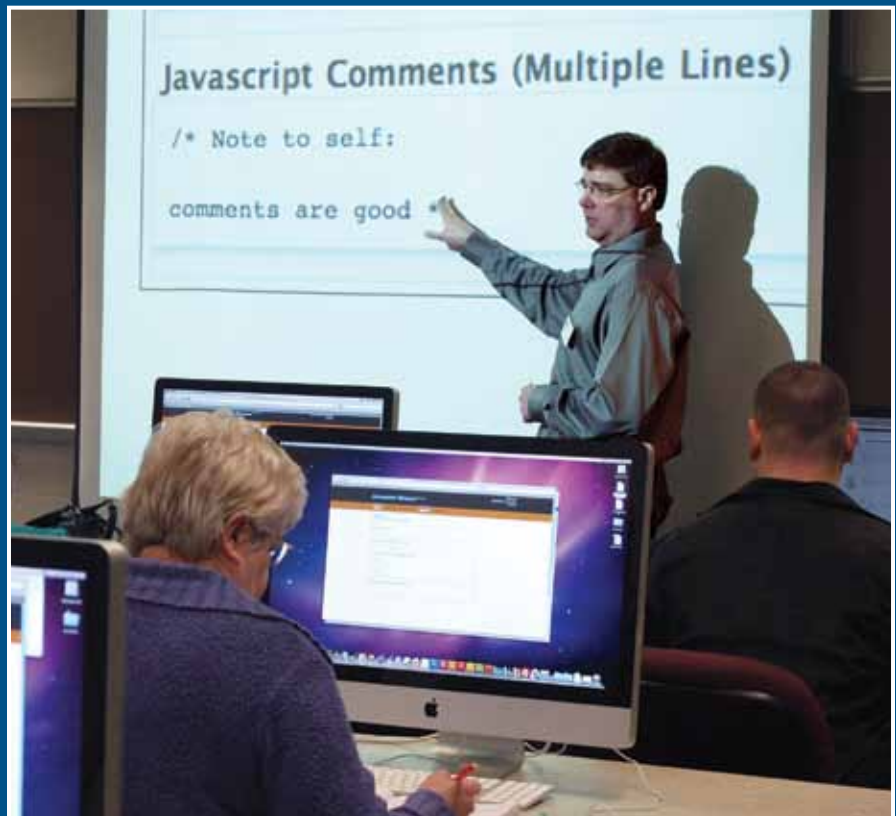




# Northeast Wisconsin Technical College

## Winter/Spring 2012 Seminars & Training



## Corporate Training & Economic Development

<https://corporatetraining.nwtc.edu> • e-mail: [corporatetraining@nwtc.edu](mailto:corporatetraining@nwtc.edu)



Lifelong learning opportunities that are what you want and provided when you want, where you want, and how you want is Northeast Wisconsin Technical College's commitment to you.

Increasing the productivity of your existing workforce is one of the sure-fire ways of increasing the profitability of your company in a very tight labor market. Increasing productivity while improving the quality of services and products can be a challenge. Rapidly making changes in technology, implementing new methods of work and management, and continuously improving and creating new products are often needed. Continuous training and retraining of your workforce becomes of paramount importance.

It is the essential component in successfully increasing the productivity of your company. Increasing the skill level of your workforce will allow you to be successful in making the changes needed to increase productivity.

Northeast Wisconsin Technical College will be your training partner. No matter what the skill, no matter what the need, NWTC will assist you in meeting your training and performance needs. From courses to seminars to contracted training designed to meet your needs, we will deliver anywhere, anytime, and in anyway. Together, we can ensure that you meet your goals and objectives. Together, we will maintain and continue to build the strong economic foundation that provides for the high quality of life we enjoy in Northeast Wisconsin.



Dr. H. Jeffrey Rafn

### **MISSION STATEMENT**

The mission of NWTC's Corporate Training & Economic Development is to raise the performance of organizations and workplace learners through consulting and providing entry level to advanced training anytime, anywhere, anyway.

# Seminars and Training for Business, Industry, & Health Care



Seminars offered through Corporate Training & Economic Development are more than “something we do”. Because we focus on Northeast Wisconsin, our training and services are tailored to local business needs. We bring best practices from around the world to small towns. We renew the skills of our workforce, reinvigorate our leadership and reinforce our competitiveness. That builds a stronger economy for all of us.

- Contact **Anne Piotrowski** for all your health / computer seminar needs. (800) 422-NWTC, ext. 6301 or (920) 498-6301
- Contact **Holly Valentine** for all your business / industry seminar needs. (800) 422-NWTC, ext. 6971 or (920) 498-6971

## Our seminars and workshops are designed to be:

**Convenient** – Most seminars are held in Green Bay.

**Useful** – Seminars frequently focus on topics requested by area businesses. The skills and knowledge gained can often be applied on the job immediately.

**High Tech** – Many seminars are integrated with NWTC’s educational programs in more than 100 fields, using the same cutting-edge technology that students use.

**Practical** – Corporate Training instructors have years of business experience, so they know what works in the real world, and they understand your industry.

**Customizable** – Any seminar you see in our catalog can be customized for your company’s needs, delivered anywhere and scheduled at your convenience.

**Affordable** – Corporate Training seminars offer the same best practices and market intelligence being introduced nationwide, at a fraction of the cost.

## Reference Guide

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# Communication & Writing

## Grammar and Punctuation Brush-up

People judge your capabilities by the written work you produce. Errors in letters, memos, or e-mail messages could be sending the wrong message to customers or co-workers. Don't miss this important workshop to hone up on your grammar and punctuation. Whether you draft written materials daily or occasionally use the written word, your skill in this area can impact how others view your work. This half-day seminar will review the ground rules of writing: sentences, punctuation, and basic grammar and usage.

### You Will Learn To:

- Use commas, periods, colons, semi-colons, and apostrophes correctly
- Write complete sentences (avoiding run-ons and fragments)
- Recognize common grammar and usage errors
- Locate resources for proofreading and editing your work

**Date:** February 7, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Developing Professional Telephone Skills

Your company's reputation is on the line—literally. To the caller who has never seen or done business with your organization, the person answering the phone *is* your company. Proper telephone techniques are key to your organization's success, but they are one of the hardest things for people to value highly. In this four-hour workshop participants learn how to adopt a professional, friendly tone from the initial greeting to the final good-bye—and how to handle whatever arises in between.

### You Will Learn To:

- Work with all types of callers
- Follow proper telephone etiquette
- Practice effective listening techniques
- Negotiate artfully and ask proper questions
- Deliver bad news in an effective manner

**Date:** April 9, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Writing Clear, Effective Policies and Procedures

Do you often find yourself having to write documents such as user guides, training manuals, compliance procedures, or standard operating procedures (SOPs)? If so, this seminar will help you create clear, concise documents, policies, and procedures that increase productivity and effectiveness and reduce errors. An effective tool in standardized work, written policies and procedures also help an organization comply with regulatory requirements and meet legal standards.

### You Will Learn To:

- Complete your writing projects more efficiently
- Use consistent standards and formats
- Analyze your audience's needs and requirements and present the right level of detail to your audience
- Organize information so it is easy to find and use for readers
- Write documents that meet and comply with required laws and standards

**Date:** April 16, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Effective E-mail Communication

E-mail communication has replaced many forms of business memos, letters and telephone conversations. Learn to use this critical communication tool correctly and effectively. Send clear, efficient and compliant e-mail communication. Participants will learn how to target their audience, get to the point, gain control of their inbox and develop and maintain a professional e-mail style.

### You Will Learn To:

- Understand the purpose and tone of your e-mail
- Understand your e-mail audience
- Recognize advantages and disadvantages of e-mail communication
- Use proper e-mail *netiquette*
- Improve reply time and folder organization by categorizing e-mail communications

**Date:** May 1, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

# Computer & Information Technology

## MS Excel® 2010 - Basic

This one-day seminar will teach basic spreadsheet techniques using Microsoft Excel® for Windows®. A hands-on approach will teach you the basic features of the program which include creating and printing worksheets, creating formulas, copying and moving cells, and manipulating rows, columns, and charts.

**Prerequisite:** Basic knowledge of Windows® is recommended.

### You Will Learn To:

- Identify the components of the Excel® window
- Build and edit worksheets
- Format a worksheet
- Create charts
- Work with formulas and functions

**Dates:** January 26 or February 23, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## Adobe Photoshop® CS5 - Basic

This seminar will teach basic Photoshop® techniques using a PC platform. Techniques learned can be transferred to the Mac® platform as well. A hands-on approach will teach you the basic features of the program which include an overview of Photoshop® tools, and creating and manipulating images. It will also clarify color modes, resolution and file formats for print and web.

**Prerequisite:** Basic knowledge of Adobe® is recommended.

### You Will Learn To:

- Use the different tools and tool options
- Make selections
- Work with layers
- Work with text
- Import bitmap and vector images
- Use basic image correction techniques
- Make basic retouching and repairing of images
- Use filters and layer styles
- Manage digital images
- Automate a web gallery
- Automate a contact sheet
- Save images for print and web

**Date:** February 1, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## MS Word® 2010 - Intro

In this one-day seminar, you will learn the basic techniques that MS Word® has to offer. Whether you are looking for a refresher in MS Word® or are in need of learning Microsoft features, this seminar will help you accomplish both. Participants will review basic processes and learn many valuable shortcuts and tips. The workshop will also provide instruction on designing, creating, editing and enhancing Word® documents.

**Prerequisite:** Basic knowledge of Windows® is recommended.

### You Will Learn To:

- Navigate the Word® window
- Use the many toolbars available
- Create a document using a template
- Cut, copy, and paste text
- Format fonts, paragraphs, sections and other options
- Create and use tables

**Date:** February 2, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## MS PowerPoint® 2010 - Basic

In this seminar you will learn to create effective and cutting-edge presentation materials for the competitive marketplace. You will learn to customize presentations with a wide variety of tools including animation, sound and movies. More importantly, you will learn to develop these dynamic presentations quickly and professionally.

**Prerequisite:** Basic knowledge/experience with PowerPoint® is recommended.

### You Will Learn To:

- Customize your presentations
- Work with embedded and linked objects and hyperlinks
- Enhance charts
- How to insert sound and movies
- Create active vs. passive presentations
- Use advanced features

**Date:** March 1, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

# Computer & Information Technology

## MS Excel® 2010 - Intermediate

This one-day seminar contains units that cover intermediate Excel® skills. You will learn how to work with more advanced formulas and functions, automate worksheet tasks, manipulate data using lists, enhance charts, share Excel® files, and incorporate web information.

**Prerequisite:** Excel® Intro or equivalent knowledge/experience is recommended.

### You Will Learn To:

- Manage workbooks
- Automate worksheet tasks
- Plan, create, and print lists
- Analyze list data
- Enhance charts and worksheets
- Share Excel® files and incorporate web information

**Date:** March 15, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## Quickbooks® – Getting Started

In this seminar, you will learn the basic features of Quickbooks® and the various ways to begin using the program to manage your company financials. You will learn how to incorporate the program to decrease the amount of paperwork in your business, see your customer accounts at a glance, and better manage your invoicing process.

**Prerequisite:** Basic knowledge of Windows® is recommended.

### You Will Learn To:

- Get started in Quickbooks®
- Set up everyday transactions, such as invoices, sales receipts, payments, deposits, etc.
- Work with lists (vendors and customers)
- Understand your financial statements

**Date:** March 22, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## MS Access® 2010 - Intro

In this seminar, you will learn the basic features of Access®, a popular database program, and the various components of a database. You will learn how to use different elements of the Access® window, how to enter and edit records in a table, and how to create queries, reports and forms. Finally, you will learn to use the extensive online help system available in Access®.

**Prerequisite:** Basic knowledge of Windows® is recommended.

### You Will Learn To:

- Create and manage a database
- Enter and edit records and preview and print a datasheet
- Create a simple and complex query
- Create a report, group records in a report, and create a report from a query
- Perform calculations on forms and reports

**Date:** April 5, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company

Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## MS Excel® 2010 - Advanced

This one-day seminar contains units that cover advanced Excel skills. You will learn how to work in Excel using what-if analysis and pivot tables. You will also learn how to exchange data with other programs, advanced worksheet management and ways to customize Excel. These advanced skills will assist individuals in creating accurate and powerful reports. Participants learn using hands-on training in the computer lab environment.

