

CCA Winter Senior Executive Management Seminar



Telluride, Colorado

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Capella Telluride
January 31-February 3, 2010



Learn valuable skills and
network with your colleagues
at a luxurious ski resort property.

CCA's Senior Executive Seminar

This three-day Senior Executive Management Seminar is designed exclusively for owners, directors, and other senior executive college leaders. The program is designed to sharpen skills and enhance your understanding of management principles needed to develop a quality education experience that will benefit your college.



This Seminar will provide you with specialized training in the following:

- **Surround Yourself with Top Performers** (offered 2/1 & 2/2)
Herb Greenberg, Cynthia J. Sax, Caliper
- **What the CEO Needs to Know About Student Online Recruitment** (offered 2/1 & 2/3)
*Fred Carini, Milan Institute; Craig O'Neil, ModernAd Media
Steve Rafferty, ActiveProspect, Inc.; Mitch Talenfeld, MDT Direct*
- **Major Current Policy Developments** (offered 2/1 & 2/2)
*Rebecca Campoverde, Kaplan, Inc.
Brian Moran, Career College Association (invited)*
- **Thinking Differently About Career Education Sector PR** (offered 2/2 & 2/3)
Bob Cohen, Career College Association; Additional Panelist, TBD

This three-day seminar will allow you to attend three of the four topics offered to you. Sign-ups for individual breakout sessions will be available on-site.

Seminar at a Glance

Sunday, January 31

Opening Reception 5:30-6:30 p.m.
(Registration and session sign-ups at this reception)

Monday, February 1

Continental Breakfast 7:00-7:30 a.m.
Breakout Sessions 7:30-10:30 a.m.
Reception 5:30-6:30 p.m.

Tuesday, February 2

Continental Breakfast 7:00-7:30 a.m.
Breakout Sessions 7:30-10:30 a.m.
Reception 5:30-6:30 p.m.

Wednesday, February 3

Continental Breakfast 7:00-7:30 a.m.
Breakout Sessions 7:30-10:30 a.m.

Note: Afternoons are available for skiing, snowmobiling or other resort activities. The CCA Seminar will officially conclude at 10:30 a.m. on Wednesday.

About the Presenters

Rebecca Campoverde—Becky Campoverde, Vice President for Government Relations for Kaplan, Inc., is based in Washington, D.C. and oversees federal and state relations. Prior to joining Kaplan, Ms. Campoverde served as Assistant Secretary for Congressional and Legislative Affairs at the U.S. Department of Education, where she led the Department's efforts for Congressional approval of the No Child Left Behind law. Ms. Campoverde's previous government experience includes service as Deputy Staff Director for the Committee on Education and the Workforce of the U.S. House of Representatives. She also served in other capacities at the Department of Education in previous administrations, including Deputy Chief of Staff to the Secretary.

Fred Carini—As Vice President of Admissions and Marketing for Milan Institute, Fred specializes in developing successful admissions and marketing practices and strategies. He has over 25 years of vocational and higher education experience and has held almost every position including school owner for 10 years. His vast experience and knowledge brings a unique perspective to the school business.

Bob Cohen—Bob Cohen is Senior Vice President, Communications, of the Career College Association. Previously, he held the same position at the Information Technology Association of America. Earlier in his career, he established the communications program at the Software Productivity Consortium and was a public relations manager at the Boeing Company. He is a graduate of Tulane and Syracuse universities.

Herb Greenberg—Herb Greenberg, Ph.D. is the founder, Chairman and Chief Executive Officer of Caliper, an international management consulting firm, which, for nearly 50 years has assessed the potential of more than three million individuals for over 28,000 companies around the world. A recognized authority on the relationship between personality and job performance, Dr. Greenberg developed the Caliper Profile, a proprietary personality assessment, which identifies the potential, motivations and strengths of applicants and employees.

Brian Moran—Brian Moran is CCA's Executive Vice President for Government Affairs. A thirteen-year member of the Virginia House of Delegates, Moran also served eight years as Chairman of the House Democratic Caucus. In June of 2009, Moran ran for the Democratic nomination for Governor of Virginia where he lost a closely fought primary. During his gubernatorial campaign and as a Member of the Virginia General Assembly, he was a strong advocate for the relationship between education and economic security.



Capella Telluride

Located in the heart of Mountain Village on the doorstep of 84 trails of ski slopes, this luxury Colorado hotel connects you to the energy of the mountain, yet offers privacy and relaxation. The 89 luxurious rooms and 11 condos offer stunning views of the majestic San Juan Mountains, world-class skiing and an on-site skating rink accessible in the Capella Plaza. Guests can be pampered with Capella's Five-Diamond restaurant, spa facilities, indoor pool and personal ski valet.

Telluride is served primarily by the Telluride Regional Airport (10 minutes away) and the Montrose Regional Airport (80 minutes away), with connecting flights through Denver International Airport. Numerous car services are available to take you to our Telluride, Colorado resort hotel from these airport terminals. Visit the Telluride Air Desk at <http://visittelluride.com/plan-your-trip/getting-here/air-service> or call 1-877-727-8885 for more information.



Craig O'Neil—Vice President of Product Development at ModernAd Media, Craig has been involved in generating students online and offline for 4 years. In the past year Craig has been instrumental in building ModernAd Media's Education Division moving the company closer to the end user and removing the layers between the student and the school. His passion is helping unmask the smoke and mirrors in the online lead industry, demystifying the technology and processes so clients can leverage the strengths online marketing provides.

