

## 2010 Agenda at a Glance

### **FRIDAY, November 19, 2010**

8:30-11:30 AM

#### **Two Optional Preconference Workshops**

**The Essence of Life**, Theres Stiefer, University of Arkansas

**The Marketing Clinic**, Phil Graf, ProEd-InfoLists

1:00-1:30 PM

#### **Newcomers Welcome**

Martina Bison-Huckaby, West Virginia University  
Kris Risi, Drexel University  
Jan Allen, University of Wisconsin, Milwaukee

1:30-2:00 PM

#### **Opening Session**

John Park, Penn State University (Conference Chair) & Board Members

2:00-3:30 PM

#### **KEYNOTE: A Call to Leadership**

Joe Dowdy, Chief of Staff, Office of the Director, NASA's Kennedy Space Center

3:45-5:15 PM

#### **Two Concurrent Sessions**

#### **Case Study on Strategy**

Paul Slaggert, Notre Dame University  
Barry Bales, The University of Texas at Austin

**Learning 2.0:** The New Landscape of Professional and Executive Education

Jon Horn, JMH Consulting

5:30-6:30PM

Reception with Dinner following

### **SATURDAY, November 20, 2010**

8:00-9:30AM

#### **KEYNOTE: How CEOs View the Success of Learning Investments**

Jack Phillips, Chairman, The ROI Institute

9:45-11:15AM

#### **Four Concurrent Sessions**

**ROI - A casual conversation with Jack** (Concurrent follow up to his Keynote)  
Jack Phillips, Chairman, The ROI Institute

### **SATURDAY, November 20, 2010 (Continued)**

9:45-11:15AM

#### **The Good, The Bad and The Ugly of Budgeting**

Jessica Kluntz, University of St. Thomas  
Joseph T. Bork, University of St. Thomas

#### **Re-examining Business Development Models in Professional Development and Executive Education**

Moderator - Kris Risi, Drexel University  
Brent Collingwood, University of Alberta  
Amy Lane, Kent State University  
Hector Zelaya, Arizona State University

#### **Take Learning to the Learner: Will Webinars Work for You?**

Julie Weathers, Oklahoma State University  
Mandy McKinney, Oklahoma State University  
Megan Sheridan, Purdue University

11:30AM-1:00PM

#### **Four Concurrent Sessions**

#### **Getting to Yes? Developing an Enrollment Management Strategy that Converts Interest to Action**

Arne Johnson, University of Minnesota

#### **Review, Refocus and Revitalize the ROI in Your Clients' Executive and Corporate Education**

Lindsay Ryan, Corporate Education Advisers, Australia

#### **Advisory Boards for Management, Executive and Professional Development Programs**

Kevin Rose, University of Arkansas  
Steve Williams, University of Arkansas

#### **Create and Launch Programs that Make Cents**

Nicole Foerschler, JMH Consulting

1:00PM-2:00PM

Optional Networking Luncheons

2:00pm-5:30pm

Excursions and free time

6:30pm

Board Hosts for dinner and optional entertainment jaunts

## 2010 Agenda at a Glance

### **SUNDAY, November 21, 2010**

8:30AM-10:00AM

#### **KEYNOTE: What if...Why Not...Anything is Possible?**

Bob Pike, Chairman, The Bob Pike Group

10:15AM-11:45AM

#### **Four Concurrent Sessions**

##### **Positioning High Impact Continuous Performance Improvement Strategies**

Matt Larson, University of Minnesota

##### **Navigating the Legal Hazards of Using the Internet and Social Media in Adult Learning**

Susan Alevas, Cornell ILR/Alevas Consulting Group

##### **What Would Google Do? New Potential Approaches for CE**

Nicole Foerschler, JMH Consulting

##### **Getting and Keeping Great Instructors**

Jan Allen, University of Wisconsin, Milwaukee  
Linda Halliburton, University of Minnesota

12:00-1:00 PM

Luncheon

1:15PM-2:45PM

#### **Four Concurrent Sessions**

##### **Idea Generation: 90 Ideas in 90 Minutes**

Kris Risi, Drexel University  
Tracey Mauer, University of Vermont  
Robin Kistler, Louisiana State University

##### **Applying Blue Ocean Strategy -- Marketing to the Seams**

Greg Liebitz, St. Lawrence College  
Donna Silversmith, St. Lawrence College

##### **Converting Website Visitors into Students**

Jon Horn, JMH Consulting

##### **Rebuilding the Economy: Programs and Services for Workers in Transition**

Lori Wurth, Wayne State University  
Vickie Maris, Purdue University  
Linda Halliburton, University of Minnesota

### **SUNDAY, November 21, 2010 (Continued)**

3:00PM-4:30PM

#### **Three Concurrent Sessions**

##### **Technology for Teaching and Marketing: Come take a closer look**

John Dolan, Penn State University  
Vickie Maris, Purdue University  
Jon Horn, JMH Consulting

##### **Market Trends and Insights in Executive Education**

Kimberly Young, University of Missouri-Kansas City

##### **How to Optimize Online Advertising Campaigns with Action-Based Goals**

Mykola Sarazhynskyy, St. Thomas University  
Joseph Bork, St. Thomas University

6:00-7:00PM

Reception & Logo Swap

7:00-9:00PM

Dinner & Entertainment

### **MONDAY, November 22, 2010**

8:30AM-10:00

#### **KEYNOTE: From Conversation to Conversion: Building Relationships that Turn Prospects into Enrollments**

Todd Gibby, CEO, Intelliworks

10:15-11:45

Plenary

##### **Appreciative Inquiry: Giving Life to an Approach for Change**

Theres Stiefer, University of Arkansas

11:46AM

Conference Concludes