# CONTENTS

## Registration
- Contact Information ................................................................. 1
- Small Business Development Center ........................................... 1

## Educators and Administrators
- Early Childhood ................................................................. 2
- ELL/ESL .............................................................................. 2
- Elementary K–5 ..................................................................... 3
- Middle and Secondary Education ............................................ 4
- It's All About the Kids! ............................................................. 7
- Children's Health Issues Workshops ...................................... 7
- Conferences and Institutes Fall 2009 and Spring 2010 .......... 7
- Adolescent Summer Literacy Institute—July 2010 .................. 8

## Test Preparation Courses
- CEO Roundtable .................................................................. 11
- Customized Training Programs for Corporations .................. 11
- NJ Labor and Workforce Development Training Grants ......... 11
- MBA Essentials: Foundations for Business ......................... 12
- Insurance Producer Continuing Education Series ................ 12
- Management and Leadership ............................................... 13
- Performance Evaluation and Feedback ................................. 13
- Non-Profit Management ...................................................... 14
- Sales Marketing and Customer Relations .............................. 16
- RBI Sales Performance Consulting ....................................... 19

## Business and Entrepreneurship
- Small Business Development Center .................................... 20
- Computers and Technology.................................................. 22
- Project Management Certification Program ......................... 22
- MCAS Certification Program ............................................... 22
- Tech Tuesday ....................................................................... 24
- Web Design and Development Certification ....................... 24
- Digital Graphic Design Certification Program ..................... 25
- QuickBooks/Bookkeeping Certification Program ................ 25

## Career Advancement
- Office Management Skills .................................................... 26
- Executive Office Skills ....................................................... 27
- The Russ Berrie Institute for Professional Sales Program ........ 28

## Healthcare and Nursing
- Medical Billing and Coding ................................................ 29
- Medical Administrative Office and Billing Professional ........ 29

## Workforce Development Programs
- 30

## Community Outreach
- 31

## Registration and Cancellation
- Policy & Procedures .............................................................. Inside Back Cover

## Registration
- Online:  [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)
- Phone:  973-720-2354
- Fax:  973-720-2298
- Office Hours:  8:30 am to 5:00 pm, Monday to Friday

Please check our website for updates about classes, courses and schedules.

## Contact Information
- Bernadette Tiernan
  - Executive Director
  - 973-720-2354
- Iris DiMaio
  - Youth Programs, Test Prep
  - 973-720-2491
- Nancy Friend
  - Education Programs
  - 973-720-3829
- Don Hebert
  - Business Programs
  - 973-720-3152
- Colleen McGill
  - Workforce Development, Grants and Healthcare
  - 973-720-2461
- Mary Ann Padula
  - Workforce Development Programs
  - 973-720-3698
- Valerie C. Marino
  - Community Outreach
  - 973-720-3804

## Small Business Development Center
- Online:  [www.wpunj.edu/sbdc](http://www.wpunj.edu/sbdc)
- Phone:  973-754-8695
- Kathleen Muldoon
  - Regional Director
- Robert Hille
  - Assistant Director
- Sonia Musa
  - Project Manager

---

### Test Preparation Courses
- Medical Administrative Office and Billing Professional
- Medical Billing and Coding
- The Russ Berrie Institute for Professional Sales Program
- Executive Office Skills
- Office Management Skills
- QuickBooks/Bookkeeping Certification Program
- Digital Graphic Design Certification Program
- Web Design and Development Certification
- Tech Tuesday
- MCAS Certification Program
- Management and Leadership
- Performance Evaluation and Feedback
- Non-Profit Management
- Sales Marketing and Customer Relations
- RBI Sales Performance Consulting

### Business and Entrepreneurship
- Small Business Development Center
- Computers and Technology
- Project Management Certification Program
- MCAS Certification Program
- Tech Tuesday
- Web Design and Development Certification
- Digital Graphic Design Certification Program
- QuickBooks/Bookkeeping Certification Program

### Career Advancement
- Office Management Skills
- Executive Office Skills
- The Russ Berrie Institute for Professional Sales Program

### Healthcare and Nursing
- Medical Billing and Coding
- Medical Administrative Office and Billing Professional

### Workforce Development Programs

### Community Outreach

### Registration and Cancellation
- Policy & Procedures

---

### Registration
- Online:  [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)
- Phone:  973-720-2354
- Fax:  973-720-2298
- Office Hours:  8:30 am to 5:00 pm, Monday to Friday

Please check our website for updates about classes, courses and schedules.

### Contact Information
- Bernadette Tiernan
  - Executive Director
  - 973-720-2354
- Iris DiMaio
  - Youth Programs, Test Prep
  - 973-720-2491
- Nancy Friend
  - Education Programs
  - 973-720-3829
- Don Hebert
  - Business Programs
  - 973-720-3152
- Colleen McGill
  - Workforce Development, Grants and Healthcare
  - 973-720-2461
- Mary Ann Padula
  - Workforce Development Programs
  - 973-720-3698
- Valerie C. Marino
  - Community Outreach
  - 973-720-3804

### Small Business Development Center
- Online:  [www.wpunj.edu/sbdc](http://www.wpunj.edu/sbdc)
- Phone:  973-754-8695
- Kathleen Muldoon
  - Regional Director
- Robert Hille
  - Assistant Director
- Sonia Musa
  - Project Manager
W illiam Paterson University is committed to providing quality programs to enhance teacher development and continuing education. Our goal is to engage the education community in an on-going dialog about effective teaching practices that will enable all students to reach their full potential as learners. Our Institute for Teaching, Learning and Leadership faculty is available to tailor professional development for your school or district and can assist with assessment-related research and curriculum development. Additionally, any workshop described in this catalog can be delivered during one of your district’s in-service days.

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

**Early Childhood**

**Using Children’s Websites and Software**

**Applications to Enhance 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:** October 13, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E402

**Build a Website to Showcase Your Program**

Pre-K and K Teachers and Directors

Bring your classroom to life. Are you looking for an effective way to highlight your classroom and effectively communicate with families? Participants will have the opportunity to build their own free website and customize it to their needs. Bring your digital photos (uploaded to a flash drive) and start building your own website.

**Presenter:** Cindy Gennarelli  
**Date:** October 27, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E403

**Introduction to Play Therapy**

Daycare workers, Pre-K, elementary teachers, school counselors, and administrators

This seminar is designed to provide an overview of the field of play therapy through historical, theoretical, and current practical applications/perspectives. This program will include an introduction to the basic concepts of child-centered play therapy and how mental health professionals work with children aged 3–10 in therapeutic settings. Participants will become familiar with attitudes and skills necessary to establish and maintain facilitative relationships with children, which will encourage self-expression, self-understanding, and change.

**Presenter:** Tim VanderGast  
**Date:** December 10, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E462

**ELL/ESL**

**Reading and Writing Essentials for English Language Learners**

ESL, Language Arts and English teachers at the secondary level

This workshop will introduce an overview of reading and writing challenges faced by English language learners at the secondary level. The workshop primarily focuses on strategies and hands-on ideas to support ELL students’ reading and writing at the secondary level. Participants will learn about how to connect the reading and writing processes and how to build on ELL students’ language skills to teach reading and writing across genres.

**Presenter:** Carrie Eunyoung Hong  
**Date:** September 30, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E440

**Promoting Oral Language Skills in Secondary ESL Classrooms**

ESL, Language Arts and English teachers at the secondary level

Oral language development is an interactive and social process not only in the first language, but in the second language learning. This workshop will review effective ways to promote the oral language skills of English language learners and provide hands-on ideas and activities to implement in secondary ESL classrooms. Useful materials and resources to bring to the classroom will be provided.

**Presenter:** Carrie Eunyoung Hong  
**Date:** October 7, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E411

**Differentiating Instruction in the ESL Classroom**

ESL, Language Arts and English teachers at the secondary level

This workshop will focus on how to differentiate literacy instruction for English language learners with various levels of language proficiency and literacy experience. The participants
will have an opportunity to review a variety of strategies and then discuss how these strategies would work in their own classroom context. Interactions and active discussions among the participants are expected and practical suggestions to be offered.

**Presenter:** Carrie Eunyoung Hong  
**Date:** October 14, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E412

## Elementary K–5

### Reading: Strategies and Assessments to Support Student Achievement on State Testing

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:** October 8, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E426

### Integrated Math Activities for the 21st Century

**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:** October 15, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E422

### Varying Audience to Promote Student Writing

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 and Aimee Silverstein  
**Date:** October 20, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E427

### Dr. Seuss Science

**Grades 3 – 5**

Using books from the *Cat in the Hat’s* Learning Library, we will link key science concepts to interactive activities. These books introduce beginning readers to important basic concepts about the world we live in. They provide critical foundations upon which complex facts and ideas can eventually be built. With the addition of science activities, these concepts can be reinforced using interactive materials.

**Presenter:** Ann Marie Christou  
**Date:** October 28, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E252

### The Caring-Centered Classroom: Anti-Bias Education at the Elementary Level

**Elementary Teachers**

Bullying, peer pressure, racism, sexism, and other relevant issues among students affect the elementary classroom in multiple ways. At this workshop, teachers will learn to integrate anti-bias education into their regular curriculum through incorporating great literature, applying examples from history and current events, and employing other approaches that make an impact on young students. Learning to create a “caring-centered” classroom environment is a major focus of this workshop.

