Reflecting Our Commitment to Lifelong Learning

The New University Center

UNIVERSITY OF NORTH FLORIDA

Catalog of Courses • Fall 1997 - Spring 1998
(904) 620-2690 • FAX: (904) 620-2459
http://www.unf.edu/conted/ • E-mail: unfce@unf.edu
Dear Continuing Education Client:

For 25 years, UNF has repeatedly demonstrated its commitment to meeting the region's educational needs through degree programs, continuing education programs and a host of other educational services. With the construction of the University Center, the newest University building pictured on the cover of this catalog, UNF is again demonstrating its commitment to lifelong learning in a very significant way.

The opening of the University Center in late Fall 1998 will provide a one-of-a-kind, 95,000 square foot learning facility designed specifically for continuing education programs like the ones featured in this catalog. It will also serve as a meeting place for local, regional, national and international events and conferences which, due to space limitations, we have not been able to host before. The University Center will truly play an important role in helping us provide the quality educational programs you have come to expect from UNF.

The Continuing Education staff at UNF are excited about the future we envision for the Continuing Education program and about our expanded ability to serve you in new ways. As always, we deeply appreciate your continued support of our programs through your personal commitment to lifelong learning and through your suggestions for new programs.

Sincerely,

Marcelle C. Lovett
Dean
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About the University of North Florida

Statement of Mission

The mission of the University of North Florida is to provide an intellectually stimulating and caring environment which:

Enables students to achieve their highest potential through learning that emphasizes liberal arts, professional and interdisciplinary education in the context of individual and social responsibility;

Maximizes the personal and professional growth of teacher/scholars by supporting teaching, scholarship and creative endeavors that include the discovery, integration and application of knowledge;

Establishes significant partnerships with external communities by responding to the evolving challenges of an interconnected and more informed global society; and

Provides high quality support services that offer a campus environment focused on the needs of the University's clients.

The University of North Florida celebrates its 25th anniversary in 1997, capping a quarter century of strong growth and academic excellence. The University was chartered by the State in 1965 and began recruitment of faculty and staff in 1970. The doors opened to a 2,000 member junior and senior student body in 1972. Freshmen and sophomores were admitted in 1984. By the end of 1996, the student body had grown to about 11,000 students enrolled in 43 undergraduate and 22 graduate degree programs. Eighty percent of the students come from a four-county area of northeast Florida. Students also come from 35 other states and from 104 foreign countries.

The University's excellent academic reputation has been recognized nationally. UNF has been identified as one of the most selective comprehensive universities in America and is also considered one of the nation's top urban-commuter schools. In 25 years, UNF's faculty has grown from 117 in 1972 to more than 400 full-time faculty members today teaching in five colleges.

The physical plant also has expanded dramatically since 1972 when the campus consisted of a core of a half dozen buildings. Today the campus encompasses 22 major buildings with nearly 1.3 million square feet of space.

The 25th anniversary celebrates UNF's role as a comprehensive urban university, emphasizing quality undergraduate and graduate education. Under the leadership of its third president, Dr. Adam W. Herbert, UNF plays a vital role in the cultural, economic and civic fabric of the Jacksonville community.

For additional information about UNF's credit programs, call the Office of Admissions at (904) 620-2624. http://www.unf.edu
The University of North Florida (UNF) is one of ten institutions in the State University System of Florida. UNF is a comprehensive university offering 43 undergraduate degree programs, 21 master's degree programs and one doctoral program through its Colleges of Arts and Sciences, Business Administration, Computing Sciences and Engineering, Health, and Education and Human Services. UNF has approximately 11,000 students and 400 faculty. Eighty-six percent of the full time faculty hold the doctorate or the terminal degree in their discipline.

The campus is located on over 1,000 acres of timberland approximately seven miles inland from the Atlantic Ocean and 12 miles southeast of downtown Jacksonville. Students can participate in over 100 clubs and organizations and can compete in sports and intramurals to enhance their lifestyle and their college experience. UNF Athletics compete in NCAA II. Recreational facilities include a 6,000 seat arena, a fitness center and an aquatics center.

Accreditation
The University of North Florida is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097: Telephone number 404-679-4501) to award the Baccalaureate and Master's Degrees and is a Candidate for Accreditation with the above Commission to award the Doctor of Education Degree.

UNF Degree Programs

College of Arts and Sciences
- Art BA
- Biology BS
- Chemistry BS
- Communications BA
- Counseling Psychology MAC
- Criminal Justice BA, MS
- Economics BA
- English BA
- Fine Arts BFA
- History BA, MA
- Interdisciplinary Science BA
- International Studies BA
- Liberal Studies BA
- Literature BA, MA
- Mathematics BA, BS
- Mathematical Science MA
- Music BA
- Jazz Studies BM
- Philosophy BA
- Political Science BA
- Pre-Law Program
- Pre-Med Option
- Psychology BA, MA
- Public Administration MA
- Sociology BA
- Spanish BA
- Statistics BA, BS

College of Computing Sciences and Engineering
- Computer and Information Sciences BS, MS
- Electrical Engineering BSEE

College of Health
- Health BSH, MSH
- Health Administration MHA
- Nursing BSN
- Physical Therapy BSPT

College of Education and Human Services
- Counselor Education MED
- Educational Leadership MED, EdD
- Elementary Education BAE, MED
- Secondary Education BAE, MED
- Special Education BAE, MED
- Industrial Technology BS
- Technology Education BAE

College of Business Administration
- Accounting BBA
- Accountancy MACC
- Business Administration MBA
- Economics BBA
- Finance BBA
- Financial Services BBA
- Human Resources MHRM
- International Business BBA
- Management BBA
- Marketing BBA
- Transportation and Logistics BBA
THE UNIVERSITY OF NORTH FLORIDA
in celebration of its 25th Anniversary
announces the
25th Anniversary Faculty Forum
25 distinguished faculty members who are available to make presentations throughout the year

Tips for Effective Business Communication
Bettie M. Adams, M.Acc
College of Business Administration
(Administrator)

The Florida Lottery: A "Lotto" Broken Promises
Mary O. Borg, Ph.D.
Department of Economics

What's New and What's Cool in Educational Technology
Zella M. Boulware, Ed.D.
Division of Curriculum and Instruction

The Genetics of Cancer
Joan L. Bray, Ph.D.
Department of Natural Sciences

Dying to be Thin: A Discussion of Eating Disorders
Pamela S. Chally, Ph.D., RN
Department of Nursing

The Changing Politics of Florida
Matthew T. Corrigan, Ph.D.
Department of Political Science and Public Administration

Drug Use and Drug Policy in America
David T. Courtwright, Ph.D.
Department of History, Philosophy, and Religious Studies

How Do People Learn? Perspectives in the 1990's
Paul D. Eggen, Ph.D.
Division of Curriculum and Instruction

Astronomical Discoveries
Jay S. Huebner, Ph.D.
Department of Natural Sciences

Fathers, Children, and Western Culture: The Story of Oedipus
A. Samuel Kimball, Ph.D.
Department of Language and Literature

How Technology has Changed Mathematics
Leonard J. Lipkin, Ph.D.
Department of Mathematics and Statistics

I Love to Tell the Story . . .
James W. Mittelstadt, Ed.D.
Division of Curriculum and Instruction

Michelangelo and the Sistine Chapel: Then and Now
Debra Murphy, Ph.D.
Department of Communications and Visual Arts

The Psychology of the Sexual Predator
Larry W. Neidigh, Ph.D.
Department of Psychology

Understanding the Causes of Crime
Christine E. Rasche, Ph.D.
Department of Sociology, Anthropology, and Criminal Justice

Electric Democracy: Modern Problems and Ancient Solutions
Eric W. Robinson, Ph.D.
Department of History, Philosophy, and Religious Studies

Use of the Internet for Business Decision-Making
Lowell M. Salter, Ph.D.
UNF's Center for Entrepreneurial Studies: An Information Resource for Business Owners

If you are interested in having one or more faculty members present to your organization, please contact Ms. Connie Corker, Office of Academic Affairs, (904) 646-2700.

Co-sponsored by the UNF Faculty Association and the Office of Academic Affairs
Groundbreaking: The New University Center

The April 18, 1997 groundbreaking shovel line consisted of Leerie Jenkins, President, Jacksonville Chamber of Commerce; Adam W. Herbert, President, UNF; Marcelle C. Lovett, Dean, UNF Division of Continuing Education & Extension and other special guests.

"We in Continuing Education are in the business of change. And UNF offers continuing education programs to help people cope with the constant pace of change — not just changes in technology, but changes in knowledge. At no other point in history has the phrase ‘Knowledge is Power’ seemed more relevant than today."

Marcelle C. Lovett, Dean
Division of Continuing Education & Extension

Adam W. Herbert addresses approximately 100 guests at the University Center groundbreaking.

Adam W. Herbert and Marcelle C. Lovett
UNF certificate programs can help you advance, change careers or increase your knowledge in an area of professional or personal interest.

**Seal of Quality**
Upon completion of a program you will receive a certificate suitable for framing.

**Benefits**
- Practical applications of concepts.
- Development of skills that make you more competitive.
- Networking within and across industries.
- Class projects that help you solve real work problems.
- Up-to-date, cutting edge curriculum designed by industry professionals and UNF faculty.
- Evening classes to accommodate work schedules.
- In-depth coverage of topics to enhance your job knowledge and professional confidence.

**Participant’s Responsibilities**
To receive a certificate, you must:
- Attend at least 80% of the classes.
- Complete at least 80% of written assignments (if applicable).

**Register with ease!**
No application fee. No paper work. No processing time.
Simply call (904) 620-2690 and we can register you within minutes.
For your convenience, you can confirm your registration with a MasterCard or Visa.
Today, many middle-income earners find the wise management of their money a complex and challenging affair. They are often not sure of the best way to manage their finances, nor do they have much time to devote to this purpose. The need for competent professionals who can offer both advice and service on a "broad range" of money matters has given rise to financial planners.

Financial planners offer advice and develop financial plans and goals for their clients. They are able to sort out finances, set up cash management plans and budgets, design educational funds, plan retirement programs and decide where and how much a client should invest. They also attend to taxes, insurance and employee benefits, and other complex details. Financial planners can be found working for banks, insurance companies, accounting firms, employee benefits departments, brokerage houses and other financial planners.

The business of financial planning is growing in response to the number of families and businesses expressing concern about future economic trends and the need for wisely planned investment strategies. Increasing public sensitivity to changes in the economic climate has made the American public aware of the necessity of professional financial guidance now more than ever.

Certified Financial Planner - CFP®
The Certified Financial Planner designation has become the premier designation in financial planning. It indicates that professionals using this designation have met rigorous professional standards. These standards include the completion of the CFP Board of Standards education requirement, passing the CFP Board of Standards comprehensive exam, satisfying a work experience requirement and adherence to the CFP Board of Standards Code of Ethics. The University of North Florida Program is registered with the Certified Financial Planner Board of Standards* (previously known as IBCFP) as acceptable classroom training for the CFP comprehensive examination. Successful completion of this program entitles the financial planning student to sit for the one-and-a-half day comprehensive examination offered in March, July and November. A detailed description of the certification process may be obtained by calling or writing the CFP Board of Standards:

CFP Board of Standards
1660 Lincoln Street, Suite 3050
Denver, CO 80264-3001
(303) 830-7543
8:00 a.m. - 5:00 p.m. MST
Monday - Friday

* The Certified Financial Planner Board of Standards, a non-profit corporation, was created to serve and protect the public and Certified Financial Planner licensees by maintaining and enforcing high standards of professional conduct among Certified Financial Planner licensees.

CFP® and Certified Financial Planner are registered service marks of the Certified Financial Planner Board of Standards.

Financial Planning Program at UNF
The knowledge and expertise needed to provide financial guidance on a wide range of financial issues is provided by the University of North Florida's Financial Planning Certificate Program. This program, offered through the College of Business Administration, equips individuals to formulate and execute comprehensive financial plans which assist clients in accumulating, conserving and transferring personal wealth.

Those who successfully complete the UNF program will earn a Financial Planning Certificate and be qualified to sit for the CFP comprehensive examination. Course work in the UNF program follows both the sequence and course content guidelines established by the Certified Financial Planner Board of Standards for the comprehensive examination. An optional "comprehensive examination topic review workshop" will also be offered for those students who are ready to sit for the comprehensive examination.

The UNF Certificate Program consists of the following six core courses:
1. Introduction to Financial Planning
2. Investments
3. Risk Management
4. Tax Planning
5. Retirement Planning and Employee Benefits
6. Estate Planning

Students may enroll in individual courses or pursue a Financial Planning Certificate from the University of North Florida.

All courses are graded. To receive the UNF certificate and to sit for the CFP board of Standards comprehensive exam, students must pass each of the six CFP courses and achieve an overall C+ average in the program.

Admission
Candidates for the Financial Planning Certificate Program must complete and return an application for admission and an official college or university transcript from each school attended. Candidates must have at least a two-
year undergraduate degree or 60 college credits to be formally accepted into the program. In addition, students should have acquired prerequisite knowledge in accounting, finance and economics, either through academic courses or on-the-job learning. There is a $35 non-refundable application fee.

Students not interested in obtaining the CFP® license or UNF Financial Planning Certificate may register for any course(s) without formal approval. Registration must be approved by either Bettie Adams or Seth Anderson, Program Co-Directors.

Candidates for the Financial Planning Certificate Program can obtain an application for admission by calling the Division of Continuing Education & Extension at (904) 620-2690 or by e-mail (UNFCE@unf.edu).

Call the Division of Continuing Education & Extension for a full brochure.

I'm here to help you! (904) 620-2690

Brian Blakeslee
CFP Program®

Introduction to Financial Planning
FP 300 • $395 • Course 1
Instructor: Bettie M. Adams & Bill Day
Time: 6:00 p.m. - 8:30 p.m.
Wednesdays, September 10, 17, 24, October 1, 8, 15, 22, 29, November 5, 12, 19, December 3, 10, 1997
Course No.: C40-012
This course provides you with a comprehensive overview of the financial planning process. You will learn methods of gathering client data, setting clients’ goals, monitoring a financial plan, and constructing and analyzing personal financial statements. Topics covered include: investment planning, personal income tax planning, risk management and insurance, and retirement and estate planning. The course also covers time value of money concepts, legal environment, financial analysis, and ethical and professional issues in financial planning.

Investments
FP 301 • $395 • Course 2
Offered: Spring 1998
Investment planning teaches how to manage various investment vehicles appropriate for clients’ objectives. Topics covered include: securities markets, nature of stocks and bonds, derivative securities, investment theory, financial markets, client assessment, and portfolio construction and analysis.

Risk Management
FP 302 • $395 • Course 3
Offered: Summer 1998
This course covers the various aspects of life, disability and medical insurance. You will learn the determination of insurance rates, the types of contracts, contract selection criteria and identification of risk exposures. You will also learn principles of property casualty insurance (including homeowners, liability and auto insurance), employee benefits, and social security and insurance regulations.

Tax Planning
FP 303 • $395 • Course 4
(For new students entering Fall 1997: Take course one and four together.)
Instructor: Victoria Kopman
Time: 6:00 p.m. - 8:30 p.m.
Mondays, September 8, 15, 22, 29, October 6, 13, 20, 27, November 3, 10, 17, 24, December 1, 8, 1997
Course No.: C40-013
Instructor: Charles Calhoun
Time: 6:00 p.m. - 8:30 p.m.
Tuesdays, September 9, 16, 23, 30, October 7, 14, 21, 28, November 4, 11, 18, 25, December 2, 9, 1997
Course No.: C40-014
Tax Planning teaches the essential skills for efficiently managing a client’s taxes. This course covers the fundamentals of individual income taxation, terminology and computation. Discussion and analysis focus on practical problems with tax-advantaged investments, divorce, business ownership and investments. Tax management techniques as they relate to sole proprietorship, partnerships and corporations are also covered.

Retirement Planning and Employee Benefits
FP 304 • $395 • Course 5
Offered: Spring 1998
You will learn how to effectively plan, implement and monitor personal and business-sponsored retirement plans. Topics include: ethical considerations in retirement planning; Social Security and Medicare benefits; IRA’s; tax-sheltered annuities; qualified retirement plans; distribution options; and group life, disability, dental and health insurance benefits. You will learn how to calculate an employee benefit and retirement needs analysis.

Estate Planning
FP 305 • $395 • Course 6
Offered: Summer 1998
Estate Planning will familiarize you with the federal estate tax system and the factors to consider in estate planning. This course presents the techniques for minimizing the impact of state and federal taxes on transfers of wealth, gifts and bequests, trusts, charitable transfers, and intrafamily business and property transfers. The need for balancing tax and nontax considerations in creating successful estate plans is stressed.
In an effort to customize an administrative management certificate program specifically for dental and medical office managers, the University of North Florida’s Division of Continuing Education & Extension conducted a needs assessment of dental and medical offices. We received over 75 responses to this questionnaire. Based on the results of this survey, the majority of respondents wanted a 3-day weekend program. The survey also determined the priority topics relevant for the profession of office management in a dental or medical practice.

The following three-day program with the topics listed is the direct result of the responses to this survey. With the changes and new demands in the delivery of health care services, a proactive approach is the sustaining mechanism for success. This program is intended to meet the specific needs identified by the professionals for whom it is designed, the private practitioner. You will benefit from the opportunity to hear the most current and relevant information and at the same time interact and network with professionals and leaders in the health care community.

Program Agenda

Thursday, September 25, 1997

Program Overview & Introductions

Philosophical & Practical Tools for Quality Management
Goal: Increase your understanding of the application of the philosophical tools of quality management.
C. Nick Wilson, Ph.D., FACHE

Marketing Your Dental or Medical Practice
Goal: Enhance your skills in marketing a private practice.
C. Nick Wilson, Ph.D., FACHE

Improving Collections in Private Practice
Goal: Establish effective methods for collections of services rendered.
Linda M. Harvey, RDH, MSH, LHCRA

Patient Service & Effective Telephone Skills
Goal: Respond effectively to patient’s needs.
Linda M. Harvey, RDH, MSH, LHCRA

Summary & Session Closure

Friday, September 26, 1997

Managed Health Care
Goal: Understand the implications of managed care in dental and medical offices.
Dan Whitehead, M.H.A.

Using Conflict Resolution Effectively
Goal: Develop effective conflict resolution skills.
Dan Whitehead, M.H.A.

Communication Refresher
Refine your in verbal and non-verbal communication skills.
Sharon Tamargo Wilburn, RDH, Ph.D.

Risk Management For Private Practice
Goal: Improve working with medical records and non-compliant patients
JoAnn M. Nolin, RN, MSH, Esquire

Goal Setting for the Private Practitioner
Goal: Develop effective goals for yourself as a practitioner and for your office.
Gregory L. Garamoni, Ph.D.

Summary & Session Closure

Saturday, September 27, 1997

The Legal System & Regulation of Health Care for Dental & Medical Private Practitioners
Goal: Recognizing the role of the legal system and regulatory boards in dental and medical practices.
JoAnn M. Nolin, RN, MSH, Esquire

The Manager’s Role in the Negotiating Process
Goal: Improve negotiating skills.
Kenneth T. Wilburn, Ph.D.

Establishing Work Teams in the Dental & Medical Office Settings
Goal: Identify team building methods for dental and medical offices.
Kenneth T. Wilburn, Ph.D.

Course Closure & Evaluation

Program Information

Instructors: Garamoni, Harvey, Nolin, Whitehead, Wilson, S. Wilburn, K. Wilburn

Fee: $389

Dates/Times: September 25
8:30 a.m. - 4:45 p.m.
September 26
8:30 a.m. - 4:45 p.m.
September 27, 1997
8:30 a.m. - 1:45 p.m.

Location: UNF Campus
CEU's: 2.0
Course No.: C80-021
Nursing Assistant Certificate Program
200-Hour Certificate Program

Changes in the U.S. health care delivery system are causing fundamental changes in health care delivery practices. A continuum, or network, of decentralized and community-based options is evolving to replace our previously hospital-based focus. Among the emerging options are intermediate care, primary care, home health care, long term care, managed care and corporate/occupational health care.

Unlicensed caregivers, such as nursing assistants, are being increasingly called upon to play a much larger role in providing direct patient care services, under the direction of registered nurses. Innovative efforts are needed, therefore, to enhance the quality and safety of patient care services provided by such caregivers.

The University of North Florida College of Health, in conjunction with the Division of Continuing Education & Extension, has developed a Nursing Assistant Certificate Program to prepare nursing assistants to function safely in various settings. As the need for versatile and well prepared support personnel continues to grow, the need for well qualified caregivers will only increase.

Employment Opportunities
Graduates will be prepared to work as Nursing Assistants giving patient care in long term care facilities, nursing home facilities, hospice facilities and also as home health aids in home health agencies, outpatient clinics/offices, private homes and other adult residential and/or day care settings.

Admission
Students must complete an application and interview process before they can enroll in the Nursing Assistant Certificate Program.

The following are required:
• High School or GED completion
• Good physical health, mental health and moral character
• Three letters of reference
• Desire to work in the health care field
• Ability to meet program attendance requirements, clinical training and work experience requirements
• Ability to pass HRS Abuse Registry and FDLE criminal background check

Curriculum
The Nursing Assistant Certificate Program adheres to the Florida State Guidelines and curriculum framework for Nurse Assistants and Home Health Aides. Emphasis is placed on theoretical and clinical proficiency so students will be prepared to take the State of Florida Nurse Assistant Clinical Competency Demonstration Exam and the State of Florida Nurse Assistant Theoretic Knowledge Written Exam. Major strengths of the program are its placement in the dynamic learning environment of a major state university and access to the state-of-the-art UNF College of Health nursing skills laboratory facilities for supervised student practice.

Schedule
The course meets Monday-Friday, 7:30 a.m. - 12:30 p.m. for eight weeks. Class times will vary to accommodate planned clinical assignments at agencies in the community later in the course. The program is offered during the Fall, Spring and Summer semesters.

Completing the Program
Certificates are awarded to those persons who are accepted into the program and complete the required classroom and clinical assignments with a minimum of a "C" academic average (70%). Satisfactory progress also involves regular attendance (completing at least 85% of scheduled time). Graduates are eligible to sit for the State of Florida Certification Examination for Nursing Assistants.

A grade report and Certificate of Completion will be issued to each student who successfully completes the program.

Tuition & Fees
There is a one-time nonrefundable $35 application fee. This is paid when the student submits an application, and covers the maintenance of a permanent record. The fee for the Certified Nursing Assistant Program is $595. The textbook, Being a Nursing Assistant, by Francie Wolgin, is included in the tuition.

Students need an inexpensive watch with a sweep second hand and a practice stethoscope. Students must obtain the UNF uniform to wear in clinical agencies.

Students are responsible for the State of Florida exam registration and fee ($82) at the appropriate time.

Transportation
The UNF campus is located on Jacksonville's southside and is easily accessible by public transportation routes. Students are also encouraged to carpool.

For programs held on the UNF campus, University visitors must purchase a parking permit (1.00 per day) and display it on the vehicle dashboard. Permits are available at the Information Booth on UNF Drive or Alumni Way.

Financial Information
For more information on financial arrangements, contact Financial Services at (904) 620-2690. Financial arrangements must be confirmed before registration.
**Program Overview**

Students will attend a combination of classroom lectures, demonstrations, group activities and hands-on practice of nursing skill competencies in a laboratory setting prior to giving direct care to patients. Opportunities are then provided for giving direct patient care in selected clinical agencies under the supervision of an instructor. Guest speakers, group projects and community service activities will be scheduled to enhance student learning. The course is eight weeks in length. Classes meet on the UNF campus and/or clinical sites 25 hours per week.

Use of community-wide facilities offers valuable clinical practice and exposes students to potential employment opportunities. Because classes are over early in the afternoon, students have ample time to study, complete homework and work part-time while attending school. Nursing Assistant graduates can feel pride in the program's affiliation with the University of North Florida and certification can lead to career opportunities in the health care field.

