

**All New!**

**Join The Top Contract Trainers  
CONTRACT TRAINING  
CONFERENCE**

**June 10-12, 2025**



*Engineering apprentices at Ascend Institute, Dallas College*



*“Information That Works!”*

# Join the Top Practitioners

**2025 Contract Training Conference**  
**June 10 – 12, 2025. Online. Optional: In- Person**  
 Practitioners from the Top Ten units in North America

## Conference Co-Chairs



**Jo Ann Hall**  
 Moraine Park  
 Technical College



**Amy Lasack**  
 Northeast Iowa  
 Community College

This Year's Top Issues:

- Contract Training and AI
- A Strategic Approach to Customer Engagement
- Partnerships and Collaboration
- New Product Development
- Become a Certified Contract Trainer (CCT)

## Why You should Attend

**It's like tennis.**

**You only get better playing with the best.**

## Who Should Attend

Your entire Contract Training team.

- Your decision makers. Vice President or Director of continuing education, and the director of your contract training unit;
- Your most experienced staff. Program managers, salespersons, a product developers.
- Your new staff. New staff should take our Fundamentals track sessions with the option of becoming a Certified Contract Trainer (CCT)
- And any staff interested in better understanding contract training best practices.

## New Sessions Galore!

## Benefits

Proactive, data-driven, and rapid innovation is the key to thriving in a volatile, uncertain, complex, and ambiguous world.

Acquire the latest best strategies and tools to face the changing workplace head on.

Your ROI will easily exceed 10:1. Don't miss this conference.

## Results

Quite simply, independent studies show continuing educators who participate in LERN have 10% higher registrations than those who do not participate.

That means tens of thousands in additional income.

It also means more of your noncredit students becoming credit and degree students. Every year, LERN generates 10,000 additional credit and degree students for participating colleges and universities.

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“Exceptional. The format, session topics and presenters.”

*-Sue Moraska, Vocational Advancement and Skills Training Academy Program Director, Houston Community College, Houston, Texas*

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## Dear Colleagues,

We have built this year's all-new agenda around the hot trends and issues cited by the top practitioners and conference committee members.



And from the terrific evaluations from last year, we are addressing your needs. Stay ahead with the most advanced cutting-edge information. And train your new staff on the fundamentals for our field.

## Dr. Travette Webster

Chief Operating Officer and Vice President for Communication and Diversity, LERN

# This Year

## All-New Advanced Sessions

### This Year's 2 Big Emerging Trends in Contract Training

- A Problem-Solving Approach to Sales
- Leading Your Team in Change and Innovation

### Keynotes

Opening Keynote: "Market Changes for 2025," Jo Ann Hall, Moraine Park Technical College

General Session: "The Future of Contract Training," Rodney Holt, Global Leaders Group

Send everyone, all 20 people, to the Online conference.

Optional: send leaders to the in-Person part of the conference.

