

FOR IMMEDIATE RELEASE: **May 17, 2009**

### **Bedrock Learning Brings Dealer Workshop to CEA Line Show**

**Holland, MI** – Bedrock Learning, Inc. will offer a special half-day Workshop to attendees at CES Line Show and Digital Downtown Conference in New York. A special 4-hour presentation of *PROJECT MANAGEMENT – The Key to Success* will be delivered on Wednesday, June 10<sup>th</sup>, 2009 to advance the organizational and management skills of professional dealers, technicians and project managers.

As a past training partner with CEA®, this is the first year Bedrock Learning has partnered with CEA Line Shows to bring dealer training to 7 West 34<sup>th</sup> Street, New York City during the show. Presented by internationally recognized, industry-certified instructor, Helen Heneveld, the project management training is exclusively for installation technicians, integrators and managers. The training helps prepare for CEA-CompTIA DHTI+ (Digital Home Technology Integrator) certification.

“The current economic climate requires professional dealers, technicians and managers to find new ways to stand out from the competition and increase the bottom line,” said Helen Heneveld, President of Bedrock Learning. “This special half-day workshop gives attendees proven tools to immediately use in their operations and the opportunity to attend the CEA Line Show, both with only one day away from the office.”

#### **Project Management – Key to Success WORKSHOP**

This fast-paced and informative workshop teaches how to efficiently and effectively manage projects. Attendees gain information on procedures, forms and documents to get organized and in control of their projects and processes. Topics discussed in project lifecycle, set up and documentation, sales process impact on project management and project financial management.

Valuable insights provide participants with key action items and ‘tools’ to implement right away. Work will flow smoother as these proven methods increase the bottom line. The cost for the workshop is \$249 and includes 100+ page full-color workbook for future reference, Certificate of Attendance and lunch. Registration is available at <http://CEALineShows.com>.

#### **About Bedrock Learning, Inc.**

Bedrock Learning, Inc. provides foundational training specifically for the residential technologies industry and is a globally recognize leader in digital home training. Through online courses with convenient 24/7 access, live workshops, and seminars, students have access to comprehensive training and preparation for certification, including the CEA-CompTIA DHTI+ certification. The company’s full-color printed books and materials, along with unique business support tools provide the materials for success in the industry. To learn more, visit [www.bedrocklearning.com](http://www.bedrocklearning.com) or call 616.355.1418.

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