**How do I apply?**

Call the Division of Continuing Education & Extension, Nursing Assistant Program at (904) 620-2690 and request an application. Complete the entire application and mail it with the $35 application fee to:

Cindy Collins  
Continuing Education  
University of North Florida  
4567 St. Johns Bluff Road, South  
Jacksonville, FL 32224-2645

Don't forget to include your:
- $35 application fee
- High School or GED completion (photocopy of diploma or transcripts required)
- Three letters of reference

**Fall 1997 Schedule:**

**Open House:**
September 4, 1997 at 6:30 p.m.
Number: C39-004

**Program:**
September 22 - November 14, 1997
$595
Number: C39-006
Application fee: C39-005
$35

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**Curriculum Outline**

- The Health Care Systems  
- Your Role as a Nursing Assistant  
- Communication Skills  
- Patients, Residents and Clients  
- Infection Control  
- Safety  
- Body Mechanics: Positioning, Moving and Transporting a Patient  
- Admitting, Transferring and Discharging a Patient  
- The Patient's Environment  
- Bedmaking  
- Home Health Care  
- Personal Care of the Patient  
- Emergency Care  
- The Human Body  
- Growth and Development  
- The Musculoskeletal, Integumentary, Circulatory and Respiratory, Gastrointestinal, Urinary, Reproductive, and Nervous Systems  
- Measuring Vital Signs  
- Nutrition for the Patient  
- Specimen Collection  
- The Endocrine System and Related Care of Diabetics  
- Warm and Cold Applications  
- Care of the Surgical Patient  
- Special Procedures  
- Patients with Special Needs  
- Neonatal and Pediatric Care  
- The Older Adult Patient and Long-term Care  
- Rehabilitation and Return to Self-Care  
- The Terminally Ill Patient and Postmortem Care  
- Beginning Your Career as a Nursing Assistant

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**Course Refund & Withdrawal Policy**

The deadline for a student to receive a full refund is the first day of the course. The student must complete and submit a Withdrawal Form to the Continuing Education Office by 5:00 p.m.

After the second week of classes, students who withdraw from the program may request a 25% refund of their course fee. This refund must be requested via a Withdrawal Form.

Refund requests received after the second week will not be considered unless they meet the exception requirements outlined in the Nursing Assistant Catalog. Written notice must be received by Continuing Education prior to the end of the fourth week of classes.

**Veterans Benefits Information**

The Nursing Assistant Certificate Program is pending approval for veteran's benefits. Veteran students' academic records will automatically be evaluated for prior credit. Credit will be granted if appropriate, with the training time and tuition adjusted appropriately and the VA and veteran so notified.

**I'm here to help you!**

(904) 620-2690

Cindy Collins  
Nursing Assistant Program

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**The Florida Department of Labor and Employment Security predicts promising growth 1997-2005 in Duval County for these professions.**

- Home Health Aide +129%  
- Personal Home Care Aide +67%  
- Nursing Aide & Orderly +45%
Most of us know that communication skills affect job performance. And many of us feel fairly well prepared for the challenges of written communications. Few of us, however, feel up to the pressing demands for oral communications.

Generally, we’re private people who shy away from speaking in public. Yet, today—perhaps more than at any other time in our history—key staffers at all levels must be prepared to speak out. And the range of issues is diverse, from day-to-day policies and procedures to controversial positions and practices to heated topics raised by critics and opponents.

Like it or not, the way we articulate our thoughts, ideas and positions gives associates and critics alike a vivid, lasting impression of us and the organizations we represent.

Professionally Speaking is a hands-on certificate program designed to provide an understanding of oral communications in the work place as well as opportunities for practical experiences. Our primary objectives are:

• to recognize the oral communications challenges and opportunities in business and the professions,
• to understand the need to carefully listen and observe, and
• to learn to carefully select, articulate and communicate appropriate messages.

What’s in it for you?

• You will understand the complexity of organizational communication systems and functions.
• You will learn that communications in organizations is unique, dynamic and transactional.
• You will be introduced to the types of communications situations within modern organizations.
• You will be provided with an overview of the informal and formal channels of communication within organizations.
• You will become acquainted with the types and functions of verbal and nonverbal communications.
• You will become acquainted with the skills needed to be a successful participant in and a successful leader of a small group.
• You will be able to distinguish patterns of organization appropriate for specific communications situations.
• You will be aware of the importance of supporting claims and assertions.
• You will learn the importance of adapting your communications to an audience and the communications situation.
• You will be assisted in developing self-confidence as an organizational communicator.
• You will have opportunities to practice some of the skills necessary for effective communication in the work place.

Program Overview

Session 1
• An Introduction to Public Speaking
• Overcoming Stage Fright, Anxiety, Stress
• Activity: Self-Introductions

Session 2
• Preparing to Speak in Public
• Speaking to Inform

Session 3
• Ethics of Public Speaking
• Activity: Informative Speeches

Session 4
• Using Visual Aids
• Verbal and Nonverbal Communication

Session 5
• Know Your Audience
• Persuading Your Audience

Session 6
• Critiquing Speeches
• Activity: Persuasive Speeches

Session 7
• Speeches of Introduction, Presentation and Tribute
• Surviving the Impromptu Speech

Session 8
• Negotiation and Conflict Management
• Activity: Speeches

Session 9
• Meet the Press
• Preparing the Press Release

Session 10
• Networking
• Activity: Press Conference

Program Information

Instructor: H. Britt Beasley
Fee: $389
Times: 6:00 p.m. - 9:00 p.m.
Location: UNF Campus
CEU’s: 3.0

Dates: September 8, 15, 22, 29, October 6, 13, 20, 27, November 3, 10, 1997
Course No.: C64-021

Dates: February 3, 10, 17, 24, March 3, 10, 17, 24, 31, April 7, 1998
Course No.: C64-022
Office Professional Certificate
30-Hour Certificate Program

Today's work environment demands that office managers and supervisors do much more than just know how to supervise. They are an essential component of the management team that must satisfy and exceed customer requirements. It is the responsibility of the office manager/supervisor to provide leadership and to achieve results that are consistent with customer expectations. This program will show you how!

Emphasis is on understanding the practice of supervision: what it is and how you do it to gain staff support and results. Your on-the-job challenges and problems form the basis of discussion.

Who Should Attend
This comprehensive introduction to office management is for individuals who have recently become a manager or are about to be promoted to manager and for those with less than two years of experience. This program is also for individuals "moving up" who need to develop more effective supervisory and human relations skills.

How You Will Benefit
• Gain acceptance as "the boss" regardless of your age or experience
• Manage personnel who don't share your new managerial perspective
• Learn the difference between managing and leading, and win commitment and cooperation from your staff
• Effectively manage your priorities by planning your time
• Conduct performance appraisals that develop your staff's talents

Topics to be Covered
• The supervisor's role in management
• Coping with a dynamic environment
• Supervision and the management process
• Making plans and carrying out policy
• Problem solving and managing information
• Organizing an effective department
• Staffing with human resources
• Training and developing employees
• Motivating people at work
• Leadership skills, styles and qualities
• Employee performance appraisal
• Using the performance appraisal process to your advantage
• Counseling troubled employees
• Building cooperative teams and resolving conflicts
• Keeping people, plans and programs on task
• How and when to discipline
• Stimulating productivity and innovation
• Raising the quality of products and services
• Managing a diverse workforce

What your peers and colleagues are saying...
"The program was wonderful as was our instructor, Kay Thomas."
Kim Grinnan
Braddock Construction, Inc.

"Wonderful--really opened my eyes about issues in the workplace. Kay Thomas was great!"
Michele Parnell
BPS Equipment Rental & Sales

"Kay Thomas was a terrific instructor. Practical solutions for everyday problems."
Maureen Wilson
Jacksonville, FL

This 30-hour certificate program will give you the "extra edge" to be truly successful.

Program Information
Instructor: Kay Thomas
Fee: $389*
Times: 6:00 p.m. - 9:00 p.m.
Location: UNF Campus
CEU's: 3.0
Dates: September 15, 22, 29, October 6, 13, 20, 27
November 3, 17, 24, 1997
Course No.: C64-023

Dates: January 26, February 2, 9, 16, 23, March 2, 9, 16, 23, 30, 1998
Course No.: C64-024

* The course includes:
• A copy of Supervision: Managing for Results
• The Office Professional Certificate
• Additional resource materials
id you ever wonder why some organizations get written about so often? Did you ever wonder why some people appear on television time and again as informed sources and experts? Did you ever wonder how you can help yourself and your organization achieve visibility, exposure and increased credibility without stretching your marketing budget? Would you like to be the one to help your organization reach its marketing and media goals and surpass them? If you answered "yes," this is the course for you!

The program is designed to develop creative approaches to positioning, establishing short- and long-term goals, and devising the tactics necessary to generate visibility and sales with your target audiences. Students learn to develop a marketing public relations program that creates and generates awareness.

Star Makers is a special certificate program designed to increase the visibility of organizations through innovative public relations, publicity and strong persuasive writing.

Any organization can enjoy the credibility, visibility and ongoing exposure with a creative, persuasive and compelling campaign to the media.

Who Should Attend
Managers, supervisors, professionals, executives; anyone who is responsible for developing and implementing your organization’s public relations campaign.

Course Outline

Session #1
Reach for the Stars
Marketing, Public Relations, Publicity

Session #2
Getting your Act Together
Who, What, When, Where, Why, How

Session #3
Print is Prime
Newspapers, Magazines, Follow-up

Session #4
Good Morning, Vietnam & Other Radio Opportunities

Session #5
H...e...r...e Johnny!: TV, the Magic Medium

Session #6
Creating the Media Plan, Radio & TV

Session #7
The Power of the Pen

Session #8
Long-Term Strategies & Campaigns

Session #9
A Picture is Worth a Thousand Words: Graphics, Layout & Design

Session #10
On the Cutting Edge of Creativity

Session #11
Face-to-Face: The Press Conference

Session #12
Insider Trading: Secret Resource for Maximum Media

Program Information

Instructor: Edita M. Kaye
Times: 6:00 p.m. - 9:00 p.m.
Location: UNF Campus
CEU’s: 3.6
Fee: $389

Dates: September 4, 11, 18, 25, October 2, 9, 16, 23, 30, November 6, 13, 20, 1997
Course No.: C64-025

Dates: February 3, 10, 17, 24, March 3, 10, 17, 24, 31, April 7, 14, 21, 1998
Course No.: C64-026

University of North Florida • Division of Continuing Education & Extension • (904) 620-2690
Supervisory Management Certificate
16-Hour Certificate Program

This 16-Hour program will launch you to peak performance in inspiring, motivating and taking charge of projects and people. The introductory course is designed for first-level managers, supervisors, foremen and other technically competent supervisors who need to learn to work with different personality types and promote employee commitment to their jobs. The advanced course is designed for those participants who have completed the first session or new participants who have been in a supervisory role and want to improve their skills and achieve more success as a supervisor.

Who Should Attend
Recent first or second-level supervisors who want to change their attitude from “doing” to overseeing others. Managers who are upgrading their skills for more effective performance. Administrative assistants who must act in the role of their supervisor to accomplish their work. Nonmanagement employees who want training in management for promotional opportunities.

What your peers and colleagues are saying...
"The instructor was very personable and encouraged class participation. The best part was hearing how other people handled similar situations in their workplace."
Julianne Andrews
TRC Staffing Services

"It was excellent. I feel I got a great deal of useful material out of it!"
Elaine Bedell
Marine National Bank

Introductory Course:
- Benefit from individual personality differences in your office
- Lead employees and manage work
- Solve work environment problems
- Exercise authority when necessary
- Increase employee involvement and initiative
- Empower employees instead of only delegating
- Provide non-monetary motivators
- Increase employee accountability
- Identify specific performance problems and fix them
- Coach employees—and give specific feedback
- Conduct effective on-the-job training
- Communicate more effectively
- Cope better with change
- Initiate quality improvement practices
- Recognize barriers to productivity
- Create a team environment
- Analyze common work processes
- Identify the costs of improving quality
- Measure performance more effectively

Advanced Course:
- Strategic planning
- Organizational values
- Measuring outcomes
- “Five Leadership Practices”
- Problem solving/decision making
- Empowerment principles
- Negotiating with allies and adversaries
- Balancing autonomy and trust
- Facing organizational realities
- Benefits of TQM
- Benefits of business process reengineering
- Performance measurement
- The role of technology
- Practical tips
- Marketing strategy
- Self-directed work teams

Program Information
Instructor: Michael Clark
Times: 9:00 a.m. - 5:00 p.m.
Location: UNF Campus
CEU's: 1.6
Fee: $195 or sign up for both sessions for $349
Date: September 15 & 29, 1997
Course No.: C21-038

Other Comments...
“Michael Clark did an excellent job! He really touched on situations that were relevant to the individuals in the class. I would strongly recommend anyone interested in becoming a supervisor or who is a supervisor, to take the course.”

"Michael is very knowledgeable and a terrific instructor!"
-Spring 1997
Successful Training Techniques for Trainers
30-Hour Certificate Program

Every working day in America, thousands of adults are subjected to training programs based on how children learn. Although the study of how children learn has been extensive, we now know how adults learn and how to change their behavior. If you design and develop training programs for adult learners, this certificate program is for you!

This results-oriented, practical, fast-paced, information-filled program includes group involvement and specific tips for designing workshops for adults.

Course Outline
Lesson 1: Course Overview
• Define the mission of the Train-the-Trainer course.
• Outline the purpose of the Participant Manual.
• List the course material requirements
• Summarize the presentation requirements.

Lesson 2: Self-Introduction
• Introduce yourself in three to five minutes.
• Model behavior demonstrated by the facilitator.
• Provide constructive feedback to other participants.

Lesson 3: Laws and Ways of Learning
• Define learning.
• Summarize the theories of learning.
• Outline the methods by which most adults learn.
• Recognize the indications of forgetting.

Lesson 4: Learning Objectives
• Define a learning objective.
• Summarize the purposes of learning objectives.
• Outline, in order, the levels of learning objectives.
• Describe the characteristics of learning objectives.
• List the categories of learning objectives.
• Utilize a checklist for evaluating learning objectives.

Lesson 5: Instructional Techniques
• List methods of training delivery.
• Summarize the techniques utilized in the Win-Win Negotiating Techniques.

Lesson 6: Lesson Guide Elements
• Define a lesson guide.
• Summarize the purposes of a lesson guide.
• Describe the characteristics of an instructor's or leader's guide.
• List the elements and describe the format for lesson guides.
• Develop a lesson guide for your practice teaching session, utilizing the proper elements and format.

Lesson 7: Effective Presentations
• Define the role of the instructor in the training process.
• Summarize the key responsibilities of the instructor.
• List the characteristics of an effective instructor.
• Describe the influence an instructor's attitude has on transfer of learning.
• Demonstrate some of the presentation skills covered in this lesson.

Lesson 8: Training Aids
• Summarize the purposes of training aids.
• List the characteristics of an effective training aid.
• Describe the factors to consider when selecting a training aid.
• Demonstrate the use of training aids described in this lesson.

Lesson 9: Practice Training I
• List the requirements for presentation of a 15 minute lesson.
• Describe the guidelines to ensure that a topic and presentation satisfy the requirements.
• Prepare a lesson guide and present the selected material.

Lesson 10: Evaluation of Instruction
• List the purposes of evaluating presentations.
• Describe the areas to observe during a presentation.
• Evaluate a presentation.

Lesson 11: Group Dynamics
• Distinguish between content and process in a group interaction.
• Identify key rules during a group interaction.
• Differentiate between the three stages in a group development.
• Describe the impact each stage of group development has on the development of training content and materials.

Lesson 12: Intervention Techniques
• Determine when an intervention is necessary in a group interaction.
• Select an appropriate intervention for a specific group interaction.
• Demonstrate effective use of an intervention.

Lesson 13: Questioning Techniques
• List the purposes of oral questions.
• Describe the characteristics of good oral questions.
• Characterize the types of oral questions.
• Demonstrate oral questioning techniques.

Lesson 14: Practice Training II
• List the requirements for presentation of a 25 minute lesson.
• Describe the guidelines to ensure topic and presentation to satisfy the requirements.
• Prepare a lesson guide and present the selected material.

Program Information
Instructor: Bob Harris
Times: 6:00 p.m. - 9:00 p.m.
Location: UNF Campus
CEU's: 3.0
Fee: $389
Dates: October 13, 20, 27, November 3, 10, 17, 24, December 1, 8, 15, 1997
Course No.: C64-027

Dates: February 9, 16, 23, March 2, 9, 16, 23, 30, April 6, 13, 1998
Course No.: C64-028

University of North Florida • Division of Continuing Education & Extension • (904) 620-2690
"Paul 'Bear' Bryant, the legendary football coach, said that what he did best was find ordinary ballplayers and help them become extraordinary. He produced achievers out of individuals who were only vaguely aware of their capabilities."

Eugene Griessman

Goal: What we are trying to achieve?
There is an enormous amount of untapped talent within most organizations. It is lying dormant and is just waiting to be noticed, developed and utilized. The purpose of this project is to train individuals in team leadership skills. The challenge is to move these newly acquired skills and abilities in incremental steps, from A to B or in other words "continuous improvement."

The vision is that leaders will exemplify the skills of drawing on the strengths of the people within their spheres of influence for collaborative team work.

Purpose: Why are we doing this?
Leadership that is able to focus the abilities, develop the potential and motivate the employees within the organization will have an incredible source of team energy. This type of leadership is a learned skill. Organizations have relied too long on the concept of "born leaders." Much of the current leadership material reveals that administrators can learn how to build new leaders around them without being personally threatened. Under these conditions much more can be accomplished with less stress.

The development of effective leaders does not happen instantaneously. An intensive three-day retreat does not guarantee a new leadership style. The reading of current or past literature does not equate into skill development but only an understanding of the principles of leadership. In order for true leadership to develop, it takes a great deal of time, perseverance and even costly mistakes. New leadership skills will begin to emerge after careful investment of resources.

In the richest deposits of gold ore, tons of rock must be mined and processed to produce one ounce of gold. Is the end product worth all that effort? Some people think so. They are willing to pay hundreds of dollars for that expended effort. How much would a new skill of leadership within a team member be worth? How much energy will an administrator have to expend in order to refine that skill into a finished desirable product? To be able to focus latent leadership energy into active team leadership skills is a worthwhile expenditure of resources.

Objective: How this will be done?
There are four major areas of skill emphasis within this "how to" team leadership skills curriculum:
- Team Foundations
- Team Functioning
- Team Problem Solving
- Team Interpersonal Skills

Within each of these sections, there are six to seven lessons. Each lesson contains: a belief statement, explanatory text and a skill development exercise.

A personal growth portfolio and leadership style profile become the basis for the individual participant to benchmark the progress of their own leadership development.

We cannot begin to comprehend what could be accomplished if, together, we could learn to focus on the task rather than who gets the credit, hidden agendas or comfortable past experiences.

Who Should Attend:
Anyone who is responsible for providing leadership in improving his or her organization's overall operating effectiveness.

Program Information

**Instructor:** Jerry Doyle

**Times:** 6:00 p.m. - 9:00 p.m.

**Location:** UNF Campus

**CEU's:** 3.0

**Fee:** $389

**Dates:**
- September 25, October 2, 9, 16, 23, 30, November 6, 13, 20, December 4, 1997

**Course No.:** C64-029

**Dates:**
- February 5, 12, 19, 26
- March 5, 12, 19, 26
- April 2, 9, 1998

**Course No.:** C64-030
Writing and Communication Skills Certificate
30-Hour Certificate Program

Fair or not, nothing says more about your competence, professionalism and promotability as how you come across on paper. Your letters, memos and reports provide the documentation of your know-how and potential for success. This is true whether your organization is large or small, public or private. Equally important, others judge your company or organization based on the written communications they see.

We recognize the power of the written word and that is why we have developed this intensive, 10-week Certificate in Writing and Communication Skills program to provide you with hands-on, practical instruction in writing clear, concise, error-free documents that present a positive, professional image for you and your company.

Our number one objective is to give you the practical tools necessary to begin improving your writing immediately!

Successful attendance/completion of this 30-hour program will earn you a Certificate in Writing & Communication Skills from the University of North Florida. The program is conveniently scheduled one evening per week from 6:00-9:00 p.m.

What your peers and colleagues are saying...
"The course has been very helpful for my business and personal use. Pam made the course a fun learning experience."

"Pam is an excellent instructor!"  -Spring 1997

Program Outline

I. Business Grammar and Usage: A Refresher
Sessons 1-4 (12 hours)
Never make a grammatical or spelling error again! This session provides a thorough overview of grammar basics, including:
- Parts of speech
- Subject-verb and pronoun-antecedent agreement
- Active vs. passive voice
- Synonyms, homonyms and antonyms
- Capitalization
- Spelling - the 200 most often misspelled words
- Editing and proofreading
- Paper and envelopes
- Punctuation review: commas, semicolons, etc.
- Vocabulary: concise, specific, accurate, contemporary
- The 10 major language/spelling errors in business writing
  - Letter/memo/report formats

II. Writing Better Letters, Memos and Reports
Sessions 5-9 (15 hours)
A variety of assignments will help you streamline your writing and present a polished, professional image for you and your company. Topics include:
- Letter styles: courteous, positive, specific, natural
- Responses to Inquiries
- Credit Letters
- Collection Letters
- Sales and Fund Raising Letters
- "Good Manners" Letters
- What you should never put in writing
- The 10 Commandments of Effective Communication
- The 12 Pitfalls of Business Writing
- How to determine the reading level of your writing
- Practice rewriting sample sentences, letters and memos

III. Making Effective Presentations
Session 10 (3 hours)
If you get a bad case of the jitters before having to speak before a small group, this session will help you come across as more polished and professional--in spite of your fears or lack of experience! Topics covered include:
- How to overcome your fear of public speaking
- The 7 biggest mistakes presenters make (and how to avoid them)
- Handling interrupters, difficult questions and negative remarks
- Verbal and non-verbal communication

Program Information

Instructor: Pam Marshall
Times: 6:00 p.m. - 9:00 p.m.
Location: UNF Campus
CEU's: 3.0
Fee: $389

Dates: September 9, 16, 23, 30, October 7, 14, 21, 28, November 4, 18, 1997
Course No.: C64-031

Course No.: C64-032

The course includes:
- A hardbound grammar writing guide
- A copy of Writing: A College Handbook
- The Certificate in Writing & Communication Skills
- Additional resource materials
CME Credits Required for Florida License Renewal

TIV, Inc. produces top-quality educational programs for physicians, nurses and other health care professionals. Independent research with more than 15,000 physicians and nurses who have experienced TIV education shows that the programs are professional, informative and valuable.

Two home-study courses allow Florida physicians to earn the CME credits required for license renewal in a convenient and economical manner. No seminars. No meetings. No lost practice time.

HIV/AIDS

HIV/AIDS: Education for Health Care Professionals consists of a 57-page manual and a complete CME test and course evaluation package. Completing this course will bring you 3 Category 1 CME's in HIV/AIDS and meet the Florida requirement for license renewal.

Domestic Violence

Domestic Violence: Care and Intervention consists of a 38 page manual, a complete CME test and course evaluation package. Completing this course will bring you the 1 Category 1 CME in domestic violence required for license renewal.

Accreditation

These home study CME courses were developed by the Saint Louis University School of Medicine. Saint Louis University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. These programs have been designated for the maximum number of hours indicated in Category 1 Credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours actually spent on the course, including filling out the answer sheet and evaluation.

Satisfaction Guaranteed

If you are not completely satisfied with these programs, return them to us at TIV, Inc. and we'll refund your payment--no questions asked.

To Order Call:
800-473-0138

Mailing Address:
TIV, Inc.
124 West Monroe
Saint Louis, MO 63122

Reason #1:
Why UNF is your contract training resource.

- UNF's Division of Continuing Education & Extension Contract Training program provides training to private and public organizations, including business, industry, government and military. Our goal is to bring you top quality training programs, saving you and your staff both time and money.
- Our educational programs receive high ratings from our clients because:
  #1: We use instructors who are experts in their fields. They generally have business as well as academic backgrounds and are effective adult educators.

University of North Florida • Division of Continuing Education & Extension • (904) 620-2690
Weekend Master of Business Administration (WMBA)


**Special Program Features**

- Convenient Saturday courses, 8:30 a.m. - 4:45 p.m., on the UNF campus
- Accelerated 12-week courses with specially designed curricula
- Challenging, practical classes taught by award-winning UNF faculty
- Open to students with any bachelor's degree from a regionally accredited school
- Fully accredited by the American Assembly of Collegiate Schools of Business
- We register for you! Most transactions can be handled via phone, mail or e-mail.
- One-on-one advising, transcript analysis and admission assistance
- Supportive student-centered (cohort) group approach
- Course fee includes tuition, fees, books, lunch and breaks.

**Non-Business Graduates**

Get your MBA prerequisite courses now!
- Be ready to advance to the weekend MBA next fall!
- Foundation courses are held Friday evenings and Saturdays!

**Foundation Courses**

August - December 1997
- ACG 2021 Introduction to Financial Accounting
- ECO 5115 Introduction to Economic Analysis

January - May 1998
- MAN 3025 Administrative Management
- STA 2013 Elementary Statistics for Business

May - July 1998
- MAR 3023 Principles of Marketing
- FIN 3483 Financial Management

August - September 1998
- BUL 3130 Legal Environment of Business

Courses and schedule subject to change.