Steve Rafferty—Steve Rafferty is President and Founder of ActiveProspect, Inc. Steve has spent the last 10 years of his career working in Internet advertising. He has worked both as a buyer and seller of Internet leads. He founded ActiveProspect, a web-based software company, in 2004 to address the challenges of managing online lead generation campaigns. Steve holds a M.B.A. from the Harvard Business School and a B.S. in Engineering, summa cum laude, from Tulane University.

Cynthia J. Sax—Cyndi Sax brings 20 years of business experience to her role as Vice President, Sales Operations at Caliper. In this position, she is helping clients to maximize the value that Caliper brings to their hiring and employee development processes by acting as leader of Caliper's Client Relations, Learning and Development, and Project Management teams. Her areas of expertise include leadership development, executive coaching, succession planning, action learning, team building, and employee selection.

Mitch Talenfeld—Mitch Talenfeld is President of MDT Direct, and MDT Tracking, Inc. Mitch has been involved in advertising and marketing for almost 30 years. Known for his ability to plan and execute complex marketing programs, he is widely recognized in the business community through his involvement in the Direct Marketing Industry. Mitch's companies work with over 300 schools and colleges nationwide, helping them to improve their advertising, communications and admission's effectiveness. By combining the use of traditional direct marketing techniques with some of today's cutting-edge technology, Mitch has raised the bar in the world of traditional school advertising.

About the Sessions

Surround Yourself with Top Performers

Although employers know it's rare these days for people to remain employed by the same company for their entire careers, many of them are blind-sided when a top employee leaves to pursue an opportunity that provides more recognition, potential for advancement and satisfaction. As you increase your top employees' feelings of value, you're much more likely to increase their loyalty and tenure. And, considering it can cost anywhere from \$50,000 to \$300,000 per person to replace someone, keeping your top performers happy—and on board—can save your company a lot of money.

What the CEO Needs to Know About Student Online Recruitment

Technology and communications are advancing at a record pace. Advertising networks and exchanges, behavioral marketing, lead scoring, social media, and other emerging media have changed advertising and marketing forever. How are your lead vendors actually generating your leads? Which Internet channels are producing your best leads? What are your prospective students seeing when they fill out a web form? How are all of these complexities affecting your admissions teams and your admissions processes? Do you have the right lead, data and communication management systems in place to optimize your lead conversion efforts? You will leave this session armed with information to help you create a more effective and profitable online strategy.

Major Current Policy Developments

With the conclusion of Neg Reg's Team 1 and state legislatures convening in over 40 states, this session will feature a lively discussion of the federal and states public policy issues impacting the career college sector. SAFRA, 90-10, Cohort Default Rates, state grant funding and accountability will be among the many topics addressed. The presenters will also brief participants on recent enhancements to both CCA's Government Relations and Public Relations Departments.

Thinking Differently About Career Education Sector PR

This session will have two components:

Media Relations Case Study—Bad things can happen to good people. A case study looks at proactive approaches for dealing with adverse publicity and minimizing the resulting fallout.

Introducing Project Rose—Shakespeare had it right. Words matter. This session looks at the nomenclature of the career education sector and how institutions communicate.

CCA Registration Form

Winter Senior Executive Management Seminar Jan. 31 – Feb. 3, 2010, Telluride, Colorado

Please fax to CCA at (866) 775-1613 or register online at www.career.org.

Name _____

Name or Nickname for Badge _____

Spouse/Guest Name for Badge _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

Web _____

Registration will not be accepted without payment. The member cost of the Seminar is \$569 per person, \$969 per person for non-members. Your spouse or guest may register at no charge to attend the continental breakfasts and the evening receptions.

My check payable to CCA for \$ _____ is enclosed.

or

Please charge \$ _____ to my credit card. American Express Visa MasterCard

Account # _____ Exp. date _____

Name on Card _____

Cardholder's Signature (required) _____

Confirmation

A confirmation letter with full details will follow upon receipt of Registration Form and payment. Be sure you receive a confirmation prior to making airline ticket purchases.

Transfers and Cancellations

If you enroll in a seminar and cannot attend, you may transfer your registration to another person or cancel. To substitute another person, please send your substitution in writing to CCA by January 22, 2010. In the event of cancellation, CCA will retain \$200 of the initial registration fee to cover administrative overhead. Seminar fees will not be refunded for registrations canceled after January 22nd.

General Information



REGISTRATION

Attendance is limited to 50 participants, so you are urged to register as soon as the registration period opens for your member type to ensure your reservation. Simply complete this registration form and fax to CCA at 1-(866) 775-1613 or mail to CCA, Attn: Senior Executive Management Seminar, 1101 Connecticut Avenue, NW, Suite 900, Washington, DC 20036 or register online at www.career.org.

HOTEL RESERVATIONS

Capella Telluride has rooms available for CCA Seminar participants at \$235 per night. You may make your room reservations by calling (970) 369-0880 by January 7, 2010. Be sure to reference the Career College Association room block to receive the group rates. A deposit of the first night's room and tax is required to guarantee reservations.

ADDITIONAL INFORMATION

Call Katie Calabrese at (202) 336-6757 or e-mail at katiec@career.org.