

Presents the 3<sup>rd</sup> Annual  
**CHICAGOLAND LEARNING  
 LEADERS CONFERENCE**  
**OCTOBER 28, 2004**  
[Click here to register online](#)



*""The level of discourse with just the right people in the intimate setting that other conferences lack...""*  
**John Nawn, Alliance Director, CC-ASTD**



**How to Become a  
 Great Business Partner**

**McDonald's Hamburger University + Oakbrook, IL**

**Keynote Speakers:**

- Rich Teerlink, former CEO Harley-Davidson
- Vince Serritella, CLO W.W. Grainger
- Diana Thomas, Dean of Hamburger U
- Shirley Rogers-Reece, Vice President, Worldwide Training Learning & Development McDonald's

**Featured Books for Signing by Authors:**

- [More Than a Motorcycle: The Leadership Journey at Harley-Davidson](#) by Rich Teerlink
- [Performance-Based Management : What Every Manager Should Do to Get Results](#) by Dr. Judith Hale;

**Featured Presenters & Participants:**

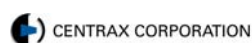
- Abbott** - Jeff Flesher
- Accenture** - Chris Foley
- Allstate** - Luc Dodinval
- Aon** - Kim Hagan
- The Chalfont Project** - Kevin Cookman
- Department of Veterans Affairs** - Michael Huck
- DePaul University**, Lew Parks former Exec Director
- Grant Thornton** - Bob Dean & Don Beeman
- Hewitt Associates** - Jon Powell & Susan Guest
- Hale & Associates** - Dr. Judith Hale

- Harvard Business School Press** - Rich Teerlink
  - JP Morgan** - Judy Albers (formerly BankOne)
  - Kohls Department Stores** - Jon Kaupla & Rohan Dharmasena
  - Northwestern University** - Jeanie Egmon
  - SC Johnson** - Pat Bohman
  - Seyfarth & Shaw LLP** - Judy Braun
  - St. Charles Consulting Group** - Phil Davis
  - The Chalfont Project** - Kevin Cookman & Leandro Herrero
  - Unilever** - Roy Martinez & Ron Edwards former Learning Director
- and many more ....

**Gold Sponsors**



**THE CHALFONT PROJECT**  
 ORGANISATION ARCHITECTS



**Chicagoland  
Learning Leaders Conference**



**WHEN:** October 28, 2004 — 8:00 a.m.

**WHERE:** **McDonald's Hamburger University, Oakbrook IL** ( [map](#) ).

**WHO:** Open to all executives & managers involved with improving business using performance learning, knowledge management & strategic change.

**COST:** Conference fee is only \$395 per person

To register online, [click here](#). For more information visit <http://Chicagoland.ExecutiveLearningExchange.com>.