**Advanced Courses**

September - December 1997
- MAN 6056 Cornerstones of Managing for Value
- ISM 6021 Management of Information Technology
- QMB 6603 Quantitative Management Analysis
- ECP 6705 Economics of Business Decisions

January - April 1998
- ACG 6305 Management Accounting
- ECP 6705 Economics of Business Decisions
- FIN 6425 Advanced Financial Management
- TRA 6220 Operations Management

April - July 1998
- ECO 6416 Statistics for Business and Economics
- MAN 6726 Advanced Strategic Management and Business Policy

July - September 1998
- MAN 6204 Organization Theory
- MAR 6815 Marketing Management and Institutions
- MAN 6056 Cornerstones of Managing for Value
- ISM 6021 Management of Information Technology
- QMB 6603 Quantitative Management Analysis

**For More Information**

Division of Continuing Education & Extension
(904) 620-2690
Fax (904) 620-2459
UNFMBA@unf.edu
The Florida Engineering Education Delivery System (FEEDS) is a product of the cooperative effort of the State University System with private sector industries located in the state of Florida. The colleges of engineering of Florida Agricultural and Mechanical University-Florida State University (FAMU-FSU), Florida Atlantic University (FAU), Florida International University (FIU), University of Central Florida (UCF), University of Florida (UF) and the University of South Florida (USF) originate the graduate programs and courses for the system. The Universities of North Florida (UNF) and West Florida (UWF), along with numerous industrial partners, participate in the delivery of the material produced at the originating sites.

FEEDS was developed in response to the needs of engineers working in industry for access to quality graduate programs and extended studies in engineering. FEEDS provides the access to university experience for place-bound engineers. The use of television, live and recorded; of telephone line-based teleconferencing; and computer-aided communication brings students and professors together intellectually regardless of location.

ACADEMIC ADVISEMENT
All degree-seeking students must have approved academic programs in order to earn a degree. Advising takes place at the registration site during registration sessions or on the program's originating campus by mail, telephone or personal visit. It is recommended that the student make at least one visit to campus to meet with a graduate advisor for planning the program of study. Any changes, alterations or deletions to the student's program of study must have prior approval of the student's advisor.

ACADEMIC ENVIRONMENT
Classroom
Courses to be delivered via FEEDS are offered in studio classrooms at the primary centers which are equipped with video cameras and recording equipment to capture the classroom environment of a "live" class. In some cases, additional communications equipment is installed to permit interaction between the "live" class and the classes located at remote sites.

Courses delivered to industrial sites and cooperating centers are generally offered in small classrooms which are equipped with video player(s), monitor(s), and as appropriate, communications devices for interaction with the "live" studio class. A facilitator or "tutor" is present to operate the video equipment, to promote peer interaction on course material, to collect and transmit homework to the professor teaching the class and to proctor examinations. The number of students varies, but is normally about 5. Seating arranged to provide a clear view of the monitor(s) is provided at tables or desktop chairs to facilitate note taking.

Delivery Methods
There are four methods for the delivery of FEEDS courses:
• Tutored videotape instruction (TVI)
• Instructional Television Fixed Services (ITFS)
• Live instruction—taught on campus or at remote site; scheduled when enrollment and faculty availability allow
• Multiple classroom interactive video via fiber optic telephone lines

TVI provides candid videotape recordings of "live" classes on campus to the remote sites. It allows maximum flexibility for the student at the remote site in that lectures may be stopped for note taking or local discussion of points which may need clarification, and the tapes may be held over at the remote site for several days to permit review or viewing by class members who missed the class session due to documented travel or illness.

ITFS uses low power microwave television broadcasting systems with one-way video delivery and two-way audio link in real time.

Homework/Tests/Examinations
All homework, tests and examinations are the same as those which are administered to students attending the live class on the originating campus of the course.

Academic Facilitator/Tutor
The facilitator/tutor is the on-site manager of the course and must function as a facilitator, mentor and discourse leader to promote interaction among the students. This person acts as the liaison between the students and the professor teaching the class at the primary center. The facilitator/tutor is responsible for collecting homework, administering exams and expediting the shipment of both homework and exams to the professor.

Tuition/Fees
Student activity fees and tuition rates vary slightly among SUS institutions. The rates are normally published well before the academic year begins and publicized at each FEEDS Center. Each student is responsible for tuition payments unless other arrangements, such as corporate sponsorship, have been previously approved. Refunds are not automatic but may be applied for by petition under special and extenuating circumstances.

For more information, call Don Farshing at (904) 620-2695 or e-mail dfarshin@unf.edu. http://www.unf.edu/grad/FEEDS.html

University of North Florida • Division of Continuing Education & Extension • (904) 620-2690

Fall 1997 Catalog 20
The Pursuit of WOW!: Every Person’s Guide to Topsy-Turvy Times

Tom Peters describes himself as a gadfly, curmudgeon, champion of bold failures, prince of disorder, maestro of zest, professional loudmouth (as a speaker he’s “a spitter,” according to the cartoon strip Dilbert), corporate cheerleader, lover of markets and a capitalist. His unconventional views led Business Week to describe him as business’ “best friend and worst nightmare.” And research released in 1996 by Siegel & Gale/Ropel Starch Worldwide (Report on America Business Executives) ranked Tom as No. 1 on “Awareness and Credibility of Business Leaders”; his Credibility Index score of 50 was more than twice that of the runner up, Bill Gates.

Tom followed up on the phenomenal success of In Search of Excellence (1982, with Robert H. Waterman, Jr.) with three more hardback books - A Passion for Excellence (1985, with Nancy Austin), Thriving on Chaos (1987), Libertarian Management (1992) - which ranked at or near the top of The New York Times best-sellers list for years; all four books have also been bestsellers throughout Asia, Latin America and Europe.


Tom presents about 75 major seminars each year, and has recently spoken in Australia, New Zealand, Malaysia, Germany, France, England, The Netherlands, India, Dubai, Saudi Arabia, South Africa, Korea, Singapore, Thailand, Ecuador, Argentina, Chile and Brazil. He writes a bi-monthly column for Forbes ASAP and for 10 years wrote a weekly newspaper column syndicated around the world.

He has also written forwards to more than 30 books, including the Gore report on reinventing government, and authored more than 100 articles for various newspapers and popular and academic journals, including Business Week, The Economist, The Financial Times, The Wall Street Journal, The New York Times, Inc., The Washington Monthly, California Management Review, The Academy of Management Review and The Harvard Business Review. Tom has created and starred in over a dozen of the most popular corporate training films ever made, and hosted numerous BBC and PBS specials. He also founded and chairs The Tom Peters Group, three training and communication companies headquartered in Palo Alto, California.

Tom is a graduate of Cornell (B.C.E., M.C.E.) and Stanford (M.B.A., Ph.D.), served on active duty in the U.S. Navy in Vietnam and Washington, was a senior White House drug abuse advisor in 1973-74 and worked at McKinsey & Co. from 1974 to 1981, becoming a partner in 1977.

Call (904) 620-2690 to find out about other upcoming Distinguished Speakers!
Advanced Placement Summer Institute

The Advanced Placement Statistics Institute is designed to enhance the professional development of current and future secondary AP Statistics teachers. The Institute activities will help AP teachers implement a more effective AP Statistics program in their schools.

The optional Preliminary Session will provide a review of statistics for all teachers who want a refresher course. The Institute (July 21-25) will provide a content overview and will focus on effective student learning activities, teaching ideas and the AP test itself.

Who Should Attend:
Teachers and future teachers of AP Statistics.

Teaching Method:
The Institute faculty encourage interaction and dialogue among AP teachers. This relaxed yet challenging approach enables AP teachers to discuss similar concerns with their peers and with experienced Institute faculty.

Calculators:
The AP Statistics Institute and the optional Preliminary Session will emphasize the use of calculators and computers to solve problems and analyze data. Calculators will be used on the AP examination, so practice with them will be essential. If you have a graphing calculator, bring it to the sessions. If you do not currently have a graphing calculator, TI-82s and/or TI-83s will be available on loan.

Location:
The AP Statistics Institute is held on the University of North Florida (UNF) campus in Jacksonville, Florida. UNF is a comprehensive university with over 11,000 students, and offers 43 undergraduate degree programs, 21 master's degree programs and one doctoral program. The campus is located on over 1,000 acres of timberland approximately seven miles inland from the Atlantic Ocean and 12 miles southeast of downtown Jacksonville.

Tuition:
The tuition includes all supplies and materials, morning and afternoon refreshments, a parking permit and a reception. A picnic dinner will be provided for those registered for the Institute.

Preliminary Session: $225
Summer Institute: $325

A $75 deposit for each session must accompany the registration form. The balance must be paid by June 26, 1998.

Tentative 1998 Schedule:

Preliminary Session:
July 16-18, 1998 (2.1 CEU's)
June 26 Deadline for payment of tuition
July 15 Reception on UNF Campus
5:00 p.m. - 7:00 p.m.
July 16-18 Classes
8:00 a.m. - 4:00 p.m.

AP Statistics Institute:
July 20-24, 1998 (3.2 CEU's)
June 26 Deadline for payment of tuition
July 19 Reception on UNF Campus
5:00 p.m. - 7:00 p.m.
July 20-24 Classes
8:00 a.m. - 4:00 p.m.
July 23 Picnic on UNF Campus
6:00 p.m. - 7:30 p.m.
July 24 Last day of class
8:00 a.m. - 12:00 p.m.

Continuing Education Units:
Continuing Education Units (CEU's) will be awarded for both the Preliminary Session and the Institute. College credit is not awarded. A Certificate of Completion will be issued to those who successfully complete either the Preliminary Session or the AP Statistics Institute.

Lodging:
Limited lodging is available on the UNF campus for $39 per night and includes linens. Local hotel accommodations are also available with rates ranging from $55-$100 per night. We will send you additional housing/lodging information when you register.

Calculators:
The AP Statistics Institute and the optional Preliminary Session will emphasize the use of calculators and computers to solve problems and analyze data. Calculators will be used on the AP examination, so practice with them will be essential. If you have a graphing calculator, bring it to the sessions. If you do not currently have a graphing calculator, TI-82s and/or TI-83s will be available on loan.

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N UNIVERSITY OF NORTH FLORIDA

University of North Florida • Division of Continuing Education & Extension • (904) 620-2690

Fall 1997 Catalog 22
Executive Computer Training Institute

Get on the information highway at UNF!

Benefits
- Continuing Education Units (CEU's) are awarded for each program.
- Each class is limited to 12 students creating an ideal learning environment.
- Each class is "hands-on" in a state-of-the-art computer lab that opened in February 1996.
- A text book is included in the cost of each program.
- We use only qualified instructors with extensive teaching experience.
- Coffee is supplied each morning.
24-Hour Certificate in Personal Computer Programs

UNF's Most Popular Computer Training Program
Using Windows 95, WordPerfect, Lotus & PageMaker

Overview:
Computers are now a major component of any office support system. Through lectures and hands-on practice, you will receive a comprehensive introduction to personal computers and computer terminology. This course utilizes popular software packages such as WordPerfect, Lotus and PageMaker to illustrate the capabilities of PCs and their use in an office environment. The Windows 95 operating system is also covered. You will work at your own PC during each class. Enrollment is limited, so enroll today!

Who Should Attend:
Anyone who is interested in computer applications or is planning to purchase a PC. Discover the true power of your system and its applications during this hands-on intensive program.

You'll learn:

Session I
Introduction to computers. Parts of a computer system • CPU-RAM-ROM-I/O's • Differences of 8-16-32-64 bit processors • 286-386-486 SX & DX and Pentium • Different speeds (MHZ) • Differences of EMS, XMS, upper & conventional memory • Different types of monitors & displays • Upgrades, memory, hard drives, CD-ROM's, VGA vs. super VGA, modems, surge suppressors & UPS, printers, scanners, networks

Session II
Operating systems • Advantages/disadvantages of MSDOS • Advantages/disadvantages of Unix/Xenix • Other operating systems: OS2, Windows 95, CDOS; IBM & compatibles vs. Macintosh • Syntax of computer manuals • DOS commands (most commonly used) • Differences and advantages of versions, upgrades • Importance of checking hard drive & floppy status • Importance of backups • Diagnostics

Session III
Windows 95 • Introduction to the Windows environment • Task bar, start, control panel, printers • Custom colors, groups, icons • Installing software • Improving performance • Running multiple applications • Windows applications (WordPad-paint-calculator-system utilities) • Running DOS applications.

Session IV
WordPerfect 7.0 for Windows • Features & benefits • Starting, viewing & customizing WordPerfect screen • Opening, closing, saving & printing documents • Working with multiple documents Selecting text, copying, cutting and pasting • Finding help • WordPerfect Tools: Spell check, Thesaurus, Grammatik; Setting tabs, indents, justification & margins • Columns & tables • Envelopes & mailing labels • Merging overview • Graphics & images.

Session V
Lotus 1-2-3 97 • Features & benefits • Becoming familiar with 1-2-3's screen • Menus, dialog boxes & smart icons • Moving around worksheet • Entering different types of data • Formulas & functions • Formatting cells • Working with multiple sheets • Opening, saving & printing • Creating charts/graphs • Using database capabilities

Session VI
Aldus PageMaker 6.0 • The PageMaker screen • Tools: Guides & rulers • Palates • Formatting, fonts & styles • Columns, lines & graphics • Importing data from other applications • Rotating text Creating new publications • Printing & formatting pages • Preferences

Course Information:
Ciro R. Camacho $389
2.0 CEU's
Location: Computer Research & Consulting
3697 Crown Point Ct.

Saturdays, September 6, 13, 20, 27, October 4, 11, 1997
9:00 a.m. - 1:00 p.m. No.: C15-453

Saturdays, October 18, 25, November 1, 8, 15, 22, 1997
9:00 a.m. - 1:00 p.m. No.: C15-454

Wednesdays, October 15, 22, 29, November 5, 12, 19, December 3, 10, 1997
6:00 p.m. - 9:00 p.m. No.: C15-455

Saturdays, January 17, 24, 31, February 7, 14, 21, 1998
9:00 a.m. - 1:00 p.m. No.: C15-456

Saturdays, February 28, March 7, 14, 21, 28, April 4, 1998
9:00 a.m. - 1:00 p.m. No.: C15-466

Wednesdays, March 11, 18, 25, April 1, 8, 15, 22, 29, 1998
6:00 p.m. - 9:00 p.m. No.: C15-474

46% of U.S. workers use a computer on the job, and this number is expected to grow, according to Workforce Economics, which predicts that 75% of the labor force will use technology on the job by early in the next century.
The Internet has become a major focus of the computing industry and it is revolutionizing the way people conduct business. More than 30 million people will have access to the Internet by the end of the year, representing over a tenfold increase since 1990. The primary growth area of the Internet has been in the business community with more than 75 percent of all new users logging on via corporate connections. There is a demand for people with the technical skills to build and maintain linkages throughout this network, as well as the programming and creative skills to create content for it.

These intensive certificate programs provide students with the skills necessary to build, maintain, and create content for an Internet World Wide Web server or connect a Java interface to a server-based database through CGI.

You'll learn:
- The Hypertext Markup Language (HTML)
- The Hypertext Transfer Protocol (HTTP)
- The Common Gateway Interface (CGI)
- Setting up an Internet server (HTTPD, WinHTTP, and MacHTTP)
- Using personal computers on the Web including Macintosh, PC< and UNIX workstations
- Configuring HTTPD, security, and firewall issues
- Using Internet tools such as FTP, Archie, WAIS, mailing lists, and Usenet News.

You will learn how to script Web pages with HTML. You also have the opportunity to create dynamic Web pages with HTML and to use the CGI interface to build fill-in forms, search engines and custom pages. In addition, issues concerning Internet demographics and how to conduct businesses over the Internet are explored. The course is divided into two major sections. The first section covers content creation and interactive documents for the World Wide Web; the second section covers installation and maintenance of World Wide Web servers. You create your own Web sites as a final project.

Coming Fall 1997!

Call Susan and add your name to our mailing list!

Workers who do not use computers on the job are paid about 10 to 15% less than similar workers who do, according to Workforce Economics.
Interactive Web Programming Certificate

CGI and Java- HTML work fine for designing most static Web pages, but fall short when you want to create interactive content on the World Wide Web (WWW). The two most popular and effective methods for creating exciting interactive Web content are the Common Gateway Interface (CGI) and Java.

Interactive Web Programming Using CGI and Java:
This 12-week intensive course covers everything you need to know to make your Web services fully interactive. The first half of the semester explores server side programming using CGI (and the C programming language) to access databases, process transactions and make Web pages leap beyond the confines of HTML. The second half of the program covers client-side programming using the Java programming language. You learn to write Java “applets” and integrate them into Web sites. This course examines GUI application programming using the Java AWT (Abstract Window Toolkit) classes and linking CGI front-ends to databases that were created during the first half of the course.

Coming Fall 1997!

Call Susan and add your name to our mailing list!

How to Use the Internet

Who Should Attend:
Step-by-step directions for getting started down the information superhighway! How to Use the Internet has been created for people who are new to the Internet.

You'll learn:
• What the Internet is and the many practical applications it offers you and your organization
• How to access essential information in moments
• How to communicate using the Internet
• How to access industry professionals throughout the world through Usenet newsgroups, BBSs, the World Wide Web, IRC and more.
• How to get hundreds of business-enhancing software programs off the Net -- absolutely free.
• How to use e-mail and Internet Relay Chat to contact customers and suppliers worldwide.
• How to send documents instantaneously via e-mail.
• How to market and industry trends that can affect your business
• How to conduct research by tapping into government archives ... college and university databases ... news wire services ... NYSE, ASE, NASDAQ ... and more.
• How to market and advertise your products and services via high-visibility sites on the World Wide Web.

Course Information:
$119 .4 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho
Friday, October 17, 1997
8:30 a.m. - 12:30 p.m.
C15-446

Monday, December 15, 1997
2:00 p.m. - 6:00 p.m.
C15-447

Monday, March 23, 1998
8:30 a.m. - 12:30 p.m.
C15-448

Advanced Internet Techniques

Who Should Attend:
A one-day workshop for anyone who wants to tap into the full power of the Internet.

You’ll learn:
• Step-by-step instruction on using powerful Web-search engines such as Webcrawler, Yahoo and Lycos.
• How to navigate gopherspace
• How to identify databases that contain the information you need most
• Easy ways to search the world’s libraries online
• How to find free software, electronic manuals, tutorials and Internet lessons to speed your journey
• Shortcuts to the White House, the U.S. Census Bureau and the Library of Congress, as well as to government documents and publications
• How to avoid time-wasting detours, frustrating dead-ends and common "speed traps"

Plus other shortcuts and tips for finding useful information fast on the Internet and the World Wide Web.

Course Information:
$119 .4 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho

Friday, October 17, 1997
8:30 a.m. - 12:30 p.m.
C15-446

Monday, December 15, 1997
2:00 p.m. - 6:00 p.m.
C15-447

Monday, March 23, 1998
8:30 a.m. - 12:30 p.m.
C15-448
How An Intranet Can Help Your Company Grow

Who Should Attend:
Anyone who is interested in maximizing the Internet to enhance their organization's communications and operations.

A survey by Creative Networks predicts the use of corporate Intranets will rise by 110% this year, and Ziff-Davis's Computer Intelligence research arm estimates that 45% of large companies already have an Intranet installed. While much of the growth initially was fueled by a desire to provide Net-based purchasing and sales opportunities, companies now are devising ways to use their Intranets to deliver information, benefits and services to their employees.

You'll learn:
• How creating your own Intranet will help your company grow
• How to communicate with employees
• The benefits of shared information
• Increase productivity and your bottom line.

Course Information:
$119.4 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho

Monday, September 15, 1997 C15-449
8:30 a.m. - 12:30 p.m.
Friday, November 7, 1997 C15-450
2:00 p.m. - 6:00 p.m.
Friday, February 27, 1998 C15-451
8:30 a.m. - 12:30 p.m.
Monday, April 13, 1998 C15-452
2:00 p.m. - 6:00 p.m.

Powerful PowerPoint Presentations

Who Should Attend:
This workshop is an absolute "must" for anyone who sells ideas, trains others, presents reports, explains concepts, persuades and influences others or who stands in front of groups to deliver presentations, speeches or talks of any kind.

You'll learn:
• Add to your presentations using graphics you create
• Apply state-of-the-art PowerPoint tools to liven up your presentations, adding colorful charts, decorative borders and even cartoon characters
• Develop customized presentations
• How to use graphics to convey information
• A quick review of the many capabilities PowerPoint offers you
• Learn when visuals enhance your message and when they detract
• How to add humor through illustrations

Coming Fall 1997!
Call Susan and add your name to our mailing list!

Windows

You'll learn:
• Getting started • Understanding Windows 95 • Understanding the Window elements • Using the mouse • Understanding the keyboard • Menu bar • Saving a document • Closing Windows 95 • Dialog boxes • text box, drop down list box, command buttons, list boxes, check boxes, option buttons • Using a slider in a dialog box • Controlling Window sizes • Maximizing and minimizing windows • Using the taskbar • Using the help system • Editing text • Copying and moving text • Saving data on the clipboard • Retrieving clipboard contents • Clipboard feature summary • Windows explorer • Controlling the display • Select files and folders • Finding a file • Using the my computer program • Managing files and folders • Creating a new folder • Using menu commands • Copying, moving, renaming & deleting • Using the recycle bin • Managing floppy disks • Using Windows paint • Understanding how paint works • The painting tools • Adding text to a drawing • Using the undo command • Exiting paint • Customizing your work environment and printing documents • Changing the appearance of your desktop • Changing your screen saver • Changing mouse settings • Printing files • Using the print queue • Deleting a file from the print queue • Customizing your desktop • Adding a program to the start-up folder • Putting shortcuts on the desktop • Grouping programs • Customizing the taskbar • Maintaining your computer • Backing up your files • Scanning the hard drive for errors • Defragmenting files

Course Information:
$119.6 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho
Friday, October 10, 1997 C15-457
Wed, November 5, 1997 C15-458
Wed, December 3, 1997 C15-459
Monday, February 2, 1998 C15-460
Wednesday, March 4, 1997 C15-461
Monday, April 6, 1998 C15-462
The Internet is the largest computer network in the world, giving you instant access to unlimited information resources and millions of people. While the explosive growth of the Internet has been phenomenal so far, experts predict it will grow exponentially into the next century. Take advantage of this opportunity to understand and use the most important business tool of the century!

**Prerequisite:** Working knowledge of Windows 95 is required for this course.

**What's the difference between WordPerfect 6.1 and 7.0?**
Both applications are very similar and the skills you will learn in this course are transferable.

**You'll learn:**
Starting WordPerfect 7.0 Windows • Using the mouse • Identifying WordPerfect screen: title bar, pull down menus, tool bar, power bar, scrolling bar, status bar • Reveal codes window • Maximizing & minimizing WordPerfect • Quick menu • Using the function keys • Starting a new document • Working with automatic templates • Autowrap function • Insert vs. overstrike • Viewing & zoom features • Saving & printing documents • Editing existing documents • Selecting test • Using undo • Copying, cut & paste commands • Finding help & using the coaches • Working with hidden codes • Using find & replace features • Spell check • Thesaurus • Grammatik • Working with margins • Setting tabs • Setting indents • Aligning text • Working with fonts: font face, point, position, color • Line spacing • Footnotes & endnotes • Bullets & numbers • Special characters • Line breaks hyphens.

**Course Information:**
$119 .6 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho
9:00 a.m. - 4:30 p.m.
Monday, October 20, 1997 C15-463
Wed, February 18, 1998 C15-464
Friday, April 17, 1998 C15-465

**Prerequisite:** Working knowledge of Windows 95 is required for this course.

**You'll learn:**
Starting MS-Word 97 • Identifying MS-Word's screen: standard toolbar, formatting toolbar, horizontal ruler, tip wizard bar, work area, scroll bars, status bars, windows taskbar, style area • Creating & saving a new document • Printing a document • Accessing help • Editing documents • Moving around in a document • Using autocorrect • Moving, copying • Deleting text • Using the shortcut menu • Working with different documents in the same screen • Displaying documents in different views • Using spell check • Using the thesaurus • Checking your grammar • Finding and replacing text • Special characters and formatting • Creating summary information • Viewing document statistics • Finding files • Comparing versions of same document • Inserting files from Word and other programs • Printing an entire active document • Selecting printing options • Printing special information • Printing to a file • Enhancing text in a document • Overview of formatting • Changing fonts • Font sizes and styles • Improving the appearance of text • Changing character spacing • Setting and restoring default character format • Removing and copying character format.

