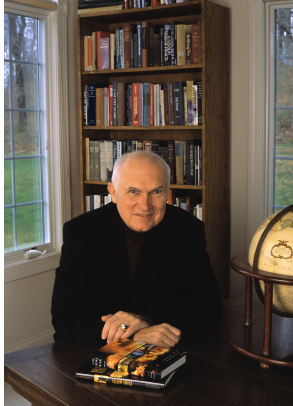


Live at 2:00 PM EDT on April 12th, 2005 “The Effective Government E-Learning Project”

We cordially invite you to participate in an online seminar titled “The Effective Government E-Learning Project”. Please join your industry peers as they participate in this timely and exciting topic.

About the Presenters:



MG (Ret.) Robert H. Scales, PhD, President, COLGEN, Inc.

Dr. Robert Scales is currently President of COLGEN, Inc., a well-respected consulting firm servicing the Department of Defense and Industry. Prior academic and industry positions include President and CEO of Walden University and President of Capstar Government Services (CGS), a wholly owned subsidiary of The Educational Testing Service. Prior to joining the private sector Dr. Scales served over thirty years in the Army, retiring as a Major General, and ended his military career as Commandant of the United States Army War College and known to DoD Congressional insiders as “the military’s leading educator”. Dr. Scales is an accomplished author having written several books on military history and the theory of warfare. His latest work, *The Iraq War: A Military History*, written with Williamson Murray was published by Harvard University Press in October 2003. He is the senior military analyst for National Public Radio and Fox News Network and is a frequent commentator and consultant for other major media networks on issues relating to military history and defense policy. He is a graduate of West Point and earned his PhD in history from Duke University.



Mr. Brett C. Wilson, Vice President of Eastern Operations, Knowledge Management Solutions, Inc

Mr. Wilson currently oversees KMSI’s Professional Services offerings for eastern-region clients. As such, he routinely advises corporate and government training professionals on the merits of blended learning and cost-effective learning solutions. Before joining KMSI, he was Vice President of Services and Operations at subsidiary companies of Sylvan Learning Systems and the Educational Testing Service. Mr. Wilson was formally Vice President of Operations at Carney Interactive and held various senior assignments at General Physics Corporation. He is a U.S. Navy veteran and holds a B.S. in Education.

The Government has learned, over many years of trial and error, that achieving return on their training and education investment is, at best, difficult to quantify and, at worst, non-existent. For years, industry providers have failed to formulate or demonstrate ROI results. Consequently, those who procure elearning solutions are wary – and for good reason. Elearning projects are often disabled by technical integration issues, content compatibility issues, Learning Management Systems that simply won’t play the elearning content, and, worst of all, the cost of “unknowns”. This online seminar will address prevailing ROI calculations, why instructional design principles are important as a factor in both determining ROI and measuring what learning was actually accomplished, and why SCORM (Shareable Content Object Reference Model) is important when planning for and managing successful Government elearning projects.

During the session you will hear firsthand from Dr. Scales, one of our Nation’s most experienced Educators, some of the serious pitfalls our Military has experienced in past elearning projects and what questions to ask when embarking on elearning initiatives. You will also learn how leading commercial industries have leveraged new technologies to overcome common obstacles in achieving and accurately measuring ROI in elearning projects. Finally, you will have the opportunity to ask questions of the speakers via chat room.

We encourage you to attend this valuable seminar as Messr’s Scales and Wilson provide clarity into this often mystifying subject, share valuable lessons-learned, and present fresh ideas that will serve as a thought-provoking basis for decision-makers to map a sensible elearning vision going forward. The session will be approximately one hour in duration and

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there is no charge to participate in the event. For additional information or to register for this free event, please visit <http://www.kmsi.us/series.htm> or call us toll-free at (866) 501-5674.

Sincerely,

Jack E. Lee

Jack E. Lee
President
Knowledge Management Solutions, Inc.

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