**Presenter:** Alison Dobrick  
**Date:** October 29, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E425

For the most up-to-date course and conference information visit  
www.wpunj.edu/cpe
Teaching the Creation of and Writing to Speculative Prompts Using Picture Books
Grades 3 – 5
This workshop will introduce picture books that can be read aloud and then used to create writing prompts. Participants will learn how to write speculative and explanatory writing prompts and time will be spent creating and sharing newly-created prompts. The workshop will show you how to use the picture book to incorporate the ‘6+1 Traits of Writing’ into your prompts. Rubrics and worksheets (rhyming dictionary, synonyms, boring beginnings, and exciting beginnings) will be provided.

Presenter: Dawn Uttel
Date: November 12, 2009
Time: 4:00 pm – 7:00 pm
Fee: $45
Workshop Number: CPE-E420

Everything Your Students Ever Wanted to Know About Water
Grades 1 – 5
Drive the Magic School Bus with Ms Frizzle as she explores the science world. Participants will explore many activities that support the study of water in the Frizzle books. Each book has been developed as a unit of 4–6 weeks of science materials. Imagine a science unit for only $4.99, the cost of the book! All materials used are found in your kitchen or garage!

Presenter: Nancy Evans Bennett
Date: November 18, 2009
Time: 4:00 pm – 7:00 pm
Fee: $45
Workshop Number: CPE-E423

Content and Context: Using Social Studies to Promote Literacy Skills
Elementary teachers
Participants will learn how to connect interesting, exciting social studies lessons to crucial literacy skills in reading and writing. Specific topics in history, geography, and other social studies disciplines will be explored in terms of the many possibilities of integrating these content areas into the literacy-focused curriculum. Within the context of today’s intense attention on the importance of standardized tests of literacy skills, this workshop will explore ways in which teachers can link meaningful Social Studies instruction with their efforts to improve students’ reading and writing skills.

Presenter: Alison Dobrick
Date: November 19, 2009
Time: 4:00 pm – 7:00 pm
Fee: $45
Workshop Number: CPE-E424

What’s New in Children’s Literature and How to Use It in a K–5 Setting
Grade K–5 teachers, literacy coaches, language arts support staff and administrators.
New Picture Books, New Chapter Books and New Nonfiction – Oh My! More than a Book Talk! Come take a look at what’s new and how you can incorporate new titles into an existing unit of study for language arts and/or content. Suggestions, lessons and ideas for new literature as mentor texts will be shared.

Presenter: Marie Donnantuono
Date: December 2, 2009
Time: 4:00 pm – 7:00 pm
Fee: $45
Workshop Number: CPE-E421

Middle and Secondary Education

Physics Fun in Middle School
Come and learn some simple and exciting activities that will enhance and build understanding for all science learners on the middle school level.

Presenter: Dawn Garrabrant
Date: October 6, 2009
Time: 4:00 pm – 7:00 pm
Fee: $45
Workshop Number: CPE-E433

Reading: Strategies and Assessments to Support Student Achievement on State Testing
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: October 8, 2009
Time: 4:00 pm – 7:00 pm
Fee: $45
Workshop Number: CPE-E426

Varying Audience to Promote Student Writing
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.

**Active Reading Strategies for Engaging Middle and High School Students**
*Grades 6 – 12*

There are so many highly motivating techniques that keep students engaged while reading. Enactment strategies strengthen and deepen students’ connections to their texts. These strategies capture their attention as they interact with their peers, demonstrate their knowledge and dramatize their connections to the text. These practices can be used across all content areas.

**Presenter:** Martin White and Aimee Silverstein  
**Date:** October 20, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E427

**Reaching Readers in the Middle Grades**
*Grade 5–8 teachers, literacy coaches, language arts, support staff and administrators.*

Fiction and Nonfiction (which includes various print media) will be on display during this workshop. Comprehension strategies and extension ideas for both teacher and reader will be modeled and shared. How to differentiate instruction using these texts for students in Grades 5–8 will be discussed and explained.

**Presenter:** Marie Donnantuono  
**Date:** October 21, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E430

**Fostering Enthusiasm for the Writing Process in Middle and High School Students**
*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 get. 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:** October 22, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E446

**Creating and Developing Web Quests**
*Grades 4 – 8*

Come and learn about the power of Web Quests...what are their benefits, how can they be used in the classroom, what copyright and fair use standards are in place?? All participants will develop their own content-specific Web Quests. You will also develop an instrument to assess existing Web Quests.

**Presenter:** Christopher Garber  
**Date:** November 3, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E432

**Digital Storytelling in the Classroom**
*Grades 5 – 8*

Digital storytelling is the practice of using computer-based tools to tell stories. This type of storytelling contains some mixture of computer-based images, text, recorded audio narration, video clips and/or music. This workshop will focus on why digital storytelling should be used in the classroom. Participants will learn the seven elements of digital storytelling and create a digital story using Window’s Movie Maker. The use of rubrics in the evaluation of a students’ digital work will be discussed as well as the alignment to standards and copyright laws.

**Presenter:** Christopher Garber  
**Date:** December 8, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E431

**Middle School Math Manipulatives**
*Grades 5 – 8*

Attendees will learn how to use a variety of math manipulatives in the classroom. Simple and effective strategies for presenting functional and fun lessons to middle school students will be demonstrated and discussed. All facets of middle school math will be included with an emphasis on the use of manipulatives to enhance lessons, and facilitate learning for a diverse group of students.

**Presenter:** Paul Lake  
**Date:** November 11, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E243

**Integrating Writing into the Middle School Science Classroom**

This workshop will help you to help your students prepare for the NJASK Language Arts and Science tests by incorporating creative, fun, science-based writing activities. All the activities
presented will motivate your students to develop their writing skills in the science classroom.

**Presenter:** Dawn Garrabrant  
**Date:** November 24, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E444

**Putting the Research Paper Back into Content Areas: A Step by Step Guide to Implementing the Research Process**  
**Middle and High School Teachers**

Assigning a research paper can be intimidating and overwhelming. There are simple steps teachers can follow to make the assignment manageable, enjoyable and rewarding. This workshop will focus on organizing the process with clear instructions. When all the components of research are taught clearly: writing a strong thesis statement, note-taking without plagiarizing, organizing an outline, etc., students will produce a well-written, original research paper. These skills will need in college and throughout their lives. It is imperative that we don’t neglect the research process!

**Presenter:** Georgette Van Vliet  
**Date:** December 3, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E447

**Designing a Financial Literacy Course for Middle School/High School Students**

The rules of the game have changed for life. Job security, educational opportunities, home ownership, and financial stability require you and your students to have a better understanding of how to succeed. Fortune 500 companies and government employment do not offer the security of the past. Building on basic fundamentals, this workshop will help you get soundly prepared to incorporate financial literacy within your classroom. This workshop will also focus on the new rules for building a solid economic foundation, ending the cycle of financial illiteracy, learning the keys to making powerful economic choices and more. Using simple, factual and impact information your students will re-learn their ABC’s!

**Presenter:** Saundra Charles  
**Date:** December 9, 2009  
**Time:** 4:00 pm – 7:00 pm  
**Fee:** $45  
**Workshop Number:** CPE-E448

As you develop your Professional Development Plans for the 2009–2010 school year, the Institute for Teaching, Learning and Leadership (ITLL) in the College of Education at William Paterson University has the expertise to help you achieve your site-based, job-embedded professional development goals. William Paterson University has been working with local schools since 1855 to prepare excellent teachers and support them in becoming lifelong learners. The ITLL offers:

1. **Professor in Residence** program that places a university faculty member in your school one day each week.
2. **The Center for Lesson Study** which offers consultation for schools that want to use this peer-to-peer model to enhance teaching and learning.
3. **Customized, sustained, professional development** offered by the individual faculty and faculty teams who are nationally recognized leaders in the following areas:
   - Early Childhood Education
   - Literacy
   - Special Education
   - Inclusion and Differentiated Instruction
   - Middle Level Education
   - Building Effective leadership Teams
   - Interdisciplinary Curriculum Development
   - Standards-driven Curriculum Development
   - Novice Teacher Support
   - Content Area Expertise
   - Education and Assistive Technology

Site-based/online graduate study to help your staff reach their highest level of professionalism.
Special Learning Opportunities

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: November 17, 2009
Time: 4:00 pm – 7:00 pm
Fee: $45
Workshop Number: CPE-E384

It’s All About the Kids!

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

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

Presenter: Bindu Khanna, M.D.
Child and Adolescent Psychiatrist
St. Joseph’s Regional Medical Center
Date: October 27, 2009
Time: 4:00 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E007

Children and Medication: The Magic Pill—Myths and Misconceptions
The use of medication to treat children for everything ranging from colds, ear infections and fever to asthma, attention deficit/hyperactivity disorder and depression has increased significantly. Understanding the risks, benefits, side-effects and limitations of medication, talking to children about medication and helping them to follow medication regimen will be discussed in this seminar. Dr. Holahan will outline the range of prescription medications currently used to treat a variety of children’s illnesses, explain their use and potential abuse, explore alternatives to medication and provide guidelines for assessing if children are appropriately medicated.