**Prerequisite:** Excel® Intermediate or equivalent knowledge/experience is recommended.

### You Will Learn To:

- Use what-if analysis
- Analyze data with pivot tables
- Exchange data with other programs
- Customize Excel and perform advanced worksheet management

**Date:** April 19, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company

Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

# Computer & Information Technology

## Adobe Acrobat® - Basic

This seminar teaches using a step by step process through all of the Adobe Acrobat® essentials. A hands-on approach will provide a thorough introduction to the software and move through new and existing Acrobat® tools to accomplish nearly any office communication task. Participants will be able to smoothly integrate Adobe Acrobat® into their current workflow and learn to be more productive with clear steps and practical tips.

**Prerequisite:** Basic knowledge of Adobe® is recommended.

### You Will Learn To:

- Create and view electronic documents
- Streamline document reviews
- Save PDF files as Word® documents
- Archive your Outlook® emails to PDF
- Use Acrobat's® commenting and reviewing tools
- Use digital signatures
- Create dynamic and interactive forms
- Protect sensitive documents
- Use digital signatures
- Use simple navigation features
- Create interactive presentations

**Date:** May 3, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## MS PowerPoint® 2010 - Advanced

Learn to enhance your PowerPoint presentation by using features that will transform it into a powerful means of communication.

You will customize the PowerPoint interface to suit your requirements and use features to create dynamic and visually appealing presentations. You will then finalize a presentation and secure it to authenticate its validity.

**Prerequisite:** PowerPoint® Intro or equivalent knowledge/experience is recommended.

### You Will Learn To:

- Enhance charts
- Insert illustrations, objects and media clips
- Use advanced features

**Date:** May 10, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## NEW | Getting Started with Microsoft 2010 and Windows 7

The new Microsoft Office Suite and Windows 7 are HERE! Learn how these updated platforms have changed from previous versions and how they can improve your daily workflow and productivity. This half-day introductory workshop is for users of previous versions of Microsoft Office and/or Windows 7 who is migrating to or is interested in migrating to with Microsoft Office 2010 and Windows 7.

**Prerequisite:** Working knowledge of Windows® and Microsoft Office products.

### You Will Learn To:

- Understand the changes in the platform and programs
- Understand Microsoft Office 2007 file compatibility issues
- Comprehend the notable new features of the main applications in the latest version of Office and Windows

**Date:** May 16, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$100 (out-of-state higher)  
\$85 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## MS Access® 2010 - Intermediate

This one-day seminar contains units that cover intermediate Access® skills. Learn how to create complex queries, forms, reports, share Access® information with other programs, and add objects to a form. Finally, you will learn to use the extensive online help system available in Access®.

**Prerequisite:** Access® Intro or equivalent knowledge/experience is recommended.

### You Will Learn To:

- Create multiple table queries
- Develop forms and subforms
- Share information and enhance reports
- Use Access® data with other applications
- Create Access® data pages
- Create advanced queries

**Date:** May 17, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

# Customer Service

## Serving a World of Customers™

### An AchieveGlobal Customer Service Seminar

This half-day seminar helps participants learn and apply skills for providing helpful, sensitive, and respectful service that is tailored to customers' unique needs. Participants complete a variety of activities, discussions and skills practices that will demonstrate the tools necessary to provide respectful service. Intended for all organizations who want to enhance or improve the skills of their customer service representatives or others working with a variety of customers.

#### You Will Learn:

- The benefits of improving service to customers who have unique needs related to physical ability, language, technology or other service expectations
- The dangers of judging customers based on assumptions about a group to which they may belong
- To ask respectful questions to clarify unique customer needs
- How to take appropriate action to meet unique customer needs

**Date:** February 28, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$160 (out-of-state higher)  
\$145 for each additional person from the same company

Price includes AchieveGlobal workbook and refreshments

**Location:** Green Bay Campus

## Healing Customer Relationships™

### An AchieveGlobal Customer Service Seminar

This four-hour seminar is designed to help participants develop the skills necessary to serve customers who are concerned, angry, or upset after a service breakdown or negative experience with the organization. The session explores ways to choose productive responses, techniques for defusing negative emotions and more.

#### You Will Learn:

- The four guidelines for effectively restoring customer trust and confidence
- To manage reactions to emotional statements from customers
- The importance of healing relationships with customers who are frustrated or angry
- How to demonstrate commitment to the customer and how to encourage customers loyalty

**Date:** March 7, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$160 (out-of-state higher)  
\$145 for each additional person from the same company

Price includes AchieveGlobal workbook and refreshments

**Location:** Green Bay Campus

# Financial Management

## Principles of Financial Management for Non-Financial Professionals

In this seminar you will learn basic financial management skills. Topics will cover the three major financial statements, sources and uses of cash, cash budgeting, breakeven analysis and an introduction to financial ratios. Emphasis is placed on the practical uses of financial information as a diagnostic tool to understand a company's health.

#### You Will Learn:

- The difference between profits and cash
- How to interpret and understand the income statement, balance sheet and cash flow statement
- Techniques for managing cash flow
- How to calculate a breakeven point
- How to use financial information to manage and forecast your business

**Date:** April 5, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company

Price includes materials and refreshments

**Location:** Green Bay Campus

## Managing and Improving Your Cash Flow

"Cash is King" in every business and managing cash is the first priority of every successful business. This boot camp for cash flow provides the participant with fundamental knowledge and techniques for managing and improving cash flow. The topics are practical, understandable and can be put into practice for immediate results.

#### You Will Learn:

- The importance of understanding your cash conversion cycle
- How to interpret the statement of cash flows and what it's telling you
- How to predict your cash needs with a cash budget and assumptions
- Where cash lies hidden in your business and how to get it back
- Proven techniques to improve cash flow

**Date:** April 12, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company

Price includes materials and refreshments

**Location:** Green Bay Campus

## Selling Your Products in the Global Market

This four-hour seminar is designed to give you tools and knowledge to immediately start hunting for international buyers and close deals. You will learn strategies for negotiating so that you can get international orders quickly. You will also learn payment term strategies to ensure timely payment, reduce risk, and reduce costs of transactions. This workshop is designed to provide you with practical tools for international marketing and sales.

### You Will Learn:

- How to find buyers for your products
- Effective, low cost trade show marketing methods
- Government financing methods for international trade shows
- International negotiation techniques and strategies
- Terms of Sale strategies -making sure you get paid

**Date:** February 15, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Exporting to China

USA exports to China are growing at historic speed. Between the years 2000 and 2010, USA exports to China have grown 460%!! The growth of exports to China last year for both the USA and Wisconsin was 32%. China is now the third largest foreign market for USA goods and is the fastest growing market of the top five destinations for USA products.

Many Wisconsin producers are finding their sales to China are increasing at an explosive rate including capital equipment, agriculture/food products, Electronics, medical equipment, and other goods.

### You Will Learn:

- How to get started exporting to China
- How to market and sell in China
- How to determine chance of success in China
- How to find distributors, agents, and partners in China
- How to determine duties for your goods in China
- Government grants to help you export
- Workable Terms of sale for China; how to make sure you get paid

**Date:** February 15, 2012

**Time:** 1:00 p.m. – 3:00 p.m.

**Cost:** \$70 (out-of-state higher)  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Export Compliance – Beyond the Basics!

This seminar provides both novice and experienced export compliance professionals with an in-depth education on export control regulations (Export Administration Regulations & International Traffic in Arms Regulations/ITAR) administered by the US Departments of State, Commerce & Treasury. Major elements of the U.S. export control system for commercial exports will be covered.

### You Will Learn:

- Shipper's export declaration-Automated Export System (AES)
- Bureau of Industry and Security
- Office of Foreign Asset Control
- International Traffic Arms Regulations
- Documents of Foreign Customs Clearance
- Commercial export documents

**Date:** May 2, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Import Compliance and Documentation

Understanding and adhering to Customs regulations and Import control requirements are necessary and vital in today's international trade environment. Personnel responsible for import transactions must be able to understand and apply these regulations appropriately in order to avoid penalties and business disruptions that come along with violations. Join us for an afternoon designed to provide you with valuable information on Import compliance and documentation.

### Topics:

- Import Compliance & Reasonable Care
- Power of Attorney
- Importer Documentation & Customs Documents
- Power of Attorney requirements and use
- ISF Filing
- Exam explanation and why they occur

**Date:** May 2, 2012

**Time:** 1:00 p.m. – 4:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

# Global Marketplace

## Global Trade Webinars Ask the Export Expert!

Addressing the essentials for success in global business today:

- *Business & Culture, NAFTA, Trade Compliance.*
- Especially targeted to new exporters.
- Succeed in the global marketplace. Reach new customers. Increase sales.

**Registration: \$35 per webinar**  
*Sign up for one webinar or the entire series.*

Lunch hour webinars: 11:00 a.m. – 12:00 p.m. (on Fridays)

- **Basics of Export Administration Regulations (EAR)** .....Date: **January 20, 2012**  
**Presenter:** Candice Knuteson, Derco Aerospace & MWTA Compliance Committee
- **Special Focus- Export Classification** .....Date: **February 17, 2012**  
**Presenter:** Candice Knuteson, Derco Aerospace & MWTA Compliance Committee
- **Special Focus: Denied Persons** .....Date: **March 16, 2012**  
**Presenter:** Paul Krolikowski, Cooper Power Systems & MWTA Compliance Committee
- **Export Clearance Requirements** .....Date: **April 13, 2012**  
**Presenter:** Rafael Chavez, Derco Aerospace
- **Overview-Components of a Trade Compliance Manual** .....Date: **May (TBD), 2012**  
**Presenter:** Korin Brahm, Cooper Power Systems

**To sign up, please contact Angela Chopp at (608) 265-9585 UW Extension.**

Instructions will be sent to participants a few days in advance of the webinar date.

# Grant Writing

## Grant Seeking for Beginners

**Prerequisite:** None. This workshop is designed for individuals with little or no grants experience who want to know how to get started seeking and obtaining grant funding.

There are many common misconceptions regarding grant funding. For example, many believe that grants provide “free money” and are a cure-all for funding shortfalls. However, applying for and securing grant funding requires research about funding requirements and close attention to eligibility restrictions. Grant Seeking for Beginners will walk participants through the grant seeking process from finding grant opportunities to closing out the grant award.

### You Will Learn To:

- Articulate what a grant is and what a grant is not
- Differentiate between public and private grant makers
- Search for private and public grant opportunities
- Describe the basic steps in the grant seeking process

**Date:** February 23, 2012  
**Time:** 3:30 p.m. – 7:30 p.m.  
**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments  
**Location:** Green Bay Campus

## Creating a Persuasive Grant Proposal

**Prerequisite:** A basic understanding of the grant seeking process. While there will be a brief overview of the grant seeking process, this workshop is specifically designed for individuals who want to strengthen their grant writing skills.

Many innovative grant projects have been rejected due to a confusing or unpersuasive proposal. Grant reviewers read proposals and make funding decisions very quickly, so proposals need to articulate the project clearly and concisely, demonstrate that the organization has the capacity to complete the project, and make a connection with reviewers.

### You Will Learn To:

- List the most common parts of a grant application
- Create an attractive and easy-to-read grant proposal
- Apply basic elements of persuasion to your proposal
- Create a budget and budget narrative that complement the narrative

**Date:** March 8, 2012  
**Time:** 3:30 p.m. – 7:30 p.m.  
**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments  
**Location:** Green Bay Campus

## Workplace Spanish® for Health Care Professionals

Join our instructor as she delivers Workplace Spanish®'s Health Care Training for Basic Patient Care and Communication. This program is designed for a wide variety of medical and support professionals including doctors, nurses, technicians, and administrative associates. The purpose is to help connect and communicate with Spanish-speaking patients to treat illness and injury and process medical transactions efficiently and effectively.

