SPRING 2011 CATALOG

CLASSES BEGIN IN JANUARY

TURN WHAT’S POSSIBLE INTO WHAT’S NEXT

1600 VALLEY ROAD, WAYNE, NJ • 973.720.2354 • WPUNJ.EDU/CPE
1. SUMMER YOUTH PROGRAMS
2. BUSINESS AND ENTREPRENEURSHIP
   • MBA Essentials: Foundations for Business
   • Management and Leadership
   • Certificate in Leadership
   • Certificate in Non-Profit Management
   • Project Management
   • Project Management Certification
   • Project Certification With VISIO
   • Advanced Project Management
   • Russ Berrie Program
   • Certificate in Critical Selling Skills
   • Certificate in Advanced Sales
   • RBI Sales Executive Roundtable
   • Customized Training For Corporations
   • Programs for Corporations
   • Customized Training Grants From NJDLWD
3. SMALL BUSINESS DEVELOPMENT CENTER
   • English Language Classes
   • Spanish Language Classes
4. COMPUTERS AND THE INTERNET
   • Digital Graphic Design Certification Program
5. HEALTHCARE AND NURSING
   • Medical Billing and Coding
   • Medical Office Management
   • Medical Assistant
6. CAREER ADVANCEMENT
   • Office Management Skills
   • How To Conduct A Successful Career Search
7. WORKFORCE DEVELOPMENT
8. EDUCATORS AND ADMINISTRATORS
   • Elementary K-6
   • Middle and Secondary Education
9. TEST PREPARATION COURSES
   • Praxis II
   • GRE, GMAT, LSAT NCLEX & MCAT
   • Your Choice for PSAT/SAT Prep Course
10. COMMUNITY OUTREACH
    • Trips To NYC

CERTIFICATE PROGRAMS
• Leadership
• Non-Profit Management
• Sales, Marketing and Customer Relations
• Critical Selling Skills
• RBI Certificate in Advanced Sales
• Web Design and Development
• Digital Graphic Design

PREPARATION FOR CERTIFICATION
• Project Management
• Medical Assistant

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

CONTACT INFORMATION
Phone: 973-720-2354
Fax: 973-720-2298
Office Hours: 8:30 am – 5 pm
Monday – Friday
Bernadette Tiernan/Executive Director
973-720-2354
Iris DiMaio/Youth Programs, Test Prep
973-720-2491
Nancy Friend/Education Programs
973-720-3829
Business Programs
973-720-2354
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
Phone: 973-754-8695
Kathleen Muldoon/Regional Director
Robert Hille/Assistant Director
Sonia Musa/Project Manager
**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.

**Marketing Fundamentals**

This course will focus on the various issues involved in managing in today’s global environment. It will concentrate on the recent changes and challenges of new global players in the international arena.

**Accounting for Managers**

This course will examine 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.
Performance Evaluation and Feedback

The course focuses on providing feedback to staff members on their job effectiveness. Students will learn about the importance of providing feedback in a fair and balanced manner. The course covers the stages of the feedback process, including preparation, delivery, and follow-up. Students will also explore the role of feedback in performance management and how to use it to improve employee performance.

Strategic Planning for Leaders

This course covers the importance of strategic planning in leadership and how to develop and execute a strategic plan. Students will learn about the different types of strategic planning, including mission, vision, and values. The course also covers the role of leadership in strategic planning and how to create a culture of innovation and change management.

Conflict Management

Conflict is a natural part of any workplace, and it is important for leaders to be able to manage it effectively. This course covers the different types of conflict and how to resolve them. Students will learn about the impact of conflict on team morale and types of managerial actions that contribute to conflict. The course also covers conflict resolution strategies and how to create a culture of conflict resolution.

QuickBooks in Practice

This course provides hands-on experience using QuickBooks software. Students will learn how to set up a new company, manage inventory, create customized invoices, and process payroll. The course also covers accounting basics, including income and expense accounts, and how to prepare monthly and annual financial statements.

QuickBooks/Bookkeeping Program

This course covers the fundamentals of using QuickBooks software and its features. Students will learn how to set up a new company, manage inventory, create customized invoices, setup payroll, and reconcile accounts. The course also covers accounting basics, including income and expense accounts, and how to prepare monthly and annual financial statements.

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COMPANION COURSE - MICROSOFT PROJECT CERTIFICATION - WITH VISIO
Microsoft Project is the industry standard tool to build project plans, and gives you practical experience applying project life cycle concepts. You will learn to define project tasks, phases, resources, and materials. And then use Project to build project plans and track actual work. This course material covers the key project life cycle (initiation, planning, and execution, controlling, monitoring, and closing). The course also provides: case studies describing real world versus concept project management analogies, management organizational structures, successful versus unsuccessful leadership traits, management versus leadership distinctions, project management application templates, over 400 exam prep questions, instructions on how to apply for the PMP exam, and several tips to help you prepare for the exam, online projects and chats will be included as needed.

Instructor: JoAnn Kerwin
Days: Tuesday
Dates: February 22 - April 26, 2011
Time: 9:30 am – 2:30 pm
Fee: $2,400 (textbook included)
Course Number: CPEC006A
This course is offered online. Please call MaryAnn Padula for details 973-720-3698.

SALES MARKETING AND CUSTOMER RELATIONS
Certificate in Sales, Marketing and Customer Relations
This certificate is designed specifically for the executive that has several successful experiences in the areas of marketing, business development, and customer retention. This certificate concentrates on the fundamentals of sales, marketing, and customer relationships. It will train you into the role of competitive intelligence, strategic selling, negotiation, and how to retain high value customers.
This certificate is awarded to students who successfully complete 6 courses – 4 core courses and 2 electives.

Creating a Strategic Marketing Plan
Marketing On a Shoestring
Public Relations
Marketing On a Shoestring
Social Media Marketing
Customer Buying Signals
Planning for Sales Success
Strategic Negotiation

Exceptional Customer Service
In this program you will receive the secrets that compel your customers to go back again and again. Repeat and referral business is a crucial element in a successful business. This course explores a variety of strategies to establish and maintain your business relationships. The course is designed for students who have extensive Management and/or Project Management experience, and helps students learn formal advanced-level Project Management concepts as well as formal Project Management concepts. The course is divided into two key phases, with the first phase covering the fundamental methodologies and application of the course. This phase covers the business aspects of the course, with the second phase covering Program Management introductory concepts. This course is offered online – please call 973-720-3698 MaryAnn Padula for details.

Instructor: Bharag Patel
Days/Dates/Time/Online
Fee: $2,400 (textbook included)
Course Number: CPEC006X

PLANNING FOR SALES SUCCESS
This course provides an overview of how to plan for an effective sales call. You will learn secrets that top salespeople use to control a face to face sales appointment in their favor. Participants will learn how to identify and qualify stakeholders in a customer’s organization. Participants will spend time designing and delivering a variety of presentation techniques that resonate with a variety of stakeholders.

Instructor: James Graziano
Date: March 21, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPEC080

Marketing on a Shoestring
Low Cost Marketing Ideas That Work
This course explores non-traditional, low-cost, power-packed marketing tactics that cost virtually nothing yet can get you customers within weeks! You will learn the cornerstone of guerrilla marketing: the guerrilla marketing matrix, 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: Joe Graziano
Date: March 3, 2011
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPEC080B
Strategic Negotiation
How To Negotiate Your Way To More Money On Every Sale
This course will outline a proven approach to strategically negotiating price, terms, and conditions throughout a common sales cycle. Participants will learn how to prepare for an effective negotiation by laying the ground work for success. Practical tips for managing a negotiation meeting will be discussed and all participants will walk away with a negotiation checklist.
Instructor: James Graziano
Date: April 6, 2010
Time: 6 pm – 9 pm
Fee: $65
Course Number: CPE-8083

NON-PROFIT MANAGEMENT

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

Core Courses:
• Residential, Social and Human Services
• Human Resource Issues for Non-Profits
• Non-Profit Management
• Grant Writing for Non-Profits

Elective Courses:
• Non-Profit Marketing
• Fundraising for Non-Profits

Human Resources Issues for Non-Profits
This course will cover the most common human resource issues non-profits experience. These include wage and hours issues for non-profit employers, the art of hiring and firing, risk management in hiring, an overview of employment law and a discussion of best practices in safe hiring and employment issues.
Instructor: Tarona Lee
Date: February 23, 2011
Time: 6 pm - 9 pm
Fee: $50
Course Number: CPE-8070

Non-Profit Marketing
Most not-for-profits do not function with large-scale budgets as do many private corporations and for-profit organizations. In fact, tight budgets and restrictions on the use of income, along with the absence of dedicated communications professionals, often result in reticence for adopting new ideas and expansion into new areas. This program provides a sound understanding of the benefits of a carefully orchestrated marketing and public relations campaign grounded in a Marketing mindset.
Topics include: researching and reaching your target market, comprehensive use of technology, partnering with the public, as well as with businesses in innovative, low cost/no cost ‘cause marketing campaigns, and generating positive media coverage.
Instructor: James Graziano
Date: March 22, 2011
Time: 6 pm - 9 pm
Fee: $50
Course Number: CPE-8075

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: Lanesha Male
Date: March 14, 2011
Time: 6 pm - 9 pm
Fee: $50
Course Number: CPE-8032

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: April 16, 2011
Time: 6 pm - 9 pm
Fee: $50
Course Number: CPE-8031

Ethical Issues for Non-Profits
Nonprofits 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 nonprofit can become more accountable, and more.
Instructor: Diane Dean
Date: February 16, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-8069