Presenter: Joseph Holahan, M.D.
Chief of Child Development Center
St. Joseph’s Children’s Hospital
Date: December 1, 2009
Time: 4:00 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E005

Adolescents and Risk Taking Behavior: What Were You Thinking?!
Research on brain development and behavior indicates that engaging in risk taking behavior is a normal part of being a teenager. Understanding adolescent cognitive development, recognizing the significant impact of peer pressure and developing strategies for identifying healthy alternatives to unhealthy risk-taking will be discussed in this seminar. Dr. Blaustein will explain patterns of adolescent risk-taking, offer guidelines on encouraging teens to take healthy risks and describe signs of dangerous behaviors that may indicate the need for professional intervention.

Presenter: Silvia Blaustein, M.D.
Co-Chief of Adolescent Medicine
St. Joseph’s Children’s Hospital
Date: December 8, 2009
Time: 4:00 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-006

Conferences and Institutes Fall 2009 and Spring 2010

Sheltered English Instruction Training
October 15th and 16th 2009, October 22nd and 23rd 2009, December 11th 2009, March 12th 2010 and April 23rd 2010
Sheltered English Instruction is a research-based model that has shown improvement in ELL student achievement when the techniques and strategies are used to plan and teach ELLs in ELS and mainstream classrooms.

There is no charge for this series of workshops. William Paterson received funding from the NJ Department of Education to provide training to elementary, middle and secondary content area teachers, who work with English Language Learners. Participating teachers must be agree to attend all seven days of training listed above.

Presenters: Elizabeth Franks & Barbara Tedesco
Date: 2009: 10/15–16, 10/22–23, & 12/11
2010: 3/12 and 4/23
Time: 8:30 am – 2 pm
Fee: Free – grant funded
Workshop Number: CPE-E463
Lesson Study: Observing Research Lessons at the Greenwich Japanese School
December 2, 2009
Elementary and middle school teachers and administrators; Lesson study practitioners (any grade level)
Participants will have the opportunity to experience lesson study first hand on this one day excursion to the Greenwich Japanese School (Grades 1 – 9) located in Greenwich, Connecticut. All lessons, discussions, and presentations will be translated into English by experienced translators. (Since all translations will be done with using FM transmitters, participants will be required to bring a FM radio with a headset for listening to the English translations.)

Lesson Study, the Japanese approach for professional learning for improving classroom teaching and learning and schooling, is recognized by the National Staff Development Council as one of the most powerful designs for building professional learning communities.

Facilitator: Makoto Yoshida
Date: December 2, 2009
Time: Departing 1600 Valley Road
       promptly at 7:30 am
       Returning approximately 4:30 pm
Fee: $65
Workshop Number: CPE-E401

29th Annual Bilingual Conference
December 4, 2009
Building Blocks of Language: Addressing the Needs of English Language Learners with Communication Disorders
Our annual bilingual conference is recognized as one of the most stimulating language education forums. This conference’s success stems from its commitment to exploring the best ways of meeting the educational needs of language-minority students. Many topical and thought-provoking workshops for teachers of different age levels and in various teaching areas are scheduled including: A Framework of Interventions (Response to Intervention – RtI model), Using Multiliteracies for Adolescent English Language Learners and Bilingual Education/ESL: New Developments at the State Level.

Date: December 4, 2009
(snow date: Saturday, Dec. 5, 2009)
Time: 8:00 am – 4:30 pm
Fee: $125
Course Number: CPE-E215

Building a Professional Learning Community
Lesson Study Conference—March 2010
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 allows you to learn from your peers, and develop the observational skills needed to learn from your students. You will see lesson study in action as we visit local schools and you will witness results and speak with teachers who have implemented this professional learning discipline.

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

Date: March 11 & 12, 2010
Time: Thursday, 8:30 am – 5:00 pm
     Friday, 8:30 am – 4:00 pm
Fee: $250 2 day registration
     $125 1 day registration
Course Number: CPE-E219

Teaching Asia Conference—April 2010
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: April, 2010
Time: 8:30 am – 4:00 pm
Fee: $60
Course Number: CPE-E221

AccessAbilities 2010—May 2010
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: 8:00 am – 4:00 pm
Fee: $99
Course Number: CPE-E274

For the most up-to-date course and conference information visit www.wpunj.edu/cpe
Adolescent Summer Literacy Institute—July 2010
Through the exploration of the multiple literacies and technologies used by today’s teens, this institute will discuss the new media used by this population and ways to integrate teen into the language arts curriculum.

Date: July 12–14, 2010
Time: 9:00 am – 3:00 pm
Fee: $225
Course Number: CPE-E244

Mentoring Workshop – August 2010
This workshop provides experienced K–12 teachers with the skills and knowledge which will allow them to make a difference in the lives of novice teachers. Studies show that between 30 and 50 percent of new teachers leave teaching within the first three to five years due to a lack of support.

Participants will learn to: 1) assess their own abilities as mentors; 2) practice communication skills such as active listening, “Empathic I” messages and problem solving; 3) acquire “peer coaching” skills by clarifying, observing, questioning and giving feedback; and 4) consider a year-long mentoring plan.

Presenter: Anthony Coletta
Date: August 17, 2010
Time: 9:00 am – 4:00 pm
Fee: $125
Course Number: CPE-E226

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 of 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: 9:00 am – 4:00 pm
Fee: $150
Course Number: CPE-E265

Survival Skills for First Year Teachers—August 2010
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 2010 WPU grads
$149 for all others
Course Number: CPE-E227
Test Preparation Courses
For Students And Teachers

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.

Session 1
Instructors: Jerry Hollander, (Math & Science)
            Michael Franco, (Social Studies)
            Melissa Yar, (Language and Arts)
Dates: October 3 – November 7
Days: Saturday
Fee: $399.00 (materials included)
Course Number: CPE-T00

GRE, GMAT, LSAT, NCLEX & MCAT
Preparatory Courses (offered through Kaplan)
Planning to attend graduate, law, business or medical school? William Paterson University has partnered with Kaplan Test Prep and Admissions, the world leader in test prep, to offer classes at the William Paterson University campus. Kaplan's wide-range of options provide you with the most comprehensive preparation available, including in-depth review, realistic practice, test-taking strategies and our Higher Score Guarantee. Take the Kaplan preparatory courses and get the score you need to get into the schools you want! Courses are starting every semester.

Call 1-800-KAP-TEST to enroll or visit: www.kaptest.com

SAT / PSAT Clinics

Study Skills Clinic
This course focuses on skills which will enhance students’ abilities to understand, learn, and use material taught in class as well as in textbooks and other resources. The course will help students determine their learning styles, maximize their time, enhance their study environment, read textbooks and other source material more effectively, take notes, and use the material they have studied.

Date: September 26
Time: 9:30 am – 12:30 pm
Fee: $65
Course Number: CPE-T003

Test Taking Skills Clinic
This course will focus on enhancing students’ ability to perform on tests by analyzing different test formats, presenting pretest preparation suggestions, supplying strategies for answering different types of test questions, and looking at test results to improve on the next test. Common mistakes on test and test anxiety will also be covered.

Date: October 3
Time: 9:30 am – 12:30 pm
Fee: $65
Course Number: CPE-T005

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 more information and dates

<table>
<thead>
<tr>
<th>Praxis II Test Dates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 12, 2009</td>
</tr>
<tr>
<td>November 14, 2009</td>
</tr>
<tr>
<td>January 9, 2010</td>
</tr>
</tbody>
</table>
Customized Training Programs for Corporations

Growing and optimizing a business means ensuring that employees have the knowledge, skills, and resources necessary to support a company’s strategic objectives. William Paterson University has a long history of assisting businesses interested in planning, designing and implementing a wide array of training programs to address critical skill sets and core competencies.

As one of the most wired campuses in the state of New Jersey, the university integrates traditional learning approaches with cutting-edge instructional methods. Drawing upon the intellectual capital of our faculty and staff as well as leveraging our partnerships with business experts, the Center for Continuing and Professional Education can assist in executing a well-integrated curriculum that meets unique organizational needs. Corporate training and performance improvement are the cornerstones for creating organizational excellence. Whether you are implementing a new innovative approach or facing a major organization change, we can help you create a results-focused learning experience. As you plan for the development of your organization’s talent, our capabilities can round out the expertise of your in-house training and development team of professionals. We can help you to tailor programs that produce behavioral change and are sustainable over time. Our customized training programs can be completely unique to your business or they can expand on any course listed in this catalog.

NJ Department of Labor and Workforce Development Training Grants

The State of New Jersey is committed to improving the way state government responds to the needs of New Jersey’s business community. One of the top priorities of the governor’s Economic Growth Strategy is to develop the state’s world-class workforce, so that New Jersey’s workers can meet the skill demands that businesses require to succeed in the global economy. One of the ways to accomplish this is to provide economic assistance to New Jersey businesses through grants. These grant funds may subsidize the cost of the classroom training expenses of existing or future training initiatives. Some of the grant training courses that may be reimbursed include:

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

We can provide assistance with customized training and literacy grant applications so that training may be underwritten by funding for the Department of Labor and Workforce Development. Please call 973-720-2354 for further information.

