

ELC 14 Enterprise Learning! Conference

August 25-27, 2014 | Anaheim, CA
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The Business of Learning



CONFERENCE BROCHURE 2014

Keynotes:



Positive Intelligence:
How it Revolutionizes Training
Shirzad Chamine, Stanford University



Open:
How We'll Work, Live and Learn in the Future
David Price, OBE, Innovation Unit



The Path to Excellence:
The Future Workplace
Jeanne Meister, Future Workplace

Enterprise Learning! Conference

CONFERENCE: August 25th-27th, 2014
EXPO: August 25th-26th, 2014
ONLINE EVENT: October 2, 2014

Hilton at Anaheim Convention Center,
Anaheim, CA

REGISTER NOW AT:
WWW.ELCESHOW.COM

Hosted by:



Orange County
Association for
Talent Development



“ELC is one of the best events to attend. There is something new to learn every year. The event’s focus on technology and learning impact is important for every learning leader to know about. We need to attend events like this so we can learn from one another and stay current.”

—Dr. Christopher Hardy, Global Director, Defense Acquisition Academy, Dept of Defense

ELC Schedule

Monday, August 25th

8:00 AM – 7:00 PM	Registration Opens
8:30 AM – 9:00 AM	Tours Depart*
3:00 PM – 6:00 PM	Exhibitor Set Up
5:00 PM – 6:00 PM	Tours Return*
6:30 PM – 7:30 PM	Learning! 100 Awards Reception
6:30 PM – 8:00 PM	Exhibits Open
7:30 PM – 9:30 PM	Learning! 100 Dinner & Award Ceremony*

Tuesday, August 26th

7:00 AM – 4:00 PM	Registration Opens
8:00 AM – 4:00	Exhibits Open
8:00 AM – 9:00 AM	Breakfast in Exhibit Area
9:00 AM – 9:45 AM	General Session
10:00 AM – 11:30 AM	Keynote & Panel
11:45 AM – 12:30 PM	General Session
12:30 PM – 1:15 PM	Luncheon in Exhibit Area
1:30 PM – 3:00 PM	Keynote & Panel
3:00 PM – 3:30 PM	Sweet Break in Exhibit Area
3:30 PM – 5:15 PM	General Session
6:30 PM – 9:00 PM	Casino Night Party *

Wednesday, August 27th

8:30 AM – 9:00 AM	Workshop Pick Up (Lobby)
9:00 AM – 12:00 PM	Video Workshop*
12:30 PM – 1:00 PM	PM Workshop Pick Up (Lobby)
1:00 PM – 4:00 PM	Flight School Workshop *

*Additional fees apply

WELCOME

To The Business of Learning Conference!

We are honored to host an elite team of leaders at Enterprise Learning! Conference 2014. All of whom have moved learning from a support role to central role in driving business impact. At ELC14, you will meet the Global *Learning!* 100, like Facebook, PGA and NASCAR. They have one thing in common – Learning Means Business!

LEARN

I personally invite you to attend ELC14. You will network, share and learn from leaders who successfully transformed learning in their organizations by engaging talent and cultivating a high performance culture. Discover how the PGA of America drove new golfers to courses across the country via training. See how NASCAR trains contractors at speedways across the country on Safety. Hear how Facebook teams collaborate to drive innovation and performance. And, learn about the platforms, technologies and services driving these innovative organizations.

ELC14 is designed to bring together thought leaders, executives and technologists in a professional, intimate business setting, to engage in dialogue, debate and decision-making. It begins on Monday with team building workshops and the 2014 *Learning!* 100 Reception & Awards Dinner. Every ELC conference attendee is invited to join in this Celebration of Excellence.

Day 2 features two keynotes and kicks off with “*Positive Intelligence: How it Revolutionizes Training*,” by Shirzad Chamine, Stanford University. Opening Keynote, David Price, presents “*Open: How We’ll Work, Live and Learn in the Future*,” and is joined by *Learning!* 100 winners, WD-40 and High Tech High School executives, who share their views on Open and Learning Culture. Afternoon Keynote, Jeanne Meister discusses “*The Path to Excellence: The Future Workplace*.” Jeanne is then joined by *Learning!* 100 winners from Facebook, NASCAR and Yum! Brands. These executives are just the start of the many attending and presenting at ELC14.

NETWORK

In 2014, we have expanded the networking opportunities. Every day there are dedicated networking opportunities, both formal and informal, starting with Monday’s *Learning!* 100 Reception. On Tuesday, ELC14 hosts designed breaks for networking including a co-hosted Casino Night Party with the CA HR Conference. ELC14 also features unique team (and skill) building workshops and tours, from wine making, to Hollywood Video Production, to Fighter Pilot School. In 2 hours, you can go from Civilian to Fighter Pilot. Learn their training secrets and apply to your organization.

