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REGISTRATION
www.wpunj.edu/cpe
Please check our website for updates about classes, courses and schedules.

CONTACT INFORMATION
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SMALL BUSINESS DEVELOPMENT CENTER
Online: www.wpunj.edu/sbdc
Phone: 973-754-8695
Kathleen Muldoon/Regional Director
Robert Hille/Assistant Director
Sonia Musa/Project Manager
EARLY CHILDHOOD

Children’s Websites and Software: How You Can Enhance Their Learning Experiences

Pre-K and K teachers and directors

This workshop will provide participants with a number of free child-friendly websites that can be used to support and enhance any and all curriculum units of study. In addition, we will review software applications for creating slide shows and importing sound. Participants should bring digital photos (uploaded onto a flash drive) that can be uploaded onto a computer.

Presenter: Cindy Gennarelli
Date: April 27, 2010
Time: 4 pm - 7 pm
Fee: $45
Workshop Number: CPE-E402

ELEMENTARY K-5

Be a Change Agent: Employ Social Action in Your Classroom

Grades K - 5

Educators who strive to teach children about the world around them know that social action, or organized action by groups or individuals to promote positive changes in society, should be a central focus of the social studies curriculum. In this workshop, teachers will learn how to incorporate opportunities to engage in positive social action so that their students begin to understand the meaning of good citizenship in our nation and our world. We will explore local, national, and international examples of social action by children throughout history and in the present, and incorporate these inspiring examples into our social studies and language arts curricula.

Presenter: Alison Dobrick
Date: March 2, 2010
Time: 4 pm - 7 pm
Fee: $45
Workshop Number: CPE-E503

Energy and Matter: It’s Elementary

Grades 2-4

In this workshop designed for elementary school teachers, we will tackle the New Jersey State Science standard 5.2 (Physical Science). Teachers will gain a better understanding of the material and the confidence to teach the topics of matter, inertia and types of energy, such as potential and kinetic. These concepts will be reinforced through simple demonstrations and experiments that can easily be brought back to the classroom to help students succeed in this important area of the science curriculum.

Presenter: Brigid Nonas
Date: March 16, 2010
Time: 4 pm - 7 pm
Fee: $45
Workshop Number: CPE-E504

Teaching about the Holocaust

Grades K - 5

Teachers will explore various philosophies, content, and strategies related to Holocaust education at the elementary level. Holocaust education is mandated throughout the State of New Jersey, yet teachers often feel overwhelmed by the complex and difficult nature of this topic. This workshop will offer teachers concrete suggestions to teach about the Holocaust and related themes in developmentally appropriate, meaningful ways.

Presenter: Alison Dobrick
Date: March 30, 2010
Time: 4 pm - 7 pm
Fee: $45
Workshop Number: CPE-E505

Register NOW! www.wpunj.edu/cpe Spring 2010
The Cell

Grades 3-6

The cell is such an important part of biology and something that all ages can explore! In this workshop, we will give teachers some basics on the types of cells and their parts. We will address unique ways to teach organelles and their functions, along with cool projects students can create. Integrating interesting and fun activities into young students’ learning will give them a base for the more advanced life science topics they will encounter. Participants will be given the opportunity to observe cells with a microscope and learn how they can incorporate this into their own classroom experience.

Presenter: Brigid Nonas
Date: April 13, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E506

Science and the Natural World

Pre-K – Grade 3

Discover how to develop children’s scientific dispositions including wondering, questioning, exploring, investigating, reflection, and problem posing. This workshop will demonstrate how to create an inexpensive (and often free) science curriculum, which allows children to develop scientific inquiry skills while investigating their natural world. Teachers will learn how to set up the classroom environment and how to challenge children’s higher order thinking skills using Bloom’s taxonomy.

Please note: We’ll be exploring the outdoors so please wear comfortable walking shoes!

Presenter: Sue Mankiw
Date: April 22, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E507

Popcorn + Candy + Pattern Blocks = 21st Century Math

Grades 2 - 5

Participants will engage in math activities that integrate science, social studies, language arts, health and 21st century technologies. Activities will center around financial literacy and global awareness.

Presenter Rose Shapiro
Date: April 29, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E422

Preparing for the May 2010 Algebra Diploma Project Test

Grades 6 - 12

Participants will review strategies on how to prepare middle and high school students for the May Algebra Diploma Project Test. Mathematical applets and sample lesson plans will be presented on linear/non-linear relationships, operations on numbers and expressions, and using data, statistics and probability.

Presenter: Gerry Reynolds
Date: February 24, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E322

I Love to Write! Help Your Students Write with Enthusiasm

Grades 6 - 12

Students love to write when given the freedom and creativity to express themselves. They can be gently guided through the revision process without too much resistance, but teachers need strategies in place to push through the definite opposition they will encounter. We will trouble-shoot every step of the writing process to create a classroom that is finely-tuned and smoothly run.

Presenter: Georgette Van Vliet
Date: February 25, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E446

Tracking World Language Progress through Portfolio Assessment

World Languages teachers K – 12

This session will explore achievable goals for student proficiency in each of the three modes of communication. Sample language functions and ‘can-do’ statements will be considered for the novice and intermediate levels. Instruments, such as LinguaFolio that will allow students to be self-reflective and monitor their own progress, will be examined in detail. Teachers will also learn about new assessment instruments that incorporate technology.

Presenter: Jean Modig
Date: March 31, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E508

Electrify Your Middle Schools Students

Grades 6 - 8

Electricity is often neglected in science classes because it is often viewed as intimidating and too technical. This class is designed to make teaching electricity practical and enjoyable for both the teacher and the students. You will leave this workshop motivated to teach with activities and handouts for all levels.

Presenter: Jim Nonas
Date: April 7, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E509

Are you a member of a Professional Development School (PDS) with William Paterson University? Call Nancy Friend (973-720-3829) about your special rate-free!
PRE-K THROUGH GRADE 12

Special Education Law
Special and General Education teachers, Child Study Team members
Special Education is governed by an elaborate and extensive body of statutes, regulations and court decisions. If you find it confusing, you are not alone! This workshop will illustrate what the American legal system has to say about individuals with disabilities. We will review the history of special education law, the Individuals with Disabilities Education Improvement Act (IDEIA 2004), Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA).
This workshop will focus on:
• The structure of the American legal system
• Laws designed to protect the rights of individuals with disabilities
• How special education law evolved
Presenter: Jeanne D’Haem
Date: February 11, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E511

Teaching through My Swagger: A Child Left Behind
Pre-K - Grade 12
This workshop covers the developmental stages of male students and delineates effective strategies to reach these students within and beyond the classroom. Maturational and transitional strategies for educators working with African American and Hispanic males are highlighted.
Presenter: Bernard Jones
Date: February 16, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E512

Coping with Students in a Changing World
Pre-K - Grade 12 parents and Teachers
This workshop addresses the needs of all teachers and parents, including those of children with disabilities. It includes innovative time management tips and parental strategies that help promote student academic, behavioral, and social development.
Presenter: Bernard Jones
Date: February 23, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E513

Reading: Strategies and Assessments to Support Student Achievement on State Testing
Grades K - 12
Presenters will introduce two instruments for reading instruction: the Magic Square for vocabulary development, and the Three-Level Guide for Comprehension. Through group participation, they will model both instruments using a trade picture book, and then a social studies text. After each text, the presenters will explain the assessment and instructional implications for each instrument. Following that segment of the workshop, participants will work with NJASK/HSPA sample texts to design their own version of the Magic Square and the Three-Level Guide.
Presenter: Martin White and Aimee Silverstein
Date: March 4, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E426

Creating Standards-Based Lessons and Projects for Multiple Subjects and Literacies
Grades K - 12
Learn to create lessons and projects based on a variety of content and skills standards. We will practice combining the NJCCCS with technology standards from ISTE, with the new AASL library learning standards, national subject area standards such as NCTE, and many others. Hands-on practice, group interaction and interdisciplinary creations will be emphasized during this workshop.
Presenter: Michelle Kowalsky
Date: March 18, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E514

Utilizing Mathematical Websites for Assessment in the Classroom
Grades K-12
The focus of this workshop will be how to use appropriate websites for mathematical assessment in the classroom. Applets, virtual manipulatives, and math assessments using NCTM standards will be presented for all levels of mathematics.
Presenter: Gerry Reynolds
Date: March 24, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E321

Better Behavior Management
Special and General Education teachers, Child Study Team members
This workshop will present simple and effective positive behavioral techniques. We will practice behavioral interventions that decrease disruptions and allow the teacher to maintain the pace of instruction while keeping the attention of children, who can be very distractible. Both experienced and novice teachers will acquire a variety of positive behavioral interventions to use in their classes.
Presenter: Jeanne D’Haem
Date: March 25, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E101

Varying Audience to Promote Student Writing
Grades K - 12
Participants will explore a range of audience for writing, and reflecting on the expectations each audience makes on the text and the author. They will participate in writing for several types of audience during the session and will develop activities for classroom application. Presenters will discuss additional activities for more demanding audiences, as well as ways to sequence writing to address concerns of composing, revising and editing. Presenters will also connect activities to writing prompts on NJASK and HSPA.
Presenter: Martin White & Anne Langan
Date: April 15, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E427

Register NOW!  www.wpunj.edu/cpe  Spring 2010  4
Financial Education Curriculum Showcase
A Financial Education Curriculum Showcase will be in collaboration with the New Jersey Coalition for Financial Education (NJCFE) and the New Jersey Department of Education. This showcase will provide teachers and administrators with an opportunity to review free and fee-based financial literacy curriculum materials for use in addressing NJCCCS #9.2. Curriculum providers from across the country will present their materials and participants will hit the ground running with free curriculum materials for their classrooms.