**Schedule of Events**

<b>Thursday, October 28, 2004 – Morning Sessions, Hamburger U - Main Auditorium</b>			
<b>Time</b>	<b>Title</b>		<b>Speaker(s)</b>
8:00 a.m. — 8:30 a.m.	<b>REGISTRATION AND BEVERAGES</b>		
8:30 a.m. — 8:45 a.m.	Welcome & Opening Remarks		Ron Edwards, Conference Chair
8:45 a.m. — 9:30 a.m.	McDonalds' 2004-05 Global Training Strategic Overview		Diana Thomas, Dean of Hamburger U Shirley Rogers-Reece, Vice President, Worldwide Training Learning & Development McDonald's
9:30 a.m. — 10:15 a.m.	Finding the "Seam" in Effective Governance of the Learning Organization		Vince Serritella, CLO, W.W. Grainger
10:15 a.m. — 10:45 a.m.	Networking Break		Ron Edwards, Conference Chair
10:45 a.m. — 11:30 a.m.	People Driven Execution Insight from More Than A Motorcycle		Rich Teerlink, Former CEO of Harley-Davidson
11:30 a.m. — 1:00 p.m.	Learning Solutions Expo & Vendor Demonstrations		Vendor Demos and Exhibits
12:30 p.m. — 1:30 p.m.	<b>ON-SITE NETWORKING LUNCH</b>		
<b>Thursday, October 28, 2004 – Afternoon Breakout Sessions</b>			
<b>Location</b>	<b>Time</b>	<b>Title</b>	<b>Speaker(s)</b>
<b>Main Auditorium Panel Discussions</b>	1:30 — 2:20 p.m.	<b>Leadership, Outsourcing, Talent Management: 3 Hot Business Issues Ripe for Learning Panel</b>	Industry Thought Leaders with a Chicagoland Focus
	2:30 — 3:20 p.m.	<b>Running Training Like a Business Panel</b>	Industry Thought Leaders with a Chicagoland Focus
	3:30 — 4:30 p.m.	<b>Innovative Learning Approaches Panel Discussion</b>	Industry Thought Leaders with a Chicagoland Focus
<b>Classroom #1 Room 132</b>	1:30 — 2:20 p.m.	<b>Strategic Executive Coaching: <i>Intentionally Growing Leaders for your Organization's Future</i></b>	Phil Davis, St. Charles Consulting Group Roycee Kerr, St. Charles Consulting Group
	2:30 — 3:20 p.m.	<b>Partnering with Executives to Develop Leaders: <i>A Leadership Case Study: The Dept. of VA</i></b>	Michael Huck, US Department of Veterans Affairs Education Officer, VA Great Lakes Health Care System
	3:30 — 4:30 p.m.	<b>Launching Leadership Development at Grant Thornton: <i>A Leadership Case Study</i></b>	Bob Dean, CLO & Don Beeman, Director of Leadership Development Grant Thornton
<b>Classroom #2 Room 134</b>	1:30 — 2:20 p.m.	<b>One LMS for One Aon <i>A Case Study: Aon</i></b>	Kim Hagan, Director of Worldwide e-Learning, Aon Steven Seymour, VP CyberU
	2:30 — 3:20 p.m.	<b>Selecting the 'Best' LMS for your Unique Business Needs - <i>A Case Study: SC Johnson</i></b>	Pat Bohman, SC Johnson Guenther Weydauer
	3:30 — 4:30 p.m.	<b>The Learning and KM Partnership: <i>A Performer-centered Approach.</i></b>	Jon Powell, Chief Knowledge Officer Hewitt Susan Guest, Learning Delivery & Distributed Learning
<b>Classroom #3 Room 136</b>	1:30 — 2:20 p.m.	<b>Increasing Salesforce Effectiveness while Partnering with Extended Business Users</b>	Roy Martinez, Jm Biel, & Glenn Coombs, Unilever North America Learning & Development
	2:30 — 3:20 p.m.	<b>The Human Element of Change from Traditional to e-Learning - a Case Study and Method for Change</b>	Kevin Cookman, The Chalfont Project
	3:30 — 4:30 p.m.	<b>Meaningful Metrics <i>Improving Organizational &amp; Individual Performance</i></b>	Judith A. Hale, Ph. D, CPT, Hale Associates
<b>Classroom #4 Room 138</b>	1:30 — 2:20 p.m.	<b>Supporting the Abbott Quality Systems Initiative</b>	Jeff Flesher, Abbott Diagnostics Division Director of Training & Organizational Development
	2:30 — 3:20 p.m.	<b>Is ROI Dead?</b>	Christopher Foley, Accenture Learning
	3:30 — 4:30 p.m.	<b>From eLearning to Blended Learning: <i>The Transition at Kohl's Department Stores</i></b>	Jon Kaupla, Sr. Manager, Kohl's Department Stores Rohan Dharmasena, Asst Mgr, e-Learning
4:30—6:30 p.m.		<b>EXECUTIVE NETWORKING COCKTAIL RECEPTION, BOOK SIGNINGS, &amp; VENDOR DEMOS</b>	