

MaxKnowledge Press Release

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Norton|Norris, Inc. Partners with MaxKnowledge to Provide Dynamic Training Solutions to Higher Education Professionals

CHICAGO, July 21, 2010 - Norton|Norris, Inc. has partnered with MaxKnowledge to launch a series of online employee training courses aimed at the career college sector. The courses cover the disciplines of admissions, communication, customer service, management, leadership, and marketing. Each four-hour course is offered in an interactive e-learning environment and is facilitated by an expert online trainer.

In addition, the six-course Innovative Leadership in Higher Education program developed by Dr. Jean Norris, offers 24 CEUs and two graduate credits. This series is unique in the career college sector, in that the lessons are based upon research and advice obtained from some of today's top leaders. Within this program, participants embark on a learning journey and create a personal leadership development plan. Participants can obtain virtual coaching to help implement that plan. All courses can be purchased via MaxKnowledge or Norton|Norris University (www.nnuniversity.org), an online training site powered by MaxKnowledge.

"Norton|Norris, Inc. is known for its exceptional quality and innovative work with both for-profit and not-for-profit institutions," said Dr. Amir Moghadam, President/CEO of MaxKnowledge. "Their extensive knowledge of the sector, combined with unique approaches, results in superior training programs. And, anyone who has ever experienced training with Dr. Jean Norris, knows that she brings fresh, new ideas to the sector."

"We chose to partner with MaxKnowledge because of their well-regarded reputation in the industry and because we're both committed to the development and delivery of high quality, affordable training," said Dr. Jean Norris, Managing Partner, Norton|Norris, Inc. "MaxKnowledge's powerful platform and extensive experience in delivering effective online training solutions allows us to provide unmatched employee development opportunities for career colleges and universities."

MaxKnowledge has recently added a social learning component to their offerings known as The Lounge (www.maxknowledge.com/lounge.php), a learning community of career college professionals. In The Lounge, you will find face-to-face interviews with industry leaders on the Performance TV group. Other learning groups include Faculty Development, Management Development and Training for Performance. Dr. Norris personally hosts the Innovative Leadership in Higher Education group, as well as the Admissions and Recruitment group. Any interested parties may join The Lounge and participate in ongoing discussions.

About MaxKnowledge

MaxKnowledge is the leading training provider for the career college sector of higher education. The company provides professional development and continuing education opportunities for the management, staff and faculty of career colleges and schools - worldwide. The company's mission is to maximize the performance of career college operations through effective employee training and development. For more information, please visit: www.maxknowledge.com.

About Norton|Norris, Inc.

Norton|Norris, Inc. is a full-service agency that provides marketing and training services to schools and colleges nationwide. The firm offers television, radio/video production, media planning/placement, variable printing, direct mail, high school presentations, and marketing communications. They provide mystery shopping, public relations, and training services including webinars, eLearning, and an innovative NEW training workshop that helps anyone connect with today's student (and each other) - 7/8ths Selling®! Visit www.nortonnorris.com.