

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.

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.

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

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

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.

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.

- 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>Opening Session <i>Welcome</i>, Perry Harker, Co-Chair of the LERN Board of Directors; and Vice President, Corporate & Community Education, Carteret Community College, Morehead, North Carolina <i>The State of Contract Training 2025</i>, William A. Draves, President, Learning Resources Network (LERN) 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</p> | |
| | |   |
| #2 | <p>Building Lasting Partnerships: A Strategic Approach to Customer Engagement 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>Real World and Team Selling</p> <ul style="list-style-type: none"> • Your Contract Training Sales Kit • Contract Training Staffing Structure: Team Selling • Real World Selling <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p> |
| #3 | <p>Anatomy of a Contract Training Sales Call 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 & Employer Outreach, Ascend Institute, Dallas College, Dallas, Texas</i></p> </div> | <p>Finances of Contract Training</p> <ul style="list-style-type: none"> • LERN Financial Format and Ideal Percentages • Key Contract Training Formulas • Data to Collect & Quarterly Analysis <p><i>Brendan Marsello, LERN Vice President, Jackson, NH</i></p> |

Session Descriptions Tuesday, June 10, 2025

| | Fundamentals | Advanced Fundamentals |
|----|--|---|
| #4 | <p>Teaming with the Right Instructors</p> <ul style="list-style-type: none"> • Important Skills for a Contract Training Instructor • Finding Instructors • Clarifying Things from the Start <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p> | <p>Mastering the Problem-Solving Approach to Sales</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 & FUNDAMENTAL PANEL</p> <p>Skilled Based Training</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>Proving Value: Crafting Compelling ROI Data for Your Customers</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>Pricing Contract Training</p> <ul style="list-style-type: none"> • Understanding Contract Costs • Formula Pricing and Market Pricing • Pricing Best Practices  <p><i>Dr. Travette Webster, LERN Vice President, Houston, TX</i></p> | <p>Developing Young Leaders</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>General Session: The Future of Contract Training 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>AI and the Future of Workforce Training: Establishing a Regional AI Center 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 & Professional Development, Northcentral Technical College, Wausau, Wisconsin</i></p> | <p>Marketing, Lead Generation & Client Analysis</p> <ul style="list-style-type: none"> • Marketing Contract Training & USP • Lead Generation Best Practices • Analyzing Your Clients <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p> |
| #9 | <p>Leading Success: Best Practices for Supervising Sales Teams 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>New Product Development 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>ADVANCED & FUNDAMENTAL Partnerships and Collaboration</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>Recruiting and Retaining Contract Training Instructors</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>Needs Assessment in Contract Training</p> <ul style="list-style-type: none"> • What Is Needs Assessment? • Why Do Needs Assessment? • 8 Step Needs Assessment Process  <p><i>Brendan Marsello, LERN Vice President, Jackson, NH</i></p> | <p>Negotiation: Crushing Every Obstacle</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>Quality and ROI</p> <ul style="list-style-type: none"> • Two-Phase Quality Assurance • Dealing with Complaints • Determining ROI  <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p> | <p>Leading Your Team Through Change and Innovation</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> |

5 Easy Ways to Register



SCAN ME

QR Code



Register Online Go to 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



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

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 _____

TOTAL AMOUNT DUE

\$ _____

Payment Method: Choose A, B, or C

LERN Contract Training Conference →

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

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.



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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