**Course Information:**
$119 .6 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho
9:00 a.m. - 4:30 p.m.
Wed, October 8, 1997 C15-467
Friday, December 12, 1997 C15-468
Wed, February 13, 1998 C15-469
Monday, April 17, 1998 C15-470
Lotus 1-2-3 97

Prerequisite: Working knowledge of Windows 95 is required for this course.

You'll learn:
- Spreadsheet capabilities
- Starting Lotus
- The Lotus screen: the control panel, title bar, pull down menus, scroll bar, status bar
- Maximizing & minimizing Lotus
- Quick menu
- Dialog boxes
- Using help
- Moving around the worksheet
- Entering data
- Entering formulas & functions
- Formatting and printing
- Functions, formulas and absolute references
- Charts and graphing
- Managing data with Excel
- Enhancing a worksheet
- Creating and modifying a chart
- Creating and working with databases
- Exchanging data with other programs
- Automating worksheet tasks

Course Information:
$119 .6 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho
9:00 a.m. - 4:30 p.m.
Monday, September 22, 1997 C15-478
Friday, February 13, 1998 C15-479
Wednesday, April 22, 1998 C15-480
Groups of three or more from the same company receive a 10% discount.
UNF Alumni and senior citizens (age 60 and over) qualify for a 20% discount on all programs.
Proof of eligibility is required. Only one discount applies per person.

UNF Campus
Ida Gropper
2:00 p.m. - 5:00 p.m. (Sundays)
October 19, 26, 1997 C15-476
February 15, 22, 1998 C15-477

UNF Alumni and senior citizens (age 60 and over) qualify for a 20% discount on all programs.
Proof of eligibility is required. Only one discount applies per person.

UNF Campus
Ida Gropper
2:00 p.m. - 5:00 p.m. (Sundays)
October 19, 26, 1997 C15-476
February 15, 22, 1998 C15-477

MS Excel 97

Prerequisite: Working knowledge of Windows 95 is required for this course.

You'll learn:
- Planning, building, testing and documenting worksheets
- Formatting and printing
- Functions, formulas and absolute references
- Charts and graphing
- Managing data with Excel
- Enhancing a worksheet
- Creating and modifying a chart
- Creating and working with databases
- Exchanging data with other programs
- Automating worksheet tasks

Course Information:
$119 .6 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho
9:00 a.m. - 4:30 p.m.
Monday, September 22, 1997 C15-478
Friday, February 13, 1998 C15-479
Wednesday, April 22, 1998 C15-480
Groups of three or more from the same company receive a 10% discount.
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UNF Campus
Ida Gropper
2:00 p.m. - 5:00 p.m. (Sundays)
October 19, 26, 1997 C15-476
February 15, 22, 1998 C15-477

UNF Alumni and senior citizens (age 60 and over) qualify for a 20% discount on all programs.
Proof of eligibility is required. Only one discount applies per person.

Maintenance & Troubleshooting

Who Should Attend:
Anyone "in charge" of installing software, troubleshooting and fixing PC problems and making decision about upgrades. PC technicians and consultants who want to fine-tune their skills.

This course is designed for the computer novice, presented in nontechnical language, using layman's terms.

You'll learn:
- Find out how to apply practical, step-by-step strategies to diagnose and solve hardware and software malfunctions, upgrade and streamline your systems and boost their performance!
- Discover the inner workings of your personal computer and become the computer "whiz" at your office. You'll learn the function and placement of basic hardware, how your computer is put together, and how various components work with one another. You'll learn to:
  - Correct Simple Malfunctions
  - Work Out Annoying Bugs
  - Determine When a Repair Professional is Necessary
  - Fix Minor Problems
  - Diagnose and troubleshoot
  - Upgrade and maintain your computer

Course Information:
$119 .6 CEU's
UNF Campus
Ciro R. Camacho
9:00 a.m. - 4:30 p.m.
Wed, September 24, 1997 C15-481
Monday, November 3, 1997 C15-482
Wednesday, April 27, 1998 C15-484
Groups of three or more from the same company receive a 10% discount.
UNF Alumni and senior citizens (age 60 and over) qualify for a 20% discount on all programs.
Proof of eligibility is required. Only one discount applies per person.

UNF Campus
Ida Gropper
2:00 p.m. - 5:00 p.m. (Sundays)
October 19, 26, 1997 C15-476
February 15, 22, 1998 C15-477

UNF Alumni and senior citizens (age 60 and over) qualify for a 20% discount on all programs.
Proof of eligibility is required. Only one discount applies per person.
Understanding Networks

You'll learn:
Maximize your office computer equipment through networking. Networking means being able to share applications and documents throughout your company. Everything from memos to product plans can be quickly accessed on demand.

Course Information:
$119.6 CEU's
UNF Campus
Ciro R. Camacho
9:00 a.m. - 4:30 p.m.
Friday, October 24, 1997 C15-485
Monday, December 8, 1997 C15-486
Monday, March 9, 1998 C15-487
Wednesday, April 29, 1998 C15-488

UNIX/ZENIX Operating Systems

This one-day course is designed for persons who use, or are considering using, the UNIX operating system. The course provides an overview of the advantages and disadvantages of UNIX as compared to other operating systems.

You'll learn:
• Introduction to UNIX
• UNIX Structure
• Advantages and Disadvantages of UNIX
• Basic UNIX Shell features
• UNIX File System and commands
• System Security
• Shell programming
• How to use the Compiler and makefiles

Course Information:
$119.6 CEU's
Computer Research & Consulting
3697 Crown Point Ct.
Ciro R. Camacho
9:00 a.m. - 4:30 p.m.
Wed, September 10, 1997 C15-489
Monday, November 17, 1997 C15-490
Monday, February 23, 1998 C15-491
Wed, April 15, 1998 C15-492

How to Buy a Computer

Who Should Attend:
Anyone who is charged with the responsibility of coordinating an office upgrade or interested in purchasing a PC. This course is a "must" before you set foot in any computer store.

You'll learn:
Do you know the difference between a megabyte and a gigabyte? A RAM and a modem? A megahertz and a processor? This course will unravel the mystery of computer jargon and prepare you to enter that computer store armed with the information you need to make an informed computer buying decision. You will also learn about the most popular software applications. Don't miss this information-packed course! You bring the questions, we'll supply the answers!

Course Information:
$119.6 CEU's
UNF Campus
Ciro R. Camacho
9:00 a.m. - 4:30 p.m.
Saturday, December 6, 1997 C15-493
Saturday, March 21, 1998 C15-494

Reason #2:
Why UNF is your contract training resource.

UNF's Division of Continuing Education & Extension Contract Training program provides training to private and public organizations, including business, industry, government and military. Our goal is to bring you top quality training programs, saving you and your staff both time and money.

Our educational programs receive high ratings from our clients because:

#2 Our prices are reasonable. Call Lise Amundrud and request an estimate. When you're training your staff, you'll save money by having UNF come to you!

Ideal before the holidays! Don't miss this information-packed course! You bring the questions, we'll supply the answers!
Environmental Education & Safety Institute

Some of our Clients

Allied Signal
Atlantic Dry Dock Corporation
Baptist Medical Center
BellSouth Telecommunications
Blue Cross/Blue Shield
City of Jacksonville
Crane Reisistoflex
CSX, Inc.
Duval County School Board
Florida National Guard
Florida East Coast Railway
FMC Corporation
Hercules, Inc.
Hunter Marine Corporation
Jacksonville Electric Authority
Kings Bay Naval Submarine Station
Mayo Clinic
NAS Jacksonville
Rayonier, Inc.
Southeast Toyota Distribution
State of Florida
Vistakon

Award-winning certification courses in hazardous materials, asbestos and lead abatement—just ask one of our 5,000 graduates!
Why choose UNF's Environmental Training Programs?

The Environmental Education and Safety Institute (EESI) is a leader in the environmental training field. Our program was established in 1989 to meet the growing demand for qualified, experienced environmental/health and safety workers and supervisors. Over 5,000 persons have received their training from UNF. Here are some of the reasons:

• University Continuing Education Association (UCEA) award-winning program
• Self-contained facilities: Classroom, hands-on training facility and campus dining facilities are all located within walking distance.
• Quality instruction
• Customized programs and services
• Flexible schedule
• Easy parking for on-campus programs
• Professional, seasoned and courteous staff
• Personalized numbered certificate from UNF and wallet ID card
• Nationwide and regional services available
• Various payment methods: Cash, Check, Visa, MasterCard, Company Purchase Order, Journal Transfer and 1556’s

Contract Training

Good training has never been more important. The regulations explosion has required the employer to certify the employee’s competency and provide periodic refresher training. That's where the University of North Florida Environmental Education and Safety Institute (EESI) can help you. Our outstanding nationwide reputation comes from a tradition of high quality training. EESI is committed to meeting the customer’s needs through high quality comprehensive programs and courteous, professional service.

For companies with at least 12 employees who require training, we can provide training at your location and customize any of our programs. Courses can be designed to meet your specific needs while meeting all federal, state and local regulations and requirements. The per-person tuition may be significantly less than our public presentations.

To discuss customized training, call me today at (904) 620-2690!

Lise M. Amundrud

Partial List Contract Training Courses

• OSHA 40-Hour Hazardous Materials Health and Safety
• OSHA 24-Hour Hazardous Materials Health and Safety
• OSHA 8-Hour Hazardous Waste Site Supervisor Course
• OSHA 8-Hour Hazardous Materials Annual Recertification
• OSHA 8-Hour Hazardous Materials First Responder-Awareness
• OSHA 24-Hour Hazardous Materials First Responder-Operations
• OSHA 24-Hour Hazardous Materials Emergency Response-Technician
• OSHA 8-Hour Hazardous Materials-Specialist for Selected Chemicals
• OSHA 8-Hour On-Scene Incident Commander
• DOT 8-Hour Transportation of Hazardous Materials
• EPA 8-Hour Hazardous Waste Management under RCRA
• OSHA 8-Hour Confined Space Entry
• OSHA 40-Hour Confined Space Entry and Rescue
• OSHA 40-Hour Industrial Fire Brigade
• OSHA 8-Hour Industrial Fire Brigade-Indoctrination
• 8-Hour CPR/First Aid
• Various Asbestos and Lead Courses
OSHA 40-Hour Hazardous Materials Health & Safety Training Course

Who Should Attend: Employees involved in hazardous waste activities such as equipment operators and others who will work at regulated hazardous waste site operations, handle hazardous or contaminated materials and/or work at TSD facilities.

This one-week intensive course meets the OSHA requirements of 29 CFR 1910.120 (e)(3)(i) and (q) mandated under “Superfund Amendments & Reauthorization Act of 1986” (SARA), including operations at sites covered by RCRA and at uncontrolled hazardous waste sites. This course also meets the training requirements for persons working at Treatment, Storage and Disposal facilities regulated by EPA 40 CFR 260 to 299. Hands-on training involves dressing out in protective clothing and respirators; overpacking, plugging and patching drums; and setting up a decontamination station.

Wallet I.D. card, American Heart Association Heartsaver CPR card and a numbered certificate will be issued upon completion of the course.

OSHA requires annual recertification.

Course Topics Include:
- Hazardous Materials Regulatory Requirements 29 CFR 1910.120
- Introduction to Toxicology
- Personal Protective Equipment and Clothing
- Decontamination Procedures
- Respiratory Protection
- Plugging, Patching and Overpacking
- Confined Space Requirements
- Job Site Safety
- Ionizing Radiation
- Drum and Container Handling
- Confined Space Entry
- Introduction to Air Monitoring
- Zoning and Control
- Lockout/Tagout
- MSDS
- Site Characterization
- Fire and Explosive Hazard
- Hazard and Risk Assessment
- Medical Program
- American Heart Association CPR
- Hands-On Drill!

OSHA 8-Hour Hazardous Materials Recertification Course

Who Should Attend: Hazardous substance workers and supervisors who have previously completed the 40- or 24-Hour Hazardous Materials Health & Safety Course and require annual training to retain their certification.

This course meets all the requirements of OSHA 29 CFR 1910.120 regulations, paragraph (e)(8) and (q)(8), for persons previously certified in a hazardous waste site worker/supervisor's course. Proof of prior certification, which is not expired, must be submitted before course registration.

Wallet I.D. card and a numbered certificate will be issued upon completion of the course.

Course Topics Include:
- Regulatory Review and Updates
- Respirators
- Site Emergencies
- Site Safety, Security and Control
- Hazardous Waste Management
- Toxicology and Industrial Hygiene
- Training and Communication
- Personnel Roles and Lines of Authority

EPA 8-Hour Hazardous Waste Management Under RCRA

Who Should Attend: Individuals involved in all modes of transportation (road, rail, aircraft or vessel) of hazardous materials.

You will become familiar with EPA compliance requirements for Generators or Small Quantity Generators of Hazardous Wastes.

Early Registration: $145 8:00 a.m. - 5:00 p.m.
Fee: $169 .8 CEU's
September 3, 1997 C58-032
November 5, 1997 C58-033
February 19, 1998 C58-066
April 27, 1998 C58-067
OSHA 8-Hour Hazardous Materials Site Supervisor Course

Who Should Attend: Hazardous site workers who have completed the 40-Hour Hazardous Materials Health & Safety Course and require training before assuming a management or supervisory position.

This course meets all requirements of 29 CFR 1910.120 paragraph (e) for eight hours of specialized training of supervisors or managers directly responsible for or who supervise employees engaged in hazardous waste operations. Wallet I.D. card and a numbered certificate will be issued upon completion of the course.

Course Topics Include:
- Regulatory Requirements
- Developing PPE Programs
- Material Safety Data Sheets
- Emergency Response Procedures

Early Registration: $150
Fee: $175
8:00 a.m. - 5:00 p.m.
.C58-036
.C58-037
.C58-038
.C58-068
.C58-069
.C58-070
.C58-071
.C58-072

CPR Training

This course is designed to teach basic level CPR. It includes identifying and responding to a choking adult and provides basic rescue response to cardiac or respiratory arrest.

American Heart Association Heartsaver CPR card and a certificate will be issued upon completion of the course.

Early Registration: $50
Fee: $60
8:00 a.m. - 12:00 p.m.
0.4 CEU's
.C58-052
.C58-053
.C58-054
.C58-073
.C58-074
.C58-075
.C58-076
.C58-077

OSHA 24-Hour Hazardous Materials Emergency Response Course

Who Should Attend: Hazardous waste site employees who are on site occasionally, rescue workers, first responders and anyone working around hazardous chemicals where accidents may occur including personnel at TSD facilities.

This course meets the training guidelines in regulations 29 CFR 1910.120 paragraph (e), (q) and (p); 134; 29 CFR 1910.146. NFPA 306 and 27 and EPA 40 CFR 264.16
Wallet I.D. card and a numbered certificate will be issued upon completion of the course.

OSHA requires annual recertification.

Course Topics Include:
- Oil Spill Cleanup Procedures
- OSHA and EPA Regulations
- Toxicology
- Protective Clothing
- Recognition and Identification of Hazardous Materials
- Decontamination Procedures (Hands-On)
- Personal Protective Equipment/Respiratory Protection
- Realistic Drill

Early Registration: $269
Fee: $299
8:00 a.m. - 5:00 p.m.
2.4 CEU's
.C58-040
.C58-041
.C58-078
.C58-079

8-Hour On-Scene Incident Commander Course

29 CFR 1910.120 (q)(6)(v)


This course is designed for incident commanders who will assume control of the incident scene beyond the first responder awareness level and who have received at least 24-hours of training equal to the first responder operations level.
Wallet I.D. card and a numbered certificate will be issued upon completion of the course.

Early Registration: $145
Fee: $169
8:00 a.m. - 5:00 p.m.
.8 CEU's
.C58-043
.C58-044
.C58-080
.C58-081
DOT 8-Hour Transportation of Hazardous Materials Course

49 CFR 171-178

Who Should Attend: Individuals involved in all modes of transportation (road, rail, aircraft or vessel) of hazardous materials.

This course complies with the Department of Transportation hazardous materials regulations, docket H-181E & G, HM-126F, HM-215A and HM-207D, and is for workers who are required to handle or are exposed to hazardous materials in the workplace.

A numbered certificate will be issued upon completion of the course.

Course Topics Include:
- Regulation
- Classification
- Handling
- Placarding
- Safety
- Hazardous Materials Table
- Bill of Lading
- Loading and Unloading
- Compliance

Early Registration: $99
Fee: $125

8:00 a.m. - 5:00 p.m.
.8 CEU's

September 24, 1997  
November 26, 1997  
April 2, 1998  
June 10, 1998

C58-046  
C58-047  
C58-082  
C58-083

8-Hour Confined Space Entry

Reduce the risk of injury or death from working in confined spaces. This course is targeted toward workers in general industry. It is designed to familiarize authorized entrants, attendants and supervisors with the hazards of working in confined spaces, use of basic atmosphere monitoring equipment, safe permit entry procedures and training requirements according to 29 CFR 1910.146.

Early Registration: $165
Fee: $185

8:00 a.m. - 5:00 p.m.
.8 CEU's

September 4, 1997  
November 6, 1997  
February 18, 1998  
April 23, 1998  
June 11, 1998

C58-049  
C58-050  
C58-084  
C58-085  
C58-086

Early Registration Discounts

To qualify for the early registration discount, registration accompanied by your form of payment must be postmarked ten business days prior to the first day of class!

Did you know?

UNF offers five levels of environmental training and we can customize courses for your specific training needs.

Level 1: First Responder Awareness Level: Individuals who are likely to witness or discover a hazardous substance release and who have been trained to initiate an emergency response sequence by notifying the proper authorities of the release.

Level 2: First Responder Operations Level: Individuals who respond to releases or potential releases of hazardous substances as part of the initial response to the site for the purpose of protecting nearby persons, property or the environment from the effects of the release. Their function is to contain the releases from a safe distance, keep them from spreading and prevent exposures. First responders at the operational level shall have received at least eight hours of training.

Level 3: Hazardous Materials Technician: Individuals who respond to releases or potential releases for the purpose of stopping the release. They assume a more aggressive role than a first responder at the operations level in that they will approach the point of release in order to plug, patch or otherwise stop the release of a hazardous substance. Hazardous materials technicians shall have received at least 24 hours of training equal to the first responder operations level.

Level 4: Hazardous Materials Specialist: Individuals who respond with and provide support to hazardous materials technicians. Their duties parallel those of the hazardous materials technician; however, those duties require a more direct or specific knowledge of the various substances they may be called upon to contain. The hazardous materials specialist would also act as the site liaison with federal, state, local and other governmental authorities in regards to site activities. Hazardous materials specialists shall have received at least 24 hours of training equal to the technician level.

Level 5: On-Scene Incident Commander: Incident commanders, who will assume control of the incident scene beyond the first responder awareness level, shall have received at least 24 hours of training equal to the first responder operations level.

Call Susan and she will fax you more detailed guidelines!
META has provided professional services worldwide, both training and technical, to over 2,500 clients, including environmental contractors, architecture and engineering firms, the Federal Reserve, Veterans Administration, U.S. Army, U.S. Air Force, General Services Administration and many public and private schools, colleges, commercial properties, hospitals and others.

META was among the first group of asbestos trainers accredited by the EPA in 1987. It is also a national leader in the increasingly complex field of state accreditations, combining its national accreditation with state recognition. META provides courses in techniques and design, monitoring and supervision of remediation projects, building inspections and management, and maintenance for facility managers. All of META's AHERA Courses comply with EPA MAP requirements.

16-Hour Maintenance Worker
Who Should Attend: Required for O & M personnel to conduct small scale, short duration ACM removal.

Course Topics Include:
- Asbestos Awareness
- Potential Health Effects
- Personal Protection
- Air Monitoring Procedures
- Principles of Asbestos Handling
- 8 hours of "hands on" training in the areas of glove bag removal, mini-enclosure and respiratory protection.

A numbered certificate will be issued upon completion of the course.

Early Registration: $179  8:00 a.m. - 5:00 p.m.
Fee: $189  1.6 CEU's

August 15-22, 1997  C59-012
August 25-29, 1997  C59-013
November 25-29, 1997  C59-038
December 3-7, 1997  C59-039
December 16-20, 1997  C59-040

EPA-AHERA 8-Hour Asbestos Abatement Worker Refresher
Who Should Attend: This course meets the required annual refresher for accredited workers.

The course reviews the Worker topics, state-of-the-art work practices and changes in federal, state and local regulations.

A numbered certificate will be issued upon completion of the course.

Note: EPA requires documentation of current AHERA Asbestos Worker Certification as a prerequisite for this course. Trainees must bring current certificate of training to class to gain re certification in this course.

Early Registration: $99  8:00 a.m. - 5:00 p.m.
Fee: $110  .8 CEU's

August 15, 1997  C59-012
August 25, 1997  C59-013
November 23, 1997  C59-038
December 6, 1997  C59-039
December 15, 1997  C59-040
EPA-AHERA 40-Hour Asbestos Abatement Supervisor

Asbestos abatement supervisors provide supervision and direction to workers performing response actions. Successful completion of this course qualifies an individual to act as a "competent person" as defined by OSHA asbestos regulations.

This course includes classroom lectures, discussion and demonstrations; extensive hands-on training; respiratory protection (including individual fit testing); course review and written examination. A numbered certificate will be issued upon completion of the course.

Course Topics Include:
- Physical Characteristics of Asbestos
- Potential Health Effects Related to Asbestos Exposure
- Employee Personal Protective Equipment (including respiratory protection)
- State-of-the-Art Work Practices
- Personal Hygiene
- Additional Safety Hazards
- Medical Monitoring Requirement
- Air Monitoring
- Relevant Federal, State and Local Regulatory Requirements
- Procedures and Standards
- Establishing Respiratory Protection Programs
- Insurance and Liability Issues
- Abatement Project Recordkeeping
- Supervisory Techniques
- Contract Specification

Early Registration: $420  8:00 a.m. - 5:00 p.m.
Fee: $460          4.0 CEU's
August 18-22, 1997 C59-015
October 27-31, 1997 C59-016
February 2-6, 1998 C59-041
March 23-27, 1998 C59-042
June 1-5, 1998 C59-043

EPA-AHERA 24-Hour Asbestos Inspector Training

Who Should Attend: The course is required for persons who identify and assess the condition of asbestos-containing building materials in schools, public buildings and commercial buildings. A numbered certificate will be issued upon completion of the course.

Course Topics Include:
- Asbestos Identification
- Potential Health Effects
- Role of Inspectors
- Legal Liabilities and Defenses
- Understanding Building Systems
- Public/Employee/Occupant Relations
- Pre-Inspection Planning and Review of Previous Inspections
- Asbestos Inspecting
- Bulk-Sampling and Documentation
- Respiratory Protection and Personal Protective Equipment
- Recordkeeping
- Writing Inspection Reports
- Regulatory Review
- Field Walk-Through Inspection

Early Registration: $289  8:00 a.m. - 5:00 p.m.
Fee: $299          2.4 CEU's
September 15-17, 1997 C59-021
February 9-11, 1998 C59-047
April 13-15, 1998 C59-048
June 29-July 1, 1998 C59-049

EPA-AHERA 8-Hour Asbestos Abatement Supervisor Refresher

The required annual refresher for accredited Supervisors. The course includes a review of Supervisor topics, state-of-the-art work practices, and changes in federal, state and local regulations. A numbered certificate will be issued upon completion of the course.

Note: EPA requires documentation of current AHERA Asbestos Supervisor Certification as a prerequisite for this course. Trainees must bring current certificate of training to class to gain recertification in this course.

Early Registration: $125  8:00 a.m. - 5:00 p.m.
Fee: $150          .8 CEU's
September 8, 1997 C59-018
November 3, 1997 C59-019
January 30, 1998 C59-050
March 20, 1998 C59-051
May 22, 1998 C59-052

EPA-AHERA 4-Hour Asbestos Inspector Refresher Training

The required annual refresher for accredited Inspectors. The course includes a review of Inspector topics, state-of-the-art work practices, and changes in federal, state and local regulations. A numbered certificate will be issued upon completion of the course.

Note: EPA requires documentation of current AHERA Asbestos Inspector Certification as a prerequisite for this course. Trainees must bring current certificate of training to class to gain recertification in this course.

Early Registration: $85  8:00 a.m. - 12:00 p.m.
Fee: $95          .4 CEU's
September 22, 1997 C59-023
February 16, 1998 C59-044
April 22, 1998 C59-045
June 12, 1998 C59-046
EPA-AHERA 16-Hour
Asbestos Management
Planner Training

Prerequisite: Registration requires accreditation as an AHERA Asbestos Inspector.