SHARE

This year’s theme of The Business of Learning is the subject of more than 20 sessions presented at ELC14 Anaheim and ELC Online. All the sessions are designed to focus on specific strategies and tactics to achieve business impact in your organization. Bring your whole team to start your journey toward the business of learning. And, share ELC14 Online with those back at the office.

We invite you and your HR, Talent, and executive colleagues to join us. Save 30% as public sector attendees or corporate teams of 3 or more. At ELC14, we mean business! See you in Anaheim.

Catherine Upton
Group Publisher
Learning! Media Group

Jerry Roche
Editorial Director
Learning! Media Group

The Business of Learning

HIGHLIGHTS & FEATURES

20+ Sessions 3 Keynotes 4 Days

ELC14 is a hybrid event featuring a 3-day conference in Anaheim, CA and ELC Online live event on October 2, 2014. ELC Hybrid offers 20 sessions, three keynotes and 4 days of content on: Strategy & Leadership, Best Practices, Technology & Trends, and *Learning!* 100 sessions. Expand your experience with ELC14 workshops and tours to sharpen your skills.

Learning! 100 Awards Reception & Dinner



Celebrate Excellence at the *Learning!* 100 Awards Reception & Dinner. Meet the Global 100 top performing public and private sector organizations. Network with leaders from all types of organizations in this celebration of excellence. Event is included in 2-day passes. Event is Monday night at the Hilton Hotel.*

Best of *Elearning!* Awards



The Best of *Elearning!* are named by *Elearning!* readers and user community. Meet selected award-winners during the ELC14 Conference & in the Networking Lounge. Come ready to query these experts about your requirements.*

Networking Lounge

Meet ELC14 attendees, sponsors and keynoters in the Networking Lounge throughout the conference. This venue is the perfect place to network with peers, attend book signings, meet solution providers and query experts. Schedule appointments or meet ups in the lounge during the conference.

Casino Night

Join us Tuesday for Casino Night at the Grand Plaza. Mix and mingle with 2000+ colleagues from ELC14 and CA HR Conference's co-hosted party. Conference attendees, sponsors and speakers are welcome. ELC14 Conference attendees may select this ticket in package or as an option. Tickets must be purchased in advance.*

Workshop & Tours

Sharpen your skills, develop plans and earn *Elearning!* Institute credits at ELC14 Workshops and Tours. Select from wine making mastery, Disney Behind the Scenes Tour, Hollywood Video Production Workshop and *Learning!* 100 Flight School. Full event pass gives you access to three with your conference pass.

Elearning! Institute

Earn your Learning! Professional Certificate from the *Elearning!* Institute by attending ELC14. Learn about *Elearning!* Institute at www.2elearning.com.*

ELC Online 10.02.14

Your ELC14 registration includes access to ELC Online. The free pass offers access new and on-demand ELC14 sessions. No better way to see what you missed and share with your team than ELC Online.

*Additional Fees Apply.

"This was a great conference. The attendees were very high level. I just went to a session with the chief learning officer from the U.S. Navy. I will definitely be back next year."

—Pam Cocoa, CompressUS

Top 10 Reasons to Attend ELCE

- 1 Prepare for the evolving \$220 billion learning and workplace technology industry.
- 2 Learn from the *Learning!* 100 sessions and get deep dives into their programs. Receive great ideas, contacts for life, and successful use cases to emulate at home.
- 3 Don't miss the keynote speakers. These experts are at the top of their fields and have tapped innovation, culture, and collaboration across teams.
- 4 See real-world applications of Collaboration, Innovation, Enterprise Performance, Best Practices and Strategy & Leadership.
- 5 Network with up to 2000 professionals at multiple events: *Learning!* 100 Awards, Casino Night co-hosted with CA HR Conference, and multiple receptions and tours. Become fast friends while sharing your experiences.
- 6 Discover effective applications of gamification, virtual learning, video and mobile from top learning leaders. Walk away with advice to leapfrog development.
- 7 Sharpen your skills in workshops & tours on Video Production to Flight School.
- 8 Get certified. Earn a Learning! Professional Certificate for attending ELC14 Conference Sessions.*
- 9 Meet select Best of *Elearning!* solution providers. Learn what their users say about them.
- 10 Share what you learned when you returned to the office via ELC Online on October 2nd. Every conference pass include free access to ELC online.



GENERAL SESSION & KEYNOTES

Tuesday, August 26th 2014



By Shirzad Chamine,
Stanford University

Opening General Session: 9:00 AM – 9:45 AM

Positive Intelligence: How it Revolutionizes Training

There is a story of two wolves in Native American folklore that are at war within us. One good. One evil. As the story goes, when the grandson asks, “But grandfather, which one will win?” the grandfather replies with sage-like advice. “The one you feed.” Fast forward to today’s world and the complex interactions that are not only occurring within us, but also occurring within teams between collaborators, and we now find ourselves waging this battle on many more fronts.

A TEDx alumni, Shirzad’s presentation will delight attendees by challenging them to identify the Saboteurs and the Sage in their own personal lives. You will take away a new perspective, as well as the tools to harness the untapped powers of the mind which have proved to be so highly effective in the world of business. Come learn how to evolve you and your

teams to the next level of accomplishment.