### You Will Learn:

- Basic expressions
- Basic terms including family members, numbers, colors, time and timing, days, months and seasons
- Valuable information for use in the office and clinic, such as: everyday questions, directions, locations, reception and appointments, personal information, and patient examination
- Medical terminology for common ailments, symptoms and dosages, injuries and trauma, doctor's orders, medicines and specialists

**Dates:** January 20, 27, & February 3, 10, 2012

**Time:** 8:30 a.m. – 12:30 p.m.

**Participants must attend all days**

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials and refreshments all days

**Location:** Green Bay Campus

## Let's Make "Scents" of Aromatherapy

Have you always been curious about aromatherapy, but could never find the time to learn more about it? This ancient therapy has been used for centuries to improve physical and emotional well-being. Join us during this four-hour overview of aromatherapy and discover how to use essential oils and a variety of scents to improve you and your patient's psychological and physical well-being.

### You Will Learn:

- The definition and history of aromatherapy
- The emotional, spiritual and physical aspects of aromatherapy
- The application of essential oils and blending techniques for oil, bath oil and salt, and spritzers
- Various ways to use essential oils, spritzers and salts

**Date:** February 3, 2012

**Time:** 8:30 a.m. – 12:30 p.m.

**Cost:** \$95 (out-of-state higher)  
Price includes materials and refreshments

**Location:** Green Bay Campus

## CBRF Training Series

NWTC and ClarityCare are partnering to offer this training series, designed for staff of community-based residential facilities (CBRFs).

These state-approved courses are intended to provide participants with the skills and knowledge necessary to effectively and safely work with clients in a CBRF facility setting.

## Standard Precautions for CBRF Staff

**Date:** February 15, 2012

**Time:** 8:30 a.m. – 11:00 a.m.

**Cost:** \$90 (out-of-state higher)  
Price includes materials, refreshments and \$15 State registry fee

**Location:** Green Bay Campus

## First Aid for CBRF Staff

**Date:** February 15, 2012

**Time:** 12:00 p.m. – 4:00 p.m.

**Cost:** \$100 (out-of-state higher)  
Price includes materials, refreshments and \$15 State registry fee

**Location:** Green Bay Campus

## Management and Administration of Medication for CBRF Staff

**Dates:** March 7 & 8, 2012

**Location:** East Regional Learning Center  
(Luxemburg)

**Participants must attend both days**  
**OR**

**Dates:** April 3 & 4, 2012

**Location:** Green Bay Campus

**Participants must attend both days**

**Time:** 8:30 a.m. – 2:30 p.m. (both days)

**Cost:** \$145 (out-of-state higher)  
Price includes materials, refreshments and \$15 State registry fee

## Wound Dressings: Dressed for Success

Join us for this three-hour class to get a better understanding of wound dressings. We will discuss the phases of wound healing and promotion of an optimal wound environment through application of appropriate dressings or topical agents. You will leave this class with more confidence in your dressing choices, understanding when to change the dressing type based on the wound characteristics, and the ability to provide top level care for your wound patients.

### You Will Learn:

- The concept of moist wound healing
- Criteria to use when selecting wound care products
- The types of dressing categories used in wound care
- The characteristics, indications, advantages and disadvantages in various dressing types
- About products that are used in conjunction with dressings and their indications, including advantages and disadvantages of each product
- Application techniques for various dressing types

**Date:** February 28, 2012

**Time:** 5:30 p.m. – 8:30 p.m.

**Cost:** \$85 (out-of-state higher)

Price includes materials and refreshments

**Location:** Green Bay Campus

## Annual Dental Occupational Health and Safety (OSHA) Training

Dental practice owners and staff can update exposure control and hazard communication office procedures by attending this annual course, which includes lecture and discussion.

Participants will strengthen their skills in assessment, planning, implementation and evaluation of exposure control and hazard communication. Updates in research and technology will be presented. This will help satisfy requirements of annual training in accordance with OSHA's Bloodborne Pathogen Standard 29 CFR 1910.1030.

**Date:** March 2, 2012

**Time:** 8:30 a.m. – 12:30 p.m.

**Cost:** \$120 (out-of-state higher)

\$110 for each additional person from the same company

Price includes materials and refreshments

**Location:** Green Bay Campus

## Weekend IV Certification Course for Licensed Practical Nurses

This course is designed for licensed practical nurses that are interested in becoming certified to perform intravenous therapy in a health care setting.

Join us for this weekend course which will cover the basic principles of intravenous therapy in a lecture, discussion and hands-on environment. Participants will learn to perform the basic techniques for peripheral intravenous therapy, understand proper infection control measures and to identify special care needs of infants, children, and geriatric patients. In addition, you will learn to differentiate between the various forms of Central Venous access devices and explain the principles of basic immunohematology and blood component therapy.

**Dates:** March 3 & 4, 2012

**Time:** 9:00 a.m. – 3:00 p.m. (both days)

**Participants must attend both days**

**Cost:** \$165 (out-of-state higher)

\$150 for each additional person from the same company

Price includes materials, lunch and refreshments for both days

**Location:** Green Bay Campus

## Airway Management for Dentists and Dental Staff

This interactive seminar, which includes lecture and practical station work with a human simulator, is aimed at dentists who want to gain or renew their Class I permit for Enteral Conscious Sedation and for dental staff who work with patients under conscious sedation.

**This course has been approved by the Wisconsin Dental Examining Board (DEB) as appropriate to meet airway management course requirements for the Class I permit for dentists.**

### You Will Learn To:

- Explain the primary objective of airway maintenance
- Describe assessment of the airway and the respiratory system
- Discuss the indications, contraindications, advantages, disadvantages, complications, special considerations, equipment and techniques of the following:
  - Manual airway maneuvers
  - Oropharyngeal and nasopharyngeal airways
  - Ventilate a patient by mouth-to-mouth, mouth-to-nose, mouth-to-mask
- Compare the ventilation techniques used for adult vs. pediatric patients
- Demonstrate the Sellick Maneuver
- Demonstrate procedures on a human simulator

**Date:** March 10, 2012

**Time:** 9:00 a.m. – 12:00 p.m.

**Cost:** \$105 (out-of-state higher)

Price includes materials and refreshments

**Location:** Green Bay Campus

## Tune-Up Your Hygiene Department

Your hygiene department should be the engine moving the rest of your practice forward. The evolution of the dental hygiene department in a general practice has gone from being a “loss leader,” dependent on only prevention procedures, to becoming a self-sufficient, self-sustaining invaluable subdivision. Understanding the maintenance of how to keep that engine running smoothly and efficiently will ensure it a healthy, long life. The “Hygiene Engine” should drive approximately 60% of the productivity in the doctor’s treatment room.

### TUNE-UP:

- The whole team’s knowledge of periodontal and caries disease
- Team knowledge of restorative/treatment options and new technologies for disease screening, detection, and prevention
- Patient acceptance of responsibility for treatment protocols and control of their disease
- Patient understanding what dental benefit plans do/don’t offer
- Performance benchmarks for department efficiency
- Patient retention strategies for long lasting relationships that lead to preventative engine maintenance

**Date:** March 16, 2012

**Time:** 8:30 a.m. – 12:30 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Anatomy of the Muscles Review

Join us for a different kind of anatomy review!!!

This innovative anatomy workshop offers a unique learning opportunity for health professionals to work with our instructors in the in-house cadaver lab to review the anatomy of the large muscles. Participate in both lecture and detailed lab time to gain a better understanding of the anatomy of the large muscles in the upper and lower extremities.

**Date:** March 22, 2012

**Time:** 3:00 p.m. – 6:00 p.m.

**Cost:** \$95 (out-of-state higher)  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Cultural Competency for Health Care Professionals

Northeast Wisconsin Technical College (NWTC) is pleased to partner with the Wisconsin Area Health Education Center (NEWAHEC) System to offer cultural competency training to all area health care professionals.

The curriculum was developed by the Cross Cultural Health Care Program of Seattle, Washington and is not culture-specific. The curriculum is based on the premise that we have many cultural interactions every day, with many different cultures – from the office, to a specific clinical department, to the many cultures of patients and clients with whom we interact.

The training assists the learner in recognizing and acknowledging cultural differences in her/himself and individuals with whom they interact. It provides a framework to make those interactions productive and culturally appropriate.

### You Will Learn:

- Awareness and acceptance of differences
- Self-awareness of individual or organizational culture
- Understanding of the dynamics of difference
- Integration of cultural knowledge within individuals and systems
- Adaptation to diversity
- How to work with interpreters

**Date:** April 18, 2012

**Time:** 8:30 a.m. – 12:30 p.m.

**Cost:** \$95 (out-of-state higher)  
Price includes materials and refreshments

**Location:** Green Bay Campus

## HIPAA Refresher Training for Health Care Professionals

This half-day seminar will provide a basic overview of the Health Insurance Portability and Accountability Act (HIPAA) and also review the compliance requirements of the HIPAA Privacy Regulation. You will learn to understand the distinct parts of the HIPAA Privacy and Security rules as well as specific terms related to HIPAA concepts. You will also be able to identify a variety of available resources to assist you with HIPAA compliance.

**Date:** May 18, 2012

**Time:** 8:30 a.m. – 12:30 p.m.

**Cost:** \$95 (out-of-state higher)  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Local Anesthesia for the Dental Hygienist

As of November 1, 1999, registered dental hygienists in the State of Wisconsin are permitted to practice the administration of local anesthesia according to the rules and regulations of Chapter DE 7 of the Wisconsin Administrative Code.

In response to this requirement, this comprehensive course in local anesthesia has been developed and includes 10 hours of didactic instruction and 12 hours of clinical instruction. This course teaches the dental hygienist how to safely and effectively select, handle and administer local anesthetic agents. Participants will have hands-on experience as they practice their skills on each other.

*Upon completion of this course, the licensed dental hygienist must demonstrate successful completion of an inferior alveolar injection on a patient, who was informed and consented, under the supervision of a licensed dentist.*

### You Will Learn To:

- Explain the neurophysiology of pain related to pain conduction
- Describe basic pharmacology and drug interaction of local anesthetics and vasoconstrictors
- Assess medical and dental histories for patient selection
- Identify anatomic landmarks used in local anesthesia administration
- Select, prepare, maintain and dispose of pain control armamentarium
- Recognize and respond to emergency situations associated with the administration of local anesthesia
- Demonstrate competence in administering local anesthesia
- Comply with legal and ethical standards of pain control techniques

### Who Should Attend:

This course is designed to expand the scope of practice for a licensed dental hygienist.

**Dates:** May 23, 24 & 30, 2012

**Time:** 8:00 a.m. – 5:00 p.m. (each day)

**Participants must attend all days**

**Cost:** \$600 (out-of-state higher)

Price includes class supplies, textbook, continental breakfast and lunch

**Location:** Green Bay Campus

Check out our website for all of our Winter/Spring seminar offerings at <https://corporatetraining.nwtc.edu>

Let NWTC's Corporate Training & Economic Development department be your training partner.



Corporate Training  
&  
Economic Development

## Preview of other Health Care Seminars for Winter/Spring 2012

**January 3-12** ASTEP Training Program for Sleep Technology

**January 10-11** NCLEX 2-day Prep Course for Nurses

**February 11** **NEW** | Anatomy Refresher Series: Session 1 – Nervous System

**February 21** Vitamin D Deficiency

**February 25** Clinical Nursing Refresher

**March 10** **NEW** | Anatomy Refresher Series: Session 2 – Endocrine System

**March 24** Lightening the Load: Pain and the Aging Process with Gil Haight, PT

**April 5** **NEW** | Oral Cancer Refresher for Dental Professionals

**April 20** Introduction to Reflexology

**April 21** **NEW** | Anatomy Refresher Series: Session 3 – Digestive System

**May 4** Health Care Reform: What Do We Know Now?

**May 21-22** NCLEX 2-day Prep Course for Nurses

### Hold These Important Spring 2012 Dates

**April 27** 17th Annual Dental Day  
Keynote: Betsy Reynolds, RDH, MS

**May 10** 3rd Annual Gerontology Day

## **NEW | HR 101: A Review of the Important Issues Today**

Too many companies are wasting their most valuable resources... their people and the processes. Today's new economy requires that companies adapt their HR methods to ensure they are effective, efficient and compliant in order to get maximum return on their investments. Whether your business is trying to establish a basic human resource system from scratch or trying to align an existing human resource system with overall business strategy, this program will provide you with innovative and practical solutions to all of your human resource challenges.

