

2010 Conference Agenda

DATE	TIME	ID	TRACK	SESSION	PRESENTER
<b>Friday, Nov. 19, 2010</b>	Optional Precons 8:30-11:30 AM	PRE 1	Pers Develop	The Essence of Life	Theres Stiefer, University of Arkansas
	Optional Precons 8:30-11:30 AM	PRE 2	Mktg	Marketing Clinic	Phil Graf, ProEd and InfoLists
Conf Begins	1:00-1:30 PM	FT		Newcomers Welcome	Martina Bison-Huckaby, West Virginia University Kristin Risi, Drexel University Jan Allen, University of Wisconsin - Milwaukee
	1:30-2:00 PM			Opening Session	John Park & Board
	2:00-3:30 PM	K1	KEYNOTE	Topic to come	Joe Dowdy
	3:45-5:15 PM	PL1	Strat/Bus/Mgmt	Case Study on Strategy	Paul Slaggert, Notre Dame University  Barry Bales, The University of Texas at Austin
	3:45-5:15PM	PL2	Tech/Prog	Learning 2.0: The New Landscape of Professional and Executive Education	Jon Horn, JMH Consulting
	5:30-6:30PM			Reception and Dinner	
				How CEOs View the Success of Learning Investments	Jack Phillips, The ROI Institute
<b>Saturday, Nov. 20, 2010</b>	8:00-9:30AM	K2	KEYNOTE		
	<b>9:45-11:15AM</b>	<b>Concurrent Sessions</b>			
		1A		ROI - A casual conversation - Concurrent follow up to his Keynote	Jack Phillips, The ROI Institute
		1B	Ops/Mgmt	The Good, The Bad and The Ugly of Budgeting - Acknowledge your Financial Past, Forecast the Future, and Embrace Transparency	Jessica Kluntz, University of St. Thomas Joseph T. Bork, University of St. Thomas
		1C	Strat/Bus/Mktg	Business Development Models	Moderator - Kristin Risi, Drexel University Brent Collingwood, University of Alberta Amy Lane, Kent State University Hector Zelaya, Arizona State University
	1D	Prog & Tech	Webinars	Julie Weathers, Oklahoma State University  Mandy McKinney, Oklahoma State University	

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Saturday, Nov. 20, 2010	11:30AM-1:00PM		<b>Concurrent Sessions</b>		
		2A	Bus/Mktg	Getting to Yes? Developing an Enrollment Management Strategy that Converts Interest to Action	Arne Johnson, University of Minnesota
		2B	Ops/Mgmt	Review, Refocus and Revitalize the ROI in Your Clients' Executive and Corporate Education	Lindsay Ryan, Corporate Education Advisers
		2C	Strategy	Advisory Boards for Management, Executive and Professional Development Program	Kevin Rose, University of Arkansas Steve Williams, University of Arkansas
		2D	Prog & Tech	Create and Launch Programs that Make Cents	Nicole Foerschler, JMH Consulting
Sunday, Nov. 21, 2010	8:30AM-10:00AM	K3	KEYNOTE	TBD	
	10:15AM-1:45AM		<b>Concurrent Sessions</b>		
		3A	Strategy	Positioning High Impact Continuous Performance Improvement Strategies	Matt Larson, University of Minnesota
		3B	Tech/Operation	Navigating the Legal Hazards of Using the Internet and Social Media in Adult Learning	Susan Alevas, Alevas Consulting Group
		3C	Strategy	What would Google Do? New Potential Approaches for CE	Nicole Foerschler, JMH Consulting
	3D	Programming	Getting and Keeping Great Instructors	Jan Allen, University of Wisconsin-Milwaukee Linda Halliburton, University of Minnesota	
12:00-1:00 PM			Luncheon		

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Sunday, Nov. 21, 2010	1:15PM-2:45PM	<b>Concurrent Sessions</b>				
		4A	Bus/Mktg/Ops/Prog	Idea Generation: 90 Ideas in 90 Minutes	Kristin Risi, Drexel University Tracey Mauer, University of Vermont Robin Kistler, Louisiana State University	
		4B	Strategy	Applying Blue Ocean Strategy -- Marketing to the Seams	Greg Liebitz, St. Lawrence College Donna Silversmith, St. Lawrence College	
		4C	Prog & Tech	Converting Website Visitors Into Students	Jon Horn, JMH Consulting	
		4D	Programming	Displaced Workers Panel	Lori Worth, Wayne State University Vickie Maris, Purdue University Linda Halliburton, University of Minnesota	
		<b>Concurrent Sessions</b>				
		3:00PM-4:30PM	5A	Tech	Technology Petting Zoo	John Dolan, Penn State University Vickie Maris, Purdue University Jon Horn, JMH Consulting
	5B		Bus./Mktg	Training Needs Analysis	Martina Bison-Huckaby, West Virginia University John Park, PennState University Kelli Baxter, Kent State University - Stark Gary Cruse, Emory University	
	5C		Strategy	Market Trends and Insights in Executive Education	Kimberly Young, University of Missouri-Kansas City	
	5D		Mktg	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, Nov. 22, 2010	8:30AM-10:00	K4	Keynote	CRM	Todd Gibby
		10:15-11:45	PL3	Personal Development	Appreciative Inquiry: Giving Life to An Approach for Change	Theres Stiefer, University of Arkansas
11:46PM		Conference concludes				