latest experiences with social media for lifelong learning programming. Facebook, LinkedIn, boosted posts, Facebook Ads, Pinterest, Instagram, Twitter and more. Come ask your questions.

PANEL

Vikki Chavis, Tuscaloosa, AL; Sabrina Answah, McLean, VA; Brenda Marshall, Karen Paris, Catonsville, MD; moderated by Nicole Siscaretti Doyle, Orlando, FL



Vikki Chavis

11:20 - 12:10

Staff Training Essentials

What 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. Take away the essentials that should be in your training.

Holly Klotz, Ann Arbor, MI

New! Take the Best Phone Camera Photos EVER

Small, budget friendly, changes make a big difference when it comes to smartphone photography. It just takes some apps, angles, lighting, planned backgrounds and a little practice. Come pick up actionable steps you can use on social media right away! Practice with some of Nicole's favorite gadgets with in room demonstrations.

Nicole Siscaretti Doyle, Orlando, FL

2:00 - 2:50

THURSDAY: CONCURRENT SESSIONS

Creative Managing

8:00 - 8:50

New! Mindful Leadership in the Classroom

Mindfulness Based Stress Reduction can be incorporated by the instructor in facilitating learning. Get useful ideas for managing the personal stress of your learners in this chaotic world.

Linda Turner, Vancouver, BC



Linda Turner

Contract Training

Always New! Contract Training Trends for 2020

Each year LERN researches and reports on the North American contract training trends for the upcoming year. Understand the business, societal and learning/delivery shifts impacting selling and delivering contract training. Be ahead of the curve as you learn what you need to be doing to best understand the contract training climate and serve your clients.

Julia King Tamang, Portland, Oregon

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 participation, and facilitating conversations that result in essential feedback.

ROUNDTABLE

Brenda Helmuth, Waterloo, IA



Brenda Helmuth

Measuring and Documenting Training Outcomes

Increasingly, clients want to know the outcomes they are getting from the money they are investing. They need to justify the return-on-investment for the monies they are spending. Learn simple ways to identify and develop measures, how to implement the measurement, and then, how to report the results in an effective way.

Rod Holt, Red Deer, Alberta

11:20 - 12:10

New! Stress Management for Staff

Your job got you down? Life driving you nuts? When you're stressed, you can't give your all at work. Attend this session and learn a handful of ways to manage stress. No "shoulds" here, just proven ideas to lighten your load and keep you moving full steam ahead.

ENGAGED

Julia King Tamang, Portland, OR

Expanding Your Product & Service Mix

Your contract training unit cannot grow if you keep selling the same products and services. For continued growth, you need to remain ahead of your clients. Discover six winning methods for expanding your product and service mix. Find out how you too can diversify your product and service mix to generate new clients as well as repeat business.

Amy Lasack, Cedar Rapids, Iowa

2:00 - 2:50

Making Big Money with UGotClass

How to generate over 100 registrations a year with UGotClass. Follow the easy step-by-step guidelines the most successful programs use. Take 50% of the revenue and give your customers the online classes rated 'Superior' to all others by your colleagues.

Leslie Kowalczyk and William A. Draves, River Falls, WI



Leslie Kowalczyk

Motivating Clients to Buy

It takes up to 12 months to close a client for the first time and four leads to generate a contract. You need to know how to nurture leads and what to say and do to motivate them to buy. Find out the best practice actions for getting your clients to say yes to improve your lead:contract ratio and time to close.

Eric Johnson, Norfolk, Nebraska



Eric Johnson

THURSDAY: CONCURRENT SESSIONS

Core

People Skills

8:00 - 8:50

Marketing Essentials

Everything you do is marketing but are you paying attention to the most important tasks? Did you know that someone takes just 3 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.

Fred Bayley, Forest City, NC

Unleash Team

Creativity and Productivity

Tap into your team's creativity and boost productivity. Discover three tools for rapid creativity engagement for teams, organizations and learners. Walk away with a new model for unleashing your team's creative genius.

ENGAGED

Debra Burton Brown, Arlington, VA



Debra Burton Brown

10:20 - 11:10

Effective Promotions

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.

