

CAREER COLLEGE ASSOCIATION

# Investment2009 Conference:

Doing Well by Doing Good

(with Special Pre-Conference Investor Boot Camp)

Co-Chairs:

 DowLohnes

STIFEL  
NICOLAUS

December 9-11, 2009

The Fairmont Hotel  
Washington, DC

  
Career College Association

The CCA Investment2009  
Conference features:

- Market analysis
- Public policy expertise
- Inside views
- Investor opinion
- Interpretation of key metrics
- Information for better decision-making

# Investment2009 Conference Preview

Attend the conference specifically designed to bring together current and prospective investors with college leaders to explore debt and equity markets; understand the external forces – economic, demographic, competitive and regulatory – that define the higher education marketplace; and learn how Wall Street analysts and investors view and measure the sector.

Attendance is limited to 250, so this is an exceptional learning experience and networking opportunity. And, if you're interested in earning CLE or CPE credits for attending, CCA will apply for this program to be approved for credit.



## Thank You to Our Sponsors

Co-Chairs:



STIFEL  
NICOLAUS

Boot Camp Sponsor:

BERKERYNOYES  
INVESTMENT BANKERS

Sponsors:



Drinker Biddle

DICKSTEIN SHAPIRO LLP

Other Sponsors:



Other Partners:

HOGAN & HARTSON



# SCHEDULE AT A GLANCE

## Wednesday, December 9, 2009

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Boot-camp sessions (separate registration)	11:00 a.m. – 5:30 p.m.
Reception	5:30 – 6:30 p.m.

## Thursday, December 10, 2009

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Registration and Continental Breakfast	8:00 a.m.
Luncheon	12:45 p.m.
Educational Sessions	8:30 a.m. – 5:45 p.m.
Reception	5:45 – 6:45 p.m.

## Friday, December 11, 2009

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Continental Breakfast	7:30 a.m.
Educational Sessions	8:00 a.m. – 2:30 p.m.
Luncheon	12:00 p.m.

## General Session Keynote Addresses

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### Thursday, December 10, 2009

1:15 – 2:00 p.m.

The Honorable Congressman **John Kline**, U.S. House of Representatives

*Rep. Kline is expected to discuss the legislative agenda for the 111th*

*Congress and how it relates to education; the reauthorization of the Workforce Investment Act; and the upcoming 2010 elections.*



### Friday, December 11, 2009

12:30 – 1:15 p.m.

**Dr. Martha J. Kanter**, Under Secretary, U.S. Department of Education

*Dr. Kanter is expected to discuss post-secondary education policies and programs under the Obama Administration and the role of career colleges in the future of the American workforce.*



# HOTEL ACCOMMODATIONS

The Fairmont, Washington, DC has sleeping rooms available for CCA Seminar participants at \$249 per night (single or double occupancy), during our meeting dates. Simply make your room reservations by calling 1-800-441-1414 and identifying yourself as being with the CCA 2009 Investment Conference. Be sure to reserve your room by November 13, 2009 to receive the group rate. A deposit is required to guarantee reservations and your credit card will be charged at the time of reservation. Cancellation of individual reservations made up to 72 hours prior to arrival will be accepted and the deposit refunded for those rooms for the full night's stay. Check-in time is 4pm and check-out time is 1pm.

# CONFERENCE AGENDA

The agenda below includes all confirmed speakers as of October 25. For the most complete listing of speakers, please view the up-to-date agenda on our website, [www.career.org](http://www.career.org).

## Wednesday, December 9, 2009

5:30 – 6:30 p.m. **Welcome Reception**  
Sponsored by Co-hosts  
Dow Lohnes and  
Stifel Nicolaus

## Thursday, December 10, 2009

8:00 – 8:30 a.m. **Registration and  
Continental Breakfast**  
Sponsored by  
Ritzert & Leyton, PC

8:30 – 8:45 a.m. **Chair's Opening Remarks**  
Rene Champagne,  
ITT Educational Services,  
Inc., CCA BOD Chairman  
Michael B. Goldstein,  
Dow Lohnes PLLC  
James A. Rowan,  
Stifel, Nicolaus & Co. Inc.