Management Planners use data gathered by inspectors to assess the degree of hazard posed by ACBM in schools and other facilities to determine the scope and timing of appropriate response actions. Management planning training includes lectures, demonstrations, a course review and written examination. A numbered certificate will be issued upon completion of the course.

Course Topics Include:
• Role and Responsibilities of the Management Planner
• Evaluation and Interpretation of Survey Results
• Hazard Assessment Practice
• Legal Implications of Management Planning
• Evaluation and Selection of Control Options
• Role of Other Professionals
• Developing an Operations and Maintenance Plan
• Review of Pertinent Regulations
• Recordkeeping
• Assembling and Submitting the Management Plan
• Financing Abatement Actions

Early Registration: $215
Fee: $239

8:00 a.m. - 5:00 p.m.
1.6 CEU's

C59-025
C59-053
C59-054
C59-055

September 18-19, 1997
February 12-13, 1998
April 16-17, 1998
July 2-3, 1998

OSHA 8-Hour Floor
Tile Worker Training

OSHA 29 CFR 1926.1101(k)(9)(iv)(A) allows training for working with a single material. A numbered certificate will be issued upon completion of the course.

Course Topics Include:
• Background information on asbestos
• What is asbestos and where is it found?
• Why asbestos is dangerous and when it is most dangerous
• Working safely with and around asbestos
• How much exposure is too much
• Protection techniques
• How do I avoid releasing fibers?
• What to do if there's a fiber release episode
• Substance identification
• Health hazard data
• Respiration and protective clothing
• Disposal procedures and clean-up
• Employee rights
• Specific engineering controls
• Work practices
• Hands-on training specific to working with tile

Early Registration: $85
Fee: $95

January 21, 1998
April 20, 1998

EPA-AHERA 4-Hour
Asbestos Management
Planner Refresher Training

The required annual refresher for accredited Inspectors. The course includes a review of Inspector topics, state-of-the-art work practices, and changes in federal, state and local regulations. A numbered certificate will be issued upon completion of the course.

Note: EPA requires documentation of current AHERA Asbestos Management Planner Certification as a prerequisite for this course. Trainees must bring current certificate of training to class to gain recertification in this course.

Early Registration: $85
Fee: $95

1:00 p.m. - 5:00 p.m.
.4 CEU's

September 22, 1997
February 16, 1998
April 22, 1998
June 12, 1998

C59-027
C59-056
C59-057
C59-058

OSHA 8-Hour Roofer
Worker Training

OSHA 29 CFR 1926.1101(k)(9)(iv)(A) allows training for working with a single material. A numbered certificate will be issued upon completion of the course.

Course Topics Include:
• Background information on asbestos
• What is asbestos and where is it found?
• Why asbestos is dangerous and when it is most dangerous
• Working safely with and around asbestos
• How much exposure is too much
• Protection techniques
• How do I avoid releasing fibers?
• What to do if there's a fiber release episode
• Substance identification
• Health hazard data
• Respiration and protective clothing
• Disposal procedures and clean-up
• Employee rights
• Specific engineering controls
• Work practices
• Hands-on training specific to working with roofing

Early Registration: $110
Fee: $125

8:00 a.m. - 5:00 p.m.
.8 CEU's

January 21, 1998
April 20, 1998

C59-059
C59-060

C59-061
C59-062
OSHA 8-Hour Asbestos Awareness

OSAH requires all employees who are likely to be exposed to asbestos in their work, whether they work with asbestos directly or not, to take "asbestos awareness" training described at 29 CFR 1926.1101(k)(9)(viii). A numbered certificate will be issued upon completion of the course.

Course Topics Include:
• Background information on asbestos
• What is asbestos and where is it found?
• Why asbestos is dangerous and when it is most dangerous
• Working safely with and around asbestos
• How much exposure is too much
• Protection techniques
• How do I avoid releasing fibers?
• What to do if there's a fiber release episode
• Substance identification
• Health hazard data
• Respiration and protective clothing
• Disposal procedures and clean-up
• Employee rights

Early Registration: $99
Fee: $110
8:00 a.m. - 5:00 p.m.
.CEUs
January 22, 1998 C59-063
April 21, 1998 C59-064

EPA 32-Hour Model Lead Supervisor Training

Who Should Attend: The course is designed for the Field Supervisor of lead abatement projects.

This course is state-approved and complies with the training requirements of 40 CFR Part 745. A certificate will be issued upon completion of the course.

Course Topics Include:
• Background Information on Lead
• Federal, State and Local Regulatory Review
• Hazard Recognition
• Routes of Lead Exposure
• Health Effects of Lead Exposure
• Site Characterization
• Exposure Measurement
• Material Identification (hands-on)
• Worksite Safety (hands-on)
• Written Safety and Health Plan
• Medical Surveillance
• Engineering and Work Practices
• Personal Protective Equipment (hands-on)
• Respirators (hands-on)
• Lead Hazards Reduction Methods
• Worker Protection
• Construction Terminology
• Project Management
• Overview of the Abatement Process
• Community Relations
• Contract Specifications
• Project Recordkeeping
• Review of HUD Guidelines
• Project Management
• Summary of Regulations
• Legal and Insurance Issues

Early Registration: $345
Fee: $375
8:00 a.m. - 5:00 p.m.
.CEUs
October 13-16, 1997 C59-029
March 16-19, 1998 C59-065
May 26-29, 1998 C59-066

EPA 8-Hour Model Lead Supervisor Refresher Training

The required annual refresher for Supervisors. EPA Model Lead Supervisor training topics include an overview of current safety practices, current laws and regulations, review of current technologies and course review and examination. A certificate will be issued upon completion of the course.

Early Registration: $125
Fee: $149
8:00 a.m. - 5:00 p.m.
.CEUs
August 4, 1997 C59-030
November 4, 1997 C59-031
March 13, 1998 C59-067
June 8, 1998 C59-068

Early Registration Discounts

To qualify for the early registration discount, registration accompanied by your form of payment must be postmarked ten business days prior to the first day of class!
All UNF Environmental Education & Safety Institute courses are taught by top industry leaders. We offer you an unbeatable combination of hands-on experience, in-depth knowledge and value for your training dollar!

William D. Adams, P.G. is actively engaged in hydrogeology and environmental services focused primarily in the Orlando area. He holds a M.S. in Geology with post-baccalaureate studies in computer sciences from the University of Florida. From 1988 to 1996, he served as Vice President and Director of Environmental Services for Universal Engineering Sciences of Orlando. He was previously Senior Hydrogeologist for Dames and Moore in Bethesda, MD. He is currently registered as a Professional Geologist in Florida and South Carolina. He has had extensive experience at a wide variety of contaminated sites, including Superfund (NPL) sites and RCRA hazardous waste sites.

William M. Pritchard is a full-time instructor with Safety America, Inc. teaching hazardous materials safety. He is a former Vice President of Operations at Royal Arrow Oil Co. with responsibility for compliance with safety regulations. He was also a US Postal Service Supervisor responsible for about 75 employees. During a period with Southern Utilities, he developed a keen awareness of the hazards associated with Confined Space Operations. This has become his specialty, although he is well versed in all areas of hazardous materials training. He attended Florida Community College at Jacksonville and is currently on staff at Columbia Medical Center as basic life support instructor, teaching CPR, adult and pediatric.

R. L. (Bob) Tomlinson and owner of Safety America, Inc. and an affiliate instructor of CPR/Basic Life Support for Columbia Memorial Medical Center of Jacksonville. He is a retired Jacksonville Fire Department Captain with over 30 years experience and has 12 years experience in charge of emergency planning for Jacksonville's Fire Rescue Division. Bob has been a trainer since 1978 throughout the southeast United States. His instructor certification is through the Florida Bureau of Fire Standards and Training. He holds certificates in HAZMAT Emergency Response (USEPA), Air Monitoring (USEPA), Decision-Making for Hazardous Waste Site Supervisors (USEPA) and numerous other areas.

Scott Westgate is an instructor with Safety America, Inc. in Jacksonville. He is a former Fire Chief of the Copper Mountain Colorado Fire Department and was Chief of the Hazardous Materials team. He was also an adjunct instructor at Red Rocks Community College in the Fire Science program. He has extensive experience with hazardous materials emergency response and hazardous waste management. He is accredited by Colorado State University to instruct hazardous materials transportation and technology. Before his Colorado experience, he was Fire Marshal of Nassau County, Florida. He has worked with several environmental firms in Jacksonville performing all aspects of environmental remediation. He was also an instructor at the University of Florida's TREEO center, working with their HAZWOPER program.
Finance & Investment Institute

The Art of Proactive Budgeting

Who Should Attend:
Anyone who wants to improve their personal finance management.

Now is the time to take control of your finances. This one-day introductory seminar is an investment in your future that you can't afford to miss. You will learn how to set financial goals and achieve them.

You'll learn:
- How to take your financial pulse
- The financial planning process
- How to figure your personal "income statement and balance sheet"
- How to figure your life insurance needs
- Spending money wisely
- Managing your credit cards
- Assessing your current financial position
- Maximizing your employee benefits
- Planning for your retirement

What your peers and colleagues are saying...
"Very good from beginning to end!"

"This was the best seminar that I ever attended. The class was interesting and the instructor was very knowledgeable."

Course Information:
Elyse Whitman $89
9:00 a.m. - 4:30 p.m.
October 7, 1997 No.: C53-022
December 9, 1997 No.: C53-023
February 26, 1998 No.: C53-024
May 5, 1998 No.: C53-025

Financial Strategies for Successful Retirement

Who Should Attend:
Anyone who wants to plan, improve and evaluate their long-term financial management.

This information-packed seminar introduces you to the concepts and practices that can lead to a more financially comfortable retirement. Through this study of stocks, bonds, funds, trusts, IRA's, 401(k)’s, pensions, insurance, Social Security and Medicare, you will learn how to maximize your investments, enjoy tax-free growth and income, protect your estate and avoid erosion of assets from taxes, inflation and escalating health care costs. This course is designed for persons of all ages concerned with their financial future. It includes a professionally prepared financial plan.

Course Information:
Mark A. Laszlo $79
Bruce L. Farlow 1.2 CEU’s
Your spouse or a special guest can attend free of charge! (Don’t forget to place a registration for him/her too!)
UNF Campus:
October 9, 16, 23, 30, 1997
6:30 p.m. - 9:00 p.m.
No.: C79-048
Fletcher High School:
November 4, 18, 25, December 2, 1997
6:30 p.m. - 9:00 p.m.
No.: C79-049

Investment Planning for Women

Who Should Attend:
A course for women who want to develop and implement a long-term financial plan.

Get involved in your finances! Understand stocks, bonds and mutual funds, and how to place them into a portfolio that you can manage by yourself. Learn basic estate planning: what you need, when, where and why. Retirement planning: income needed at retirement, rate of return vs. risk involved. Tax planning: for today, for your estate. Gain a basic understanding of investment vehicles so you feel comfortable in selecting what your portfolio needs.

Your instructor, H. Jim Newman, has completed an educational program through The National Center For Women and Retirement Research, Long Island University-Southhampton Campus, certifying him to teach this course.

Course Information:
H. Jim Newman $89
6:30 p.m. - 7:30 p.m. .4 CEU’s
August 6, 13, 20, 27, 1997 Course No.: C53-026
October 9, 16, 23, 30, 1997 Course No.: C53-027
January 7, 14, 21, 28, 1998 Course No.: C53-028
April 23, 30, May 7, 14, 1998 Course No.: C53-029
Building Wealth Through Investments

Who Should Attend:
An introductory course for anyone who wants to learn more about their personal investments.

This course is a comprehensive study of different types of investments and how you should see them. These investments include stocks, bonds, mutual funds, 401(k) and retirement accounts as well as tax deferred annuities.

The course will help you analyze all types of investments before you buy and sell. It will help you develop a correct portfolio for your personal risk level and design a road map for you to personally manage your financial future.

As a bonus for attending the course, you will be able to program your personal investment information into a computer program that will suggest your personal asset allocation based on your goals and investment personality.

Course Information:
H. Jim Newman $89
6:30 p.m. - 7:30 p.m. .5 CEU's
August 7, 14, 21, 28, September 4, 1997
Course No.: C53-030
October 8, 15, 22, 29, November 5, 1997
Course No.: C53-031
January 8, 15, 22, 29, February 5, 1998
Course No.: C53-032
April 22, 29, May 6, 13, 20, 1998
Course No.: C53-033

Reason #3:
Why UNF is your contract training resource.

- UNF's Division of Continuing Education & Extension Contract Training program provides training to private and public organizations, including business, industry, government and military. Our goal is to bring you top quality training programs, saving you and your staff both time and money.
- Our educational programs receive high ratings from our clients because:

#3 Our programs are based on our client's needs. The instructors contact the organization ahead of time to learn more about the background of the participants and the learning outcomes they want to achieve.

Groups of three or more from the same company receive a 10% discount.
UNF Alumni and senior citizens (age 60 and over) qualify for a 20% discount on all programs.
Proof of eligibility is required. Only one discount applies per person.
CPE Courses for CPAs

State & Local Tax Issues
8 Hours CPE TB
The course includes:
• Florida Intangible Tax
• Florida County Tangible Personal Property Tax
• Sales and Use Tax
• Overview of Federal Tax Implications

John Adams and Beth Linder
October 3, 1997
$119
8:30 a.m. - 4:30 p.m.
Course #:C17-164

Internal Control & Accounting Risk Assessment
8 Hours CPE A&A
The course includes:
• Developing a risk assessment framework
• Understanding business risk and industry analysis
• Transaction risk analysis
• Information technology risk measurement
• Contingency planning and risk assessment

Jeff Michelman
October 10, 1997
$119
8:30 a.m. - 4:30 p.m.
Course #:C17-165

GASB Update - 1997
8 Hours CPE A&A/GOVT
The first half of this workshop includes a thorough analysis of GASB statements No. 20-31. The second half of the workshop addresses issues raised by the Preliminary Views documents dealing with the Governmental Reporting Model and the College and University Reporting Model.

Gary R. Fane
October 24, 1997
$119
8:30 a.m. - 4:30 p.m.
Course #:C17-167

Accounting Update - 1997
8 Hours CPE A&A
An analysis and discussion of recent FASB pronouncements including the following:
• Accounting for Transfers and Servicing of Financial Assets and Extinguishment of Liabilities (FASB 125)
• Disaggregated Disclosures (early 1997 release)
• Comprehensive Income (early 1997 release)
A detailed outline of recent standards is included with the course materials.

Thomas Barton
October 31, 1997
$119
8:30 a.m. - 4:30 p.m.
Course #:C17-168

Not-for-Profit Accounting and Auditing: Governmental Auditing
8 Hours CPE A&A/GOVT
This workshop reviews: (1) current issues related to recent changes in the Yellow Book, OMB circulars and other governmental auditing documents; and (2) current not-for-profit reporting issues related to FASB Statements 116, 117 and 124, cost allocation issues and audit issues related to recent SAS.

Gary R. Fane
November 7, 1997
$119
8:30 a.m. - 4:30 p.m.
Course #:C17-169

Call Susan now to enroll!
(904) 620-2690
Or e-mail unfce@unf.edu
Internal Control & Data Security: Understanding the Effects of Information Technology
8 Hours CPE A&A

Course topics include:
- Understanding the internal control model for information technology
- E-mail, privacy and encryption
- Network security issues
- Security issues and the Internet
- Security issues and Intranets
- Contingency planning issues for data security

Jeff Michelman November 14, 1997 $119
8:30 a.m. - 4:30 p.m. Course #:C17-170

Case Studies in Financial Accounting and Reporting - 1997
8 Hours CPE A&A

This discussion-oriented course examines a wide variety of real-world accounting problem areas that often include a considerable amount of ambiguity. Alternative accounting and/or reporting concepts will be explored and evaluated for their appropriateness. Revenue recognition and cost-and-revenue-matching examples will be emphasized as well as problems associated with the implementation of recent FASB pronouncements.

Thomas Barton November 21, 1997 $119
8:30 a.m. - 4:30 p.m. Course #:C17-171

Auditing Standards Update - 1997
8 Hours CPE A&A

This course uses the audit risk model to explore current auditing standards and apply these to real-world situations. An extensive case drawn from practice will provide a vehicle for discussion. A detailed outline of recent standards is included with the course materials.

Thomas Barton December 5, 1997 $119
8:30 a.m. - 4:30 p.m. Course #:C17-172

Taxation Update II - 1997
8 Hours CPE TB

This program includes a discussion concerning major changes in federal taxation. The course will focus upon the recent changes in the legislative, judicial and administrative areas and will address the impact of these changes on tax practice.

David G. Jaeger December 12, 1997 $119
8:30 a.m. - 4:30 p.m. Course #:C17-173

What your peers and colleagues are saying...

Dr. Fane did an excellent job presenting the material and keeping the course moving well.
David P. Smith
Farmand, Farmand & Farmand, P.A.

Excellent opportunity to obtain CPE. Concise and great accommodations.
Joye Strickland
Baptist/St. Vincent's Health System

Dr. Barton was very informative and made the class interesting and humorous.
Kelly Merkel
Baptist Medical Center

Excellent course, especially the instructor, Dr. Gary Fane. Not a dull moment!
A.B. Farmand
Farmand, Farmand & Farmand, P.A.
Give Me My Money, Please!

Here are just a few of the new how-to strategies and techniques you’ll learn to decrease your accounts receivable:

Get the Most Out of Your Collection Letters
- 5 essential messages proven to increase response by 40% when printed on your envelopes
- How to properly use colors, fonts and layouts to create the best response
- Why you should never use certified mail—and what top collectors use instead
- 7 special tricks that will increase response to your collection letters by 50%
- Samples of the 10 all-time most powerful collection letters

Super-Effective Tactics for Collecting Your Money
- How to legally deposit checks endorsed “payment in full” without forfeiting the rest of your money
- 3 dynamic methods for lighting a fire under chronic late-payers
- 5 tested methods that reduce bad debt by 40%
- 4 special techniques for collecting small balances
- 3 foolproof ways to spot bad credit risks and head them off before it’s too late

Unleash the Power of Collecting by Phone
- 4 surefire methods for getting debtors to come to the phone when they have their calls screened
- How to combine phone calls with letters to increase effectiveness by 30-40%
- The 3 most powerful words in the English language for spurring payments
- The single best way to get debtors to return your call when you must leave messages on answering machines

Understand How the Legal System Works For and Against You
- 4 little-known strategies for getting paid after debtors file bankruptcy
- How to legally accept postdated checks
- A simple 3 step method for getting banks to honor bad checks when funds aren’t available
- A secret method for getting the IRS to help you collect the money debtors owe you
- How to collect 20%-30% more — without a lawyer
- An easy 4 step method for finding debtors who leave town without paying
- How to force out-of-court settlements and avoid the lengthy process of law suits

Learn These 4 Powerful Tools:
1. Learn Powerful New Strategies for Getting Honest Answers
   Have you ever hung up the phone and it instantly hit you, “This is what I should have said...”? Even when you know a debtor isn’t telling you the truth, it’s not always easy to come up with the perfect response on every call... particularly when tempers start to flare. But there are some little-known techniques that can help even the most experienced professional fire back with the correct response every time. In Give Me My Money, Please! you’ll learn inside secrets of famous negotiators like F. Lee Bailey and Gerry Spence. And, with the sample telephone scripts you’ll take with you when you leave, you’ll be able to get straight answers and real commitments out of even the toughest accounts...professionally and without resorting to harassment or threats.

2. How to Make Your Collection Letters Work the First Time Around
   Writing a successful collection letter isn’t easy. If it was, form letters would do the job for you and you’d never have to send more than one letter to get your money. In this seminar, you’ll learn how to strategically design your collection letters with the most effective use of color, type, wording and packaging to bring in your money faster.

3. Reduce Bad Debt by Screening Out Credit Risks Up Front
   Using credit reports can be helpful, but they’re still full of gaping loopholes that leave you open for big losses. In this seminar, you’ll learn how to close those loopholes, spot potential problems before it’s too late, and get them on course for payment.

4. Speed Up Chronic Slow Payers
   The reason people pay other bills instead of yours is because of the potential consequences. They know what happens if they don’t pay the electric bill, the phone bill, the rent or the car payment. That’s why your requests for payment must stand head-and-shoulders above the others and scream for attention. In Give Me My Money, Please! you’ll learn how to get your invoices moved to the top of the stack and paid first ... even when customers file for bankruptcy!

Program Information
Instructor: Glenn Shepard
Times: 9:00 a.m. - 3:45 p.m.
Location: UNF Campus
CEU's: 0.6
Fee: $129
Dates: September 22, 1997
        C53-038
        February 23, 1998
        C53-039
The need for quality services at competitive rates has increased over the last decade, the demand for professionally trained paralegals has risen dramatically. Government studies indicate that the paralegal profession is one of the fastest growing occupations in America today. The Florida Department of Labor and Employment Security predicts that the demand for paralegals will grow 70% by the year 2003 in Duval County.

In response to the growing need for highly trained paralegals, UNF’s Division of Continuing Education & Extension established the Paralegal Certificate Program in 1989. The Paralegal Associate Certificate was later established for paralegals committed to an ongoing legal education and for students with high school diplomas who wished to sit for the CLA Exam offered by the National Association of Legal Assistants.

Admissions
Students must complete an application before they can enroll in the Paralegal Program. A college degree (either an Associate’s Degree or a Bachelor’s Degree) is preferred for admission; however, students without an undergraduate degree may also apply. College or high school transcripts are required.

Curriculum
The Paralegal Certificate Program requires that a student successfully complete eight courses, and one internship. The Paralegal Associate Certificate Program requires that a student successfully complete 16 courses and 2 internships. Completion time will vary depending on previous educational background and the number of courses taken.

Each course meets one night per week for 14 weeks during the Fall, Spring and Summer semesters.

Core Courses: All paralegal students must first complete the three Core Courses. These courses are offered each semester. The Principles of Paralegal Studies and Legal Research can be taken during the same semester. The third core course, Legal Case Analysis, may be taken in conjunction with an elective.

Elective Courses: A selected number of elective courses is offered each semester. Paralegal Certification requires the successful completion of five electives; Paralegal Associate Certification requires thirteen elective courses.

Internships: Students pursuing a Paralegal Certificate must complete one internship; students in the Paralegal Associate Certificate Program must complete two internships. Information regarding internships may be obtained from the Program Assistant of the Legal Studies Institute.

Completing the Program
Certificates are awarded to those persons who have been accepted, complete the required courses with a minimum of a “C” average and who perform satisfactorily in their internship(s).

Tuition & Fees
There is a one time nonrefundable $35 enrollment fee. This is paid when the student submits an application and covers the maintenance of a permanent record. The fee for each Paralegal course is $275.
### Legal Administrator Program

Law office administration has never been so challenging and complex. New organizational structures, new specializations and new processes have changed the way the legal profession does business. The Legal Administrator of the 1990's must be able to handle a myriad of responsibilities including managing the office staff, monitoring simultaneous projects, managing the computer system, planning meetings and preparing agendas.

This intensive course will help you to be even more effective in handling the unique and varied tasks of the Legal Administrator. Through teaching methods such as lecture, case studies, demonstration and small group discussion, this course will effectively "bridge the gap" between law office management theory and practice.

**Britt Beasley**  
6:00 p.m. - 9:00 p.m.  
Fee: $349  
Course No.: C10-323  
4.2 CEUs

### Legal Secretary Program

The Legal Studies Institute offers two-part training for persons seeking occupational competence as legal secretaries. Individuals interested in entering a well-established job market, secretaries considering a career change, and legal secretaries wishing to sharpen their skills can profit from these courses of study. The course will provide an in-depth look at all aspects of the legal environment; computer competency or Legal Secretary I required.

**Michael Arington**  
Mondays, September 8 - December 8, 1997  
6:00 p.m. - 9:00 p.m.  
Fee: $275  
Course No.: C10-324  
4.2 CEUs
Railroad Institute

Freight Railroad Conductor Training

As part of its ongoing commitment to the transportation field, the University of North Florida provides a continuing education course to train freight railroad trainmen and conductors.

Employment Opportunities

The strong U.S. railroad industry offers good beginning pay, benefits and excellent advancement potential towards engineer positions. All major railroads predict a continuing need for conductors. Annual pay for new conductors ranges from the high $20,000's to low 30,000's.