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)
MBA Essentials: Foundations for Business

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

Upon completion of these 6 courses, participants have the option to test and earn 3 graduate credits as an elective in the William Paterson University MBA Program. This program is run directly at your office or branch location, making it highly convenient for your employees.

Each of the following MBA Essentials programs has been approved for 6 recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org.

Fee: Call for customized training for your company

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

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

Organizational Behavior and Design

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

Marketing Fundamentals

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

Accounting for Managers

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

Management of Technology

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

Finance for Non-Financial Managers

A most succinct description of the discipline of finance is that finance is the study of risk and return and the trade off function between the two. The field of Corporate Financial Management within this broad description of finance is concerned with maximizing corporate value by utilizing this complex trade off function.

This course will provide a bird’s eye view of Corporate Financial Management and its relationship with the broad field of finance as a whole. Designed for non-specialists, this subject matter, including some of the models involved, will be treated in a simple and user-friendly manner, focusing on the managerial use of the models and approaches, rather than the complexities of the quantitative relationships. The course will cover, but may not be limited to, some of the specific areas within Corporate Financial Management, such as: Corporate Financial Management and the Capital Market, the various functions of financial Management, Measurement of Risk and Return, Applications of the above in Corporate Finance, and an Introduction to Strategic Financial Management.

Global Management

This course will focus on the various issues involved in managing in a global environment today. It will concentrate on the recent changes in the infrastructure of commerce in the globalized world; the international regimes of institutions, rules, laws, treaties and other modes of governance; the new global circuits of capital; the mobility of international labor; the challenges of managing across cultures; and the emergence of new global players in the international arena.

Insurance Producer Continuing Education Series

William Paterson University, in cooperation with PDS Institute, LLC sponsors courses designed to provide continuing education to insurance professionals. These courses cover a range of topics relevant to the property and casualty industry. Participants will gain a deeper understanding of technical material as well as tools, tips, and insights for applying this knowledge to their clients’ needs.
The instructor for all courses is Rita Williams-Bogar, MBA, CPCU, ChFC, founder of PDS Institute LLC. She is an insurance professional with over 25 years experience in the property and casualty industry, including a number of years providing insurance professionals with pre-licensing and continuing education topics.

3 Continuing Education Units (CEUs) for Insurance Providers

Flood Insurance
Producers who sell NFIP Flood Insurance policies require three hours of training on flood policies. This course is designed to provide the requisite training to understand the flood insurance program.

Instructor: Rita Williams-Bogar, MBA, CPCU, ChFC
Date: October 28, 2009
Day: Wednesday
Time: 9:00 am – 12:00 pm
Fee: $60
Course Number: CPE-B078

The Challenges of Mold
Typically mold is excluded from homeowners policies. This course is designed to help the insurance professional understand the ins and outs of perils which contribute to mold being covered for policyholders.

Instructor: Rita Williams-Bogar, MBA, CPCU, ChFC
Date: October 28, 2009
Day: Wednesday
Time: 1:00 pm – 4:00 pm
Fee: $60
Course Number: CPE-B079

Both courses may be taken for the fee of $115.

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
- Certificate in Leadership
- 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
- Effective Business Writing

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: October 14, 2009
Time: 6:00 pm – 9:00 pm
Fee: $65
Course Number: CPE-B045

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 fee includes the cost of the “Situational Leadership” tool.

Instructor: Roy Lee
Date: November 8, 2009
Time: 6:00 pm – 9:00 pm
Fee: $95 (includes assessment tool)
Course Number: CPE-B005

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, MBA
Date: October 21, 2009
Time: 6:00 pm – 9:00 pm
Fee: $65
Course Number: CPE-B072

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, MBA
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: November 11, 2009
Time: 6:00 pm – 9:00 pm
Fee: $95 (includes assessment tool)
Course Number: CPE-B042

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, MBA
Date: November 2, 2009
Time: 6:00 pm – 9:00 pm
Fee: $65
Course Number: CPE-B073

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: November 23, 2009
Time: 6:00 pm – 9:00 pm
Fee: $105 (includes assessment tool)
Course Number: CPE-B044

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

Certificate Program—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

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 Guerrilla 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: Vicki Lynne Morgan, CMS
Date: October 6, 2009
Time: 6:00 pm – 9:00 pm
Fee: $45
Course Number: CPE-B075
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: October 13, 2009
Time: 6:00 pm - 9:00 pm
Fee: $45
Course Number: CPE-B070

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: November 10, 2009
Time: 6:00 pm – 9:00 pm
Fee: $45
Course Number: CPE-B032

Public Policy for Non-Profits: Lobbying and Political Activities for Non-Profits
This course will address the various political activities that are practical for charitable organizations. You will learn about lobbying and what a non-profit organization can and cannot do to influence legislation and encourage constituents to be politically active.

Instructor: Diane Dean
Date: October 20, 2009
Time: 6:00 pm – 9:00 pm
Fee: $45
Course Number: CPE-B068

Ethical Issues for Non-Profits
Non-profits are held to the highest standards with regards to conflict of interest, sound governance and truth in fundraising. This workshop will highlight current “hot topics” affecting charitable non-profit organizations. You will learn about the effect Sarbanes-Oxley legislation has had on nonprofits, ways that your non-profit can become more accountable, and more.

Instructor: Diane Dean
Date: November 17, 2009
Time: 6:00 pm – 9:00 pm
Fee: $45
Course Number: CPE-B069

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: October 27, 2009
Time: 6:00 pm – 9:00 pm
Fee: $45
Course Number: CPE-B067

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: October 8, 2009
Time: 6:00 pm – 9:00 pm
Fee: $45
Course Number: CPE-B070A

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: November 3, 2009
Time: 6:00 pm – 9:00 pm
Fee: $45
Course Number: CPE-B031

Instructor: Joseph Duffy
Date: November 4, 2009
Time: 6:00 pm – 9:00 pm
Fee: $45
Course Number: CPE-B070B
Sales Marketing and Customer Relations

Certificate in Critical Selling Skills

"Nothing Happens Until Somebody Sells Something!"—Russ Berrie

This was a favorite saying of the late Russ Berrie, the consummate sales professional. Learn the skills and behaviors that helped Russ Berrie turn a start up garage-based business into a multibillion dollar soft toy Giant. Participants will design and adopt a practical roadmap for meeting and achieving their business development goals. This certificate program introduces sound business prospecting techniques to identify and maximize qualified leads. Individuals will have an opportunity to practice core selling skills that prepare them to hit the ground running, selling value over price.

The Certificate in Critical Selling Skills is being offered over the course of two full days in the state of the art Russ Berrie Sales Laboratory at William Paterson University of New Jersey. Participants will engage in highly interactive role-play exercises, while being videotaped. Expert instruction and instant feedback will be provided by a distinguished member of the Professional Sales faculty. Each participant will receive a digitally mastered DVD of all their role-play exercises. The Certificate in Critical Selling Skills will include the following subject areas.

- Buyer behaviors: purchasing needs & decision making
- Customer social styles
- Communication: verbal and non-verbal cues
- Product/service knowledge
- Pre-sales call planning
- Prospect background and research
- Identifying and qualifying customer stakeholders
- Creating and delivering a value proposition
- Delivering a highly effective sales call:
  - Opening the call
  - Information gathering (probing)
  - Questioning
  - Features/benefits, unique selling points
  - Identifying and responding to buying/selling signals
  - Managing obstacles and level setting buyer concerns
  - Closing the sale
- Strategic negotiation
- Laying the groundwork for successful negotiations
- Negotiation approaches
- Power and leverage
- Traits and strategies for dealing with common negotiation styles
- Negotiation stages
- Arriving at a desirable conclusion.

Facilitator: Tim Werkley

Fee: $800.00
Schedule(s):
- September 22nd and 23rd, or
- October 6th and 7th, or
- October 20th and 21st, or
- November 4th and 5th, or
- November 18th and 19th, or
- December 9th and 10th

Time:
9:00 am – 4:00 pm (both days)

Certificate in Sales, Marketing and Customer Relations

"I am convinced that most people can achieve their dreams and beyond if they have the determination to keep trying—RB."

Russ wore many hats while building his business. Maybe you do too. 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, brand development, 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
- Branding
- Guerrilla Marketing

Electives:
- Public Relations
- Internet Marketing 101
- The Customer
- Planning for Sales Success
- Delivering a Highly Effective Sales Call
- Strategic Negotiation

Creating a Strategic Marketing Plan
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: Ted Polmar, Ilene Greene
Date: October 7, 2009
Exceptional Customer Service
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 Full-Circle™ 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: Vicki Lynne Morgan, CMS
Date: October 12, 2009
Time: 6:00 pm – 9:00 pm
Fee: $65
Course Number: CPE-B053

Branding
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: November 4, 2009
Time: 6:00 pm – 9:00 pm
Fee: $65
Course Number: CPE-B048

Guerrilla Marketing
This course explores non-traditional, low-cost, power-packed marketing concepts to maximize your marketing investment. You will learn the cornerstones of guerrilla marketing: the guerrilla marketing IQ inventory, 15 secrets of guerrilla marketing, how to create your 7-sentence marketing plan and an overview of 100 guerrilla marketing weapons. This foundation provides you with the leverage to uniquely promote your business with repeat and referral customers.