Shirzad Chamine is the author of the New York Times bestselling book, ‘Positive Intelligence’ and professor at Stanford University. He is also the Chairman Emeritus of the Coaches Training Institute (CTI), the largest coach training organization in the world, and he has trained faculty at Stanford and Yale business schools, as well as managers in nearly 100 of the Fortune 500 companies.

“Positive Intelligence ranks in the top three most influential business books I have ever read. If I could give only one book to the thousands of team members in my organization to enhance their performance, it would be this book,”

—Lisa Sevens, Region President, Wells Fargo Bank.



By David Price, OBE,
Innovation Unit

Opening Keynote: 10:00 AM – 11:30 AM

Open: How We’ll Work, Live and Learn in the Future

What makes a global corporation give away its most closely guarded intellectual property? Why are Ivy League institutions allowing anyone in the world to take their courses for free? Why would a farmer in rural Africa share his secrets with his competitors? The answers to these questions, from learning futurist, **David Price**, will open your mind to some of the real implications of digital technologies and how they will impact how we live and learn in the 21st century. **David Price** is a writer, consultant, speaker and a life-long teacher. He is a Senior Associate at the Innovation Unit in England, and Director of Educational Arts. David works with organizations and schools, and has led a range of ground-breaking, innovative, educational programs, and has successfully re-engaged learners in thousands of schools in several countries.

David’s recent book, ‘OPEN: How We’ll Work, Live and Learn In The Future’ has been an Amazon best-seller since its publication. For the past 10 years, David has led numerous international education projects, helping schools gear themselves up to meet the challenges of the 21st century. In 2009 he was awarded the O.B.E. By Her Majesty the Queen.

“Open is a revelation. Dave Price casts a penetrating light on how the new dynamics of digital culture are transforming not only how we work and play, but how we think, feel and learn.”

— Sir Ken Robinson

The Business of Learning



By Jeanne Meister,
Future Workplace

Afternoon Keynote: 1:30 PM – 3:00 PM

The Path to Excellence: The Future Workplace

Social has revolutionized the way we communicate, network and collaborate with friends and family. Finally, companies are catching on and leveraging collaboration platforms to increase knowledge sharing, peer-to-peer learning and finding expertise across the enterprise.

In 2014, organizational use of internal social learning networks will move from an experiment to the status quo. This new phase of social integration, called the “Consumerization of HR” will impact how companies build their employer brand and use this as a competitive advantage in the marketplace. In this session we will explore the case for social inside the enterprise, as well as the benefits and barrier of social learning.

In this session you will learn: How companies are leveraging social learning to increase innovation and profitability; the business case for social learning in the enterprise; and the benefits and pitfalls to be cognizant about when you implement a social learning network.

Jeanne Meister is a best-selling author of three books, an internationally recognized consultant and keynote speaker on the topic of the future of work. Jeanne is also a partner of Future Workplace, LLC, and together with her colleagues, provide executive education to HR leaders and high-potential managers to build the skills & capabilities needed for success in the workplace of the future.

Her latest book is entitled: *The 2020 Workplace: How Innovative Companies Attract, Develop & Keep Tomorrow's Employees Today* (Harper Collins, 12th printing) focuses on how organizations and individuals can prepare for the future workplace. The 2020 Workplace book was recognized as one of the top 30 business books, has been on the on bestseller list for 800 CEOREAD for three times and also won the Axiom Business Book Award in Bronze category For Best Business Book For Human Resource professionals.

BREAKOUT SESSIONS

Tuesday, August 26th

9:00 AM– 9:45 AM

Opening General Session: Positive Intelligence

See Description pg 4

10:00 AM – 10: 40 AM

Opening Keynote: Open

See Description pg 4

10:45 AM- 11:30 AM

Open Applied: The Culture of High Performing Organizations



Speakers: David Price, author of Open, Garry Ridge, CEO, WD-40 & Larry Rosenstock, founder, High Tech High School

David Price will be joined by two leaders that exhibit the qualities shared in ‘Open,’ Garry Ridge, CEO, WD-40 and Larry Rosenstock, founder, High Tech High School. WD-40 has a unique corporate culture that outperforms its industrial counterparts.

WD-40 generates \$1 million in annual revenues per employee. This achievement is part leadership, part culture and part ‘Open’ values. Larry Rosenstock founded High Tech High School and broke the model of traditional high schools. High Tech High is not only innovative, but over 80% of their students go on to college.

Discover how these leaders re-invented their organizations to become high performers. Which ‘Open’ concepts could work in your organization? And, what’s the impact on organizational performance?

Speaker Bios:

David Price, OBE, is a learning futurist and a Senior Associate at the Innovation Unit, in London. His recent book, ‘Open: How We’ll Work, Live and Learn In The Future’ has been an Amazon best-seller since its publication.

