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SMALL BUSINESS DEVELOPMENT CENTER
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WILLIAM PATERSON UNIVERSITY Center for Continuing and Professional Education offers a variety of certificate programs to help you and your staff improve your business skills and thrive in a competitive global economy.

**MBA ESSENTIALS: FOUNDATIONS FOR BUSINESS**

Business leaders acquire comprehensive finance, marketing and management knowledge and strengthen their skills in managing their companies, staff and clients with 6 courses in 36 hours of MBA Essentials. These courses are taught by leading professors from the Christos M. Cotsakos College of Business which is AACSB accredited. AACSB international accreditation represents the highest standard of achievement for business schools, worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review.

AACSB international accreditation means excellence in management education. The university’s MBA is ranked by the Princeton Review as one of the leading MBA programs. Upon completion of these 6 courses, participants have the option to test and earn 3 graduate credits as an elective in the William Paterson University MBA Program. This program is run directly at your office or branch location, making it highly convenient for your employees. Each of the following MBA Essentials programs has been approved for 6 recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org.

**Fee:** Call for customized training for your company

- Organizational Behavior and Design $450
- Marketing Fundamentals $450
- Accounting for Managers $450
- Management of Technology $450
- Finance for Non-Financial Managers $450
- Global Management $450

“The use of this seal is not an endorsement by HRCI of the quality of the program. It means that this program has met HRCI’s criteria to be pre-approved for recertification credit.”

**Organizational Behavior and Design**

This course introduces the organizational setting and examines human behavior within organizations. Topics covered include: design, structure, technology and processes at the ‘macro’ level, and leadership, decision making, motivation and teamwork at the ‘micro’ level. Both theoretical underpinnings and practical applications are emphasized through class discussion, lecture and experiential exercises.

**Marketing Fundamentals**

This course will provide an overview of the fundamental elements of marketing including consumer behavior, marketing research, marketing communications, and marketing management. You will begin with an examination of the role of marketing in corporations and its contribution to innovation. You will explore various facets of the marketing function with the help of in-class exercises and discussions. The course will conclude with a discussion concentrating on marketing’s contribution to strategy and sustainable business practices.

**Accounting for Managers**

This course uses the Case Method and focuses on the content, analysis, and interpretation of the financial and managerial accounting information used by managers in making business decisions. The financial accounting section includes generally accepted accounting concepts and principles for internal and external financial reporting purposes. The management accounting section emphasizes cost behavior, cost management, and management control.

**Management of Technology**

This course examines the role of technology on economic transformation. It will take an evolutionary view of technology, explaining its role in different points of world history. You will explore the role of technology in shrinking time/space boundaries (through innovations in transportation, telecommunications, internet and supply chain management). You will examine the role of technology in six different industries: apparel, automobiles, semiconductors, agro-foods, financial services, and logistics. You will also examine the changing contours of these industries in light of theories of innovation, as well as those of political economy.

**Finance for Non-Financial Managers**

A most succinct description of the discipline of finance is that finance is the study of risk and return and the trade off function between the two. The field of Corporate Financial Management within this broad description of finance is concerned with maximizing corporate value by utilizing this complex trade off function. This course will provide a bird’s eye view of Corporate Financial Management and its relationship with the broad field of finance as a whole. Designed for non-specialists, this subject matter, including some of the models involved, will be treated in a simple and user-friendly manner, focusing on the managerial use of the models and approaches, rather than the complexities of the quantitative relationships. The course will cover, but may not be limited to, some of the specific areas within Corporate Financial Management, such as: Corporate Financial Management and the Capital Market, the various functions of financial Management, Measurement of Risk and Return, Applications of the above in Corporate Finance, and an Introduction to Strategic Financial Management.

**Global Management**

This course will focus on the various issues involved in managing in a global environment today. It will concentrate on the recent changes in the infrastructure of commerce in the globalized world; the international regimes of institutions, rules, laws, treaties and other modes of governance; the new global circuits of capital; the mobility of international labor; the challenges of managing across cultures; and the emergence of new global players in the international arena.
Certificate in Leadership
This certificate focuses on sharpening your leadership skills. Students will strengthen their communication skills, learn effective motivational drivers, construct team goals and explore their personal strengths as a leader. This certificate is awarded to students who successfully complete 6 courses – 4 core and 2 electives.

Core Courses:
- Effective Leadership Principles
- Manager as Coach
- Performance Evaluation and Feedback
- Successful Team Building Strategies

Electives:
- Strategic Planning for Leaders
- Communication and Work Styles
- Conflict Management
- Effective Business Writing

Communication and Work Styles
If you understand the way you communicate, you can better understand others. You can then adjust your style to build more cohesive teams, deal with conflict and build strategic relationships. The fee includes the DISC Personal Development Profile.
Instructor: Roy Lee
Date: October 19, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: B011

Effective Leadership Principles
Leadership skills are often confused with management skills but good managers are not necessarily good leaders. This course will focus on the skills necessary to successfully lead others. Participants will identify their leadership style and they will understand how their leadership can help others become self-reliant contributors.
Workshop includes the “Situational Leadership” tool.
Instructor: Roy Lee
Date: November 3, 2011
Time: 6 pm – 9 pm
Fee: $95 (includes assessment tool)
Course Number: B005

Performance Evaluation and Feedback
Performance evaluation is a necessary and beneficial process, which provides annual feedback to staff members on their job effectiveness. But, what are the guidelines for providing a fair and balanced assessment? Learn your responsibilities as an immediate supervisor. Learn how to structure an evaluation and manage a performance review meeting with the employee.
Instructor: Roy Lee
Date: December 5, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: B016

Manager as Coach
You will need to coach your direct reports. Although each coaching opportunity will vary, your ability to quickly help people on your staff explore and expand their skill set will enable them to take on new and different work assignments. By becoming aware of unique verbal and non-verbal communication components, you will be able to provide solid coaching.
Instructor: Roy Lee
Date: November 21, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: B013

Successful Team Building Strategies
Great teams are built and they don’t just happen. This workshop focuses on: team charters, objectives, processes and accountability. Upon completion of the course, students will be able to structure teams for optimal performance and set the right goals. They will understand how and when to adjust their work styles and leadership approach. They will also understand how to foster the maximum level of collaboration on their teams.
Instructor: Roy Lee
Date: December 14, 2011
Time: 6 pm – 9 pm
Fee: $105 (including assessment tool)
Course Number: B012

Strategic Planning for Leaders
This course defines strategic planning and assists participants in aligning plans with goals. Leadership plays a critical role in any organization. Having a plan in place provides management with a process for identifying strengths and weaknesses while taking advantage of opportunities and preparing for threats.
Instructor: Rita Williams-Bogar
Date: October 12, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: B023

Conflict Management
Conflict arises when values, perspectives and opinions are contradictory in an organization. This course addresses the impact of conflict on team morale, types of managerial actions that contribute to conflict, and specific actions that can be taken to reduce or eliminate conflict.
Instructor: Rita Williams-Bogar
Date: November 28, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: B024

Effective Business Writing
This course teaches the “how-to” behind generating perfectly polished business documents. Whether you are drafting memos, emails, reports or other business writings, you need to be concise and persuasive. Clear writing is powerful. You will learn tips on editing, revising, and grammatical do’s and don’ts. Maximize your career opportunities by writing to win.
Instructor: Rita Williams-Bogar
Date: December 1, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: B010
Business and Entrepreneurship

**Accounting/Finance**

QuickBooks/Bookkeeping Program
Introduction to QuickBooks/Bookkeeping is a course that covers the fundamentals with newcomers in mind. QuickBooks/Bookkeeping is a completely new way of thinking about finances. Specifically, this class addresses accounting equations, debits and credits, how to prepare and interpret important financial reports and balancing the accounting formula using QuickBooks software. It also covers balancing the accounting formula, journals, ledgers, trial balance, bookkeeping terminology, revenue, expenses, net income, debits and credits. Students will learn how to read financial statements properly and how to grab meaningful information from the balance sheet, income statement and cash flow statements. After completing this course, you will have a solid understanding of Quickbooks. By applying the concepts learned in this course you will understand the process behind accounts payable and accounts receivable. Students will know what cash flow is and how to improve it, what profit is, how it is interpreted and what influences its growth. Learn QuickBooks and bookkeeping now and achieve a skill that is an invaluable asset to your professional career development. The Certified User Examination is included and will be given at the completion of the program.

Instructor: JoAnne MacBeth
Dates: September 6 – December 13, 2011
Days: Tuesday
Time: 5:30 – 8:30 pm
Fee: $999
Course Number T012B
OR
Days: Friday
Time: 9:30 am – 12:30 pm
Fee: $999
Course Number: T012C

*Included with this course is a 140 day free trial of QuickBooks 2010 for your home computer.

QuickBooks in Practice
A hands on workshop to enhance your QuickBooks skills.
Instructor: JoAnne MacBeth
Dates: November 15, 22, & 29, 2011
Day: Tuesday
Time: 5:30 – 8:30 pm
Fee: $249
Course Number: T013C
OR
Instructor: JoAnne MacBeth
Dates: November 18, December 2, & 9, 2011
Day: Friday
Time: 9:30 am – 12:30 pm
Fee: $249
Course Number: T013D

QuickBooks Test Preparation
A hands on review for the Certified User Examination and taking the test.
Instructor: JoAnne MacBeth
Dates: November 15, 22, & 29, 2011
Day: Tuesday
Time: 5:30 – 8:30 pm
Fee: $349
Course Number: T014A
OR
Dates: November 18, December 2, & 9, 2011
Day: Friday
Time: 9:30 am – 12:30 pm
Fee: $349
Course Number: T014B

*QuickBooks Certified User Examination (without preparation course)*
William Paterson University is an Approved site for the Certiport “Certified User” of QuickBooks Examination.
Certified User Examination: Cost: $149.00
Please call Valerie Marino to schedule an appointment for the examination at 973-720-3804.

Certified Financial Planner® Program

Financial planning jobs have grown and are expected to continue to grow in the upcoming years. The retirement of baby boomers, growing entitlements, longer life spans, and lower yields have created a need for CERTIFIED FINANCIAL PLANNERS® certificants. The core personal financial courses are required by the CPF® exam – an important step in establishing your professional credentials.

Estate Planning – B033 - TBA
Income Tax Analysis and Planning – B031 - TBA
Investment Analysis/Planning – B032 – Tuesday evenings – 6:00-8:30 p.m. – September 1 - December 23, 2011
Insurance Analysis/Planning – B035 – Monday evenings – 7:00-9:30 p.m. – September 1 - December 23, 2011
Retirement Planning – B034

Fee: $949 per course (textbooks are not included)
Please call Mary Ann Padula at 973-720-3698 to register or for more information.
PROJECT MANAGEMENT CERTIFICATION PROGRAM

This introductory program covers the fundamental methodologies and applications of Project Management and prepares participants for the Project Management Professional (PMP) Certification Exam. The course material covers the key project management topics recognized by the Project Management Institute including: overall knowledge of the project management bodies of knowledge, project life-cycle phases, and several in-depth tools/techniques to master the concepts that are covered in the PMP Exam. The required study-aid material to pass the PMP exam is the textbook: A Guide to the Project Management Body, Fourth Edition.

The key topics for the course include the bodies of management knowledge (integration, scope, time, cost, quality, human resources, communications, risk, and procurement) and the phases of the project life cycle (initiation, planning, and execution, controlling, monitoring, and closing). The course also provides: case studies describing real world versus concept project management analogies, management organizational structures, successful versus unsuccessful leadership traits, management versus leadership distinctions, project management application templates, over 400 PMP exam prep questions, instructions on how to apply for the PMP exam, and several tips to help you prepare for the exam, online projects and chats will be included as needed.

Instructor: JoAnn Kerwin
Days: Tuesday
Dates: September 22 – December 15, 2011
Time: 5:30 pm – 9:30 pm (15 minute break included)
Fee: $2,400 (textbook is included)
Course Number: B002

This course is offered online.
Please call MaryAnn Padula for details 973-720-3698.

Microsoft Project is the industry standard tool to build project plans, and gives you practical experience applying project life cycle concepts. You will learn to define project tasks, phases, resources, and materials. Then use Project to build project plans and track actual work against the plan. This certification is appropriate for people who plan projects with multiple phases; customize project reports and communicate project information and status.

Microsoft Visio is the diagramming software used to create and develop business-oriented drawings. It uses vector graphics to create multiple types of diagrams, including process, flow charts, organizational charts and space planning.

Instructor: Frank Asciutto
Dates: September 27 – October 25, 2011
Days: Tuesday
Time: 4 – 8 pm
Course Number: T006B
Fee: $398 (textbook is included)

SALES, MARKETING AND CUSTOMER RELATIONS

Certificate in Sales, Marketing and Customer Relations

This certificate is designed specifically for the executive that has several accountabilities in the areas of marketing, business development, and customer retention. This certificate concentrates on the fundamental skills of sales, marketing, and customer relations. Participants will gain insight into the role of competitive intelligence, strategic selling, negotiation, and how to retain high value customers.

This certificate is awarded to students who successfully complete 6 courses – 4 core courses and 2 electives.

