



## The Lifelong Pursuit of Learning Experiences



**New Environments.  
New Interactions.  
New Ideas.**

### Corporate | Institutional | Community

Corporate Team Building  
Lifelong Learning & Leisure  
Adult Education  
Continuing Education  
Personal Development  
Professional Mentorship  
Custom Training Solutions  
Government Educational Programs  
Art & Design Programs  
Museum Exhibits & Attractions

*Lifelong Learning leads to  
Wellness & Employability.  
Employability builds value.  
Value is what counts.*

### LIFELONG LEARNING

also known as LLL, is the "lifelong, lifewide, voluntary, and self-motivated"[1] pursuit of knowledge for either personal or professional reasons. As such, it not only enhances social inclusion, active citizenship and personal development, but also competitiveness and employability.[2]

We, The LearnShop, are a network of professional experts in various hobbies and professions that conduct fun, interdisciplinary experiences with corporations, groups, and individuals. We conduct live tutorials, demonstrations, and employee education programs that include both instructor-led and computer-based training. We also have an exclusive division of verified pros who coach, tutor, or teach independently, and offer their own suite of on-demand classes to customers at our locations or online.

A portion of The LearnShop's proceeds feed directly into LearnShop Foundation, a Georgia non-profit corporation dedicated to promoting lifelong learning and wellness through creative

outreach programs for at-risk youth and the unemployed. Our foundation's mission is to ultimately curtail college attrition and various correlated workplace morale problems through exploring interdisciplinarity. Adopting a field of study or profession can be a daunting process at any stage of life, and counseling is no substitute for organic, self-motivated action.

By actively crossing traditional boundaries between crafts or disciplines--such as Acting & Human Resources, or an Executive Chef & Project Manager--there are constructive opportunities for self-discovery and to reduce the information asymmetry that leads to a lack of fulfillment or, worse, career misalignment.

### Footnotes:

1. ^ a b [Department of Education and Science (2000). Learning for Life: White Paper on Adult Education. Dublin: Stationery Office.

2. ^ a b Commission of the European Communities: "Adult learning: It is never too late to learn". COM(2006) 614 final. Brussels, 23.10.2006



# THE LEARN SHOP



theLearnShop  
Find. Buy. Recreate.™

## Products & Services

### • Corporate Team Building

We offer team building programs in both the professional development content areas as well as recreation.

### • Lifelong Learning & Leisure

We offer lifelong learning programs for those lifetime learners who love to learn from the best.\* At no extra cost, customers can earn points for every dollar spent and save money at participating businesses. It's the ultimate rewards program.

### • Adult Education

Our adult education programs range from parenting activities to couples team building.

### • Continuing Education

Professionals everywhere are feeling the sting of expensive continuing education requirements. While compliance is extremely important for licensed professionals, that does not always mean it should be extremely expensive. If you see an area where you would like to earn your continuing education credits, please contact us for more information.

### • Professional Mentorship

If you would like to mentor a particular individual or group, but prefer not to hire permanent staff for this temporary need, teaching professionals with practical experience are the smart solution for on-demand coaching initiatives.

### • Custom Training Solutions

Do you need a wraparound education & training program for your staff? We have highly qualified professionals who we authenticate and nurture for high performance, on-demand programming.

### • Government Educational Programs

We provide custom tailored & bespoke educational solutions for government agencies.

### • Art & Design Programs

Kid's Shop, SketchingShop, WatercolorShop, FashionShop, & PaintingShop are just a few of the areas where we showcase our very talented design instructors.

### • Museum Exhibits & Attractions



We have designated museums as the exclusive distribution point for our custom exhibit programming. Arts & Culture are critical factors in the quality of life of any community worth celebrating. We are proud to partner with Museum of Design Atlanta, member of the North American Reciprocal Museum network, and Smithsonian Institute Affiliate.