Online sessions: Pages 4-7

F2F sessions: Pages 8-9

## - ONLINE AGENDA -

### Tuesday, June 10, 2025

#### Session #1 Opening Session

#### Market Changes 2025 and Contract Training Responses

11 am – 11:45 ET; 10 – 10:45 am CT; 9 -9:45 am MT; 8 -8:45 am PT

#### Session #2

#### Advanced: Building Lasting Partnerships: A Strategic Approach to Customer Engagement

#### Fundamentals: Real World and Team Selling

Noon -12:45 ET; 11 -11:45 CT; 10 – 10:45 MT; 9-9:45 am PT

#### Session #3

#### Advanced: Anatomy of a Contract Training Sales Call

#### Fundamentals: Finances of Contract Training

1 pm-1:45 ET; Noon-12:45 CT; 11-11:45 MT; 10-10:45 am PT

#### Session #4

#### Advanced: Mastering the Problem-Solving Approach to Sales

#### Fundamentals: Teaming with the Right Instructors

2 pm-2:45 ET; 1-1:45 pm CT; Noon – 12:45 MT; 11-11:45 am PT

#### Session #5

#### Advanced: Proving Value: Crafting Compelling ROI Data for Your Customers

#### Advanced and Fundamentals: Panel. Skill Based Training

3 pm -3:45 ET; 2-2:45 CT; 1-1:45 MT; Noon-12:45 pm PT

#### Session #6

#### Advanced: Developing Young Leaders

#### Fundamentals: Pricing Contract Training

4 pm -4:45 ET; 3-3:45 pm CT; 2-2:45 MT; 1-1:45 pm PT

### Wednesday, June 11, 2025

#### Session #7

#### General Session: General Session: The Future of Contract Training

11 am – 11:45 ET; 10 – 10:45 am CT; 9 -9:45 am MT; 8 -8:45 am PT

#### Session #8

#### Advanced: AI and the Future of Workforce Training

#### Fundamentals: Marketing, Lead Generation & Client Analysis

Noon -12:45 ET; 11 -11:45 CT; 10 – 10:45 MT; 9-9:45 am PT

#### Session #9

#### Advanced: Best Practices for Supervising Sales Teams

#### Advanced and Fundamentals: PANEL. New Product Development

1 pm-1:45 ET; Noon-12:45 CT; 11-11:45 MT; 10-10:45 am PT

#### Session #10

#### Advanced: Recruiting and Retaining Contract Training Instructors

#### Advanced and Fundamentals: PANEL. Partnerships and Collaboration

2 pm-2:45 ET; 1-1:45 pm CT; Noon – 12:45 MT; 11-11:45 am PT

#### Session #11

#### Advanced: Negotiation: Crushing Every Obstacle

#### Fundamentals: Needs Assessment in Contract Training

3 pm -3:45 ET; 2-2:45 CT; 1-1:45 MT; Noon-12:45 pm PT

#### Session #12

#### Advanced: Leading Your Team Through Change and Innovation

#### Fundamentals: Quality and ROI

4 pm -4:45 ET; 3-3:45 pm CT; 2-2:45 MT; 1-1:45 pm PT

### Thursday, June 12, 2025


#### Certified Contract Trainer (CCT)

Study session for conference participants who wish to earn the Certified Contract Trainer (CCT) designation. Noon -12:45 ET; 11 -11:45 CT; 10 – 10:45 MT; 9-9:45 am PT

#### What to do now:

1. Spend a few minutes with this brochure and all the sessions.
2. Get up to 19 others from your institution involved.
3. Register. Registrations are accepted up until June 10, but don't wait. Begin to plan and schedule with staff. You will gain more by registering soon.

## Session Descriptions Tuesday, June 10, 2025

	Advanced	Fundamentals
#1	<p><b>Opening Session</b>  <i>Welcome</i>, Perry Harker, Co-Chair of the LERN Board of Directors; and Vice President, Corporate &amp; Community Education, Carteret Community College, Morehead, North Carolina  <i>The State of Contract Training 2025</i>, William A. Draves, President, Learning Resources Network (LERN)  <b>Opening Keynote: “Market Changes 2025 and Contract Training Responses”</b>, Jo Ann Hall, Dean of Economic and Workforce Development, Moraine Park Technical College, Fond du Lac, Wisconsin</p>	
		 