Presenter: Maryanne Evanko
Date: April 28, 2010
Time: 4 pm – 7 pm
Fee: No charge
Workshop Number: CPE-E568

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: May 6, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E384

Special Education Law
- Special and General Education teachers,
  Child Study Team members
Special Education is governed by an elaborate and extensive body of statutes, regulations and court decisions. If you find it confusing, you are not alone! This workshop will illustrate what the American legal system has to say about individuals with disabilities. We will review the history of special education law, the Individuals with Disabilities Education Improvement Act (IDEIA 2004), Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA).
This workshop will focus on:
  • The structure of the American legal system
  • Laws designed to protect the rights of individuals with disabilities
  • How special education law evolved.

Presenter: Jeanne D’Haem
Date: February 11, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E515

Staying on the Same Page as the Parents of Your Students with Autistic Spectrum Disorder
- Special Education teachers, inclusive classroom teachers,
  administrators of inclusive programs
Sure you work with families...but, are the practices you employ really working for you? Are they working for the families? This essential workshop, designed for teachers and CST members currently working with families of children with ASD, will provide multiple strategies for developing productive partnerships with families. Session content and activities will teach professionals how to consider more fully the parent’s perspective, enhance communication skills, decrease parent-professional tension, and work more effectively with parents which will result in higher quality services.

Presenter: Nancy Vitalone-Raccaro
Date: March 23, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E516

Better Behavior Management
- Special and General Education teachers, Child Study Team members
This workshop will present simple and effective positive behavioral techniques. We will practice behavioral interventions that decrease disruptions and allow the teacher to maintain the pace of instruction while keeping the attention of children, who can be very distractible. Both experienced and novice teachers will acquire a variety of positive behavioral interventions to use in their classes.

Presenter: Jeanne D’Haem
Date: March 25, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E101

Support Autistic Students Using Visual Aides and Strategies to Facilitate Communication and Enhance Emergent Literacy Skills (hands-on workshop)
- Special and General Education teachers, paraprofessionals, speech therapists and parents
Participants will learn how to create a symbol/print-rich classroom environment using visual supports with the integration of PECS. The selection of age-appropriate vocabulary and symbolic representation of vocabulary will be explored. In addition, attendees will have an opportunity to create an activity using Boardmaker Plus.

Presenter: Christine Besko-Maughan
Date: April 14, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E517

INTERESTED IN ATTENDING OUR CONFERENCES?
See page 8 for information and details.

Building a Professional Learning Community Lesson Study Conference
Teaching Asia Conference
Exploration of the Universe: Astronomy Conference for Teachers
AccessAbilities Conference
Adolescent Summer Literacy Institute
Engaging Adolescent Minds: Creating Authentic Learning
Substitute Teacher Workshop
Survival Skills for First Year Teachers

Register NOW! www.wpunj.edu/cpe Spring 2010
IT'S ALL ABOUT THE KIDS!

Children's Health Issues Workshops
Sponsored by St. Joseph’s Healthcare System

Does This Child Need Help? Physical and Emotional Warning Signs
A child who needs help from adults may express this need through behavior in the classroom or on the playground and in relationships with both classmates and adults. Dr. Gauderer, who is a pediatrician, child psychiatrist and child development specialist, will summarize the stages of physical and emotional development in school-age children, describe risk factors that may impact a youngster’s healthy emotional development and outline warning signs that a child may need help. He will offer guidelines to enable school personnel to identify kids at risk, provide strategies to help children and parents and summarize indications for professional intervention.
Instructor: Ernst C. Gauderer, M.D.
Child Psychiatrist
The Children’s Hospital at St. Joseph’s
Date: February 9, 2010
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E011

Managing Bullying
According to the National Crime Prevention Council, more than 30 percent of youngsters are bullied at least once a month and six out of ten American teens witness bullying daily. Described as a “devastating form of abuse,” bullying can be either physical, verbal, psychological or occur in cyberspace. The presenter will review the types of bullying and describe the behavioral and emotional cues that indicate that a child is the victim of bullying, he will offer strategies for kids to effective manage the various forms of bullying and provide guidelines for school personnel to reduce bullying.
Instructor: Milton Villafane Bernard, M.A.
Clinical Psychologist
St. Joseph’s Regional Medical Center
Date: March 2, 2010
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E012

Helping Kids Manage Anger
Anger is a normal, healthy human emotion. Enabling children to recognize when they are angry and appropriately express this emotion can be challenging for school personnel and parents. The presenter will explain the differences between productive and non-productive expressions of anger, discuss the causes of anger for children and adolescents and outline intervention strategies for school personnel when handling youngsters with anger issues. He will also offer guidelines for working with both parents and mental health agencies.
Presenter: Joshua Belsky, MSW, LCSW
Director of Passaic County Screening Program
St. Joseph’s Regional Medical Center
Date: April 6, 2010
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E008

Children and Diabetes
According to the American Diabetes, one in three of today’s 10 year-olds will develop diabetes at some point in their lifetime and one in two African-American and Hispanic youngsters will develop the disease. Helping youngsters and families reduce their risk for diabetes through exercise and healthy eating as well as enabling children with diabetes to effectively manage their disease and participate in school activities will be discussed in this workshop. The presenter will describe the latest guidelines for nurses and school personnel to assist students to self-manage their disease, and offer strategies for working with both youngsters and parents to facilitate compliance.
Presenter: Mary Ann Hickey, MS, MA, CPNP, CDE
Pediatric Clinical Education Specialist
St. Joseph’s Regional Medical Center
Date: Tuesday, April 13, 2010
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E009

Promoting Healthy Eating:
It’s As Easy As Apples, Beans, Carrots
Currently, 32 percent of all children, ages 2 through 19, are considered either overweight or obese. New Jersey has the highest reported rate of obesity in the nation for low-income children between ages two and five. Eating healthy meals and snacks, controlling portion sizes and including exercise in their daily activities can be challenging for kids who are more likely to snack on chips or candy while playing Nintendo. This workshop will focus on how teachers can promote healthy eating and exercise habits both in and out of the classroom. Easy-to-follow strategies and specific recommendations from successful programs that address the obesity epidemic in children will be given.
Presenter: Heather Russell, RD
Pediatric Nutritionist
The Children’s Hospital at St. Joseph’s
Date: April 27, 2010
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E010

More Than an Apple a Day! Teen Health 101:
Nurturing Good Health and Promoting Healthy Behavior
During adolescence, teens develop patterns of behavior and make lifestyle choices that impact their current and future health. Parents and school personnel can help adolescents avoid health risk behaviors, including tobacco and substance abuse, participating in gangs or other violent activities, or becoming sexually active as well as promote good health habits that last a lifetime. Dr. Blaustein will outline the various health risks that impact teens and discuss the critical importance of protective factors, including a youngster’s feeling of connectedness to family, school and community in supporting positive health behaviors and academic achievement.
Presenter: Silvia Blaustein, M.D.
Co-Chief of Adolescent Medicine
The Children’s Hospital at St. Joseph’s
Date: May 4, 2010
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E013
Love Shouldn’t Hurt: Physical and Psychological Abuse of Children

Every year, approximately 906,000 children in our country are victims of abuse and neglect. Thirty percent of all girls and 20 percent of boys are sexually abused by an adult during their childhood. Physical, sexual and psychological abuse of children, as well as neglect, occurs in families from all racial, ethnic, cultural and socioeconomic backgrounds. The presenters will outline the risk factors for child abuse, describe the physical and behavioral signs of physical, sexual and emotional abuse and summarize procedures for reporting abuse. They will also discuss the risk and protective factors that influence the long-term effects of abuse on a child’s life and offer support, guidelines and coping strategies for school personnel.

Presenters: David Kroening, M.D.

Medical Director
Child Protection and Safety Center
The Children’s Hospital at St. Joseph’s
Joyce Hippman, MA, LPC
Clinical Coordinator
Child Protection and Safety Center
The Children’s Hospital at St. Joseph’s

Date: May 11, 2010
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E014

To register for all 7 workshops in the Children’s Health Issues series, please use: Workshop Number: CPE-E015
Fee: $94.50 (10% discount)
Building a Professional Learning Community

Lesson Study Conference
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 the power of lesson study!

Date: March 11 & 12, 2010
Time: Thursday, 8:30 am - 5 pm
Friday, 8:30 am – 4 pm
Fee: $250 2-day registration
$125 1-day registration
Course Number: CPE-E219

Teaching Asia Conference
This conference is designed to foster the integration of Asia into humanities and social studies curriculum. You will gain an understanding and appreciation from leading experts, and you will explore resources available. Teaching kits are included in the conference fee.

