



Fall 2011/Winter 2012 Program Calendar

Learn and Go Programs

This series of short programs will help your company adapt in a lean environment. We'll cover a variety of topics that are timely and critical for success in today's economic climate. All programs are 8:00-10:00am in Stevens Point this fall and Wausau in winter.

Coaching Within a Lean Environment

Stevens Point – Wisconsin Learning Center September 16, 2011
Wausau – UWSP Wausau Education Center January 20, 2012

Adapting to Change in a Lean Business Environment-I

Stevens Point – Wisconsin Learning Center September 23, 2011
Wausau – UWSP Wausau Education Center January 27, 2012

Adapting to change in a Lean Business Environment-II

Stevens Point – Wisconsin Learning Center September 30, 2011
Wausau – UWSP Wausau Education Center February 3, 2012

Business Communication

Stevens Point – Wisconsin Learning Center October 7, 2011
Wausau – UWSP Wausau Education Center February 10, 2012

Team Building in a Lean Environment

Stevens Point – Wisconsin Learning Center October 14, 2011
Wausau – UWSP Wausau Education Center February 17, 2012

Lean Office Fundamentals

Stevens Point – Wisconsin Learning Center October 21, 2011
Wausau – UWSP Wausau Education Center February 24, 2012

Labor Management Relations

Stevens Point – Wisconsin Learning Center October 28, 2011
Wausau – UWSP Wausau Education Center March 3, 2012

Fees: \$49 each session or \$299 for series.

Business Success Programs

The Patent Process: Your Idea and Your Risk

Learn how to protect your invention and make informed business decisions regarding protection of your intellectual property.

September 9, 2011

Fee: \$ 89

8:00am-12:00pm

UWSP Wausau Education Center, 200 Washington St., Suite 100

Developing Social Media Strategies for Your Business

This hands-on workshop will help you define your business social media strategy. Limited enrollment includes custom workbook. Attend either the Stevens Point or Wausau session.

Each session runs from 8:30am-4:00pm.

Wausau – UWSP Wausau Education Center September 15, 2011

Stevens Point – Wisconsin Learning Center September 22, 2011

Fees: Early registration fee (before August 1) = \$129;
regular fee (after August 1) = \$149

Programs for Business Start-Ups

Starting and Surviving in Business

These no-cost programs are taught by volunteers from SCORE, the Service Corps of Retired Executives. Sign up for one of these monthly programs to learn if you've got what it takes to be an entrepreneur.

Wausau Area Chamber
August 23, September 27, October 25, November 15
6:00-9:00 pm

Wisconsin Learning Center, Stevens Point
September 14, October 12, November 6
6:30-9:30 pm

Waupaca High School
August 9
6:30-9:30 pm

Entrepreneurial Training Program

In this 8-session course you will learn the steps to write a successful business plan.

Wausau Business Development Center
September 27-November 22, 2011
Tuesdays, 6:00-9:00 pm
Fees: \$250 (with application approval and grant from Dept. of Commerce)

Call 715-346-3861 for application materials.

Social Media Conference -- October 20, 2011 Westwood Conference Center, Wausau

Social Media is not a fad, but rather a fundamental shift in the way businesses now communicate with their customers. This conference will focus on how you can use the power of the social web to promote your business. We've set up four tracks of workshops to meet all your business needs: Legal Aspects, Marketing, Branding, and Utilization. See www.centralwisconsinsocialmedia.com for details.

Fees: Regular Conference Rate = \$129
Early Bird Rate (before September 15) = \$109
Student Fee = \$89 (must indicate your educational institution)
Online registration will open in mid-July - check back for details!

Professional Certificate Programs

Leadership Development Certificate (LEAD 3)

Leadership Style	September 29, 2011
Conversation Dynamics/Conflict Resolution	October 6, 2011
Effective Writing	October 13, 2011
Team Building Concepts	October 20, 2011
Operation Excellence	October 27, 2011
Performance Measures	November 3, 2011

Fees: \$499 for series. \$449 each (if three or more from same company/organization)

All programs are 8:00am-12:00pm at the UWSP Wausau Education Center, 200 Washington St., Suite 100, in downtown Wausau.

This unique partnership between UW-Stevens Point Continuing Education, Workforce Learning Solutions at Northcentral Technical College, and the Northwest Wisconsin Manufacturing Outreach Center of UW-Stout, brings you an abundance of expertise in manufacturing and operations management and educational experience to assist new managers or supervisors to gain the skills they need in today's business world.

Human Resources Generalist Certificate

Current Personnel Issues	October 27, 2011
Motivation	November 10, 2011
Coaching	December 8, 2011
Team Building	January 12, 2012
Performance Feedback	February 12, 2012

Fees: \$499 for series. \$449 each (if three or more from same company/organization)

All sessions held at the UWSP Wausau Education Center, 200 Washington St., Suite 100, in downtown Wausau

Chinese Culture and Conversation

Is your company doing business in China? Do you need to learn about Chinese culture before doing business there? We'll cover some basic Chinese language skills for travel and business situations as well as tips on travelling in cities, asking directions, and participating in business meetings.