### **You Will Learn To:**

- Properly set up and maintain employee personnel and medical files
- Set up your electronic file system to find information, forms, etc. quickly
- Properly conduct an effective applicant screening and interview process
- Determine if an employee should be paid salaried-exempt, salaried-non-exempt or non-exempt.
- Properly conduct an effective internal investigation
- Handling employees and the processes
- Understand the basics of FMLA, ADA, COBRA and Worker's Compensation

**Date:** February 9, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## **Bad Apples: How To Deal with Difficult Attitudes™**

Are you working with someone who has a bad attitude? Bad attitudes in the workplace can deteriorate morale, lower productivity, and increase costs. It doesn't take much for a co-worker, manager, or customer to feel the negative effects from a bad attitude. In this seminar you will get a process for dealing with these difficult attitudes.

### **You Will Learn To:**

- Recognize and describe the characteristics of a bad attitude
- Understand how negativity impacts relationships and performance
- Assess a challenging situation and determine an appropriate strategy
- Utilize a five-step process for dealing with difficult people
- Regain your positive attitude about the other person or situation

**Date:** March 13, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## **Managing Conflict: Moving from Conflict to Resolutions**

There is a loss of productivity when employees spend all their time dealing with conflict. Things like deadlines, change, stress, miscommunication, or confusion over responsibilities can all lead to conflict situations. This practical four-hour workshop teaches leaders' and employees' the importance of effective collaboration at all levels and provides tools to move from conflict to resolution.

### **You Will Learn To:**

- Address conflict with a resolution mindset
- Talk through a conflict situation objectively and non-defensively
- Understand the causes behind conflict
- Walk towards reducing the impact conflict has on productivity and work relationships

**Date:** March 21, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$160 (out-of-state higher)  
\$145 for each additional person from the same company

Price includes DDI workbook & refreshments

**Location:** Green Bay Campus

## **NEW | On-The-Job Training**

This one-day seminar will provide front-line employees the skills and knowledge necessary to effectively and efficiently provide specific job skills training to employees. Having an effective skills training process is critical in today's job market.

Organizations must not only attract quality individuals, they also need to retain them to be successful in the global environment. Establishing sound on-the-job training techniques and methodologies can help retain employees, therefore reducing the overall cost of employee turnover. Participants will be given the opportunity to practice their on-the-job teaching skills.

### **You Will Learn To:**

- Develop effective OJT Teaching Tools
- Determine communication patterns
- Realize the relationship between instruction and evaluation
- Comprehend instructional methods as applied to OJT
- Conduct a comprehensive demonstration/practice training session
- Conduct an effective performance evaluation

**Date:** May 15, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company

Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

# Leadership Development

## CERTIFICATE SERIES

### Leadership Development

Exceptional organizations require exceptional leaders who understand the importance of a quality culture that incorporates continuous planning and learning to ensure a successful future. This leadership series is designed for leaders who want to create the future for their organization by integrating leadership, quality and learning. Specific emphasis is given to leading and driving change throughout the organization.

#### Who Should Attend:

This leadership development series is intended for leaders interested in increasing their knowledge and skills for leading in a changing environment. The content and concepts are applicable at the organizational level as well as the team level.

#### Series Information

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** – Leadership Development Series Fee:

\$725 for all six classes  
(out-of-state higher)

\$700 for each additional person from the same company

– Individual Course Fee:

\$135 (out-of-state higher)  
Price includes materials and refreshments

**Location:** Green Bay Campus

**You must complete all six seminars to receive the Leadership Development Series Certificate**

#### Leading and Driving Change

March 13, 2012

One thing is certain in today's busy and changing corporate environment—change is inevitable. Leaders of the future must be prepared to drive and embrace change. This half-day seminar will be focused on understanding and applying an eight-stage process for leading successful change initiatives.

#### Creating The Future- Culture, Vision & Strategic Direction

March 15, 2012

In this half-day workshop, participants will learn the importance of creating a culture and vision for their organization. A focus on developing and ensuring a disciplined execution of action plans at the team and/or organizational level will be discussed.

#### Optimizing Results for all Stakeholders – A Systems Thinking Approach

March 20, 2012

Systems' thinking involves looking at the entire system, rather than at individual parts. Participants learn to develop a systems view of their key processes in order to drive process improvement throughout the organization. Using a systems thinking approach creates an environment of team work and alignment that optimizes organizational results for all stakeholders.

#### Customer Advocacy – Voice of the Customer

March 22, 2012

In this half-day session participants will learn to create a customer focused culture for their organization. Skills and knowledge using the Kano Model will be developed in order to gain a better understanding of the voice of the customer and allow optimum decision-making as a leader.

#### Building and Maintaining Trust

March 27, 2012

Trust is one of the most important factors for engaging and enabling people at all levels in an organization. Without trust, key organizational initiatives will not be realized. In this half-day workshop elements of trust will be discussed and a process for increasing the level of trust in the organization will be provided. The concepts learned can be transferred and used in work teams, departments or any group which needs to work together to accomplish results.

#### Mentoring, Motivation and Management By Objective

March 29, 2012

The 3 M's in this half-day seminar include mentoring, motivation and management by objective. Employee development and the creation of an empowered workforce are key to any organization's success. Participants will learn basic motivation and mentoring techniques along with MBO concepts. Management By Objective can either enable employees or create barriers. Make sure you understand these important leadership concepts.

## CERTIFICATE SERIES

# Lean Journey Incorporating Lean Into Your Organization

Whether you are in the service, health care, manufacturing or other industry, this Lean series provides customized training to meet the needs of your organization. Each session provides industry specific examples and competencies in Lean concepts to increase productivity and decrease waste in your organization.

### Lean Journey Certificate Requirements:

Individuals interested in receiving the Lean Journey Certificate must complete all six Lean sessions and are also required to complete a Lean project. The project is an integral part of the certificate program as it allows you to apply your knowledge and bring immediate benefits to your organization.

*We are encouraging teams from the same company to complete the Lean Journey Certificate and are promoting group discounts for this reason.*

## Series Information

**Time:** 8:00 a.m. – 4:30 p.m. (each day)

**Cost:** – **Lean Journey Series Fee:**  
\$1875 for all six classes  
(out-of-state higher)  
\$1725 per person for three  
or more individuals from the  
same company

### Individual Course Fees Vary

- **Lean Journey Overview**  
\$375 (out-of-state higher)
- **Value Stream Mapping...**
- **5S/Visual Workplace...**
- **Total Productive...**
- **Standardized Work...**
- **Cellular Flow...**  
\$310 (out-of-state higher)  
Price includes materials, lunch  
and refreshments

**Location:** Green Bay Campus

**You must complete all  
six seminars to receive the  
Lean Journey Series Certificate**

## Lean Journey Overview

January 24, 2012

This one-day workshop demonstrates the principles and concepts of Lean business through lectures, videos, sample report outs and multiple hands-on simulations. It is also intended to provide management, staff and employees at all levels of your organization with a basic understanding of Lean implementation, and the benefits to be gained.

## Value Stream Mapping & Lean Culture

January 26, 2012

Can everyone “see” how value is provided to your customers? Communication throughout an organization can be difficult. Value Stream Mapping (VSM) is the visual tool to understand how people, material and products interact and flow together. This workshop will familiarize your employees with the VSM technique. At the end of the workshop, participants will have developed a current and future state VSM from a case study. Concepts for leading Lean culture change and project management tools to help sustain the Lean journey are also discussed.

## 5S/Visual Workplace & Kaizen Management

January 31, 2012

Do you need to start stabilizing your processes? This one-day lean workshop trains employees on the principles of 5S and how it contributes to stabilizing processes. Participants learn how to get started and monitor 5S for sustainment. Practical process steps for the Kaizen format are also studied in order to implement highly focused improvement activities in the organization. Discover which Lean tools are employed after the Kaizen event to maintain and sustain your Kaizen improvements.

## Total Productive Maintenance (TPM) & Rapid Change Over Management

February 2, 2012

Discover whether maintenance is viewed as a cost or a value added center in this one-day workshop. Learn the four types of maintenance organizations and how to establish a maintenance vision and strategy for your organization. Rapid Change Over activities are also discussed. Learn how setup reduction can create some of your biggest gains, with little to no cost.

## Standardized Work & Training Within Industry

February 7, 2012

Standard work is defined as predictable, repeatable and reliable operations that are organized in the best known sequence using the most effective combination of people, material, information and methods. This workshop helps participants learn how to design and implement standards and clear documentation of those standards. The session will also review TWI (Training Within Industry) and review how this concept is making a comeback in America.

## Cellular Flow & Pull/Kanban Systems

February 9, 2012

Achieving continuous flow is the ultimate objective of Lean production. Cellular Flow is the linking of unlike operations into the most efficient combination of resources to maximize value added content while minimizing waste. Participants learn how to utilize TAKT time, control inventory, assemble unlike products and implement the design/layout of a work cell in a classroom simulation.

*If individual sessions are being taken, it is recommended that the Lean Journey Overview be taken prior to any other sessions if the participant has no previous Lean experience.*

## CERTIFICATE SERIES

### Lean Six Sigma Green & Black Belt

In order to improve your critical processes, your organization must ensure its people are able to effectively identify and eliminate waste. The Lean Six Sigma Certificate series was specifically designed to develop your team's understanding and ability to apply Lean-thinking and Six Sigma principles in order to deliver dramatic and sustainable value to your customers, shareholders, and employees. Lean Six Sigma is a systematic, data-driven approach utilized by many of the world's most successful organizations, to solve business' toughest problems.

Our Lean Six Sigma Certificate Series offers two levels of training and certification: Green Belt and Black Belt. Green Belt training class provides students with the core Six Sigma fundamentals required to effectively participate on problem solving teams, and potentially lead smaller improvement efforts with guidance from a Black Belt. The Black Belt course further refines the principles taught in Green Belt, and provides additional tools and techniques designed to prepare students to effectively lead more complex problem solving efforts and mentor other improvement projects.

**The Lean Six Sigma Green and Black Belt Certificate Series provides the foundation and skills for Six Sigma based on the ASQ body of knowledge for Green & Black Belt certification. Proficiency is assessed with in-class simulations, an open book, take-home test, and follow-on projects (optional).**

## Lean Six Sigma Green Belt Certification

After completing the Green Belt class and passing the associated test, students will receive a Lean Six Sigma Green Belt training completion certificate. Students desiring to receive a Six Sigma Green Belt certification must complete and submit an instructor approved project to the standards taught in class.

### Summary:

This 5 consecutive day (40-hour) course provides students with basic understanding of the theory and application of the Six Sigma DMAIC (Define, Measure, Analyze, Improve, Control) principles and tools. Students will also gain an understanding of Lean methodology, and how Six Sigma principles can be effectively integrated into a Lean-thinking organization. The class consists of both lecture and practical application of the methodology and tools, using a case study.

### Learning Objectives:

Students who successfully complete this course will be able to:

- Effectively support and potentially lead small-scale business process improvement efforts utilizing Six Sigma DMAIC (Define, Measure, Analyze, Improve, and Control) problem solving methodology with direct guidance from a Six Sigma Black Belt.
- Gain a conversational level of knowledge and understanding of each of the five phases of the DMAIC process and their respective phase deliverables.
- Understand the various organizational models and operating mechanisms an organization may utilize, in order to maximize Six Sigma's effectiveness within an organization.
- Understand the term Lean, and the relationship between Lean and Six Sigma methodologies.

**Prerequisites:** None. (Lean Journey Series recommended) However, the class utilizes basic mathematics and statistics. Students should be comfortable with using primary arithmetic functions (addition, subtraction, multiplication, and division), as well as basic algebra.