Public Policy for Non-Profits: Lobbying and Political Activities for Non-Profits
This course will address the various political activities that are practical for charitable organizations. You will learn about lobbying and what a non-profit organization can and cannot do to influence legislation and encourage constituents to be politically active.
Instructor: Diane Dean
Date: April 15, 2011
Time: 6 pm – 9 pm
Fee: $50
Course Number: CPE-8068

RBI Sales Performance Consulting
At RBI, Sales Performance Consulting is a process of diagnostic and developmental activities that identifies gaps in performance—either opportunities or problems—that affect a sales organization’s results. The RBI model for sales performance consulting includes:
1. DATA COLLECTION: We meet with you to capture an accurate picture of your current sales organization’s structure, culture, goals, and metrics. Through this effort we learn your performance goals and objectives.
2. DATA ANALYSIS: We carefully assess the data collected and review our findings with the RBI Sales Performance Team, which consists of university faculty and professional performance consultants.
3. DIAGNOSIS: Our Sales Performance Team will evaluate the potential to improve key performance gaps and we will evaluate opportunities to change key selling behaviors of your sales organization if necessary to improve your sales outcomes.
4. PRESCRIPTION: We will develop a practical training curriculum for your organization that addresses your sales training needs and we will present this prescription for improved results to you and your executive staff.
5. DEVELOPMENT: We will provide solutions for your sales organization that may include program development in the following areas:
   • Sales Leadership
   • Territory Definition
   • Sales Team Composition
   • Individual Sales Training
6. DELIVERY: We will deliver customized solutions that we develop specifically to meet your organization’s sales training needs. These deliverables are based on the data collected and are approved by the executive team of your organization. Our solution is normally delivered through a process of pre-work for participants that is tailored to your specific needs and a focused training curriculum that is delivered in our state of the art sales training lab.
7. FOLLOW-UP: We will follow up your on campus training experience at the 23, 60, 90 day milestones to solidify the effectiveness of the sales training program that we provide for you.

The RBI Program built on academic leadership, a strong consultative presence, and state of the art training facilities can help you expand and improve your organization’s performance. Why not call us today to see how you can profit from an RBI training experience?
Fees are based on size and scope of each project. Contact the Russ Berrie Institute for Professional Sales at (973) 720-3872 for detailed information.
CERTIFICATE IN CRITICAL SELLING SKILLS

If you are a sales professional interested in improving your performance and developing long-lasting profitable client relationships, this course is for you! If you are new to sales and would like to learn what it takes to succeed in this lucrative profession, this course is for you! Critical Selling Skills provides sales professionals with the most effective sales skills and strategies uniquely suited for today’s challenging business environment. Through this sales training program, sales professionals learn how to adopt a consultative selling approach and become more than just a salesperson to clients...you become a trusted advisor, thus differentiating yourself from every other salesperson.

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

This certificate is awarded to students who successfully complete the 6 courses listed below:
1. High Impact Prospecting
2. Meet and Greet – Opening the Sales Call
3. The Discovery Process – Questioning and Listening
4. Relating and Reinforcing Benefits – It’s all about value
5. Handling and Overcoming Objections
6. Closing the Sale – Hearing yes more often

High Impact Prospecting
This course focuses on the essential components of high impact prospecting. You will learn how to wisely utilize a wide range of techniques to quickly identify qualified leads including cold calling, direct mail, networking/social networking, and Internet lead generators.
Instructor: Ron Jones
Date: January 13, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-091

Meet and Greet - Opening the Sales Call
There’s an old saying, “you only have one chance to make a first impression.” This workshop focuses on the key elements of meeting and greeting prospective clients for the first time including – call preparation, rapport building, creating trust and building a level of comfort so that you make a smooth transition into the sales call.
Instructor: Ron Jones
Date: January 27, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-092

The Discovery Process – Questioning and Listening Skills
You can’t effectively sell someone something unless you understand their needs. Many decision makers don’t communicate their true needs effectively. It’s through skillful questioning and listening techniques that we uncover the decision-maker’s true needs.
Instructor: Ron Jones
Date: January 27, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-093

Relating and Reinforcing Benefits – It’s All About Value
People don’t buy “things”, they buy those “things” to do them or their organization. When the benefits of what you are selling are expressed in just the right ways, you increase your ability to close the sale. In this course you will learn the difference between features and benefits, and how to relate these benefits to the prospect’s needs, when and how to use proof and visuals and how to suture all of this to value.
Instructor: Ron Jones
Date: February 4, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-094

Handling and Overcoming Objections
Objections are Your Friend. An objection is when your prospect tells you why what you’re offering is not what they want. Well, believe it or not, these objections help you locate where the prospect is in the decision making process and guide you in the appropriate selling skill to use. Understanding exactly how to respond effectively to your prospects objections will set you apart from your competition and set you up for a successful close.
Instructor: Ron Jones
Date: February 10, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-095

Closing the Sale – Hearing “Yes” More Often
When you have worked all the pieces of your sales approach properly, you will come to that magic moment when you should go ahead and “ask for the order.” This sounds simple enough, but there are obstacles in your way, and they are not all from the prospect. In this final course of the certificate program, you will learn how to know when closing is appropriate, gain strategies to overcome close reluctance, learn four steps to get the call and close and much more.
Instructor: Ron Jones
Date: February 17, 2011
Time: 6 pm – 9 pm
Fee: $85
Course Number: RBI-096

CERTIFICATE IN ADVANCED SALES

If you are a sales professional interested in taking your career to the next level this is the program for you. The Certificate in Advanced Sales will provide you with the knowledge and skills needed to excel in your current career and give you a head start in sales management.
In this program you will be immersed in role play and interactive exercises in the state of the art Russ Berrie Sales Laboratory at William Paterson University of New Jersey. This is a fun, fast-paced and in-depth series of courses designed to cover the essential skills you need to succeed in sales.

This certificate is awarded to students who successfully complete the 5 courses listed below:
1. Negotiating for Win/Win Success
2. Strategic Business Development
3. Understanding Your Selling Style
4. Sales Planning
5. Sales Coaching

Negotiating for Win/Win Success
This module introduces participants to a practical method for negotiating win/win results which involves developing clear expectations, defining each party’s interests, brainstorming creative options, and combining options into win-win solutions.
Instructor: Ron Jones
Date: February 24, 2011
Time: 6 pm – 9 pm
Fee: $85.00
Course Number: RBI-097

Strategic Business Development
Your success in sales lies in your ability to grow your business in each of four strategic areas (first time customers, customer retention, customer penetration and trusted advisor relationships). In this workshop you will learn how to segment business development needs in each area so as to achieve 100% of your target sales goal.
Instructor: Ron Jones
Date: March 3, 2011
Time: 6 pm – 9 pm
Fee: $85.00
Course Number: RBI-098

Understand Your Selling Style
Understanding the challenges facing you and your team during these difficult economic times will give you an edge in reaching and closing more of your prospects. This workshop will look at your preferred style of selling and will give you the tools and skills to easily “fit” to your customer’s style and close more sales! You will sell with less effort and connect on a deeper level when you understand your customer’s needs.
Instructor: Ron Jones
Date: March 3, 2011
Time: 6 pm – 9 pm
Fee: $85.00
Course Number: RBI-099

Sales Planning
In order to deliver on your strategic objectives, sales professionals need a practical roadmap for meeting and achieving their business development goals. In this program, you will learn how to turn SMART sales and strategic action steps and document strategies and tactics for achieving those goals. The result is a business development roadmap around activities that drive results.
Instructor: Ron Jones
Date: March 17, 2011
Time: 6 pm – 9 pm
Fee: $85.00 Course Number: RBI-200

Sales Coaching
Successful sales managers understand that the best way to help their employees achieve success is by establishing clear sales goals and using sales coaching to help them achieve their goals. In this workshop you’ll learn how to use the techniques of successful sales coaches to motivate and improve sales performance. Through role-play and peer feedback you’ll learn how to use interpersonal communication skills to uncover the root cause of a sales performance issue and provide targeted feedback in a balanced and constructive manner.
Instructor: Ron Jones
Date: TBA
Time: 6 pm – 9 pm
Fee: $85.00
Course Number: RBI-201

RUSS BERRIE SALES EXECUTIVE ROUNDTABLE FORUM

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

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

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

Information about this event will be published in the near future. For further details contact Joanne Johnson at 973.720-3872 or johnson@wpu.edu
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 tailor programs that produce behavioral change and are sustainable over time. Our customized training programs can be completely unique to your business or they can expand on any course listed in this catalog.

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

We can provide assistance with customized training and literacy grant applications so that training may be undertaken by funding from the NJ Department of Labor and Workforce Development. These grant funds may subsidize the cost of the classroom training expenses of existing or future training initiatives. New Jersey is committed to improving the way state government responds to the needs of New Jersey’s business community.

One of the top priorities of the governor’s Economic Growth Strategy is to develop the state’s world-class workforce, so that New Jersey’s workers can meet the skill demands that businesses require to succeed in the global economy. One of the ways to accomplish this is to provide economic assistance to New Jersey businesses through grants. Some examples of grant training courses that may be reimbursed include:

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

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 resources for information on starting a business. The session also includes information such as city and state license requirements and regulations.

Instructor: Orlando Gallagi
Dates: Wednesday, 1/12, 2/16, 3/16, 4/13, 5/11, 6/8

Time: 6 pm – 9 pm

Fee: No Charge

Location: PCCC Community Tech Center
218 Memorial Drive, Paterson, 102A

Creating a Winning Business Plan

Business plans are a necessary tool for every phase of business operations, from start-up to expansion. A sound business plan will help you manage your business more effectively, and is a requirement for any business seeking financing. This seminar shows the steps to prepare a detailed business plan and why the business plan is used as a primary source for obtaining SBA loans, or loans from venture capitalists and angel investors. This session discusses the components of a business plan, executive summary, cover letter, organization plan, financial and supporting documents necessary to obtain funding.