#2	<p><b>Building Lasting Partnerships: A Strategic Approach to Customer Engagement</b>                  Success in contract training depends on staying top-of-mind with clients through consistent, meaningful engagement—without overwhelming them. Small, strategic “touches” can nurture trust and strengthen client relationships, bypassing high-pressure sales tactics.                  Learn to create a customer-centered engagement plan, with personalized communication, value-driven updates, and tailored follow-ups, ensuring each interaction reinforces the partnership.</p> <div style="display: flex; align-items: center;">  <p><i>Amy A. Lasack, Vice President, Business and Community Solutions, Northeast Iowa Community College, Dubuque, Iowa</i></p> </div>	<p><b>Real World and Team Selling</b></p> <ul style="list-style-type: none"> <li>• Your Contract Training Sales Kit</li> <li>• Contract Training Staffing Structure: Team Selling</li> <li>• Real World Selling</li> </ul> <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p>
#3	<p><b>Anatomy of a Contract Training Sales Call</b>                  Meet the logistical requirements of your college while at the same time creating a customer experience that earns you repeat business. Know the difference between Upskilling and Upselling. Build a training pool of vendors and adjuncts you can count on to develop a winning proposal and always reliable class delivery. Take away tips and best practices for relationship selling from a seasoned contract training expert.</p> <div style="display: flex; align-items: center;">  <p><i>Konley Kelley, CCT, CPP; Project Leader, Business Development &amp; Employer Outreach, Ascend Institute, Dallas College, Dallas, Texas</i></p> </div>	<p><b>Finances of Contract Training</b></p> <ul style="list-style-type: none"> <li>• LERN Financial Format and Ideal Percentages</li> <li>• Key Contract Training Formulas</li> <li>• Data to Collect &amp; Quarterly Analysis</li> </ul> <p><i>Brendan Marsello, LERN Vice President, Jackson, NH</i></p>



## Session Descriptions Tuesday, June 10, 2025

	Fundamentals	Advanced Fundamentals
#4	<p><b>Teaming with the Right Instructors</b></p> <ul style="list-style-type: none"> <li>• Important Skills for a Contract Training Instructor</li> <li>• Finding Instructors</li> <li>• Clarifying Things from the Start</li> </ul> <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p>	<p><b>Mastering the Problem-Solving Approach to Sales</b></p> <p>Apply a problem-solving mindset to sales, focusing on understanding client needs and delivering tailored solutions. Learn practical strategies to build stronger relationships, increase conversions, and drive long-term success by mastering the art of consultative selling.</p>  <p><i>Mindie Boynton, Project Manager, Moraine Park Technical College, Fond du Lac, Wisconsin.</i></p>
#5	<p>ADVANCED &amp; FUNDAMENTAL PANEL</p> <p><b>Skilled Based Training</b></p> <p>Panel and Discussion on bridging the gap between theory and practice. Discuss real-world exercises, technical tasks, and simulations. Whether upskilling for career advancement, or exploring a new industry, share your experience and thoughts on helping your clients gain proficiency in key skills.</p> <p>PANEL led by <i>Brittany Shinsky, Director, Community Engagement, Westmoreland County Community College, Youngwood, Pennsylvania</i></p>	<p><b>Proving Value: Crafting Compelling ROI Data for Your Customers</b></p> <p>In today's competitive market, customers need more than just promises—they need proof. Equip yourself and your sales professionals with the tools and strategies to develop tailored Return on Investment (ROI) data that resonates with your customers. Identify key metrics, align ROI insights with customer goals, and effectively present data that demonstrates the tangible value of your solutions.</p>  <p><i>Barbara Rawson, Project Manager, Kirkwood Corporate Training, Kirkwood Community College, Cedar Rapids, Iowa</i></p>
#6	<p><b>Pricing Contract Training</b></p> <ul style="list-style-type: none"> <li>• Understanding Contract Costs</li> <li>• Formula Pricing and Market Pricing</li> <li>• Pricing Best Practices</li> </ul>  <p><i>Dr. Travette Webster, LERN Vice President, Houston, TX</i></p>	<p><b>Developing Young Leaders</b></p> <p>Developing and mentoring your talent is a core responsibility for any leader. And training your corporate customers is both needed and wanted. There is a wave of younger staff. What are young people looking for, and what do they need from you and business leaders as they prepare to become the next generation of leaders?</p>  <p><i>Daniel Thorpe, Vancouver, British Columbia, Canada</i></p>