## Lean Six Sigma Green Belt Certification Series Information

<b>Dates:</b>	<b>March 5-9, 2012</b>
<b>Time:</b>	9:00 a.m. – 5:00 p.m. (each day)
<b>Cost:</b>	\$2995 (out-of-state higher) Price includes materials, lunch and refreshments
<b>Location:</b>	Green Bay Campus

## CERTIFICATE SERIES continued

# Lean Six Sigma Green & Black Belt

### Our Lean Six Sigma offerings include:

- Understanding and application of Six Sigma DMAIC (define, measure, analyze, improve, control) methodology
- Overview of Lean-thinking principles, and how Lean and Six Sigma are integrated
- Change management techniques to accelerate your improvement efforts
- Strong focus on practical application and how to avoid common mistakes, in order to maximize your ROI and efficiency

### Who Should Attend:

Regardless of position, industry, or function, if your performance is dependent on people or process, Lean Six Sigma methodology can help. This series is designed to accommodate associate level employees to senior leadership in any manufacturing, service, or transactional function or business who are responsible for:

- Improving safety records
- Reducing product or process defects
- Improving lead times and/or on-time delivery
- Reducing material, machinery, and manpower costs
- Growing product sales and revenue

**SPACE IS LIMITED, SO REGISTER EARLY!**

## Lean Six Sigma Black Belt Certification

Students completing the class and passing the associated test will receive a Lean Six Sigma Black Belt training certificate. Students desiring to receive a Six Sigma Black Belt certification must complete a total of two Six Sigma projects (includes one Green Belt project), which must be reviewed and approved by the instructor.

### Summary:

This 5-day (40-hour) course provides students with an advanced level of knowledge of the theory and application of Six Sigma DMAIC (Define, Measure, Analyze, Improve, Control) principles and tools. Building upon concepts taught during the Six Sigma Green Belt course, students will take a deep dive into DMAIC theory, learn additional tools and skills, and most importantly practice utilizing the theory and tools in a series of specially designed case studies and exercises based on real-world problems.

### Learning Objectives:

Students who successfully complete this course will be able to:

- Effectively lead small to medium scale business process improvement efforts utilizing Six Sigma problem solving methodology with direct guidance from a Six Sigma Master Black Belt.
- Gain a “teaching” level of knowledge of the Six Sigma DMAIC theory and application, in order to potentially train others on the basics of the problem solving methodology.
- Mentor and direct the efforts of multiple Six Sigma Green Belts; be capable of conducting project reviews.
- Understand the typical issues many organizations attempting to utilize Six Sigma problem solving methodology face, and establish a plan to overcome these challenges.

**Prerequisites:** Prior completion of NWTTC's Six Sigma Green Belt course or permission from the instructor. (Lean Journey Series recommended)

## Lean Six Sigma Black Belt Certification Series Information

<b>Dates:</b>	<b>April 9-13, 2012</b>
<b>Time:</b>	9:00 a.m. – 5:00 p.m. (each day)
<b>Cost:</b>	\$2995 (out-of-state higher) Price includes materials, lunch and refreshments
<b>Location:</b>	Green Bay Campus

# Management & Supervision

## Providing Constructive Feedback™

*An AchieveGlobal Genuine Leadership® Seminar*

Employees need to receive regular feedback from their leader to know how well they are doing. Providing others with constructive feedback not only helps to solve problems, but can also work to prevent potential problems from growing to the point where they have a negative impact on others or the organization. This four-hour, interactive workshop provides skills that let participants give constructive feedback in a way that builds openness and mutual respect and promotes problem solving and learning.

### You Will Learn To:

- Define and describe constructive feedback
- Recognize the challenges and benefits of providing constructive feedback
- Evaluate your current level of effectiveness at providing constructive feedback
- Demonstrate a set of key actions for providing constructive feedback to others

**Date:** January 26, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$160 (out-of-state higher)  
\$145 for each additional person from the same company

Price includes AchieveGlobal workbook and refreshments

**Location:** Green Bay Campus

## Peer Today, Boss Tomorrow™

Making the leap from peer to boss is never easy. In addition to dramatic change, new managers and supervisors frequently struggle to balance their old co-worker relationships with their new management responsibilities. This five-hour seminar provides hands-on activities, practical suggestions and key strategies that make this program an excellent choice for organizations that promote from within or train new supervisors regularly.

### You Will Learn:

- To overcome the fear of lost friendships and lost rapport
- How to discipline a former peer
- To avoid the appearance of favoritism
- To keep confidential information confidential
- Four strategies to help make a successful transition

**Date:** February 14, 2012

**Time:** 8:00 a.m. – 1:00 p.m.

**Cost:** \$135 (out-of-state higher)  
\$125 for each additional person from the same company

Price includes materials and refreshments

**Location:** Green Bay Campus

## Succeeding as Supervisor

In today's corporate environment supervisors are relied on more and more. However, they are frequently promoted based on their technical skills and are not always given the time to develop the necessary skills to help their teams meet their goals. Supervisors are a critical link to enhancing the productivity and performance of the whole team. In this one-day seminar, participants will learn to understand what it means to supervise and what is expected of them in their role in order for them to develop the skills to succeed.

### You Will Learn:

- The differences between a successful employee and a successful supervisor
- Skills to effectively manage the performance of others
- How to create enthusiastic followers
- To instill motivation and accountability in staff
- How to create an environment of trust and respect

**Date:** April 23, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## Developing Others™

*An AchieveGlobal Genuine Leadership® Seminar*

Employees face regular challenges in performing their work, and a good leader's job is to help them work through these challenges. Sometimes the best help a coach can give is to assure their employees that they have the ability to make decisions and solve problems on their own. The purpose of this four-hour workshop is to provide participants with skills for developing others, thereby helping others expand their capabilities so they will have the confidence to take on new challenges and work more independently.

### You Will Learn To:

- Describe the role of a leader in developing others
- Explain how developing others can benefit everyone: those being developed and the organization overall
- Identify opportunities to develop the skills and capabilities of others
- Demonstrate a set of key actions for developing others

**Date:** May 8, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$160 (out-of-state higher)  
\$145 for each additional person from the same company

Price includes AchieveGlobal workbook and refreshments

**Location:** Green Bay Campus



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## Does your company have multiple locations nationally or globally?

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Northeast Wisconsin Technical College is a partner member of Global Corporate College (GCC). We provide **customized, targeted corporate training** through our unique network of leading community colleges within the U.S. and abroad. We work with you and our partner colleges to design and deliver superior corporate training programs that **fit your needs**, no matter where your employees are located.

The Mission of  
Global  
Corporate  
College  
is to close the  
Talent Gap  
by supporting  
U.S. Companies  
wherever  
their business  
takes them  
in the World

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- One-stop training solution for companies with multiple locations
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- Guaranteed ROI

**For more information, contact Joan Turba**  
at (920) 498-6907 or [joan.turba@nwtc.edu](mailto:joan.turba@nwtc.edu)

———— [www.globalcorporatecollege.com](http://www.globalcorporatecollege.com) ————

# Personal & Team Performance

## Managing Multiple Priorities

*An AchieveGlobal Genuine Leadership® Seminar*

Rapid change, flatter organizational structures, and cross-functional duties mean employees today must assume greater responsibility for managing their own tasks. Time management in today's multi-tasking world is a necessity. This seminar provides the awareness and skills employees need to make better decisions about their daily work. Participants learn techniques that help them deal with multiple deadlines to increase their overall productivity, even in an environment in which changing priorities is a daily reality.

### You Will Learn To:

- Handle competing priorities
- Categorize work and shift gears smoothly and appropriately
- Coordinate and manage different responsibilities
- Negotiate schedules and resources with others

**Date:** January 24, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$160 (out-of-state higher)  
\$145 for each additional person from the same company

Price includes AchieveGlobal workbook and refreshments

**Location:** Green Bay Campus

## Fearless Facilitation™ Leading Productive Meetings and Teams

Turn meeting and team leaders into Fearless Facilitators! Participants learn how to bring a laser-like focus to every agenda, handle disruptions with ease and condense a week's worth of meetings into a single session. Designed to build confidence and competence, this one day seminar will teach meeting and team leaders how to achieve desired results and manage relationships and processes at the same time.

### You Will Learn:

- Fundamental facilitation skills
- The right balance between purpose, process and participation
- To prepare meeting attendees to participate effectively
- To make optimal use of people's time and talents
- To exhibit the confidence and competence of a fearless facilitator

**Date:** February 7, 2012

**Time:** 8:00 a.m. – 4:00 p.m.

**Cost:** \$165 (out-of-state higher)  
\$150 for each additional person from the same company

Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## NEW | Life is a Series of Presentations

Using this simple but powerful five-step process, your workforce will be empowered to communicate with impact anytime, anywhere. By voicemail or email, in meetings or hallway conversations, employees will present themselves clearly, concisely and confidently. They'll develop the power to communicate for better understanding and support.

### You Will Learn To:

- Encourages employees to approach communication in a whole new way
- Outlines a five-step method that increases individual impact
- Increases confidence and skills in all areas of communication

**Date:** February 16, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company

Price includes materials and refreshments

**Location:** Green Bay Campus

## Assertive and Confident Communication

What image do you project? Do you find it difficult to speak up in meetings, make requests of other people, or stand up for your ideas? Or do you tend to push your own ideas too hard, tell people to "just do it," or discount the opinions of others? This half-day session is designed to help participants portray a more confident image by understanding and balancing their communication style. Enhance your communication skills and build more productive working relationships for yourself and your organization.

### You Will Learn:

- The difference between passive, assertive, and aggressive communication styles
- Barriers to assertive communication
- Tips for modifying your communication style
- The impact of non-verbal communication on your message
- Techniques for communicating assertively in the workplace

**Date:** February 28, 2012

**Time:** 8:00 a.m. – 12:00 p.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company

Price includes materials and refreshments

**Location:** Green Bay Campus

# Simplify Your Training Needs With



Corporate Training  
&  
Economic Development

## Increase your company's competitive edge with customized training!

- Receive training *anytime, anywhere, anyway*
- Training available at your site or our location
- Free consultation with content experts
- Skills and knowledge can be applied immediately in the workplace
- Meet safety and compliance training requirements
- Assistance with workforce assessment to determine training needs
- Grant funding may be available!



**For more information, contact Joan Turba**  
at (920) 498-6907 or [joan.turba@nwtc.edu](mailto:joan.turba@nwtc.edu)  
Visit us online at <https://corporatetraining.nwtc.edu>

*Train your  
employees  
today for  
the skills of  
tomorrow.*

# Safety & Compliance

## OSHA 10-Hour Voluntary Compliance for General Industry

This course is designed for managers and safety personnel from any type of general industry who are responsible for on-the-job safety and health and work practices that comply with OSHA regulations. Participants will explore OSHA standards that govern general industry, how to read and use the Code of Federal Regulations (CFR), and compliance programs and procedures required in the workplace. Upon successful completion of the course, attendees will receive an OSHA 10-hour card and an NWTTC certificate of completion.

### Topics:

- Introduction to OSH Act/ General Duty Clause
- Walking/working surfaces
- Machine safeguarding
- Means of egress/fire protection
- Material handling and storage
- Industrial hygiene
- Hazardous materials/HazComm
- Personal protective equipment
- Confined space
- Record keeping
- Blood-borne pathogens

**Dates:** February 6-7, 2012

**Time:** 7:30 a.m. – 12:30 p.m. (both days)

**Cost:** \$275 (out-of-state higher)  
\$250 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## OSHA 10-Hour Voluntary Compliance for Construction Industry

This course is designed for managers and safety personnel from the construction industry who are responsible for on-the-job safety and health and work practices that comply with OSHA regulations. Participants will explore OSHA standards that govern the construction industry, how to read and use the Code of Federal Regulations (CFR), and compliance programs and procedures required in a construction work environment. Upon successful completion of the course, attendees will receive an OSHA 10-hour construction safety card and NWTTC certificate of completion.