Instructor: Vicki Lynne Morgan, CMS
Date: November 9, 2009
Time: 6:00 pm – 9:00 pm
Fee: $65
Course Number: CPE-B018A

Planning for Sales Success
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: Tim Werkley
Date(s): September 30th, or October 14th, or November 11th, or December 2nd
Time: 6:00 pm – 9:00 pm
Fee: $65.00
Delivering a Highly Effective Sales Call
This course will provide an anatomy of a successful sales call. Participants will learn and practice time tested methods involving the following stages of a universal sales call (opening, questioning, features/benefits, identifying and responding to buying/selling signals, managing obstacles, and closing.)

Instructor: Tim Werkley
Date(s): October 1st, or October 15th,
Time: 6:00 pm – 9:00 pm
Fee: $65.00

Strategic Negotiation
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: Tim Werkley
Date(s): October 22nd, or November 12th, or December 3rd
Time: 6:00 pm – 9:00 pm
Fee: $65.00

Sales Performance Improvement Peer Groups
“Steel on Steel”
“As iron sharpens iron, so one person sharpens another.” Steel on Steel is a group of sales professionals that meet regularly to hold each other accountable to high standards and continued professional growth. Steel on Steel is an Oasis for the sales professional. Nowhere else in the world will you find this level of honesty, direct communication, and sincere commitment towards you and your group members. Steel on Steel exists to transform sales professionals. Steel on Steel members realize the following outcomes:

- Increased confidence
- More time to sell
- Higher levels of emotional intelligence
- Stronger business acumen
- Less stress
- More profitable sales

Steel on Steel group meeting meet every 90 days for three (3) hours. These highly interactive sessions require full commitment and cooperation from all members. Groups are limited to a maximum of twelve (12) members per group. The Steel on Steel format is simple, but highly effective. The following is an outline of the Steel on Steel meeting format.

Introduction—Welcome
Breakout sessions—Group members’ breakout into teams of three (3) participants. Each group member must follow a template driven account of all of their business development activities that they are currently engaged in. Each member gets a maximum of thirty (30) floor time in order to complete this exercise thoroughly. Team members take notes and provide peer to peer feedback to one another for up to ten (10) minutes. All members rotate roles to insure that everyone has a chance to share their business development activities and give/receive peer to peer feedback.

Group debrief—All teams reconvene with the entire Steel on Steel group. The group facilitator (member volunteer) debriefs the feedback session in order to record some nuggets, and best practices. Group members are encouraged to take copious notes.

Action plans—Group members complete a template driven action plan based on the feedback they received from their team members. This action plan is highly personalized and will be implemented within the next 90 days (before the next Steel on Steel meeting.)

Conclusion—Group meeting concludes and next meeting date is communicated to all group members.

Date: December 16th
Time: 6:00 pm – 9:00 pm
Fee: $100.00 per meeting
(4 Steel on Steel mtgs. annually)

Sales Conferences and Special Events
Sales Leadership Caucus: Come and meet with your fellow sales executives at the world renowned Russ Berrie Institute for Professional Sales. You will have an opportunity to network with your peers, participate in focus groups, and contribute to panel discussions on critical topics that affect your role as a sales leader. This special event will focus on the following areas.

- Current issues facing sales managers in our current economic environment
- Critical competencies for today’s Sales Leaders
- Succession planning—who will carry out the mission?

Date: November 13th
Fee: $65.00 per person

Power Lunch
The Coaches Coach. Come and spend the most productive lunch of your year. Over an Indian summer barbecue you will learn the most effective ways to prepare for and deliver coaching sessions in a methodical and efficient way. The Russ Berrie Institute for Professional Sales will share portions of their coaching
methodology, which has a proven to deliver highly effective results. This special event will cover the following topics.

- Identify your employees’ strengths and weaknesses.
- Provide targeted feedback in a balanced and constructive manner.
- Constructively initiate and confront performance issues.
- Conduct impactful coaching sessions for a wide range of performance situations.
- Follow effective situational coaching guidelines.
- Manage and follow a development process for performance improvement.

Date: November 20th  
Fee: $20.00

**Morning Briefing for the Sales Executive**

How do you like your eggs? While it’s important to start your day off right with a good breakfast, it’s equally important to start your business development and management activities with a sound plan. Come and learn the most efficient and effective way to plan your team’s success over hot coffee and the scent of crackling bacon! The following topics will be covered in this event.

- Strategic Sales Planning
- Aligning Mission and Vision
- Identifying Sales Opportunities and Problems
- Sales Forecasting
- Setting Goals and Objectives
- Developing and Implementing Sales Strategies and Tactics
- Buying verses Sales Processes
- Identifying, Developing, and Managing Your Sales Process

Date: December 4th  
Fee: $15.00 per person

For the most up-to-date course and conference information visit www.wpunj.edu/cpe
Whether you’re a small business owner just starting out or looking for ways to expand your business, the SBDC can help. The SBDC is a partnership with the U.S. Small Business Administration, the State of New Jersey and the Paterson UEZ. The SBDC is focused on counseling and training for start-ups and established small businesses, which will support sustainable economic development. If you are already in business, seasoned consultants can confidentially analyze your business situation and help you develop tools for growth: a solid business plan, an accurate financial analysis, and an effective marketing strategy. Counseling sessions and workshops are also conducted in Spanish. Early registration is encouraged because class size is limited and fill quickly.

English Language Classes

Business Startup
The business startup seminar helps you to assess your personal attributes and understand your business needs. This seminar also provides the entrepreneur with the tools and reference materials plus additional sources for information on starting a business. The session also includes information such as city and state license requirements and regulations.

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Al Izzi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates:</td>
<td>Wed. 8/12, 9/19, 10/7, 11/4, 12/1</td>
</tr>
<tr>
<td>Time:</td>
<td>6:00 pm – 9:00 pm</td>
</tr>
<tr>
<td>Fee:</td>
<td>Free</td>
</tr>
<tr>
<td>Location:</td>
<td>PCCC Community Tech Center, 218 Memorial Drive, Paterson, Room 102A</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Bill Tully</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates:</td>
<td>Wed. 8/19, 9/16, 10/14, 11/11, 12/8</td>
</tr>
<tr>
<td>Time:</td>
<td>6:00 pm – 9:00 pm</td>
</tr>
<tr>
<td>Fee:</td>
<td>Free</td>
</tr>
<tr>
<td>Location:</td>
<td>PCCC Community Tech Center, 218 Memorial Drive, Paterson NJ, Room 102A</td>
</tr>
</tbody>
</table>

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 may 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 statements
- Purchase and manage inventory

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>JoAnne MacBeth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates:</td>
<td>Wed. 8/12, Thurs 10/15, 12/10</td>
</tr>
<tr>
<td>Time:</td>
<td>6:00 – 9:00 pm</td>
</tr>
<tr>
<td>Fee:</td>
<td>$39, Text: $25 (Additional)</td>
</tr>
<tr>
<td>Location:</td>
<td>WPUNJ, 1600 Valley Road, Wayne, Room V1004</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Dana Hutchins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date:</td>
<td>Thurs. 10/5/09</td>
</tr>
<tr>
<td>Time:</td>
<td>2:00 – 5:00 pm</td>
</tr>
<tr>
<td>Fee:</td>
<td>Free</td>
</tr>
<tr>
<td>Location:</td>
<td>WPUNJ, 1600 Valley Road, Wayne, Room V1024</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Dana Hutchins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date:</td>
<td>Thurs. 11/12/09</td>
</tr>
<tr>
<td>Time:</td>
<td>12:00 – 2:00 pm</td>
</tr>
<tr>
<td>Fee:</td>
<td>Free</td>
</tr>
<tr>
<td>Location:</td>
<td>WPUNJ, 1600 Valley Road, Wayne, Room 1024</td>
</tr>
</tbody>
</table>

Personal Marketing Counseling for Business Owners

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Vicky Lynn Morgan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates:</td>
<td>2009: Mon 9/14, 10/12, 11/09, 12/7</td>
</tr>
<tr>
<td>Time:</td>
<td>9:00 am – 4:30 pm (hourly sessions as registered)</td>
</tr>
<tr>
<td>Fee:</td>
<td>Free</td>
</tr>
<tr>
<td>Location:</td>
<td>WPUNJ, 1600 Valley Road, Wayne, Room G002</td>
</tr>
</tbody>
</table>
Pitfalls 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, distribution, food, retailing, consulting, auto, education, home-based and many more.

Instructor: Charles Mizejewski, FRANNET
Date: Wed. 8/12/09
Time: 6:00 – 8:00 pm
Fee: Free
Location: SBDC, 131 Ellison Street, Paterson

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 growth of 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. 11/(Date TBA)/09
Time: 8:00 am – 1:00 pm
Fee: Free
Location: Paterson Museum, 2 Market Street, Paterson, NJ

Non-profit Basics
Instructor: Northeast NJ Legal Services, Scott Pringle
Date: Tues. 9/15/09
Time: 6:00 pm – 9:00 pm
Fee: Free
Location: Northeast Legal Services, 152 Market Street, 5th Floor, Paterson, NJ

Starting a Child Care Center (Bilingual)
This workshop is designed to help home-based 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 workshop will be presented in both English and Spanish. 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.