## Session Descriptions Wednesday, June 11, 2025

	Advanced	Fundamentals
#7	<p><b>General Session: The Future of Contract Training</b>                      A global trainer looks at the future of contract training in North America. And delivers a SWOT analysis of the field from his unique perspective.</p>  <p><i>Rodney Holt, Global Leader Group; Lethbridge, Alberta, Canada. Rod has over a decade of experience with contract training working at Red Deer Polytechnic before joining the Global Leader Group, where he does consulting on a national and international level.</i></p>	
#8	<p><b>AI and the Future of Workforce Training: Establishing a Regional AI Center</b>                      AI is transforming workforce training—are you ready? This session offers an inside look at how the Central Wisconsin AI Resource Center is reshaping workforce education, creating key partnerships, developing real-world applications, sharing lessons learned along the way. Discover insights that can help your college navigate the evolving AI landscape and better prepare businesses for the future of work.</p>  <p><i>Brad Gast, Ed.D, MBA, CPP; Dean, Workforce Training &amp; Professional Development, Northcentral Technical College, Wausau, Wisconsin</i></p>	<p><b>Marketing, Lead Generation &amp; Client Analysis</b></p> <ul style="list-style-type: none"> <li>• Marketing Contract Training &amp; USP</li> <li>• Lead Generation Best Practices</li> <li>• Analyzing Your Clients</li> </ul> <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p>
#9	<p><b>Leading Success: Best Practices for Supervising Sales Teams</b>                      A well-supervised sales team is essential for achieving enrollment goals, fostering long-term relationships with prospective students, and promoting the overall mission of the Workforce Development and/or Continuing Education department. Acquire valuable insights into motivating, guiding, and developing your team to maximize their potential while staying aligned with the unique needs of adult learners.</p>  <p><i>Molly Salisbury, Director of Business Solutions, Johnson County Community College, Overland Park, Kansas</i></p>	<p>ADVANCED AND FUNDAMENTAL</p> <p><b>New Product Development</b>                      Voted the #2 issue in contract training in 2025 by top contract trainers. Brainstorm with your colleagues innovative product ideas and concepts; market research and analysis; budgeting new product development; and your go-to-market strategy. Come away with ideas and tips on responding to our ever-changing business environment.</p>

## Session Descriptions Wednesday, June 11, 2025

	Fundamentals	Advanced
#10	<p><b>ADVANCED &amp; FUNDAMENTAL Partnerships and Collaboration</b></p> <p>Voted the #1 issue in contract training in 2025 by top contract trainers. Brainstorm with your colleagues partnerships and collaboration ideas and concepts. Then discuss ways to achieve goals and success greater than what just your program could do alone.</p> <p>Come away with ideas and tips on responding to maximizing resources and outcomes through partnerships and collaboration.</p>	<p><b>Recruiting and Retaining Contract Training Instructors</b></p> <p>Tips on recruiting instructors for your training contracts, plus ideas on keeping your instructors. The current environment presents challenges for recruitment, with skills and time being in high demand for knowledgeable people. And we face different issues in retaining those instructors.</p> <p>Instructors, a core resource, are a top priority now. Just one new idea can save you time and dollars in your efforts.</p>  <p><i>Kori Hesser, Program Developer, Corporate Training, Kirkwood Community College, Cedar Rapids, Iowa</i></p>
#11	<p><b>Needs Assessment in Contract Training</b></p> <ul style="list-style-type: none"> <li>• What Is Needs Assessment?</li> <li>• Why Do Needs Assessment?</li> <li>• 8 Step Needs Assessment Process</li> </ul>  <p><i>Brendan Marsello, LERN Vice President, Jackson, NH</i></p>	<p><b>Negotiation: Crushing Every Obstacle</b></p> <p>Do you know what causes failure in most negotiations? Not skill, not power, not fear—a lack a preparation! In this fast-moving session we'll cover the 4 key steps to preparation, one by one. Know your 'buttons.' Sell with honesty and directness. Conquer presence under pressure. Going to the balcony and other tactics for win-win.</p> <p>Your new poise as a deal-maker will help cement successful, long-term business relationships. This is a life-skill, a lifestyle of creating wins for yourself and others.</p> <p><i>Rod Holt, Global Leader Group, Lethbridge, Alberta, Canada</i></p>
#12	<p><b>Quality and ROI</b></p> <ul style="list-style-type: none"> <li>• Two-Phase Quality Assurance</li> <li>• Dealing with Complaints</li> <li>• Determining ROI</li> </ul>  <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p>	<p><b>Leading Your Team Through Change and Innovation</b></p> <p>Your team can achieve more! Quick assessments to improve communication. Drive innovation and change to exceed client expectations! How do you make sure communication is open, everyone's voice is heard, and you maximize the contribution of each team member? Learn about using a variety of assessments, including DISC, Strengthsfinder and Working Genius help. Help your team achieve more!</p> <p><i>Jo Ann Hall, Dean of Economic and Workforce Development, Moraine Park Technical College, Fond du Lac, Wisconsin</i></p>

