

Signal Hill Education Preview Investor Conference

Featured Panels

Virtual K-12 Market Panel

The virtual K-12 school market is experiencing hyper-growth. And with the expected IPO of K12.com and the acquisitions of Insight Schools by **Apollo Group** (NASDAQ: APOL; Hold) and Advanced Academics by **DeVry Inc.** (NYSE: DV; Buy), this nascent sector is quickly moving onto the radar screen of institutional investors. We will speak with leading market participants to gain insights into this opportunity and how it will likely mature in the next few years.

Featuring:

Barbara Dreyer, President & CEO, Connections Academy
 Cheryl Vedoe, CEO, Apex Learning
 Tom Toch, Co-Director, Education Sector
 Jim Barnes, GM-eClassroom, eCollege

Online Degree Programs – The Not-for-Profit Perspective

The University of Maryland University College is the largest not-for-profit participant in the online post-secondary market, with estimated online course enrollments of more than 150,000. Online market analyst Richard Garrett of Eduventures will interview Dr. Aldridge about the university and its methods, including its approach to acquiring students, competing with for-profits, and what its ambitions for the future contain.

Featuring:

Dr. Susan Aldridge, President, University of Maryland University College (UMUC)
 Richard Garrett, Senior Analyst, Eduventures

Higher Education Act Outlook

Three professional Congress-watchers will offer their own prognosis for the likely outcome of the Higher Education Act reauthorization process currently underway. The Higher Education Act governs Title IV and includes legislation that covers student lending practices, grants, and of course the federal guaranteed student loan program.

Featuring:

Nancy Broff, Dickstein Shapiro
 Doug Lederman, *Inside Higher Ed*
 Goldie Blumenstyk, *Chronicle of Higher Education*

Acquiring and Keeping Students – Perspectives from the Vendor Community

The cost of acquiring students has been rising steadily and, for most players, at a faster rate than enrollment growth. Best-in-class practices for identifying, purchasing, and converting leads, as well as for retaining students once acquired are all critical to long-term success. We will speak with leading service providers to learn about recent trends in student acquisition and retention and what their prognosis is for the group over the next 12 months.

Featuring:

Tom Dearden, President & CEO, Datamark Inc.
 Mike Griffin, President, EdExperts, LLC
 Alan Tripp, CEO, InsideTrack

Agenda

All 25-minute company presentations take place in Chesapeake AB, with breakouts for Q&A immediately following in the Boardroom.

7:00 AM	Registration Opens, 3rd Floor Chesapeake AB
	Breakfast Buffet served until 9:00 AM, 2nd Floor in Baltimore Room
8:00 AM - 8:25 AM	Welcome
8:30 AM - 8:55 AM	School Specialty (SCHS) David Vander Zanden, CEO
9:00 AM - 9:25 AM	SkillSoft PLC (SKIL) Chuck Moran, President and CEO
9:30 AM - 9:55 AM	Capella Education Company (CPLA) Ken Sobaski, President and COO
10:00 AM - 10:55 AM	Virtual K-12 Market Panel
11:00 AM - 11:25 AM	Corinthian Colleges, Inc. (COCO) Jack Massimino, CEO
11:30 AM	Lunch – 2nd Floor in Baltimore Room (served until 1:30pm)
11:30 AM - 11:55 AM	Bright Horizons Family Solutions (BFAM) David Lissy, CEO
12:30 PM - 12:55 PM	University of Maryland University College Dr. Susan Aldridge, President in conversation with Richard Garrett, Eduventures
1:00 PM - 1:25 PM	Strayer Education, Inc. (STRA) Robert Silberman, Chairman and CEO
1:30 PM - 1:55 PM	ITT Educational Services, Inc. (ESI) Kevin Modany, CEO
2:00 PM - 2:25 PM	Nobel Learning Communities, Inc. (NLCI) George Bernstein, CEO
2:30 PM - 2:55 PM	Higher Education Act Outlook Panel
3:00 PM - 3:25 PM	Lincoln Educational Services Corp. (LINC) Shaun McAlmont, President and COO
3:30 PM - 3:55 PM	Scientific Learning Corporation (SCIL) Robert Bowen, CEO
4:00 PM - 4:25 PM	American Public Education, Inc. (APEI) Wallace Boston, President and CEO
4:30 PM - 4:55 PM	Acquiring and Keeping Students - Perspectives from the Vendor Community Panel