## OPTIONS

Customize Content  
Build Your Own Package  
Private Sessions Available  
Choose Different Locations  
Choose Your Instructors  
Monthly Subscriptions Available  
Reseller Programs Available  
Length Varies [60-120 Minutes]  
Single: \$35, Doubles: \$50  
Group Rates Available



theLearnShop  
Corporate | Institutions

# THE LEARN SHOP

## Everyday Teachers Are Everyday People.

### Is There A Cost To Teach With TLS?

#### \$25/Month: Do It Yourself/Demo Instructor\*

- Access To Our Education Newswire (1 Message = 3,000 Broadcasts)
- Communicate Credibility by Listing With Other Educators
- Share Your Learnshop Across more than 52 Social Networks
- Treat Your Participants To Automated Registration & Invoice Tracking
- Add & Manage Unlimited LearnShops
- 4 hrs/mo Face-2-Face Classroom Bookings

#### \$50/Month: Reseller/Education Partner@50

- Includes DIY Features
- Right To Resell Other Instructor Products
- Free Admission To LearnShops You Resell

#### \$75/Month: Education Partner@75

- Includes DIY & Reseller Features
- Instructor Profile Page
- Company Email (Education Partner Webmail)
- Access To over 1,400 curriculum modules (Some CEU/PDU Credits Incl)

#### \$199/Month: Education Partner

- Includes Full Education Partner Features
- 15hrs/mo Face-2-Face Classroom Bookings

\* Ask About Our Promotion For Meetup Groups & Faith-Based Organizations: [info@thelearnshop.com](mailto:info@thelearnshop.com)

Traditional Teaching



theLearnShop  
Find. Buy. Recreate.™



"Inside every learner, there is a teacher."



CONTACT US  
TO APPLY!  
1 (800) 838-4813 ext. 3



theLearnShop  
Community Programs

# THE LEARN SHOP

## Proposal for The Space Exchange™



### 1. REGISTER



### 2. EXPLORE!

#### Participant Perks

While your property owner can leverage our participant base, any employees or management staff on-site will also have the opportunity to attend our exciting learnshops. We will allow up to (5) attendees, at no cost, per learnshop. They simply contact the instructor in advance, and present appropriate identification upon attendance. This is a great way to reward exceptional employees and complement employee appreciation programs.



#### A Partnership Between Your Property & The LearnShop

The Space Exchange™ is an exciting program that creates opportunity to better utilize space and facilitate positive lifelong learning opportunities for teaching professionals in your city. The Space Exchange™ also gives our instructors more variety in the locations and audiences where they may deliver their enrichment programs. Because satisfaction is central to our success, we also advertise your location and share participant feedback as a way to leverage our catalog of exciting lifelong learning programs. Our recreational learning collaborative of independent educators and enrichment programs are a resource for strategic partners that can provide benefits ranging from increased foot traffic to revenue sharing opportunities. An overview of how the exchange works is provided below:

### Hosting Partner™ Benefits

- ❖ Fun Enrichment Programs For On-Site Staff
- ❖ Let Empty and Underutilized Space Work For You
- ❖ Publish & Manage Availability Online
- ❖ LearnShop Patrons Provide New Audience
- ❖ Your Literature Can Be Distributed in LearnShops
- ❖ Partner Locations Identified On Our Catalog
- ❖ Newsletter Promotions Can Include Hosts
- ❖ New ideas For Your Education Programs

**CONTACT US TO SIGN UP!**  
1 (800) 838-4813



## Team Building Shops: Pricing & Overview

### TEAMBUILDING

Teambuilding is a very important part of any organization. How well project teams and business units are able to collaborate is key to efficiency and the foundation of healthy morale.

### LEARNING

Participants are encouraged to make meaning out of direct experience and brainstorm. There are many learning styles. There are also many methods of instruction, some of which are more dynamic and engaging than others. We prefer exciting content, charismatic experts, and lasting impressions.

### RECREATION

Recreation is a fabulous stress reducer. Combining learning and recreation in employee recognition programs spreads organizational ethos. Use a mentally stimulating recognition program to maintain a positive environment and to motivate high performance.

The LearnShop @ MODA  
285 Peachtree Center Ave, Marquis II  
Phone 800.838.4813  
Fax 888.681.8103  
info@thelearnshop.org  
http://www.TheLearnShop.org



Our corporate training programs involve a simplified approach to learning. Lengthy training programs which lack attention to participant engagement are doubly wasteful: increased downtime from job tasks and underutilization of human capital. We focus on user experience in order to create value for the client, and improve the recall of participants. Further, we emphasize practical-based training using real world examples from actual project work to increase both the efficiency, as well as the relevance of learning programs. We utilize theory-based training where necessary.

Teambuilding is a very important part of any organization. How well project teams and business units are able to collaborate is key to efficiency and the foundation of healthy morale. Simply put: People matter. Our teambuilding programs emphasize that which is thought-provoking, fascinating, and positive. Repurposed learning environments are natural facilitators for enhancing problem-solving, collaboration, and workplace morale. Let us show you how we see the world.