Instructor: NJ Children and Family Care Representatives, UCEDC
Date: TBA
Time: 10:00–12:00 Noon
Fee: Free

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
Dates: 2009: Wed. 9/30, 10/25
Time: 6:00 pm – 9:00 pm
Fee: Gratis
Location: PCCC Community Tech Center, 218 Memorial Drive, Paterson, Room 102A

Business Plan
(Como Hacer un Plan de Negocios)
Este clase te ayudara a desarrollar un plan de trabajo para presentarlo a posibles inversionistas o prestadores. Los tópicos de esta clase incluyen: mercadeo, finanzas, diseño de organización; resumen ejecutivo, programas de préstamos de la SBA, y como aplicar para préstamos de negocios. Este entrenamiento en bien informativo y se impartirá en español. Provehera a los asistentes conocimientos de cómo hacer estudios de investigación en todas las áreas de los negocios.

Instructor: Roberto Alferez
Dates: 2009: Wed. 8/26, 10/28, 12/16
Time: 6:00 pm – 9:00 pm
Fee: Gratis
Location: PCCC Community Tech Center, 218 Memorial Drive, Paterson, Room 102A

To register for these courses and to obtain directions, please contact WPU SBDC Staff at 973-754-8695 For appointments call/e-mail Kate Muldoon: muldoonk@wpunj.edu
Project Management Certification Program

This course covers the fundamental methodologies and applications of Project Management and helps students prepare for 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 course also provides: case studies describing real world versus concept Project Management analogies, management organizational structures, Project Management application templates and comprehensive examples, over 400 PMP exam prep questions provided, instructions on how to apply for the PMP exam, and several tips to help you prepare for the exam.

Instructor: Bhargav Patel
Days: Saturday
Dates: September 19 – December 19, 2009
Time: 9:00 – 1:00 pm
(includes 15 minute break)
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

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
Dates: October 13 – November 3, 2009
Days: Tuesday
Time: 5:30 pm to 9:30 pm
Fee: $398 (textbook included)
Course Number: CPE-C006A

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: 1:30pm – 4:30pm
Fee: $2,400 (textbook included)
Course Number: CPE-B003A

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

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:
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.

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.

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.

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.
New! Tech Tuesday

A special series of one night technology courses is being offered on Tuesday evenings. Please see our web site for more detailed course descriptions. Take 3 or more and save $25!

Instructor: Frank Asciutto
Dates: September – December 2009
Time: 5:30 pm to 9:30 pm
Fee: $98 for each individual course

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.

Time: 5:30 pm – 9:30 pm
Date: September 22 or December 1
Course Number: CPE-C0023 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.

Time: 5:30 pm – 9:30 pm
Date: September 29 or December 8
Course Number: CPE-C0024 or CPE-C0024B

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.

Time: 5:30 pm – 9:30 pm
Date: October 6 or December 15
Course Number: CPE-C0 025 or CPE-C0025B

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: November 24
Time: 5:30 pm – 9:30 pm
Course Number: CPE-C0021

Web Design and Development Certification

William Paterson’s Web Design and Development Certification Program focuses on teaching students how to plan, design, develop and implement corporate and professional websites. Students cover all the fundamental elements of web design using the latest versions of the most in-demand software programs in the web design industry today—Dreamweaver, Photoshop and Flash. Learn to structure your webpage content and layout, manipulate web images, and enhance your pages with animation. A new component of the course 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.

Web Design and Development Certification includes:
• Dreamweaver • Photoshop • Flash

Instructor: Frank Asciutto
Dates: Please refer to the course Schedules below
Days: Monday and Wednesday
Time: 10:00 am – 3:00 pm or 5:00 pm – 10:00 pm
Fee: $1,999
(for All Three Courses)
Course Number: CPE-008A or CPE-C008B

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: September 2 – September 30, or December 2 – January 3, 2010
Days: Monday and Wednesday
Time: 10:00 am – 3:00 pm

Flash
Make your website come alive with Flash animation. Learn the core techniques of drawing, shapes, color, motion tweening, and creating Flash movie symbols. You will also learn to make your Flash content more engaging by importing sound and video and adding dynamic content using Action Script.
Dreamweaver
Quickly get up to speed with the most popular web development program. You will learn the basic web authoring skills of defining a website, effective page layout, working with text and images, adding links, modifying page properties and managing your site on a web server. From there, you will move on to more advanced topics including CSS, creating layouts with layers and embedding audio and video files into your pages.

Dates: November 9 – December 2 or February 7–March 5, 2009
Days: Monday and Wednesday
Time: 10:00 am – 3:00 pm or 5:00 pm – 10:00 pm
Fee: $675
For Individual Dreamweaver Course
Course Number: CPE-C007A or CPE-C007B

Digital Graphic Design Certification Program
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.

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: September 11–November 13, 2009
Days: Friday
Time: 5:30–8:30pm or
Dates: September 15–November 17, 2009
Days: Tuesday
Time: 9:30 am – 12:30 pm
Fee: $599
Course Number: CPE-C011A OR CPE-C011B
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: September 8, or November 17
Days: Tuesday
Time: 10:00 – 3:00 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: September 15 or December 1
Days: Tuesday
Time: 10:00 – 3:00 pm
Fee: $59
Course Number: CPE051

Time Management (Managing Multiple Priorities is one of the pieces)
Time is a paradox. We never seem to have enough time, yet we have all the time there is. The reality is not a shortage of time, rather how we choose to use our time. Learn how to turn an expensive asset into an added source of productivity. Understand your current time management effectiveness and time wasters, and then establish a framework and action plan to simplify the various facets of time management.

Instructor: Louise DiSclafani
Dates: September 22 or December 8

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: Louise DiSclafani
Date: October 6 or January 5, 2010
Day: Tuesday
Time: 9:00 –3:00 pm
Fee: $59
Course Number: CPE052

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: Louise DiSclafani
Dates: October 13 or January 12, 2010
Day: Tuesday
Time: 9:00 –3:00 pm
Fee: $59
Course Number: CPE053

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: Louise DiSclafani
Dates: October 20 or January 19, 2010
Day: Tuesday
Time: 9:00 – 3:00 pm
Fee: $59
Course Number: CPE054

Course Number: CPE055
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: October 27 or January 26, 2010
Day: Tuesday
Time: 10:00 – 3:00 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: February 2, 2010
Days: Tuesday
Time: 10:00 – 3:00 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: Louise DiScalafani
Dates: February 9, 2010
Days: Tuesday
Time: 10:00 – 3:00 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: Louise DiScalafani
Date: September 29 or December 15
Day: Tuesday
Time: 9:00 – 3:00 pm
Fee: $59
Course Number: CPE059

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 10:00 – 3:00 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.

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.

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.

Course Number: CPE062

For the most up-to-date course and conference information visit www.wpunj.edu/cpe
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.

Course No. 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.

Course Number: CPE064

New Program!
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: October 13, 14, and 16, 2009
Days: Tuesday, Wednesday and Friday
Time: 1:00 pm – 4:00 pm
Course Number: CPE066

Week Two:
High Impact Prospecting
Qualify leads, identify key personnel, and initiate contacts.

Setting Up Appointments by Phone
Learn how to apply highly effective phone skills to bypass gatekeepers to get those appointments with important decision makers.

Instructor: TBA
Date: October 20, 21 and 23, 2009
Days: Tuesday, Wednesday and Friday
Time: 1:00 pm – 4:00 pm
Course Number: CPE067

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: October 27, 28, 30, 2009
Days: Tuesday, Wednesday and Friday
Time: 1:00 pm – 4:00 pm
Course Number: CPE068

Week Four:
Landing Your First Job
Apply your newly gained professional selling skills to find and land the perfect sales job.

Instructor: TBA
Date: November 2, 3:00 and 5, 2009
Days: Tuesday, Wednesday and Friday
Time: 1:00 pm – 4:00 pm
Course Number: CPE069

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 and 4. Responding to change.

