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Avilar to Speak at SALT Conference on Taking a Competency Based Approach to Workforce Development

(Laurel, MD — February 2, 2005) Avilar Technologies Inc., a leading provider of competency and learning management software, announced today that it has been selected to speak at the upcoming Society for Applied Learning Technology (SALT) conference in Florida later in February. The talk will address the growing move to align training and workforce development to strategic goals of the organization.

“A competency management-based approach allows training professionals to become a strategic partner with upper level managers in their organization,” said Lauren Havighurst, Competency Management Solutions Director at Avilar. “A competency approach also allows training and workforce development professionals to speak the language that managers appreciate when it comes to acquiring budget and showing a bottom line ROI,” she added.

“Our members are concerned with issues surrounding a strategic approach to workforce development”, said Carrie Jensen, Director of the SALT conference. In addition, Avilar will be officially announcing and releasing its white paper on the strategic impact of a competency management-based approach to workforce development. The paper, available on the Avilar website, will look at the emerging adoption of competency management and look at some best practices in that area.

About Avilar

Avilar Technologies, The Competency Company™, provides web-based competency management and learning solutions for the corporate, government and academic sectors. With its Know, Grow, Go solution, Avilar offers a competency-based approach to workforce development. Formed in 1997, Avilar was a pioneer in the e-learning marketplace. The flagship WebMentor® product line, originally introduced in 1998, includes a complete suite of affordable, easy-to-use, and full-featured competency development and management tools. Avilar is the recipient of the Excellence in E-Learning for Customer Satisfaction award from Brandon Hall and *E-Learning Magazine*, and was cited by Training Magazine as a top “Price-to-Value” provider.