

**For Immediate Release**

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**Knowland Hires New Chief Learning Officer**  
*Former E\*Trade Learning & Development Director  
brings proven record*

**Salisbury, MD, 01/09/10** – The Knowland Group has hired Bill Cushard as the new Chief Learning Officer in their continuing efforts to provide clients with the highest level of expertise and customer service.

In his role, Cushard will focus on helping clients get the most out of the services the Knowland Group provides. This will include expanding the company's online training center, Knowland University, by offering new classes and certifications and teaching proactive selling techniques.

Cushard comes to Knowland with more than 10 years experience in developing and implementing learning strategies designed to increase customer knowledge and satisfaction. In his first year as learning and development director for E\*Trade Financial, Cushard implemented training programs that increased quality monitoring scores by 25% and customer satisfaction with employee knowledge by 31%. He also dramatically reduced curriculum development costs and the time span for new hires to achieve proficiency.

"We're very excited to have Bill coming on board," says Knowland CEO Michael K. McKean. "His expertise in instructional design, motivational techniques and learning technologies will ensure that the Knowland Group maintains its reputation for offering clients outstanding quality in the services and support we provide."

Cushard received his Bachelor of Science in Business Administration from the University of Denver and his Master of Business Administration from Pepperdine University.

**About The Knowland Group**

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in Salisbury, MD, serves over 90 markets within the United States, Canada, Mexico, Caribbean and United Arab Emirates. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or call 410-860-2270.