Core Courses:
• Creating a Strategic Marketing Plan
• Exceptional Customer Service
• Public Relations
• Marketing on a Shoestring

Electives:
• Social Media Marketing
• Customer Buying Signals
• Planning for Sales Success
• Strategic Negotiation
Creating a Strategic Marketing Plan
Grow your sales within 45 days. In this program, you will learn how to combine a strategic vision of long-term business planning with the action-oriented power of a marketing plan. This course highlights the components of a strong plan: situation analysis (understanding the market, competitors, and strengths/weaknesses/opportunities/challenges), marketing strategy (4 Ps and revenue goals), marketing tactics (action planning—communication, pricing, distribution, customer service), and marketing budget/timeline (projected costs and evaluation/measurement).
Instructor: Ilene Green and Ted Palmer
Date: October 26, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B015

Exceptional Customer Service
In this program you will receive the secrets that compel your customers to back again and again. Repeat and referral business is a crucial element in a successful business. This seminar explores 5 strategies: relationship, customer, product, presentation, and after-the-sale strategies. Clearly identified and defined, each strategy works in concert to help you generate new business opportunities and exceed your customers’ expectations. You will learn how to earn loyalty ‘for a lifetime’ and achieve long-term rewarding customer relationships.
Instructor: Tamra Young
Date: September 29, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B014

Public Relations
This program will show you how you can get newspapers and magazines to feature you and your business consistently and with no cost. The term “Public Relations” covers a variety of areas including: community, customer, industry, investor, media, and shareholder relations, issue management, press/publicity, public affairs, and speechwriting, to name a few. This workshop will focus on PR basics — how to lay the groundwork for your PR strategy, how to spot and seize opportunities and how to evaluate your results.
Instructor: Caryl Bixon-Gordon
Date: November 14, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B017

Marketing on a Shoestring:
Low Cost Marketing Ideas that Work
This course explores non-traditional, low-cost, power-packed marketing tactics that cost virtually nothing yet can get you customers within weeks! You will learn the cornerstones of guerrilla marketing: the guerrilla marketing IQ inventory, 15 secrets of guerrilla marketing, how to create your 7-sentence marketing plan and an overview of 100 guerrilla marketing weapons. This foundation provides you with the leverage to uniquely promote your business with repeat and referral customers.
Instructor: Tamra Young
Date: October 5, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B018A

Social Media Marketing
Social Media Marketing has changed opportunities for entrepreneurs and businesses alike. Whether you are networking to promote yourself or your business, learn how to plan your strategy, create a community, and grow your business. This course will take you behind the scenes of Facebook, Linkedin, Twitter, Blogging, Flickr, YouTube, and Google+. Check out all the free ways to promote your business, and the tools that can help automate the process. Discover how an integrated marketing plan builds a bigger brand and greater credibility.
Instructor: Wendy Flanagan
Date: November 9, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B025

Customer Buying Signals
Convert More Of Your Prospects To Customers By Actually “Reading” Their Buying Signals... You Will Amaze Yourself!
Participants will learn about various types of buying behaviors, decision making criteria, and business needs. Various social styles will be examined in order to gain a better understanding of what drives human behavior in a sale environment. The importance of both verbal and non-verbal communication will also be presented in this class.
Instructor: Tamra Young
Date: October 17, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B028

Planning for Sales Success
Secrets That Top Sales People Use To Control A Face To Face Sales Appointment To A Sale
This course provides an overview of how to plan for an effective sales call. You will learn secrets that top salespeople use to control a face to face sales appointment in their favor. Participants will learn how to identify and qualify stakeholders in a customer’s organization. Participants will spend time designing and delivering a variety of value propositions that resonate with a variety of stakeholders.
Instructor: Tamra Young
Date: November 2, 2011
Time: 6 pm – 9 pm
Fee: $65.00
Course Number: CPE-B029

Strategic Negotiation
How To Negotiate Your Way To More Money On Every Sale
This course will outline a proven approach to strategically negotiating price, terms, and conditions throughout a common sales cycle. Participants will learn how to prepare for an effective negotiation by laying the groundwork for success. Practical tips for managing a negotiation meeting will be discussed and all participants will walk away with a negotiation check-list.
Instructor: Tamra Young
Date: November 17, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B030

BUSY SCHEDULE?
If you cannot complete the full certificate program in the Fall, you can always continue in Spring 2012!
NON-PROFIT MANAGEMENT

CERTIFICATE IN NON-PROFIT MANAGEMENT
The certificate is designed to meet the needs of the non-profit professionals who seek a broader role within their organization. Upon completion of the program, participants have attained an overview of the various operational divisions of an organization and a focused view of themselves as a contributor. This certificate is awarded to students who successfully complete 4 core courses and 2 electives.

Core Courses:
- Public Policy for Non-Profits
- Human Resource Issues for Non-Profits
- Ethical Issues for Non-Profits
- Non-Profit Management

Elective Courses
- Non-Profit Marketing
- Fundraising for Non-Profits
- Grant Writing for Non-Profits

Human Resources Issues for Non-Profits
This course will cover the most common human resource issues non-profits experience. These include wage and hours issues for non-profit employers, the art of hiring and firing, risk management in hiring, an overview of employment law and a discussion of best practices in safe hiring and employment issues.
Instructor: Tarona Lee
Date: September 28, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-B018

Ethical Issues for Non-Profits
Non-profits are held to the highest standards with regards to conflict of interest, sound governance and truth in fundraising. This workshop will highlight current “hot topics” affecting charitable non-profit organizations. You will learn about the effect Sarbanes-Oxley legislation has had on nonprofits, ways that your non-profit can become more accountable, and more.
Instructor: Diane Dean
Date: November 7, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-B020

Non-Profit Management
Learn to maximize results in your non-profit organization through effective management strategies. This workshop covers reducing costs and controlling resources, as well as how to select management tools to survive in an uncertain and changing environment.
Instructor: Tarona Lee
Date: October 24, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-B021

Non-Profit Marketing
Most not-for-profits do not function with large-scale budgets as do many private corporations and for-profit organizations. In fact, tight budgets and restrictions on the use of income, along with the absence of dedicated communications professionals, often result in reticence for adopting new ideas and expansion into new areas. This program provides a sound understanding of the benefits of a carefully orchestrated marketing and public relations campaign grounded in a Marketing mindset. Topics include: researching and reaching your target market, comprehensive use of technology, partnering with the public, as well as with businesses in innovative, low cost/no cost ‘cause’ marketing campaigns, and generating positive media coverage.
Instructor: Tamra Young
Date: December 12, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-B026

Grant Writing for Non-Profits
This workshop is focused on techniques for finding and writing successful grant applications to foundations, government and corporate funders. Participants are invited to come prepared with a funding idea for class discussion.
Instructor: Lanisha Makle
Date: October 3, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-B009

Fundraising for Non-Profits
This workshop will cover key elements of a fundraising plan for small to mid-sized nonprofit organizations including discussion of annual appeals, special events, memberships and dues, board giving, grant writing, user fees and innovative business approaches to generating income. The workshop emphasizes practical lessons for fundraising success.
Instructor: Diane Dean
Date: December 7, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-B008

Public Policy for Non-Profits:
Lobbying and Political Activities for Non-Profits
This course will address the various political activities that are practical for charitable organizations. You will learn about lobbying and what a non-profit organization can and cannot do to influence legislation and encourage constituents to be politically active.
Instructor: Diane Dean
Date: October 11, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-B019

NEW! DOWNTOWN PATERSON PROGRAM!
The Certificate in Non-Profit Management will also be offered at 125 Ellison Street (2nd floor), Paterson, NJ from October to December 2011. Please call Rosie to register at 973-720-2354 or wpunj.edu/cpe.
RBI Sales Performance Consulting

At RBI, Sales Performance Consulting is a process of diagnostic and developmental activities that identifies gaps in performance—either opportunities or problems—that affect a sales organization’s results. The RBI model for sales performance consulting includes seven steps.

1. DATA COLLECTION: We meet with you to capture an accurate picture of your current sales organization’s structure, culture, goals, and metrics. Through this effort we learn your performance goals and objectives.

2. DATA ANALYSIS: We carefully assess the data collected and review our findings with the RBI Sales Performance Team, which consists of university faculty and professional performance consultants.

3. DIAGNOSIS: Our Sales Performance Team will evaluate the potential to improve key performance gaps and we will evaluate opportunities to change key selling behaviors of your sales organization if necessary to improve your sales outcomes.

4. PRESCRIPTION: We will develop a practical training curriculum for your organization that addresses your sales training needs and we will present this prescription for improved results to you and your executive staff.

5. DEVELOPMENT: We will provide solutions for your sales organization that may include program development in the following areas:
   • Sales Leadership
   • Territory Definition
   • Sales Team Composition
   • Individual Sales Training

6. DELIVERY: We will deliver customized solutions that we develop specifically to meet your organization’s sales training needs. These deliverables are based on the data collected and are approved by the executive team of your organization. Our solution is normally delivered through a process of pre-work for participants that is tailored to your specific needs and a focused training curriculum that is delivered in our state of the art sales training lab.

7. FOLLOW-UP: We will follow up your on campus training experience at the 21, 60, 90 day milestones to solidify the effectiveness of the sales performance training program that we provide for you.

The RBI Program built on academic leadership, a strong consulting presence, and state of the art training facilities can help you expand and improve your organization's performance. Why not call us today to see how you can profit from an RBI training experience?

Fees are based on size and scope of each project. Contact the Russ Berrie Institute for Professional Sales at (973) 720-3872 for detailed information.

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CERTIFICATE IN CRITICAL SELLING SKILLS

If you are a sales professional interested in improving your performance and developing long-lasting profitable client relationships, this course is for you! If you are new to sales and would like to learn what it takes to succeed in this lucrative profession this course is for you! Critical Selling Skills provides sales professionals with the most effective sales skills and strategies uniquely suited for today’s challenging business environment.

Through this sales training program, sales professionals learn how to adopt a consultative selling approach and become more than just a salesperson to clients…you become a trusted advisor, thus differentiating yourself from every other salesperson.

In this program you will be immersed in role play and interactive exercises in the state of the art Russ Berrie Sales Laboratory at William Paterson University of New Jersey. This is a fun, fast-paced and in-depth series of courses designed to cover the essential skills you need to succeed in sales.

This certificate is awarded to students who successfully complete the 6 courses listed below:

1. High Impact Prospecting
2. Meet and Greet – Opening the Sales Call
3. The Discovery Process – Questioning and Listening
4. Relating and Reinforcing Benefits – It’s all about value
5. Handling and Overcoming Objections
6. Closing the Sales – Hearing yes more often

High Impact Prospecting

This course focuses on the essential components of high-impact prospecting. You will learn how to wisely utilize a wide range of techniques to find qualified leads including cold calling, direct mail, networking/social networking, and Internet lead generators.

Instructor: Ron Jones
Date: September 22, 2011
Time: 6pm – 9pm
Fee: $85
Course Number: RBI-091

Meet and Greet - Opening the Sales Call

There’s an old saying – you only have one chance to make a first impression! This workshop focuses on the key elements of meeting and greeting prospective clients for the first time including – call preparation, rapport building, creating trust and building a level comfort so as to make a smooth transition into the sales call!

Instructor: Ron Jones
Date: September 29, 2011
Time: 6pm – 9pm
Fee: $85
Course Number: RBI-092

The Discovery Process – Questioning and Listening Skills

You can’t effectively sell someone something unless you understand their needs. Many decision makers don’t communicate their true needs effectively. It’s through skillful questioning and listening techniques that we uncover the decision-maker’s true needs.

Instructor: Ron Jones
Date: October 6, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-093

Relating and Reinforcing Benefits – It’s All About Value

People don’t buy “things”, they buy what those “things” do for them or their organization. When the benefits of what you are selling are expressed in just the right way, you increase your ability to close the sale. In this course you will learn the difference between features and benefits, how to
Handling and Overcoming Objections

Objections are Your Friend. An objection is when your prospect tells you why what you’re offering is not what they want. Well, believe it or not, these objections help you locate where the prospect is in the decision-making process and guide you in the appropriate selling skill to use. Understanding exactly how to respond effectively to your prospect’s objections will set you apart from your competition and set you up for a successful close.

Instructor: Ron Jones
Date: October 20, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-095

Closing the Sale – Hearing “Yes” More Often

When you have worked all the pieces of your sales approach properly, you will come to that magic moment when you should go ahead and “ask for the order.” This sounds simple enough, but there are obstacles in your way, and they are not all from the prospect. In this final course of the certificate program, you will learn how to know when closing is appropriate, gain strategies to overcome close reluctance, learn four steps to get the close and much more.

Instructor: Ron Jones
Date: October 27, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-096

Understanding Your Selling Style

Understanding the challenges facing you and your team during these difficult economic times will give you an edge in reaching and closing more of your prospects. This workshop will look at your preferred style of selling and will give you the tools and skills to easily “flex” to your customer’s style and close more sales! You will sell with less effort and connect on a deeper level when you understand your customer’s needs.

Instructor: Ron Jones
Date: November 17, 2011
Time: 6 pm – 9 pm
Fee: $85.00
Course Number: RBI-099

Sales Planning

In order to deliver on your strategic objectives, sales professionals need a practical roadmap for meeting and achieving their business development goals. In this program, you will learn how to turn SMART goals into tactical action steps and document strategies and tactics for achieving those goals. The result is a business development roadmap around activities that drive results.

Instructor: Ron Jones
Date: December 1, 2011
Time: 6 pm – 9 pm
Fee: $85.00
Course Number: RBI-200

Sales Coaching

Successful sales managers understand that the best way to help their employees achieve success is by establishing clear sales goals and using sales coaching to help them achieve their goals.

In this workshop you’ll learn how to use the techniques of successful sales coaches to motivate and improve sales performance. Through role-play and peer feedback you’ll learn how to use interpersonal communication skills to uncover the root cause of a sales performance issue and provide targeted feedback in a balanced and constructive manner.

Instructor: Ron Jones
Date: December 8, 2011

Understanding Your Closing Style

Understanding the challenges facing you and your team during these difficult economic times will give you an edge in reaching and closing more of your prospects. This workshop will look at your preferred style of selling and will give you the tools and skills to easily “flex” to your customer’s style and close more sales! You will sell with less effort and connect on a deeper level when you understand your customer’s needs.

Instructor: Ron Jones
Date: November 17, 2011
Time: 6 pm – 9 pm
Fee: $85.00
Course Number: RBI-201

Course Number: RBI-201

Russ Berrie Sales Executive Roundtable Forum

A professionally facilitated, interactive discussion between owners, principals and sales executives and students from the Professional Sales Program at William Paterson University. The program is designed to help leverage strengths, overcome challenges, address concerns and solve problems in a supportive, confidential and collaborative environment and to expose students to real world business challenges.

What Should You Expect From Your Participation?

• Access to a peer group of seasoned executives
• The clarity that comes from a dynamic collaborative learning environment
• Fresh approaches and diverse perspectives on critical business issues
• New relationships to support your success
• Opportunity to mentor and prepare our students to enter the business world.

Who Should Participate?

• Business Owners, Sales Executives and Managers
• Anyone in a sales leadership position that who is prepared to further embrace the role of a leader
• Those with a strong belief in learning as a life-long process.

Information about this event will be published in the near future.

For further details contact Joanne Johnson at 973-720-3872 or johnsonj768@wpunj.edu
BUSINESS AND ENTREPRENEURSHIP

DISPUTE RESOLUTION INSTITUTE OF NEW JERSEY
BASIC CIVIL MEDIATION PROGRAM
Now Offered at The Center of Continuing and Professional Education of William Paterson University

BASIC CIVIL MEDIATION PROGRAM

This certificate is designed specifically as an introduction to dispute resolution through mediation. It is designed for those interested in pursuing careers as mediators.

The course has been structured to qualify the student to meet the educational requirements to be approved as a mediator for court ordered civil mediation in New Jersey. Application will be made for approval so that completion of the Fall 2011 semester series will qualify those who complete the course successfully.

It is also designed for executives interested in using mediation or mediation techniques for the resolution of disputes in various settings.

The Basic Mediation Program is designed to teach the fundamental techniques for resolving disputes in positive, creative ways and avoiding the necessity of expensive and divisive adversarial mechanisms for dispute resolution.

At the successful conclusion of the Basic Civil Mediation Course the student will receive a Certificate of Completion. This Certificate is awarded to students who successfully complete the basic six (6) courses.

