

# Welcome to the 7th Annual Continuing Education Training Institute

April 24 – 26, Alamo Colleges, 203 Norton Street San Antonio, TX 78211



By attending this year's intense three – day training, you will build skills to serve more students, run more courses, and serve business and economic development in your community. The training sessions offer “real time” applications from education and business leaders and represent leadership from community colleges, university advisory groups, and national partners who serve over 20,000 students at over 1000 colleges and universities.

## Monday, April 24

**Noon – 1 p.m.**  
Opening Ceremonies,  
Welcome, and  
Vendor Thanks

**Betty Gardner,**  
*CEO, ProTrain*

**Trenton Hightower,**  
*Vice President for  
Strategic Partnerships,  
ProTrain*

**1 – 1:45 p.m.**  
Keynote Address

**Dr. Federico Zaragoza,**  
*Vice Chancellor  
of Economic  
and Workforce  
Development,  
Alamo Colleges*

**1:45 – 2:15 p.m.** Break

**2:15 – 4 p.m.**  
Powerful Techniques  
for Maximizing Your  
Digital Marketing

**Suzanne Kart,**  
*Director of  
Marketing, ProTrain*



**Betty Gardner**



**Federico Zaragoza**



**Suzanne Kart**

**4 – 4:30 p.m.**  
Life After Marketing  
– Data and Next  
Steps

**Chuck Havlicek,**  
*CEO, Aceware  
Systems*

**4:30 – 4:45 p.m.**  
Break

**4:45 – 5:30 p.m.**  
Microsoft  
Certification Trends

**Thomas Dawkins,**  
*Director of Workforce  
Development and  
Education, Microsoft*

**5:45 – 7:30 p.m.**  
Complimentary Reception



**Chuck Havlicek**



**Thomas Dawkins**

## Tuesday, April 25

**8:30 – 9 a.m.** Welcome, Coffee,  
Vendor Time

**9 – 10:45 a.m.**  
Strategic Sales for  
Colleges

**Trenton Hightower,**  
*Vice President  
for Strategic  
Partnerships,  
ProTrain*



**Trenton Hightower**



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10:45 – 11:15 a.m. Vendor Break

11:15 a.m. – 12:15 p.m.  
From Prison to  
Production

**Karyn Lindsay,**  
*Program Manager,  
TRAMCON Polk  
State College  
Advanced  
Technology Center*



**Karyn Lindsay**

12:15 – 1:30 p.m.  
Lunch on Your Own

1:30 – 2 p.m.  
Continuing Education Financing

**Sean Steinmarc,** *TFC Tuition Financing*

2 – 2:30 p.m.  
Digital Badging  
in 2017, Career  
Advancement  
Certification

**Danielle Sadighi,**  
*Vice President of  
Client Services,  
AMCA*



**Danielle Sadighi**

2:30 – 3 p.m. Vendor Break

3 – 4 p.m.  
Project Management  
in the 21st  
Century

**Jennifer Carroll,**  
*Director of Delta  
College Corporate  
Services*



**Jennifer Carroll**

4 – 4:15 p.m. Vendor Break

4:15 – 5:15 p.m.  
Collaboration,  
Matriculation and  
Differentiation

**Joseph Conan  
Cassidy,** *College  
of DuPage*



**Joseph Conan  
Cassidy**

5:15 p.m.  
Dinner on Your Own

## Wednesday, April 26

8 – 8:30 a.m.  
Welcome, Coffee, Vendor Time

8:30 – 9:15 a.m.  
Keynote – IT  
Certifications: Better  
Jobs For Your  
Students, More  
Revenue for Your  
Program

**Kirk Smallwood,**  
*Sr. Director,  
US Academic Sales,  
CompTIA*



**Kirk Smallwood**

9:15 – 10:15 a.m.  
Lessons Learned  
from a TAACCCT  
Bioeconomy  
Consortium

**Courtney  
Breckenridge,**  
*Project Manager,  
Building Illinois' Bioeconomy  
Consortium*



**Courtney  
Breckenridge**

**Dr. Diana Nastasia,**  
*Project Management  
Assistant, Building  
Illinois' Bioeconomy  
Consortium*



**Dr. Diana Nastasia**

10:15 – 10:30 a.m. Vendor Break

10:30 – 11:30 a.m.  
Lego Serious  
Play

**Tommy Thornton,**  
*Coach and Master  
Facilitator of Lego  
Serious Play*



**Tommy Thornton**

11:30 a.m. – 12:30 p.m.  
National Leadership  
Trends

**Dr. Victoria  
Steeger,** *Vice  
President for Partner  
Development and  
Communications,  
ProTrain*



**Dr. Victoria  
Steeger**

**Jane Whitmore,**  
*Manager, Strategic  
Education Channel, Development  
Dimensions International, Inc. (DDI)*

12:30 – 12:45 p.m.  
Closing Comments

**Betty Gardner,** *CEO, ProTrain*

**Trenton Hightower,** *Vice President for  
Strategic Partnerships, ProTrain*