## Optional: Experience the Conference In-Person

Tuesday, June 10 – Thursday Noon, June 12  
 William Rainey Harper Community College  
 Palatine, Illinois (just 18 minutes from Chicago's O'Hare Airport)

When you register your Organization for the online conference, individuals from your Organization then have the option of attending in-person for a small additional fee.

Hosted by Corporate & Community Education, William Rainey Harper Community College, Palatine, Illinois. Scott Cashman, Senior Manager for Corporate & Community Education.

Network, brainstorm, share, get acquainted and interact with your colleagues in contract training.

- In-person discussion sessions;
- Meals;
- Social hour;
- 1:1 sharing; and
- F2F follow up discussions to the online sessions.



### IN-PERSON AGENDA

- Online sessions will be viewed from the hybrid classroom.
- Face-to-face (F2F) sessions will be held in a roundtable-setting room.

#### Monday, June 9, 2025

5-6 pm Reception, Hotel, Schaumburg

#### Tuesday, June 10, 2025

7:55 am Take Uber/Lyft to Harper College

8 am Breakfast Networking. Breakfast rolls and coffee

9 am **F2F**. Welcome Session. Introductions. Sharing: One skill, one expectation for the conference.

10 am **Online**. Opening Keynote: "Market Changes 2025 and Contract Training Responses", *Jo Ann Hall, Dean of Economic and Workforce Development, Moraine Park Technical College, Fond du Lac, Wisconsin*

10:45 Break.

11 am **Online**. "Building Lasting Partnerships: A Strategic Approach to Customer Engagement," *Amy A. Lasack, Vice President, Business and Community Solutions, Northeast Iowa Community College, Dubuque, Iowa*

12 Noon Lunch (included) and "Morning Sessions: First Reactions." Table discussions

1 pm Sessions. Choose from:

**Online**. "Mastering the Problem-Solving Approach to Sales," *Mindie Boynton, Project Manager, Moraine Park Technical College, Fond du Lac, Wisconsin.*

**F2F**. Discussion Session. "Micro Credentials and Digital Badging."

1:45 Break

2 pm Sessions. Choose from:

**Online**. "Proving Value: Crafting Compelling ROI Data for Your Customers," *Barbara Rawson, Project Manager, Kirkwood Corporate Training, Kirkwood Community College, Cedar Rapids, Iowa*

**F2F**. Discussion Session. "Noncredit Training to Credit."

3 pm **F2F Only**. Discussion Session. "Share a Challenge". Your colleagues brainstorm solutions.

4 pm **F2F Only**. Discussion Session. "Training for Employer Retention."

#### Wednesday, June 11, 2025

7:55 am Take Uber/Lyft to Harper College

8 am Breakfast Networking. Breakfast rolls and coffee

9 am **F2F**. Day One Debriefing. The 5 Best Ideas.

10 am **Online**. General Session: The Future of Contract Training, with Rodney Holt

10:45 Break.