### Topics:

- Introduction to OSH Act/ General Duty Clause
- Gases, Vapors, Dusts, Mists and Asbestos
- Hazard Communication
- Lead in Construction
- Mechanical Integrity (1926.64)
- Hearing, Respiratory and Fire Protection
- Signaling and Ladders
- Scaffolding and Fall Protection
- Material Hoists, Personnel Hoists & Elevators
- Concrete, Masonry & Underground Construction
- Overhead & Underground Lines and more

**Dates:** March 5-6, 2012

**Time:** 7:30 a.m. – 12:30 p.m. (both days)

**Cost:** \$275 (out-of-state higher)  
\$250 for each additional person from the same company  
Price includes materials and refreshments

**Location:** Green Bay Campus

## Lead Safe Renovator Training

Beginning April 22nd 2010 specific Lead Safe Work Practices will be required when working on specific structures as follows: Pre- 1978 target housing (mainly residential) and Pre- 1978 day care centers and kindergartens whenever more than 6 sq ft. on the interior or 20 sq ft. on the exterior are disturbed.

### You Will Learn To:

- Background of lead and health effects
- Regulations and interim controls
- Cleanup and disposal and cleaning verification
- HUD rules, new EPA renovation repair and painting rule

**Date:** March 27, 2012

**Time:** 8:00 a.m. – 5:00 p.m.

**Cost:** \$250 (out-of-state higher)  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## OSHA Record Keeping Update

Don't miss this important OSHA record keeping refresher. With OSHA ramping up its compliance efforts, accurate record keeping was never more important. This seminar presents information and tools to develop and maintain a record keeping program.

**Date:** April 10, 2012

**Time:** 7:30 a.m. – 11:30 a.m.

**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## Forklift Safety: Train-The-Trainer

OSHA requires that all forklift training be conducted by persons who have the knowledge, training and experience to train others and evaluate their competence. This one-day workshop prepares company representatives to be in-house trainers.

### You Will Learn To:

- OSHA forklift safety basics
- Equipment specifics
- Stability, load center, load handling and dock safety
- Vehicle inspections
- Safe operating practices and fuel safety
- Training program development, implementation, and documentation

**Date:** May 9, 2012

**Time:** 8:00 a.m. – 4:30 p.m.

**Cost:** \$345 (out-of-state higher)  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## Train The Evaluator Conducting Credible Performance and Knowledge Evaluations

### Licensed by the Midwest Energy Association (MEA)

Federal law, through the Office of Pipeline Safety (OPS), requires all pipeline operators to develop, implement and maintain a written Operator Qualification (OQ) program for individuals performing covered tasks on pipeline facilities. The intent of this ruling is to ensure a qualified work force and to reduce the probability and consequence of incidents caused by human error. This Train the Evaluator session is tailored to meet the needs of the operators of natural gas pipelines who must comply with this mandate. The class provides information on the theory of evaluation, but its strength is in providing useful information and hands-on practice for conducting credible performance evaluations.

### You Will Learn:

- OQ Rule and Preamble Evaluation Requirements
- B31Q requirements
- 13 protocols used by regulators to evaluate operator programs
- What an evaluation is
- What makes up a consistent and objective evaluation process
- How to establish evaluation criteria
- How to establish acceptance criteria
- Scales for rating performance
- Evaluator credentials
- Types of rating errors
- Barriers to credible evaluations
- Evaluator responsibilities
- Documentation and record keeping

**Date:** February 27, 2012  
**Time:** 8:00 a.m. – 4:00 p.m.  
**Cost:** \$475 (out-of-state higher)  
Price includes materials, lunch and refreshments  
**Location:** Green Bay Campus

## DOT Compliance A-Z

The Federal Motor Carrier Safety Administration (DOT), various State Department of Transportation agencies, and the insurance industry require all companies that operate commercial motor vehicles to follow certain safety and regulatory compliance rules. Whether you have cargo vans, straight trucks, tractor-trailers, cargo tanks, flatbeds, or any other type of commercial motor vehicle, this half-day workshop will get you up to date on DOT safety and compliance and provide you with the tools to develop, implement and manage your fleet safety and compliance program.

**Date:** March 8, 2012  
**Time:** 8:00 a.m. – 12:00 p.m.  
**Cost:** \$120 (out-of-state higher)  
\$110 for each additional person from the same company  
Price includes materials and refreshments  
**Location:** Green Bay Campus

## HM126F Hazardous Materials

According to mandate 49 CFR 172.700, anyone involved in the loop of transportation of a Hazardous Material is required to attend training every three years. If you order, transport and/or received chemicals in the workplace, this course is for you. This seminar focuses on job specific tasks and functions that are not typically a part of standard employee job training as it relates to hazardous material transportation.

**Date:** March 8, 2012  
**Time:** 1:00 p.m. – 5:00 p.m.  
**Cost:** \$150 (out-of-state higher)  
\$135 for each additional person from the same company  
Price includes materials and refreshments  
**Location:** Green Bay Campus

## Aerial Work Platform: Train-The-Trainer

OSHA requires that all Aerial Work Platform training be conducted by a qualified person. A qualified person has the knowledge, training and experience as well as the ability to solve or resolve problems related to aerial work platforms. This one-day workshop prepares company representatives to be in-house trainers. The goal of the seminar is to provide participants with the training requirements, topics and documentation so they can develop appropriate and compliant in-house instruction on Aerial Work Platforms. This includes machines commonly referred to as scissor lifts, boom lifts, man lifts, bucket trucks and cherry pickers.

### Topics:

- OSHA and ANSI safety basics
- Equipment specifics
- Fall protection and Personal Protective Equipment
- Vehicle inspections and work place inspections
- Safe operating practices and fuel safety
- Training program development, implementation, and documentation

**Date:** May 10, 2012  
**Time:** 8:00 a.m. – 4:30 p.m.  
**Cost:** \$295 (out-of-state higher)  
\$275 for each additional person from the same company  
Price includes materials, lunch and refreshments  
**Location:** Green Bay Campus



NWTC serves as a host site for the National Safety Education Center, an OSHA Training Institute.

To register for the OSHA 500+ Safety seminars, please call 1-800-656-5317 or visit [www.nsec.niu.edu](http://www.nsec.niu.edu)

## Session Information

**Time:** 8:00 a.m. – 5:00 p.m. (each day)

**Cost:** Individual Course Fees Vary

- **OSHA 510 Safety Course for Construction Industry**
- **OSHA 511 for General Industry**
- **OSHA 501 Trainer Course for General Industry**
- **OSHA 500 Trainer Course for General Construction**  
\$800 (out-of-state higher)  
\$775 early bird registration (five weeks prior to event)  
\$750 early bird registration (three or more from the same company registering five weeks prior to event)  
Price includes materials, lunch and refreshments
- **OSHA 503 Trainer Refresher Course**  
\$675 (out-of-state higher)  
\$650 early bird registration (five weeks prior to event)  
\$625 early bird registration (three or more from the same company registering five weeks prior to event)  
Price includes materials, lunch and refreshments

**Location:** Green Bay Campus

## OSHA 510 Safety Course (Construction Industry)

**February 13-16, 2012** | \*Note – This class is a prerequisite for OSHA 500

Construction safety professionals at every level will benefit from this comprehensive introductory course as they learn about the scope and application of OSHA standards to construction workplace safety and health. Special emphasis is placed on those areas that are the most hazardous. Participants receive an OSHA 510 course completion card.

## OSHA 511 Safety Course (General Industry)

**February 20-23, 2012** | \*Note – This class is a prerequisite for OSHA 501

General industry safety professionals at every level will benefit from this comprehensive introductory course as they learn about the scope and application of OSHA standards to workplace safety and health. Special emphasis is placed on using the 29 CFR Part 1910 general industry standards to identify and recommend abatement for the greatest safety and health hazards. Participants receive an OSHA 511 general industry safety and health course completion card.

## OSHA 501 Trainer Course (General Industry)

**March 12-15, 2012**

This course presents detailed information on how the provisions of the OSH Act may be implemented in the workplace. Rights and responsibilities under the Act, the appeals process, and record keeping requirements are covered. The course also includes an introduction to general industry standards and an overview of the requirements of the more frequently cited standards. Attendees participate in live training experiences. Upon successful completion of this course, the workshop activities, a training module plan, and a content exam, participants become U.S. Department of Labor-OSHA authorized outreach trainers.

**Prerequisite:** OSHA 511 Occupational Safety and Health Standards for General Industry course, and five years of General Industry safety experience or other equivalent safety education and experience and prior approval from NSEC course chairperson.

## OSHA 500 Trainer Course (General Construction)

**March 19-22, 2012**

This course presents detailed information on how the provisions of the OSH Act may be implemented in the workplace. Rights and responsibilities under the Act, the appeals process, and record keeping requirements are covered. The course also includes an introduction to general construction standards and an overview of the requirements of the more frequently cited standards. Attendees participate in live training experiences. Upon successful completion of this course, the workshop activities, a training module plan, and a content exam, participants become U.S. Department of Labor-OSHA authorized outreach trainers.

**Prerequisites:** Completion of an OSHA 510 and five years of General Construction experience or prior approval from course chairperson.

## OSHA 503 Trainer Refresher Course

**April 2-4, 2012**

This course is a valuable refresher for active trainers in the general industry outreach program. Trainers are required to take this course every four years to stay current with OSHA standards and safety initiatives. Upon course completion participants are authorized to conduct and issue OSHA course completion cards for 10- and 30-hour general industry safety and health outreach courses.

NWTC serves as a host site for the National Safety Education Center, an OSHA Training Institute. To register for the OSHA 500+ Safety seminars, please call 1-800-656-5317 or visit [www.nsec.niu.edu](http://www.nsec.niu.edu)

# Social Media & E-Marketing

## CERTIFICATE SERIES

### Social Media & E-Marketing

Keeping pace with today's savvy customer means you must have command of the latest social media and internet marketing tools. This seven-part certificate series provides a hands-on approach to give you the plan, the tools and the know-how to make these state-of-the-art marketing tools work for you and your business. This series will be taught in our computer lab with a combination of lecture and hands-on training. Get everything you need to get your business or organization up to speed in the emerging world of social media and integrated internet marketing.

#### Series Information

- Time:** 8:30 a.m. – 11:30 a.m.  
(each day)
- Cost:** – **Social Media & E-Marketing Series Fee:**  
\$700 for all seven classes  
(out-of-state higher)
- **Individual Course Fee:**  
\$120 (out-of-state higher)  
Price includes materials and refreshments
- Location:** Green Bay Campus

**You must complete all seven seminars to receive the Social Media & E-Marketing Series Certificate**

#### Getting Started with Social Media

January 25, 2012

This session provides a complete overview of social media tools including, Twitter, Facebook, LinkedIn, Youtube.com, and more. Participants will learn how to build a business using social media tools and be able to develop effective social media strategies. Online social media resources will be introduced and a model for applying these resources to your business will be reviewed. An approach for team social media marketing will also be presented.

#### Google – The Basics & Beyond

February 8, 2012

This session will cover the use of free tools from Google for 'personal news aggregation'; Gmail, Google Reader and Google+. Participants will learn how to effectively handle 'just in time' vs. 'just in case' information and how to create their own 'virtual newspapers' to make the news they need come to them instead of chasing it around the internet.

#### Blogging and News Making for Business

February 22, 2012

This social media seminar provides a unique perspective on how any business can use blogging to become an online voice, resource, and thought leader in their industry or in the community they serve. Participants will not only learn how to blog and use tools such as WordPress and Hootsuite, but also how to create compelling content that drives awareness and action.

#### Facebook – The Basics & Beyond

March 7, 2012

This workshop introduces Facebook and provides information on effectively creating your personal and business profile. Important safety and privacy measures are discussed when creating or joining groups and fan pages. Participants also learn the most effective ways to establish themselves and their companies in their respective industries with powerful strategies to leverage visibility and brand.

#### Twitter – The Basics & Beyond

March 21, 2012

This social media session provides a complete overview of the Twitter application. Participants will set up a Twitter profile and learn best practices to begin valuable business conversations and build a Twitter following. Maximize your social media productivity by tapping into Twitter's 50+ million members to grow your business.

#### LinkedIn – The Basics & Beyond

April 4, 2012

This session explores the LinkedIn application and provides participants with effective tools to search for people, business opportunities and resources. Learn how to build your network quickly and efficiently using 2nd and 3rd level connections that will expand your business. Participants will learn how to effectively use the "Answer" section of LinkedIn and use groups to build a growing database of customers and professionals. Find leads for your products or services and learn key tips and tricks to help make you a master LinkedIn networker.