BASIC CIVIL MEDIATION
CERTIFICATE COURSES

101. Introduction to Mediation and Alternative Dispute Resolution
This course will introduce Mediation as a dispute resolution process and distinguish it from litigation and the other available dispute resolution processes. It will discuss the reasons to choose mediation rather than an alternate process, including its advantages and disadvantages in different circumstances. It will also provide the student with an overview of the legal and ethical framework for mediation, including private and court ordered mediation processes in New Jersey.
Days: Tuesday & Thursday Evenings
Time: 6 – 9 pm
Fee: $150
Course Number: B049

102. Managing a Mediation
This course will focus on the important tasks of managing a mediation. It will concentrate on the steps from the commencement of mediation until the mediation session, including mediation agreements, the initial organization conference, communications with the attorneys and parties before the mediation session, the exchange of documents and information, and all necessary steps to assure that all participants are prepared for the mediation session.
Days: Tuesday & Thursday Evenings
Time: 6 – 9 pm

103. Negotiation Theory and Practice in Mediation
The purpose of this course is to educate the mediator in recognizing and dealing with various negotiation styles and techniques. It will expose the student to negotiation powers and tactics that a skilled negotiator or mediator must recognize, react to and use as appropriate. A negotiating toolkit will be used in simulations during the program. It will provide a background for the mediator to better facilitate an effective process.
Days: Tuesday & Thursday Evenings
Time: 6 – 9 pm
Fee: $150
Course Number: B051

104. Conducting the Mediation Session(s)
The focal point of this course will be the mediation session itself. It will discuss the importance and content of the opening statement, the role of the parties, the use of joint sessions and caucuses, dealing with varying negotiation tactics and strategies during the mediation, breaking down barriers to dispute resolution, the use of problem solving and educational strategies in the mediation and getting to a successful outcome. It will end with a discussion of the mediator’s role in crafting a resolution agreement.
Days: Tuesday & Thursday Evenings
Time: 6 – 9 pm
Fee: $150
Course Number: B052

105. Legal and Ethical Issues in Mediation
This course will layout the legal framework in which mediation takes place. The statutes, court rules, and case law governing the mediation process will be discussed. It will then proceed to discuss common standards set by the Rules of Professional Conduct and other sources of ethical considerations governing mediation. Among the topics to be discussed will be confidentiality, impartiality, dealing with the use of coercive and manipulation techniques and dealing with power imbalances.
Days: Tuesday & Thursday Evenings
Time: 6 – 9 pm
Fee: $150
Course Number: B053

106. Mediation Workshop
The student will be exposed to a variety of mediation simulations with role playing. These will include simulations ranging from a simple civil small claim to a complex case involving multiple parties and public issues. Students will take roles as parties, attorneys, experts, and mediators in an attempt to put into context the information presented to this point and to qualify the student to conduct a mediation.
Days: Tuesday & Thursday Evenings
Time: 6 – 9 pm
Fee: $150
Course Number: B054
DISPUTE RESOLUTION INSTITUTE TEACHING FACULTY:
Richard A. Herman, Director, Dispute Resolution Institute and the Mediation Project
Joseph Graziano, Deputy Director, Dispute Resolution Institute and Director of the Negotiation Project.
Additional teaching faculty from practicing mediators in New Jersey will also participate.

The program will run from October 4 – December 16, 2011. If you are interested in taking any of these courses individually, please call Mary Ann Padula at 973-720-3698 for dates.

Conference Services Available at
William Paterson University
1600 Valley Road Location

First-class facilities for your next meeting, conference, seminar or special event.

All wired academic building, with smart classrooms, conference rooms, a professional sales lab and a simulated trading room.

Internet access and fully equipped audio and video capabilities.
On-site catering services.
Central location in northern New Jersey, minutes from major highways and New York City.

Call April Bocker-Stearns, your personal event coordinator, 973-720-3035 to book your event.

■ ANNUAL BUSINESS CONFERENCES:
   CO-SPONSORED REGIONAL EVENTS

The Center for Continuing and Professional Education works with the leading regional business organizations to host major events at 1600 Valley Road in Wayne, NJ. Watch our calendar for these events in 2011-2012:

■ How To Secure Financing to Expand and Survive in a Challenging Economy
Detailed information on how to secure financing for business expansion and working capital will be provided. Speakers include representatives from the NJ Economic Development Authority, US Small Business Administration, NJ Business Finance Corporation, UCEDC, WPU Small Business Development Center and Accounts Receivable Financing and Equipment Leasing. Over 10 financial institutions will be represented to promote networking with lenders.
Date: October 26, 2011
Time: 8:30 am – 12 pm

■ U.S Department of Commerce Conference
Details on this 2-day conference will be available at www.wpunj.edu/cpe. The topic is “Export Controls”.
Date: December 6-7, 2011
Time: 8 am – 5 pm

■ Women of Influence in New Jersey
This panel of high-powered women executives is co-sponsored by Commerce and Industry Association of NJ (CIANJ), CPE and the SBDC. The event will be held in March (Women’s History Month).
Date: March 2012
Time: 5 – 7 pm

■ Green Building Conference
This event launched in 2009 and is co-sponsored by the Passaic Department of Economic Development, CPE and the SBDC. Green building and energy conservation techniques are the key issues, and the event also serves as a platform to honor local leaders in these areas. The event is geared to municipal leaders, non-profit corporations, architects, engineers and the Development Community. The event will be held in June.

■ Strategies for Small Business Success
The Tri-County Chamber, North Jersey Regional Chamber, Greater Paterson Chamber, Passaic Freeholders, Passaic Economic Development, CPE and the SBDC co-host a series of events dealing with critical issues of the times. Topics covered in the past have included Securing Financing in a Challenging Economy, Reducing Overhead in Tough Times, Increasing Sales Growth, New Media Marketing, and more. Watch our calendar for monthly topics.

■ Non-Profit Symposium:
A Think Tank for Today and Tomorrow
This April half-day symposium is co-sponsored by the Center for Continuing and Professional Education, the SBDC, and Sobel & Company, an accounting firm specializing in non-profit management. The symposium provides a forum for debate and discussion on strategic planning for nonprofits, and panel discussions with industry experts who shared experiences, advice and different perspectives on the topics of “The Power of Collaboration” and “Capacity Building”.
Date: April 2012
Time: 8:30 am – 12 pm

■ 6th Annual Faith-Based and Non-Profit Community Conference
This May conference is co-sponsored by the Passaic Workforce Investment Board, CPE and the William Paterson SBDC. Each year new corporate sponsors join the ranks to support this event and to enable the cost of admission to be kept reasonable and affordable. This conference is designed to build the capacity of Faith-Based and Non-Profit organizations in the Northern New Jersey region. The goal is for attendees to leave the conference with realistic action plans and solid next steps for the betterment of their organization.
Date: May 2012
Time: 8:30 am – 12 pm
All Certificate Programs can be taught on-site at your company. Call today to learn more about our Customized Training Programs.

CUSTOMIZED TRAINING

PROGRAMS FOR CORPORATIONS
Growing and optimizing a business means ensuring that employees have the knowledge, skills, and resources necessary to support a company’s strategic objectives. William Paterson University has a long history of assisting businesses interested in planning, designing and implementing a wide array of training programs to address critical skill sets and core competencies. As one of the most wired campuses in the state of New Jersey, the university integrates traditional learning approaches with cutting-edge instructional methods. Drawing upon the intellectual capital of our faculty and staff as well as leveraging our partnerships with business experts, the Center for Continuing and Professional Education can assist in executing a well-integrated curriculum that meets unique organizational needs. Corporate training and performance improvement are the cornerstones for creating organizational excellence. Whether you are implementing a new innovative approach or facing a major organization change, we can help you create a results-focused learning experience. As you plan for the development of your organization’s talent, our capabilities can round out the expertise of your in-house training and development team of professionals. We can help you to tailor programs that produce behavioral change and are sustainable over time. Our customized training programs can be completely unique to your business or they can expand on any course listed in this catalog.

CUSTOMIZED TRAINING GRANTS FROM NEW JERSEY DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

We can provide assistance with customized training, consortium and literacy grant applications so that training may be underwritten by funding from the NJ Department of Labor and Workforce Development. New Jersey businesses of any size may join together into a consortium in order to maximize their use of the training funds and programs. Our grant writers will assist you in choosing the type of grant that will best suit your training needs. These grant funds may subsidize the cost of the classroom training expenses of existing or future training initiatives. New Jersey is committed to improving the way state government responds to the needs of New Jersey’s business community. One of the top priorities of the governor’s Economic Growth Strategy is to develop the state’s world-class workforce, so that New Jersey’s workers can meet the skill demands that businesses require to succeed in the global economy. One of the ways to accomplish this is to provide economic assistance to New Jersey businesses through grants. Some examples of grant training courses that may be reimbursed include:

- Leadership
- Supervisory Skills
- Six Sigma
- Lean Manufacturing and Lean Office
- English as a Second Language
- Communications Skills
- Computer courses, including MS Office
- On-the-Job Training

Join us for an informational session. Choose one of the dates below. Let us assist you with your NJDOLWD grant application.

Time: 8:30 – 10 am
Dates: September 20, 2011 (Tuesday)
       October 20, 2011 (Thursday)
       November 16, 2011 (Wednesday)
Site: 1600 Valley Road, lobby
Fee: None

We can provide assistance with customized training and literacy grant applications so that training may be underwritten by funding from the NJ Department of Labor and Workforce Development. Please call 973-720-2354 for further information.
WHETHER YOU’RE A SMALL BUSINESS OWNER just starting out or looking for ways to expand your business, the SBDC can help. The SBDC is a partnership with the U.S. Small Business Administration, the State of New Jersey and the Paterson UEZ. The SBDC is focused on counseling and training for start-ups and established small businesses, which will support sustainable economic development. If you are already in business, seasoned consultants can confidentially analyze your business situation and help you develop tools for growth: a solid business plan, an accurate financial analysis, and an effective marketing strategy. Counseling sessions and workshops are also conducted in Spanish. Early registration is encouraged because class size is limited and fill quickly.

■ ENGLISH LANGUAGE CLASSES

Business Startup
The business startup seminar helps you to assess your personal attributes and understand your business needs. This seminar also provides the entrepreneur with the tools and reference materials plus additional sources for information on starting a business. The session also includes information such as city and state license requirements and regulations.
Instructor: TBA
Dates: Wednesdays. 2011 - 9/7, 10/5, 11/2, 12/7  2012 - 1/4
Time: 6 pm – 9 pm
Fee: No Charge
Location: PCCC Community Tech Center
218 Memorial Drive, Paterson, Room 102A

Creating a Winning Business Plan
Business plans are a necessary tool for every phase of business operations, from start-up to expansion. A sound business plan will help you manage your business more effectively, and is a requirement for any business seeking financing. This seminar shows the steps to prepare a detailed business plan and why the business plan is used as a primary source for obtaining SBA loans, or loans from venture capitalists and angel investors. This session discusses the components of a business plan; executive summary, cover letter, organization plan, financial and supporting documents necessary to obtain funding.
Instructor: Bill Tully
Dates: 2011 - Wednesdays 9/14, 10/12, 11/9, 12/14,  2012 - 1/11
Time: 6 pm – 9 pm
Fee: No Charge
Location: PCCC Community Tech Center
218 Memorial Drive, Paterson NJ, Room 102A

Private Marketing Counseling for Business Owners
As a business owner, you need to create a customer awareness of what makes you different from all others who deal in your marketplace. Does your quality and service distinguish you? What other features make your product or service desirable? How do you tell people? This one hour counseling session will guide you through the process that can increase your sales volume and margins. Because there are a limited number of sessions available it is directed toward those who are currently in business. Preference will be given to business owners.
Instructor: Jeanmarie Tenuto
Dates: Fridays 9/9 (V), 10/14 (E), 11/18(V), 12/16(E), 1/13 (V)
Time: 9 am – 4:30 pm (one hour sessions as registered)
Fee: No Charge
Location: Alternate locations at :
(E) 131 Ellison Street, Paterson
(V) WPUNJ, 1600 Valley Road, Wayne, Room G008

Introduction to QuickBooks
This short introductory course will show you how to prepare and interpret important financial reports. It will show you how to create your company’s books from “scratch”. You will be shown how to set up accounts, customers, vendors, items and jobs. Other tasks that will be covered are:
• “Clean up” your important customer lists
• Enter and process checks, bills and payments
• Prepare and process estimates, invoices, sales receipts, credit memos, deposits and customer statements
• Purchase and manage inventory
Instructors: Patricia Saggio
Dates: 2011 - 9/22, 10/20, 11/10, 12/8  2012 - 1/12
Time: 6 pm – 9 pm
Fee: $39  Text - $25 (Additional, optional)
Location: College of Business, Wm. Paterson University
1600 Valley Road, Wayne, Room G016

Grow Your Business Online – Webinar Series
These E-business seminars help small businesses or individuals who want to start their businesses to plan, develop and market their web sites as well as manage technology for the benefit of their business operations in light of the increased need to use information technology to compete in a fast-paced, global business environment. Seats are limited.
**Registration MUST occur one hour before the actual time of webinar and the individual must be logged on at their computer at the immediate start time.**
**PLEASE NOTE: TOTAL PRICE FOR WEBINAR(S) WILL BE SHOWN ON THE CHECK-OUT PAGE**
Each webinar is $25 per person per webinar. Contact The Webinars begin at 6:00pm, and usually run an hour. There is also a Q&A after the webinar.

The schedule for the webinars is as follows:
• Website Development (July 28, Oct 13)
• Free Resources to Build Website (Aug 11, Oct 27)
• Promoting Website & Boosting Sales (June 9, Aug 25, Nov 10)
• Power of Email Marketing (June 23, Sept 8, Nov 17)
• How to Use Social Media (July 14, Sept 22, Dec 8 )

Instructor:  Sunny Kancheria
For registration, please visit www.njsbdc.com
International Trade Management Series
The NJSBDC International Trade Program offers workshops in all aspects of international trade business. These workshops are conducted by Roger S. Cohen, President, Cohen International. The instructor, Roger S. Cohen, is a specialist in international trade. He has engagements, both foreign and domestic, in consulting and technical management to facilitate participation in international trade.