Garry Ridge took the reins of 57 year old WD-40 in 1997, and almost doubled it revenues in 7 years. Maintaining the legacy of a 57-year-old company is difficult enough, however driving it towards an employee retention rate three times the national average while significantly growing sales is an achievement that deserves much admiration. He co-authored a book with Ken Blanchard, titled ‘Helping People Win at Work’ and pens leadership insights on his blog www.thelearningmoment.net. Heralding from Australia, Ridge earned his Master degree from UCSD and lives in San Diego with his family.

Larry Rosenstock was the director from 1996-1997 of the New Urban High School Project, an effort funded by the U.S. Department of Education to find and describe new models for urban high schools. Rosenstock and his team created three design principles that seemed to be common in the successful urban high schools that they found. These design principles are personalization, real-world connection, and common intellectual mission. Gary and Jerri-Ann Jacobs High Tech High Charter School (High Tech High) is the first school in the country to be designed based on those principles. In 2000, Rosenstock became the C.E.O. and founding principal of High Tech High, first one school and now part of the High Tech High charter schools umbrella organization that currently runs seven schools in California. Larry and his work have been featured on Oprah, Lehrer, Newsweek, and Forbes. He is a winner of the Ford Foundation Innovations in State and Local Government Award, is an Ashoka Fellow, and won the McGraw Prize in Education.

11:45 AM – 12:30 PM Powering the Enterprise with Learning & Workplace Technology



Speakers: Jerry Roche, Elearning! Magazine, Dr. Christopher Hardy, Director of Strategic Planning, Office of the President

Workplace productivity is spurred by ever changing technological advances. From virtual, social to video and mobile, enterprises are embracing these productivity drivers to increase revenues and competitive might. In this session, you will hear how our nation's leading organizations are leveraging next gen platforms and their outcomes. Meet the world's learning leaders, and hear their advice on what to invest in now and next. Bring your questions and decide how you should future proof your organization.

In this session, you will learn:

- About the learning and workplace technology landscape
- Predictions of future workplace needs
- How to evaluate solutions that meet your learning needs
- Recommendations for your technology roadmap.

Speaker Bio:

Christopher R. Hardy, Ph.D., is the Director, Strategic Planning and Learning Analytics, Office of the President and, co-authored 'Leading a Learning Revolution: The Story Behind DAU's Reinvention of Training.' As the Strategic Planner for the Defense Acquisition University, his mandate is to take DAU to the next level leveraging technology and learning innovation and catalyze DAU's Next Transformation. Previously, he provided the road map for DAU's rapid rise to preeminence as an award-winning corporate university that has repeatedly been recognized as one of the best throughout the public and private sectors. In 2014, DAU was recognized for the 4th year in a row as one of the best *Learning!* 100 organizations! Previously, DAU was also recognized by the Global Council of Corporate Universities as the Best Over All Corporate University in the world! Dr. Hardy has a Ph.D. from Virginia Polytechnic Institute and State University. Prior to DAU, he served both in government and private industry becoming Vice President, INNOLOG, Inc., a Global Supply Chain Logistics Company headquartered in McLean, Virginia.

12:30 PM – 1:30 PM
Lunch Served in Networking Lounge
Book Signings in the Networking Lounge

1:30 PM – 2:10 PM
Keynote: The Path to Excellence
See Description Pg 5

2:15 PM – 3:00 PM
Learning! 100: The Collaborative Enterprise



Speakers: Jeanne Meister, partner, Future Workplace, Troy Avidano, Facebook, Rob Lauber, VP of Yum! U, Yum! Brands (invited), Karen Masencup, Training Director, NASCAR

Jeanne has set the stage for social learning and is joined by a panel of *Learning!* 100 Award winners who are experts in engagement and collaborative learning. The future is now at these organizations. They have killed internal email, invested in learning that is always on and engaging, and created the collaborative enterprise. Attend this session to hear the pain points, the successes and the technologies that had to enable the collaborative enterprise.

Speaker Bios:

Troy Avidano is Global Learning Systems Manager at Facebook. He launched a new sales program within 30 days that exceed all prior participation rates. What made it so great? It was highly personalized. Each learner's training was based on a skills gap, and training was instantly modified to align to those needs. Troy shared, "At Facebook, if you see a problem, you have the power to fix it." Prior to Facebook, Troy was a training leader at Merrell and Lawrence Livermore Labs.

Karen Masencup, Training Director, NASCAR leads Safety Training at Speedways across the country. NASCAR is the sanctioning body for stock car racing and the number one spectator sport in the U.S., with more than 1,200 races at 100 tracks including three national series. NASCAR is big business, with 75 million loyal fans and billions in annual revenues with more Fortune 500 involvement than any other major sport. NASCAR management believes that behind every successful race season are its employees and affiliates on the ground, from officials and track personnel who put on races each week to the corporate IT and R&D employees utilizing the most cutting-edge technologies. To help workers continuously "learn, grow, accelerate," NASCAR offers a blend of self-paced and traditional classroom learning ranging from employee onboarding to emergency response services to a signature culinary program. The company's philosophy is that learning is key to keeping NASCAR in the "victory lane."