Date: March 23, 2010
Time: 8:30 am – 4 pm
Fee: $60
Course Number: CPE-E221

Exploration of the Universe:
Astronomy Conference for Teachers
In an entertaining and informative manner, this one-day conference focuses on how science teachers can supplement their classes with a basic knowledge of astronomy and how it relates to the New Jersey Core of Curriculum Standards. The instruction is intended to give teachers a basic understanding of some concepts of astronomy and space exploration in addition to helping them learn and use new resources for science education. Among the topics covered are: What ever happened to Pluto?; The Man in the Moon; Black Hole Monsters; and Cosmic Yardsticks.

Night Sky Viewing Session:
An optional telescope observation session will be held on campus later in the evening for teachers and guests who wish to learn more about locating the constellations, planets, and the North Star.

Presenter: Gary Swangin
Date: April 28, 2010
Time: 9 am – 3 pm
Fee: $45
Course Number: CPE-E567

AccessAbilities Conference
Assistive technology has been identified as a critical tool in optimizing communication skills and curriculum access for students with disabilities. This conference is for teachers, parents, therapists, and members of the community who are interested in learning more about assistive technology and augmentative communication.

ASHA CEUs and professional development contact hours for teachers are available.
Date: May 17, 2010
Time: 8 am – 4 pm
Fee: $99
Course Number: CPE-E274

Adolescent Summer Literacy Institute
Engaging Adolescent Minds: Creating Authentic Learning

Course Number: CPE-E274
Fee: $99 for Class of ‘10 WPU grads
$149 for all others
Course Number: CPE-E527

Substitute Teacher Workshop
This workshop shares tips and techniques that have proven to be very effective, positive and easy to implement in the classroom. As a substitute teacher you send a message to your students. Small things in your demeanor and skill set can make a big difference in your ability to model excellence and accomplish classroom objectives.

Topics include: district expectations for their substitute teachers, legal issues, daily planning, classroom management, paperwork process, and pathways to permanent certification. Sixty college credits are required to become a substitute in New Jersey. Participants must apply on their own for a substitute certificate.

Presenters: James Kane and Barbara Andrews
Date: August 18 - 19, 2010
Time: 9 am – 3 pm
Fee: $150
Course Number: CPE-E565

Survival Skills for First Year Teachers
The focus during these two days will be on the critical strategies involved in organizing, planning, and teaching during the first year of teaching. Topics include: 1) classroom management procedures for the beginning of the school year; 2) case studies reviewing student discipline and guidance techniques; 3) parent-teacher communication; 4) using a learning styles model to differentiate instruction; 5) school law – what does a beginning teacher really need to know? 6) using writing as a way to understand all subjects; 7) curriculum planning; 8) assessment strategies that help students succeed on state-wide assessment tests; 9) PIP strategies for your first year.


Presenters: Anthony Coletta and Martin White
Date: August 18 - 19, 2010
Time: 9 am – 4 pm
Fee: $99 for Class of ’10 WPU grads
$149 for all others
Course Number: CPE-E527

Register NOW! www.wpunj.edu/cpe Spring 2010 8
**TEST PREPARATION COURSES**

**FOR STUDENTS AND TEACHERS**

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**Praxis II Elementary Education Content Knowledge Exam Preparatory Course**

This prep course provides in-depth coverage for the new Praxis II NTE Elementary Education Content Knowledge Exam. Topics in literature and fine arts, social studies, science and mathematics are reviewed in a six-day program. Study materials, including sample tests, are provided for class activities. Strengthen your self-confidence with a review of important test-taking strategies. This examination is one of the requirements to obtain elementary education certification in New Jersey.

**Praxis II (New spring dates)**

Instructors: Jerry Hollander (Math and Science)
Michael Franco (Social Studies)
Melisa Yar-Perry (Language and Arts)

**Session One**

Date: Saturday, February 27 – April 10, 2010
Time: 9 am – 3 pm
Fee: $399.00 (materials included)
Course Number: CPE-T001

**Session Two**

Date: Saturday, April 17 – May 22, 2010
Fee: $399.00 (materials included)
Course Number: CPE-T001B

**PRAXIS II Test Dates:**

- April 24, 2010
- June 12, 20

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**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

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**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

For a list of upcoming test dates, please visit the ETS website at www.ets.org
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.

**MANAGEMENT AND LEADERSHIP**

**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
- Leading High Performing Teams

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

**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: February 3, 2010
Time: 6 pm – 9 pm
Fee: $95 (includes assessment tool)
Course Number: CPE-B005

**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: Heather Clarke-Peckerman
Date: February 10, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B045

**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: Rita Williams-Bogar
Date: February 17, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B056

**Leading High Performing Teams**
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: February 24, 2010
Time: 6 pm – 9 pm
Fee: $105 (including assessment tool)
Course Number: CPE-B044

**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: April 7, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B072

**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: March 10, 2010
Time: 6 pm – 9 pm
Fee: $95 (including assessment tool)
Course Number: CPE-B042

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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: March 17, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B073

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: March 31, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B038

■ 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.
Two sales classes may be taken as electives (see Russ Berrie sales classes.)

Core Courses:
■ Public Policy for Non-Profits:
  Lobbying and Political Activities for Non-Profits
■ Human Resource Issues for Non-Profits
■ Ethical Issues for Non-Profits
■ Non-Profit Management

Elective Courses:
■ Non-Profit Guerilla Marketing
■ Fundraising for Non-Profits
■ Grant Writing for Non-Profits
■ Legislative Advocacy 101

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: April 20, 2010
Time: 6 pm – 9 pm
Fee: $45
Course Number: CPE-B068

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: February 9, 2010
Time: 6 pm – 9 pm
Fee: $45
Course Number: CPE-B067

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: February 16, 2010
Time: 6 pm – 9 pm
Fee: $45
Course Number: CPE-B069
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: Donna Nelson-Ivy
Date: February 23, 2009
Time: 6 pm - 9 pm
Fee: $45
Course Number: CPE-B070

Non-Profit Guerilla 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 Guerilla 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: Joe Graziano
Date: March 2, 2010
Time: 6 pm – 9 pm
Fee: $45
Course Number: CPE-B075

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: March 16, 2010
Time: 6 pm – 9 pm
Fee: $45
Course Number: CPE-B031

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: Donna Nelson-Ivy
Date: March 9, 2009
Time: 6 pm – 9 pm
Fee: $45
Course Number: CPE-B032

Legislative Advocacy 101
Policy makers pay attention and may change their minds and votes when even a moderate number of people contact them about an issue. This workshop will equip you with proven methods that will enable you to reach government officials and other decision makers that have a significant impact on policies that affect you. Some of the subject matter contained in this course includes the power of advocacy, lobbying methods, and understanding the playing fields (local, state, and federal guides to effective advocacy.) This workshop is ideal for individuals that have a direct or indirect accountability to lobbying, advocacy, or policy initiatives for a non-profit entity.
Instructor: Joseph Duffy
Date: April 6, 2010
Time: 6 pm – 9 pm
Fee: $45
Course Number: CPE-B071

CEO ROUNDTABLE
(Membership Required)
The CEO Roundtable is a confidential Business Development Support Group designed for forward-thinking executives. It is comprised of 10–15 business owners/presidents/entrepreneurs, who meet with a facilitator in a relaxed yet confidential manner to discuss and solve pressing business related problems, make new contacts, and create long-term relationships. Participants have the unique opportunity to brainstorm and unravel critical issues. The CEO Roundtable meets monthly. Topics are selected by the cohort, and in the past have focused on:
• Attracting New Business and Increasing Sales
• Goal Setting and Accountability
• Hiring the Right People
• Making Better Decisions
• Money Management
Facilitators: Ted Polmar, Ilene Greene
Membership: $2,000 per year (membership is for one calendar year)
Schedule: Meets once a month
Time: 8:30 am – 10:30 am (breakfast included)
The topic of this page is the importance of training and education for professionals in various fields. It discusses the growth of financial planning jobs, the need for qualified professionals, and the benefits of customized training. The page also provides information about MBA Essentials courses offered by William Paterson University, including the benefits of attending, the curriculum, and the accreditation of the program. Additionally, it highlights the importance of customized training grants from the New Jersey Department of Labor and Workforce Development, providing examples of eligible training courses and the process for applying for these grants.
**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.

**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: Bhargav Patel
Days: Saturday
Dates: February 13-May 15, 2010
Time: 9 am – 1 pm (15 minute break included)
Fee: $2,400 (textbook is included)
Course Number: CPE-B003A

Online:
Dates: Starts every two weeks
Fee: $2,400 (textbook is included)
Course Number CPE-B003C

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**PROJECT MANAGEMENT & MS PROJECT/VISIO**
Can be taken together at a special rate:
Fee: $2,698
Course Number: CPE-C006B

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COMPANION COURSE - MICROSOFT PROJECT CERTIFICATION - WITH VISIO

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. And 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 to create and develop business-oriented drawings. It uses vector graphics to create multiples types of diagrams, including process, flow charts, organizational charts and space planning.