Fred Bayley, Forest City, NC

Building Collaborative Partnerships Across Your Organization to Leverage Influence: Make it Happen in your Bureaucracy

Understand where you have influence and prioritize the changes you want to make.

ENGAGED SESSION

Kassia Dellabough, Eugene, OR



Kassia Dellabough

11:20 - 12:10

Finding & Keeping Great Instructors

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.

Fred Bayley, Forest City, NC

New! Increasing Registrations by Reducing Digital Friction

How to leverage free marketing and analytical tools offered by Google for your programs to show up in search results. Get into your customer's minds by demystifying SEO (Search Engine Optimization) and know what they are searching online.

Goher Murtaza, CPP, New York, NY



Goher Murtaza

2:00 - 2:50

Keep Customers Coming Back

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.

Fred Bayley, Forest City, NC

New! Supervising a Multigenerational Team

Supervising and evaluating your employees' performance has become complicated with different work behaviors, communication styles, and productivity measures. Learn about innovative team building, myth busters, and customizing achievement goals that are fair across your group.

ENGAGED SESSION

Kassia Dellabough, Eugene, OR

FRIDAY SESSIONS

CONCURRENT SESSIONS

8:00 - 8:50

Hot! 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.

Brendan Marsello, Newport, RI

New! The Power of Play in the Workplace

We know play is important for children, but what about adults? Learn how the power of play can re-engage “lost” employees, can foster an increase in innovative ideas, and can increase staff morale. Learn ways to incorporate play into your culture and discover ways to get your employees to play.

Shannon Keheler, Frisco, TX



Shannon Keheler

Recruiting and Retaining Instructors

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.

Amy Lasack, Cedar Rapids, IA



Amy Lasack

Making it Personal: brainstorming ways to directly connect with students

Have you found yourself so busy building courses, producing marketing collateral, and handling daily operations that you can't remember when you last had truly meaningful interaction with your students? Let's brainstorm methods to foster and maintain meaningful connections then discuss how to best implement these practices.

Michele Fuhrer, Livonia, MI

JUST FOR YOU. Personal and Professional Development

9:00 - 9:50

New! Horse Sense

What are the top 5 keys of leadership? Discover what worked during the recent World Equestrian Games in leading 1,700 volunteers from around the world. You'll trot away with a cart full of tips that will help you team earn gold medals. Hoof it in early for this session so you don't have to jockey for position.

Fred Bayley, Forest City, NC



Fred Bayley

Raising the Happiness Factor!

Happiness and self-confidence are often challenged in today's high-pressure work environments. Explore some key factors that can impact our self-care, satisfaction and happiness at work. Find out how wise leaders make a big difference in building a productive, healthy and fun work environment to attract and keep great employees.

Dr. Rita Martinez-Purson, Santa Fe, NM



Dr. Rita Martinez-Purson

9:00 - 9:25

Always New! LERN Forecasts 2020

What's ahead for the field of lifelong learning, and your program. Education's leading futurist gives you the top issues, challenges and new practices that are coming. Unique insight, and exclusive report, you won't find anywhere else in this hard, fast session.

William A. Draves, River Falls, WI

New! Creating a Solution that Works!

Solving a problem? The most likely risk is that you'll create a solution that either simply delays the impacts of the problem, or creates a new problem, sometimes worse than the original problem. In this rapid fire session, we'll learn the keys to creating a solution that works. Great life skill for work and personal life.

Julia King Tamang, Portland, OR

9:30 - 9:55

Refresh and Recharge in One Minute

Pressures at both home and work can feel overwhelming and if we don't take a break, things may get worse if we make poor decisions or cannot fully focus in the moment and make mistakes. This session will offer techniques that take very little time to stay fresh, alert and ready to engage throughout your day.

Kassia Dellabough, Eugene, OR

Your Take Aways & Action Plan

Today is the day to write down your top take aways from the conference and devise your action plan for implementing new ideas to incorporate into your program. Our senior consultant will give you guidance, you network with your colleagues, and you leave with a written plan and big ROI from the conference.