11 am **Online**. "AI and the Future of Workforce Training: Establishing a Regional AI Center," *Brad Gast, Ed.D, MBA, CPP; Dean, Workforce Training & Professional Development, Northcentral Technical College, Wausau, Wisconsin*

12 Noon Lunch (included) and "Morning Sessions: First Reactions." Table discussions

1 pm Sessions. Choose from:

**Online**. "Recruiting and Retaining Contract Training Instructors," *Kori Hesser, Program Developer, Corporate Training, Kirkwood Community College, Cedar Rapids, Iowa*

**F2F**. Discussion Session. "AI in Contract Training."

1:45 Break

2 pm Sessions. Choose from:

**Online**. "Negotiation: Crushing Every Obstacle," *Rod Holt, Global Leader Group, Red Deer, Alberta, Canada*

**F2F**. Discussion Session. "Partnerships and Collaboration."



3 pm **F2F Only**. Discussion Session. “Best Tips from the Conference.”

4 pm **F2F Only**. Discussion Session. “Share a Success Story.” Be prepared to brag for 10 minutes.

Thursday, June 12, 2025

7:55 am Take Uber/Lyft to Harper College

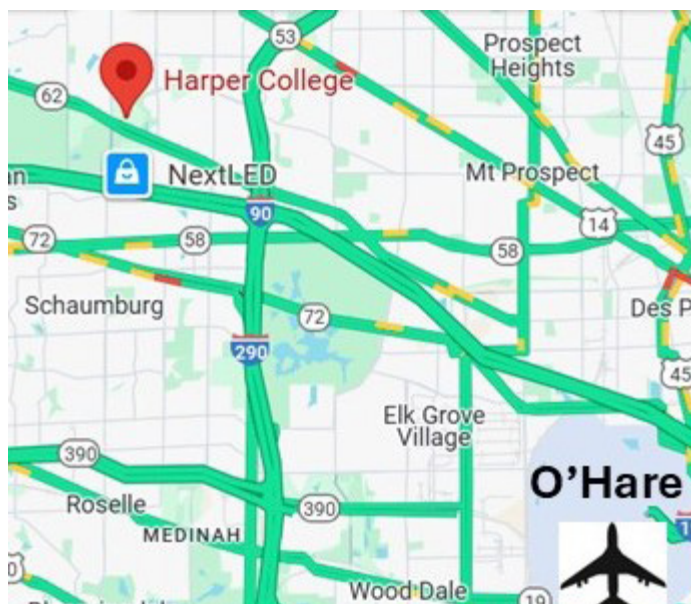
8 am Breakfast Networking. Breakfast rolls and coffee

9 am **F2F Only**. Discussion Session. “New Product Development.”

10 am **F2F Only**. Discussion Session. “Developing Young Leaders.”

“Exceptional, the format, session topics and presenters. It was a fun and flexible way to attend virtually but still have the benefits of an in person conference. Outstanding!!”

- Sue Moraska, VAST Academy Program Director, Houston Community College, Texas



10:45 Break.

11 am **F2F Only**. Discussion Session. “Challenges and Opportunities: The Changing Environment of Higher Education.”

12 Noon Conference Ends.

12:05 Take Uber/Lyfts to O’Hare Airport.

++ All Conference Online Sessions will be recorded and available afterward to all participants, including In-Person Conference Attendees, for 60 days. You don’t miss a thing.

“I always enjoy the LERN conferences. There are always takeaways of best practices and it is often validating to see that we are on the right track to being a successful CE program. Even though we couldn’t be together this year, it was the next best thing to virtually see colleagues and share ideas.”

- Bill Pence, Director of Registration and Operations, Lord Fairfax Community College, Virginia



William Rainey Harper College, Palatine, IL

**You asked for it. You got it.**

We surveyed last year's participants on format for 2025. Here's what they said:

8% All in-person

52% All online

40% Hybrid, both

an online option and an in-person option.

We are pleased to respond to 92% of our participants' needs.

## The Best of Both Worlds

**Send all your staff, especially new staff, to the online part of the conference.**

Staff can attend the Fundamentals track and prepare for the Certified Contract Trainer (CCT) designation. The CCT study session and online exam are included in the Organizational base fee.

**Leaders and managers of contract training and workforce development** will particularly be interested in the discussion and F2F networking with colleagues at the optional in-person part of the conference. All individuals with a registered Organization are welcome at the optional in-person part of the conference.