Location: Passaic County Economic Development Headquarters, Totowa Business Center, 930 Riverview Drive, Suite 250, Totowa, NJ 07512
Fee: $25 For Each Workshop
For registration call 973-353-1927 or online at NJSBDC.com

Demystifying International Trade
How to Get Started
Seminar covers the fundamentals of foreign trade. It will review topics for both beginning and accomplished exporters and importers.
Date: Thursday, September 8, 2011
Time: 10 am – 1 pm

International Letters of Credit and INCOTERMS
Understanding the Language of International Commerce
This workshop provides an overview of international letters of credit and international commercial terms – the international language (INCOTERMS) of how to buy, sell, deliver and get paid and transfer of risk. These are the fundamental building blocks of how to transact international business.
Date: Tuesday, October 4, 2011
Time: 10 am – 1 pm

Getting the Most from International Reps., Agents and Distributors
How to Expand Your Reach Abroad
This workshop covers the practical aspects of how to work with agents, representatives, distributors, and other resources. Learn how to increase your reach by working with sales professionals.
Date: Tuesday, October 11, 2011
Time: 10 am – 1 pm

Federal Certification Workshop
The NJSBDC in partnership with the Small Business Administration will conduct a seminar on 8(a) Business Development, Hub Zone Empowerment Contracting Program and the Woman Owned Small Business Government Contracting.
The 8(a) Business Development Program is SBA’s effort to promote equal access for socially and economically disadvantaged individuals to participate in the business sector of the nation’s economy. Those who can demonstrate that they are socially and economically disadvantaged may also be eligible. The HUBZone Empowerment Contracting Program seeks to encourage economic development in historically underutilized business zone – “HUBZones” through establishment of preferences for award of Federal contracts to small businesses located in such areas. The new WOSBs set-aside contracting program is to begin in February 2011. The SBA will discuss the WOSB rule and eligibility requirements for participation in this program; how the program will work and the certification process.
Date: September 15, 2011
Time: 9 – 12 Noon
Location: William Paterson University, College of Business, 1600 Valley Road, Wayne, NJ, 07470
To register, please call William Paterson SBDC at: 973-754-8695
Fee: No charge

Buying a Business or Franchise
There are three ways you can go into business for yourself:
(1) You can start from scratch;
(2) you can buy an existing business; or
(3) buy a franchise.
This workshop will explore two ways to own your own business by examining the pros and cons of buying either an existing business or a franchise.
Topics include:
• How to determine which is the better path for your needs
• How to select a business that provides you with an income stream
• How to do due diligence & research before putting any money down
• Tools to use in finding what businesses or franchises are for sale
• What are the investment ranges
• Sources of financing for your investment
• Key issues in dealing with landlords, banks, vendors and employees
Workshop leader: Charles Mizejewski, Franchise Network of New Jersey
Instructor: Charles Mizejewski, Franchise Network of New Jersey and Sunbelt Business Brokers
Date: 10/6, 11/17 2011 - 1/12
Time: 8:30 – 11 am
Location: Wm. Paterson College of Business, 1600 Valley Road, Wayne, NJ
Room: V1003
Fee: No Charge

Credit Management
The William Paterson SBDC offers a free personal consultation to bring your credit position under control.
Bring your three free credit reports with you and learn:
• How credit scoring works?
• How to correct credit errors?
• How to develop a credit management strategy?
• How to understand a credit report?
• How to improve your credit?
Instructor: Lilbeth Rodriguez
Dates: 2011 - 9/7, 9/21, 10/12, 10/26, 11/9, 11/23, 12/14, 2012 - 1/11
Time: 6 – 9 pm
Fee: No Charge
Location: WPU Small Business Development Center 131 Ellison Street, Paterson, New Jersey 07505

Social Media for Business
Practical money making strategies to help grow your business:
A brief overview of the major social media sites, how they differ and how to target specific audiences.
Lecture covers:
• Facebook
• LinkedIn
• Twitter
Learn how are they useful in a business environment and how can they be applied, where and how to begin, appropriate content to post. How to use them with your business website or blogsite.
Review how to develop a business strategy to make money using the social media. Includes a question and answer session.
Presented by Sean Carroll, a professional in the field of electronic marketing, CEO of Work Live Dream.
Date: 2011 - 9/8, 11/17 2012 - 1/12
Time: 8:30 – 11 am
Location: Wm. Paterson College of Business, 1600 Valley Road, Wayne, NJ
Room: V1003
Fee: No Charge
Small Business Development Center

Next Stage Growth Series

A series of Seminars designed to take the entrepreneur beyond his early and initial period and prepare him for the complexities and challenges of the growth stage.

William Paterson in cooperation with the NJSBDC is presenting the Marketing instruction. The sessions are as described below:

All sessions are held at The William Paterson University College of Business, 1600 Valley Road, Wayne, NJ 07470, Room V1003

Time: 9 am – 12 pm

Fee: $50 for each presentation.

For registration and payment directions, contact the NJSBDC at 1-800-432-1565

Presenter: Jeanmarie Tenuto, CEO, Centaur Strategies

Knowing Your Market

This course demonstrates the various methods that professionals use to find out information about their customers and their needs and how to meet them. Identify target markets, competitors, market trends, customer satisfaction with products and services, and other pertinent parameters.

Date: September 30, 2011

Marketing Upstream

Attract larger clients by changing the way an enterprise markets itself and keep abreast of changing conditions. Learn the tools and the internal analyses necessary to find new clients and understand their needs.

Date: October 28, 2011

Strategic Selling Systems

This program offers a “Birds Eye view” of database marketing as well as the personal selling philosophy it supports. Learn strategic selling skills that help to achieve top performance in your industry.

Date: November 11, 2011

ENTREPRENEUR CERTIFICATE PROGRAM

This program is a partnership between Passaic County Community College and William Paterson University Small Business Development Center. All classes meet Wednesday & Thursday evenings from 6pm to 9pm at the PSA (Public Safety Academy), 300 Oldham Road, Wayne.

CE FALL 2011 OPEN ENROLLMENT

<table>
<thead>
<tr>
<th>COURSE TITLE</th>
<th>Course #</th>
<th># Hours</th>
<th>Start Date</th>
<th>End Date</th>
<th>Campus</th>
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<tbody>
<tr>
<td>The Business Plan</td>
<td>NBS 160 S1</td>
<td>9</td>
<td>09/28/11</td>
<td>10/12/11</td>
<td>Wayne</td>
<td>$119</td>
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<tr>
<td>Marketing Strategies for Business Success</td>
<td>NBS 161 S1</td>
<td>6</td>
<td>10/19/11</td>
<td>10/26/11</td>
<td>Wayne</td>
<td>$79</td>
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<tr>
<td>Understanding Financial Statements</td>
<td>NBS 163 S1</td>
<td>3</td>
<td>11/02/11</td>
<td>11/02/11</td>
<td>Wayne</td>
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<td>Small Business Recordkeeping</td>
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<td>11/09/11</td>
<td>11/16/11</td>
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<tr>
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<tr>
<td>Small Business Taxes</td>
<td>NBS 162 S1</td>
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<td>12/14/11</td>
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All seven courses must be taken to obtain the Entrepreneur Certificate, but anyone is welcome to take a course individually if desired. For information or registration, call Dr. Schlegel, 973-684-6126.

SPANISH LANGUAGE CLASSES

Business Startup (Como Empezar Su Propio Negocio)

Este seminario patrocinado por William Paterson University SBDC, es para ayudar a todas aquellas personas que están pensando en empezar un pequeño negocio. Con duración de tres horas, este seminario será dado completamente en español para ayudar a los futuros empresarios a definir sus fortalezas y para conocer cuáles son los pasos a seguir para dar comienzo.

Instructor: Roberto Alferes


Time: 6 – 9 pm

Fee: Gratis

Location: PCCC Community Tech Center, 218 Memorial Drive

Paterson, Room 102A

Business Plan (Como Hacer un Plan de Negocios)

Este clase te ayudara a desarrollar un plan de trabajo para presentarlo a posibles inversionistas o prestadores. Los topicos de esta clase incluyen: mercadeo, finanzas, diseño de organizacion; resumen ejecutivo, programas de prestamos de la SBA, y como aplicar para prestamos de negocios. Este entrenamiento en bien informativo y se impartira en espanol. Provehera a los asistentes conocimientos de como hacer estudios de investigacion en todas las areas de los negocios.

Instructor: Roberto Alferes

Dates: 10/26, 12/7

Time: 6 – 9 pm

Fee: Gratis

Location: PCCC Community Tech Center, 218 Memorial Drive

Paterson, Room 102A

To register and to obtain directions, please contact WPU SBDC Staff at (973)754-8695
MOS CERTIFICATION PROGRAM

Our Microsoft Office Specialist Certification program offers you more. The sequence begins with an introduction to the PC and Windows, moving from the most basic levels to cutting edge skills and new employment possibilities. Qualified candidates will achieve Microsoft Office Specialist Certification that acknowledges you have the expertise to work with Microsoft Office programs. The MOS Certification program is composed of four separate courses taught over a 15 week period. The program covers Windows/Word, Excel, Outlook, and PowerPoint. All classes are hands-on with each student working on their own PC and all materials are provided. Also included in the price is one MOS exam fee (for qualified candidates) which is given on site at William Paterson University. Open enrollment is available at the start of each course.

MCAS Certification includes:
- Word
- Excel
- PowerPoint
- Outlook

Instructor: Frank Asciutto

Dates: September 8 – January 5, 2012
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $1,599 for MCAS Certification
Course Number for all Four Courses: T021A (day classes) or T021B (evening classes)

OR

Dates: January 12 – April 26, 2012
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $1,599 for MCAS Certification
Course Number for all Four Courses: T021C (day classes) or T021D (evening classes)

Please see the following page for additional information in this section.

NOTE: These courses may be taken individually.

To register please refer to the course number and fee listed under each course.

Windows/Word

Learn the basics of creating and editing letters and memos with Word. Enter and edit text efficiently, format text, create bulleted and numbered lists and find help when you need it. Understand the tools available to create and manage complex documents, include section breaks, add headers and footers, page numbering and table of contents. Learn to create custom letters and labels with Word’s Mail Merge function by maintaining address data in Word, Excel or Outlook. Word has many shortcuts and hidden features that can help increase productivity and efficiency. You will learn to work smart in Word by customizing program defaults and using productivity-enhancing tools.

Instructor: Frank Asciutto

Dates: September 8 – October 6, 2011
Day: Thursday
Time: 10 am – 3:00 pm OR 5 pm – 10 pm
Fee: $398
Individual Course Number: T001A (day classes) or T001B (evening classes)

OR

Dates: January 12 – February 9, 2012
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $398
Individual Course Number: T001C (day classes) or T001D (evening classes)

Excel

This workshop teaches the basics of spreadsheets using Microsoft Excel. Whether you have been using Excel or are just beginning this is where you need to start. You will learn to: work with toolbars, understand rows, columns and cell addresses, create formulas, use multiple worksheets within a workbook, add and create charts, edit margins, link and embed objects, reference cells on other worksheets, create a template, create and use macros, protect a worksheet; attach spreadsheets to e-mail, and much more.

Instructor: Frank Asciutto

Dates: October 13 – November 10, 2011
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $398
Individual Course Number: T002A (day classes) or T002B (evening classes)

OR

Dates: February 16 – March 15, 2012
Day: Thursday
Time: 10 am – 3 pm
Fee: $398
Individual Course Number: T002C (day classes) or T002D (evening classes)

PowerPoint

Learn to create high quality electronic slide presentations for business, classroom or home. You will create and edit PowerPoint presentations using PowerPoint’s predefined designs, layouts and templates. Customize and personalize your presentations by using text boxes, drawing tools and color schemes. Learn tips and techniques to help you to incorporate clip art, animation, picture files, charts and more into your slide show.

Instructor: Frank Asciutto

Dates: November 17 – December 22, 2011
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $398
Individual Course Number: T003A (day classes) or T003B (evening classes)

OR

Dates: March 22 – April 19, 2012
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $398
Individual Course Number: T003C (day classes) or T003D (evening classes)

Outlook

Become an e-mail expert. Start with e-mail basics by setting up accounts in Outlook, using Outlook folders, sending and receiving e-mail. Expand your knowledge by maintaining an address book, creating distribution lists, using stationery, adding signatures and working with attachments. Learn to effectively manage your time by using Outlook calendaring for scheduling appointments and events.

Instructor: Frank Asciutto

Dates: January 5, 2012
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $298
Individual Course Number: T004A (day classes) or T004B (evening classes)

OR

Dates: April 26, 2012
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $298
Individual Course Number: T004C (day classes) or T004D (evening classes)

NOTE: These courses may be taken individually.

To register please refer to the course number and fee listed under each course.
BEGINNER MICROSOFT 2010 OFFICE SKILLS PROGRAM

Our Beginner Microsoft Office Skills program offers you more. The sequence begins with an introduction to the PC and Windows, moving more slowly from the most basic levels to cutting edge skills and new employment possibilities. The program covers Windows/Word, Excel, Outlook, and PowerPoint. All classes are hands-on with each student working on their own PC and all materials are provided. The MOS Certification program is composed of four separate courses taught over a 15 week period.

Open enrollment is available at the start of each course. MCAS Certification includes:
- Word
- Excel
- PowerPoint
- Outlook

Instructor: Frank Asciutto
Dates: September 26 – January 25, 2012
Day: Monday and Wednesday
Time: 10 am – 3 pm
Fee: $1,999 (All Four Courses)
Course Number for all Four Courses: T030A
OR
Instructor: Frank Asciutto
Dates: January 16 – April 25, 2012
Day: Monday and Wednesday
Time: 10 am – 3 pm
Fee: $1,999 (All Four Courses)
Course Number for all Four Courses: T030B

NOTE: These courses may be taken individually.
To register please refer to the course number and fee listed under each course.

Windows/Word
Learn the basics of creating and editing letters and memos with Word. Enter and edit text efficiently, format text, create bulleted and numbered lists and find help when you need it. Understand the tools available to create and manage complex documents, include section breaks, add headers and footers, page numbering and table of contents.

Instructor: Frank Asciutto
Dates: September 26 – October 19, 2011
Days: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $569
Individual Course Number: T031A
OR
Instructor: Frank Asciutto
Dates: January 16 – February 15, 2012
Days: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $569
Individual Course Number: T031B

Excel
This workshop teaches the basics of spreadsheets using Microsoft Excel. Whether you have been using Excel or are just beginning, this is where you need to start. You will learn to: work with toolbars, understand rows, columns and cell addresses, create formulas, use multiple worksheets within a workbook, add and create charts, edit margins, link and embed objects, reference cells on other worksheets, create a template, create and use macros, protect a worksheet, attach spreadsheets to e-mail, and much more.

Instructor: Frank Asciutto
Dates: October 24 – November 23, 2011
Days: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $569
Individual Course Number: T032A
OR
Instructor: Frank Asciutto
Dates: February 20 – March 21, 2012
Days: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $569
Individual Course Number: T032B

PowerPoint
Learn to create high quality electronic slide presentations for business, classroom or home. You will create and edit PowerPoint presentations using PowerPoint's predefined designs, layouts and templates. Customize and personalize your presentations by using text boxes, drawing tools and color schemes. Learn tips and techniques to help you to incorporate clip art, animation, picture files, charts and more into your slide show.

Instructor: Frank Asciutto
Dates: November 28 – December 21, 2011
Days: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $569
Individual Course Number: T033A
OR
Instructor: Frank Asciutto
Dates: March 26 – April 18, 2012
Days: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $569
Individual Course Number: T033B

Outlook
Become an e-mail expert. Start with e-mail basics by setting up Accounts in Outlook, using Outlook folders, sending and receiving e-mail. Expand your knowledge by maintaining an address book, creating distribution lists, using stationery, adding signatures and working with attachments. Learn to effectively manage your time by using Outlook calendaring for scheduling appointments and events.