8:45 – 9:30 a.m. **Financial Overview –  
State of the Public  
Markets**  
Robert Craig,  
Stifel, Nicolaus & Co., Inc.  
Jerry Herman,  
Stifel, Nicolaus & Co., Inc.

9:30 – 10:45 a.m. **Going Public**  
Ryan Craig,  
Bridgepoint Education  
Anthony J. Guida, EDMC  
Dave Warnock,  
Camden Partners Holding, LLC

10:45 – 11:30 a.m. **Refreshment/Networking  
Break**  
Sponsored by Nelnet

11:30 – 12:45 p.m. **Accreditation and  
Scrutiny of Online Learning**

12:45 – 1:15 p.m. **Luncheon Buffet**  
Sponsored by Dickstein  
Shapiro LLP

1:15 – 2:00 p.m. **Luncheon Keynote Speaker**  
Congressman John Kline  
(R-MN)

2:00 – 3:00 p.m. **The Changing Face of  
Mergers and Acquisitions**  
Mark Jopling, Jopling, Inc.  
Avy Stein, Willis Stein & Partners

3:00 – 3:45 p.m. **Refreshment/Networking  
Break**

3:45 – 4:45 p.m. **Employment Forecasting**

4:45 – 5:45 p.m. **Global Higher Education  
Investment Opportunities**  
Sergio Abramovich, Devry  
Barry Malkin, Apollo Group

5:45 – 6:45 p.m. **Reception**  
Sponsored by Drinker Biddle &  
Reath LLP

DrinkerBiddle





## Friday, December 11, 2009

7:30 – 8:00 a.m. **Continental Breakfast**  
*Jopling, Inc. / **McClintock & Associates**  
Certified Public Accountants* Sponsored by *Jopling, Inc. and  
McClintock & Associates, PC*

8:00 – 9:00 a.m. **Competitive Landscape of  
Higher Education**  
Doug Lederman,  
*Inside Higher Education*

9:00 – 10:15 a.m. **Straight Talk from the CEOs’  
Suite**  
Peter Waller,  
*Corinthian Colleges*  
Jeff Conlon, *Kaplan Higher  
Education*  
Pam Bell, *Vatterott Education  
Centers, Inc.*

10:15 – 11:00 a.m. **Refreshment/Networking  
Break**

11:00 – 12:00 p.m. **Student Lending –  
Filling the Gap?**  
Ken Ord,  
*Corinthian Colleges, Inc.*

12:00 – 12:30 p.m.



**Luncheon Buffet**

*Sponsored by Powers, Pyles,  
Sutter & Verville, PC*

12:30 – 1:15 p.m.

**Luncheon Keynote Speaker**

Dr. Martha J. Kanter,  
*Under Secretary,  
U.S. Department of Education*

1:15 – 2:30 p.m.

**HEOA – New Regs**

2:30 p.m.

**Conference Adjourns**

# PRE-CONFERENCE BOOT CAMP AGENDA

## Boot Camp: Doing Well by Doing Good

### Special One Day Pre-Conference Boot Camp

CCA and Berkery, Noyes, & Co., LLC, will front-end this conference with a special one-day intensive “boot camp” for college owners to prepare to enter the capital marketplace. Led by experts, the program will offer a crash-course on dealing with the legal, financial and marketing aspects of selling or recapitalizing a school.

### Wednesday, December 9, 2009

11:00 – 11:30 a.m.	Registration
11:30 – 12:10 p.m.	Fundamental Questions - Why Are You Considering This? What Do You Want to Accomplish?
12:10 – 12:50 p.m.	Metrics and Business Models for Winning Transactions <ul style="list-style-type: none"><li>• Fitness Programs To Get a Business in Shape</li><li>• Making a Good Presentation to Investors &amp; Buyers</li></ul>
12:50 – 1:50 pm	Buffet Lunch/Networking Break
1:50 – 2:10 p.m.	Valuation—Current Trends in the Value of School Properties
2:10 – 2:45 p.m.	Under the Hood—Due Diligence/Financial Statements