Instructor: Bill Tulley
Dates: 1/19, 2/23, 3/23, 4/20, 5/18, 6/15

Time: 6 pm – 9 pm

Fee: No Charge

Location: PCCC Community Tech Center
218 Memorial Drive, Paterson NJ, 102A

Private Marketing Counseling for Business Owners

As a business owner, you need to create a customer awareness of what makes you different from all others who deal in your marketplace. Does your quality and service distinguish you? What other features make your product or service desirable? How do you tell people this? This one hour counseling session will guide you through the process that can increase your sales volume and margins. Because there are a limited number of sessions available it is directed toward those who are currently in business. Preference will be given to business owners.

Instructor: Joanne Inzeruto
Dates: 1/14(V), 2/25(E), 3/25(V), 4/26(E), 5/18(V), 6/10(E)

Time: 9 am – 4:30 pm (one hour sessions as registered)

Fee: No Charge

Location: Alternate locations at:
(E) 131 Ellison Street, Paterson
(V) WPUJN, 1600 Valley Road, Wayne, Room G008

Introduction to QuickBooks

This short introductory course will show you how to prepare and interpret important financial reports. It will show you how to create Wesley's company's books from scratch. You will be shown how to set up accounts, customers, vendors, items and jobs. Other tasks that will be covered are:

- “Clean up” your important customer lists
- Enter and process checks, bills and payments
- Prepare and process estimates, invoices, sales receipts, credit memos, deposits and customer statements
- Purchase and manage inventory

Instructors: Nathan Culver, Patty Saggio
Dates: 2/10, 4/14, 5/19, 6/9

Time: 6 pm – 9 pm

Fee: $39 Test: $25 (Additional, optional)

Location: College of Business, WM, Paterson University
1600 Valley Road, Wayne, Room G016

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 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.

Social Media for Business

Practical money-making strategies to help grow your business: A brief overview of the major social media sites, how they differ and how to target specific audiences.

Lecture covers:

- Facebook
- LinkedIn
- Twitter

Learn how are they are useful in a business environment and how can they be used to begin, appropriate content to post. How to use them with your business website or blogsite. Review how to develop a business strategy to make money using the social media. Includes a question and answer session.

Presented by: Sean Carroll, a professional in the field of electronic marketing, CEO of Work Live Dream.

Location: WM, Paterson College of Business
1600 Valley Road, Wayne, NJ. Room: TBA

Date: 3/22/2011, 5/16/2011

Time: 8:30 pm – 11 pm

Fee: No Charge

Doing Business With the State of New Jersey

Are you interested in doing business with the State of New Jersey? Then this meeting is a “Don’t Miss.” Representatives from the state Office of Supplier Diversity and the
Entrepreneur Certificate Program

Getting the Most from International Reps., Agents and Distributors
This workshop covers the practical aspects of how to work with agents, Reps, distributors, and other resources.

Date: June 7, 2011
Time: 10 am – 1 pm

SPANISH LANGUAGE CLASSES

Business Startup (Como Empezar Su Propio Negocio)
Este seminario patrocinado por William Paterson University SBDC, es para ayudar a aquellos, 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 cuales son los pasos a seguir para dar inicio.

Instructor: Roberto Alferez
Dates: January 26, March 30, May 25
Time: 6 pm – 9 pm
Fee: $39
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 presentar a posibles inversionistas o prestadores. Los topicos de esta clase incluyen: mercadeo, finanzas, diseño de organizacion, resumen ejecutivo, programas de prestamos de la SBA y como aplicar para prestamos de negocios. Este entrenamiento es en espanol y se impartira en espanol.

Instructor: Roberto Alferez
Dates: February 23, April 27, June 29
Time: 6 pm – 9 pm
Fee: $39
Location: PCCC Community Tech Center, 218 Memorial Drive, Paterson, Room 102A

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

Our Microsoft Office Specialist Certification program offers you more. The sequence begins with an introduction to the PC and Windows, moving from the most basic levels to cutting edge skills and new employment possibilities. Qualified candidates will achieve Microsoft Office Specialist Certification that acknowledge you have the expertise to work with Microsoft Office programs. The MOS 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 a MOS exam fee (for qualified candidates) which is given on site at William Paterson University. Open enrollment is available at the start of each course. MCAS Certification Includes:

- Basic Windows
- PowerPoint
- Word
- Outlook
- Excel

Instructor: Frank Asciutto

Time: 10 am – 3:00 pm OR 5 pm – 10 pm
Days: Thursday
Dates: January 6 – April 7, 2011
Course Number for all Four Courses: CPE-C001X (day classes) or CPE-C001X (evening classes)

OR

Courses:

- Excel
- PowerPoint
- Word
- Basic Windows

Instructor: Frank Asciutto

Due to the length of time required to prepare you for the Microsoft Office Specialist Certification exams, the above courses are available at the beginning of each semester. Each course will be five hours per day, five days a week. The final week of each course will be used for the exam. This program is designed for those who do not have experience with Microsoft Office products. This program allows you the time and opportunity to become familiar with basic Windows, MS Word, MS Excel, and MS PowerPoint.

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

Windows/Word

Learn the basics of creating and editing letters and memos with Word. Enter and edit text efficiently, format text, create bulleted and numbered lists and find the help when you need it. Understand the tools available to create and manage complex documents, include sections 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 short cuts to hidden features that can help increase productivity and efficiency. You will learn to work smart in Word by customizing program defaults and using productivity-enhancing tools.

Instructor: Frank Asciutto

Dates: January 6 – April 7, 2011
Day: Thursday
Time: 10 am – 3:00 pm OR 5 pm – 10 pm
Fee: $398
Individual Course Number: CPE-C001A (day classes) or CPE-C001B (evening classes)

OUTLOOK

Become an e-mail expert. Start with email 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 calendar for scheduling appointments and events.

Instructor: Frank Asciutto

Dates: April 7, 2011
Day: Thursday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $208
Individual Course Number: CPE-C004A (day classes) or CPE-C004B (evening classes)

Excel

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

Instructor: Frank Asciutto

Due to the length of time required to prepare you for the Microsoft Office Specialist Certification exams, the above courses are available at the beginning of each semester. Each course will be five hours per day, five days a week. The final week of each course will be used for the exam. This program is designed for those who do not have experience with Microsoft Office products. This program allows you the time and opportunity to become familiar with basic Windows, MS Word, MS Excel, and MS PowerPoint.

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

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 incorporate clip art, animation, picture files, charts and more into your slide show.

Instructor: Frank Asciutto

Course Number: CPE-C002X (day classes) or CPE-C002X (evening classes)

Outlook

Create and burn DVD formatted movies with Windows Movie Maker. Learn the basics of movie storyboarding and timeline. Create and burn DVD formatted movies with Windows Movie Maker.

Instructor: Frank Asciutto

Due to the length of time required to prepare you for the Microsoft Office Specialist Certification exams, the above courses are available at the beginning of each semester. Each course will be five hours per day, five days a week. The final week of each course will be used for the exam. This program is designed for those who do not have experience with Microsoft Office products. This program allows you the time and opportunity to become familiar with basic Windows, MS Word, MS Excel, and MS PowerPoint.

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

ONLINE SHORT COURSES

Online - Google Power User I

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

- Gmail
- Calendar
- Google Reader
- Maps
- Chrome
- My Maps
- YouTube
- Gmail
- YouTube
- YouTube
- YouTube

These programs can be taught on-site at your company. Call today for more information about customized training

Computer and Internet
player and organizer. Audacity is the most popular and powerful free audio editor. Using Audacity you will learn to record live audio through a microphone, capture streaming audio from the internet, edit and mix your recordings, apply filters and effects just like the pros. In this course you will create a Podcast using Audacity and then upload it to iTunes.

Instructor: Frank Asciutto
Date: March 24 - 2011
Time: 5:30 pm – 9:30 pm
Cost: $140
Course Number: CPE-C028

Home Music Production Studio
Learn SONAR Home Studio 7 - the easiest way to turn your PC into a full-fledged music production studio. This course will help you capture your creativity and share it with the world. SONAR Home Studio lets you record live instruments, vocals, or any audio source; and then edit the audio to create MIDI files and music notation. Real instrument sounds can also be added using the included virtual instrument suite. In addition, you will also learn how to create sheet music from MIDI files downloaded from the internet. The course covers basic music production, multi-track sound mixing, sound effects, audio file formats, file sharing and CD burning.

Instructor: Frank Asciutto
Date: April 5, 2011
Time: 5:30 pm – 9:30 pm
Cost: $140
Course Number: CPE-C029

Avid ProTools Workshop
Learn Avid (formerly Digital) ProTools 9 - the advanced music and audio production platform. ProTools is preferred choice for professional digital audio recording, editing and mixing. It is used in music recording industry and the sound production for films, television and radio. This is an introductory workshop that will cover the ProTools interface basics, console controller, multi-track recording, automatic delay compensation, file inter-change support, and advanced audio editing. In this workshop, you will learn to create high quality multitrack audio mixes with professional features.

Instructor: Frank Asciutto
Course Duration: 4 hours/day
Days: April 12 and April 19, 2011 (total 8 hours)
Time: 5 pm – 9 pm
Fee: $425

Finaле Music Notation Workshop
Learn Finale - the premier music notation software. With Finale, you can compose, arrange, play, and print sheet music. This workshop is project focused and will cover the Finale interface, entering notes with your computer keyboard and/or mouse, using MIDI keyboard, and converting scanned sheet music into a digital format. Additional topics include enhancing your music with the build in Finale library sound and rhythm libraries.