Wednesdays, September 14-October 11, 2011

6:00-8:30 pm

Fee: \$199/person

All sessions are held at the Wisconsin Learning Center, 5501A Vern Holmes Dr., Stevens Point (in the Portage County Business Park)

Certificate in Project Management - Online

Gain the knowledge, skills and tools you need to successfully manage projects and project teams. This online program is self-guided with open start dates. The Project Management Certificate is awarded to participants after completing 56 hours of learning activities. Participants work individually with the program instructor to select learning activities to meet their goals and learning style.

To Register: Call 715-346-3861 or 800-898-9472

Fees: \$1500/person or \$1275 per person (if three or more from same company/organization)

Use your smart phone to connect to our website.



UW-Stevens Point Continuing Education/Business Outreach and SBDC

To Register: 715-346-3838 or 800-898-9472

See our website at <http://bit.ly/rkpNSs>
for detailed program descriptions



UWSP Continuing Education-402247
 Business Outreach
 2100 Main Street, Room 032
 Stevens Point WI 54481-3897
 715-346-3838
 800-898-9472

http://bit.ly/rkpNSS
1-800-898-9472 or 715-346-3838

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http://bit.ly/rkpNSS



University of Wisconsin-Stevens Point
 Continuing Education/Business Outreach

BUSINESS SOLUTIONS

Fall 2011/Winter 2012 Program Calendar

UW-Stevens Point Continuing Education Business Outreach and the Small Business Development Center can help your business succeed!

We've developed a schedule of workshops, courses and certificate programs to help in all aspects of your business. Attend one seminar or a series to gain the skills you or your employees need to take the next step in your business. Our programs are flexible and provide interactive and practical content that can be applied immediately in your workplace.

For detailed descriptions of all programs, visit our website at www.uwsp.edu/conteds/bdc/ workshops. Register early as enrollment in some programs is limited.

How to Register: Fill out the attached registration form or register online at <http://bit.ly/rkpNSS>. If you have questions, contact our Customer Service Center at 715-346-3838 or 800-898-9472. Office hours are Monday-Friday, 9:30am-4:30pm. Registration is on a first-come, first-served basis. If you have needs that require special assistance, please notify us at least 2 weeks before the program date.

Specify seminar name(s), date(s), and fees on the registration form. Registrations must be received at least one week prior to the start of the program. If you cannot meet that deadline, please call 715-346-3838 to register. Fees are listed for each individual session or for series and/or certificate programs.

Confirmation: Confirmations are sent by email as your registration is processed and will confirm date, time, location and other details.

Cancellations: UWSP CE programs are offered contingent upon enrollment and may be canceled due to low enrollment. Therefore, it is important to register early to increase chances that the session will be held.

Refund Policy: When you register for a Business Outreach program, you are making a commitment to attend. Therefore, we require advance notification if you need to cancel. Cancellations must be submitted in writing prior to the program start date. Substitutions are permitted at any time, but prior notification is required. Cancellation fees may apply.

The SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration. The support given by SBA does not constitute an expressed or implied endorsement of any opinions, products or services. As an EEO/Affirmative Action employer, the University of Wisconsin provides equal opportunities in employment and programming, including Title IX and ADA requirements.

Registration Form

Please enroll me in the following programs:

Seminar name _____ Date _____ Fee _____

Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____
 E-mail _____ (for confirmation of registration)

Personal Demographic Information: The University of Wisconsin asks that you voluntarily respond to the questions below. The cumulative information will be used to enhance our programming efforts.

Circle response

Race/Ethnicity
 A - Black (not Hispanic)
 B - Asian or Pacific Islander
 C - American Indian/Alaskan Native
 D - Hispanic
 E - White (Not Hispanic)

Occupation/Organization
 01-Agriculture/Forestry
 02-Educational Services
 03-Engineering, Architecture, Surveying
 04-Finance, Insurance, Real Estate
 05-Health Services (Physical & Mental
 06-Manufacturing
 07-Protective Services (Police, Corrections)
 08-Public Administration (Gov't)
 09-Retail Trade
 10-Social, Recreation & Religious Services
 11-Transportation/Communication/Utilities
 12-Wholesale Trade
 13-Other

Business Owner Information:
 Business Owner
 Not a Business Owner

Business Status:
 Start-up (< 1 yr)
 Established (> 1 yr)
 High Growth (>25% increase in past year)

Are you involved in international trade?
 Yes
 No

Are you enrolled in this program for career purposes?
 Yes
 No

Age
 under 18
 18 to 34
 35 to 49
 50 to 64
 65+

Gender
 F - Female
 M - Male

Veteran Status
 Non Veteran
 Veteran
 Service Connected Disabled

Card Number _____
 Cardholders Name _____
 Cardholder Billing Address _____
 Signature _____
 Expiration _____
 Cardholder Phone _____

Please charge the following account:
 Master Card
 Visa
 Discover
 American Express

1. Complete and mail form with payment (checks payable to UWSP) to:
 UWSP-Continuing Education/Business Outreach
 2100 Main St., Room 032 Main
 Stevens Point WI 54481-3897

2. Fax registration form to: 715-346-4045 (if paying with credit card)

3. Register online at <http://bit.ly/rkpNSS>

4. Phone in your registration to 715-346-3838 or 800-898-9472.

Location: Business Outreach programs are offered at a variety of locations. Please check the listing for session location and our website for maps and parking information.