2:45 – 3:15 p.m.	Refreshment/Networking Break
3:15 – 4:15 p.m.	Estate Planning—Tax Consequences of a Transaction <ul style="list-style-type: none"><li>• Family Issues</li><li>• Structuring the Transaction</li></ul>
4:15 – 5:30 p.m.	Colloquium with Actual Sellers Panel <ul style="list-style-type: none"><li>• Words of advice</li><li>• What I would do differently</li><li>• What did I do the day after I sold</li><li>• Personal issues—what I worried about most</li><li>• How I found my advisors</li></ul>
5:30 – 6:30 p.m.	Reception



# REGISTRATION

## Registration Types

The **Conference registration** includes the educational sessions and designated meal functions on December 10th and 11th. It also includes the welcome reception on Wednesday, December 9th. The **Boot-Camp registration** includes the educational sessions; meal events; and reception for Wednesday, December 9th.

## Special Discounts

- **Early bird** – Take \$100 off your registration fee if you register by November 10, 2009.
- **Multiple registrations** – Take \$100 off your registration fee for every additional representative your company brings (3-9 participants of the same firm/company can take advantage of this discount).

Register online or by mail or fax.

Online at [www.career.org](http://www.career.org).

**Mail registration** form with payment to CCA, 1101 Connecticut Avenue, NW, Suite 900, Washington, DC 20036. Fax registration with credit card payment to 1-(866) 775-1613.

**Cancellation Policy**– Should you need to cancel your registration you may do so online. Refunds will be given if cancellation is made by November 23, 2009. In this case a registration processing fee of \$600 will be retained for conference registrations, or \$175 will be retained for boot camp only registrations. After November 23rd no refunds will be provided.

Register now to receive the lowest registration fee available. A confirmation of your Convention registration will be emailed to you upon processing of the payment.

## Registration Form

Duplicate form for additional registrants. Registration will not be accepted without payment.

Please check if applicable:

- I will be seeking to earn CPE credits by attending this conference.  
 I will be seeking to earn CLE credits by attending this conference from the state(s) of \_\_\_\_\_.

Full Name \_\_\_\_\_

Informal/Nickname (for badge) \_\_\_\_\_

Title \_\_\_\_\_

College/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_  
(for CCA use only)

Any special needs for attendees?  Yes  No

If yes, please explain: \_\_\_\_\_  
 \_\_\_\_\_

Circle your registration choice:

	Conference Only (12/10-12/11)	Boot Camp Session Only (12/9)	Boot Camp + Full Conference (12/9-12/11)
CCA Member Schools (gross tuition over \$10M)	\$1,395	\$450	\$1,695
Non-Member Schools (gross tuition over \$10M)	\$1,795	\$500	\$2,145
CCA Member Schools (gross tuition under \$10M)	\$895	\$400	\$1,145
Non-Member Schools (gross tuition under \$10M)	\$1,395	\$500	\$1,745
CCA Allied Member Companies/ CCA Financial Advisory Members	\$1,595	\$450	\$1,895
Non-member Allied Companies/ Financial Advisory Non-Members	\$1,995	\$500	\$2,345

**Total Registration Fees** \_\_\_\_\_

Less \$100 discount if applicable \_\_\_\_ \$100 \_\_\_\_  
(See Special Discount provision above)

**GRAND TOTAL OF FEES** \$ \_\_\_\_\_

### Payment

My check payable to CCA for \$ \_\_\_\_\_ is enclosed.

Charge \$ \_\_\_\_\_ to my credit card.

American Express  MasterCard  Visa

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Cardholder's Signature  
(required) \_\_\_\_\_

### For CCA use only

ID # \_\_\_\_\_ Order # \_\_\_\_\_  
Date Pd \_\_\_\_\_ Ck Amt \_\_\_\_\_ Batch# \_\_\_\_\_

For additional information, check the CCA website at [www.career.org](http://www.career.org) or contact the CCA offices at (202) 336-6700 or email [meetings@career.org](mailto:meetings@career.org).



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