Instructor: Frank Asciutto
Course Duration: 2 days, 4 hours/day
Dates: April 26 and May 3, 2011 (total 8 hours)
Time: 5 pm – 9 pm
Fee: $425

Web Design Certification Program

William Paterson’s Web Design and Development Certification Program focuses on teaching students how to plan, design, develop and implement corporate and professional websites.

Students cover all the fundamental elements of web design using the latest versions of the most in-demand software programs in the web design industry today. Dreamweaver, Photoshop and Flash. Learn to structure your webpage content and layout with Dreamweaver, manipulate web images using Photoshop, and enhance your pages with Flash animation. A new component of the course this term is the addition of database connectivity.

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

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

Please see following page for additional dates.

Instructor: Frank Asciutto
Dates: January 17 – April 6, 2011
Schedules:
Days: Monday and Wednesday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee for All Three Courses: $1,999
Course Number for all Three Courses: CPE-C000A (day classes) or CPE-C000B (evening classes)

NOTE: These courses may be taken individually. To register please refer to the course number and fee listed under each course. Please see following page for additional dates.

Dreamweaver
Quickly get up to speed with the most popular web development program. You will learn the basic web authoring skills of defining a website, effective page layout, working with text and images, adding links, modifying page properties and managing your site on a web server. From there, you will move on to more advanced topics including CSS, creating layouts with layers and embedding audio and video files into your pages.

Dates: January 17 – February 9, 2011
Days: Monday & Wednesday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $398
Individual Course Number: CPE-C001A (day classes) or CPE-C001B (evening classes)

OR
Dates: April 11 – May 4, 2011
Days: Monday & Wednesday
Time: 10 am – 3 pm OR 5 pm – 10 pm
Fee: $675
Individual Course Number: CPE-C001C (day classes) or CPE-C001D (evening classes)

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 elements such as web buttons and navigation bars. Dates: February 14 – March 9, 2011
Days: Monday and Wednesday
Time: 10 pm – 3 pm OR 5 pm – 10 pm
Fee for Individual Course: $398
Individual Course Number: CPE-C011A (day classes) or CPE-C011B (evening classes)

Flash
Make your website come alive with Flash animation. Learn the core techniques of drawing, shapes, color, motion tweening, and creating Flash movie symbols. You will also learn to make your Flash content more engaging by importing sound and video and adding dynamic content using Action Script.

Instructor: Frank Asciutto
Dates: March 14 – April 6, 2011
Days: Monday & Wednesday
Time: 10 am - 3 pm OR 5 pm – 10 pm
Fee: $308
Individual Course Number: CPE-C012A (day classes) or CPE-C012B (evening classes)

OR
Dates: June 13 – July 11, 2011
Days: Monday & Wednesday
Time: 10 am - 3 pm OR 5 pm – 10 pm
Fee: $675
Individual Course Number: CPE-C012C (day classes) or CPE-C012D (evening classes)

Digital Graphic Design & Publishing

Graphic Design & Publishing (8 weeks together)
• Graphic Design – 5 weeks
• Publishing – 3 weeks

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

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

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

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

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

Date: March 12 – May 7, 2011
Time: 9:30 am – 2:30 pm
Fee: $850
Course Number: CPE-C013Z

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

Instructor: Frank Asciutto
Dates: April 6, 30, May 7, 2011
Time: 9:30 am – 2:30 pm
Fee: $850
Course Number: CPE-C010Z

Digital Graphic Design & Publishing Certification Program

Graphic Design & Publishing (8 weeks together)
• Graphic Design – 5 weeks
• Publishing – 3 weeks

Course Number for all Three Courses: CPE-C009A (day classes) or CPE-C009B (evening classes)
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 demonstrated). 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 Eugenio
Dates: January 26 – May 4, 2011
Days: Wednesday
Time: 2 pm – 8 pm
Course Number: CPE-H01A
Fee: $2,500 (includes books and materials)
Payment plan available of three monthly payments while enrolled

OFFICE MANAGEMENT SKILLS
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: Mary Ann Padula 973-720-3698 for the next start date
Instructor: Yolanda Eugenio
Dates: Every 4 weeks
Fee: $4,000 (includes books and materials, $1200 deposit required, payment plan available)
Course Number: CPE-H050

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, Aesthetic Medical Techniques and Laboratory Specimen Collection, First Aid & CPR, Pharmacology and Hematology, Electrocardiography (EKG) Medical Data Entry & Billing and Phlebotomy Techniques. It is a 600 hour program that includes a mandatory 160 hour externship. Students will take the American Registry of Medical Assistants examination upon completion of the program.

Instructor: Yolanda Eugenio
Dates: January 31 – June 24, 2011
Days: Monday – Friday (Please note: Fridays – off campus externship)
Time: 9 am – 2 pm
Fee: $4,800* (includes books, materials, and ARMA fees, payment plan available)
Course Number: CPE-H055
OR
Dates: April 4 – September 10, 2011
Days: Monday – Friday (Please note: Fridays – off campus externship)
Time: 8 am – 2 pm
Fee: $4,800* (includes books, materials, and ARMA fees, payment plan available)
Course Number: CPE-H055US
* (Additional fees: $75 is required for the CPR certifications; $19.95 for Stethoscope and $29.95 for malpractice insurance; $30 for blood pressure machine)

Online 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 McGll 973-720-2461 for the next start date
Instructor: Yolanda Eugenio
Dates: Every 4 weeks
Fee: $3,750 (includes books and materials, payment plan available)
Course Number: CPE-H404

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: Mary Ann Padula 973-720-3698 for next start date
Instructor: Yolanda Eugenio
Dates: Every 4 weeks
Fee: $4,000 (includes books and materials)
Course Number: CPE-H058

Online 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, but are also able to solve insurance billing problems. The course schedule is listed below:

Instructor: TBA
Dates: TBA
Days/Time: TBA
Fee: $3,750 (includes books and materials, payment plan available)
Course Number: CPE-H003

Online Professionalism in the Workplace

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

Please see courses below

Customer Service Excellence
We now live in a world of both internal and external customers and they all expect good customer service. It is a vital component of a successful business. Master wiring 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 of handling a scenario, whether face-to-face or on the telephone.

Instructor: Jim Horvath
Dates: February 8, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $50
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: Jim Horvath
Dates: February 15, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $50
Course Number: CPE051

Time Management
(Making 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 simply the various facets of time management.

Instructor: Jim Horvath
Dates: February 22, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $50
Course Number: CPE052

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

Instructor: Jim Horvath
Dates: March 1, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $50
Course Number: CPE056

Communication/Interpersonal/Learning 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 your working relationships.

Instructor: Jim Horvath
Dates: March 8, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $50
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 and communicate with today’s multigenerational workforce you must be aware of the unique values and needs of each generation that fuel their beliefs and behaviors. Learn how to improve communication, decrease conflict and promote teamwork.

Instructor: Jim Horvath
Dates: March 15, 2011
Days: Tuesday
Time: 10 am – 3 pm
Fee: $50
Course Number: CPE058

Career Search
We live in a changing world of work, and you need to prepare for it. Your first step is to assess your skills and accomplishments to determine your value to a prospective employer. Learn how to determine what sets you apart from the competition.

Instructor: Jim Horvath
Date: March 22, 2011
Day: Tuesday
Time: 10 am – 3 pm
Fee: $50
Course Number: CPE059

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 deter-
ANNUAL BUSINESS CONFERENCES: CO-SPONSORED REGIONAL EVENTS

The Center for Continuing and Professional Education works with the leading regional business organizations to host major events at 1600 Valley Road in Wayne, NJ. Watch our calendar for these events in 2010-2011:

■ Women of Influence in New Jersey

This panel of high-powered women executives is co-sponsored by Commerce and Industry Association of NJ (CIAN), CPE and the SBDC. The event will be held in March (Women’s History Month). Date: March 15, 2011 Time: 5 pm – 7 pm

■ Green Building Conference

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

■ Strategies for Small Business Success

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

■ Non-Profit Symposium: A Think Tank for Today and Tomorrow

This April half-day symposium is co-sponsored by the Center for Continuing and Professional Education, the SBDC, and Sobel & Company, an accounting firm specializing in non-profit management. The symposium provides a forum for debate and discussion on strategic planning for nonprofits, and panel discussions with industry experts who shared experiences, advice and different perspectives on the topics of “The Power of Collaboration” and “Capacity Building”. Date: April 15, 2011 Time: 8:30 am – 12 pm

■ 5th Annual Faith-Based and Non-Profit Community Conference

This May conference is co-sponsored by the Passaic Workforce Investment Board, CPE and the William Paterson SBDC. Each year new corporate sponsors join the ranks to support this event and to enable the cost of admission to be kept reasonable and affordable. This conference is designed to build the capacity of Faith-Based and Non-Profit organizations in the Northern New Jersey region. The goal is for attendees to leave the conference with realistic action plans and solid next steps for the betterment of their organization. Date: May 11, 2011 Time: 8:30 am – 12 pm

COE YEARLY CALENDAR

JANUARY 2011

■ Job Search Strategies to Get Interviews

A good job search includes a variety of search activities – never just one way. Have you been networking and got nowhere? Learn the right Keys to Effective Networking. Do you respond to ads and never hear anything? Just that big black hole everyone talks about? Learn how to write career “marketing” letters. Master the difference between the Published and Unpublished Job Markets and how to strategically approach both to your advantage. Instructor: Jim Horvath Dates: April 5, 2011 Time: 10 am – 3 pm Fee: $50 Course Number: CPE054