## LEARNING PACKAGES

### • Team Building & Recognition

\$50/Employee (minimum 4 employees)

(Gift Certificates Available) starting at.....**\$200**

- Up to 120 minutes
- (1) Instructor
- (1) Assistant
- Includes Breakfast, Lunch, or Dinner
- Exciting Activities
- Custom or Predesigned

### • Project-Based & Staff Training Shops

Flat Monthly Fee per 25 or per employee @ \$35

(3-Month Pricing) ~~\$875~~ starting at..... **\$500**

- Monthly Learning Programs
- Choose Any Topic
- Up to 120 minutes
- (1) Instructor
- Custom or Predesigned

### CORE INSTRUCTORS

Carol Beck, Producer  
Jack Boutin, Master Interior Designer  
Phillis Bostar, Artist  
Sandra Bowden, CAD/BIM Consultant  
Matthew Carr, Architect  
Simon Duffy, Writer  
Dr. Mark Francis, Composer/Musician  
Darlene Hall, Actor/Voice Coach  
Rick Johnson, Director/Videographer  
Daaimah S. Jones, Web Developer  
Dr. Clyde Lettsome, PE, Engineer  
Melissa Middleton, Sustainability Consultant  
Fei Meng, Management Consultant  
Greg Pugh, Animator  
Veronica Slater, Aviation Consultant  
Jinean Robinson, Creative Director/Marketer  
Heather Ruhe, Professional Golfer  
Ray Sanavandi, Illustrator  
Christine Seelye-King, Chef  
T. Rishan Tesfamichael, Architect-Broker





## The LearnShop: Hip, New Learn Store(TM) Puts a Fresh Spin on the Recession

Why Success in a tough market begins with Wellness and the Pursuit of Happiness

ATLANTA, May 27 /PRNewswire/ -- "If you could take unlimited workshops for \$50/month, what would you choose?" The question posed by this funky group of professionals breathes life into the pursuit of happiness and invites us to consider what we *want* to do instead of what we can afford. The LearnShop is becoming the new wellness haven where the unemployed and underemployed can learn new skills, pick up a hobby, and network on a budget. "This is truly an awesome opportunity for anyone who has had to downsize their overall quality of life," says founder T. Rishan Tesfamichael. "Our members have the opportunity to take workshops that feed their passions, hit the gym and frequent museums without checking their dignity or budget at the door." It is one solution for relevant training that poses a sweet alternative to eliminating the extra-curricular activities which make adult life worthwhile.

It's no secret that unemployment and underemployment are at record levels these days. But constructive activity is also one of the best ways to stay sharp in a down economy. One mistake that many people make while out of work is withdrawing. One LearnShopper, Rima Abdallah shares "gaining knowledge on these topics has also helped me recapture my confidence in order to become a more desirable candidate in my industry."

Students and recent graduates looking for work in this challenging and highly competitive market have discovered that additional training, tooling and networking are necessary to position them as knowledgeable job candidates. According to recent studies conducted by Penn State, more than 50% of enrolled students are likely to change their major, while 80% of them are undecided or unsure about the major they chose. In 2008, the National Center for Public Policy and Higher Education reported only 18 graduates for every 100 college students enrolled nationally, and more than 52% of Georgia's college students will not graduate. Career exposure, practical skills, and extra study help those students better choose their field of study, and, ultimately, graduate their programs. So whether student, professional, unemployed or otherwise, it's going to take more than wishful thinking to survive this economy--learning how to survive it is half the battle.

*LearnShop Studios, Inc (D/B/A The LearnShop) is an anti-recession, Learn Store(TM) based in Atlanta, Georgia, serving professionals, high school & college students who are shopping for careers and training in the Arts & Sciences. A Learn Store(TM) is a first-in-kind learning and wellness center dedicated to affordable lifelong learning and personal growth guided by skilled experts. The LearnShop offers pay-go workshop registration as well as membership products which allow customers to register for unlimited instructor-led workshops, fitness & museum programs at Gold's Gym and Museum of Design Atlanta, respectively. Workshops cover a diverse array of topics in the performing & liberal arts, science & technology. Website: [www.TheLearnShop.org](http://www.TheLearnShop.org)*

SOURCE The LearnShop

Story from REDORBIT NEWS:  
<http://www.redorbit.com/news/display/?id=1695651>

Published: 2009/05/27 10:13:00 CDT

© RedOrbit 2005

Contact: Simon Duffy

Tel: +1 404 704 0435

Email: [info@thelearnshop.org](mailto:info@thelearnshop.org)

FOR IMMEDIATE RELEASE

## PIANIST MOVES FROM SELF-TAUGHT TO TEACHER AT THE LEARNSHOP

### Why Success in a tough market begins with Wellness and the Pursuit of Happiness

ATLANTA, July 24, 2009-- Students in Brittany Danielle Scott's piano workshops at The LearnShop in Atlanta will have one thing the 23-year-old from Covington did not have when she took her first steps on the instrument – a teacher! Having sung in chorus since 9th Grade, the future pianist taught herself the keyboard by singing from sheet music and matching the note she sang on the piano. With the help of a family friend she soon embarked on a more formal series of lessons that lead her to West Georgia College and the concert stage.