Rob Lauber is Vice President of Yum! University, Yum! Brands. In this role, he has the responsibility for leading the direction and strategy for Yum! University and its programs as well as providing learning leadership and strategy across the Yum! system and its brands. He also has responsibility for the overall global HR technologies platforms and direction. Rob holds a B.A. in Communications from the University of Scranton as well as an M.S. in Human Resources Development

The Business of Learning

from Rochester Institute of Technology. Rob was the 2010 Chair of the ASTD National Board of Directors, and recently finished a term on the ASTD National Public Policy Council. Rob also sits on the boards of Leadership Kentucky, Inc., a statewide leadership development program, and Kentuckiana Works, a 16 county workforce board where he chairs the Program Operating Committee.

3:00 PM – 3:30 PM Sweets Break in Networking Lounge

Book Signings in the Networking Lounge

3:30 PM – 4:15 PM The Business of Learning: How to Drive Impact in Your Organization



Speakers: Learning! 100 for Performance: Linda Jacks, ADI-Global, a Honeywell Co., Dawes Marlatt, PGA of America, George Selix, USAA

Is your organization in a vicious competitive industry where margins are small, and growth is driven by sales savvy? Three 2014 *Learning! 100* leaders share their winning strategies on driving revenues. The PGA of America saw a declining golfing population and with a detailed strategic plan, relevant member training, they spurred an uptick in golfing members. ADI-Global, a Honeywell Co. and USAA both are in large mature industries and used two different strategies to gain market leading top line growth and impact through their learning strategies. If you need a roadmap to drive enterprise performance, attend this session.

In this session, you will learn:

- To assess your industry's stage of development
- To align your learning programs to business objectives
- The key roles within the organization and how to leverage them
- To measure impact and communicate to stakeholders
- Three strategies for driving revenues for non-profit and for profit enterprises

Speakers Bios:

Linda Caroleo Jacks is Director of Learning, ADI Global, a Honeywell Co. She is busy building a "world class" Learning Culture for ADI's sales force. She develops an overall strategy, and manages the development, launch, and tracking of product and sales skills courses to educate employees via a blend learning approach using eLearning, web instructor-led, classroom, industry certification training, and coaching. She is Adjunct Professor at NYU, and holds a BA in Organizational Behavior from NYU.

Dawes Marlatt is Director of Employment and Education at PGA of America. A professional golfer, Dawes joined the PGA 5 years ago as Director of Education. During his tenure, Marlatt led Professional Golf Management curriculum, Certified Professional Program 2.0, and Golf 2.0/Player Development education, and was recently promoted to his current position. In his expanded role, he works closely with the 12 PGA Employment Consultants to assist PGA Professionals and employers in filling key positions. And, he implemented an aggressive Golf Enthusiast campaign to drive new golfers to courses nationwide.

George Selix serves as Content Management Director, USAA. This new role allows George to marry technology and learning to drive performance. George has served as CLO for Cendant, Bank of America and Sun Microsystems, before joining University of Wisconsin, as Director of L&D. He is a retired USAF pilot, and holds a Ph.d from University of New Mexico in Organizational Learning.

4:30 PM – 5:15 PM Talent Strategies for Health, Science & Engineering Talent



Speakers: Learning! 100 for Culture: Judy Whitcomb, Vi, Leslie Positeri, Lawrence Livermore National Labs & Benny Ramos, Telus Communications

The US is seeing large talent gaps in the health, engineering and sciences fields. At the same time, these organizations face record retirements over the next 5 years. In this session, you will hear how three *Learning! 100* organizations decreased churn rates of new hires; retained engineering talent in very competitive sectors; and, developed internal talent to fill key technical skills gaps. Don't miss this session if you need an action plan for the STEM fields.

In this session, you will learn:

- Strategies to recruit, retain and development talent in critical skillsets;
- How to partner with internal and external experts to fill gaps;
- How to create the culture to nurture lifelong employment.

Speaker Bios:

Judy Whitcomb, is Sr. VP HR & OD of Vi, a 4-time *Learning! 100* winner. She serves as chief human resources and learning officer, leads corporate human resources function and learning and organizational learning strategy for largest luxury retirement community organization in the United States. She leads strategy for corporate and field training development and delivery functions as well as all organizational development initiatives including executive and leadership development, succession planning and organizational change initiatives. She holds a MBA in Management from Roosevelt University.

Leslie Positeri is Sr. L & D Executive at LLNL, and created U-Learn, LLNL's online learning portal. Leslie has over 24 years of experience in the training and organizational development field. Her recent focus has been on creating learning portals in support of institutional business initiatives around competency development, IT, leadership and management, and facility management.