■ Resume Writing Workshop

Creating a Resume that Sells instead of Tells

Does your resume position you correctly for your next opportunity? If not, then you may not be getting the right responses. Your resume should be a marketing document, a sales brochure. If it is anything less, then you could be selling yourself short. Learn today’s successful resume strategies and work on a computer to create a resume that “sells instead of tells.” Instructor: TBA Dates: April 12, 2011 Time: 10 am – 3 pm Fee: $50 Course Number: CPE055

■ Putting It All Together

You Have All the Tools Now How to Use Them

In this ever-changing world nothing is constant or ordinary. The ability to compete for that one job opportunity is going to be a challenge and you will need to know how to take all the new ideas, suggestions, advice, council, etc. that you have been picking up and put it all together – rapidly! Are you ready for the challenge? This workshop is designed just that – “putting it all together” to make that killer presentation and representation of your skills and abilities. You are only going to get that one shot to make it happen, let’s make sure you are ready. This is the REALITY check! Instructor: Jim Horvath Dates: April 19, 2011 Time: 10 am – 3 pm Fee: $50 Course Number: CPE060

■ANNUAL BUSINESS CONFERENCES: CO-SPONSORED REGIONAL EVENTS

The Center for Continuing and Professional Education works with the leading regional business organizations to host major events at 1600 Valley Road in Wayne, NJ. Watch our calendar for these events in 2010-2011:

■ Women of Influence in New Jersey

This panel of high-powered women executives is co-sponsored by Commerce and Industry Association of NJ (CIAN), CPE and the SBDC. The event will be held in March (Women’s History Month). Date: March 15, 2011 Time: 5 pm – 7 pm

■ Green Building Conference

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

■ Strategies for Small Business Success

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

■ Non-Profit Symposium: A Think Tank for Today and Tomorrow

This April half-day symposium is co-sponsored by the Center for Continuing and Professional Education, the SBDC, and Sobel & Company, an accounting firm specializing in non-profit management. The symposium provides a forum for debate and discussion on strategic planning for nonprofits, and panel discussions with industry experts who shared experiences, advice and different perspectives on the topics of “The Power of Collaboration” and “Capacity Building”. Date: April 15, 2011 Time: 8:30 am – 12 pm

■ 5th Annual Faith-Based and Non-Profit Community Conference

This May conference is co-sponsored by the Passaic Workforce Investment Board, CPE and the William Paterson SBDC. Each year new corporate sponsors join the ranks to support this event and to enable the cost of admission to be kept reasonable and affordable. This conference is designed to build the capacity of Faith-Based and Non-Profit Organizations in the Northern New Jersey region. The goal is for attendees to leave the conference with realistic action plans and solid next steps for the betterment of their organization. Date: May 11, 2011 Time: 8:30 am – 12 pm

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 PHONENUMBER
Bergen County 201-329-9600
Essex County 973-680-5550
Hudson County 201-858-3037
Monmouth County 732-775-1566
Morris County 800-870-3478
Passaic County 973-340-3400
Sussex County 973-383-8033
Union County 908-527-4894
Warren County 908-859-0400
Middlesex County 732-745-3920
(Middlesex County)
372-826-3200

CAREER ADVANCEMENT

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:

OPEN HOUSE SCHEDULE

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

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

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

WORKFORCE


JOB FAIRS

The Center for Continuing and Professional Education schedules quarterly Job Fairs for our students and graduates as well as the public. The next Job Fair will be held on March 18, 2011. Please check our website (http://cems.wpunj.edu/cpe/index.dot) for the exact date and list of vendors.
EDUCATORS AND ADMINISTRATORS

WILLIAM 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 ongoing dialogue about effective teaching practices that will enable all students to reach their full potential as learners. We are an approved provider of professional development for the State of New Jersey. Participants in our programs receive Professional Development credit.

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

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

##### ELEMENTARY K-8

**Differentiated Instruction**
- Grades 3-5
  - This workshop will help you learn how to use data, anecdotal notes, and observations to set up a differentiated classroom. We will focus on how to create differentiated centers, how to group students, and how to set up a behavior management system. You will walk away from this workshop with ideas and materials which will make differentiating your classroom easy no matter what subject you teach.
  
  **Presenter:** Jessica Rentas
  **Date:** February 16, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E701

**Smart Board Basics**
- Grades K-8
  - Do you have a SMART Board? Do you want to maximize this technology? In this Basic workshop, you will learn how to use SMART Notebook software to deliver engaging activities to your students. We will cover the Floating Toolbar, Digital Ink Layer, Notebook Toolbar, Side Tabs and dive into the Gallery. You will create activities you can use the next day with students.
  
  **Presenter:** Christopher Gruber
  **Date:** February 17, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E703A

**Small Group Instruction:**
- What are the Other Children Doing?
  - Grades 3-5
  - Teachers often ask, “What are the other children in my class doing while I am working with a small group?” At this workshop, you will be provided with, and create, meaningful activities for the “other students” that will keep them actively engaged so that working with a small group is easy for you. You will also leave with many classroom management tools to use during small group instruction that are easy to implement in your classroom.
  
  **Presenter:** Jessica Rentas
  **Date:** February 24, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E702

**Comics and Posters Word Clouds, oh, my! A Technological Spin on Project-Based Instruction**
- Grades 1-8
  - This workshop will feature various websites that can be integrated routinely into your instruction to enhance student engagement. Come learn about Taggedo, Makebeliefscomics, Bloggster, and Wordle. Bring along your own materials (including a flashdrive) and create something great to use in class on Monday.

  **Presenters:** Jean Mordig and Betty Golden
  **Date:** April 6, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E735

**Guided Reading**
- Grades 3-5
  - This workshop will help you learn how to use data, anecdotal notes, and observations to set up and run guided reading groups. There are different ways to run a guided reading group, all of which provide the result you are looking for...students who are better readers and thinkers. You will leave this workshop with a better understanding of how to implement guided reading in your classroom, and materials to help you do it.

  **Presenter:** Jessica Rentas
  **Date:** April 7, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E704

**Not Just the Anthology…Different Ways of Teaching Reading Strategies**
- Grades 3-5
  - In this workshop, we will explore different ways of teaching reading strategies. As a teacher, you want your students to become better thinkers, not just better readers. Students do not just need to learn different reading strategies, they have to be able to apply them to any materials they read…not just their anthology book. Using different methods of teaching reading strategies such as using picture books, guided practice, and genre studies are more engaging and yield better test results.

  **Presenter:** Jessica Rentas
  **Date:** April 14, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E705

**Popcorn + Candy + Pattern Blocks = 21st Century Math**
- Grades 2-5
  - Participants will engage in math activities that integrate science, social studies, language arts, health and 21st Century technologies. Activities will center around financial literacy and global awareness.

  **Presenter:** Rose Shapiro
  **Date:** April 12, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E422

**Helping to Develop Young Students’ Strong Number Sense: Preparation for adapting the Common Core State Standards (CCSS)**
- Grades Pre-K-3
  - In a few years, New Jersey will adopt new mathematics standards called Common Core State Standards (CCSS). In order help students develop a strong number sense and fluency of calculation, various changes need to be made in how we teach mathematical principles in the early grades. In this workshop, you will have the opportunity to learn about the changes in the standards, the reasons behind the changes, and ideas to improve teaching and learning in your classroom.

  **Presenter:** Makoto Yoshida
  **Date:** May 5, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E707

**The Non-Negotiables of Differentiation**
- Grades 4 – 8 Language Arts/Literacy teachers
  - This workshop will provide you with an opportunity to learn about the three areas of differentiation that are essential: content, process, and product. Along with a great video and PowerPoint, there will be a hands-on poetry activity that uses differentiation first-hand. This will be a great opportunity to see how differentiation can be tweaked for different audiences.

  **Presenters:** Nadine Mao and Kathleen Oste
  **Date:** May 10, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E736

**MIDDLE AND SECONDARY EDUCATION

**Utilizing Professional Sports Results to Promote Math Understanding of Arithmetic and Statistics**
- Grades 7-12
  - The focus of this workshop will be how to use professional sports results to promote math understanding of fractions, decimals, percents and measures of central tendencies of statistics. Active innovative lessons will be presented for classroom use.

  **Presenter:** Gerry Reynolds
  **Date:** March 3, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E708

**Implementing New Jersey’s 21st Century Schools: Creating Student Centered Learning through Personalized Student Learning Plans**
- Grades 6-8
  - This workshop will share the knowledge obtained from attendance at the state’s workshop on Pupil Progress Plans. The presenter is responsible for a pilot program, which introduced these learning plans in 7th and 8th grade English Arts classes. The philosophy and process as well as samples of students’ work will be reviewed and discussed.

  **Presenters:** Kristopher Beier & Tony LaFemina
  **Date:** March 8, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E709

**Providing Effective Student Feedback**
- Grades 6-12 Language Teachers
  - This workshop explores the importance of the role of formative feedback in acquiring world languages skills. Participants will examine research on feedback; learn about the different kinds of feedback and the extent to which they are effective; practice various strategies to provide student feedback and consider how teachers can use coaching to improve student performance.

  **Presenter:** Joan Modig
  **Date:** March 23, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E710

**PRE-K THROUGH GRADE 12

**Can You Remember How Your Teachers Used the Blackboard When You Were a Kid? Times Have Changed!**
- Grades Pre-K-3
  - 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:** February 8, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E384

**Designing and Implementing a Bullying Awareness Program in Your School**
- Elementary and Middle School Teachers, Counselors, and Administrators
  - The goal of this workshop is to help educators plan and implement a bullying awareness program in their school and/or district. Topics explored will include defining bullying, collecting data, forming a committee, training staff, designing a program, holding a kickoff, and conducting classroom meetings. The presenters were recently featured in the May 2010 NJEA Review for their school’s ‘Bullying Awareness Program’.