Instructor: Frank Asciutto
Date: March 16 - April 6, 2010
Days: Tuesday
Time: 4 pm – 8 pm
Fee: $398 (textbook is included)
Course Number: CPE-C006A

Project Management and MS Project/Visio
Taken together at a special rate:
Fee: $2,698
Course Number: CPE-C006B

ADVANCED PROJECT MANAGEMENT/INTRODUCTION TO PROGRAM MANAGEMENT COURSE

This course is designed for students that have extensive Management and/or Project Management experience, and helps students learn formal advanced-level Project Management concepts as well as formal Program Management concepts. The course is divided into two key phases, with the first phase covering the fundamental methodologies and applications of Project Management at an accelerated rate, and a stronger focus on advanced level Project Management concepts. The second phase covering Program Management introductory concepts.

Instructor: Bhargav Patel
Days/Dates: Saturday/TBA
Time: 1:30 pm – 4:30 pm
Fee: $2,400 (textbook included)
Course Number: CPE-B003A

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
- Guerrilla Marketing

Electives:
- Internet Marketing 101
- The Customer Buying Signals
- Planning For Sales Success
- Strategic Negotiation
- Branding

Creating a Strategic Marketing Plan
Plan A Year Of Marketing Strategies and How To Achieve Them
A solid marketing plan will drive your business. 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: February 4, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B050

Exceptional Customer Service
Learn Customer Service Secrets That Compel Your Customers To Come Back Again and Again
Success in business today is measured in terms of repeat and referral business. The key element that can separate you from your competition is exceptional customer service. 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: Rich Silkes
Date: February 11, 2010
Time: 1 pm – 4 pm
Fee: $65
Course Number: CPE-B053
Public Relations
Discover How To Get Newspapers and Magazines To Feature You or Your Business Consistently and at No Cost
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: February 18, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B057

Low Cost Marketing Ideas That Work
Marketing Tactics That Cost Virtually Nothing Yet Will Get You New Customers Within Weeks
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 marketing on a shoestring budget, how to create your 7-sentence marketing plan and an overview of 100 no-cost to low-cost marketing tactics. This foundation provides you with the leverage to uniquely promote your business with repeat and referral customers.
Instructor: Joe Graziano
Date: February 25, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B018A

Internet Marketing 101
Social Media Marketing That Laser Focuses Your Sales Message To Your Best Specific Target Audience
eCommerce is all the rage! But doing it right (or finding someone to do it right) can be a challenge. In this class you will learn about selling online, search engine optimization, pay per click advertising, affiliate programs, link exchanges, blogs, web 2.0, wiki’s and any new media opportunities that come to light. The class will be structured so that current trends in eCommerce and internet marketing will be covered.
Instructor: Wendy Flanagan
Date: March 4, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B074

The 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.
Facilitator: Richard Silkes
Date: March 11, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B080

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. Tips and best practices will be shared on how to conduct research on a company in terms of current technology, resources, and research methods. 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: James Graziano
Date: March 18, 2010
Time: 6 pm – 9 pm
Fee: $65.00
Course Number: CPE-B081

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 ground work for success. Practical tips for managing a negotiation meeting will be discussed and all participants will walk away with a negotiation check-list.
Instructor: James Graziano
Date: March 25, 2010
Time: 6 pm – 9 pm
Fee: $65.00
Course Number: CPE-B083

Branding
Differentiate Your Company From Others In Your Market
Are you looking to improve revenue and overall profitability? Learn how to structure a marketing plan, promote your brand identity, obtain free publicity and keep customers. This workshop is packed with clever, unconventional marketing tips that you can start using immediately. Use your time, energy, and imagination to gain brand identity, trust, and demand without making a large marketing expenditure.
Instructor: Ilene Greene, CMS & Ted Polmar
Date: April 8, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-B048

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CERTIFICATE IN CRITICAL SELLING SKILLS

Improve sales performance. Develop long-lasting, profitable client relationships. If you are a Sales professional interested in closing more deals faster and at a higher profit margin than you ever imagined, then this certificate program 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 advanced selling skills 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.

Benefits to Sales Professionals...

- Learn what it takes to be a successful sales professional in today’s competitive marketplace.
- Plan for and open interactions with clients that stimulate interest and begin the rapport-building process.
- Engage clients in a “Need-Based” dialogue to accurately discover a client’s full range of needs.
- Learn when and how to move the sales process forward and gain client commitment
- Effective objective handling

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

1. The Sales Process – Your Key to Success
2. The Art of Relationship Building
3. Questioning Skills of Top Sales Professionals
4. Relating and Reinforcing Benefits-It’s All About Value
5. Handling and Overcoming Objections
6. Closing the Sale – Hearing “Yes” more Often

The Sales Process – Your Key to Success
This course provides the essence of consultative selling, an approach in which the sales professional and the decision maker collaboratively work toward optimizing opportunities and results for both parties and their organizations. Knowing how decision-makers make buying decisions puts you in an advantageous position.

Date: April 8, 2010
Time: 6 pm – 9 pm
Fee: $85

The Art of Relationship Building
As soon as we realize that people buy from people, not companies, we are able to connect with the decision maker so they actually look for ways to do business with us. In this course you will learn behavioral selling skills that teach you how to adapt to the various behavior styles of your prospect, thus opening the door to better communication with them.

Date: April 15, 2010
Time: 6 pm – 9 pm
Fee: $85

Questioning Skills of Top Sales Professionals
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, re-phrasing, and specific follow-up questioning techniques that we uncover the decision-maker’s true needs.

Date: April 22, 2010
Time: 6 pm – 9 pm
Fee: $85

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 ways, you increase your ability to close the sale. In this course you will learn the difference between features and benefits, how to relate these benefits to the prospect’s needs, when and how to use proof and visuals and how to equate all of this to value.

Date: April 29, 2010
Time: 6 pm – 9 pm
Fee: $85

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 prospects objections will set you apart from your competition and set you up for a successful close.

Date: May 6, 2010
Time: 6 pm – 9 pm
Fee: $85

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.

Date: May 13, 2010
Time: 6 pm – 9 pm
Fee: $85

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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) 720-3855 for detailed information.
**SPECIAL EVENTS OFFERED BY THE RUSS BERRIE INSTITUTE**

**The Practical Basics of Project Management for Sales Organizations**

In today's world, everyone is busy. And everyone is trying to do "more with less". The need for an organization to streamline its processes, use its resources more wisely and become more efficient is becoming more and more critical in order to survive in today's economy. In comes Project Management. You've heard about it, maybe even seen it used in other parts of your organization. Think about these questions: What is it really? And can it be used to run a Sale Organization more efficiently and effectively? Can it assist you and your team in bringing that new or improved (or replacement) product/service to market in an expedient, smooth, stress-free way? Can it help you make your revenue plan? The answer is an emphatic YES!! Interested in finding out how? Come to our Russ Berrie Institute for Professional Sales Lecture on April 20, 2010 from 9 am – 11 am. Join us for a continental breakfast, network with other attendees and hear Susan A. Junda of Dynamic Solutions speak about this important set of skills that will help you to get things done in a more organized, cost efficient way. Susan has been a leader in Project Management Consulting and Education for more than 20 years, routinely works with companies and individuals to established effective project management practices. As a project manager she has successfully managed up to 5 project teams at a time in a new products environment. She has an MBA from the University of Colorado and is a certified Project Management Professional (PMP) by the Project Management Institute.

April 20, 2010
9 am – 11 am
The cost for this program is $20.00.

**Generating Qualified Sales Leads – The First Step for Success In Sales**

Russ Berrie often said “Nothing happens until somebody sells something.” However, before you have the opportunity to sell something you need to generate and qualify leads that can become sales. As we begin the new business cycle each year a key part of the process is generating and qualifying new sales leads that can develop into new customers. For this reason we are very pleased to announce that the first RBI lecture for 2010 will be Generating Qualified Sales Leads – the First Step to Success in Sales. Think about these three questions: How would more qualified leads impact your sales quota? What would happen if your sales reps started their sales process with the right person at your customer accounts? How would connecting your solutions to your customer’s results drive your revenue? The changing dynamics of today's marketplace and the demands on today's sales professional are forcing sales leaders to reconsider their revenue acquisition strategies. If your answers to these key questions are yes, mark your calendars and come join us at RBI on February 4th from 9:00 am to 11:00 am to network, enjoy a continental breakfast and listen to Ken Powell, VP – Sales Learning & Performance at Automatic Data Processing. Ken is responsible for the vision & execution of the overall sales learning strategy for 1,500 associates at Automatic Data Processing. He holds a BA in History from the Ramapo College of NJ, an MBA in Technology Management from Stevens Institute of Technology & is completing his business coaching certification at Corporate Coach U. The cost of the program is $20.00.