Instructor: Frank Asciutto
Dates: January 2 and 4, 2012
Day: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $399
Individual Course Number: T034A
OR
Instructor: Frank Asciutto
Dates: April 23 & 25, 2012
Days: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $399
Individual Course Number: T034B

MCAS TESTING SITE
William Paterson University is an approved provider of the MCAS examination through Certiport.
Cost: $150.00
(1 practice test is included in the price. The cost of the practice test is $50. You may choose to pay $100 for the examination without the practice test.)
Please call Valerie Marino at 973-720-3804 to schedule an appointment for this examination.
**UPDATE YOUR SKILLS WITH ONLINE SHORT COURSES**

**Online – Google Power User I**
Are you using just a small fraction of Google’s vast online applications? Become a Google power user by learning the free apps Google has to offer. This course is designed for everyone and anyone that wants to get more from their online experience. Google has revolutionized the internet with its constant innovation. This unique online course will show you tips and techniques to maximize your web skills. Google apps covered in this course include:

- **Gmail**
  Become proficient using web based email that can be accessed from any computer. Learn the best way to manage your contacts and folders. Use Gmail for all of your email accounts and create sophisticated two-way sync capability between your computers

- **iGoogle**
  Create a web portal customized with the content areas you want to see. Create a Google profile.

- **Docs**
  Learn web based word processing, spreadsheet, presentation and drawing apps that store your files online. The collaboration features present a whole new world of utility.

- **Calendar**
  Manage your busy schedule online. Have reminders or your agenda come to your cell phone as a text message.

Instructor: Frank Asciutto  
Fee: $98  
Course Number: T017A

Please call Mary Ann Padula if you are interested in registering for this course at 973-720-3698.

**Online - Google Power User II Search**
Go beyond simply search and create criteria to fine tune your results.

- **Picasa**
  Manage your photos with Picasa. Learn to use both the online and installed version and keep them in sync. Organize and search your photos by face recognition. Make collaborative photo albums and upload photos using your cell phone.

- **Maps**
  Go beyond simple route planning. Create customized Google "MyMaps", use street view, link photos to locations, and check traffic by getting live current traffic conditions.

- **Reader**
  Learn about RSS feeds and create your own reader. Have new web content come to you instead of searching for it. Stay up-to-date on the issues you care about. Follow people in addition to feeds.

- **Chrome**
  Chrome is the tabbed web browser designed for simplicity and speed. It is optimized for all Google applications. Learn to sync your bookmarks - everywhere - and add features with Chrome extensions.

Instructor: Frank Asciutto  
Fee: $98  
Course Number: T018A

**MUSIC, BROADCAST AND MOVIE PRODUCTION**

**Create Movies with Windows Movie Maker and DVD Maker**
Create and burn DVD formatted movies with Windows Movie Maker. Learn the basics of movie storyboarding and timeline.  
Instructor: Frank Asciutto  
Date: TBA  
Time: 5:30 pm – 9:30 pm  
Fee: $149  
Course Number: T035

**Broadcast Yourself - Audacity and iTunes Music and Sound Course**
Learn to use two of the most popular free music and sound programs - Audacity and iTunes - and see how these programs work together. Broadcast yourself by creating a Podcast and making it available to everyone within the iTunes online store. iTunes is the dominate music player and organizer. Audacity is the most popular and powerful free audio editor. Using Audacity you will learn to record live audio through a microphone, capture streaming audio from the internet, edit and mix your recordings, apply filters and add effects just like the pros. In this course you will create a Podcast using Audacity and then upload it to iTunes.  
Instructor: Frank Asciutto  
Date: TBA  
Time: 5:30 pm – 9:30 pm  
Fee: $149  
Course Number: T036

**Home Music Production Studio**
Learn SONAR Home Studio 7 - the easiest way to turn your PC into a full-fledged music production studio. This course will help you capture your creativity and share it with the world. With SONAR Home Studio you can record live instruments, vocals, or any audio source; and then edit the audio to create MIDI files and music notation. Real instrument sounds can also be added using the included virtual instruments suite. In addition, you will also learn how to create sheet music from MIDI files downloaded from the internet. This course covers basic music production, multi-track sound mixing, sound effects, audio file formats, file sharing and CD burning.  
Instructor: Frank Asciutto  
Date: TBA  
Time: 5:30 pm – 9:30 pm  
Fee: $149  
Course Number: T037

**Avid ProTools Workshop**
Learn Avid (formally Digidesign) ProTools 9 - the advanced music and audio production platform. ProTools is preferred choice for professional digital audio recording, editing and mixing. It is used in music recording industry and the sound production for films, television and radio. This is an introductory workshop that will cover the ProTool interface basics, console controller, multi-track recordings, automatic delay compensation, file interchange support, and advanced audio editing. In this workshop, you will learn to create high quality multi-track audio mixes with professional features.  
Instructor: Frank Asciutto  
Course duration: 2 days, 4 hours/day  
Dates: TBA (total 8 hours)  
Time: 5 pm – 9 pm  
Fee: $425  
Course Number: T038
Finale Music Notation Workshop
Learn Finale - the premier music notation software. With Finale, you can compose, arrange, play, and print sheet music. This workshop is project focused and will cover the Finale interface, entering notes with your computer keyboard and/or mouse, using a MIDI keyboard, and converting scanned sheet music into a digital format.
Additional topics include enhancing your music with the build-in Finale library sound and rhythm libraries.
Instructor: Frank Asciutto
Course duration: 2 days, 4 hours/day
Dates: TBA (total 8 hours)
Time: 5 pm – 9 pm
Fee: $425
Course Number: T039

WEB DESIGN AND DEVELOPMENT CERTIFICATION

William Paterson’s Web Design and Development Certification Program focuses on teaching students how to plan, design, develop and implement corporate and professional websites. Students cover all the fundamental elements of web design using the latest versions of the most in-demand software programs in the web design industry today - Dreamweaver, Photoshop and Flash. Learn to structure your webpage content and layout with Dreamweaver, manipulate web images using Photoshop, and enhance your pages with Flash animation. Course projects include creating complete multi-page websites for both business and personal use and securing domain.
Open enrollment is available at the start of each session.
Web Design and Development Certification includes:
• Dreamweaver
• Photoshop
• Flash
Please see following page for additional dates.
Instructor: Frank Asciutto
Dates: September 7, 2011 – April 4, 2012
Schedules below
Days: Monday and Wednesday
Time: 5 pm – 10 pm
Fee for All Three Courses: $1,999
Course Number for all Three Courses: T011A (evening classes)
NOTE: These courses may be taken individually.
To register please refer to the course number and fee listed under each course. Please see following page for additional dates.

Dreamweaver
Quickly get up to speed with the most popular web development program. You will learn the basic web authoring skills of defining a website, effective page layout, working with text and images, adding links, modifying page properties and managing your site on a web server. From there, you will move on to more advanced topics including CSS, creating layouts with layers and embedding audio and video files into your pages.
Instructor: Frank Asciutto
Dates: September 7 – October 3, 2011
Days: Monday & Wednesday
Time: 5:00 pm - 10 pm
Fee: $675
Individual Course Number: T008A

OR

Photoshop
Learn the latest techniques for designing web graphics. You will learn how to optimize images, slice images and create interactive rollovers. You will also learn how to design effective navigation, including elements such as web buttons and navigation bars.
Instructor: Frank Asciutto
Dates: October 5 – October 31, 2011
Days: Monday and Wednesday
Time: 5 pm – 10pm
Fee for Individual Course: $675
Individual Course Number: T009A (evening classes)
OR
Instructor: Frank Asciutto
Dates: January 11 – February 6, 2012
Days: Monday and Wednesday
Time: 5 pm – 10pm
Fee: $675
Individual Course Number: T009B
OR
Instructor: Frank Asciutto
Dates: April 4 – April 30, 2012
Days: Monday and Wednesday
Time: 5 pm – 10 pm
Fee: $675
Individual Course Number: T009C

Flash
Make your website come alive with Flash animation. Learn the core techniques of drawing, shapes, color, motion tweening, and creating Flash movie symbols. You will also learn to make your Flash content more engaging by importing sound and video and adding dynamic content using Action Script.
Instructor: Frank Asciutto
Dates: November 2 – December 5, 2011
Days: Monday & Wednesday
Time: 5 pm – 10 pm
Fee: $675
Individual Course Number: T010A
OR
Instructor: Frank Asciutto
Dates: February 8 – March 5, 2012
Days: Monday & Wednesday
Time: 5 pm – 10 pm
Fee: $675
Individual Course Number: T010B
OR
Instructor: Frank Asciutto
Dates: May 2 – May 30, 2012
Days: Monday and Wednesday
Time: 5 pm – 10pm
Fee: $675
Individual Course Number: T010C
DIGITAL GRAPHIC DESIGN & PUBLISHING CERTIFICATION PROGRAM

Graphic Design & Publishing
(8 weeks together)
• Graphic Design – 5 weeks
• Publishing – 3 weeks
Learn to use a computer as a visual tool by taking both Graphic Design & Publishing together. This program helps prepare students for entry-level positions as graphic designers, production artists, junior art directors, web production artists and other interactive media positions.

Graphic Design Certificate
Are you an artist or photographer interested in learning more about the digital medium or are you someone who is interested in entering the digital graphic design field? This course will provide an opportunity for students to work with and learn the industry-standard Adobe Creative Suite 4 software products Photoshop and Illustrator. After learning the basics of these products, you will create business related artwork and apply your designs on projects typically found in the graphic design field. This course includes basic color theory, editing digital photography, scanning and managing images using Adobe Bridge. Please be comfortable using Microsoft Windows prior to enrolling in this course.

Photoshop CS4
Learn the basics of Photoshop with an overview of the software, tools, palettes, options and workspace. The course focus is on preparing images for print and includes image adjustment and manipulation, color correction, brush settings, cloning, healing, layers, masks, type, blending modes, filters, layer effects and more.

Illustrator CS4
Illustrator artwork appears everywhere and its power and complexity can be mastered by learning a few key concepts. Training begins with learning basic vector drawing, coloring, and editing; it then advances to transparency, type, advanced path tools, special effects and much more.

InDesign CS4
Learn to design powerful page layouts. You will start with the basics of setting up documents, working with text and type styles. After mastering these skills, you will then learn to enhance your pages by placing images, managing color, using transparency, applying formatting, defining styles and outputting files.

Microsoft Office Publisher 2007
Learn the basics of design, layout, typography, and graphics tools. Apply this knowledge to create, personalize and share publications and marketing materials. Increase your productivity by using customizable design templates, reusable content, and designer-created color schemes.

PUBLISHING CERTIFICATION PROGRAM

This course builds upon the Graphic Design course work. You will apply artwork to create high-quality publications that reflect the brand identity for a simulated small business. Projects include creating a business card, letterhead, brochure, newsletter and ad campaign. The student will learn both industry dominant digital publishing tools Adobe InDesign CS4 and Microsoft Office Publisher 2007.

InDesign CS4
Learn to design powerful page layouts. You will start with the basics of setting up documents, working with text and type styles. After mastering these skills, you will then learn to enhance your pages by placing images, managing color, using transparency, applying formatting, defining styles and outputting files.

Microsoft Office Publisher 2007
Learn the basics of design, layout, typography, and graphics tools. Apply this knowledge to create, personalize and share publications and marketing materials. Increase your productivity by using customizable design templates, reusable content, and designer-created color schemes.

Instructor: Frank Asciutto
Date: TBA
Day: Saturday
Time: 9:30 am – 2:30 pm
Fee: $298
Course Number: T019A
HEALTHCARE PROFESSIONALS/ PARAPROFESSIONALS

Health Information Management
The career of Health Information Management is one of the fastest growing careers in the healthcare industry today. Acquire marketable skills that lead to an exciting new career. This 200-Hour computerized classroom program provides students with skills needed to solve insurance billing problems, ways to manually file claims, complete common insurance forms, trace delinquent claims, appeal denied claims and use generic forms to streamline billing procedures. This course covers: CPT, ICD-9-CM, and the basic claims process for medical insurance and third party reimbursements. All books and class materials are included. Students will be prepared to sit for the AMBA examination given at the completion of the program.

Instructor: Yolanda Evgeniou
Dates: September 21 – January 11, 2012
Days: Wednesday from 2 – 8 pm & Thursday from 8 am – 2 pm
Course Number: H001A
Fee: $3,750 (includes books and materials)
Payment plan available of three monthly payments while enrolled.

OR

Instructor: Yolanda Evgeniou
Dates: September 24 – December 17, 2011
Day: Saturday from 8 am – 4 pm & Thursday from 8 am – 2 pm
Course Number: H001B
Fee: $3,750 (includes books and materials)
Payment plan available of three monthly payments while enrolled.

OR

Instructor: Yolanda Evgeniou
Dates: January 18 – April 25, 2012
Day: Wednesday from 2 – 8pm & Thursday from 8 am – 2 pm
Course Number: H001C
Fee: $3,750 (includes books and materials)
Payment plan available of three monthly payments while enrolled.

OR

Instructor: Yolanda Evgeniou
Dates: February 11 – April 28, 2012
Day: Saturday from 8 am – 4 pm & Thursday from 8am – 2 pm
Course Number: H001D
Fee: $3,750 (includes books and materials)
Payment plan available of three monthly payments while enrolled.

Medical Assistant
This course encompasses topics such as Interpersonal Relationships, Legal Aspects of Allied Health, The Language of Medicine, Clinical Office Procedures, Anatomy and Physiology, Aseptic Medical techniques and Laboratory Specimen Collections, First Aid & CPR, Pharmacology and Hematology, Electro cardiology (EKG) Medical Data Entry & Billing and Phlebotomy Techniques. It is a 600 hour program that includes a mandatory 160 hour externship. Students will take the American Registry of Medical Assistants examination upon completion of the program.

Instructor: Yolanda Evgeniou
Dates: September 26 – February 24, 2012
Days: Monday – Friday (Please note: Fridays - off campus externship)
Time: 8 am – 2 pm
Fee: $4,800*
*(includes books, materials, and ARMA fees, payment plan available)
Course Number: H005A

OR

Dates: December 12 – May 7, 2012
Days: Monday – Friday (Please note: Fridays - off campus externship)
Time: 8 am – 2 pm
Fee: $4,800*
*(includes books, materials, and ARMA fees, payment plan available)
Course Number: H005B

* (Additional fees: $75 is required for the CPR certifications; $19.95 for Stethoscope and $29.95 for malpractice insurance; $30 for blood pressure machine)

Online Health Information Management
This ONLINE version of our highly successful Health Information Management program provides scheduling flexibility to those students who cannot come to our campus. The course covers the same topics as the on-campus version, providing the same opportunity for a rewarding career in the health care industry. Course sections begin every eight weeks.

