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Feature Stories:

Pima Medical Institute's 35th Anniversary

by Erin Fitzgerald, Corporate Director of Marketing

For 35 years, the Luebke family has managed and grown Pima Medical Institute into a highly respected chain of health care career schools in the western U.S. The key to their success continues to be employing the right people and treating their students with the care and dedication that they need to succeed. p.1



The Career School as a Performance-Based Culture: Practicing What We Preach!

by Jay Hollowell, MaxKnowledge, Inc.

In creating a performance-based culture a career college provides a systematic approach to improving productivity through a year-round, ongoing process of communicating and managing performance expectations. p.7



Dedicated Sector Advocate "This is something I really want to do"

an interview with Ronald Salmon, Salmon Sims Thomas

Ron Salmon has become known as a leading advocate for the sector with frequent presentations at national, regional and state association meetings. In this interview, he shares his perspective on recent developments within the sector and comments about those who have helped influence his career. p.10



The Career College Information Source

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Training Masters – STARS in Education Technology

with Rita Girondi, President and Bob Amell, Vice President/Information Systems

The STARS program is a complete administrative software package that integrates every aspect of a school's day-to-day operations. The system is designed to increase the overall efficiency of your school's operations. **p.16**



APOL – The CEO's Perspective

by Brian Mueller, Apollo Group, Inc.

In his presentation to the IIR Education Industry Investment Forum, Mueller offered a rare insight into the company and his perspectives on management, operations and the future of the company. **p.19**

Conference Reports:

IIR – The 10th Annual Education Industry Investment Forum

This year's well-attended conference in Phoenix offered a wide perspective on issues and trends impacting the sector. Student loan issues dominated the conversations and caused considerable concern among attendees. **p.26**

On the Hill

On location on Capitol Hill, *CER* editor Michael Cooney offers observations and commentary on educational lobbying as he chronicles the efforts of Tom Netting, Jefferson Government Relations and Christine Gordon, AACCS' Government Relations Committee co-chair. **p.33**
