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Bedrock Learning Brings Dealer Workshops to CEA Line Shows

Holland, MI – Bedrock Learning, Inc. partners with CEA Line Shows to deliver two workshops in New York City in June. The interactive workshops are directed to dealers and technicians serving the digital home, providing great opportunities to enhance industry skills.

A special 4-hour presentation of **PROJECT MANAGEMENT–The Key to Success** provides an opportunity for companies to get their projects and work flowing smoothly with proven methods. The full-day workshop, **HOME NETWORKING - Making the Connection** prepares attendees for working on the most critical part of the digital home, the computer network that connects devices together.

“Given the growth of home networks and the current economic climate, professional dealers, technicians and managers need to find new ways to stand out from the competition and increase the bottom line,” said Helen Heneveld, President of Bedrock Learning. “These two workshops give attendees the knowledge they need to succeed in the digital home and proven tools to immediately use in their operations. The opportunity to attend the CEA Line Show is a bonus with the opportunity to learn about the latest products and trends in the industry.”

Project Management – Key to Success WORKSHOP

Tuesday, June 22nd, 2010

Managers, installation dealers, technicians and project leaders will learn how to advance their organizational skills and manage projects efficiently and effectively. This fast-paced and informative workshop gives attendees procedures, forms and documents to get organized and in control of their projects and processes. Participants return to their business with ‘tools’ and tips they will use right away. The investment for attendees is \$299 and includes all materials, CD with 70+ forms (*\$149 value*) and access to CEA Line Show. Registration is available at <http://www.bedrocklearning.com/workshops.htm> .

Home Networking – Making the Connection WORKSHOP

Wednesday, June 23rd, 2010

Every technician is being asked to connect or install various network devices. Designed specifically for residential technology installers, the intensive Home Networking workshop covers the capabilities, benefits and components of home networks for sharing computers, controlling and providing entertainment and Internet access. Participants get a thorough grounding in the design and configuration of home networks. The investment for attendees is \$399 and includes *workbook, CD, Certificate of Completion good for CEUs, lunch* and access to CEA Line Show. Registration is at <http://www.bedrocklearning.com/workshops.htm> .

About Bedrock Learning, Inc.

Bedrock Learning, Inc. provides foundational training specifically for the residential technologies industry. Through online courses with convenient 24/7 access, students have access to comprehensive training. Printed books and materials, along with business support tools are also available. Students completing online courses can earn Contact Hours for ETA International. Bedrock Learning also offers custom curriculum and online training/hosting. Visit www.bedrocklearning.com, or call 616.355.1418 to learn more.

About CEA Line Shows

The CE industry’s official mid-year conference and tech showcase will be returning to New York City on June 22-23, 2010. CEA’s member companies will hold line shows and press conferences and CEA will unveil mid-year market research and analysis. This is a can’t-miss opportunity for local dealers and the trade, business and technology media. Last year this trade-only event attracted more than 1000 media, NY-area retailers and thought leaders from across the country. Held at 7 West 34th St. (just west of Fifth Avenue), the show runs June 22-23, 2010. Visit www.CEALineShows.com for registration and more information.

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