Contact: Mary Ann Padula 973-720-3698 for the next start date
Instructor: Yolanda Evgeniou
Fee: $3,750 (includes books & materials)
Course Number: H002
PROFESSIONALISM IN THE WORKPLACE

Office Management Skills
These are the business skills every employer expects their employees to possess. Here is your chance to sharpen and hone your skills before you begin your career. Be prepared with the tools you need to excel in your professional life. Please see courses below:

Customer Service Excellence
We now live in a world of both internal and external customers and they all expect good customer service. It is a vital component of a successful business. Master winning techniques to structure service excellence. Components include Customer Service Etiquette, How to say no, Dealing with Difficult Customers. All the DO’S and DON'TS Protocols, whether face-to-face or on the telephone.
Instructor: Jim Horvath
Dates: September 27, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: B038

The Value of Team Work
Team is a word and concept well known in today’s workplace. But do we really understand what teamwork is and is not? Is a team always better than a working group? Learn and understand the structure and the value of teams. Discover how teams can get the job done. Build your roadmap to effective team interaction.
Instructor: Jim Horvath
Dates: October 4, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: B039

Time Management
(Managing Multiple Priorities is one of the pieces)
Time is a paradox. We never seem to have enough time, yet we have all the time there is. The reality is not a shortage of time, rather how we choose to use our time. Learn how to turn an expensive asset into an added source of productivity. Understand your current time management effectiveness and time wasters, and then establish a framework and action plan to simplify the various facets of time management.
Instructor: Jim Horvath
Dates: October 11, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: B040

Achieving Life Balance – Stress Management
Stress comes at us from all directions: changing jobs, changing careers, surviving the demands in today’s workplace. The reality is that stress is neither good nor bad, simply a response to the demands of the environment. Stress is a fact of life, and it is important to understand how we respond to stress, or how well we cope, that makes it a positive, negative or neutral force in our lives. It is important to identify your coping strengths and then develop an action plan to set realistic strategies for creating and maintaining positive change.

Communication/Interpersonal/Listening Skills
Communication with coworkers, in the same department or in different departments, is no longer just working well together. It is a business imperative and has an impact on the bottom line. Sharpen your most important business skill…people skills…by understanding the role of communication in everyday life. Discover the principles of the platinum rule of communication and how they affect effective working relationships.
Instructor: Jim Horvath
Dates: October 25, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: B045

Cross Generational Communication
Today’s American Workforce is unique - so diverse in so many ways, and Generational Differences are just one of those aspects. In order to effectively manage or communicate with today’s multigenerational workforce you must be aware of the unique values and needs of each generation that fuel their beliefs and behaviors. Learn how to improve communication, decrease conflict and promote teamwork.
Instructor: Jim Horvath
Dates: November 1, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: B046

HOW TO CONDUCT A SUCCESSFUL CAREER SEARCH

Listed below are workshops that will assist you in your search for the right job.

Presenting Yourself in Today’s Job Market!
We live in a changing world of work, and you need to prepare for it. Your first step is to assess your skills and accomplishments to determine your value to a prospective employer. Learn how to determine what sets you apart from the competition.
Instructor: Jim Horvath
Date: November 8, 2011
Day: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: B047

Interviewing for Impact
You got the call—they want to talk with you. Now what? How do you prepare? How will you impress your prospective employer and convince them you are the person to hire? Identify the typical interview questions and the “right” answers to the various interview questions. This workshop includes active interview questions and active role-play time to practice answering questions.
Using all the Right Strategies to Get Interviews
A good job search includes a variety of search activities - never just one way. Have you been networking and got nowhere? Learn the right Keys to Effective Networking. Do you respond to ads and never hear anything; just that big black hole everyone talks about? Learn how to write career "marketing" letters. Master the difference between the Published and Unpublished Job Markets and how to strategically approach both to your advantage.

Instructor: Jim Horvath
Dates: November 22, 2011
Day: Tuesday
Time: 10 am – 3:00 pm
Fee: $59
Course Number: B042

Resume Writing Workshop
Creating a Resume that Sells Instead of Tells
Does your resume position you correctly for your next opportunity? If not, then you may not be getting the right responses. Your resume should be a marketing document, a sales brochure. If it is anything less, then you could be selling yourself short. Learn today’s successful resume strategies and work on a computer to create a resume that "sells instead of tells."
Instructor: TBA
Dates: November 29, 2011
Day: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: B043

Putting It All Together
You Have All the Tools Now How to Use Them
In this ever changing world nothing is constant or ordinary. The ability to compete for that one job opportunity is going to be a challenge and you will need to know how to take all the new ideas, suggestions, advice, council, etc. that you have been picking up and put it all together - rapidly! Are you ready for the challenge? This workshop is designed around just that - "putting it all together" to make that killer presentation and representation of your skills and abilities. You are only going to get that one shot to make it happen, let's make sure you are ready. This is the REALITY check!
Instructor: Jim Horvath
Dates: December 6, 2011
Day: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: B048

PLEASE NOTE: We reserve the right to change an instructor if the need arises.

William Paterson University and the Passaic County Economic Development are hosting conferences for businesses. Coming this Fall on October 26, 2011, we will be hosting a seminar called “Business Financial Issues and Concerns during Challenging Economic Times” from 8 am to noon in the 1600 Valley Road, Auditorium. There is a light breakfast at 8 am prior to conference. On December 6 & 7, 2011, The U.S. Department of Commerce will be hosting a 2 day event at the University, also at 1600 Valley Road, Wayne from 7 am – 5 pm

JOB FAIRS
The Center for Continuing and Professional Education schedules quarterly Job Fairs for our students and graduates as well as the public.
The next Job Fairs will be held:
August 26, 2011,
November 18, 2011,
March 23, 2012

The Center for Continuing and Professional Education is committed to working with the students and graduates of our programs with finding employment. We hold quarterly job fairs throughout the year that are open not only to our students but to all William Paterson University students and the surrounding communities. We hosted approximately 26 vendors at our last Job Fair on March 18, 2011. All vendors invited to our job fairs are actively hiring. There will be vendors from a variety of industries (Aflac, Bloomingdale’s, Crestron Electronics, St. Joseph’s Healthcare System, Inc., Valley National Bank, and UPS to name a few.) As many as 500 job seekers, including seasoned professionals attended. In addition to the vendors, three free workshops are available for everyone: “How to Apply for Government Jobs,” “Social Media for Job Searches,” and “Resume Critiquing.” The next Job Fairs will be held on August 26, 2011, November 18, 2011, and March 23, 2012.
Please check our website (www.wpunj.edu/cpe) for updates and information.
W O R K F O R C E  D E V E L O P M E N T  P R O G R A M S

C O M E  T O  O U R  O P E N  H O U S E

We would like to answer all of your questions and allow you to visit our facility and meet our instructors, see our classrooms and meet other students. We hold an Open House every week at the Center for Continuing and Professional Education located at 1600 Valley Road in Wayne, NJ. For directions to our location, please visit the William Paterson University website at:

O P E N  H O U S E  S C H E D U L E

Healthcare Programs
Days: Every Wednesday
Time: 10 am – 12 pm

Computer and Business Programs
Days: Every Wednesday
Time: 4 pm – 5:15 pm

Walk-ins are welcome but we do suggest that you call to confirm your Open House visit.

W O R K F O R C E

U N E M P L O Y E D ?

Unemployed persons and individuals may qualify for funding for the Technology Certification courses through their local County Workforce Investment Board. Tuition waivers cannot be used since these are non-credit courses. Students admitted with completed contract or intent to sponsor letter for workforce. Call your county Workforce Career Center to speak with a counselor:

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>PHONE NUMBER</th>
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<tbody>
<tr>
<td>Bergen County</td>
<td>201-329-9600</td>
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<tr>
<td>Essex County</td>
<td>973-680-5550</td>
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<td>Hudson County</td>
<td>201-858-3037</td>
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<tr>
<td>Monmouth County</td>
<td>732-775-1566</td>
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<td>Morris County</td>
<td>800-870-3478</td>
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<td>Passaic County</td>
<td>973-340-3400</td>
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<td>Sussex County</td>
<td>973-383-8033</td>
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<td>Union County</td>
<td>908-527-4894</td>
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<td>Warren County</td>
<td>908-859-0400</td>
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<tr>
<td>Middlesex County</td>
<td>732-745-3920</td>
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<tr>
<td>(New Brunswick)</td>
<td>732-826-3200</td>
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</table>
WILLIAM PATERNON UNIVERSITY is committed to providing quality programs to enhance teacher development and continuing education. Our goal is to engage the education community in an ongoing dialog about effective teaching practices that will enable all students to reach their full potential as learners. We are an approved provider of professional development for the State of New Jersey. Participants in our programs receive Professional Development credit.

Our Institute for Teaching, Learning and Leadership faculty is available to tailor professional development for your school or district and can assist with assessment-related research and curriculum development. Additionally, any workshop described in this catalog can be delivered during one of your district’s in-service days.

For more information about professional development opportunities for teachers, contact Nancy Friend at 973-720-3829 or friendn@wpunj.edu.

ELEMENTARY K-8

Teaching the Five Senses Using Hands-On Experiences
- Grades K-3 who teach science
Using the state standards for science, teachers will be exposed to hands-on lessons that allow the student’s natural curiosity to lead the investigations. These lessons will generally use recyclable or low cost materials that engage students in a study of the five senses and the anatomy associated with each. You will leave this class with a ‘ready to teach’ unit to take back to your classroom.

Presenter: Denise Post
Date: September 28, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: E080

Test Prepped Out? – Try Alternative Approaches to Teaching Test Preparation Skills
- Elementary and Middle School Teachers, Reading Specialists, Reading Coaches
Have you been inundating your students with completing Test Prep Workbook pages and not seeing much improvement on the state tests? Come learn some simple strategies that students can use to make the difference between being partially proficient and proficient. By the end of this workshop, you will know how to apply these strategies to the curriculum so time spent completing test prep workbooks will be used for review rather than for primary instruction.

Presenter: Debra Levy Robbins
Date: October 4, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: E081

Common Core State Standards for Mathematics Teachers: Workshop 1 - Helping to Develop Young Students’ Strong Number Sense
- Grades K to 2 teachers, learning support teachers and administrators
The Common Core State Standards (CCSS) for Mathematics of grades K to 2 were adapted September 2011. In order to develop students’ strong number sense and fluency of calculation, various changes need to be made particularly in kindergarten and 1st grade. In this session, you will have opportunity to learn about the changes in the standards, the reasons for the change, and ideas to improve teaching and learning in classrooms through interactive workshop sessions focused on developing a strong number sense.

Presenter: Makoto Yoshido
Date: October 11, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: E082

Meet the New Standards for Language Arts
- Elementary/Middle School
Come attend this interactive workshop and you will gain a deeper understanding of the new Common Core State Standards (CCSS) for language arts. Learn how they apply to specific grade levels. You will also have the opportunity to view reading and writing samples that correlate with CCSS.

Presenters: Mary Ann Pasuit and Sheila Sosis
Date: October 13, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: E108

Improving Scores on the NJASK
- Grades 3-8
Leave this workshop with tips proven to work in increasing student achievement and confidence on the NJASK test. You will be provided with different strategies for increasing writing, reading, and math scores for grade 3 through 8. A review of the new Core Curriculum Standards and current Progress Indicators will help you increase test scores.

Presenter: Jessica Rentas
Date: October 24, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: E105

“If You’re Happy and You Know It, Sing a Song!” Using Music in the Early Childhood Classroom
- Pre-school-Grade 1
In this workshop, participants will learn new ways to engage children in musical activities. We will sing, learn some new songs, create new versions of old songs, use rhythm instruments, and move to rhythms of a variety of multicultural music. We will practice ways to link music to children’s literature, and to themes and topics that you are exploring in your classroom in social studies, mathematics, and language arts.

Presenter: Janis Strasser
Date: October 25, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: E085
**Bring Fun Back Into Teaching the ‘FUN’DAMENTALS**

- Elementary and Middle School Teachers, Reading Specialists, Reading Coaches

Searching for ways to get students actively engaged in fun and meaningful learning activities while teaching the Core Curriculum Content Standards? Look no further! Come learn some games, centers, and book-making ideas that you can incorporate into your lessons. You will walk away with practical ideas and resources to use in your classroom the very next day!

**Presenter:** Debra Levy Robbins  
**Date:** October 26, 2011  
**Time:** 4 pm – 7 pm  
**Fee:** $45  
**Workshop Number:** E086

**You’re Doing Everything, But Johnny Still Doesn’t Comprehend – What Should You Do?**

- Elementary and Middle School Teachers, Reading Specialists, Reading Coaches

This workshop will focus on strategies good readers use to make sense of text. You will learn many practical ideas you can implement in your classroom to help your students become purposeful, active readers who are in control of their own reading comprehension.

**Presenter:** Debra Levy Robbins  
**Date:** November 8, 2011  
**Time:** 4 pm – 7 pm  
**Fee:** $45  
**Workshop Number:** E087

**Common Core State Standards for Mathematics Teachers:**

- Workshop 1 - Helping Students to Understand Fractions and Decimals

**Workshop 2 - Helping Students to Understand Multiplication and Division**

- Grades 3-5 teachers, learning support teachers and administrators

Learning about multiplication and division are some of the most important topics in the elementary mathematics curriculum. In order to help students understand the concepts and become fluent in those content areas, the Common Core State Standards made some changes. In this session, you will have opportunity to learn about the changes in the standards, the reasons for the change, and ideas to improve teaching and learning in classrooms through interactive workshop sessions focused on multiplication and division.

**Presenter:** Makoto Yoshido  
**Date:** November 2, 2011  
**Time:** 4 pm – 7 pm  
**Fee:** $45  
**Workshop Number:** E088

**Common Core State Standards for Mathematics Teachers:**

- Workshop 3 - Helping Students to Understand Fractions and Decimals

**Workshop 2 - Helping Students to Understand Multiplication and Division**

- Grades 3-8 teachers, learning support teachers, and administrators

Fractions are a difficult mathematical concept to teach in elementary school and they are also a difficult concept for students to learn. The CCSS made some changes in teaching about fractions. In this session, you will have opportunity to learn about these changes in the standards, the reasons for the change, and ideas to improve teaching and learning in classrooms through interactive workshop sessions focused on fractions.

**Presenter:** Makoto Yoshido  
**Date:** December 6, 2011  
**Time:** 4 pm – 7 pm  
**Fee:** $45  
**Workshop Number:** E084

**MIDDLE AND SECONDARY EDUCATION**

**Classroom Management Strategies for Middle and Secondary Educators**

- Middle school and/or secondary school teachers

This workshop will offer realistic strategies that directly address behavioral challenges in the classroom. The session will include a take-home packet for teachers to use as well as a time set aside for troubleshooting specific classroom scenarios.

**Presenter:** Cynthia Northington-Purdie  
**Date:** September 27, 2011  
**Time:** 4 pm – 7 pm  
**Fee:** $45  
**Workshop Number:** E088

**Teach, Prepare and Inspire Students with National History Day**

- Grades 6 - 12

Explore how National History Day TEACHES critical thinking, writing and research skills; PREPARES students for the new PARCC assessment, college, work and citizenship; and INSPIRES students to do more than they ever thought. Discover how National History Day can support what you are doing in the classroom and provide opportunities for authentic assessment. Free materials will be provided.