  **Presenters:** Kathleen Howins and Joseph Trentacosta
  **Date:** February 15, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E711

**Everybody Writes: Taking Writing Beyond the Classroom**
- Grades 7-12
  - Everybody Writes is an outstandingly successful and dynamic new method of energizing student writing. Part of the national writing program in Britain, Everybody Writes has the following key principles: It

  * Takes writing beyond the classroom*
  * Helps find real audiences for children’s writing*

  **Presenter:** Judy Zillmer
  **Date:** April 14, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E710

**Providing Effective Student Feedback**
- Grades 6-12 Language Teachers
  - This workshop explores the importance of the role of formative feedback in acquiring world languages skills. Participants will examine research on feedback; learn about the different kinds of feedback and the extent to which they are effective; practice various strategies to provide student feedback and consider how teachers can use coaching to improve student performance.

  **Presenter:** Joan Modig
  **Date:** March 23, 2011
  **Time:** 4 pm – 7 pm
  **Fee:** $45
  **Workshop Number:** CPE-E710
Grades Pre-K to 12 and Administrators
Grades 1-12
Grades K-12
TECHNOLOGY FOR TEACHERS
Grades 1-8
Grades 1-12
Grades 1-8
Grades 1-12
Grades 1-8
Reading and Language Arts teachers, Media Specialists
Grades K-8
Workshops!
EDUCATORS AND ADMINISTRATORS
EDUCATORS AND ADMINISTRATORS
Gallery. You will create activities you can use the next day with students. With Smart Board technology, you can also utilize technology effectively. You will learn how to design lessons in any subject area and for any number of classroom computers, lessons which (1) keep kids on task via effective management strategies, (2) result in higher thinking skills as opposed to rote learning and after the lesson, and (3) ask students to do more than just know what buttons to push. Come learn how to help your students create Book Trailers, based on any book they’ve read. Lesson outlines, how-to-sheets and samples will be part of your arsenal by the end of this workshop.

Presentation: Christopher Graber
Date: February 17, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E700A

Infusing Technology into the Classroom - the 3 P’s...Presi, Photostory and Publisher

Grades 1-12
Come learn how to use Prezi, Photostory, and Publisher in your classroom. Learn how to adapt usage to different grade levels and subjects and empower your students to structure their presentations in a creative way. Also, learn how the Web can be used to maximize the impact of research in your classroom. Walk away with a multitude of grade proj- ects and ideas to implement into your classroom immediately!

Presentation: Laurence Chandonnet
Date: March 3, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E721

Skype and its Effective Use in Promoting Digital Citizenship

Grades K-8
Skype can be used as a springboard of boundless potential to promote digital citizenship in the 21st Century classroom. During the 2009-2010 school year, Mrs. Anderson’s 3rd Graders represented the State of NJ in the Chatting Across the USA Project from their classroom in Paterson, NJ. This was an invaluable medium of sharing state facts among students in all 50 states. An innovative professional learning community was born out of this project.

Presentation: Carlene Anderson
Date: March 15, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E722

Smart Board Intermediate

Grades K-8
You have learned the basics. You have practiced in your classroom. Now you are ready to take a deeper dive into Smart Board technology and explore new ways to engage your students. Learn how to deliver activities that will keep your students inspired and challenged!

Presentation: Christopher Graber
Date: March 17, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E723

Infusing Technology into the Classroom - PowerPoint

PowerPoint is not only a presentation tool, it’s a tool you can use to explore your students’ multiple intelligences and learning styles. Learn to assign and explore new ways to engage your students. Learn how to deliver activities that will keep your students inspired and challenged!

Presentation: Christopher Graber
Date: March 22, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E724

Free Resources: Hard-to-Find Online Books, Articles, Images, Lesson Plans

Grades K-12
Find out about many free sites which exist but are hidden from Google searches. Learn how to access these “best kept secrets” such as online picture books, lesson plans and teacher resources for images/audio/video, lesson plans and technology learning more! We guarantee you have never seen this stuff, but you will use it for your own learning as well as that of your stu- dents. Resources may share and exchange hidden gems as well.

Presentation: Michelle Kowalsky
Date: March 24, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E728

Telling Our Stories with Movie Maker

Grades K-8
With easy access to a digital camera, creating digital stories is easier than ever. Learn how to build simple movies using MovieMaker 2 and a combination of video clips and still images. This workshop will focus on: (1) Why use Digital Storytelling in the classroom? Participants will view a PowerPoint presentation that describes the Educational Uses of Digital Storytelling (2) A brief discussion of the 7 elements of Digital Storytelling, Participants will walk out prepared to use tools available in every classroom!

Presentation: Christopher Graber
Date: March 29, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E725

Incorporating Media in Your Classroom without the Help of a Media Specialist

Grades 1-12
Many teachers are facing the challenge of wanting to use the media center more in their classrooms. This workshop will describe the potential and limitations as well as the procedures and resources Web 2.0 tools offer.

Presentation: Laurence Chandonnet
Date: March 31, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E726

Utilizing the Best Mathematical Websites for Instruction and Assessment in the Classroom

Grades K-12
In this workshop, you will be shown how to use appropriate websites for mathematical assessment and instruction in the classroom. You will see a variety of Applets, virtual manipulatives, and math assessments using NCTM standards will be presented for all levels of mathematics.

Presentation: Garry Reynolds
Date: April 13, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E727

Students LOVE Watching Movie Trailers! Learn how You Can Use Book Trailers in the Classroom

Reading and Language Arts teachers, Media Specialists
Why not tap into the movie trailer concept and have your students create a Book Trailer? Book Trailers focus on the core storyline and key elements of a book. Now you are ready to take a deeper dive into Smart Board technology and explore new ways to engage your students. Learn how to deliver activities that will keep your students inspired and challenged!

Presentation: Laurence Chandonnet
Date: May 3, 2010
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E6005

Class Management Portals: EMDM00
Grades 1-8
Come learn how to create a social networking site, which is totally secure and free! You will learn how to design your own site and engage your students with all of the technologies Web 2.0 has to offer.

Presentation: Christopher Graber
Date: March 16, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E739

Blogging in the Classroom

Grades 6-12
Have you ever wondered what a Blog is? And, how can it be used in your classroom? Please join us for a workshop designed to teach you everything you need to know about blogging and how it addresses different learning styles. You will walk away from this workshop with your very own blog that can be used the very next day!

Presentation: Christopher Graber
Date: May 4, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E740

Free Multimedia Tools
Grades 1-8
Would you like to be exposed to the best and most useful technology sites, resources and tips? Some of these tools are “Wow” inducing; others are life changing! The majority are just plain cool, but all are extremely useful for anyone who uses technology in their classroom and wants to learn more.

Presentation: Christopher Graber
Date: May 22, 2011
Time: 4 pm – 7 pm
Fee: $45
Workshop Number: CPE-E741

The Social Classroom

Virtual Classrooms and Social Networking Sites
Grades 1-12
Come learn what the social classroom can do! This workshop will demonstrate how to include and incorporate social networking sites into the classroom.You will learn how to create a virtual classroom and how students centered learning can continue after the school bell rings. Students and teachers can use the social classroom to
CONFERENCE AND INSTITUTES

Building a Professional Learning Community

Lesson Study Conference

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

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

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

Date: March 10 & 11, 2011
Time: 9 am – 4 pm
Fee: $35
Course Number: CPE-E319

Diversity and Education Conference

Join education faculty, pre-service and in-service teachers, and other educational professionals, as they participate in the College of Education’s Annual Diversity Conference. This conference captures the voices of educators who are committed to the journey of transforming curriculum to reflect diversity, democracy, and pluralism.

Date: April 1, 2011
Time: 8:30 am – 4 pm
Fee: $35
Course Number: CPE-E378

Teaching Asia Conference

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

Date: March 10, 2011
Time: 8:30 am – 4 pm
Fee: $60
Course Number: CPE-E221

ADOLESCENT SUMMER LITERACY INSTITUTE

Engaging Adolescent Minds: Creating Authentic Learning

Middle and High School Language Arts teachers; reading teachers, leading coaches, and curriculum supervisors

This three-day seminar/workshop will focus on instructional methods that engage the disinterested student. Invited speakers and authors will present half-day workshops and book talks. There will also be a hands-on component where you have the opportunity to try out new strategies to increase student motivation and interest in reading and writing for authentic purposes. The integration of new media and its use in the classroom will also be demonstrated and explored using our state-of-the-art computer labs.

Date: July 11-13, 2011
Time: 9 am – 3 pm
Fees: $225
Course Number: CPE-E544

Global Mathematics Education Symposium

Global Perspectives on Professional Learning in Mathematics for K-12. Learn about how new mathematics standards and new instructional ideas are implemented through professional learning in different countries.

Date: July 12-13, 2011
Time: 8:30 am – 3 pm
Fee: $175
Course Number: CPE-E730

Lesson Study Summer Institute

Come learn and experience Lesson Study, the most powerful designs for building professional learning communities. Our three-day, hands-on, interactive learning institute will focus on the lesson study process, planning research lessons, and observation and discussion of research lessons.

Date: July 19 – 21, 2011
Time: 8:30 am – 3 pm
Fee: $150
Course Number: CPE-E731

Substitute Teacher Workshop

This workshop shares tips and techniques that have proven to be very effective, positive and easy to implement in the classroom. As a substitute teacher, you send a message to your students. Small things in your demeanor and skill set can make a big difference in your ability to model excellence and accomplish classroom objectives. Topics include: district expectations for their substitute teachers, legal issues, daily planning, classroom management, paperwork process, and pathways to permanent certification.