"My passion lies in teaching, but I do like to perform also," says Scott. "I feel everyone is capable of learning something in music," she added. Now she is ready to inspire a new generation of pianists and musicians through her workshops at Atlanta's new continuing learning facility The LearnShop, housed inside the Museum of Design Atlanta (MODA) on Peachtree Center Avenue, Atlanta, Ga. The LearnShop is a new continuous learning facility which offers an array of workshops available both on site and over the net.

The workshops are taught by experts in their field, with the emphasis being on real world experience. The workshops range from acting, television directing, music and painting to architecture, the airline business and computer animation. "Our goal is to give our participants access to remarkable individuals who can teach their subjects from firsthand knowledge," says LearnShop Director of Education, T. Rishan Tesfamichael. "We believe totally in the idea of lifelong learning and, with the current state of the economy, we know there are many people considering career changes. By taking our workshops, they can be introduced to experts from a vast range of industries.

"Also, it is a great time to explore those dreams you have always had – painting, learning the piano or acting. We have the coaches to help you realize your dream," she added.

*LearnShop Studios, Inc (D/B/A The LearnShop) is an anti-recession, Learn Store™ based in Atlanta, Georgia and located at the Museum of Design Atlanta. Featured by About.Com (New York Times Company) as an adult education provider, A Learn Store™ is a first-in-kind brain trust for hire dedicated to the art of affordable lifelong learning and personal growth guided by skilled experts. The LearnShop offers business-to-business and business-to-consumer learning solutions that include both instructor-led and web-hosted workshops, fitness & museum programs at over 500 Gold's Gym locations and more than 300 museums across North America through Museum of Design Atlanta. Customers may take a "how-to-be" workshop or a "how-to-do" workshop in-person or online, and enjoy the rare opportunity of creative information gathering without the pressure of evaluation, testing, or judgment. Workshops cover a diverse array of topics ranging from culture & lifestyle to the performing & liberal arts, science, & technology. -- The LearnShop! Website: [www.theLearnShop.org](http://www.theLearnShop.org)*

###

If you'd like more information about this topic, or to schedule an interview with T. Rishan Tesfamichael, please call Simon Duffy at +1 404-704-0435 or e-mail [pr@thelearnshop.org](mailto:pr@thelearnshop.org)

**About.com**

## Continuing Education

### Deb's Continuing Education Blog

By [Deb Peterson](#), About.com

## The LearnShop

Thursday May 28, 2009

T. Rishan Tesfamichael has come up with a place where, for \$50 a month, you can take as many workshops as you'd like. It's called the [LearnShop](#)<sup>1</sup>, and it offers courses in topics from art to parenting and etiquette. Etiquette? Remember Emily Post? No? No. Where has our society's etiquette gone? We could use some etiquette classes.

From the LearnShop website:

Most of our shops are in-person sessions where our instructors can provide immediate guidance and feedback. We offer various lengths ranging from 60-minute power sessions through half-day and full day courses. We offer morning, lunch hour, evening, and weekend shops. We have both one-time as well as multi-week shop sessions available.

It sounds like great fun, but alas, it's available only for those of you in or near Atlanta. I'm blogging about it anyway because I think it's a grand idea. Maybe people in other cities will take the cue and open shops for the rest of us.

Sign up, and then come back and tell us about it.



## The LearnShop: a continuing-education buffet

Published: Jun 30, 2009, Christine Foster

They say learning never ends and at just \$50 per month for unlimited workshops at the new LearnShop in Atlanta, it doesn't have to. The only question left is: What do you want to know?

In a recession, all things financial tend to get put on hold, including schooling. But what if learning new skills were still accessible, even during the economic downturn? That's the anti-recession rationale behind the LearnShop Learn Store, says founder Rishan Tesfamichael, a registered architect and real estate licensee.