#### How To Get Found in Social Media

April 18, 2012

Let's face it, the real reason that most businesses want to use social media and online marketing is to improve visibility and profitability. This final session will briefly review the most popular social media tools along with the fundamentals of search engine marketing and put them all together to help you create your next action steps to get your business into social media marketing.

# Training Management

## CERTIFICATE SERIES

### Train-The-Trainer

Whether you've been training for awhile or are new to the training environment, this certificate series will not only show you how to become a skilled facilitator of learning, but will also provide you with tools to analyze, design, develop, implement and evaluate training programs. This five-day series has been enhanced to include the most current information to help you and your organization create and maintain a skilled training force.

*Our Training Management Sessions are designed to be taken in sequential order; however, sessions can be taken as needed based on previous Training Management knowledge or experience. Please contact Corporate Training & Economic Development at (800) 422-6982, ext. 6971 or (920) 498-6971 if you have questions regarding class eligibility.*

#### Series Information

**Time:** 8:00 a.m. – 4:00 p.m.  
(each day)

**Cost:** – **Train-The-Trainer Series Fee:**  
\$750 for all five classes  
(out-of-state higher)  
Price includes materials and refreshments

– **Individual Course Fee:**  
\$165 (out-of-state higher)  
Price includes materials and refreshments

**Location:** Green Bay Campus

**You must complete all five seminars to receive the Train-The-Trainer Series Certificate**

#### Training Analysis

**March 8, 2012**

This seminar will help instructional designers determine if training is needed. Through a training system, you will design and develop a needs assessment that will include developing a needs analysis, job analysis, task analysis and how to maintain this process by the use of computerized records. Training analysis identifies the causes of gaps in results so that appropriate training methods, means, tactics, tools and approaches can be identified and then selected for meeting the need.

#### Designing Training Materials

**March 22, 2012**

After conducting a needs assessment, the degree to which tasks can be performed must be determined. Before a training program can begin, the content of a program needs to be determined and how to select the best teaching processes for that content. In order to help you make these critical decisions, your instructor will present a set of training design principles and a step-by-step method of program development.

#### Developing Training Materials

**April 5, 2012**

Today you've got to know how to construct the right programs and materials, as well as present them. This interactive seminar will conceptualize your instructional strategies and develop learning activities to achieve learning objectives. Participants will learn about trainee learning styles, different training methods, and training materials, and learn to develop a lesson plan that will serve as a trainer guide.

#### Implementation of Training Programs

**April 19, 2012**

Participants will learn specific strategies and methods used to help implement effective training programs to ensure a better learning environment for your trainee. Participants will learn to select, qualify and evaluate instructors; identify methods to help you plan; schedule and notify trainees in your organization; prepare for training to include training room layout and use of training materials, develop training strategies, opening techniques, learning activities and closing techniques, including icebreakers, exercises, games, questioning and action planning; develop in-training evaluations and pre-testing methods and how to handle the difficult trainee.

#### Evaluation of Training Programs

**May 3, 2012**

This one-day seminar will provide a guide to increase training effectiveness through evaluation. Participants will examine the concepts, principles, guidelines and techniques for evaluating training programs. Students will learn the four-level approach to evaluating training programs.

##### They Include:

- Reactionary, trainee critique, management observation reports
- Learning, testing, increasing skills and improving knowledge
- Performance, extent to which change has occurred
- R.O.T. - cost benefit analysis

# Professional Development and Continuing Education



NWTC provides non-credit courses that help professionals enhance or advance their careers, obtain and/or maintain a certification or licensure for employment within their profession, and offer a variety of online non-credit professional courses by third party partnerships with Ed2Go and JER Online.

## On-campus courses for your Professional and Workforce needs

### Insurance & Real Estate

#### Appraisal

- Ethics & Competency
- National USPAP
- FHA ApprProcess
- Income Approach
- Vacant Land

#### Insurance

- Adapt to Legislation
- Analy/Design-Comm
- Automobile
- Businessowners
- Casualty Prelicen
- Com Gen Liability
- ComparNegligence
- Disability
- Employee Ben
- Ethics
- Ethics/P&C Agent
- Fraud Awareness
- Health Prelicense

- Homeowners
- IndivHealth
- Life Basics
- Life Prelicense
- Life/Multiline Envir
- Long Term Care
- Prelicensing(Ethics)
- Property Prelicen
- Risk Mgmt
- Senior Mkt/Plan

#### Real Estate

- Buyer Agency Agreements
- Condominiums
- Listing Contracts
- New Developments
- Offer to Purchase
- Risk ReductionInsurance

### Service Industry

- Bartending-Professional
- Food Service Sanitation
- Beverage Server-Resp
- Personal Trainer Certification

### Child Care

- Shaken Baby Syndrome
- Make It/Take It
- Creative Act-Flannel Bd
- Autism-Adolescents
- Autism –Communication
- Fund of Family Childcare
- Fund of Infant/Toddler
- CC-Brain Trauma/Stress/Negl
- CC-Promoting Literacy

### Trades & Technical

- Backhoe Operator Training
- Qualifier Dwelling Contractor
- Mobile Vehicle Air Cond Cert
- NEC Update 2005
- NEC Update 2008
- Forklift Driver Safety
- Land Survey

For more information, visit our website at [www.nwtc.edu](http://www.nwtc.edu) and click on the “Training/Continuing Education” tab.

Questions? Contact Christine Schillinger at (920) 498-6876 or [christine.schillinger@nwtc.edu](mailto:christine.schillinger@nwtc.edu)

# Non-Credit Online Courses

## For your Professional and Workforce needs



Northeast Wisconsin Technical College and JER Online are teaming up to bring our customers online courses in over 125 different subject areas!

JER Online is one of the largest providers of accredited corporate developed online courses and certificates, targeted to meet workforce training needs.

Choose a course of study from our online course catalog and take your learning needs to a new level.  
**Enroll today!**

**Choose from hundreds of online courses featuring high-quality instructors and the flexibility to start classes anytime!**

### Customer Service

- Working with Difficult People
- Complaints and Angry Customers
- Dealing with Customer Complaints

### Entrepreneurship

- How to Critically Evaluate Your Business Plan
- Design a Winning Business Based on Your Idea – Self-Directed

### Global Business

- Doing Business in China
- Doing Business in India
- Understanding Globalization: Preparing for the 21st Century

### OSHA/Safety

- HazCom
- Violence in the Workplace
- Office Ergonomics
- How to Control Your Worker's Compensation Cost
- Ladder Safety

### Personal & Team Performance

- Basics of Organizational Communication
- Team Management: Enabling Teams
- Team Management: Leading Teams

### Health Care

- Essential Legal & Ethical Principles of the Medical Office
- Health Insurance Portability & Accountability Act Training
- Spanish for Health Professionals (Intermediate) Self-Directed

### Legal Briefs

- FLSA: What Supervisors Need to Know
- EEOC & ADA: What Supervisors Need to Know
- FMLA: What Supervisors Need to Know

### AND MORE!!

Choose from topics such as Human Resource Certification, Purchasing & Supply Management, Marketing & Sales, Technical Writing Certification, Workplace Communication & Writing

**You are taking a non-credit course through JER Online. The courses DO NOT transfer to credit or non-credit programs at NWTC.**

**Visit [www.coursecatalog.com/nwtc](http://www.coursecatalog.com/nwtc) for a full listing of courses**  
Questions? Contact Christine Schillinger at (920) 498-6876 or [christine.schillinger@nwtc.edu](mailto:christine.schillinger@nwtc.edu)

# Non-Credit Online Courses

## For your Professional and Workforce needs



NWTC and ed2go have partnered to bring you high-quality, non-credit online professional and personal development courses no matter where you are located.

*You'll Gain...*

- *Flexibility to study at your own pace*
- *24/7 access*
- *Expert Instructors*

**Through our partnership with ed2go, NWTC now offers hundreds of courses on just about any topic...**

**Business**

- Principles of Sales Management
- Introduction to Peachtree Accounting
- Purchasing Fundamentals

**Computer Programming**

- Introduction to C++ Programming
- Introduction to C# Programming

**Networking/ Troubleshooting**

- Introduction to PC Troubleshooting
- Wireless Networking

**Languages**

- Speed Spanish I, II, III
- Instant Italian

**Test Prep**

- SAT/ACT Preparation – Part 1
- GMAT Preparation
- GRE Preparation – Part 1
- GRE Preparation – Part 2
- LSAT Preparation – Part 1
- LSAT Preparation – Part 2

**Writing**

- Grammar Refresher
- Research Methods for Writers
- Effective Business Writing

**AND MORE!!!**

*New sessions of each six-week online course start monthly, with two lessons released weekly (for a total of 12)*

**Each high-quality course includes:**

- *comprehensive lessons*
- *quizzes*
- *assignments, and*
- *discussion area*

**Enroll Now!**

**Sign up online today at [www.ed2go.com/nwtc](http://www.ed2go.com/nwtc) or call (920) 498-6876 for more information**

You are taking a non-credit course through ed2go, a division of CengageLearning, a highly regarded leader in educational services. The courses DO NOT transfer to credit or non-credit programs at NWTC.

**Visit [www.ed2go.com/nwtc](http://www.ed2go.com/nwtc) for a full listing of courses**

Questions? Contact Christine Schillinger at (920) 498-6876 or [christine.schillinger@nwtc.edu](mailto:christine.schillinger@nwtc.edu)

# Winter/Spring 2012

Corporate Training & Economic Development

## PUBLIC SAFETY

### Specialized Training and Seminars



#### Basic Snowmobile Safety and Patrol Techniques

January 10-12, 2012 | Cost: \$165

This 3-Day course is designed to certify officers in Snowmobile Safety to comply with state laws. The course will be a combination of classroom, scenario and outdoor training. At the completion of this course the officers will not be expert riders, but safer riders. The course is designed to provide the officers with a chance to become familiar with snowmobile operation and patrol techniques in a controlled setting. Officers will learn about snowmobile laws, snowmobile maintenance, safety checks, proper riding techniques, proper riding gear, how to conduct law enforcement stops/pursuits, and officer safety concerns unique to snowmobile enforcement. The course will also teach officers how to effectively work in pairs and communicate while on patrol. Officers will be exposed to scenarios that will familiarize them with drawing their firearm and seeking available cover while conducting snowmobile patrol. This course will help reduce departmental snowmobile accidents, injuries and property damage.

#### Public Safety Media Relations Advanced Course

April 23, 2012 | Cost: \$120

This eight hour course offers in-depth training on the essentials of successful media relations. Tired of not getting a fair shake from reporters? You can win with the news media; this training shows you how. The training is practical, not theoretical; take what you learn and put it to work for you on the street, right away. You'll get an inside look at how and why the media do what they do, and learn how to take charge of reporters rather than being victimized by them. Numerous videos illustrate key teaching points, informing and entertaining the class. This training helps public safety officials become far more comfortable and effective with the media; teaches you useful media skills and controls; and enables you to enjoy better media relations and better public relations. This training will be especially valuable for PIOs and upper-echelon decision-makers (Chiefs, Sheriffs, Mayors, Village Managers, EMA Directors, School Administrators) who will be called upon to work with and manage the media in incidents of higher profile and higher impact.

#### Basic SWAT

May 7-11, 2012 | Cost: \$425

This course introduces the police officer recently assigned to a specialized unit to the fundamentals and basic tactical skills required in specialized response units that respond to high risk calls that patrol officers are not equipped to handle. The officer will have a basic understanding on the deployment of chemical and specialty impact munitions and distraction devices. The officer will be capable of using appropriate tactics and techniques for warrant service, deliberate and dynamic entries, barricaded subjects, hostage rescue, outdoor searches, or rapid deployment. The officer's comprehension of the skills will be evaluated in various high level scenarios at the end of the training.