Sixty college credits are required to become a substitute in New Jersey. Participants must apply on their own for a substitute certificate.

Presenters: James Kano and Barbara Andrews
Time: 9 am – 4 pm
Fee: $150
Course Number: CPE-E56S

Survival Skills for First Year Teachers

The focus during these two days will be on the critical strategies involved in classroom 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 docs 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) PYP strategies for your first year.


Presenters: Anna-Lucetta and Martin White
Time: 9 am – 4 pm
Fees: $99 for Class of ’11 WPU grads -- $149 for all others
Course Number: CPE-E527

Coming in the Fall 2011...

Technology Immersion for Teachers

Contact Nancy Friend at 973-720-3829 for more information.

Children’s Health Issues Workshops

Sponsored by St. Joseph’s Healthcare System

Children and Eating Disorders

According to research from the National Institutes of Health, 42 percent of girls, 8 percent of boys aged 6 to 18 years old, are afraid of being fat. Children with eating disorders are preoccupied with their weight and food intake, eat inadequate amounts of food, and don’t maintain the weight necessary for healthy growth and development.

Dr. Marroco-Figuera and Khanna will describe the different types of childhood eating disorders, discuss risk factors and describe the impact of family dynamics. They will outline the warning signs of eating disorders, offer strategies for promoting healthy eating in children and summarize indications for professional intervention.

Presenters: Arturo Marroco-Figuera, M.D. and Bindu Khanna, M.D.
Department of Psychiatry, St. Joseph’s Regional Medical Center
Date: Tuesday, February 8, 2011
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E222

Connecting With Parents: Strategies for School Staff

Parents, like their children, come to school with their individual experiences and needs. Teachers and other school staff are often challenged to create trusting, equitable relationships with parents in order to engage them in the education. Dr. Meza will discuss ways in which teachers can positively engage parents and offer strategies for managing difficult encounters.

Presenters: Teisy Meza, PhD, Program Director, Autism Center St. Joseph’s Children’s Hospital
Date: March 22, 2011
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E233

Behavior as Communication II:

Autism) on behavior and offer strategies for more effective classroom management.

Presenters: Teisy Meza, PhD, Program Director, Autism Center St. Joseph’s Children’s Hospital
Date: May 3, 2011
Time: 4 pm – 5:30 pm
Fee: $15
Workshop Number: CPE-E242

Please check our web site for additional new workshops, which will be added during the semester.
EDUCATORS AND ADMINISTRATORS

TEST PREP COURSES

24 Hour Pre-Service Introduction to Teaching

The 24 Hour Pre-service Introduction to the Teaching Profession Program provides an introduction and orientation to those exploring the possibility of becoming a teacher or interested in an alternate route to teaching. Certification program by obtaining an Elementary or Secondary Certificate of Eligibility (CE). The program is designed to provide a framework of ways to explore what works in schools, improve student achievement, develop a vocabulary for the profession, become familiar with the New Jersey Professional Standards for Teachers and the New Jersey Core Curriculum Standards and how to coordinate the standards with lessons.

Participants in the program are required to complete twenty (20) hours of a seminar which includes the following themes: Overview of the Teaching Profession, Classroom Management, Lesson Planning, Best Practices in Learning Strategies and Literacy Instruction, The Many Faces of Diversity, Technology: Productivity and Professional Practice, Home-School Connection, and Finding a Teaching Position.

Participants must complete four hours (4) of classroom observation at the grade level and/or in the content area applicable for the desired certification. The completion of required assignments along with the required attendance, classroom activities and participation will serve as an assessment of the participant’s knowledge and understanding of how children learn. The assessments will also provide the participant with an understanding of appropriate instructional strategies that promote critical and creative thinking which supports student learning for all children.

Pre-Entry Seminar for P-3 Alternate Route Candidates

This 24-hour seminar is approved by NJ Department of Education for meeting the requirements for the 24-hour pre-training requirement for a CE for P-3 (Preschool to Grade 3). Students who successfully complete this 24-hour seminar will receive a Certificate of Completion at the end of the course.

This post-baccalaureate seminar serves as an introduction to the teaching profession for participants who are exploring the possibility of becoming a teacher and/or who are seeking a P-3 Certificate of Eligibility (CE). Students who participate and complete the 24 hours and successfully complete all assignments will receive a Certificate of Completion from WP. Completion of a 24-hour pre-training program is required to receive a P-3 CE from the New Jersey State Department of Education.

This course has been designed to incorporate the four topics delineated in N.J.A.C. 6A: 9B-1a(5), i.e., classroom management, lesson planning, introduction to New Jersey’s Core Curriculum Content Standards P-3 (which would include the Preschool Teaching and Learning Standards), and authentic child assessment.

Praxis II Knowledge Exam Preparatory Course

This course is designed to incorporate the four topics delineated in N.J.A.C. 6A: 9B-1a(5), i.e., classroom management, lesson planning, introduction to New Jersey’s Core Curriculum Content Standards P-3 (which would include the Preschool Teaching and Learning Standards), and authentic child assessment.

Praxis II Test Dates currently scheduled by ETS for the PRAXIS II exam are:

- 3/5
- 3/12
- 3/19
- 3/26
- 4/2
- 4/9
- 4/16 - makeup

Please contact instructor Jerry Holland at 941-224-7695 or email holfam@optonline.net for further course information.

PRAKXIS II Test Dates

The Test Dates currently scheduled by ETS for the PRAXIS II exam are:

Course Number: CPE-T002

- 1/5/11, 3/12/11, 4/10/11, 6/5/11, 7/13/11

To view upcoming PRAKXIS II Test Dates go to http://www.ets.org.

GRE, GMAT, LSAT NCLEX & MCAT

Planning to attend graduate, law, business or medical school? Preparatory Courses are offered through Kaplan and Princeton Review.

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

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

YOUR CHOICE FOR PSAT/SAT PREP COURSE

Kaplan PSAT/SAT For Sophomores and Juniors

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

Contact: 1-800-KAP-TEST To register

Princeton Review PSAT/SAT Prep Course

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

Contact: 1-800-2-Review

COLLEGE COUNSELING WORKSHOP FOR THE APPLICATION PROCESS

Our unique college counseling workshop is designed for students and parents who want to get a head-start assessing their college options. This 5-session workshop covers the college application process and includes:

- Information about taking the SAT I, SAT II and ACT tests; how to build strong resumes in community service projects; tips to essay writing; working on the Common Application essays; creating an impressive resume; planning for college visits and making the most of each; and much more.

Students or parents may attend on their own; we encourage both to participate. The fee remains the same whether one or both attend.

Date: March 19, March 26, April 2, April 9, and April 16
Days: 5 Saturday sessions
Time: 10 am – 12 pm
Fee: $119 (includes materials)
Course Number: CPE-T002
New Beginnings – A Class For New Moms

Being a new mom can be exciting and overwhelming. This workshop provides you the opportunity to talk about the changes in our lives and perceptions that we go through. Discussion will include the necessity of self-care, changing identity, differences between baby blues and postpartum depression, and the ups and downs that are part of normal postpartum. New moms will discuss the steps to position yourself and prospective employers to optimize your return to work. Learn how being a mom helps you to be a productive employee as you discuss the challenges and learn how to “get back into the swing of things” in professional employment. What you’ll learn:

• Successful Interviewing tips
• How to Dress for success
• Being comfortable talking about the “Gap” on your resume
• Shining confidence about your Mommy time off
• How being a mom helps you to be a productive employee
• Discuss the challenges with other moms

Presenter: Diane Lang, MA
Psychotherapist and mom for an informative discussion

Workshop Number: CPE-V211
Date: April 12, 2011
Time: 4 pm – 5:30 pm
Fee: $60.00 for 5 sessions/$15.00 per class
Workshop Number: CPE-V214

The Developing Child – Part 1 & 2

Have you always wanted to know what your child should be doing cognitively, emotionally and physically during the pre-school years? What tasks can they master at each age? This workshop will discuss the developmental milestones for pre-school age children (ages 2-6). What to expect of your child socially, emotionally and intellectually. We will discuss the importance of play, make-believe, creativity and imagination. Learn how your infant and toddler develop. This is an amazing time for your baby – they are learning how to crawl, walk and talk. This workshop will go over the developmental milestones from 6 weeks to 2 years of age. This is about taking the steps to position yourself and prospective employers to optimize your return to work. Learn how being a mom helps you to be a productive employee as you discuss the challenges and learn how to “get back into the swing of things” in professional employment. What you’ll learn:

• Successful Interviewing tips
• How to Dress for success
• Being comfortable talking about the “Gap” on your resume
• Shining confidence about your Mommy time off
• How being a mom helps you to be a productive employee
• Discuss the challenges with other moms

Presenter: Diane Lang, MA
Psychotherapist and mom for an informative discussion

Workshop Number: CPE-V211
Date: April 12, 2011
Time: 4 pm – 5:30 pm
Fee: $60.00 for 5 sessions/$15.00 per class
Workshop Number: CPE-V214

Girls On The Move (Moms & Daughters)

Girls ages 3 to 8 years old

Week 1: Ages 3 – 7 years old

Week 2: Ages 3 – 6 years old

Presenter: Diane Lang, MA
Psychotherapist and mom for an informative discussion

Workshop Number: CPE-V213
Date: February 11, 2011 (Part 1)
February 25, 2011 (Part 2)
Time: 4 pm – 5:30 pm
Fee: $60.00 for 5 sessions/$15.00 per class

The Positive Parent

We all want to be the best parents we could be but how? Using Positive Psychology as its foundation, we can raise our kids to be more optimistic and happier. Learn what traits can be learned? What should you be teaching your children? How do you find the calm amidst the chaos and set aside quality time for you and your family. This workshop gives you the strategies to achieve balance on a daily basis.