Benny Ramos, Sr. Development Officer, Telus is a member of the TELUS Performance Culture team. The team uses learning as part of an overall engagement strategy. Benny manages the electronic learning environment and promotes formal, informal, and social learning for the enterprise. He supports leadership development and drives strategy around learning technologies for TELUS. He holds a Bachelor of Science degree in Social Sciences from University of Calgary.



TOURS

Monday, August 25th

8:00 AM – 8:30 AM

Disney Tour Check in at Registration

8:30 AM – 1 PM Tour/1:00 PM – 10:00 PM Park Hours Disney Behind The Scenes: Walt Disney, the Man Behind the Magic Tour & Full Day Park Pass

Discover what inspired Walt Disney to create Disneyland Park—his first theme park and original Magic Kingdom. Learn about Walt Disney's life, tour his Town Square apartment, ride classic attractions and end with a lunch, before experiencing the park on your own.



Life and Legacy

Discover how Walt Disney wove his personal history into the development of Disneyland Park. Listen to stories about what inspired him, the challenges he faced and the excitement he experienced while designing what is

now one of the most famous vacation destinations in the world. You will see parts of the Park unavailable to most Guests.

- Get a rare look into Walt Disney's private apartment in Town Square, see where he lived while he was creating his dream theme park and listen to the insider story about the lamp in the window. Personal photography will not be permitted inside Walt's apartment, but the tour does include a group photo opportunity inside the apartment.
- On July 17, 1955, Walt Disney's dream for a happy place for the young and the young-at-heart was realized when Disneyland Park opened. This theme park is the only one in the world to be designed and built under Walt Disney's direct supervision.
- In 1955, the Park opened with more than 20 attractions. Today, slightly more than half of these attractions are still around. Step back in time during the Tour. Experience 2 of these classic 1955 attractions and connect with Walt's very personal vision.



Lunch & Park Admission

End your historic tour with a delicious lunch on Main Street U.S.A., exclusively for tour participants. Included in this tour is an impressive, recently redesigned collectable pin, plus a button that can be personalized with

your name. After the tour, you are welcome to stay at Disneyland to closing time.

Tour participants to meet at Registration Area, then Trolley to Disneyland as Group. Tour check in time is 9:30 AM in the Park. Missed tours will not be refunded.

8:30 AM – 9:00 AM

Winery Tour Check in at Registration

9:00 AM – 5:00 PM

Temecula Valley Winery Tour



Gain a personal connection with the spirit of the Temecula Valley on this professionally guided scenic wine tour of a historically significant region of Southern California. The knowledgeable staff facilitates an intimate experience for guests as they are thoroughly entertained

with absorbing interesting, useful, accurate information about Temecula wines, wine tasting in general, and wonderful, quirky nuances of this unique valley. Winery visits often include introductions and a wonderful opportunity to chat with the winemakers and owners.

Itinerary

Depart Hotel at 9:00 AM and return by 5:00 PM. Wine tour includes:

- Narrated round-trip transportation from Hotel
- Wine tasting at two wineries
- A gourmet picnic lunch served to you after your tasting at the first winery
- Shop the Old West in Old Town Temecula

Shop the Old West via Old Town Temecula

Arriving in Old Town Temecula (established in 1859), ample time is provided to explore the interesting shops, boutiques, galleries, and over 450 antique dealers, many located in historic buildings along the rustic streets.



The Two Winery Tour

Time it right and you'll experience the annual crush late summer till mid fall. You'll never know when you might be invited to taste straight out of a barrel, or observe the hustle of a bottling line in full operation. Experience two different wineries offering various wine tastings and ambiance. (Order and wineries may change based upon group size.)

Frangipani Winery, located among equestrian ranches in the lightly traveled southern portion of wine country, is the next stop for an opportunity to taste some wonderful wines, oftentimes while visiting with Owner and Winemaker Don Frangipani.

Wilson Creek Winery is one of the Temecula Valley's most popular vintners, and the next stop for wine tasting and lunch. The beautiful grounds beckon visitors to wander during their visit. Guests are likely to find themselves in conversation with one of the Wilson family members as they taste the winery's signature item, Almond Champagne.



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WORKSHOPS

Wednesday, August 27th

8:30 AM – 9:00 AM

Webisode Check in at the Hilton Lobby & Bus Pick Up

9:00 AM – 12:00 PM

Creating Webisodes for Your Learning Organization

ALL MUSIC VIDEO DOCUMENTARY NARRATIVE PROMOTIONAL WEBSITE COMMERCIALS FASHION DEMO REELS



The Walking Dead, House of Cards, The Booth at the End, Ink'd, Groban's Garden... Webisodes have taken Hollywood by storm. Now, it's your turn to create your own learning Webisode.

Join this group of creative writers, videographers and production team members to design your Webisode concept. See some great examples that have millions of followers, and tap their secrets. Invest half a day and you will be on your way to Hollywood's next Webisode producer.

Bus will return to hotel at 12 Noon in time to make the afternoon workshop.