ENGAGED

Greg Marsello, Tiverton, RI

FRIDAY PROGRAM

General Session: The Top 40 Conference Ideas



10:00 – 10:30

You share the top 1-3 take-home ideas you got from the conference with others. From everyone's ideas, you then vote on the overall Top 40 ideas that came out of the Conference. Interactive, includes discussion with your colleagues; PLUS you will pick up another practical, advanced, how-to super tip that will yield big ROI for you and your program in the next few months.

INTERACTIVE

Moderated by LERN Senior Management Staff

Closing Session: Three Biggest Conference Highlights

10:30 – 11:15

The three biggest trends, highlights, new initiatives, and pioneering information coming out of the San Diego conference that will impact the field, and your program, for years to come.

A panel of three of LERN's senior staff and/or consultants.

Closing: Thank you to conference attendees. Recognition of LERN Leaders.

Send-off, Aaron Sauerbrei, Chair of the LERN Board of Directors.

We end the conference on time.



More Conference Events

Interactive Information Sessions

Program Reviews

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

Your biggest ROI and income generating consulting, find out about LERN's Program Review and what it has done for other programs.

LERN Membership Benefits

Thursday, 9 a.m. - 9:50 a.m.

For both existing LERN members and those interested in joining, find out about all the FREE member services, including consulting, brochure critique, marketing analysis and 9 more.

USD-LERN Masters Degree

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

All online, 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.

UGotClass Partner 2019 Update

Thursday, 3:00 p.m. - 3:30 p.m.

What's new for 2019 (aside from another record breaking year), plus your feedback and comments.

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.

MORE CONFERENCE BENEFITS

Lots of Exhibits

Too many to name here. Exhibitors love our conference. And you love our exhibitors. Tuesday to Thursday noon, no charge for exhibit area.

LERN Central

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

President's Reception

Celebrate the Grand Finale of Nine Shift, meet LERN leaders and network. Thurs., Nov 21, 3:30 – 4:30 pm, LERN Suite. Attendance limited, \$10, register Page 26.



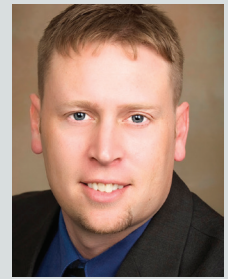
Visit with Leslie Kowalczyk and our staff about making big money with UGotClass. As a LERN member, you get 50% of the income. Other Partners say our courses are superior. Your fellow LERN members have generated record UGotClass registrations and income every year.

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.



Aaron Sauerbrei

Aaron Sauerbrei, Chair of the LERN Board of Directors, Waterloo, Iowa

More on the Mobile App!

Slides, handouts, Daily News, updates, session quizzes and more on LERN’s conference mobile app. No additional charge. Just show up with your smart phone.

Self Quizzes

You and your boss will both like this. You can test yourself after attending a session with a 5 question quiz, getting immediate feedback. Your boss knows you were there, learning, and getting ROI for your organization.

“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. - 3 p.m. on Friday. 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, Tuesday’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

THINGS TO DO

LERN-Organized Social Events for San Diego Social Events

LERN has organized two tours which will stop at both Paradise Point and the Hyatt. If the times are not convenient, or if you want to explore other tours, please visit LERN's website for more information and a link to get discounted tickets for tours by Old Town Trolley, LERN's official tour operator.

To help you plan your visit we recommend you explore San Diego online at: www.sandiego.org



Thursday, November 21

City Lights Tour (7:15 – 9:30 p.m.)

Get a unique take on the city and become illuminated by sights you won't see during the day. The narrated tour includes a stop on Coronado Island where you can get a great photo of yourself with downtown San Diego in the background. You also have the option of being dropped off at the end of the tour at the Hyatt Manchester Grand to enjoy a glass of great wine with a 50% discount coupon and a view of the city. You will need to provide your own transportation back to your hotel if you decide to stop at the Hyatt. The cost for the tour, including transportation, is \$25 with service to both hotels.

Friday, November 22

City Tour (1:00 – 5:00 p.m.)

The convention is over and you want to relax, then this is the narrated tour for you! The tour covers all the most well-known sites including Balboa Park home to the

famous zoo, Coronado Island with the famous Hotel Del Coronado, Gaslamp Quarter, Little Italy, Old Town, and Seaport Village with nearby Kansas City Barbeque made famous in the movie Top Gun. The cost for the tour, including transportation, is \$25 with service to both hotels.