Like thousands of others, Tesfamichael suffered the shocking blow of unemployment in January 2009, despite her hefty résumé. Instead of wallowing in her misfortune, she decided to turn her own tide.

"I decided this was the last time I would hang my financial stability on a job, and I would lift others with me as I climbed," she said of her decision to start her own company.

Seeing the need for affordable learning, Tesfamichael began her quest to provide opportunities for gathering information and acquiring new skills at a reasonable cost.

"Lack of money is definitely inversely proportional to opportunities for learning and personal growth," Tesfamichael said. "My mother used to say you can't have champagne taste with a beer pocketbook. I think that's unfair.

Tesfamichael decided to change such perceptions.

Her purpose was "to create a fertile environment for personal growth, wellness, lifelong learning and culture."

The LearnShop was designed with fun and learning in mind. It opened March 5 and moved into the main offices at the Museum of Design Atlanta in early June. Initial class attendance was from 10 to 15 students per workshop but Tesfamichael sees the potential for growth.

Tasting success, Tesfamichael has added subjects that are often the first to go in times of recession, such as the arts, wellness and culture. She contracted various professionals and teachers qualified to instruct LearnShop classes — such as instructor Carol Beck, who taught film production for eight years, Cobb County art teacher George Green and architect Ray Sanavandi.

LearnShop now offers courses in architecture, acting, aviation, cooking, film, LEED certification, dance, fashion, event planning, etiquette, guitar, photography, language learning and publishing.

"Some workshops actually offer state-required continuing education credits and certifications — something less accessible to recently separated professionals," Tesfamichael said.

However, she doesn't intend for LearnShop to compete with degree programs. LearnShop courses are seen as an affordable education option — and a way to remove limitations on learning.

Eventually Tesfamichael hopes to expand onsite classrooms to other areas of the country. For now, students anywhere can take part in online programs, but only Atlanta based students may attend on-site classes at MODA, Georgia Institute of Technology and the Peachtree Building conference center.



## The LearnShop: Creative Professionals Finding Their Inner Teacher

### How Everyday Teachers Are Blending Real Estate & Technology To Go Viral

ATLANTA, Feb. 25 /PRNewswire/ -- Let's face it: Education can be intimidating. It's easy for students and teachers alike to be pigeonholed into a single expertise. Not only do academics need a creative outlet to share fresh content, but everyday teachers need one too.

For The LearnShop, what began as a centrally-sourced catalog of classes evolved to accommodate a new market: everyday teachers seeking wider distribution. But these aren't just a bunch of higher-ed rejects: Atlanta's Director of Education, T. Rishan Tesfamichael, entered Georgia Tech at the tender age of 16, graduating with honor before she could legally drink. "What excites my inner learner is how we bridge social networking with making diverse learning experiences more accessible to a broader demographic," says Tesfamichael. "One message from our micro-blogging tool reaches several social networks and every instructor's front page. It creates a uniquely organic cross-marketing platform."

This platform can even be licensed to schools, companies, clubs and associations. This is one teaching community with the spirit of a grassroots movement, yet enjoys solid partnerships with national brands such as University of Phoenix, Gold's Gym and Museum of Design Atlanta, a Smithsonian affiliate. Instructors decide pricing, what and where they want to teach, invite attendees, and show up.

Teaching is also a great way to build credibility. "It's nice to be attached to an organization that lends to your credibility because it makes your students feel more comfortable," says instructor, Dr. Ron Owens. "I also like the idea of being part of a community of instructors."

"It's hard to create a business from scratch," added Fei Meng, VP of Product Development. "Our ultimate vision is to promote rare and authentic learning experiences, so we turned over what we built for ourselves to empower everyday teachers."

*The LearnShop is headquartered in Atlanta, Georgia and directly sells lifelong learning programs to individuals and groups, while providing low-cost, turnkey enterprise solutions to teaching, training, & coaching professionals. Solutions include a course management system, venue booking resources, and social networking integration. Website: [www.theLearnShop.org](http://www.theLearnShop.org)*

If you'd like more information about this topic, or to schedule an interview with T. Rishan Tesfamichael, please call Simon Duffy at +1 404-704-0435 or e-mail [pr@thelearnshop.com](mailto:pr@thelearnshop.com)

SOURCE The LearnShop

©2010 PR Newswire. All Rights Reserved.

*Disclaimer: Information contained on this page is provided by companies featured through PR Newswire. PR Newswire, WorldNow and this Station cannot confirm the accuracy of this information and make no warranties or representations in connection therewith.*