Potential Benefits

- Five weeks to a new future
- Opportunity to interview with a leading Class I railroad
- Starting pay of over $580 per week
- A rewarding career in a growing and strong industry
- Development of new, important skills and knowledge

Admissions

You must complete an application before enrolling in the Railroad Institute. A high school transcript or GED confirmation is required. You must also pass an industrial reading test (IRT) and successfully complete a personality inventory (HPI). The UNF Railroad Institute adheres directly to the Student Conduct Code approved in the UNF Student Catalog.

Curriculum

Freight Railroad Conductor Training Schedule

The course consists of five weeks of classroom work. Class sessions provide basic railroad operating procedures instruction with emphasis on trainman and conductor functions. Classes run five days per week, eight hours per day.

America's railroads will hire 13,000 employees between now and the year 2000.

Advanced Railroad Trainman/Conductor Basics:

Introduction to railroad freight conductor skills and responsibilities. Focus is on developing knowledge of safety of railroad operations, proper train building and movement skills, customer communication skills including proper billing for railroad services, using paper reporting forms and on-board computer techniques. Advanced training in the use of computers, operating and safety rules, and speed and car placement requirements. Much of the training will be given using multi-media personal computers.

Completing the Program

Excused absences will be granted for extenuating circumstances only. Early departures or tardiness for any portion of an hour will be considered a full hour of absence. Students will be terminated on the third unexcused absence. Non-attendance is grounds for dismissal. Once a student has been terminated from the program, he/she will not be readmitted at any time.

A grade report and certificate of completion will be issued to each student who satisfactorily completes the required course work and tests.

Upon completion of the course, UNF guarantees students a job interview with a Class I railroad.

Tuition & Fees

There is a one-time nonrefundable $15 application fee. This is paid when you submit an application. The fee covers the cost of maintaining a permanent record and tests in the admissions process.

A minimum $250 non-refundable
A minimum $250 non-refundable deposit is required at least two weeks prior to the first class meeting. The fee for Freight Railroad Conductor Training is $3,950 ($3,750 for programs beginning before October 1, 1997). Payment is due in full prior to the start of class. The deposit will be applied towards the course fee. Discounts do not apply to the Railroad Institute tuition. You may pay by credit card (Visa or Mastercard), cashier's check, cash or money order. Make checks payable to: UNF Continuing Education.

You are responsible for your own travel, living arrangements and expenses.

Course Refund & Withdrawal Policy
Your written refund request must be received no later than two weeks (14 calendar days) prior to the course. The request must include your social security number. A $250 administrative charge is deducted from the course fee. A credit memo can be requested in the full amount and used for a future UNF Railroad Institute program. If we do not receive a refund request two weeks (14 calendar days) prior to the course, you are not eligible for a refund. Refund checks will be mailed about three weeks after receipt of the written request. If you do not attend the course and do not submit a refund request, the University will retain all fees. Non-attendance is grounds for dismissal without refund.

Veteran's Benefits
The Freight Railroad Conductor Training program is approved for veteran's benefits. Veteran students' academic records will automatically be evaluated for prior course work credit. Credit will be granted, if appropriate, with the training time and tuition adjusted appropriately and the VA Office and veteran notified. If eligible for VA benefits, please call the VA Office at (904) 620-2882.

For more information on financial arrangements, contact Berry Moore or Brian Blakeslee at (904) 620-2690 or 888-UNF-RAIL. Financial arrangements must be confirmed before registration.

Qualifications
You must meet the following qualifications to be eligible for the program:
• Age 18 or older
• High School or GED completion
• Highly motivated and able to complete five weeks of intensive training
• Willing to relocate if necessary to satisfy employment offer
• Valid driver's license
• No recent (past 5 years) history of arrests, DUI's, or positive drug tests
• Successful completion of IRT/HPI
• Pass the physical exam, including:
  • Binocular vision correctable to minimum 20/40
  • No color vision deficiency
  • Pass drug screen
  • Safely lift 80 pounds
• Satisfactory completion application/interview process
• Good character
• Eligible for employment in the U.S.
The Division of Continuing Education & Extension is excited about its new Senior Forum. Debuting late fall 1997, the program will be specifically for seniors who want to continue their education and expand their boundaries. Programming efforts will focus on: the arts & culture, computers, music and travel. Delivery will be in half-day programs held in the morning with small group forums or field trips.

Call Susan today and add your name to our special mailing list just for this program.

We look forward to seeing you there!
Our role at UNF is to help you manage and process the ever-increasing amount of available information in an effective and efficient manner. Our courses are designed specifically for the working professional and focus on issues vital to your organization's success.

Why should you continue your education?
- Practical applications of concepts.
- Development of skills that make you more competitive.
- Networking within and across industries.
- Course projects that help you solve real work problems.
- Up-to-date, cutting edge curriculum designed by industry professionals and UNF faculty.
- In-depth coverage of topics to enhance your job knowledge and professional confidence.

Some of our 300+ Clients
Atlantic Builders
Atlantic Mortgage & Investment
AT&T Solutions Customer Care
AT&T Universal Card Services
Barnett Bank of Jacksonville
City of Jacksonville
City of Jacksonville Beach
CSX Transportation
Elkins Constructors, Inc.
First Union National Bank
Fortune Insurance Company
GATX Logistics, Inc.
Homeside Lending
Merrill Lynch Credit Corporation
The Prudential Insurance Company of America
Putnam County School Board
St. John's County School District
State of Florida
United States Post Office
Vistakon, Johnson & Johnson Vision Products, Inc.
WalMart

"Make a commitment to personal development. Develop everyone personally in the area they were never taught in school--attitude, goals, listening, communicating, pride, responsibility, change, serving others and team building."

Jeffrey Gitomer
Jacksonville Business Journal
March 28, 1997

"American businesses are facing new and unprecedented challenges. Competition, deregulation, shortened technological and product life cycles and new competitive standards are restructuring entire industries and reshaping how companies organize their workplace and how companies manage and train their workforces."

Robert Jones
Community College Journal
October/November 1996

"A weekday edition of The New York Times contains more information than the average person was likely to come across in a lifetime during 17th-century England."

Leadership: The Critical Difference

Success comes from being the kind of individual who knows the difference between leading and managing...the difference that comes from a careful blending of personal leadership potential, expanding abilities to motivate and influence others to achieve peak performance and to capitalize on the strengths of people.

This intensive two-day program is for managers at all levels within an organization. It will show you the way to executive leadership excellence. It will help you break bad work habits and build positive ones. It will help you build a winning team by reducing conflict and skillfully deploying your people resources. It will help you develop strategies to spread excellence throughout your organization.

Who Should Attend:
Managers, directors and supervisors in all fields. This program is helpful to those with limited training and experience. It is especially recommended for individuals responsible for the performance of others who are looking to broaden and enhance their skills.

Seminar Agenda

1. Assessing and Developing Your Personal Leadership Role
   - Examining your current leadership style and its impact
   - The Golden Dozen - essentials that every leader must use
   - Capitalizing on your natural attributes
   - Meshing your style with others on the management team
   - Implementing your leadership style

2. The Leadership Image: Respect, Credibility & Pride
   - How to recognize, evaluate and eliminate self-defeating habits and actions.
   - Gaining the respect

3. How to Master & Monitor Change
   - Developing an excellence checklist
   - Implementing 10 crucial steps to regain and retain control
   - Developing a sense of purpose
   - Inspiring true creativity and innovation
   - Overcoming the pitfalls that too often accompany change

4. What You Must Know About Managing as a Leader
   - Gaining the respect and credibility you deserve as the "boss"
   - How to find out what your employees expect from their job and leader...and how to provide it
   - Establishing boundaries for the supervisor/subordinate relationship that will not be misunderstood
   - 7-step method to empower your subordinates

5. How to Build, Lead and Motivate a Winning Team
   - Your responsibilities as team leader
   - Evaluating your team's effectiveness
   - How to create the team model
   - Establishing team goals
   - Integrating team member personalities

6. Gaining Total Cooperation and Overcoming Damaging Conflicts
   - Analyzing your approach to conflict
   - 5 methods for resolving conflict
   - How to criticize effectively
   - Dealing with errors without causing defensiveness
   - Managing anger...yours and others

7. Communicating as a Leader
   - Talk so people will listen
   - 12 tips for active listening
   - How to say "no" assertively
   - Commanding the attention of your audience
   - The power of emotion vs. logic

8. How to Understand, Reach & Motivate People
   - How to get people to go along with your ideas
   - 4 keys to rewarding people without giving them raises
   - What works to motivate people to "go the extra mile"

9. Organizational Responsibility for Effective Leadership
   - The importance of ethics for today's leader
   - Strategies for ethical behavior
   - Blending the issues of responsibility and ethics into an organization's strategy culture

10. How to Cope with Stress
    - 7 techniques to help you stay calm and in control
    - How to guard against burnout

11. How to Handle Multiple Priorities
    - How to identify specific activities that are demanding too much time
    - 8-point system for completing projects on time, every time
    - 3 simple questions to help you get the most from your time
    - How to handle unexpected situations

12. Achieving Personal Excellence & Teaching Others
    - How to develop a strong support system for continued success
    - How to implement the "12 steps of excellence" today and tomorrow

Course Information

Instructor: Barry Woolf
Times: 9:00 a.m. - 4:30 p.m.
Location: UNF Campus
CEU's: 1.2
Fee: $550
Includes materials, morning coffee and lunch.

Date: October 7-8, 1997
#C52-096

Date: March 3-4, 1998
#C52-097
Maximum Impact Leadership

As the decade of the 90's passes into history, the year 2000 looms on the horizon. Soon the 21st Century will be upon us. The call has gone out - we need a new generation of leaders.

With numerous challenges before us, today's managers and leaders are seeking out new ways to keep up with the rapid changes in technology and organizational structure. There is constancy of change and pressure to survive. The struggle of having to "do more with less" continues. To many, it has become apparent that the traditional skills of leadership are becoming obsolete. To move forward and stay at the top, today's business leaders must commit to continuous learning.

This fast-paced, two-day program will provide you with an opportunity to reinvent yourself as a leader. You will evaluate your present skill levels; assess your present impact; effectiveness and potential; examine perspectives on leadership and review methods of practical application; develop a personal plan for establishing your unique leadership image; and familiarize yourself with simple techniques to assist in projecting that image in the workplace each and every day.

Whether you lead a team, department, division or a corporation, this seminar is for you. Profit or non-profit, regardless of your business or industry, this program will help you. Learn more about yourself and what you are capable of becoming with each passing hour. Tap into your personal potential to create a compelling vision of the leader you want to be, and learn how to transform that vision into action. You can't afford to be left out!

Who Should Attend:
Senior-level managers, directors and administrators in all fields. This reflective and introspective program is recommended to individuals with 5 - 7+ years experience.

Seminar Agenda
Module 1: Evaluation
- Examine the distinction between leaders and managers
- Assess your current leadership "support skills"
- Determine the extent of your present "impact" effectiveness
- 7 keys for reinventing yourself as a leader
- Draft your personal plan to expand your "impact potential"

Module 2: Create, Articulate & Validate the Vision
- 5 questions to help identify key elements of the vision
- The 10 Commandments of visioning: how and when to use them
- Winning "followers": how to encourage alignment to the vision
- "Walk it as you talk it" - how to project a "living demonstration" of your personal commitment to the vision
- 12 ways to help you sell the vision (that work!) and your responsibilities as the facilitator and role model

Module 3: Proclaim Your Set of Values
- Value systems
- What we can learn about values from "super-leaders" of the past and present
- How to identify MAXimum IMPact value disciplines
- 2 critical areas: "demonstrating" and "defining" the values
- How to ensure that values are being promoted
- The keys to transforming personal values into team values
- Incorporating the "Code of Ethics" into the value system

Module 4: Define and Align Goals
- The "sense of shared objectives," a communal uplifting of aspirations
- SMART goals for you and for others
- 6 key target areas that link goals to the vision
- Techniques that enable you to define your list for others
- How to create "strategy maps" that involve and align others
- How to utilize "task force problem solving" to overcome your challenges
- Identifying your degree of participation in the goal-setting process
- How to transition from "assigned" goals to "self-set" goals

Module 5: Nurture The Team
- Understanding your role in the "super-team" model
- Assessing your present leadership impact effectiveness
- The 3 keys that place people at the center—not the periphery
- How to relocate authority and build participation
- The keys to self-management
- How to support staff efforts by building the "right" systems
- Projecting the organizational culture that enables high-performance
- Your effect and your place in the "new organization"

Module 6: Promote Learning & Self-Management
- The evolving leadership role
- How to promote a learning organization
- Learning modes that lead to self-transformation
- Understanding your preferred learning style
- Create a "corporate covenant"—one of continuous cultural improvement

Course Information
Instructor: Barry Woolf
Times: 9:00 a.m. - 4:30 p.m.
Location: UNF Campus
CEU's: 1.2
Fee: $550; Includes materials, lab exercises, morning coffee and lunch.
Date: October 21-22, 1997
#C52-098
Date: March 17-18, 1998
#C52-099
How to Successfully Handle & Implement Change

Who Should Attend:
Personnel at all levels can benefit. Managers, supervisors and executives who want to proactively approach the opportunities created by change.

Implementing change has been identified as one of the four corporate training topics that will be in high demand throughout 1997 and 1998. Help your organization face change with awareness and skill. Change, a constant presence in organizational life, is accelerating in today's environment. Even without external pressures, an organization will experience distinct phases throughout its life. The change from one phase to the next affects each organization and each person in the organization differently. The life of an organization can be extended through an understanding of how these changes develop and how any change can affect personnel.

The ability to predict and recognize stages of change allows organizational change to be planned in advance rather than forced by circumstance. Learn how a work force typically experiences change. Personnel at all levels can use this information to proactively approach the opportunities created by change rather than reactively resist inevitable organizational change.

Course Information:
Joan P. Hubbard
9:00 a.m. - 4:30 p.m.
September 26, 1997
Course No: C51-096
February 4, 1998
Course No: C51-098

$89
.6 CEU's

November 5, 1997
Course No: C51-097
April 1, 1998
Course No: C51-099

This is a great custom contract program! We can bring it on-site to your company!

Questions?
Do you have a question about course content? Just give us a call and let us know. We'll have the course instructor call you and address any content issue you may have.

Powerful Interpersonal Skills: Human Relations

Who Should Attend:
Managers, supervisors, executives and professionals who want to maximize their impact on others.

The business climate in the 1990's has become more demanding and more stressful due to restructuring, downsizing and increased competition. To deal with these pressures, major corporations like IBM, AT&T, Apple Computers and Monsanto use creative strategies to involve, reward and motivate personnel. When these approaches are used in the workplace, performance improves, morale is enhanced and creative solutions to problems are found.

You'll learn:
• How to reward individuals, teams and departments for production and performance
• How to increase morale and attitude by lightening up the business climate
• How to build cohesive work groups and produce teams through appropriate involvement
• How to reduce stress and tension through appropriate humor
• How to manage conflict in positive, creative ways
• How to improve performance through lighthearted involvement
• How to increase effectiveness through improved interpersonal skills.

What your peers and colleagues are saying...
"The class was a lot of fun as well as informative."
"I wish that everyone at my office could take this course. I believe the benefits that we could reap as a team would be enormous."

Course Information:
Mike Purinton
9:00 a.m. - 4:30 p.m.
September 18, 1997
Course No: C51-100
February 6, 1998
Course No: C51-102

$89
.6 CEU's

November 14, 1997
Course No: C51-101
April 2, 1998
Course No: C51-103

University of North Florida • Division of Continuing Education & Extension • (904) 620-2690

Fall 1997 Catalog
How to Project a Powerful & Professional Image

Who Should Attend:
Executives, managers, sales professional and others who want all their personal characteristics—dress, grooming, speech, etiquette—to reinforce their position as professionals.

Business people are 10 times more likely to succeed if they have good manners and understand protocol, according to The Protocol Resource, a New York City organization that trains dignitaries. Good manners means good business. This course will give you the "total etiquette package." Your business team probably consists of executives and staff with the appropriate education and years of experience. Yet up-to-date training in business and social etiquette can give you and your employees the competitive edge your company needs to stand apart from the competition!

You'll learn:
• Personal Improvement
• Personal Appearance
• Professional Wardrobe
• Promoting Self-Worth (Improving Self-Confidence)
• Improving Interpersonal Relationships
• Making First Impressions Count
• Body Language
• Professional Behavior
• Etiquette in the Workplace
  • Meetings and Greetings
  • Conversations and Listening
  • Behavior in Public Places
  • Host and Guest Duties, Dining Skills, Tipping
  • Extending and Receiving Invitations
  • Table Manners
  • Thank You Notes

What your peers and colleagues are saying...
"This program is an asset to business and personal life."
"I found the program extremely helpful."
"Super!"

Course Information
Toni Pullin
9:00 a.m. - 4:30 p.m.
October 8, 1997
Course No: C51-104

$89
.6 CEU's
December 10, 1997
Course No: C51-105

February 4, 1998
Course No: C51-106

April 1, 1998
Course No: C51-107

Reason #5:
Why UNF is your contract training resource.

UNF's Division of Continuing Education & Extension Contract Training program provides training to private and public organizations, including business, industry, government and military. Our goal is to bring you top quality training programs, saving you and your staff both time and money.

Our educational programs receive high ratings from our clients because:

#5 We work with our clients to develop measurable objectives which can be used to measure and report program progress.
Outstanding Telephone Techniques

Who Should Attend:
Front-line employees whose main job responsibilities include dealing with the public and assisting customers and clients on the telephone.

Excellent telephone skills are essential to your company's success. How many times have you had a negative experience on the telephone? Excellent customer service begins with the telephone. The goal of this seminar is to help you to create a positive telephone image for yourself and your company. You will learn how to improve your basic communication skills, develop your telephone "attitude," improve and control your voice, answer the phone, manage customer callbacks and recognize and manage caller behavior. Whether you are new to using the telephone or are a seasoned pro, you will learn ways to improve what you already know.

You'll learn:
• Tips on maintaining a positive attitude
• How a pro handles the telephone
• Telephone tips and handling interruptions
• 13 keys to good listening
• How to ask questions
• How to appropriately handle "problem calls"
• How to create a personal action plan for better customer service

What your peers and colleagues are saying...
"This course provided an excellent source of new information."
Walter Williams, Director of Customer Service
Lil' Champ Food Stores

"The presentation was very informational and thorough. I suggest others take it if you are dealing with the public."
Sharon Starke, Underwriter
Prudential Insurance Company

Course Information:
Elyse Whitman
9:00 a.m. - 4:30 p.m.
September 26, 1997
Course No: C51-108

February 5, 1998
Course No: C51-110

$89
.6 CEU's

November 13, 1997
Course No: C51-109

April 30, 1998
Course No: C51-111

Resolving Conflicts Successfully

Who Should Attend:
Managers, supervisors, team leaders and staff personnel who need to resolve conflict in a positive manner and build stronger internal and external relationships.

Learn how to deal with angry employees and customers, create win-win solutions and learn to look at conflict in a creative way. The goal of this seminar is to change ideas and behaviors about conflict. Learn to create "win-win" situations and grow professionally from the pain and discomfort often associated with conflict. Application of the Agreement Frame will be practiced.

You'll learn:
• Understand the effects of communication styles in modifying human behavior
• Recognize and understand the impact of individual value systems as related to communicating and interacting with others
• Manage conflict situations more effectively in a team environment
• Understand how to deal with difficult people
• Recognize perceptual differences among individuals and groups
• Gain greater insight into personal and professional relationships
• Perform harmoniously in a team environment

What your peers and colleagues are saying...
"This program was well organized and very informative. The information was relative, and the class interaction allowed daily problems to be dealt with feasible solutions."
Christine Cregg, Document Specialist
Vistakon

"Dr Fountain is very knowledgeable. He presents the information in a clear and concise manner."
Carolyn Patterson, Human Service Analyst
Agency for Healthcare Administration

Course Information:
Wendell V. Fountain
9:00 a.m. - 4:30 p.m.
September 30, 1997
Course No: C52-100

March 5, 1998
Course No: C52-102

$89
.6 CEU's

November 24, 1997
Course No: C52-101

April 29, 1998
Course No: C52-103
Learning to Value & Maximize Diversity

Who Should Attend:
Managers, supervisors and anyone interested in increasing an organization's productively and effectiveness through employees and teams.

How do we relate to the diverse people in the work force today? Diversity is much more than race and gender. Each person brings something special and unique to the workplace. Working in teams and communicating effectively produce the results that business managers want to achieve.

Learn how to overcome stereotyping and remove communication barriers by recognizing the filters through which we interact with other employees. The course also gives concrete ways to manage a diverse work force and helps managers value and seek differences as a competitive advantage.

You'll learn:
- The importance of diversity in the new era.
- The impacts of stereotypic behavior in the workplace.
- How perception is the key issue.
- Personality traits and social style differences.
- Effectively working with different styles.

What your peers and colleagues are saying...
"Excellent course! I enjoyed it very much and will begin to use information learned immediately."
"The best diversity course I've attended! Elizabeth does a great job."

Course Information:
Elizabeth Cline
9:00 a.m. - 4:30 p.m.
October 16, 1997
Course No: C52-104
March 17, 1998
Course No: C51-106

Discrimination, Harassment & Retaliation:
How to Prevent Employment Lawsuits

Who Should Attend:
Professionals responsible for the human resources function, labor relations professionals, employment interviewers and the new personnel professional. Business owners, department heads and teams leaders will also benefit.

This half-day program is a MUST for any supervisor or manager who has responsibility for hiring, firing, evaluation, promotion, reprimand, training, recommendation, layoff or any other employment-related decision. You will have ample opportunity for questions and discussion. Bring your personnel problems to this program and discuss the solutions with these experts. Discover how to avoid the most expensive legal mistakes managers and supervisors make when dealing with workers. You'll see how to safeguard yourself and your employer with precautions.

You'll learn:
- Who is protected by state and federal discrimination laws and what conduct is considered a violation.
- Concrete steps to take NOW to prevent discrimination and harassment.
- The value of employee education programs, antidiscrimination policies, posters and handbook materials.
- How an employee grievance procedure should work.
- Using prompt investigations to prevent employer liability.
- What to expect if your case goes to Court.

What your peers and colleagues are saying...
"Excellent course! Tom and Ray were very informative."
Thomas Wiseman
North Florida Lions Eye Bank, Jacksonville

Course Information:
Thomas Harper & Ray Conley
9:00 a.m. - 12:30 p.m.
$89
.6 CEU's
September 17, 1997
Course No: C52-108
March 25, 1998
Course No: C52-110

November 7, 1997
Course No: C52-109
May 6, 1998
Course No: C52-111

Groups of three or more from the same company receive a 10% discount. UNF Alumni and senior citizens (age 60 and over) qualify for a 20% discount on all programs. Proof of eligibility is required. Only one discount applies per person.
Time Management & Organizational Skills

Who Should Attend:
Business professionals who want to make their time a more manageable resource and increase their effectiveness both on the job and in their personal lives.

Learn the art of planning your time and maximizing the 24 hours in your day. Know the tricks to stay on top of multiple projects and deadlines. Control your day to achieve the greatest personal productivity and to reach your goals. Maintain an effective organization for your day and your projects and understand how to maintain your organization. Handle interruptions, paperwork and meetings comfortably and effectively. Create a daily plan that's easy to follow and gets great results. Maximize your peak body times and maintain a high level of personal motivation even when time is running out.

For busy professionals who need a single, unified and tested method of managing the priorities and demands of their job and their personal lives. Topics include: understanding attitudes and motivation in organizing time; clarifying professional and personal objectives; setting goals; patterns of time use (planning, priorities, analyzing and allocating time, and beating time wasters, including procrastination and interruptions); delegating; and controlling paperwork. You learn and practice time saving techniques and behaviors enabling you to change your performance, both personally and within your organization.

You'll learn:
• Advantages of effective time management
• Principles of effective time management
• Time management as a philosophy--analyzing your time log
• Time wasters, savers and robbers
• Applying time management now!

Course Information:
Elyse Whitman
9:00 a.m. - 4:30 p.m.
October 21, 1997
Course No: C51-112
January 15, 1998
Course No: C51-114

Fundamentals of Finance & Accounting

Who Should Attend:
This course is designed for nonfinancial managers, decision makers who have no formal financial training, or those who haven't studied finance or accounting for several years.

This intensive one-day seminar will acquaint office managers and office personnel with important accounting and financial management concepts. Those concepts include the basics of accounting, financial statements and their use, budgeting, understanding auditors, evaluating financial performance and planning for the future. The knowledge gained in this seminar should help you understand financial and accounting concepts better and will assist owners and executives in day-to-day operations. There are financial implications in virtually all business decisions and non-financial personnel can become more valuable to their organization by understanding the causes and effects of financial decisions.