**Presenter:** Margaret Renn  
**Date:** September 28, 2011  
**Time:** 4pm – 7pm  
**Fee:** no charge (however, registration is required)  
**Workshop Number:** E107

**Using the Inquiry Process to Facilitate Active Learning**

- Grades upper elementary, middle, and high school

This workshop will provide participants with the opportunity to learn about the Library of Congress resources. Participants will access, retrieve, review, and use primary sources in the LOC collection. The workshop will also introduce teachers to the inquiry process and the Stripling Model of inquiry.

**Presenter:** Salika Lawrence  
**Date:** October 5, 2011  
**Time:** 4 pm – 7 pm  
**Fee:** $45  
**Workshop Number:** E089

**Exploring How Primary Sources Can Be Used to Foster Critical Thinking**

- Grades upper elementary, middle, and high school

This workshop will facilitate opportunities for participants to continue exploring the Library of Congress (LOC) resources. Participants will develop an understanding of the role and importance of nonfiction text in the curriculum and how the LOC materials can be used to support classroom instruction and students’ interaction with nonfiction texts.

**Presenter:** Salika Lawrence  
**Date:** October 12, 2011
Research Based Projects

- Social studies and middle school teachers

Come explore how using laptops and technology will help your students expand their knowledge of subject content. By utilizing data and information, your students can build hands-on projects. These technology-based projects can be fun, engaging, and fascinating for your students. They will never know they are learning and will always ask for more!

Presenter: Steven Gambuti
Date: November 3, 2011
Time: 4 – 7 pm
Fee: $45
Workshop Number: E091

Supporting Students’ Multiple Literacy Skills with Primary Sources

- Grades upper elementary, middle, and high school

During this workshop participants will engage in hands-on experiences analyzing photographs, political cartoons, and music from the Library of Congress (LOC) database to determine how the resources can be used to support students’ critical thinking skills. Workshop attendees will also explore how students’ multiple literacy skills namely visual literacy, information literacy, critical literacy can be fostered through interaction with primary sources.

Presenter: Salika Lawrence
Date: November 16, 2011
Time: 4 – 7 pm
Fee: $45
Workshop Number: E092

Developing Instructional Materials that Incorporate Primary Sources

- Grades upper elementary, middle, and high school

Participants in this workshop will review examples of classroom “activities and learning experiences” that foster student-centered learning. Strategies for developing rigorous and meaningful curriculum with nonfiction texts will be discussed. The workshop will also address copyright issues in relation to using nonfiction materials, such as those in the Library of Congress database (LOC).

Presenter: Salika Lawrence
Date: December 7, 2011
Time: 4 – 7 pm
Fee: $45
Workshop Number: E093

Teaching Science Using Discrepant Events

- Science Teachers of all Grade Levels

Keeping students interested in science is sometimes more difficult than teaching the content itself. A wonderful strategy for getting students excited about science is by making use of discrepant events. Learn demonstrations and quick experiments that will leave your students scratching their heads asking, “How did you do that?” or “Whoa!” These demos are wonderful ways to segue into further discussion of scientific principles.

Presenter: Thomas Nikolaidis
Date: October 6, 2011
Time: 4 – 7 pm
Fee: $45
Workshop Number: E094

Got ESL Students? Get Strategies!

- Grades K-12 content area teachers with ELLs in their classes

Students with limited English proficiency pose a unique challenge for today's educators. This workshop will offer strategies and modifications that the content area specialist can use to facilitate the academic learning and cultural acclimation of speakers of languages other than English.

Presenter: Jean Modig
Date: October 13, 2011
Time: 4 – 7 pm
Fee: $45
Workshop Number: E095

Can You Remember How Your Teachers Used the Blackboard When You Were a Kid? Times Have Changed!

- All levels

Come learn how to improve the use and organization of the blackboard to bolster the thinking and understanding of your students. Learn many ideas that you can implement in your classroom, which will improve your use of the blackboard and enrich students’ thinking, understanding and note-taking skills.

Presenter: Makoto Yoshida
Date: October 18, 2011
Time: 4 – 7 pm
Fee: $45
Workshop Number: E096

Positive Behavior Support Universal Interventions That Work

- Grades K-12

Students who disrupt classroom activities by calling out, moving around the room and disturbing other students are difficult to manage. Participants in this workshop will practice non-verbal interventions, cues and reminders that allow them to deter inappropriate behavior while maintaining instruction. Teachers and support staff are invited to consider positive behavioral interventions for students who have persistent behavioral issues in order to increase positive teacher/student relationships.

Presenter: Jeanne D’Haem
Date: October 19, 2011
Time: 4 – 7 pm
Fee: $45
Workshop Number: E097

Want to Become Teacher of the Year? Plan School Events That Will Make You Shine!

- Teachers, media specialists, professional development coordinators, administrators

A school is a perfect place for multi-integrational projects. Teachers working together to share student knowledge, students teaching their peers...the possibilities are endless. Learn from a Media Specialist who has received multiple accolades for school-wide events such as: A Day in Japan, NASA’s 50th Birthday, Colonial Day, Chinese New Year, Science Expo and news-worthy events such as WCMS Speed Booking!
**Knowledge Out Of The Box: Creating Hands-On Multidisciplinary Thematic Teaching Units for Any Grade Level**

- **Workshop Number:** E097
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** October 27, 2011
- **Presenter:** Laurence Gander

This workshop will explore the practical philosophy behind creating a thematic teaching unit. With just one topic, students can learn any subject from science to literature to social studies to art. Thematic teaching units provide hands-on activities that motivate and stimulate learning. Vocabulary is learned in context and can be applied to literature or math word problems and higher order critical thinking skills are developed effortlessly through experience. You will delve into the grant winning unit created by the instructor and then you will be guided to create a unit tailored to your own unique interests and your students’ needs.

- **Workshop Number:** E098
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** November 30, 2011
- **Presenter:** Naomi Gamorra

This workshop will feature various websites that can be integrated routinely into your instruction to enhance your students’ engagement. Come learn about Build Your Wild Self, Wordle, Makebeliefscomix, Glogster and Tagxedo. Bring along your own materials (including a flash drive) and create something great to use in class the next day.

- **Workshop Number:** E100
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** November 15, 2011
- **Presenter:** Laurence Gander

It’s a Website World; Let Us Be Your Guides!

- **Workshop Number:** E101
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** November 17, 2011
- **Presenter:** Betsy Golden and Jean Modig

Google Gadgets and Wikispaces!

- **Workshop Number:** E102
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** November 22, 2011
- **Presenter:** Laurence Gander

New Tech – New You!

- **Workshop Number:** E103
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** November 28, 2011
- **Presenter:** Christopher Graber

Smart Board Basics

- **Workshop Number:** E053A
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** October 17, 2011
- **Presenter:** Christopher Graber

- **Workshop Number:** E053B
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** November 7, 2011
- **Presenter:** Christopher Graber

- **Workshop Number:** E066
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** November 28, 2011
- **Presenter:** Christopher Graber

Website Mashup: Unleashing Students’ Creativity

- **Workshop Number:** E104
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** November 22, 2011
- **Presenter:** Mary Keyser

Smart Board Intermediate

- **Workshop Number:** E099
- **Fee:** $45
- **Time:** 4 – 7 pm
- **Date:** October 20, 2011
- **Presenter:** Laurence Gander
Power Point…For Those Who Want A Challenge!

- Grades K-12 (all subjects), Administrators, Aides and Media Specialists.
- So you think you know PowerPoint? Join us and learn a few more tricks that will enhance your classroom projects and design some cool projects that will challenge your students. It’s hard to impress those tech natives with boring Power Point projects…but we know how! Use advanced animation, sound and video components available in Power Point to create those lessons that students will go home and talk about!

Presenter: Laurence Gander
Date: November 29, 2011
Time: 4 – 7 pm
Fee: $45
Workshop Number: E104

IT’S ALL ABOUT THE KIDS!

Children’s Health Issues Workshops
Sponsored by St. Joseph’s Healthcare System and William Paterson University

Children and Depression: Why So Sad?
According to the National Institute of Mental Health, between five and seven percent of school-age children are depressed and one in eight adolescents suffer from depression. Frequently, it’s difficult for teachers and parents to tell if a youngster is going through a temporary “phase” or is depressed. Dr. Khanna will describe the risk factors and symptoms of depression, explain the differences in behavior and signs of depression in boys and girls, offer strategies for helping depressed children at home and in the classroom and outline the range of treatment available for both children and families.

Presenter: Bindu Khanna, M.D.
St. Joseph’s Regional Medical Center

Date: Tuesday, October 11, 2011
Time: 4 – 5:30 pm
Fee: $20
Workshop Number: E110

Children and Allergies
According to a recent Pediatrics report, six million children under age 18 suffer from one or more food allergies and nearly two out of five affected children have a severe food allergy. Asthma, another common allergy, affects nearly five million children. Dr. Kosinski will describe the common allergies in children, discuss the range of tests used to diagnose allergies, outline the signs of an allergic reaction and offer strategies and precautions for both parents and school staff to keep children with allergies safe and healthy.

Presenter: S. Mark Kosinski, M.D., PhD
Chief of Allergy and Immunology
St. Joseph’s Children Hospital

Date: Tuesday, October 18, 2011
Time: 4 – 5:30 pm
Fee: $20
Workshop Number: E111

Children and Vision
Vision problems affect one in four school age children and an additional 20 percent have undetected vision problems that impact their school performance. Dr. Mickey will outline the timing and appropriate ways to screen youngsters’ vision, describe the impact of common vision problems, including “lazy eye” or misaligned eyes on learning, and explore the myths and misconceptions surrounding “vision therapy.”

Presenter: Kevin Mickey, M.D.
Chief of Ophthalmology, St. Joseph’s Children’s Hospital

Date: Tuesday, October 25, 2011
Time: 4 – 5:30 pm
Fee: $20
Workshop Number: E112

Enabling Children to Navigate in an Unpredictable World
In the last year, we’ve witnessed a tsunami and earthquake in Japan, tornadoes in the Midwest and record flooding in New Jersey. Mass murders have occurred on college campuses and in suburban shopping malls; many children have witnessed violence in their own neighborhoods. Drs. Pruden and Khanna will describe ways to help children of all ages prepare for and protect themselves during specific disasters and suggest ways to enable them to cope with the fear and confusion surrounding stressful events. They will discuss how to explain scary situations, using age-appropriate words and concepts and offer strategies for school staff to help children manage traumatic events that may occur in school, or the outside world.

Presenters: James Pruden, M.D.
Director of Emergency Preparedness
St. Joseph’s Healthcare System
Bindu Khanna, M.D.
Child and Adolescent Psychiatrist
St. Joseph’s Regional Medical Center

Date: Tuesday, November 8, 2011
Time: 4 – 5:30 pm
Fee: $20
Workshop Number: E113

Can Your Diet Save Your Life?
As school staff member, you are a quintessential multi-tasker, who typically uses lunch time to prepare lesson plans, grade papers, work with students on special projects or run errands. A recent study found that more than 40 percent of teachers’ “on the run” lunches consisted of fast or fatty foods, with fewer fruits, vegetables and fiber. Ms. Latrella will outline strategies for healthy eating, recommend specific foods that lower cholesterol, blood pressure and help with weight management, discuss the myths surrounding popular supplements and recommend the key ingredients for a lifetime of healthy eating.

Presenter: Margie Latrella, RN, MSN, APRN
Advanced Practice Nurse
The Heart Center at St. Joseph’s

Date: Tuesday, November 15, 2011
Time: 4 – 5:30pm
Fee: $20
Workshop Number: E114

Girls Growing Up Too Fast
“When did 7 become the new 16?”

Today’s “tweens,” girls between the ages of 8 and 12, are more focused on “looking hot” and “being cool,” spend more than $500 million annually on slinky underwear and glittery nail polish and are infatuated with the sexual exploits of teen idols. Ms. Lantigua will describe the impact of pop culture and seductive marketing on girls’ emotional development, discuss “sexting” and other forms of “tween” sexual contact. She will offer strategies to promote age-appropriate activities for girls that promote self-esteem and support the development of other interests.

Presenter: Rissy Lantigua, MA, LAC
Department of Psychiatry
St. Joseph’s Regional Medical Center

Date: Tuesday, November 29, 2011
Time: 4 – 5:30 pm
Fee: $20
Workshop Number: E115

To register for all 6 workshops in the Children’s Health Issues series, please use:
Workshop Number: E116
Fee: $108 (10% discount)
INTRODUCTION TO TEACHING

Pre-Entry Seminar for P-3 Alternate Route Candidates
This 24-hour seminar is approved by NJ Department of Education for meeting the requirements for the 24-hour pre-training requirement for a CE for P-3 (Preschool to Grade 3). Students who successfully complete this 24-hour seminar will receive a Certificate of Completion at the end of the course.
This post-baccalaureate seminar serves as an introduction to the teaching profession for participants who are exploring the possibility of becoming a teacher and/or are seeking a P-3 Certificate of Eligibility (CE). Students who participate and complete the 24 hours and successfully complete all assignments will receive a Certificate of Completion from WPU. Completion of a 24-hour pre-training program is required to receive a P-3 CE from the New Jersey State Department of Education. This course has been designed to incorporate the four topics delineated in N.J.A.C. 6A:9-8.1(a)5, i.e., classroom management, lesson planning, introduction to New Jersey's Core Curriculum Content Standards P-3 (which would include the Preschool Teaching and Learning Standards), and authentic child assessment.
Presenter: Pam Brilliante
Dates & Times: 10/21/11 (5 – 8 pm)
10/22 and 23 (9 am – 3 pm) 11/3 (5 – 8 pm)
(plus students must complete 1 online session and classroom observations)
Fees: $50 registration fee, $200 course fee
Total to be charged: $250
Workshop Number: E021B

24 Hour Pre-Service Introduction to Teaching
The 24 Hour Pre-service Introduction to the Teaching Profession Program provides an introduction and orientation to those exploring the possibility of becoming a teacher or interested in an alternate route to teaching certification program by obtaining an Elementary or Secondary Certificate of Eligibility (CE). The program is designed to provide a framework of ways to explore what works in schools, improve student achievement, develop a vocabulary for the profession, become familiar with the New Jersey Professional Standards for Teachers and the New Jersey Core Curriculum Standards, and how to coordinate these standards with lessons.
Participants in the program are required to complete twenty (20) hours of a seminar which includes the following themes: Overview of the Teaching Profession, Classroom Management, Lesson Planning, Best Practices in Learning Strategies and Literacy Instruction, the Many Faces of Diversity, Technology: Productivity and Professional Practice, Home-School Connection, and Finding a Teaching Position. Participants must complete four hours (4) of classroom observation at the grade level and/or in the content area applicable for the desired certification. The completion of required assignments along with the required attendance, classroom activities and participation will serve as an assessment of the participant’s knowledge and understanding of how children learn. The assessments will also provide the participant with an understanding of appropriate instructional strategies that promote critical and creative thinking which supports student learning for all children.
Presenter: Darlene Rankin
Dates & Times: 10/21-23, 2011
10/21 (5 – 10 pm) – Friday
10/22 and 23 (8 am – 5 pm) – Saturday and Sunday
Fees: $50 registration fee, $200 course fee
Total to be charged: $250
Workshop Number: E026B

As you develop your Professional Development Plans, the
Institute for Teaching, Learning and Leadership (ITLL) in
the College of Education at William Paterson University
has the expertise to help you achieve your site-based,
job-embedded professional development goals. William
Paterson University has been working with local schools
since 1855 to prepare excellent teachers and support
them in becoming lifelong learners. The ITLL offers:

1. A Professor in Residence program that places a university faculty member in your school one day each week.
2. The Center for Lesson Study which offers consultation for schools that want to use this peer-to-peer model to enhance teaching and learning.
3. Customized, sustained, professional development offered by the individual faculty and faculty teams who are nationally recognized leaders in the following areas:
   • Early Childhood Education
   • Literacy
   • Special Education
   • Inclusion and Differentiated Instruction
   • Middle Level Education
   • Building Effective Leadership Teams
   • Interdisciplinary Curriculum Development
   • Standards-driven Curriculum Development
   • Novice Teacher Support
   • Content Area Expertise
   • Education and Assistive Technologies
   • NEW Common Core Standards Implementation
4. Site-based/online graduate study to help your staff reach their highest level of professionalism.
CONFERENCES AND INSTITUTES

31st Annual Bilingual Conference
In light of backlashes against immigration and bilingualism in a number of states, the 31st Annual Bilingual/ESL Conference will focus on how the profession is likely to address these political transformations in the next decade. Our conference’s success stems from its commitment to explore the best ways of meeting the educational needs of language-minority students. Please join us for what will be a very inspiring event!