**THE RUSS BERRIE INSTITUTE FOR PROFESSIONAL SALES PROGRAM**

Participants can develop their talent and expertise in this results-focused, high quality training opportunity at William Paterson University's Russ Berrie Institute for Professional Sales lab. They will experience learning through role-playing in the Institute's state-of-the art lab, and gain insight to crucial business concepts geared to new, aspiring sales representatives. Students receive coaching and feedback from sales executives with years of sales leadership experience in this highly interactive class sponsored by William Paterson’s Center for Continuing and Professional Education and the Russ Berrie Institute for Professional Sales.

**WEEK ONE:**

**Interpersonal Communication Skills**

Apply core communication techniques, such as questioning, listening, and nonverbal cues, to a variety of selling situations.

**Presentation Skills**

Engage an audience with dynamic visual presentations that are compelling communication tools, improve message delivery, and get results.

Instructor: TBA
Date: TBA
Days: Tuesday, Wednesday and Friday*
Time: 1 pm – 4 pm
Course Number: CPE068

**WEEK TWO:**

**High Impact Prospecting**

Learn how to apply highly effective phone skills to bypass gatekeepers to get those appointments with important decision makers.

Instructor: TBA
Date: TBA
Days: Tues, Wed, Fri
Time: 1 pm – 4 pm
Course Number: CPE069

**WEEK THREE:**

**B2B Sales Skills**

Develop professional selling skills to open a sales call, ascertain customer needs, present sound business solutions, handle objections, then close the sale.

Instructor: TBA
Date: TBA
Days: Tues, Wed, Fri
Time: 1 pm – 4 pm
Course Number: CPE070

**WEEK FOUR:**

**Landing Your First Job**

Apply your newly gained professional selling skills to find and land the perfect sales job.

Instructor: TBA
Date: TBA
Days: Tues, Wed, Fri
Time: 1 pm – 4 pm
Course Number: CPE071

Register NOW! www.wpunj.edu/cpe Spring 2010 19
WHETHER YOU ARE 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: Al IZZI
Time: 6 pm – 9 pm
Fee: No Charge
Location: PCCC Community Tech Center, 218 Memorial Drive
Paterson, NJ
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
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: Vicky Lynn Morgan
Time: 9 am – 4:30 pm (hourly sessions as registered)
Fee: No Charge
Location: Alternates at
(E) 131 Ellison Street, Paterson, NJ
(V) WPUNJ, 1600 Valley Road, Wayne, NJ
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
Instructor: Joanne Macbeth
Dates: 2010: Wed. 2/10, 4/14, 6/16
Time: 6 pm – 9 pm
Fee: $39, Text: $25 (Additional)
Location: WPUNJ, 1600 Valley Road, Wayne, NJ
Room V1004

Get Your Website Online
Learn how to manage the web site development process. First, identify a winning strategy for adapting your business to the Internet. Then, discuss how to find web designers and compare that to the challenge of doing it yourself. Develop a plan for testing your site and marketing ideas to maximize your chances for success online. This is a critical strategy session for a business launching a new site or evaluating and reworking an underperforming site.
Instructor: Dana Hutchins
Date: Thurs. 4/15/10
Time: 12 pm – 2 pm
Fee: No Charge
Location: WPUNJ
1600 Valley Road, Wayne, NJ
Room V 1016/1017

Driving Traffic to Your Web Site
Identify marketing opportunities and perform keyword research to craft a compelling message that will resonate with busy web users. Strategy session to discuss integrations of traditional public relations outreach with new technologies such as blogging, e-mail marketing, search engine registrations and paid placements
Instructor: Dana Hutchins
Date: Thurs. 5/20/10
Time: 12 pm – 2 pm
Fee: No Charge
Location: WPUNJ
1600 Valley Road, Wayne, NJ
Room 1004
Pitfalls and Opportunities of Buying and Selling a Franchise

Owning your own business can be a reality. If independent business ownership is something you might be interested in, you owe it to yourself to attend this workshop on FRANCHISING and INDEPENDENT BUSINESSES. Opportunities range from manufacturing, to distribution, food, retailing, consulting, auto, education, home-based and many more.

Instructor: Charles Mizejewski, Franchise Network of New Jersey
Date: Wed. 2/10, 4/21
Time: 6 pm – 8 pm
Fee: No Charge
Location: SBDC
131 Ellison Street, Paterson, NJ

Building and Financing Your Business Through the SBA

This is an opportunity to meet with loan officers of banks and public agencies who will review your business plans and evaluate the prospects of obtaining financing. This is a workshop for serious entrepreneurs looking to borrow money to finance the start or grow their business. Loan officers and economic development authorities will be introduced followed by an open discussion with lenders who are seeking qualified borrowers.

Instructors: Lenders and Agency Personnel
Date: Thurs. 6/10
Time: 8:30 am – 1 pm
Fee: No Charge
Location: William Paterson College of Business, Auditorium
1600 Valley Road, Wayne

Non-profit Basics

This workshop reviews how to legally incorporate non-profit corporations, how to protect intellectual property rights of your corporation, conduct of meetings, creating an effective board, creating a mission and vision statement for your corporation, how to deal with the merger or dissolution of your non-profit corporation and more.

Instructor: Scott Pringle, Northeast NJ Legal Services
Date: Tues. 4/6/10
Time: 6 pm – 9 pm
Fee: No Charge
Location: Northeast NJ Legal Services
152 Market Street 5th Floor, Paterson, NJ

Starting a Child Care Center

This workshop is designed to help child care providers learn the requirements for Family Day Care registration and licensing. The attendees will receive instruction and information sources to aid them in their planning and evaluating their objectives. The Instructor/Facilitators come from the New Jersey Human Services agency and conduct an authoritative presentation. UCEDC, a lender, will present the lender's perspective and guidelines on preparing a business plan.

Instructor: NJ Children and Family Care Representatives, UCEDC
Date: Thurs. 5/20/10
Time: 10 am – 12 pm
Fee: No Charge
Location: Passaic County Office of Economic Development
Totowa Business Center, Suite 250
930 Riverview Drive, Totowa, NJ

Doing Business With the State of New Jersey

Are you interested in doing business with the State of New Jersey? Then this meeting is a “Don’t Miss”. Representatives from the state Office of Supplier Diversity and the Division of Minority Women in Business Development will be there to present avenues of opportunity to take advantage of the funding initiatives of the state agencies and to answer any questions you may have. Emphasis will be on small and minority-owned businesses.

Location: 1600 Valley Road
Room V 1016
Date: May 20, 2010
Day: Thursday
Time: 9 am – 1 pm
Fee: No Charge

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 Alferez
Time: 6 pm – 9 pm
Fee: Gratis
Location: PCCC Community Tech Center
218 Memorial Drive, Paterson, NJ
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 Alferez
Dates: 2010: Wed. 2/24, 4/28, 6/30
Time: 6 pm – 9 pm
Fee: Gratis
Location: PCCC Community Tech Center
218 Memorial Drive, Paterson, NJ
Room 102A

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

For appointments call/e-mail Kate Muldoon: muldoonnk@wpunj.edu
**MCAS CERTIFICATION PROGRAM**

Our Microsoft Office 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 MCAS Certification program is composed of four separate courses taught over a 13 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 MCAS 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:

- Basic Windows
- PowerPoint
- Word
- Outlook
- Excel

Instructor: Frank Asciutto

Dates: Continuous through December

Day: Thursday

Time: 10 am – 3 pm OR 5 pm – 10 pm

Fee: $1,599 for MCAS Certification (All Five Courses)

Course Number for all Five Courses: CPE-C001X (am) OR CPE-C002X (pm)

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

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### 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: January 14-February 11, 2010

Day: Thursday

Time: 10 pm – 3 pm OR 4:30 pm – 9:30 pm

Fee: $398

Individual Course Number: CPE-C001A or CPE-C001B

### 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: February 18 - March 25, 2010

Day: Thursday

Time: 10 am – 3 pm OR 4:30 pm – 9:30 pm

Fee: $398

Individual Course Number: CPE-C002A or CPE-C002B

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### 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: April 1 - April 15, 2010

Day: Thursday

Time: 10 am – 3 pm OR 4:30 pm – 9:30 pm

Fee: $398

Individual Course Number: CPE-C003A or CPE-C003B

### 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: April 22, 2010

Day: Thursday

Time: 10 am – 3 pm OR 4:30 pm – 9:30 pm

Fee: $298

Individual Course Number: CPE-C004A or CPE-C004B

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### BEGINNER Microsoft 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.

Open enrollment is available at the start of each course.

MCAS Certification includes:

- Basic Windows
- PowerPoint
- Word
- Outlook
- Excel

Instructor: Joan Lefford

Dates: Continuous through December

Day: Monday & Wednesday

Time: 10 am – 3 pm OR 4:30 pm – 9:30 pm

Fee: $1,599 (All Five Courses)

Course Number for all Five Courses: CPE-C002X

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

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Register NOW! [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe) Spring 2010 22
Dreamweaver
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: Joan Lefford
Dates: January 25–February 24, 2010
Day: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $398
Individual Course Number: CPE-C002C

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: Joan Lefford
Dates: March 1 - April 7, 2010
Day: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $398
Individual Course Number: CPE-C002D

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: Joan Lefford
Dates: April 12 – April 28, 2010
Day: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $398
Individual Course Number: CPE-C002E

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: Joan Lefford
Dates: May 3 – May 5, 2010
Day: Monday & Wednesday
Time: 10 am – 3 pm
Fee: $298
Individual Course Number: CPE-C002F

WEB DESIGN AND DEVELOPMENT CERTIFICATE
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. A new component of the course this term is the addition of database connectivity. You will learn to make your website interactive with table-driven database design using the open source MySQL (structured query language) to access a relational database system.
You will also design a database on a web server and then create web forms to capture and process data through a browser. The course project covers creating a business website that sells products online. Open enrollment is available at the start of each session.