12:30 PM -1:00 PM

Flight School Check in at the Hilton Lobby & Bus Pick Up

1:00 PM – 4:00 PM

Learning! 100: Flight School

A Workshop Has Never Been This Exciting... From Civilian to Fighter Pilot in 2 Hours.

Leave the civilian life behind and step into the world of the fighter pilot. Experience the thrill of aerial maneuvers at 600 knots and air-to-air combat in an authentic military flight simulator and feel what it's like to take the controls of a fighter jet flight simulator. Guests are invited to relax in the Officers Club and watch all the aerial action on 10 large LCD screens. Classroom training and in-flight instruction are provided to ensure a challenging aviation- adventure that you won't forget.



Fly on the edge and live to tell about it. Your experience starts with flight suits, mission briefings, shooting and locating your frenemies. We supply everything but the forehead sweat – including the state of the art simulators, air-to-air combat, landing and take-offs and did we mention air to ground missiles. Execute several mind-bending missions, all in a day's work. Roger Out.

Your Mission:

Pay close attention in your classroom briefing where you'll learn about the HOTAS, HUD and ACM. After climbing into the cockpit, adjusting your aviation headset and responding with "copy that" to the radio check you'll be cleared for take off. A few minutes is all you have to practice a few Immelmann's because when ATC radios "Fight's on, Fight's on" – it's furball time and we're keeping score. Fly high, fly low, try everything to prevent an opponent from getting behind you. You'll be wiping the beads of sweat from your brow when you hear "Knock it off, Knock it off" so try to catch your breath before attempting your first of two airport landings.



Once on terra firma you'll egress your cockpit and join the others and the instructor for your debrief. Hope you have something to brag about because the other pilots most certainly will.



THE VENUE

Hilton at the Anaheim Convention Center
777 Convention Center Way
Anaheim CA 92802
714-750-4321

ELC is pleased to offer you a special low rate of \$116. Rooms are subject to availability, so reserve by 8/1. To reserve your room, visit elcshow.com and click HOTEL.

NETWORKING LOUNGE

Meet industry experts, speakers, colleagues and peers here. Attend:

- Book Signings
- Reception & Meals
- Sponsor's Exhibits
- Informal Meetings
- ASTD Meeting

Lounge Hours

Mon Aug 25
6:30 PM – 8:00 PM PT

Tues Aug 26
8:00 AM – 4:00 PM

ELC ONLINE LIVE ON OCT. 2, 2014

Mark Your Calendar for ELC Online. ELC14 Conference Pass includes complimentary access to ELC Online. View new sessions online with live Q&A and network with experts.

The Must Attend Event for 2014

ELC14 Means Business. Bring your team and share strategies with the *Learning!* 100 and the Best of *Elearning!* Network with ELC & California HR Conference™ HR, learning and talent executives, all in one place. Meet executives all charged with driving performance across their organizations via learning and workplace technologies. Experience this event by selecting a package that best meets your needs.

Value Packages to Match Your Needs

BEST VALUE! Full Conference Pass (Mon-Wed & 10.02) **\$1695**
Full access to all 3 days including tours, (1) Mon tour & (1) Wed tour, Tues conference sessions, keynotes, general sessions, Networking Lounge, ELC Online pass, and (1) *Learning!* 100 Awards Reception & Dinner ticket for Monday evening OR (1) Tues Casino Night ticket.

Two Day Conference pass (Mon-Tues OR Tues-Wed & 10.02) **\$1295**
2-day conference pass for access to (1) Mon or Wed tour or workshop, Tues conference sessions, keynotes, general sessions, Networking Lounge, (1) *Learning!* 100 Awards Dinner ticket for Monday evening OR (1) Tues Casino Night and ELC Online pass.

One Day Conference Pass (Tues & 10.02) **\$1095**
Access all Tues conference sessions, keynotes, general sessions, Networking Lounge, (1) *Learning!* 100 Awards Dinner ticket for Monday evening OR (1) Tues Casino Night and ELC Online pass.

Supplier/Vendor/Consultant One Day Conference Pass (Tues) **\$2295**
Supplier to the Industry? You qualify for a sponsor conference pass. Access all Tues conference sessions, keynotes, general sessions, Networking Lounge, and (1) ticket to Tues Casino Night.

Ala Carte Options	
Disney Behind The Scenes Tour & Full Day Park Pass (Monday)	\$295
Temecula Valley Wine Tour (Monday)	\$295
<i>Learning!</i> 100 Awards Reception & Dinner*	Ticket: \$100
	Table: \$950 (10 seats)
Casino Night Party Co-hosted with CA HR Conference	Ticket: \$50
Webisodes Video Workshop (Wednesday AM)	\$295
<i>Learning!</i> 100: Flight School (Wednesday PM)	\$295

*Available only to qualified buyers & HR, Learning practitioners

Early Bird
These rates apply when you register by 6/30/14

DISCOUNT CODE:

The Business of Learning

FOUR WAYS TO REGISTER:

ONLINE:
www.elceshow.com

BY PHONE:
888-201-2841 X850

BY FAX:
888-201-2841

MAIL TO:
PO Box 5417
Oceanside, CA 92052

1. Contact Information:

Name: _____
Company: _____
Address: _____
Phone: _____

Title: _____
Email: _____
City/Zip/Country: _____
Cell: _____

2. Your Profile:

Your Title:

- Corporate Executive
- EVP, VP, Director
- Manager
- Non-Management

Department:

- Corporate/Headqtrs
- Training/Development
- HR/Talent
- Finance/Acct/Ops
- Sales/Marketing
- Customer Care
- IT/MIS/Technology
- Other _____

Industry:

- Manufacturing
- Financial/Banking/Insurance/RE
- Healthcare/Pharmaceutical
- Computer Software/Svs/Devpmt
- Telecom/ TV/ISP/Utilities
- Retail/Wholesale/Distributor
- Hospitality/Travel/Food
- Education Services
- Business Services
- Transportation/Logistics
- Entertainment/Media
- AEC
- Professional Services
- Federal Government
- State/Local/County Gov
- Military/Defense Contractor
- Post-Secondary Education
- K-12 Education
- Non-Profit/Association
- Supplier
- Other _____

Size of Organization

- 50,000 or more
- 10,000-49,999
- 5,000-9,999
- 1,000- 4,999
- 500- 999
- Under 500

Annual Enterprise Learning Budget:

- Over \$50 mil
- \$25-\$50 mil
- \$10-\$24 mil
- \$1-9 mil
- \$500,000-\$999,999
- \$250,000-\$499,999
- Under \$250,000

Buying Role:

- Authorize/Approve
- Recommend
- Specify
- Set Technical Requirements
- Opinions Ask/Serve on Committee
- No Role
- Organization Does Not Purchase

Purchase Plans:

- LMS/TMS
- Authoring Tools
- Content
- HRIS/Software
- Outsourced Services
- Social Collaboration
- Testing & Assessment
- Mobile Solutions
- Games/Sims/3D
- Web Conferencing
- Video Solutions
- Virtual Learning Environments
- Other _____

3. Registration:

Early Bird Rates

Expires 6/30/14

Step 1: Select Conference Pass Type**

All paid conference passes include Keynote speakers, Networking Lounge & ELC Online 10.02.14.

<input type="checkbox"/> Full Conference Pass (M-W) 3 day Conference, 1 Tour, 1 Workshop, 1 Ticket+Meals	\$1695
<input type="checkbox"/> Two-Day Conference Pass (M-Tu) 2 day conference, 1 Tour, Meals, 1 Ticket	\$1295
<input type="checkbox"/> Two-Day Conference Pass (T-We) 2 day conference, 1 Workshop, Meals, 1 Ticket	\$1295
<input type="checkbox"/> 1-Day Conference Pass (T) Tues conference, Meals, 1 Event Ticket	\$1095
<input type="checkbox"/> Vendor 1-Day Conference Pass (T-We) Tues conference, Meals, 1 Event Ticket	\$2295

Step 2: Select Workshop/Tour

<input type="checkbox"/> Disney Behind the Scenes w. Park Pass (M)	\$295
<input type="checkbox"/> Temecula Winery Tour (M)	\$295
<input type="checkbox"/> Webisodes Video Workshop AM ½ day (W)	\$295
<input type="checkbox"/> Flight School PM ½ day (W)	\$295

Step 3: Select Special Event Ticket

<input type="checkbox"/> Learning! 100 Awards & Dinner (M)	\$100*
<input type="checkbox"/> Learning! 100 Awards & Dinner Table (10) (M)	\$950*
<input type="checkbox"/> Casino Night Party (T)	\$50

Total: \$ _____
Discount: (\$ _____)
Total Due: \$ _____

*Qualified professional only. No vendors or suppliers.

** Restrictions apply. See website for details www.elceshow.com

4. Method of Payment:

Visa M/C AmEx Check # _____ Payable to B2B Media, PO Box 5417, Oceanside, CA 92052

Card Number _____ Exp Date _____ CSV _____

Cardholder's name (print) _____

Cardholder's signature _____ Date _____

By signing this form, you agree to have your card charged for the selected services subject the terms & conditions at elceshow.com

E L Enterprise Learning! **C 14** Conference

The Business of Learning
Hilton at Anaheim Convention Center,
Anaheim, CA | August 25- 27, 2014
www.ELCESHOW.com

WHO SHOULD ATTEND?

Executive management
HR, talent, OD executives
E-learning, trainers, instructors
Corporate university leaders
Sales, marketing, customer service leaders
Operations, supply chain, manufacturing professionals
Learning & development leaders
Web, program, software, developers
IT, technology, MIS professionals
Program, analysts, policy leaders
Military officers, analysts, procurement, contractors
State, local, county, federal leaders
College, university, K-12 educators
Association, membership, volunteer managers
Event, meeting, education managers
Performance support professionals
Professionals aspiring to higher leadership roles