COST #MODULES
i. Understanding Self/ Understanding Others $15.00 four
ii. Human Capital & the Workplace $15.00 two
iii. Service Excellence $15.00 two
iv. Strategic Group Work Free two
v. Time and Your Life $15.00 three
vi. Stress and the Environment $15.00 two
vii. FOR SERIES $75.00 15

Course Number: CPE065
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: September 3 – December 10
Day/Time: Thursday, 2:00 pm – 8:00 pm or
Dates: September 19 – December 5
Day/Time: Saturday, 8:00 am – 4:00 pm
Fee: $2,500
(includes books and materials, $750 deposit required, payment plan available)
Course Number: CPE-H001A

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

Contact: Colleen McGill
973-720-2461 for the next start date
Instructor: Yolanda Evgeniou
Fee: $2,500
(includes books & materials)
$750 deposit required, payment plan available
Course Number: CPE-H002

Medical Administrative Office and Billing Professional
This program combines the medical administrative assistant and medical billing and coding specialist programs into one. Medical Offices and hospitals are in need of trained professionals who not only manage scheduling of patients, manage the finances of a practice, act as patient reception, prepare written communication and are knowledgeable in medical ethics and law but also are able to solve insurance billing problems. The course schedule is listed below:

Instructor: Yolanda Evgeniou
Dates: October 26, 2009 – March 26, 2010
Days/Time: Monday & Tuesday, 8:00 am – 2:00 pm
Wednesday, 2:00 pm – 8:00 pm
Fee: $3,750
(includes books and materials, $1100 deposit required, payment plan available)
Course Number: CPE-H003C

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,
973-720-2461 for 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 Administrative Office and Billing Professional
This program combines the medical administrative assistant and medical billing and coding specialist programs into one. Medical Offices and hospitals are in need of trained professionals who not only manage scheduling of patients, manage the finances of a practice, act as patient reception, prepare written communication and are knowledgeable in medical ethics and law but also are able to solve insurance billing problems. The course schedule is listed below:

Instructor: Yolanda Evgeniou
Dates: October 26, 2009 – March 26, 2010
Days/Time: Monday & Tuesday, 8:00 am – 2:00 pm
Wednesday, 2:00 pm – 8:00 pm
Fee: $3,750
(includes books and materials, $1100 deposit required, payment plan available)
Course Number: CPE-H003C
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 hour 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: September 28 – January 22, 2010
Days: Monday – Thursday
Time: 8:00 am – 2:00 pm
Fee: $4,580
(includes books and materials, $1500 deposit required, payment plan available)
Course Number: CPE-H005A*

* (Additional fees: $70 is required for the CPR certifications; $19.95 for Stethoscope and $29.95 for malpractice insurance; $30 for blood pressure machine)

WORKFORCE DEVELOPMENT PROGRAMS
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
Days: every Wednesday
Time: 10:00 am until noon.
Computer and Business Programs
Days: every Wednesday
Time: 4:00 to 5:30 pm

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:

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)  732-826-3200
• Middlesex 732-826-3200
• (Perth Amboy)  908-252-2276

Location: William Paterson University  
1600 Valley Road, Wayne NJ

ADVANCE REGISTRATION IS REQUIRED
FOR ALL CLASSES

Retirement Planning Today
An Educational Course for Adults—Ages 50 to 70
Learn to: Determine the amount of money you will need to retire, Create your own goals for a “successful retirement,” Eliminate debt and improve cash flow, Properly convert your IRA to a Roth IRA, Select the retirement distribution choice that is right for you, Plan your retirement to preserve a comfortable standard of living, Transfer the risk of potential financial losses before or during retirement, Reduce or eliminate taxes, expenses, delays and legal challenges with estate planning.

Presenter: Andrew Arons and Michael March, CPA, CFP, Registered Representatives with Royal Alliance Associates, Inc., Member FINRA and SIPC

Date: October 3 and 10, 2009  
Day: Saturdays  
Time: 9:00 am -noon  
Fee: $ 49.00  
Course Number: CPE-V001-S

Date: October 6 and 13, 2009  
Day: Tuesday Evenings  
Time: 6:30 pm – 8:30 pm  
Fee: $ 49.00  
Course Number: CPE-V001

MEDICARE CUTS SEMINAR
2009 Medicare to cut Specialists’ payments
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 2009/2010. The Obama administration plans to cut Medicare payments for imaging services and specialists, and will use the savings to increase payments to physicians providing primary care.

Under the proposal, Medicare would put specialists’ payments for evaluating and managing illnesses on a par with those of primary-care physicians starting in January. That, combined with other changes, would boost payments to internists, family physicians, general practitioners and geriatric specialists by 6% to 8% next year, said the Centers for Medicare and Medicaid Services, the agency that manages Medicare, the federal insurance program for the elderly and disabled.

- How to survive Medicare's cut in payments to doctors.
- Why the Part B premiums are rising again for 2009/2010 and will be indexed to cost you much more.
- Why most retirees overpay for Medicare supplement insurance and never realize it.
- How to reduce your cost for supplemental insurance without making any changes in coverage.
- Why 80% of seniors don't understand the new Drug Card and why Congress made it so complicated. How to figure it out.
- Who thought of the name "Donut Hole" and how it can hurt you.
- Learn what diseases Medicare doesn't cover that have to be paid 100% out of pocket.
- Also reviewed is the "Vial of Life" program. This is must for everyone who is taking any medications.

Presenter: Joe Zingone  
Date: September 21, 2009  
Day: Monday  
Time: 1:00 pm – 3:00 pm Auditorium  
Fee: Free to Club Members  
$ 5.00 non members  
Workshop Number: CPE-V002

SPACE LIMITED AND REGISTRATION REQUIRED

COMEDY WORKSHOP
DO YOU HAVE WHAT IT TAKES TO BE THE NEXT JOAN RIVERS OR EDDIE MURPHY?

Learn the secrets of making people laugh and create your own personal comedic routines from your every-day life experiences. That’s what Kevin James, Drew Carey and Ellen DeGeneres did. Humor is therapeutic! Even if you have no intention of ever getting up on stage, learning how to turn life experiences into comedy routines will give you a new perspective on life. The class will include studying other working comedians’ styles while developing your own comic voice to create your personal comedy routine. Many also find this course helpful to overcome the fear of public speaking.

The course is taught by Peggy Boyce, an award-winning comedy show producer who has appeared in venues across the country as a comedienne and creator and Executive Producer of the Ladies of Laughter comedy series. Peggy’s students have been featured on NBC-TV, News 12-NJ, in the New York Times, at Caesar’s Atlantic City Casino and at top comedy clubs across the country.

Presenter: Peggy Boyce  
Date: September 22nd – October 27th  
Day: Tuesday Evenings Room 1016  
Time: 7:00 pm – 8:30 pm  
Fee: $ 300 for 6 Week Course  
Course Number: CPE-V003
Sleeping Well At Night: Arranging your Personal and Business Affairs

Please join us for an informative discussion of vital and timely topics that affect us all. Learn how to protect your home and investments from the risks. Find out how to preserve your assets for your family by reducing estate taxes. Gain knowledge of several elder-law concepts. Topics covered will be: Estate Planning, Sources of payment of nursing home care, basic asset protection strategies for your business and personal assets.

Presenters: Williams, Caliri, Miller & Otley, Attorneys
Date: October 14, 2009
Day: Wednesday
Time: 1:00 pm
Fee: Free to Club Members
$ 5.00 for non-members
Course Number: CPE-V005

Great Singers of the Past / Opera Singers

It is a pity that so many people are unfamiliar with such wonderful old singers as Rosa Ponselle, Enrico Caruso, Elisabeth Rethberg, and Tita Ruffo. In this course students will hear recordings of these and other great artists, learn about their lives, and in some cases watch films on these famous singers.

Presenter: Warren Boroson
Dates: October 5,12,19, 26 -2009
Days: Mondays Room 1007-1008
Time: 1:00 pm – 3:00 pm
Fee: Free to Club Members
$ 5.00 for non-members
Course Number: CPE-V006

Mental Health Conference

This conference is for families coping with Mental Illness, and for Mental Health Professionals. We are putting together a panel to speak on various topics. This is a very hard thing to come to terms with and we all can use a little support, when it comes to our loved ones. There will be a question & answer period. Presenters from St. Joseph’s Hospital & the Mental Health Association of New Jersey as well as many community organizations supporting this cause.

Date: Saturday, October 17, 2009
Time: 8:00 am – noon
includes breakfast & lunch
Instructors: Various Psychiatrists from St. Joseph’s Hospital/Medical Center
$ 10 – 1 person
$ 18 – 2 people
$ 30 – 4 people
Course Number: CPE-V007

Writing A Personal Memoir

Every person has a story to tell! Will your children or grandchildren really know who you are? You do not have to be a famous person, or an author to write a memoir. It doesn’t have to be a full-length autobiography to be a personal narrative that can be a wonderful legacy to leave to children, grandchildren or other family members. Louis Alexander, Author of “Echoes From a Small Country Town,” will show you how to write your own memoir.

Presenter: Louis G. Alexander, Adjunct Professor & Retired H.S. Principal
Date: October 20, 2009
Day: Tuesday Evening
Time: 6:30 – 8:30 pm
Fee: $ 35.00
Course Number: CPE-V008

Living Well On a Fixed Income That You Cannot Outlive

Once you retire, most people think there is little you can do to increase your spendable income and resign themselves to living on a fixed income. That is what they want you to believe! It is possible to:

• Increase spendable income while reducing taxes.
• Get a 30% discount on your auto, home, Medicare supplement insurance without changing companies or reducing benefits.
• How to apply this discount process to other expenses as well (even utility bills).
• Make sure your income lasts without the fear of running out of money or disinheriting beneficiaries.
• Increase yields on savings
• Easily qualify for many entitlement programs. (Including Property Tax Relief)

This program uses a novel approach to enhance the learning experience. All attendees will play Bingo (including door prizes) with the information learned in the program. Not only is the just learned-information reinforced, but also everyone has a ton of fun.

Presenter: Joe Zingone
Date: October 5, 2009
Day: Monday
Time: 1:00 pm
Fee: Free to Club Members
$ 5.00 for non-members
Course Number: CPE-V004

Health and Stress Workshop

Stress is the underlying cause of most illnesses. The purpose of the Health and Stress Workshop is to demonstrate how physical, mental and chemical stress on the nervous system
can lead to numerous health problems or conditions. The workshop is interactive with the audience. The participants will learn where their stress may be coming from, recognize what parts of their bodies are under stress and very importantly—answers on what they can do to relieve the stress. Suggestions are given for natural ways to improve your health.