You'll learn:
• Accounting procedures
• Financial statements
• Budgeting
• The audit
• Analyzing the statement-ratio analysis

Course Information:
Gary Fane
9:00 a.m. - 4:30 p.m.
October 14, 1997
Course No: C53-034
February 27, 1998
Course No: C53-036
November 14, 1997
Course No: C53-035
May 1, 1998
Course No: C53-037
Business Grammar Refresher

Who Should Attend:
This course is invaluable for all employees who are responsible for handling their own correspondence, writing to customers, developing company publications, preparing internal reports or doing any job that requires written or spoken communication.

Have you ever felt embarrassed when someone pointed out an error you made in grammar, spelling or punctuation? In just one day you can learn how to prevent embarrassing mistakes that cost you and your company time, energy and money! This intensive workshop provides a thorough overview of grammar and usage.

You'll learn:
• Punctuation do’s and don’ts
• Commonly misspelled words
• Usage problems and answers
• Proofreading skills
• How to improve the way you communicate

What your peers and colleagues are saying...
“This has been a wonderful refresher on grammar. I have enjoyed every moment of it and I will benefit from the information discussed.”
Tenanra Bright, Team Assistant
Vistakon

“I enjoyed the course.”
Crystal Revell, Staff Auditor
Arthur Andersen, LLP

Course Information:
Pamela W. Marshall
9:00 a.m. - 4:30 p.m.
September 16, 1997
February 18, 1998
Course No: C51-116
Course No: C51-118
$89
.6 CEU's

September 4, 1997
Course No: C51-117

Question?
Do you have a question about course content? Just give us a call and let us know. We'll have the course instructor call you and address any content issue you may have.

Successful Business Writing

Who Should Attend:
A practice-based seminar for all supervisors, managers and professionals who want to improve their skills in writing memos, letters, reports and proposals.

Top executives constantly rate the ability to write as one of the characteristics of a promotable employee. Many highly skilled managers report that they are unable to write effectively and efficiently enough to meet the demands of their jobs. The instructor has designed this seminar to teach busy people how to get their ideas down on paper quickly, accurately and clearly. You will revisit some basic business grammar, mechanics and usage points to help you create clear, concise, correct and conversational written materials. You will also learn to proofread and edit by revising and rewriting sample business memos, letters and reports. This is one seminar your company cannot afford to miss! One good business letter may save your company thousands of dollars.

You'll learn:
• Organize your thoughts and write effectively
• Learn to write the way that business people read
• Capture the reader's attention
• Make a positive impression
• Convey the message most appropriate for the situation
• Tailor your message to your audience

What your peers and colleagues are saying...
“Very good! I recommend this course.”

“Great...precise...humorous...timely!”

Course Information:
Deborah S. Hoag
9:00 a.m. - 4:30 p.m.
September 11, 1997
February 19, 1998
Course No: C51-120
Course No: C51-122
$89
.6 CEU's

September 20, 1997
Course No: C51-121

April 16, 1998
Course No: C51-123


PROFESSIONAL DEVELOPMENT INSTITUTE

** Assertive Communication Skills **

**Who Should Attend:**
This course is for managers, supervisors and professionals who want to build on their strengths and exert greater influence.

The goal of this seminar is to enable you to be more effective in your relationships with others. You will be able to refuse unreasonable requests, deal with confrontation, know your basic rights, interact with people with hidden agendas and ask for behavior change. You will leave this seminar with an action plan developed during the skill practice exercises.

**You'll learn:**
- Understanding the communications model
- Distinguishing assertive, aggressive and passive behaviors
- Expressing positive and negative feelings assertively
- Assertively responding to manipulative statements
- Handling criticisms in an assertive manner
- Standing up for your rights assertively
- Approaching assertiveness as a way of life

**What your peers and colleagues are saying...**
"Fun course! Dr. Fountain made the course interesting and funny. I came away from the course having new ideas on being assertive and feeling empowered."
Fatima Conley, Family Specialist
Children's Home Society of Florida

"Dr. Fountain did a wonderful job of presenting this course."
Pat Burton, ATM Coordinator
Barnett Bank

**Course Information:**
Wendell V. Fountain
9:00 a.m. - 4:30 p.m.
September 10, 1997
Course No: C51-124
February 25, 1998
Course No: C51-126

$89 .6 CEU's

**Active Communication:**

**For the Professional Women**

**Who Should Attend:**
Women executives, managers, supervisors and newly promoted first-line supervisors who want to build on their strengths and improve their communication skills.

Achieve professional and personal growth through active communication skills! Have you ever felt frustrated with your ability to express your own needs? Do you have trouble getting what you want from the key people in your business and professional life? Are you tired of not being taken seriously? Do you wish you were more assertive without being pushy? If you have ever felt that you are just not getting through to others, that you are talking some kind of foreign language, this one-day showcase workshop is for you.

**You'll learn:**
- How to organize and express your own needs calmly and logically
- How to present your ideas to others so that your goals and objectives are met
- What active words to use to present your case successfully
- How to overcome objections calmly
- What trigger words to use to show off your skills and abilities in their best light
- How to avoid being called "emotional"
- How to use the ten most powerful words to move up the organization ladder, and much more!

**What your peers and colleagues are saying...**
"The course was rewarding! Edita was dynamic, informative and the material she delivered can be used by all who are interested in developing better communication skills."
Patricia Chatman-Medlcok
Supervisor, Processing & Distribution
U.S. Postal Service

"This course is excellent!"
Dorothy Wright, Interviewing Clerk
Agency for Health Care Administration/Medicaid

**Course Information:**
Edita M. Kaye
9:00 a.m. - 4:30 p.m.
September 19, 1997
Course No: C51-128
February 13, 1998
Course No: C51-130

$89 .6 CEU's

**University of North Florida • Division of Continuing Education & Extension • (904) 620-2690**

Fall 1997 Catalog 60
Non-Verbal Communication for Managers

Who Should Attend:
This course is essential for all employees to maximize and fully understand day-to-day communication within your organization.

Statistics say that communication is 90% attitude and 10% content. Social scientists argue that the emotional impact of a message can be as much as 93% of your message. Put power into your message through the art of responsive communications by learning styles, body language and sensory data: messages expressed by other than linguistic means.

Nonverbal communication is continuous, ambiguous and more than likely unconscious. It can reveal attitudes and feelings which conflict with your verbal messages. Nonverbal communication can be universal or its use and significance can vary among cultures.

You'll learn:
• Body Orientation
• Chronemics
• Deception Cues
• Learning Style
• Paralanguage
• Posture

Course Information:
Pamela W. Marshall
9:00 a.m. - 4:30 p.m.
October 17, 1997
Course No: C51-132

December 3, 1997
Course No: C51-133

April 13, 1998
Course No: C51-135

Coaching & Counseling

Who Should Attend:
This course is for managers, supervisors, project or team leaders, human resources professionals and counselors.

Coaching has been identified as one of the four corporate training topics that will be in high demand throughout 1997 and 1998. Since the early 1970's, there have been many management initiatives aimed at productivity and quality improvement. These initiatives have largely embraced the enhancement of leadership skills and styles for the purpose of providing a Quality of Work Life (QWL) that is supportive of employee participation and involvement in decision making.

More recently, the concept of Total Quality Management (TQM) has received much attention in the United States at industry and government levels. Theory, processes and practices of TQM have become commonplace. More specifically, a number of theoretical constructs have influenced the way subordinates/followers interact with those in leadership/management positions. The following theoretical constructs, at least anecdotally, have become two of the more influential theories in practice today: House’s Path-Goal Model and the Hersey-Blanchard Situational Leadership Theory.

You'll learn:
• Robert House’s Path-Goal Model and Hersey-Blanchard Situational Leadership Theory
• The effects of communication styles in effecting human behavior
• The impact of individual value systems as related to communicating and interacting
• How to manage conflict situations more effectively
• How to employ interpersonal strategies in dealing with others
• How to engage in appropriate responses to manipulative behavior
• How to recognize perceptual differences among divergent individuals and groups
• How to deal with and manage co-worker differences
• How to coach and counsel employees more effectively

Course Information:
Wendell V. Fountain
9:00 a.m. - 4:30 p.m.

October 1, 1997
Course No: C52-112

December 2, 1997
Course No: C52-113

February 17, 1998
Course No: C52-114

April 24, 1998
Course No: C52-115
Who Should Attend:
Managers, supervisors and executives who want to build their skills and teach others how to be more effective when they work in groups.

Productive groups share several key attributes. They find opportunities in the midst of challenges, take action and continuously learn from experience. They connect with creative energy, generate a vision and excitement about what they can do. They make things happen. Find out how successful groups get results. Gain skills in working with group dynamics.

The tools are presented in a “stand alone” format so that you can apply and adapt them individually to fit your needs and/or create an ongoing education program for yourself or groups in which you are involved. You will find techniques to generate creativity, innovation, planning, and decision making that result in action plans you can — and will want to — implement. You’ll find tools to help you debate the issues and reach decisions, move from confusion to clarity, stay on track, and take action. You will learn an easy-to-use and fast method to assess your group, identify areas for improvement and develop an action plan.

You will learn “mind shift” activities to expand your creativity by engaging other parts of your mind. As you shift your thinking, jog loose your creativity, you create space for inspiration and breakthroughs. If you implement these tools, your group will be productive. It’s that simple.

You’ll learn:
• How to assess any group’s functioning and identify what is needed to work more effectively.
• How to solve problems, make decisions and take action.
• How to plan and conduct productive meetings.
• How to generate creative energy, the source of all innovation
• How to integrate analytic thinking and intuition to achieve your goals.
• How to build high morale.

Course Information:
Day Piercy
9:00 a.m. - 4:30 p.m.
September 10, 1997
Course No: C51-136
January 22, 1998
Course No: C51-138

Win/Win
The Art of Successful Negotiation

Who Should Attend:
Managers or professionals who want to learn proven techniques that can help you get what you want and find out what the other side wants and needs. This course will help both sides reach positive closure on any issue.

You’ll learn:
• Facts About Negotiating
• Three Stages of All Negotiating
• Negotiating Tactics and Counter Tactics
• Walk Away Power/ Nibbling Gambit
• Power: Understanding It and Gaining It
• Managing Time and Information
• Personality Types and Communication Styles
• Body Language...The Non-Verbs
• Hidden Meanings in Conversation

Course Information:
Bob Harris
9:00 a.m. - 4:30 p.m.
October 15, 1997
Course No: C51-140
February 20, 1998
Course No: C51-142

U.S. Department of Labor predicts that 80% of all jobs will require some type of specialized training by the year 2000--UNF is your training resource!
Story Boarding is a technique to energize and expand the creative process. "Out-of-the-box" thinking provides the means to establish and manage a creative climate where people are self-motivated toward the successful achievement of constructive goals...in an environment of mutual respect compatible with personal values.

The Story Board concept derived from the creative geniuses, Leonardo daVinci and Walt Disney. It is a successful tool in strategic planning, marketing promotions and other operations of any business. In addition, the Story Board process increases team building and collaboration.

Who Should Attend
Managers, supervisors, executives, entrepreneurs and sales, advertising, marketing and media professionals.

Just about everybody can benefit from attending this half-day intensive program. You must continuously reinvent yourself to remain competitive—we'll show you how!

Past Participants Have Said:
"They were creative, articulate, organized and very effective."

"Both management and staff have voted to continue Story Boarding on a regular basis. It will become a regular step in planning in our organization."

"It was an excellent investment in my key staff for project development. The innovation process has already proven its success."

"I am always energized after a planning meeting with Linda and Brian."

"Everybody agreed that we accomplished more than we had anticipated. You kept us focused and on track."

Program Information

| Instructors: | Linda Murrow and Brian Nelson |
| Fee: | $89 |
| Location: | UNF Campus |
| CEU's: | .4 |

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<thead>
<tr>
<th>Morning Session</th>
<th>Afternoon Session</th>
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<td>8:00 a.m. - 12:00 p.m.</td>
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<td>Dates:</td>
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<td>Course No:</td>
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<td>Course No:</td>
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<td>Course No:</td>
<td>C52-122</td>
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Why a professional seminar just for women? No matter whether you're Hillary Clinton, Elizabeth Dole, Laura Schlessinger or Martha Stewart; Secretary or CEO; career woman or homemaker; one thing's for sure — women have distinct advantages over men in the workplace, and we also have distinct disadvantages.

Unfortunately for both employees and employers, too much is made of the disadvantages while the advantages we bring to the workplace are overlooked. Examine any area and you'll see them. Here are just a few...

Conflict...
Women are nurturers. We are conditioned from childhood to avoid conflicts and confrontations, but men revel in both. While the bully who picks a fight is almost always male, today's working woman has to know how to handle conflict and thrive in confrontational situations. In this seminar, you'll learn new ways to get your point across, work with hot-headed bosses or coworkers and express your opinions without being intimidated.

Money...
Contrary to free-spending stereotypes, women are better than men at managing money. Among never-married individuals who file bankruptcy, the large majority are male. Compliment a woman on anything she's recently purchased and she'll brag about how much she saved on it. Compliment a man on anything he's recently purchased and he'll brag about how much he spent on it. That's because women are less emotional about money, and therefore more objective than their male counterparts who sometimes let egos get in the way of making sound financial decisions. In this seminar, you'll learn how to harness and develop that natural sense of objectivity and logic-based decision making to benefit yourself and your organization.

Sharing the Spotlight...
Women don't possess the need to dominate like men. This can be a plus or a minus, depending on how it's used. Just listen to a table of three or more women at lunch. Each will contribute to the conversation, sharing stories and input. When men gather, it's just the opposite. Only one will speak at a time, completely dominating the conversation while the others wait impatiently to steal the floor. The problem is that women often shirk from taking credit for their accomplishments, while the credit wrongly goes to someone else who's undeserving but more outspoken. In this seminar, you'll learn how to speak up, get credit for what you do and how to reap the rewards.

Assertiveness...
According to one recent study of employers, almost 90% of the requests for pay raises came from men. While women may be more objective about money, we're also more reluctant to ask for a raise, even when we believe we've earned it. Are you ever reluctant to express your opinion? Would you rather avoid a confrontation than iron out the differences? In this seminar, you'll learn how to speak your mind without fear of retaliation, how to get people to hear your side of an issue and how to increase your self-confidence.

Competitiveness...
Even though we stereotypically view men as more competitive, that's often not the case. Compare the three potential gender match-ups. A man in competition with another man or a woman in competition with a man are not nearly as intense or potentially explosive as a woman pitted against another woman. Let's face it, ladies. We'd go down kicking and screaming before we'd let another woman defeat us. So why is that competitive streak so often lost in the workplace, particularly when dealing with men? Why are we seen as the weaker sex? We're conditioned to think that. While little boys play baseball and football, little girls are supposed to play with dolls. There's nothing wrong with this, but in today's competitive workplace women have to be able to effectively compete to get hired, promoted or just to keep a job when layoffs occur. In this seminar, you'll learn how to cultivate that competitive spirit within all women, and use it to benefit yourself and your employer.

You'll learn:
• Managing People More Effectively
• Communication Skills for Women
• Managing Conflict, Stress and Anger
• The Art of Self-Confidence
• Personal Development

What your peers are saying...
“Wonderful program! Full of valuable information that we all need!”
Lisa Creamer, Executive Assistant Barnett Bank

“Very dynamic speaker; kept my interest; learned a lot of helpful hints to further my career.”
Jan Tranthm, Planning Technician II St. Johns County Planning Department

Program Information
Instructor: Glenn Shepard
Times: 9:00 a.m. - 3:45 p.m.
Location: UNF Campus
CEU's: 0.6
Fee: $129
Dates: Sept 23, 1997 C52-124
                  Feb 24, 1998 C52-125

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About Clare

Clare Rice is the President of Clare Rice Productions. She has helped thousands of people improve their relationships in the office and at home through her over 300 high impact, dynamic and energetic training seminars, workshops and keynote presentations. Clare teaches people information they want to learn and tells them what they need to know. She is an expert in the field of Interpersonal Communication Skills and has been certified as a Master Practitioner in the Art of Neuro-Linguistic Programming (NLP) and as an Advanced Behavioral Consultant by TTI, Inc. She also has been certified as a Technician in Ericksonian Hypnosis and Presentation Skills. Clare is a Certified Master Facilitator Instructor for the Pacific Institute's "Investment in Excellence for the '90s" program developed by Louis Tice and was voted "Facilitator of the Year" in 1993.

Clare received her B.S. in Business with an emphasis in Marketing from Florida State University and has an extensive sales and management background. She is also an adjunct professor with Florida State University. She has had articles published in the "Creative Training Techniques" newsletter, the "Gateway NLP Institute" newsletter, Anchor Point magazine and has a monthly column in the State Capitol News newspaper, "The Rice Report."

She is currently a Director on the Board of the North Florida Chapter of Meeting Professionals International (Jacksonville) and is the Immediate Past Charter President of the North Florida Professional Speaker's Association (NFPSA-Jacksonville). She is a member of the National Speakers Association (NSA), Meeting Professionals International (MPI), American Society for Training and Development (ASTD), Toastmasters International, the National Association for Neuro-Linguistic Programming (NANLP), the National Association for Female Executives and the Tallahassee Chamber of Commerce.

Each course in the Clare Rice Series offers you these benefits:

- You will receive a style analysis instrument explaining your "style"--a very valuable tool for you.
- Resource Manual & Workbook
- Power lunch with Clare and your colleagues--this is a great networking opportunity.
- Get up-to-date information your company needs to excel!

How to Build an Award-Winning Team

Who Should Attend:

A "must" for anyone who is responsible for providing leadership in improving his or her organization's overall operating effectiveness.

Team building has been identified as one of the four corporate training topics that will be in high demand throughout 1997 and 1998. Make sure your organization is prepared! If you supervise others, if you are responsible for getting results from the efforts of a group of people, then you're in charge of a team. The team's success depends on your ability to motivate, support, train, give feedback and reward. You must lead your employees to achieve objectives. This is an interactive course where you will practice team building exercises while learning the vital concepts that will make your team a winning team.

You'll learn:

- Definition of a team, kinds of teams and reasons to work in teams
- The characteristics of successful teams
- How to resolve conflict
- The development stages of teams
- How to prepare for team work
- How to be the effective team leader
- The roles and responsibilities of the team leader, facilitator and team members
- How to work together as a team and team behaviors
- Effective team communication: How to establish rapport
- Powerful language patterns
- Insight into your team members' "way of thinking"
- How to match, pace and lead in teamwork
- Effective tools for teams: 5 vital steps for finding solutions
- How to maximize your team meeting checklist
- How to increase team efficiency

What your peers and colleagues are saying...

"Thoroughly enjoyed the seminar. Good info on rapport and pacing - will be able to use!"

"Outstanding!"

Course Information:

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<thead>
<tr>
<th>Date</th>
<th>Course No</th>
<th>Time</th>
<th>Location</th>
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<tr>
<td>September 25, 1997</td>
<td>C51-144</td>
<td>9:00 a.m. - 4:30 p.m.</td>
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<td>November 6, 1997</td>
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<td>February 12, 1998</td>
<td>C51-146</td>
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<td>April 23, 1998</td>
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<td>Course No: C51-146</td>
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<td>Course No: C51-147</td>
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Exceptional Customer Service

Who Should Attend:
Managers, supervisors or professionals of customer service, collections departments, field service, help desks, sales and anyone who deals and represents your organization to your clients.

Increase your bottom line! Customer service is one of the most critical aspects of an organization's success. This one-day seminar will teach you how to establish and maintain rapport with your customers. You will learn how to identify the “What’s in it for me?” approach to achieving customer satisfaction, develop a positive mental attitude among employees about customer satisfaction, make a commitment to serve and satisfy the customer as part of a team, and identify reasons for customer complaints. This seminar will also cover job-related burnout; procedures for successfully handling irate and hostile customers; and how to identify, manage and positively use work-related stress.

You’ll learn:
• Team effectiveness factors
• Creating customer satisfaction and customer delight
• How to identify your customers
• 5 vital steps to achieving customer delight
• Establishing rapport with your customer
• Power points of human behavior
• Cues for reading people
• Handling the difficult customer
• Creating your own customer service plan

What your peers and colleagues are saying...
“Clare was very knowledgeable. She helped us learn how to adapt to each customer while maintaining our individuality. Excellent course!”
Tamara Wilson, Underwriting Assistant
Fortune Insurance Company

“Very enlightening, informative and helpful. Real eye-opener to customer service.”
Malcolm Trotter
Prudential Insurance Company of America

Effective & Powerful Presentation Skills

Who Should Attend:
This one-day practical speaking and presentation skills seminar is designed for every manager and executive who must make presentations before large and small groups.

Make your best first impression! Clare maximizes your own sense of humor and personality to show you how to shape and organize your ideas into a presentation that keeps your audience hanging on every word. You will gain poise, confidence and, ultimately, the power to shape and organize presentations to persuade listeners to get the response and results you want. Topics covered include making an introductory talk, evaluating the audience, the art of answering questions, delivering the complete presentation and speeches for special occasions.

You’ll learn:
• Establishing rapport with your audience
• How your audience members process information
• Powerful language patterns
• Feedback techniques
• How to align your message
• How to maximize your states of excellence
• How to act while on the platform

What your peers and colleagues are saying...
“Excellent for anyone involved in public speaking--sales, marketing, community involvement, etc.”
David Scott, Branch Manager
Accustaff Incorporated

“I thoroughly enjoyed the course. I received a lot of helpful hints and ideas I will be able to use in both my professional and personal life.”
Maureen Cunningham, RN

Course Information:
Clare Rice
9:00 a.m. - 4:30 p.m.

September 23, 1997
Course No: C51-152
November 4, 1997
Course No: C51-153

February 10, 1998
Course No: C51-154
April 21, 1998
Course No: C51-155

University of North Florida • Division of Continuing Education & Extension • (904) 620-2690
Fall 1997 Catalog 66
The Successful Manager & Supervisor Series

Solutions to Critical Problems Faced By Managers & Supervisors

This is a four-part training program that will equip you with communication, conflict management, leadership, problem solving, decision making and team building skills and information that managers and supervisors need when handling four critical problems in the world of work. The four sessions and problems are outlined below.

Session 1
17 Reasons Why Employees Don't Do What They Are Supposed To Do
Sample reasons include: they don't think you mean business, they think their way is better than your way, they resent that you are their boss, they are rewarded for non-performance and they don't know how to do it. This session will show you how to get employees to do what they are supposed to do.

Session 2
Solutions to 12 Common Mistakes Made By Managers and Supervisors
Mistakes, for example, like not monitoring employee activity, unresponsiveness to employee problems, making poor decisions, taking the easy way out and trying to be liked rather than respected. Learn how to avoid these mistakes.

Session 3
25 Skills For Dealing With 8 Types of Difficult Employees
Difficult employees who gossip, challenge authority, are back sliders, always right, blame, use excuses and complain. Learn how to defuse pressure situations and constructively deal with disruptive employees.

Session 4
20 Ways To Energize Unmotivated Teams
Understand the inner working anatomy of teamwork, how teamwork breaks down and how teams are dysfunctional. Learn how to get teams clearly focused on their mission, get well organized, and develop an attitude of excellence and cohesive teamwork.

Course Schedule
Sessions 1 & 2
Bill Hudson
9:00 a.m. - 4:30 p.m.
October 2, 1997
March 2, 1998
$89
.6 CEU's
No: C54-019
No: C54-020

Session 3 & 4
Bill Hudson
9:00 a.m. - 4:30 p.m.
October 9, 1997
March 9, 1998
$89
.6 CEU's
No: C54-021
No: C54-022

How to Make Peace In The Workplace

Do you need peace making skills? Take this assessment test and see.

If most of your answers are “no” then you may want to take this seminar for possible future use. If most of your answers are “yes,” then phone in your registration as fast as you can and sign up!

1. Is there friction, disruption and conflict between employees? Y N
2. Has communication broken down and employees aren't talking? Y N
3. Are people starting to take sides? Y N
4. Are employees mobilizing for battle by stockpiling their fault finding ammunition? Y N
5. Is the conflict spreading through the system? Y N
6. Any threats or hostile confrontations? Y N
7. Are you caught in the middle or expected to “fix the problem”? Y N
9. Are people quitting or getting fired? Any retaliation? Y N
10. Workplace warfare gone on longer than you like? Is it time to make peace?

It is quite possible to change workplace warfare into peaceful and productive teamwork between employees. The question is how to get the information, skills and power you need to wage peace and make it stick. This is a hard hitting
and practical training program for managers, supervisors, employees and human resource professionals who want tool chests of peace making skills and procedures. This program is based on your instructor’s 18 years of conflict mediation and trouble shooting in the work place with many different work teams and organizations.