#### 911 Homicide Calls Analysis

May 15, 2012 | Cost: \$120

This course is designed for police officers, detectives, supervisors, and prosecutors who investigate and prosecute homicides as well as police dispatchers. The course instructs on the guilty and innocent indicators made by all individuals during 911 homicide phone calls. Each indicator is thoroughly defined, discussed and exemplified by actual 911 homicide phone calls. One third of all murderers call in their own crime pretending to be innocent and much can be learned about the offender and offense from a critical analysis of the taped call. Instructor Lt. Tracy Harpster spent over six years analyzing 911 homicide calls and has developed a model which indicates offender probability. He has co-authored several articles on the subject and presented his research throughout the country.

To view more Public Safety Training Courses,

please visit our website at [www.nwtc.edu](http://www.nwtc.edu)

and search for

For more information or to register, contact:  
Mike Molnar at (920) 498-7175 or [michael.molnar@nwtc.edu](mailto:michael.molnar@nwtc.edu)

Corporate Training & Economic Development  
**PUBLIC SAFETY**





## Corporate Training & Economic Development

Corporate Training & Economic Development at NWTC offers training that is

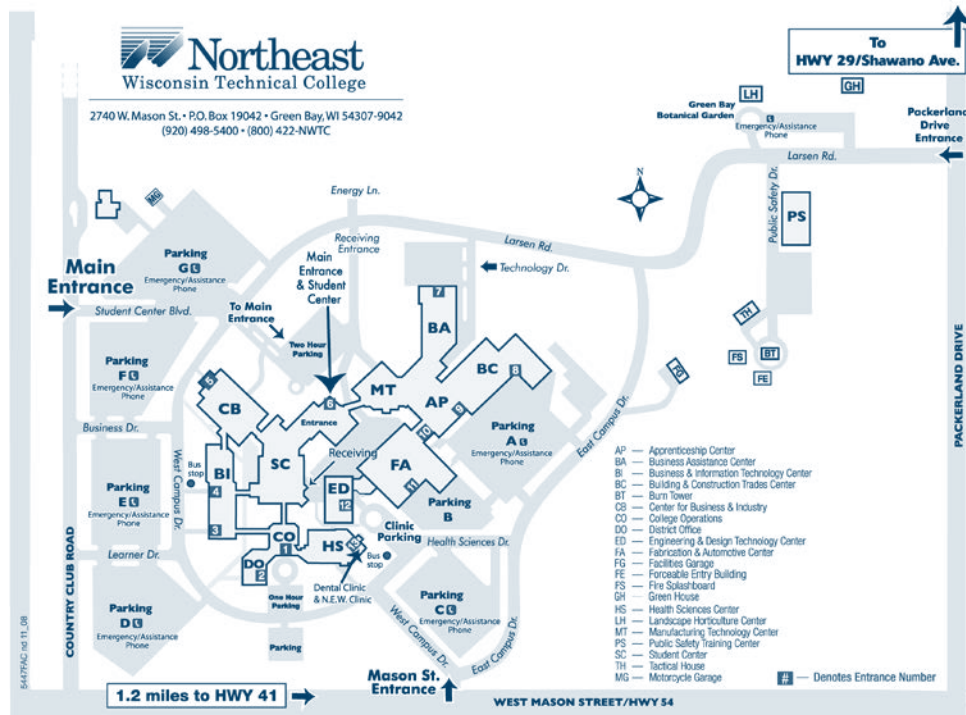
# Customized – Flexible Cost Effective – Convenient

at your location or ours!

Business	Performance	Technical	Safety	Health
<ul style="list-style-type: none"> <li>Accounting</li> <li>Advertising</li> <li>Architectural Technology</li> <li>Agribusiness</li> <li>Assessment Services</li> <li>Business Writing</li> <li>Carpentry</li> <li>Child Care</li> <li>Computer Hardware</li> <li>Computer Software</li> <li>English-Spanish</li> <li>Farm Business</li> <li>Financial Management</li> <li>Foundry</li> <li>Hospitality and Tourism</li> <li>Human Resources</li> <li>Logistics</li> <li>Marketing</li> <li>Masonry</li> <li>Meeting Management</li> <li>Organizational Development</li> <li>Production Management</li> <li>Real Estate Law</li> <li>Retail Management</li> <li>Sales Training</li> <li>Supervisory Training</li> <li>Training and Development</li> </ul>	<ul style="list-style-type: none"> <li>Assessments</li> <li>Coaching</li> <li>Change Management</li> <li>Communication</li> <li>Customer Service</li> <li>Continuous Improvement</li> <li>Facilitation Skills</li> <li>ISO 9000 and ISO 14000</li> <li>Leadership Development</li> <li>Lean Practices</li> <li>Performance Improvement</li> <li>Personal Development</li> <li>Problem Solving</li> <li>Six Sigma</li> <li>Stress Management</li> <li>Team Building</li> <li>Time Management</li> <li>Total Quality Systems</li> <li>Train-the-Trainer</li> <li>Value-stream Mapping</li> </ul>	<ul style="list-style-type: none"> <li>Blueprint Reading</li> <li>Computer Programming</li> <li>CNC Operation</li> <li>Electrical Maintenance</li> <li>Electrical Schematic Reading</li> <li>Industrial Mechanics</li> <li>Machine Tool Operation</li> <li>Master CAM</li> <li>Maintenance</li> <li>Motor Control</li> <li>Rapid Machine Setup</li> <li>Rigging</li> <li>Welding/Testing Safety</li> <li>Bloodborne Pathogens</li> <li>Confined Space</li> <li>Construction</li> </ul>	<ul style="list-style-type: none"> <li>CPR and AED</li> <li>Electrical Safety</li> <li>Excavations</li> <li>Fall Protection</li> <li>Fire Safety</li> <li>Fire Brigade</li> <li>First Aid</li> <li>First Responder</li> <li>Forklift Safety</li> <li>Hazardous Materials</li> <li>Industrial Safety</li> <li>Lock Out/Tag Out</li> <li>NFPA 70E</li> <li>OSHA 500 level Training</li> </ul>	<ul style="list-style-type: none"> <li>Body Mechanics</li> <li>Customer Service</li> <li>Communications</li> <li>Death and Dying</li> <li>Disaster Management</li> <li>Elimination</li> <li>Hazardous Communication</li> <li>Incident Reporting</li> <li>Infection Control</li> <li>Lean Health</li> <li>Mental Health Needs</li> <li>Nutrition/Oral Hygiene</li> <li>Observing and Reporting</li> <li>Pain Management</li> <li>Personal Care</li> <li>Pressure Ulcer Prevention</li> <li>Resident Abuse</li> <li>Resident Rights</li> <li>Resident Safety</li> <li>Restraints and Alternatives</li> <li>Stress Management</li> </ul>

**For more information, contact Joan Turba**  
**at (920) 498-6907 or joan.turba@nwtc.edu**  
 Visit us online at <https://corporatetraining.nwtc.edu>

# Directions to the NWTC Green Bay Campus



**From the North:** Take Hwy 41-141 south into Green Bay. Exit west on Hwy 54 and continue west until you reach the campus on the right (north) side of Hwy 54.

**From the East on Hwy 57:** Take Hwy 57 west over the Leo Frigo Bridge to Hwy 41. Turn south onto Hwy 41 past 3 exits to Hwy 54. Exit west on Hwy 54 until you reach the campus on the right (north) side of Hwy 54.

**From the West on Hwy 29:** Take Hwy 29 into Green Bay. Turn south onto Packerland Drive to Larsen Road west.

**From the South on Hwy 41:** Take Hwy 41 north into Green Bay. Exit west on Hwy 54 and continue west until you reach the campus on the right (north) side of Hwy 54.

**From the South on I-43:** Take I-43 to Hwy 172. Exit west toward Austin Straubel Airport. Take Hwy 41 north into Green Bay. Exit west on Hwy 54 until you reach the campus on the right (north) side of Hwy 54.

## Directions to the Marinette Campus

NWTC Marinette is located at 1601 University Drive. Travel on Highway 41 to Marinette, turn east at the stop light by the Pine Tree Mall (This is Roosevelt Road). Travel approximately two miles past Pine Tree Mall to NWTC. (Name of road changes to University Drive.) NWTC is on the right.

## Directions to the Sturgeon Bay Campus

NWTC Sturgeon Bay is located at 229 N. 14th Avenue, Sturgeon Bay. Travel on Highway 42/57 to Michigan Street. Turn West onto Michigan Street, then right on 14th Avenue. NWTC is on the left.

### District Map by Region

### Regional Locations

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**Central Regional Learning Center**  
 Serving: Coleman, Crivitz, Lena, Oconto & Wausaukee  
 418 S. Hwy 141  
 Crivitz, WI 54114  
 Phone: (715) 854-3338  
 Toll-Free: (866) 854-3338

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**East Regional Learning Center**  
 Serving: Algoma, Casco, Denmark, Kewaunee & Luxemburg  
 133 Commerce Drive  
 Luxemburg, WI 54217  
 Phone: (920) 845-5945  
 Toll-Free: (866) 845-5945

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**Metro Regional Learning Center**  
 Serving: Ashwaubenon, De Pere, Howard, Suomico, Wrightstown, Brown County Aging Resource Center & Metro Green Bay  
 2740 W. Mason St., P O Box 19042  
 Green Bay, WI 54307-9042  
 Phone: (920) 498-6872

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**North Regional Learning Center**  
 Serving: Aurora, Florence, Goodman, Niagara, Pembine & Tipler  
 705 Washington Ave., P O Box 226  
 Niagara, WI 54151  
 Phone: (715) 251-3790  
 Toll-Free: (866) 528-5883

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**Northwest Regional Learning Center**  
 Serving: Gillett, Lakewood, Mountain, Oconto Falls, Suring & Townsend  
 649 E. Jackson St., Suite 202  
 Oconto Falls, WI 54154  
 Phone: (920) 848-6982  
 Toll-Free: (866) 639-6982

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**West Regional Learning Center**  
 Serving: Shawano, Bonduel & Pulaski  
 111 Thomas Avenue  
 Shawano, WI 54166  
 Phone: (715) 524-2418  
 Toll-Free: (877) 316-1274

# Registration Form

## Mail

NWTC  
 Corporate Training &  
 Economic Development  
 Seminar Registration  
 2740 West Mason St.  
 P. O. Box 19042  
 Green Bay, WI 54307-9042

## Online

<https://corporatetraining.nwtc.edu>

## Phone

Call: (920) 498-6971 or  
 (800) 422-NWTC,  
 extension 6971

## Fax

(920) 498-6313  
 NWTC  
 Corporate Training &  
 Economic Development  
 Seminar Registration

This form may be duplicated as necessary

Social Security or Student ID Number	Last Name	First Name	Middle Initial

Home Address	City	State	Zip Code

		Legal Resident of:			
Area Code	Home Telephone		County	<input type="checkbox"/> Village	<input type="checkbox"/> City

Area Code	Company Telephone	E-Mail	Date of Birth

Name of Employer/Company

Company Address	City	State	Zip Code

Education: Name of High School	City	State	H.S. Year Graduated	Highest Grade Completed

**Required Government Statistical Information**

<input type="checkbox"/> 1. American Indian/ Alaskan Native	<input type="checkbox"/> 5. White
<input type="checkbox"/> 2. Asian	<input type="checkbox"/> 6. Native Hawaiian or other Pacific Islander
<input type="checkbox"/> 3. Black or African American	<input type="checkbox"/> 9. I choose not to disclose
<input type="checkbox"/> 4. Hispanic/Latino	

U.S. Citizen    Immigrant    Nonimmigrant

Male    Female

**Method of Payment**

Registration fee enclosed

Check # \_\_\_\_\_ (make checks payable to NWTC)

Invoice/Company: \_\_\_\_\_  
 Rep \_\_\_\_\_    PO # \_\_\_\_\_

Credit Card: VISA, MC, Discover (circle one)  
 # \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Corporate Card:  Yes    No   Expiration Date: \_\_\_\_\_   CSV Code: \_\_\_\_\_

Seminar Title	Start Date	Seminar Fee

Contact Person/Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

*This authorizes NWTC to submit a bill for payment for all specific fees related to the training and education of the students listed above. The College reserves the right to cancel classes in the event of insufficient enrollment. If a class cancels, you will be notified prior to the class start date. All fees will be reimbursed.*



2740 West Mason Street  
P O Box 19042  
Green Bay, WI 54307-9042

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