**Instructor:** Dr. William T. Eickhoff, DC  
**Date:** October 27, 2009  
**Day:** Tuesday Evening  
**Time:** 6:30 – 8:30 pm  
**Fee:** FREE  
**Course Number:** CPE-V010

**Intro To Speak Your Piece—**  
**From Purpose To Power**

This exciting and interactive class is all about you! You will discover your strengths and learning style. You will learn to read and use the power of body language. You’ll improve the sound of your speaking voice and harness the magic of listening and silence. You will learn to organize the content of what you are communicating and finally, how to deliver that content with confidence and enthusiasm—after all, you are what you speak.

**Presenter:** Adria Firestone,  
Multi-talented Professor/Coach / Actress  
**Date:** November 7, 2009  
**Day:** Saturday  
**Time:** 10:00 am – Noon  
**Fee:** TBA  
Please Call…..973-720-3804  
**Course Number:** CPE-V011

**Dream Interpretation**

A dream is an idea or image present in the sleeping mind. Dream interpretation is the art of determining the meaning from the symbols of the dream. Learn how to get valuable information from your dreams and use this information in your waking life. You will also learn how to incubate a dream based on life’s questions, such as your career, relationships, physical or emotional issues. (6 or more needed to run class)

**Presenter:** Rosemarie Cappiello, Guided Imagery  
**Date:** November 10, 2009  
**Day:** Tuesday Evening  
**Time:** 6:30 – 8:00 pm  
**Fee:** $25.00  
**Course Number:** CPE-V013

**Gang Awareness For Parents**

Parents, it is time to be aware of GANGS! They have penetrated the tri-county area and are in places that you would never suspect. This seminar is a real eye opener. Come hear Detective Javier Castellanos, Coordinator of Gang Presentations, at the Passaic County Sheriff’s Department. Q and A session after seminar.

**Presenters:**  
Detective Javier Castellanos,  
Coordinator of Gang Presentations  
**Date:** November – Call for Details  
**Time:** 6:30 pm – 9:00 pm  
**Fee:** Free

Space limited, registration required  
**Course Number:** CPE-V015

**Real Basic Computer For Beginners**

Are you intimidated by the Computer? Don’t know a thing about it? Then this class is for you. Come learn what a mouse is, create an email address, email your grandchildren, and learn how to find websites of your choice.

**Presenter:** Joan Lefford  
**Date:** TBA  
**Days:** Friday  
**Time:** 1:00 pm – 3:00 pm  
**Fee:** $50 for 3 sessions 2 hours each  
Space limited, registration required  
**Course Number:** CPE-V016

**Bingo • Learning Series**

These programs use a novel approach to enhance the learning experience. All attendees will play Bingo (including door prizes) with the information learned in the program. Not only are the just learned-information reinforced and often complicated situations explained with clarity, but also everyone has a ton of fun.

**Protecting Assets From Nursing Home Seizure**

It is getting tougher everyday to protect your life’s work from catastrophic illnesses. Unfortunately, new legislation makes it virtually impossible to protect your home from seizure and has increased the look-back period. The laws are confusing and they change often. One cause of the confusion is the misunderstanding of how much and when does Medicare / Medicaid pay for catastrophic illness? Most would be shocked at how little is actually paid. Other concerns

- What medical conditions are not covered by Medicare and why this is important.
- Learn how to protect your assets (including your IRA) from nursing home seizure.
- What can the nursing home really take?
- What can you keep safe from seizure?
- The 10 Secrets Your Long Term Care Sales Person Won’t Tell You.
- Why Sales People Try to Scare You into Buying Coverage.
• Why Consumer Reports said “Long Term Care Insurance may not be worth the expense”.
• Legally side-step the look back rules (gifting) and supplement your families retirement.

Everyone will learn how to protect their life’s work and safely deal with many problems at no cost.

**Presenter:** Joe Zingone  
**Date:** October 26, 2009  
**Day:** Monday  
**Time:** 1:00 pm  
**Fee:** Free to Club Members $5.00 for non-members  
**Course Number:** CPE-V009

**Property Tax Relief—Senior Tax Freeze**

By far a very popular program. With the high cost of property taxes for many of today’s 65 year olds, this misunderstood program, also called NJ Freeze, allows retirees to continue to live in their homes without local taxes driving them out. There is a lot of helpful information covered and will be very beneficial to all people including those already using the program.

There is a little known fact that there is “provisional qualification” available for seniors with income up to $100,000 or more. This is much higher than the $80,000 listed on the forms the state provides. If you did not know this fact, than many people are missing out on a great program.

• How this program really works.
• Gov. Corzine’s new rules on expanding the program.
• How to apply (PTR 1 & 2)
• Most important “how set up your finances to qualify”.
• How to make sure you stay on the program. If you don’t you can lose your shirt.
• What counts as income and what doesn’t (learn the secrets they don’t want you to know).
• What happens if I don’t re-qualify down the road.
• How to get back on the program if you miss one year.
• Also reviewed are the many other programs for property tax relief as well.

**The SIX Must Have Documents**

Unfortunately 95% of retirees don’t have these “Must Have” legal documents. For many this will cause tremendous problems down the road. Everyone will learn the Free steps to take today to avoid a mess. One of the most perplexing things is why many free legal services go begging because seniors aren’t using them.

• Why most attorney-drawn Heath 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? And why without one you could lose 1/2 or more of your IRA.
• 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. We all need to learn from the Terry Schiavo’s case in Florida and get the right documents now!
• How to have all the necessary document available 24 hrs a day even if you’re away

**Presenter:** Joe Zingone  
**Date:** November 16, 2009  
**Day:** Monday  
**Time:** 1:00 pm  
**Fee:** Free to Club Members $5.00 for non-members  
**Course Number:** CPE-V014

**ENTERTAINMENT & SHOWS**

**Sight & Sound “The Miracle of Christmas” in December**

See the Living Nativity!

**Date:** TBA  
**Location:** Lancaster, PA  
**Contact:** Call for details

**Remember The Paramount**

**Date:** October 13th 2009  
**Time:** 11:00 am – Call for tickets early  
**Location:** The Brownstone West Broadway, Paterson  
**Price:** $45 Paid In advance

Join “The Chessman” and company for an all new star studded show. See the old Paramount come to life with the sounds of Garland, Sinatra, Eddie Cantor, Al Jolson and more. A great
day of entertainment for all! There will be dancing, and also an exciting band will play all your favorite songs. Susan Shaw will perform. Plus a fabulous turkey dinner and 1 hour open bar. You must RSVP by October 1, 2009.

**Holiday Party at The Brownstone**
Come share the holiday cheer with us and enjoy a wonderful meal with entertainment.

<table>
<thead>
<tr>
<th>Date:</th>
<th>Monday, December 7, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time:</td>
<td>12:00 noon</td>
</tr>
<tr>
<td>Price:</td>
<td>$ 35.00 per person</td>
</tr>
<tr>
<td></td>
<td>Paid in advance</td>
</tr>
</tbody>
</table>

**High Tea at Lambert Castle at High Noon**
Thursday, April 22, 2010
This is such a treat to experience—from the delicious scones, to the tea of your choice to finger sandwiches & luscious desserts! Seating is limited and pre-assigned on a first come basis. Advance Reservation is required. The castle is handicap accessible, including an elevator. Catered by High Socie-Tea House. Hats, Gloves and Victorian Attire Welcome.

**Trips to the NYC Broadway Theatre**
If you are interested in going to see either “WICKED” or “9 TO 5”, Please call & leave your name with us. If we fill a bus—we’ll go! We will plan our trip for January/February 2010. There is nothing like a Broadway show and the excitement of live theatre.

973-720-3804

**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.

**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, 2009 to December 31, 2009. 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.
Last Name ___________________________ First Name ___________________________

Company/School/Organization ___________________________

Home Address __________________________________________

City ___________________________ State ___________ Zip ___________

Daytime Phone # ___________________________ Evening Phone # ___________________________

Fax ___________________________ Email ___________________________

Payment Method: □ Check □ VISA □ MC □ DISCOVER

□ Money Order □ Purchase Order □ Total Enclosed ___________

Purchase Order # ___________________________

Credit Card # ___________________________

Expiration Date ___________________________ Security Code (3 Digit) ___________

Name on Credit Card (PLEASE PRINT) ___________________________

Signature ___________________________

WPU Alumni, WPU Student, or Staff? □ Yes □ No Senior Citizen? □ Yes □ No Eligible for Special Discounts? □ Yes □ No If yes, please list organization: ___________________________

Please note: 10% discount is available for teachers working in WPU Professional Development Schools. Contact us at 973-720-2354 for further details.

Affiliation (optional) ___________________________________________

Work Title ___________________________ School/Company Name ___________________________

Work Address ___________________________________________

City ___________________________ State ___________ Zip ___________

Please make checks payable to William Paterson University CPE

<table>
<thead>
<tr>
<th>COURSE</th>
<th>COURSE NAME</th>
<th>DATE OF COURSE</th>
<th>PRICE OF COURSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPE-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPE-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPE-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPE-</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>