Presenter: Tracey T. Serebin, Family Coach

Date: February 22, 2011
Time: 4 pm – 5:30 pm
Fee: $50.00 for 4 sessions/$15.00 per class
Workshop Number: CPE-V209

Life After High School (Parent & Teenager Welcome)

With encouragement and inspiration Tracey gets students thinking about who they are and what might be the best direction for them after High School. She talks about interests, passions, gifts and talents and relates them to the various college and specialty schools available for their choosing. Armed with the right information teenagers can make better decisions about their future path.

Presenter: Tracey T. Serebin, Family Coach

Date: March 1, 2011
Time: 4 pm – 5:30 pm
Fee: $5.00 for 4 sessions/$15.00 per class
Workshop Number: CPE-V210

Communicating With Your Teenager

In today’s digital age young people have become experts at shorthand communication but experience breakdowns, frustration and anger when it comes to expressing their feelings, resolving conflicts, talking through problems and speaking up for themselves. Learn about ways that you can help your teenager, how to become a communication role model and build a stronger relationship during the challenging years of their life.

Presenter: Tracey T. Serebin, Family Coach

Date: March 22, 2011
Time: 4 pm – 5:30 pm
Fee: $50.00 for 4 sessions/$15.00 per class
Workshop Number: CPE-V212

Girls On The Move (Moms & Daughters)

Girls ages 3 to 8 years old

Week 1: Ages 3 – 7 years old

Week 2: Ages 3 – 6 years old

Presenter: Diane Lang, MA
Psychotherapist and mom for an informative discussion

Workshop Number: CPE-V213
Date: February 11, 2011 (Part 1)
February 25, 2011 (Part 2)
Time: 4 pm – 5:30 pm
Fee: $60.00 for 5 sessions/$15.00 per class
Workshop Number: CPE-V208

Baby Steps the Path from Motherhood to Career

From Pregnancy your family is a work in progress. This workshop will go over the developmental milestones from 6 weeks to 2 years of age and give you a brief summary of what to expect from each developmental stage.

Presenter: Diane Lang, MA
Psychotherapist and mom for an informative discussion

Workshop Number: CPE-V211
Date: March 22, 2011
Time: 4 pm – 5:30 pm
Fee: $60.00 for 5 sessions/$15.00 per class
Workshop Number: CPE-V211

NEW JERSEY DEFENSIVE DRIVING CLASS

OPEN TO ALL AGES

Do you have 2 points on your license that you would like to eliminate? If you said “YES” then this class is for you. CLASS ATTENDANCE IS MANDATORY YOU MUST ATTEND BOTH SEMINARS

The class consists of 2 – three hour sessions. Included in the price of this seminar, you will receive the manual, a certificate of completion and the instructor’s company will handle all your Motor Vehicle paperwork to remove your points from your record. You must attend the 2 sessions. 6 hours are required.

All classes will be held at William Paterson University, 1600 Valley Rd, Wayne, N.J. You must preregister for this course and pay in advance. If you have any questions – Please call 973-720-3804.

Instructor: Howard Karp

Date: Saturday, March 12, 2011 & March 19, 2011
Time: 10 am – 12:30 pm
Fee: $75.00
Course Number: CPE-DRIVE

Loud & Clear Hearing Seminar

Loss in the ability to hear or discriminate sounds is a common disability. Hearing Loss is one of the most common conditions affecting older adults. One in three people older than 60 and half of those older than 85 have hearing loss. Hearing problems can make it hard to understand and follow a doctor’s advice, to respond to warnings, and to hear doorbells and alarms. They can also make it hard to enjoy talking with friends and family. All of this can be frustrating, embarrassing and even dangerous.

Presenter: Kenneth Stoff

Date: March 2, 2011
Time: 1 pm – 2:30 pm
Fee: $10
Workshop Number: CPE-HEAR

Too Close for Comfort

The growing trend of children caring for their elderly parents has prompted Home Instead Senior Care to launch “Too Close for Comfort”.

Should we or shouldn’t we live together?

The human body is in a constant state of both healing and dying. Whichever you do more of will be reflected in your appearance and level of health. We will show you how to maximize your hearing on a regular basis.

Presenter: Dr. David Moore

Date: March 21, 2011
Time: 1 pm – 2:30 pm
Fee: $10
Workshop Number: CPE-216

Holistic Approaches to a Healthy Pain Free Body

“A Roadmap to a long, healthy, active life”

The human body is in a constant state of both healing and dying. Whichever you do more of will be reflected in your appearance and level of health. We will show you how to maximize your hearing on a regular basis.

Presenter: Dr. David Moore

Date: April 4, 2011
Time: 1 pm – 2:30 pm
Fee: $10
Workshop Number: CPE-217

All Community Outreach Programs are held at 1600 Valley Road, Wayne

Spring Programs 2011

Community Outreach Community Outreach

Register NOW! www.wpunj.edu/cpe
Updates on Healthcare and Medicare Reforms

The high cost of healthcare may become difficult for some people to manage. This workshop discusses how to prepare for the possibility of higher costs for medical care.

Presentator: Joe Zingone
Date: February 7, 2011
Time: 1 pm - 2:30 pm
Fee: $10
Workshop Number: CPE-V-218

How to Retire Successfully

Many people approaching retirement age today are struggling with their financial plans. This workshop discusses techniques to plan for retirement, protect your income, protect your spouse/family after your death, and understanding potential risks.

Presentator: Joe Zingone
Date: February 15, 2011
Time: 6:30 pm - 8:30 pm
Fee: $10
Workshop Number: CPE-V-219

Building and Keeping Wealth in Uncertain Times

Remember it is important to build wealth but it is by far more important to know how much you get to keep. Prevent the lost decade from happening to you and/or your family.

Workshop Number: CPE-V-220

The Six Must Have Documents

Unfortunately 95% of people 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 the mess. One of the most perplexing things is many free legal services go begging because people aren’t using them.

• Why most attorney-drawn Health Care Powers of Attorney won’t work.
• How to make sure your wishes are carried out with dignity without using an attorney.
• What is the Multi-Generation/Stretch IRA Will? And why without one you could lose 1/2 of your IRA.
• Simple ideas that everyone should use that can protect them from losing everything.
• Why most lawyers don’t tell you this about their documents.
• Why living wills don’t work.
• How to have all the necessary document available 24 hrs a day even if you’re away.

Presentator: Joe Zingone
Date: March 14, 2011
Time: 1 pm - 2:30 pm
Fee: $10
Workshop Number: CPE-V-221

Financial Strategies for a Successful Retirement

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

Tuesday Seminars, March 29 & April 5 (2 sessions EACH, 6:30 - 8:30 pm)

Presentator: Andrew Krön, CPA and Michael March - CPA, CFP
Fee: $49.00 for 2 sessions Tuesday Evenings or Saturday mornings
Workshop Number: CPE-V222RET evening
CPE-V223RET Saturday

TRIP TO A NYC BROADWAY SHOW

If you are interested in seeing this show, please call and let your name with us. We will fill a bus “we’ll go!” We are planning to go in April 2011. There is nothing like a Broadway show and the excitement of live theatre. Come experience the “Magic of Broadway with us!”

Date: TBA

“THE PHANTOM OF THE OPERA” On Broadway

The Untold Story of the Witches of Our Gershwin Theatre, NYC

Winner of several 1988 Tony Awards, including Best Musical, Andrew Lloyd Webber’s masterwork is a timeless story of seduction and deception. Set at the Paris Opera House, a beautiful soprano becomes the obsession of a mysterious, disfigured musical genius. Bus is included in the price.

Date: TBA

DINNER SHOW AT THE BROWNSTONE

“HORROR FOR HOLLYWOOD”

Come see some of your favorite people perform thru talented performers with the music of the “Chessman, and the talented Susan Shake.” Come enjoy a complete dinner and dancing.

Date: June 15, 2011
Time: 11 am – 3 pm
Ticket Price: $45 - all tickets must be paid in advance by June 1st

COMING THIS FALL

The Miracle of Christmas Sight & Sound Theatre in Strasburg, Pennsylvania

Christmas memories jump to life as a brand new sensory experience highlights the return of Miracle of Christmas to the Millennium Theatre. Taste and smell the special holiday treats as you interact with characters and animals from the Nativity story. The Millennium Theatre will be grandly decorated with lights, greenery, Nativity scenes and a spectacular thirty-foot Christmas tree. But all of the holiday finery is only a prelude to the thrilling story of Christmas - Jesus the Messiah coming to earth in human form. Miracle of Christmas is the touching story of kings, angels and a simple, faithful couple used by God.

Date: TBA
Price: TBA

For more information regarding these shows, please call Valerie Marino
973-720-3804

William Paterson University has the largest solar facility in NJ. Come to one of our informational seminars and learn about solar installation for your residence, business and/or solar “farming.” Learn about credits and grants for solar power installation and training programs. Get information on the Solar Program, Funding/Loans and Installation.

Discover the 5 reasons why New Jersey is the BEST place in the country to have solar power.

Join us for a very informative meeting where professionals in the field will be presenting information that will convince you to go “Solar.” Call 973-720-2644 or email Redfern@wpunj.edu for information about our next Seminar.
NEW ONLINE REGISTRATION POLICIES AND PROCEDURES!

FOR YOUR CONVENIENCE, ALL REGISTRATIONS WILL BE PROCESSED ONLINE!

Register early to guarantee your enrollment.

Registrations are accepted until the classes are full.

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

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

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

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

CANCELLATION POLICY

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

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

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

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

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

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