

Insider Briefing:

How to ***THRIVE***

in the Age of No Child Left Behind

Special

Pre-show Seminar

Orange County Convention Center

Orlando, Florida

February 3, 2003

Noon - 5:00 PM

Featuring:

Rich Hirshman

Keynote Speaker

NEKIA - National Education Knowledge Industry Association

Charles Blaschke

Education TURNKEY Systems, Inc.

Mary English

MCH Education Data

Presented by

Education
TURNKEY
Systems, Inc.



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SCHEDULE

Join us the day before FETC
for powerful insight
into Federal funding of education
and how it affects your business.

How to **THRIVE** in the age of No Child Left Behind

Add value to your FETC experience with a special pre-show seminar designed specifically for educational marketers! Get the latest insight from leading consultants and technology buyers.

- Up-to-the-minute information on the new ESEA/No Child Left Behind Act and IDEA and their effects on K-12 purchasing patterns
- The pitfalls introduced by the disruption in federal funding regulations and how to avoid them
- Current information about the government's requirements for scientifically based curriculum and other spending regulations
- How to target, when to target, and whom to target at schools and districts to maximize the impact of sales and direct marketing efforts.
- How to tailor your product to the needs of school administrators and other buyers.

KEYNOTE LUNCHEON: **12:00 - 12:50 PM** SCIENTIFICALLY-BASED REQUIREMENTS AND HOW TO DEAL WITH THEM

Rich Hirshman of the National Education Knowledge Information Association discusses the frustration that educational R & D groups and product vendors are facing with requirements for scientifically-based programs.

DISRUPTION IN FEDERAL **1:00 PM - 1:50 PM** EDUCATION FUNDING: OPPORTUNITIES & PITFALLS

Charles Blaschke of Education TURNKEY Systems reviews the latest changes in Federal funding and how they affect the buying decisions of the K-12 education market.

GET AN EDGE IN **2:00 PM - 2:40 PM** TODAY'S TURBULENT EDUCATION MARKETING ENVIRONMENT

Mary English of MCH Education Data presents marketing strategies that help school marketers target the institutions and decision-makers most likely to respond to funding-sensitive offers.

BREAK **2:40 PM - 3:00 PM**

NATIONAL AND FLORIDA EDUCATORS ROUNDTABLE **3:00 PM - 4:00 PM**

Panel discussion of national and Florida educators.

BREAKOUT SESSIONS **4:15 PM - 5:00 PM**

Your chance to meet with speakers and panel participants in smaller groups and individual conversations.

who should attend?

School marketers of every kind!

If you sell anything to K-12 schools, this event provides valuable information about school purchasing and how it's affected by Federal funding.

Executives: CEOs and top sales and marketing executives will gain strategic insight into dramatic changes sweeping through the school markets.

New Marketing Staff Members: There will be no better introduction to the federally funded school purchasing environment this year.

Key Sales Executives: Help your staff land the sale with a focus on who's making the decisions and what their concerns are.

Technology Marketers: How will No Child Left Behind affect the school technology market? Learn techniques to protect (or enlarge) your market share.

Catalogers: Benefit from a special focus on how to target key prospects with Failing Schools, Title I, and special education selections.

featured speakers

Rich Hirshman - Keynote Speaker

National Education Knowledge Information Association



Richard is the Vice President for Legislative Affairs with the National Education Knowledge Industry Association (NEKIA) in Washington, D.C. and has worked in education policy since 1994. NEKIA was founded

in 1997 as the only national trade association representing the interests of the education knowledge industry. NEKIA's mission is to advance the development and use of research-based knowledge for the improvement the academic performance of all children. The association's members are committed to finding new and better ways to support and expand high-quality education research, dissemination,

technical assistance and evaluation at the federal, regional, state, tribal, and local levels.

In his role at NEKIA, Richard has been actively engaged in education technology policy at the Federal level including most recently aiding Congress in the inclusion of important new technology provisions in the Education Sciences Reform Act of 2002. In addition, Richard previously has chaired the Education and Libraries Network Coalition (EdLiNC) and is a former Legislative and Policy Committee Chair of the National Coalition for Technology in Education and Training (NCTET). Prior to joining NEKIA, Richard served as Policy Analyst for the Council for Educational Development and Research (CEDaR). Richard holds a B.A. in Politics and Government from Ohio Wesleyan University.

Charles Blaschke

President, Education TURNKEY Systems



E.T.S. provides technology-related services to over 1,000 school districts, virtually all state education agencies, and several hundred software and other technology vendors over the last 34 years. One of the major services TURNKEY provides (and to which over 60 firms currently subscribe) is the Technology Monitoring and Information Service (TechMIS) which analyzes new Federal policies affecting K-12 and niche markets such as Title I and Special Education, and tracks Federal funds which are allocated for such programs.

Charles was co-author of the first Title I Policy Manual developed for USED in the late 1970s and directed the first national evaluation of the implementation of PL 94-142 (now IDEA) in the late 1970s.

TURNKEY is recognized as a leading national authority on its analysis of Federal legislation and regulations, and interpretation/implications for publishers of new legislation, including the No Child Left Behind act. Charles authors monthly syndicated columns for publications of American Association of Publishers and the National School Supply and Equipment Association which recently named Charles as the NSSEA "Niche Market and Funding Expert."

Charles received his AB degree in economics from Texas A&M and Master's of Public Administration from the Kennedy School of Government, Harvard University, during the 1960s.

Mary English

Director of Sales, MCH Education Data



Mary English provides consultation services to many of America's largest educational marketers. Focused on driving increased sales response to direct mail campaigns, Mary employs a variety of innovative approaches that help marketers target their efforts to the schools and decision makers most likely to respond to particular offers.

MCH is recognized as the leader in innovative direct mail list products for the education market. MCH works closely with Charles

Blaschke of Education TURNKEY Systems to develop school list selections targeted at key product buyers based on Federal funding. MCH has used its patent-pending Response Potential Model™ technology to rank every school by its likelihood to respond to Title 1, Special Education, or general supplemental mail order offers.

Mary received a BS degree in economics from the University of Arizona in Tucson. Her past experience includes founding a direct mail marketing operation in Lawrence, KS, and serving as *Advertising Director* for Persona magazine.

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Join us the day before FETC for powerful
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Seminar Registration:

\$125 1st attendee from a company

\$75 Each additional attendee
from the same company.

NOTE: This registration fee only
includes the "How to Thrive in the
Age of NCLB" pre-show seminar.
For information on FETC registration
go to www.fetc.org

MCH 
WWW.MAILINGS.COM

PO Box 295
Sweet Springs, MO 65351



registration

Name _____

Company _____

Address _____

City _____

State/Zip _____

Phone _____

E-Mail _____

Total Amount Due: \$ _____

Payment Method:

MC VISA AmEx Check

CARD # _____ Exp. _____

Signature _____

FAX or mail registration form by January 15, 2003, to:

MCH
PO Box 295
Sweet Springs, MO
65351

FAX 1-660-335-4157
For more information,
call: **1-800-776-6373**

Education
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