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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.
Dates: March 22 – April 21, 2010
Days: Monday and Wednesday
Time: 10 am – 3 pm  OR  4:30 pm – 9:30 pm
Individual Course Number: CPE-C012A or CPE-C012B

DIGITAL 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 2 software - InDesign, Photoshop and Illustrator. After learning the basics of these products, you will work on a simulated project typically found in the graphic design field. You will create the artwork for a business and apply your design to a logo, business card, letterhead and newsletter. Editing digital photography, scanning and organizing images will also be covered. Please be comfortable using Microsoft Windows prior to enrolling in this course.

InDesign
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.

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

Instructor: Frank Asciutto
Date: March 9 – April 6, 2010
Day: Tuesday
Time: 9:30 am – 2:30 pm
OR
March 21 – April 24, 2010
Day: Saturday
Fee: $899
Course Number: CPE-C010

QUICKBOOKS/BOOKKEEPING CERTIFICATION PROGRAM
Introduction to QuickBooks/Bookkeeping is a course that covers the fundamentals with newcomers in mind. QuickBooks/Bookkeeping is a whole new way of thinking about finances. Specifically, this class addresses accounting equations, debits and credits, how to prepare and interpret important financial reports using QuickBooks software. It also covers, accounting structure, journals, ledgers, bookkeeping terminology, revenue, expenses, debits and credits. Students will learn how to create financial statements, as well as a variety of reports designed to help grow business. After completing this course, a student will have a solid understanding of the QuickBooks software and accounting basics. Students will learn how to set up a new company, manage inventory, create customized invoices, setup payroll, make journal entries, reconcile accounts and manage sales taxes. By applying the concepts learned in this course, you will understand the bookkeeping process and how to use the QuickBooks software to streamline the workflow. Learn QuickBooks and bookkeeping now and achieve a skill that is an invaluable asset to your professional career development.
Instructor: JoAnne MacBeth
Dates: January 29 – April 23, 2010
Day: Friday
Time: 9:30 am - 12:30 pm
OR
Dates: February 2-April 27, 2010
Day: Tuesday
Time: 5:30 pm - 8:30 pm
Fee: $799
Course Number: CPE-C011A OR CPE-C011B

QuickBooks In Practice
A hands-on workshop to enhance your Quickbook skills.
Instructor: JoAnne MacBeth
Date: April 9, 16, 23
Day: Friday
Time: 9:30 am – 12:30 pm
OR
Date: April 13, 20, 27
Day: Tuesday
Time: 5:30pm – 8:30 pm
Fee: $249
Course Number: CPE-C011C OR CPE-C011D

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TECH TUESDAYS
Starting in February, a special series of one night technology courses is being offered on Tuesday evenings. Please see our web site for more detailed course descriptions.
Instructor: Frank Asciutto
Dates: See Below
Time: 5:30 pm – 9:30 pm
Fee: $98 for each individual course
   (Take 3 or more and save $25)
Course Number: CPE-C0021B

Advanced Microsoft Excel
Become an Excel power user by learning Web Queries, PivotTables, Macros, and advanced formulas. This class is designed for existing Excel users that want to increase their understanding of Excel's analytical tools. Bring your own challenging Excel projects to share with the class.
Date: February 9, 2010 OR March 9, 2010
Time: 5:30 pm – 9:30 pm
Course Number: CPE-C0023A or CPE-C0023B

Microsoft Access - Basics
Learn to create customized desktop systems using Microsoft Access. Access is a great tool for the management of information and data reporting. Learn the basic concepts of structuring data using tables, creating input forms and designing reports. Previous knowledge of Microsoft Excel is preferred.
Date: February 16, 2010
Time: 5:30 pm – 9:30 pm
Course Number: CPE-C0024

Microsoft Access - Advanced
Go beyond the basics and learn query building, macros, data importing and exporting, and using Access as a database for web based applications. Basic knowledge of Microsoft Access is required.
Date: February 23, 2010
Time: 5:30 pm – 9:30 pm
Course Number: CPE-C0025

Photoshop for Digital Photographers
Learn to use the Photoshop interface and work with tools, layers, transparency and file formats. This is an introductory course on Photoshop designed to help manage and be creative with your digital pictures.
Date: March 2, 2010
Time: 5:30 pm – 9:30 pm
Course Number: CPE-C0021A
MEDICAL BILLING AND CODING SPECIALIST

The career of medical billing and coding is one of the fastest growing careers in the health care industry today. Acquire marketable skills that lead to an exciting new career. This 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. Using computers to process electronic claims will be introduced (medisoft software will be used). This course covers the following areas and more: CPT, ICD-9-CM, and the basic claims process for medical insurance and third party reimbursements.

All books and class materials are included:
Instructor: Yolanda Evgeniou
Dates: January 14 – April 29, 2010
Day: Thursday
Time: 2 pm – 8 pm
OR
Dates: March 3 - June 16, 2010
Day: Wednesday
Time: 2 pm – 8pm
Fee: $2,500 (includes books and materials)
$750 (deposit required, payment plan available)
Course Number: CPE-H001A

Online Medical Administrative Office and Billing Professional

This program combines the medical administrative assistant and medical billing and coding specialist into one, is offered completely online providing flexibility for those students who cannot come to 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 four weeks.

Contact: Colleen McGill at 973-720-2461 for the next start date
Instructor: Yolanda Evgeniou
Dates: Every 4 weeks
Fee: $3,750 (includes books and materials, $1100 deposit required, payment plan available)
Course Number: CPE-H004

Online Medical Office Management

The medical career field is one of the most fast paced and demanding areas of employment today. Students in this six month 320 hour completely online program will learn to manage medical and clinical offices. They will learn to do everything from keeping financial records and managing public relations to planning for surgery for the physician. Topics included in the program are: technology, medical records, malpractice issues, physician management, patient satisfaction, marketing, labor law, medical terminology and OSHA, CLIA, and HIPAA.

Contact: Colleen McGill at 973-720-2461 for the next start date
Instructor: Yolanda Evgeniou
Dates: Every 4 weeks
Fee: $4,000 (includes books and materials)
$1200 (deposit required, payment plan available)
Course Number: CPE-H008

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, Electrocardiology (EKG) Medical Data Entry & Billing and Phlebotomy Techniques. It is a 600 hour program that includes a mandatory 100 externship. Students will apply the practical skills learned in a clinical setting prior to taking the American Registry of Medical Assistants examination.

Instructor: Yolanda Evgeniou
Dates: January 4 – June 4, 2010
Days: Monday – Thursday
Time: 8 am – 2 pm
Fee: $4,580 (includes books and materials)
$1500 (deposit required, payment plan available)
Course Number: CPE-H005A*

*(Additional fees: $75 is required for the CPR certifications; $19.95 for Stethoscope and $29.95 for malpractice insurance; $30 for blood pressure machine)
COME TO OUR OPEN HOUSE
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: http://ww2.wpunj.edu/aboutus/directions.cfm.

OPEN HOUSE SCHEDULE:
Healthcare Programs every Wednesday from 10am – noon.

Computer and Business Programs every Wednesday from 4 to 5:30p.m.

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

UNEMPLOYED?
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:

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:

WORKFORCE DEVELOPMENT PROGRAMS

WORKFORCE

LOCATION    PHONE NUMBER
Bergen County 201-329-9600
Essex County 973-395-8600
Hudson County 201-217-4622
Monmouth County 732-747-2282
Morris County 973-631-5079
Passaic County 973-340-3400
Sussex County 973-383-8033
Union County 908-527-4800
Warren County 908-859-0440
Middlesex 732-745-3970 (New Brunswick)
Middlesex 732-826-3200 (Perth Amboy)
Somerset 908-252-2276

LOCATION PHONE NUMBER
Bergen County 201-329-9600
Essex County 973-395-8600
Hudson County 201-217-4622
Monmouth County 732-747-2282
Morris County 973-631-5079
Passaic County 973-340-3400
Sussex County 973-383-8033
Union County 908-527-4800
Warren County 908-859-0440
Middlesex 732-745-3970 (New Brunswick)
Middlesex 732-826-3200 (Perth Amboy)
Somerset 908-252-2276
OFFICE MANAGEMENT SKILLS

Professionalism in the Workplace
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.