Date: December 2, 2011
Time: 8:30 am – 3:30 pm
Location: Valley Road campus
Fee: $135
Conference Number: E012

2nd Annual Educational Technology Conference
Effectively Incorporating Technology into Subject Matter
- K-12 teachers and technology coordinators

Come explore how you can utilize the possibilities of everyday technologies in your classroom! Workshops will focus on integrating technology into the math curriculum and the language arts curriculum, the technology connection between the New Jersey core curriculum content standards and the science classroom, using student response systems, using technology to bring the world to your K-12 students, empowering struggling readers and writers with technology, and utilizing voice thread to reach outside the classroom.

Please register early because there is a limit to the number of registrations we can accept for this conference. Don’t be disappointed!

Date: December 9, 2011
Time: 8:30 am – 3:30 pm
Location: Valley Road campus
Fee: $65
Conference Number: E050

Building a Professional Learning Community
Lesson Study Conference – March 2012
As a form of professional development, lesson study is the critical systemic feature that enables teachers to improve classroom instruction. It differs from other forms of professional development because it takes place in the moment of teaching and learning. Its primary focus is on how students think and learn and its goal is the continual improvement of teaching.

Our conference is designed for those new to lesson study as well as those with lesson study experience. You will examine lesson study’s principles, learn how to build the collaborative processes that allow you to learn from your peers, and develop the observational skills needed to learn from your students. You will see lesson study in action as we visit local schools and you will witness results and speak with teachers who have implemented this professional learning discipline.

Lesson study is a proven methodology. It is collaborative and very unique. Come experience its power!

Date: March 15-16, 2012
Time: Thursday, 8:30 am – 5 pm
Friday, 8:30 am – 4 pm
Fee: $250 2 day registration
$125 1 day registration
Course Number: E013

AccessAbilities 2012
- Focused on Using Technology to Support Students with Autism Spectrum Disorders

Assistive technology has been identified as a critical tool in optimizing communication skills and curriculum access for students with disabilities. This year’s conference will focus on autism spectrum disorders and the variety of technology which can assist teachers, parents, and therapists in working with this student population.

ASHA CEUs and professional development contact hours for teachers are available.

Date: March 30, 2012
Time: 8:45 am – 3 pm
Fee: $115
Course Number: E015
GRE, GMAT, LSAT NCLEX & MCAT
Planning to attend graduate, law, business or medical school? Preparatory Courses are offered through Kaplan and Princeton Review.

William Paterson University now partners with both Kaplan Test Prep and Admissions and The Princeton Review to offer classes at the William Paterson University campus.

Their wide range of options provide you with the most comprehensive preparation available, including in-depth review, realistic practice, test-taking strategies and the Higher Score Guarantee. Take a preparatory course and get the score you need to get into the graduate program you want!

Courses are starting every semester.

For more information, contact:
• Kaplan at 1-800-KAP-TEST to enroll or visit: www.kaptest.com
• The Princeton Review at 1-800-REVIEW to enroll or visit: www.princetonreview.com

YOUR CHOICE FOR
PSAT/SAT PREP COURSE

Kaplan PSAT/SAT For Sophomores and Juniors
Maximize your PSAT and SAT score in one package! Kaplan’s complete Prep course starts with 5 sessions prior to the PSAT. Students return for our 12-session SAT for Juniors and Seniors classroom course prior to the SAT. That’s 17 sessions total for the same price!

Contact: 1-800-KAP-TEST To register

Princeton Review PSAT/SAT Prep Course
Did you know 90% of Princeton Review SAT students get into at least one of their top choice colleges? We spend millions of dollars studying the SAT, developing SAT materials and training our SAT teachers. Some would even say we’re “SAT Nerds,” although we prefer the term “SAT Experts.” We take our reputation as the SAT Experts seriously. Our 30 hour SAT Comprehensive Classroom Course will help you score higher on the SAT with exclusive test-taking strategies specifically designed to boost your score.

In addition to your SAT Classroom course, you’ll be receiving tons of materials and extras!

Contact: 1-800-2-Review
NEW JERSEY DEFENSIVE DRIVING CLASS
- Open To All Ages
Do you have 2 points on your license that you would like to eliminate? If you said “YES” then this class is for you.
CLASS OPEN TO ALL AGES – YOU MUST ATTEND 6 hrs. to receive the 2 pts. off your record
The class consists of 1 – six hour session. Included in the price of this seminar, you will receive the manual, a certificate of completion and the instructor’s company will handle all your Motor Vehicle paperwork to remove your points from your record. You must attend the entire 6 hour session.
You must pre-register for this course and pay in advance.
If you have any questions – Please call 973-720-3804.
This class will be held monthly- see dates below
Presenter: Howard Karp
Dates: 9/20, 10/18, 11/15, and 12/20, 2011
Time: 9 am – 5 pm
Fee: $75
Workshop Number: C001

FINANCIAL STRATEGIES FOR A SUCCESSFUL RETIREMENT
Learn to: Determine the amount of money you will need to retire, Create your own goals for a “successful retirement,” Eliminate debt and improve cash flow, Properly convert your IRA to a Roth IRA, Select the retirement distribution choice that is right for you, Plan your retirement to preserve a comfortable standard of living, Transfer the risk of potential financial losses before or during retirement, Reduce or eliminate taxes, expenses, delays and legal challenges with estate planning.
Tuesday Seminars
October 18 & 25, 2011
(2 sessions EACH, 6:30 – 9:30 pm)
OR
Saturday Seminars,
October 29, 2011 & November 5, 2011
(2 sessions EACH, 9 am – 12 pm)
Presenter: Andrew Arons, CSA and Michael March - CPA, CFP
Start Date: 10/18/11
End Date: 10/25/11
Time: 9 am – 9:30 pm
Fee: $49.00 for 2 sessions Tuesday Evenings or Saturday mornings
Workshop Number: C003 Evening; C004 Saturday

BEAR SAFETY
Learn about the true nature of black bears, one of New Jersey’s most beautiful natural resources. This class will educate residents about black bears, reduce unwarranted fears, promote tolerance of our bear neighbors and foster peaceful coexistence between people and bears. Learn easy ways to lessen the chances of having bears frequent residential neighborhoods.
Class sponsored by the BEAR Education and Resource Group.
Call April Stearns (BEAR Group VP) at 973-720-3035 to Register
Date: Tuesday, September 27, 2011
Time: 7 – 8:30 pm
Place: 1600 Valley Road Auditorium

KNOW YOUR LEGAL RIGHTS
Mr. Eckman has lectured extensively throughout the state on “Elder Law” & Estate Planning to many senior groups, nursing facilities, professional associations and disability support groups, and has authored articles which have been published in newspapers and journals. In addition to his legal work, Benjamin is involved with many senior citizen support groups in the state.
Mr. Eckman’s legal practice concentrates on estate planning and “Elder Law”, legal issues facing senior citizens. Main areas of focus include:
- Asset protection and preservation planning using sophisticated legal techniques.
- Planning for the health - care costs of the aging and chronically ill.
- Drafting and preparation of documents including wills, living wills, trusts, health care proxies, special needs trusts, and power of attorneys.
- Probate, estate administration & distribution, estate & inheritance tax matters as well as other post mortem considerations.
- Estate Planning for disabled individuals, ensuring that governmental benefits are not jeopardized or forfeited.
The legal issues affecting senior citizens are numerous as well as complex. More than ever before, it is clear that personal responsibility and careful planning will be the hallmarks of a successful estate plan. Therefore, it is critical that you choose a law firm that is both qualified and experienced in Elder Law & Estate Planning.
Presenter: Benjamin Eckmann
Dates: October 25, 2011
Time: 7 – 8:30 pm
Fee: $15
Workshop Number: C005

Family Law Seminar
Do you have questions about sensitive issues pertaining to divorce, child custody, alimony or child support? This seminar will help to answer your questions & ease your mind. Join Attorney, Scott J. Bocker, as he explains statutes, court decisions and provisions of the federal & state constitutions that relate to family relationships, rights, duties and finances.
Dates: Tuesday, October 11, 2011
Time: 7 – 8:30 pm
Location: VR Auditorium
Fee: $20

Holiday Entertaining
Join Chef/Caterer April Stearns for an info packed seminar on holiday entertaining. Get tips on menu planning, party organization and lots of make ahead ideas to help you sail through the hectic holiday season, yet still have fun and enjoy family & friends.
Dates: Tuesday, November 15, 2011
Time: 7 – 8:30 pm
Location: VR Auditorium
Fee: $25

THURSDAY, MARCH 22, 2012
“CALLING ALL CULINARY ENTHUSIAST S”

Tour The Culinary Institute of America in Hyde Park, New York “The World’s Premier Culinary College”. We will visit 5 public restaurants, kitchen classrooms, the Bakery Café and Bookstore/Gift Shop.
Trip includes lunch in Ristorante Caterina de’ Medici.
After lunch, we will take a tour of the Vanderbilt Mansion.
Bus departs William Paterson University, 1600 Valley Road Wayne NJ at 9 am and returns 5 pm.
Cost: $150 a person
For further information – call Valerie or April (CIA Alumni) @ 973-720-3035.
NOVEMBER 15, 2011

“BABY IT’S YOU” ON BROADWAY!

Featuring songs such as “He’s So Fine,” “Dedicated to the One I Love” and “Twist and Shout,” Baby It’s You! follows the rise of New Jersey housewife Florence Greenberg, who teams with African-American songwriter Luther Dixon to launch the popular girl group The Shirelles as well as an independent record company. Should I see it? What Is Baby It’s You! Like? Created by the team behind the hit musical Million Dollar Quartet, Baby It’s You! includes more than 35 hits, including “Dedicated to the One I Love,” “Duke of Earl,” “He’s So Fine,” “It’s My Party,” “Louie Louie,” “Mama Said,” “Shout ...

Payment: September 1, 2011
PRICE: $130 (Orchestra seats)

DECEMBER 8, 2011

RADIO CITY CHRISTMAS SPECTACULAR

The Radio City Christmas Spectacular is an annual musical holiday stage show presented at Radio City Music Hall in New York City. The show features over 140 performers, lavish sets and costumes and an original musical score. The 90 minute revue combines singing, dancing and humor with traditional scenes in spectacular stage settings. The star performers are the women’s precision dance troupe known as the Rockettes. Since the first version was presented in 1933, the show has become a New York Christmas tradition seen by more than a million visitors a year. Includes lunch at the BROWNSTONE HOUSE and TRANSPORTATION.

APRIL 2012!

SISTER ACT

Disco diva Deloris Van Cartier (Tony Award®nominee PATINA MILLER) has dreams of hitting the big time. But when she walks in on a “hit” of a different kind, the cops hide her in the last place anyone would think to look - a convent! At first, Deloris - disguised as “Sister Mary Clarence” - has trouble adjusting to life under the strict rule of Mother Superior (Tony Award®winner VICTORIA CLARK). But when she transforms the convent’s choir into the most glorious new musical act in town, Deloris forms a lasting bond with her newfound friends... and the gang that’s chasing her finds itself up against an unstoppable team of soulful sisters! Don’t miss this spectacular and hilarious American premiere. A sparkling tribute to the universal power of friendship, SISTER ACT is reason for Broadway to rejoice!

For more information regarding these shows, please call Valerie Marino at 973-720-3804
NEW ONLINE REGISTRATION POLICIES AND PROCEDURES!

FOR YOUR CONVENIENCE, ALL REGISTRATIONS WILL BE PROCESSED ONLINE!

Register early to guarantee your enrollment.

Registrations are accepted until the classes are full.

WEB REGISTRATION:
https://www.wpunj.edu/cpe
If you experience difficulty registering online, please call for assistance.

Be sure to include daytime and evening telephone numbers as well as your e-mail address so that we can notify you in case of program cancellation.

You may now pay online by credit card or electronic check.

Once your registration and payment are processed, you are automatically enrolled. No confirmation will be sent to you. Plan to attend your workshop or conference as scheduled. You will be notified if the workshop or conference is cancelled or if there is a change in schedule.

CANCELLATION POLICY

Three Hour Workshops
Notification must be received in writing at least 2 business days prior to the workshop to receive a full refund minus a $10 processing fee. If we receive less than 2 business days notice, you will receive a credit towards a future workshop less the $10 processing fee.

Workshops/Conferences/Institutes with food
Notification must be received in writing at least 3 business days prior to the event to receive a full refund minus a $25 processing fee. If we receive less than 2 business days notice, you will receive a credit towards a future Workshop, Conference or Institute less the $25 processing fee.

All Other Classes
Notification must be received in writing at least 3 business days prior to the course to receive a full refund minus a $25 processing fee. If we receive less than 2 business days notice, you will receive a credit towards a future class less the $25 processing fee. If you cancel after the first class, 50% of your fee will be refunded to you minus the cost of materials and a $25 processing fee. No refunds or credits will be given after the second class.

All refund requests must be in writing via fax, email or post. Please notify us by mail, fax (973-720-2298) or email (williamsr@wpunj.edu). Instead of a refund, you may choose to receive a credit for a future workshop/conference/institute or you may have another individual take your place.

No refunds or credits will be given if you fail to show up for a workshop or conference. If we must cancel a workshop or conference due to inclement weather, insufficient enrollment or any other reason, you may choose to receive either a full refund or credit towards a future workshop offered in the same school year.

*In case of inclement weather, please visit www.wpunj.edu/cpe to be sure the campus is open. When the university is closed due to inclement weather, our programs will be rescheduled.