## How it works

All participants, both online and in-person, need to be included in the Organization's base fee for the online sessions, which includes up to 20 people from your Organization.

After registering your Organization at the base fee, any individual or individuals who want to attend in-person may register for the in-person part of the conference for the modest fee covering your meals and our expenses.

## What's Online, What's F2F

**Online.** The online sessions are listed on pages 4-7. The Fundamentals and CCT sessions are only offered online.

**F2F.** The in-person sessions are listed on page 8-9 and designated as "F2F" or "F2F Only."

Selected online sessions will be available for viewing and follow-up discussion in the hybrid classroom at Harper and are designated on page 8-9.

All Online sessions listed on pages 4-7 are recorded, archived, and will be available to all individuals, both those attending online and those attending the in-person part. The archived sessions will be accessible for 60 days after the event.

## Registration Information



### Our Guarantee

Your organization will receive an ROI of 10:1. You get information worth \$10,000 or more to your organization in additional revenue, registrations and/or saved costs.

If you do not feel the conference provided your organization with a 10:1 return, our professional staff will spend up to two hours with you and your staff giving you specific recommendations worth \$10,000 or more.

### Substitutions/Cancellations

Substitutions of individuals attending are accepted at any time. Understand "the same organization" is determined by LERN.

The conference sessions will be recorded for viewing afterwards for 60 days.

We do not foresee any reason for the Contract Training Conference to be

cancelled. We do not anticipate providing any refunds for any reason.

### Payment

Payment is due in full, in U.S. dollars, at or before the conference.

### Purchase Orders

A purchase order will reserve your place, with payment due at or before the conference. Please fax, mail or email your registration and PO to us and we will email you an invoice.

# 5 Easy Ways to Register



SCAN ME

QR Code



Register Online Go to [www.lern.org/contract-training-conference-2025](http://www.lern.org/contract-training-conference-2025)



Register by Phone  
Have your registration form ready and call us at 800-678-5376.  
Phones are open from 8 am to 5 pm CT.



Register by Email  
Send your registration information to [info@lern.org](mailto:info@lern.org)



Register by Mail  
Simply fill in the Registration Form and mail it to:  
LERN  
PO Box 799  
Locust Grove, GA 30248



Register by Fax  
Complete the Registration Form and fax it, toll free, 24 hours a day, to 888-234-8633

## REGISTRATION FORM

### 2025 Contract Training Conference

- 1** Register for the Online Conference (includes up to 20 people from the same Organization):  
 \_\_\_\_\_ \$995 Flat, LERN Members      \_\_\_\_\_ \$1,295 Flat, for Other Organizations

Contact Person Name \_\_\_\_\_

Title \_\_\_\_\_ Department \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

- 2** Optional: In-Person Conference \_\_\_\_\_ \$295 Per Person + Online Fee  
 First Person: Name & Email \_\_\_\_\_  
 Second Person: Name & Email \_\_\_\_\_

#### TOTAL AMOUNT DUE

\$ \_\_\_\_\_

Payment Method: Choose A, B, or C

- A**  **Payment enclosed.**  
Make checks payable to LERN Contract Training 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 \_\_\_\_\_

#### Mail to:

LERN  
PO Box 799  
Locust Grove, GA 30248

LERN Contract Training Conference





*"Information That Works!"*

PO Box 9, River  
Falls, WI 54022



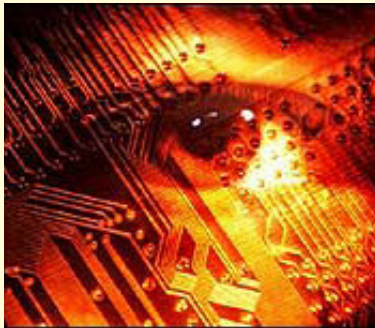
Marketplace Changes 2025



Crafting Compelling ROI  
Data for Your Customers



Recruiting and Retaining  
Contract Training Instructors



AI in Contract Training



Negotiation: Crushing It



Best Practices for  
Supervising Sales Teams

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