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: Donna Nelson-Ivy
Dates: February 9, 2010
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE050

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: Donna Nelson-Ivy
Dates: February 16, 2010
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE051

Time Management (Managing Multiple Priorities)
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: TBA
Dates: February 23, 2010 or May 4, 2010
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE052

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.
Instructor: Donna Nelson-Ivy
Dates: March 30, 2010 OR June 8, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE056

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: Donna Nelson-Ivy
Dates: April 6, 2010
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE057

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: Donna Nelson Ivy
Dates: April 13, 2010
Days: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE058

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: TBA
Date: March 2, 2010 OR May 11, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE059

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.
Instructor: TBA
Date: March 9, 2010 OR May 18, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE053

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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: TBA
Dates: March 16, 2010 OR May 25, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE054

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: March 23, 2010 OR June 1, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $59
Course Number: CPE055

EXECUTIVE OFFICE SKILLS

Courses are tailored for the professional returning to the workforce. Each course will give you insight into the most important person in the employment process – YOU!

Executive Office Skills
Courses are tailored for the professional returning to the workforce. Each course will give you insight into the most important person in the employment process—YOU! Set yourself apart from the other candidates. All programs are 10 am – 3 pm. Please call 973-720-3698 for dates and other information:

Understanding Self & Understanding Others
Effective communication involves relaying expectations, providing feedback, and influencing others. This course goes even farther by looking at the current economic/employment landscape while exploring your personal communication style, resilience and personal effectiveness.
Instructor: Roy Lee
Date: February 2 and 9, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $79
Course Number: CPE060

Human Capital and the Workplace
The workplace has changed in some dramatic ways and so have its members. We will spend time understanding what inclusion really means, workplace harassment, and if there is another generation gap.
Instructor: Roy Lee
Date: February 16, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $79
Course Number: CPE061

Service Excellence
The critical ingredient to the success of any organization is how well they treat their customers/clients while at the same time understanding that the customer is not always right. The key component will be for you to know how well you listen.
Instructor: Roy Lee
Date: February 23, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $79
Course Number: CPE062

Strategic Group Work
Someone said there is no “I” in team. That is until you understand how the words individual, innovation, idealism, and impact are essential to producing an effective team. It is also important to know that teams are not always the answer and what a poorly functioning team looks like. Learn a team model guaranteed to work.
Instructor: Roy Lee
Date: March 2, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $79
Course Number: CPE063

Time and Your Life
Whether you are good at managing time or you do a poor job, first you must understand that time continues to move forward and affects you and all those around you. Learn the tools you need to better manage time and most important, how and when to delegate.
Instructor: Roy Lee
Date: March 9, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $79
Course Number: CPE064

Stress and the Environment
Stress is a universal and naturally occurring phenomenon. It can’t be eliminated but we can learn to deal with it effectively. Discover four coping resources:
1. Dealing with problems and making changes
2. Sharing thoughts and feelings
3. Connecting with others
4. Responding to change
Instructor: Roy Lee
Date: March 16, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $79
Course Number: CPE065

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Resume and Interview
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: Donna Nelson Ivy
Date: March 23, 2010
Day: 10 am – 3 pm
Fee: $79
Course Number: CPE066

Executive Wrap-up
Executive Wrap up will pull together all the pieces of the Executive Office Skills program – you may register for this program even if you have not taken the entire series.
Instructor: Roy Lee
Date: March 30, 2010
Day: Tuesday
Time: 10 am – 3 pm
Fee: $79
Course Number: CPE067
ALL COMMUNITY OUTREACH PROGRAMS ARE HELD AT 1600 VALLEY ROAD, WAYNE

COMMUNITY OUTREACH CLUB
If you are “Young at Heart” this club is for you. All ages are welcome. For $25 a year, tri-county area residents can enjoy socializing, making new friends, an entertainment series, as well as educational and social programs. Trips and seminars will be offered to all. Club members will receive a discount on all WPU activities sponsored by the club. For further information call Valerie @ 973-720-3804.
Meetings are held according the the schedule in your newsletter.
$25 Singles
$45 per couple
Presenter: Knowledgeable Presenters at Every Seminar
Time: 7 pm – 9 pm
Fee: Seminars Free to Club Members
$5.00 Non Members or Classes Priced as Stated
Workshop Number: CPE-V-CLUB-Community

SILVER PIONEER’S CLUB
The Silver Pioneer’s Club offers adults age 65 and over from the tri-county area a chance to socialize, make new friends and see old friends while enjoying a series of entertaining as well as serious educational and social programs. Dues are $25 a year and membership runs from January 1, 2010 to December 31, 2010. Members are entitled to a discount on programs offered throughout the year.
For further information please contact Valerie, Program Coordinator @ 973-720-3804 to sign up for either club.
Presenter: Knowledgeable Presenters at Every Seminar
Time: 1 pm – 3 pm
Fee: $25 for Singles – $45 Couples
Workshop Number: CPE-V-CLUB-Silver

Reverse Mortgages…Making Your Life a Little Easier
A reverse mortgage lets you borrow equity from your home and supplement your retirement income with no monthly mortgage payments and no income or credit qualifications. You continue to own your home. Social Security and Medicare benefits are not affected, and the money you borrow is tax-free. The proceeds can be used for any purpose. Continue to live the life you’ve always wanted! This program will be presented by Carol Ramer, Senior Reverse Mortgage Loan Officer at NJ Lenders Corp. With over thirteen years in the reverse mortgage industry, she is uniquely qualified to help you make an educated decision about whether a reverse mortgage is right for you.
Presenter: Carol Ramer, Loan Officer, NJ Lenders Corp.
Dates: Monday, February 22, 2010, 1 pm, CPE-V101
Tuesday, February 23, 2010, 7 pm, CPE-V102
Fee: Free for Club Members
$5.00 non-members

Credit Scores and Debt Settlement
This workshop includes a discussion about how your credit score can impact your life and your budget, and reviews how the credit reporting process works and what you can do about your credit score. The presenter will also discuss the alternatives when credit cards and loans get out of control. What is right for you - bankruptcy, debt consolidation, or debt settlement? Learn your options and how to fight for your rights.
Presenter: Cliff Martin, Cliff Martin 180
Date: Monday, March 8, 2010, 1 pm, CPE-V103
Tuesday, March 9, 2010, 7 pm, CPE-V104
Fee: $10.00 for 7 pm seminar
Free to Club Members
$ 5.00 non-members

How to Survive the Upcoming Medicare Cuts for 2010 and Stay Healthy
This one is always very informative with all the new changes coming. Medicare was once easy to understand, but now it has many people confused because of all the changes. At a time in our life when it should be simpler, it is now more complex. This workshop presents what Medicare now covers for 2010.
Presenter: Joe Zingone
Date: February 8, 2010
Time: 1 pm
Fee: Free to Club Members
$5.00 non-members
Course Number: CPE-V105

Reducing or Eliminating the Social Security Tax Penalty
Many folks living in New Jersey are paying property taxes, state income taxes, sales tax and the highest auto insurance rates in the country. Learn:
• What income sources are exempted from taxation?
• Why municipal bond “tax free” income isn’t really tax-free if you’re 65 or older.
• Learn what drives the Social Security COLA increases
• Steps to increase Social Security income
• How required minimum distributions for retirement accounts could drive up your tax bracket and increase the penalty tax
Presenter: Joe Zingone
Date: March 22, 2010
Time: 1 pm
Fee: Free to Club Members
$5.00 non-members
Course Number: CPE-V106
Living Well on a Fixed Income-While Reducing Your Taxes

It is now more important to learn how to live well on a fixed income. Costs are rising, taxes are rising, yet there is no Social Security COLA increase for 2010. It also appears there will not be one for 2011 as well. Many people will be feeling the squeeze for a long time. Learn how to prepare. There are many things you can do to live well today and live well in the future and avoid many common pitfalls. You will learn how to reduce income taxes, by some simple questions to ask your accountant to bring down your taxes.

- Learn how to increase your income while reducing risks and exposure to losses, inflation, longevity and medical costs.
- Learn how to prepare for catastrophic illness costs (nursing home) without buying insurance, and how to create a working budget that will last a lifetime.
- Avoid the imposed budget at all costs and enjoy the peace of mind knowing how much to spend.
- Prepare financially for Medicare’s increase in costs and prepare for the increase in supplement insurance costs.

Presenter: Joe Zingone
Date: April 5, 2010
Fee: Free to Club Members
Course Number: CPE-V107

The SIX “Must Have” Documents and Why Most Don’t Work

Unfortunately 95% of retirees don’t have these “Must Have” legal documents. Learn the free steps to take today to avoid problems.

- Why most attorney-drawn Health Care Powers of Attorney won’t work.
- Why most attorney-drawn Health Care Proxies won’t work.
- How to make sure your wishes are carried out with dignity without using an attorney.
- What is the Multi-Generational/ Stretch IRA Will?
- A Simple idea that every senior should use that can protect them from losing everything
- Why most lawyers don’t tell you this about their documents not working
- Why Living Wills Don’t Work.
- How to have all the necessary document available 24 hrs a day even if you’re away from home.
- Consult with an AARP selected attorney (45 minutes) free of charge.

Presenter: Joe Zingone
Date: May 3, 2010
Fee: Free to Club Members
Course Number: CPE-V108

Preparin For The Tax Tsunami - Reduce Taxes Now!