Thursday, November 21

Gen Y Pub Crawl (8 pm -)

Explore some San Diego pubs with your fellow conference attendees. Meet in the Paradise Point hotel lobby at 8 p.m. Decide a starting place. Jump in a cab and go. Beverages and cab fare on your own. No registration cost, but advance registration requested.

On Your Own

Thursday, November 21

Top Things to Do

Belmont Park-Ocean beach 2.4 mi from hotel

Bike or walk to the ocean beach boardwalk, with shops, restaurants, and Belmont Park attractions.

Balboa Park 11 min. from hotel

The sprawling 1,200-acre public park is home to 15 major museums.

San Diego Zoo 15 min. from hotel

An astonishing amount of wild animals, from big cats to komodo dragons.

La Jolla 6.0 mi. from hotel

A curiously quaint Mediterranean-style village.

USS Midway 7.4 mi. from hotel

The monumental longest-serving aircraft carrier in US Navy history.

Top Destinations

Little Italy

Filled with patio cafés, restaurants, pubs, art galleries, shops, and the beautiful Amici Park.

The largest Little Italy area in the U.S., San Diego's most dynamic food and drink scene is centered here. Top Chefs, craft beers, and old-school eateries that remain treasured landmarks.



GasLamp Quarter

As the alluringly charismatic and historic heart of San Diego, the Gaslamp Quarter blends Victorian charm with a 21st-century entertainment, restaurants and shopping scene. Impressively, the Gaslamp Quarter just celebrated its 150th anniversary.



TRAVEL AND MEETING SITE

About San Diego

There is so much to see and do when attending the LERN conference, consider adding a couple days pre or post to see all the great attractions. Or just enjoy long walks along the bay and nearby Mission and Pacific beaches. Next to the ocean, the top must visit places are Balboa Park, the world famous San Diego zoo, Coronado Island, home to Hotel Del Coronado, Gaslamp Quarter, La Jolla, Little Italy, Old Town, USS Midway and Seaport Village.

Daytime temperatures average 68 degrees Fahrenheit (20 Celsius) with the average overnight low of 52 degrees Fahrenheit (11 Celsius). There is an 11 percent chance of precipitation.

Your Conference Hotels

With a great attendance expected, LERN has secured two hotels. The Paradise Point is the headquarter hotel and site of all meetings. The Hyatt Regency Mission Bay is less than 8 minutes away by car. More information for making reservations and online links are available on the LERN website.

In order to qualify for complimentary preconference sessions a room reservation must be made within the official room block. We expect the demand for rooms to be brisk, and likely to sell out well in advance of the cutoff date. Please note a portion of the room rate is used to offset conference expenses.

Paradise Point Resort & Spa

1404 Vacation Road
San Diego, CA 92109

Rates start at \$199 plus taxes and fees.
For reservations, call: 855-463-3361

This upscale resort embodies the California experience; laid back and casual, but with upscale amenities on a 44 acre island. The casual Barefoot Bar and Grill serves food all day along with a great happy hour, live entertain-

ment, and a great place to catch the sunset. The Tidal restaurant serves upscale dinner with great views of the bay. The Spa at the resort offers a great array of services when you are ready to pamper yourself. Just want to hang out on the patio of your bungalow styled

room with something to each and drink, then stop in at the resort's Island Market to set your table. Parking is complimentary both by the meeting space and by your room. If walking is a concern, the hotel provides complimentary transportation via the bell desk.

Hyatt Regency Mission Bay Spa and Marina

1441 Quivira Road
San Diego, CA 92109

Rates start at \$159 plus taxes and fees.
For reservations, call: 800-233-1234

Want a great hotel that is economical, and close the LERN conference, then this is the hotel for you. The hotel has great views of the water whether it is the bay, marina, or Pacific Ocean. It offers two bars and a restaurant serving food all day. The hotel is very compact and all amenities and services are just a short walk. Parking here is \$25 per night with a reservation made in the group block. LERN is providing complimentary transportation for one hour in the morning and one hour in the afternoon to and from Paradise Point. The transit time to the hotel is about the same amount of time you could spend walking from your room at the Paradise Point to the meeting space.



