

Hi Mark,

Cox eLearning Consultants has now been in communication with you about various business matters for months, if not years. I think you might be interested to hear of some new developments in our business offerings.

### **#1 – Brandon Hall Research (BHR)**

Our CEO, Dan Cox is a BHR industry analyst and we have a close working relationship with them. If you need any assistance with BHR, we can help. Additionally, there are some unique BHR opportunities to promote your business that would be worth discussing.

### **#2 - Citrix**

Cox eLearning Consultants has established a special program for Training and HR companies to explore the new GoToWebinar and GoToTraining products offered by Citrix. Our program with Citrix provides you with a free trial as well as other marketing services. This unique program is only offered through COX. We really believe in Citrix's solutions and would like for you to take a look and see for yourself.

### **#3 - LMS Institute**

Several of us in the industry are leading an initiative to create a "LMS Institute" that will provide the first comprehensive training and certification program for learning management systems. There may be varying roles, impact, or exposure you can have with the LMS Institute.

### **#4 - [Cox Marketing](#)**

You are probably already aware of our core business offerings in lead generation, marketing contact lists, public relations, whitepapers, and strategic alliances. When it comes to your marketing needs, don't forget us! There is no other full service marketing organization focused specifically on HR, corporate training, and elearning.

Would you like to learn more about any of these opportunities? If so, you can let me know by sending me a few dates on which we could have a phone conversation.

Regards,  
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