Three main areas will be addressed Current Tax Saving, Future Tax Savings and Reducing Taxes Passing to Heirs. It is absolutely critical that you learn what to do. Most people are unprepared for rising tax rates. It’s time to get informed!

- The Long Term Capital Gains Tax Monster
- Be prepared for the return of “Tax Inflation”
- NJ’s income taxes are up-already!
- Get money out of IRA’s Tax Free (without using a Roth)
- Deferring taxes today could be a bad idea
- The IRS changed the IRA laws to benefit themselves “big time”
- 70 % of your IRA could be lost to taxes at death
- Forget Federal Estate Tax limits...N.J. “does not follow” the Federal limits and taxes estate values over $650,000. (Inheritance taxes start over Five Hundred Dollars)
- People of modest incomes are subject to this tax that starts at 37% and is regressive.
- Simple steps today can protect against the government seizing the bulk of your estate!
- N.J. has both an estate tax and an inheritance tax.
- There is no deduction for estate taxes allowed on your 1040
- Be prepared for wherever the Federal Estate Tax winds up

Specific information on reducing taxes, qualifying for Senior Freeze, and reducing taxes on Social Security income will be included.

Presenter: Joe Zingone
Date: May 4, 2010
Time: 7 pm
Fee: Free to Club Members
Course Number: CPE-V110

2010... New Roth IRA Rules - Why The Roth Conversion May Be A Big Mistake

Back in May of 2006 there was a pretty significant change to the tax laws involving converting a traditional IRA to a Roth IRA. Effective Jan. 1, 2010 taxpayers with modified adjusted gross income of more than $100,000 will be allowed to convert a traditional IRA to a Roth IRA. With income limit for doing a Roth conversion removed, there will be a tremendous market blitz aimed at you doing a conversion. This may sound like a great deal especially since the tax code will let the individual spread the tax liability over 2011 and 2012. Buy Now Pay Later may be an IRS gift but beware. There is a lot of homework that must go into the decision.

- Get updated on the rules
- Separate the Hype from Facts
- Conversions in subsequent years do not have the two-year tax spread
- Learn how to do “The Math” for your own situation
- What effect will the Roth have on future required distributions?
- How should the tax be paid with IRA dollars or outside funds?
- Learn how step conversions (bracket conservation) may help soften the blow
- Learn about the “Five Year Rule” and how it hurts beneficiaries.
- Will Roth distributions effectively add to the Social Security penalty tax?
- It’s possible for your beneficiaries to convert to a Roth
- Learn about the loss of creditor protection when converting
- How to protect inherited Roths from seizure
- Simple steps today can protect against the government seizing the bulk of your estate!

Presenter: Joe Zingone
Date: April 20, 2010
Fee: Free to Club Members
Course Number: CPE-V109
Create Balance and Relieve Anxiety
This workshop is designed to help create a balanced lifestyle by relieving stress and anxiety. Learn the signs of “Burnout,” and the impact of stress and anxiety on your body. Learn ways to simplify your life and techniques/tips that can help you feel less stressed and be more balanced and to feel more empowered and motivated. This workshop will help educate you on what really makes us happy.
Presenter: Diane Lang, Educator and Life Coach
Date: April 12, 2010
Time: 1 pm
Fee: $10.00
Course Number: CPE-V111

Retirement Planning Today
Learn how 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.
Presenter: Andrew Arons, CSA and Michael March, CPA, CFP
Date: March 2, 9 - 2010
Time: 6:30 pm – 9:30 pm
Fee: $49.00
Workshop Number: CPE-V105

Letting Go of Anger
Recognize your anger – the different sources of anger and types of anger and what triggers your anger. Understand your anger and the physical and emotional consequences. Learn tips on letting go of unresolved anger, including relaxation techniques and more.
Presenter: Diane Lang, Educator and Life Coach
Date: April 19, 2010
Time: 7 pm
Fee: $10.00
Course Number: CPE-V112

YOU ARE WHAT YOU SPEAK - From Purpose to Power
6 Keys to GREAT COMMUNICATION
How would you like to communicate better in your life: with your boss, your colleagues, your kids, your spouse? You will learn how to say what you mean and mean what you say. You will learn to read and use the power of body language. You’ll improve the sound of your speaking voice and harness the power of silence. You will learn to calm your fear, listen, and be heard. You will gain confidence and clarity and finally you will learn to the magic ingredient that makes it all work!
Presenter: Adria Firestone
Professor, Actress, Coach
Call for details 973-720-3804

Change Your Attitude... Change Your Life
Why are some people successful and others are not? Why is happiness given to some on a silver platter while others struggle day by day? What is the secret to spiritual, emotional and intellectual progress? Is there any secret at all? Research shows that the main deciding factor about the quality of our lives lies not in education or events, but in the attitude of one toward what has happened to him or her. By changing our attitude we reshape our lives and create the best version of ourselves. Facilitator Pawel Szurek is a writer, newspaper columnist and author of an educational DVD. He holds a masters of divinity and is a doctoral candidate at the Graduate Theological Foundation at Oxford University. He hosts the weekly talk show, Change Your Attitude, Change Your Life, which airs on WMTR 1250 AM and New York’s 970 AM The Apple.
Presenter: Fr. Pawel Szurek
Date: March 23, 2010
Time: 6:30 – 7:30 pm
Fee: $10.00
Course Number: CPE-V119

The 3 Most Powerful Foods to Heal Your Body Immediately
Have you ever wondered why you feel so terrible after eating a meal that looked so good and smelled delicious? What about the foods that supposedly have healing powers, detoxification capabilities, and anti-aging properties? Now you will know for yourself what the 3 most powerful foods are for healing your body and keeping you healthy all year long. You will also learn how these foods work and where to find them!
Presenter: Dr. Matt Singer
Date: Monday, April 26, 2010
Time: 1 pm
Fee: Free to Club Members
$5.00 non-members
Course Number: CPE-V115

You are What You Speak - From Purpose to Power

Advanced Basic Computer for Beginners
If you would like to learn more about the internet and email, this class is for you! You will learn: how to set up your email address book, how to use these addresses to send messages, how to save your emails in folders and how to open, save and print photos you receive from others. You will also learn how to send photos, invitations and other documents as attachments to your emails. Come explore additional things that you can do on your computer.
Presenter: Joan Lefford
Dates: March 12, 19, 26
Time: 1 pm – 3 pm
Fee: $55.00 for 3 sessions (2 hrs. each)
Workshop Number: CPE-V113

Spiritual Contemplation
There are different approaches to spirituality. Contemplation is one of the tools used to discover deeper spiritual life. Contemplation has the power to open the door to new possibilities and lead to spiritual enlightenment. Pawel Szurek will show you in practice how to contemplate using the text from his newly released contemplative CD “Wounded Heart.” Facilitator Pawel Szurek is a writer, newspaper columnist and author of an educational DVD. He holds a masters of divinity and is a doctoral candidate at the Graduate Theological Foundation at Oxford University. He hosts the weekly talk show, Change Your Attitude, Change Your Life, which airs on WMTR 1250 AM and New York’s 970 AM The Apple.
Presenter: Fr. Pawel Szurek
Date: June 1, 2010
Time: 6:30 – 7:30 pm
Fee: $10.00
Course Number: CPE-V120
TRIP TO A NYC BROADWAY SHOW

If you are interested in going to see this show. Please call and leave your name with us. If we fill a bus –we’ll go! We are planning to go in March 2010. The date TBA. There is nothing like a Broadway show and the excitement of live theatre. Come experience the magic of Broadway with us!

“WICKED”
The Untold Story of the Witches of Oz
Gershwin Theatre, NYC

“If every Musical had the Brain, the Heart and the Courage of ‘WICKED’ - Broadway really would be a magical place.”

PRICE: $125.25
Tickets must be paid in advance – bus included.

DINNER SHOWS AT THE BROWNSTONE

“A BLAST FROM THE PAST”
Come dance, listen and enjoy the old standards of Sinatra, Manilow, Dean Martin and these talented musicians are trying to keep alive. You must experience an afternoon with one of these talented bands to know that you have heard music at its best. This wonderful salute to America will have you standing and cheering: “What a great afternoon.”
Thursday, May 27, 2010
Price: $45.00
All tickets must be paid in advance by April 30th

“RED, HOT & BLUE”
Brighten the Blues with this brand new show. You will be treated to great musicians, “The Chessman” and “Joe Zisa & Friends” who will take you on a nostalgic musical journey through the decades from “Ragtime” to “Rock & Roll,” with high energy music, lights, vocals, dancers and fun. Sing along with the music of the Four Lads, the Freshmen and more...“Standin’ on the Corner” singing “Heart of my Heart” on “Graduation Day” will bring back many memories.
Tuesday, November 2, 2010
Price: $45.00
All tickets must be paid in advance by with October 13, 2010 – one hour open bar begins at 11a.m. and a complete dinner and dessert
Your Next Summer Getaway!
Registration Begins Feb. 1st

Monday–Friday
June 28–August 13
For Middle and High School Students

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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.

Register NOW! www.wpunj.edu/cpe Spring 2010 36