Making Your Hotel Reservation

The special benefits of a \$100 Registration fee discount and FREE all day Tuesday conference seminar are only available by making a reservation under the LERN Annual Conference room block. When calling to make a reservation, the room blocks are listed as "LERN Annual Conference". The cutoff date for making reservations is October 28.

Getting There

By Plane

The San Diego airport is only a ten minute drive to either hotel. Your transportation choices are taxi, shuttle, Uber, and Lyft.

By Train

AMTRAK serves San Diego with a station downtown and is less than 15 minutes from either hotel. This is a great option if you live along the coast as far north as Los Angeles.

For People Who Live in the San Diego Area

The Paradise Point Resort & Spa offers complimentary parking adjacent to the meeting space. If you live near a light rail stop, you can take that to the Old Town Transit Center and take the number 9 bus which stops at the entrance of the Paradise Point Resort.

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 6. 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 Wed-Fri general and concurrent sessions, Wednesday and Thursday luncheons, and conference materials. The Basic fee does not include luncheons.

Staying in LERN hotel room block. Stay in the LERN hotel room block and get a \$100 discount in the registration fee, plus Tuesday Conference Seminars are Free.

To get in the LERN hotel room block, make sure you say "LERN annual conference" when calling and making your hotel reservation by phone. Or see the hotels' online reservation links at lern.org/conference.

To get in the LERN hotel room block, Do NOT call any other reservation numbers. Do NOT make your registration through another entity or web site. 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, non-member 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 Sept. 1, 2019, will be charged a \$100 cancellation fee. No refunds will be made for social events or luncheons after Oct 1, 2019. After Oct 1, 2019, no conference 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 U.S.A.*

Register by Phone

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

Questions? Email info@lern.org or Call Roy or Brenda at 800-678-5376

Feel free to copy the form for additional registrants

Third Person FREE!

REGISTRATION FORM

2019 LERN Annual Conference, San Diego, California, Tuesday Nov 19-Friday Nov 22, 2019

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
- \$100 Third Person, 2 Meals

Free Conference Seminars

Tuesday, Nov. 19, 2019

- \$0 Youth Programs/Summer Camps
- \$0 *New!* Negotiation: The Art, The Science
- \$0 *New!* Marketing with Video: From Basic to Advanced
- \$0 Designing Brochures for Results
- \$0 *New!* Staffing & Staffing Productivity
- \$0 Winning Customer Service Techniques

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
- \$100 Third Person, 2 Meals

Conference Seminars

Tuesday, Nov. 19, 2019

- \$195 Youth Programs/Summer Camps
- \$195 *New!* Negotiation: The Art, The Science
- \$195 *New!* Marketing with Video: From Basic to Advanced
- \$195 Designing Brochures for Results
- \$195 *New!* Staffing & Staffing Productivity
- \$195 Winning Customer Service Techniques

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

- \$395 CPP Training and Exam
- \$199 CPP Renewal

Social Events

Thursday, Nov 21, 7:15 pm - 9:30 pm

- \$25 City Lights Tour
Fee nonrefundable.

Thursday, Nov 21, 3:30 pm - 4:30 pm

- \$10 President's Reception

Thursday, Nov 21, 8 pm on

- \$0 Gen Y Pub Crawl

Friday, Nov 22, 1:00 pm - 5:00 pm

- \$25 City Tour
Fee nonrefundable.

Luncheons for You or a Friend

Wednesday and Thursday lunches included with Full Conference Fee

- \$50 Wednesday, Professional Development and Networking Luncheon
- \$50 Thursday, 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

SAN DIEGO

Sights

- | | | |
|-------------------------------------|----------------------------|--------------------------|
| 1 Belmont Park – Ocean Beach | 4 La Jolla | 7 GasLamp Quarter |
| 2 Balboa Park | 5 USS Midway Museum | 8 Sea World |
| 3 San Diego Zoo | 6 Little Italy | 9 Old Town |





"Information That Works!"

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

Terri House, Concord, CA

2019 LERN Annual Conference

San Diego • Tuesday, Nov. 19 – Friday, Nov. 22, 2019