**You’ll learn:**
- Damage control: how to defuse employee conflict and stabilize the situation
- Investigative procedures: how to get to the bottom of the matter and to the heart of the problem
- Solving people problems: how to get employees out of entrenched positions and into cooperative peace making
- Difficult people: how to handle Tanks, Exploders, Gossips, Blamers, Clams, Stallers, Complainers, Know It Alls, Snipers and Flame Throwers.
- Successful outcomes: what management has to do to stop warfare in the workplace and engage in peace making
- Training: skills, knowledge and know how for constructive communication, conflict management and problem solving

**Course Schedule**

<table>
<thead>
<tr>
<th>Bill Hudson</th>
<th>9:00 a.m. - 4:30 p.m.</th>
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<th>.6 CEU’s</th>
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<td>March 10, 1998</td>
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**Workplace Skills For Handling Tough Emotions**

It is critically important as a manager or supervisor to be skilled in constructively recognizing and working with an employee’s feelings. Without feelings how could an employee or team take pride in their work? How do you handle an employee that is angry and envious because someone else got a promotion?

Do you think one of your employees might be afraid of being honest with you? It has been said, “Anger blows out the lamp of the mind!” Have you ever made irrational decisions because you didn’t use your head? Have you ever been close to letting fear paralyze you from taking needed action? Has anybody ever told you that “you are overreacting” or that you “shouldn’t take it personally”? Have you ever done something not too smart and felt stupid? We all have had experiences such as these...we are human!

Feelings are facts and are a natural part of being human! Dealing well with emotions like anger, fear, jealousy, embarrassment, joy guilt and sadness is critically important to productive relationships in the workplace and for healthy personal relations. Without feelings you would not experience the joy and excitement of working with good people.

Likewise, without emotions it would be impossible for employees or teams to feel motivated and feel pride and satisfaction in excellent hard work.

**You’ll learn:**
- Feeling and emotions defined
- How to use feeling as a smoke detector that serves as an early warning signal system alerting you to potential problems
- How to constructively work with yours and other’s intense feelings
- Recognizing emotional vicious cycles and how to handle them
- How to handle people that are emotionally abusive, people that manipulate and take advantage of your feelings, induce guilt, make you angry and create fear and other emotions that could be tough to handle constructively
- Skills for really listening on the emotional level
- How to handle your own tough feelings
- How to handle people that don’t want you to have feelings
- How to deal with stressed feelings and tension in the workplace between employees, within and between work groups and teams
- How to get people to “save face” and “unhook from their emotions” enough to start solving problems so they can get back to productive results in the workplace or fall in love some more in personal friendships or marriages

**Course Schedule**

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<th>Bill Hudson</th>
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Write-Publish-Succeed 
Series 
Write Your First Book in 52 Weeks or Less

This unique seminar will enable you to overcome frustrations and put you on the path to publishing your first book in 52 weeks or less.

The following four courses were designed as a series by author Tom Bird to take you from where you are as a writer to where you want to be in one quick, yet powerful, weekend experience.

Any of the four classes can be registered for separately. However, by enrolling for all four seminars at once you will receive a 25% discount above and beyond the price of taking the seminars separately!

Register for the Write-Publish-Succeed Series for only $149.

About Your Instructor
Tom Bird is a successful author of ten books and former publicist for the Pittsburgh Pirates. Since developing his unique strategy that enabled him to publish his first book at the age of 25, Tom has devoted a significant portion of his life helping others live their literary dreams.

Beginning in 1984, Tom has made appearances at a variety of colleges and universities, as well as working with a select group of students on an individual basis promoting his unique publishing concepts. Some of the universities he has appeared at include: William and Mary, The University of Tennessee, Ohio State University, Duke University, The University of Nebraska, Old Dominion University and many more.

Besides the five books that he has authored on writing and which form the foundation for The Author's Den (Sojourn, Inc. 1996), his writing has also appeared in over fifty magazines, including Parade, USA Today's Baseball Weekly and The American Banker.

Class 1: How to Get Published
You can get published! All that you have to know is how to do it. This course shares a proven, foolproof three-step process for getting whatever you write into print. Learn what others have been aimlessly searching decades for—all in one night.

Topics covered include:
• How to get paid for your book before you have even written it;
• Write the winning query letter;
• Get the acceptances you deserve;
• Find the right publisher for you;
• Find homes for your shorter materials, as well and much more.

Tom Bird $49
6:00 p.m. - 9:00 p.m. .3 CEU's
September 19, 1997 No: C52-126
March 6, 1998 No: C52-127

Class 2
Start Writing Now!
Learn all that you need to get over whatever has been holding you back and start writing now what is already inside of you. After this course, there will be absolutely no reason that you can't begin on the road, right now, to becoming the author you always wanted to be. This essential course, which offers an easy to apply four-step strategy that's sure to change your life as well as reverse any frustrating fortunes you may have had with your writing up to this point, gives you all that you need to get over all of those excuses, and rid yourself of writer's block forever and get started writing now!

Tom Bird $49
8:30 a.m. - 11:00 a.m. .3 CEU's
September 20, 1997 No: C52-128
March 7, 1998 No: C52-129

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Class 3:
Let the Ideas & Inspirations Flow

For the first time, you will see your ideas, inspirations and characters come to life, in their entries, right before your eyes. No longer will you be left wondering how many books you want to write, where all your characters are going to fit or how to best cover all the material in your topic. In this offering, Bird will share two, cutting edge techniques that will once and for all release those books and stories that have been driving you crazy for years. No more long frustrating days with nothing to show for it. No more half-baked, never finished efforts! No more sleepless nights! Writing will not only be fun again, but profitable and exciting as well, as Tom will show you. A must class!

Tom Bird  $49
12:00 p.m. - 2:30 p.m. .6 CEU’s
September 20, 1997  No: C52-130
March 7, 1998  No: C52-131

Class 4:
Your 52 Week Game Plan

Based on a revolutionary approach jam-packed full of best-selling suggestions and strategies, the thorough, step-by-step, yet flexible approach shared in this course tops off the weekend by offering the strategic plan you need to become the author you always wanted to be. Realize that you can succeed as an author!

Learn to:
• Cut your research time by over 95%
• Never edit again
• Create truly remarkable, memorable, charismatic characters
• Captivate your readers, no matter how complicated your subject
• Design your own personalized plan for success
• And much more will be covered in this essential offering.

Tom Bird  $49
2:30 p.m. - 5:00 p.m. .6 CEU’s
September 20, 1997  No: C52-132
March 7, 1998  No: C52-133

Reason #6:
Why UNF is your contract training resource.

UNF’s Division of Continuing Education & Extension Contract Training program provides training to private and public organizations, including business, industry, government and military. Our goal is to bring you top quality training programs, saving you and your staff both time and money.

Our educational programs receive high ratings from our clients because:

#6 We stress professionalism. The University of North Florida Contract Training program is committed to serving your educational needs in a highly professional manner. We guarantee the quality of our programs and instructors.
Building Quality Assurance

Ensuring Performance through Commissioning in the Built Environment

Concept
Both the Design Tender Build (multi-party bid) and Design Build (single party contract) processes are linear functions of time, unique in every occurrence. Typical construction projects are prototypes, not production models. Project organization is represented by the gathering of trades, sub-trades, and specialists who have won the right to participate through successful cost competition with their peers. The only common reference is first cost or capital cost. Life cycle costs, in terms of value over time, is not considered.

The combination of a drive to reduce capital cost per square foot and introduce new technology has reduced the quality of performance in the building industry. The solution, quality management through a commissioning process, while becoming increasingly popular in the building industry, is still not that well understood. Owners and Industry have many different definitions of what commissioning is and how it should be executed.

The goal is to achieve quality in design and construction with the objective of delivering defined performance. Installations can provide real value through specified performance provided at an affordable cost. This can be achieved by implementing Building Quality Assurance for the entire process from preliminary design to actual facilities operation.

Content
The diversity among various building projects and construction methods is such that it is not possible to advocate a single solution either directly or conceptually to deal with problems that relate to quality assurance. Quality is a function of expectations, whether they are realized or unrealized. Commissioning specifications and computer databases are just tools that attempt to communicate and manage expectations in realizable terms.

This course is intended to provide an overview of the relationship between information management/quality control and the traditional building industry. While somewhat new to Florida, various forms of Commissioning have been implemented globally since the mid 1970's. The overview provided by the content in this one day seminar matches Florida construction practices with the procedures and protocols of commissioning.

Environmental concerns related to pollution, air quality and energy coupled with innovative technology have dramatically increased the complexity of modern construction. Technology is far ahead of our ability to take full advantage of it. This is specifically the case in regards to the construction industry. When looked at closely, one discovers that this is new technology applied to an old process; building components have evolved but construction techniques have not. This course will outline the framework through which the performance of new technology can be validated and the operational knowledge transferred to the Owners and Operators of a modern built environment.

The Florida Board of Architecture and Interior Design, in conjunction with its Architecture Continuing Education Task Force, certifies this architecture continuing education program as offered through the University of North Florida.

Building Quality Assurance
Course Number: AR.12.372
Approved Contact Hours: 6.5
Level of Instruction: Advanced

The Building Quality Assurance Course measures success by developing an awareness of how efficient use of information management, performance testing and system validation will reduce the cost of construction. Achieving this awareness is the goal of this course.

Course Outline
1. Overview of Commissioning and Quality Assurance
   1.1. What is commissioning?
   1.2. Why bother?
   1.3. Who participates?
   1.4. When does quality begin?
   1.5. How much will it cost?
   1.6. Are there legal ramifications?

2. Roles and Responsibilities
   2.1. Various Project Organizational Structures
   2.2. Owner and Owner's Representatives
   2.3. Commissioning Agent
   2.4. Design Team
   2.5. Construction Team

3. Process
   3.1. Commissioning Specifications
   3.2. Testing and Verification
   3.3. Data Management

4. Project Delivery
   4.1 Substantial Completion and Occupancy
   4.2 Turnover Documents and Training

Program Information
Instructor: Wayne Dunn
Fee: $189
Times: 9:00 a.m. - 4:30 p.m.
Location: UNF Campus
CEU's: 0.6
Dates: October 24, 1997 C57-002
        March 6, 1998 C57-003
Successful Cost Containment
Focus on Workers’ Compensation

Who Should Attend
Professionals responsible for the human resources function in high risk industries, such as: roofing, construction, environmental, dock, marine ship building, textile and warehouse managers, occupational medicine physicians.

Benefits
• Resource Manual & Workbook for future reference containing forms you’ll be able to use on the job.
• Power lunch with instructors and colleagues--this is a great networking opportunity.
• Get up-to-date information your company needs.

Top 10 Tools You’ll Gain
• Detailing safety rules and reports in order to reduce compensation by up to 25%
• Coordinating Employee Awareness Programs
• Classifying Employees
• Identifying Ergonomic Risk Factors
• Recognizing Symptoms of Cumulative Trauma Disorders
• Implementing Aggressive Return to Work
• Creating a Drug-Free Workplace Plan
• Utilizing different types of drug tests
• Negotiating Contracts with a Managed Care Organization
• Cooperating with the Medical Review Officer

Worker Compensation Primer for Employers: Claims Don’t Get Better with Time
• Historical Perspective & Elements
• Florida Workers’ Comp Law
• Reporting Requirements
• Workers’ Comp Coverage Requirements
• Jurisdiction

The Americans With Disabilities Act: Resources to Release Your Doubts
• Overview
• Definitions
• Adequate Job Descriptions
• Light Duty vs. Reasonable Accommodation
• Temporary vs. Permanent Disability

Drug-Free Workplace: Doing it Right
• Major Requirements for Drug-Free Workplace under 38F
• Types of Tests
• Methods of Auditing a Program Before Approving a Claim
• Insurance Coverage of Employees under Federal Regulations

Safety and the Workplace
• Back Safety
• Safety in the Office
• Material Safety Data Sheets
• Hazardous Environment: Pollution, Noise, Air

Managed Care: What Should You be Doing?
• What should you be doing as an employer?
• How have claims changed?
• Minimum State Requirements To Have An Approved Managed Care Arrangement by State
• Does Managed Care Work To Save You Money?
• How Does Managed Care Work?
• Sample Managed Care Workflow
• Components of Managed Care Arrangements
• The Benefits of Case Management
• Pre-certification
• Medical and Vocational On-site Case Management
• IME/Peer/Audits
• PPO Network
• Aggressive Return to Work
• Negotiating MCO Contracts
• Methods of Pricing
• Flexibility of Bundling Managed Care Services
• Location of Managed Care Service Center & Case Managers

Case Law Review and Response
• Compensability
• Claims Process & Litigation
• Minimizing Employer Exposure
• Recent Case Law

Program Information

Instructors: Robert Chapa, Anya Corvin, Michael Leatzow, Riberit Skipper, Matthew Tavrdes, Bud Worwetz

Time: 9:00 a.m. - 3:30 p.m.
Location: UNF Campus
CEU’s: 1.0
Fee: $169
Dates: September 4-5, 1997
Course No.: C52-134

Dates: April 16-17, 1998
Course No.: C52-135

This special program is held in cooperation with

ORWETZ EDUCATION SYSTEMS
How to Build a Successful Consulting Business

This "nuts and bolts" program will give you practical information and tools to start a consulting business and to develop an existing business. The program is targeted to self-employment and small business development.

Week one:
The Art and Practice of Successful Consulting
- The consultant role -- what you need to succeed
- The stages in a consulting project, common challenges and how to work with them
- How to build collaborative relationships with clients

Week two:
Negotiating Contracts
- The initial contact with a client
- Understanding the client's needs and assessing the "fit"
- How to negotiate objectives, project activities and fees
- Preparing contract proposals and letters of agreement that promote project success
- Contract negotiation issues and challenges and how to address them

Week three:
Managing and Growing Your Consulting Business
- How to define your "niche" and target market for clients
- Planning and priority-setting for business development and management
- How to develop and implement a marketing plan that works
- Simple tools for record-keeping and billing that fit your size business
- Resources to help you grow your business: the UNF Small Business Development Center

Week four:
Consulting Tools and Techniques
- How to facilitate a meeting effectively
- Tools to promote participation and buy-in
- How to avoid being the scapegoat or the rescuer
- How to shift the focus from problems to solutions
- Developing and implementing project schedules and workplans

Who Should Attend:
Self-employed consultants, consultants in and owners of small consulting firms, and individuals interested in self-employment as a consultant or in starting a consulting business.

Course Information:
Instructor: Day Piercy
Times: 6:00 p.m. - 8:30 p.m.
Location: UNF Campus
CEU's: 1.0
Fee: $289
Dates: October 8, 15, 22, 29, 1997
Course No.: C52-136

Dates: November 18, 25, December 2, 9, 1997
Course No.: C52-137

Dates: February 4, 11, 18, 25, 1998
Course No.: C52-138

Dates: April 22, 29, May 6, 13, 1997
Course No.: C52-139

Consulting Clinic
In this one-day clinic, you will develop your knowledge about consulting, build your skills, and gain support from other consultants.
- Case study scenarios developed from actual consulting projects provide an opportunity for reflection, sharing and learning new techniques.
- "What do you do when..." Participant questions provide the focus for group brainstorming and for learning new skills to handle specific challenges. Situations will be generalized to protect client confidentiality. Examples of questions: What do you do when... the project requires more time than the contract provides? ... you have a conflict with a client? ... you get pulled into organizational politics or group dynamics?
- Development of best practice ideas on a topic selected by participants. Examples of topics: What are strategies to find new clients; negotiate fees; market when you're busy working on projects; build effective relationships with clients; revise a contract during a project.
- Your personal action plan based on what you've learned during the Clinic.

Who Should Attend:
New and experienced consultants who are employed in a consulting firm, self-employed, or own their own consulting business.

Course Information:
Instructor: Day Piercy
Times: 10:00 am - 3:30 pm
CEU's: .4
Fee: $89
Dates: September 27, 1997
Course No.: C52-140

Dates: December 6, 1997
Course No.: C52-141

Dates: January 24, 1998
Course No.: C52-142

Dates: April 4, 1998
Course No.: C52-143
13th Annual Professional Secretaries Day Seminar & Luncheon
April 22, 1998

North Florida's Largest Secretaries Day Program!

Why You Should Attend
Today's office staff member is truly part of the management team and is often called upon to manage information, coordinate increasingly busy schedules and serve as the executive's link to other departments, clients and the public. Job titles such as "Administrative Assistant," "Office Manager" and "Project Coordinator" attest to the challenging and changing roles of today's office professional.

Although technical skills and knowledge are important, equally important are the professional attitude and problem solving skills so critical to success in today's office environment.

Until now, few seminars specifically prepared staff members for these critical skills. This program provides up-to-the-minute, practical information for the person who is the "right-hand" of the office manager or company executive.

Who Should Attend
- Secretaries
- Clerks
- Typists
- Office Assistants
- Administrative Assistants
- Office Managers
- Executive Assistants
- You!

Special Program Features
Award-Winning Presenters
All of our presenters are experts in their field. Their dynamic personal style, up-to-date information and down-to-earth examples will be remembered long after the seminar is over.

Seminar Materials
Seminar materials for each session are provided for your continued reference after the seminar.

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Over 50 vendors will be available for you to browse. Register for exciting prizes as you meet some of north Florida's most well-known business representatives!

Luncheon/ Professional Image Update
A special catered luncheon and fashion show are included in the seminar fee.

Networking
You'll have a wonderful opportunity to network with your colleagues in other businesses and organizations. It's a great way to meet new people and maximize your learning experience!

And Most Important
- Take a much deserved break from the office routine
- Become a more valuable member of your office team
- Present a professional image for you and your boss
- Look forward to coming to work each day

Call Susan now to place your name on our mailing list!
(904) 620-2690
Test Preparation Series

Are you prepared?
Each year, hundreds of thousands of students across the nation take tests for college and graduate school admission. Research indicates that the right preparation for these tests positively affects test scores. The University of North Florida is pleased to offer the Test Preparation Series for the most widely administered national exams.

UNF Test Preparation courses are taught in a structured format using pre- and post-tests which simulate the actual exam. You will learn not only the verbal, math and reading comprehension content necessary to maximize your score on the exam but also proven test-taking techniques: how to use time wisely, when to use guessing to your advantage and how to alleviate test anxiety. Frequent practice tests will increase your confidence and reinforce your strengths. On the actual test day, you will be able to maximize your test score with the knowledge that you have the right preparation.

UNF Test Preparation courses may be one of the best investments you make in your education!

SAT Preparation Course
College Boards for College Admissions
The SAT is a standardized test required for admission to all colleges and universities. The verbal questions test your ability to:
• understand and analyze what you read
• recognize relationships between parts of a sentence
• establish relationships between pairs of words
Math questions test your ability to solve problems involving arithmetic, algebra and geometry.

The SAT I is a three-hour test made up of seven sections:
• Three verbal sections: two 30-minute sections and one 15-minute section
• Three math sections: two 30-minute sections and one 15-minute section
• One 30-minutes “equating” section, verbal or math.

Bring your own calculator to this course.

Preparation for October 4, 1997 Test Date
Saturdays, August 23, 30, September 6, 13, 20, 27, 1997
8:00 a.m - 12:00 p.m. 2.4 CEUs No.: C14-216 $245
Instructors: Pam Marshall and Michael J. Brozowski

Preparation for December 6, 1997 Test Date
Saturdays, October 18, 25, November 1, 8, 15, 22, 1997
8:00 a.m - 12:00 p.m. 2.4 CEUs No.: C14-217 $245
Instructors: Pam Marshall and TBA

Preparation for March 28, 1998 Test Date
Saturdays, February 14, 21, 28, March 7, 14, 21, 1998
8:00 a.m - 12:00 p.m. 2.4 CEUs No.: C14-218 $245
Instructors: Pam Marshall and Michael J. Brozowski

Student registration for the SAT, GRE, GMAT, LSAT or NCLEX test is accomplished independently from preparation course registration. Test books and application forms are available in the Division of Continuing Education & Extension or the Experiential Learning & Testing Center, Founders Hall, room 2068.
**GRE Preparation Course**

The Graduate Record Exam (GRE) general test measures verbal, quantitative, and analytical abilities related to success in graduate-level education. This course prepares students for the GRE general test through instruction, practice in test-taking techniques and two diagnostic tests. Students receive a complete course book that includes lessons and homework in the form of practice tests with explanations and a special chapter on taking the new Computer Adaptive (CAT) GRE.

- **Preparation for November 1, 1997 Test Date**
  Saturdays, September 20, 27, October 4, 11, 18, 25, 1997
  1:00 p.m. - 5:00 p.m.  2.4 CEU's  No.: C14-219  $245
  Instructors: Pam Marshall and Linda Moore

- **Preparation for December 13, 1997 Test Date**
  Thursdays, October 30, November 6, 13, 20, December 4, 11, 1997
  6:30 p.m. - 10:00 p.m.  2.4 CEU's  No.: C14-220  $245
  Instructors: Pam Marshall and Elyse Whitman

- **Preparation for April 4, 1998 Test Date**
  Saturdays, February 21, 28, March 7, 14, 21, 28, 1998
  1:00 p.m. - 5:00 p.m.  2.4 CEU's  No.: C14-221  $245
  Instructors: Pam Marshall and Linda Moore

**LSAT Preparation Course**

The Law School Admission Test (LSAT) is a standardized test required for admission to all law schools. The test is comprised of reading comprehension, analytical reasoning and a writing sample. This course prepares students for the LSAT exam through instruction, practice in test-taking techniques and diagnostic tests. Students receive a complete course book that includes lessons and homework in the form of practice tests with explanations.

- **Preparation for October 4, 1997 Test Date**
  Mondays, August 25, September 8, 15, 22, 29, 1997
  6:00 p.m. - 9:00 p.m.  1.5 CEU's  No.: C14-222  $245
  Instructor: Leslie Hogan

- **Preparation for December 6, 1997 Test Date**
  Mondays, October 27, November 3, 17, 24, December 1, 1997
  6:00 p.m. - 9:00 p.m.  1.5 CEU's  No.: C14-223  $245
  Instructor: Leslie Hogan

- **Preparation for February 7, 1997 Test Date**
  Mondays & Wednesdays, January 21, 26, 28, February 2, 4, 1998
  6:00 p.m. - 9:00 p.m.  1.5 CEU's  No.: C14-224  $245
  Instructor: Leslie Hogan

**GMAT Preparation Course**

The Graduate Management Admission Test (GMAT) is required for admission to most graduate schools of business. The GMAT measures general verbal, mathematical and analytical writing skills that relate to success at the graduate level of study. This course prepares students for the GMAT exam through instruction, practice in test-taking techniques and diagnostic tests. Students receive a complete course book that includes lessons and homework in the form of practice tests with explanations.

As of June, 1997, the GMAT examination will be offered by appointment at authorized test sites. There are no "test dates."

- **Preparation for October 4, 1997 Test Date**
  Thursdays, September 4, 11, 18, 25, October 9, 16, 1997
  6:30 p.m. - 10:00 p.m.  2.4 CEU's  No.: C14-225  $245
  Instructor: Elyse Whitman

- **Preparation for December 6, 1997 Test Date**
  Tuesdays, January 13, 20, 27, February 3, 10, 17, 1997
  6:30 p.m. - 10:00 p.m.  2.4 CEU's  No.: C14-226  $245
  Instructor: Elyse Whitman

- **Preparation for February 7, 1998 Test Date**
  Thursdays, March 19, 26, April 2, 9, 16, 23, 1998
  6:30 p.m. - 10:00 p.m.  2.4 CEU's  No.: C14-227  $245
  Instructor: Elyse Whitman

**MCAT Review**

The nation's #1 MCAT preparation course is now on campus! The MCAT is primarily passage-based: long, science passages that require both critical reasoning from the information given and outside knowledge. Kaplan has the most thorough preparation available: Your own personalized study plan, over 105 classroom hours of instruction, over 500 MCAT practice passages with written explanations, review notes for each section of the exam, computer-scored practice tests, practice software, workshops and more.

- **Preparation for the April 1998 MCAT**
  10:00 a.m. - 1:00 p.m.  CEU's: 14.0  $920
  January 10, 17, 24, 31, February 7, 14, 21, 22*, 28, March 7, 14, 21, 28, April 5, 1998
  MCAT full length testing sessions at Jacksonville University: March 22, 28, April 4, 18, 1997 beginning 9:00 a.m.

  For registration or questions, call Kaplan directly! (800) 527-8378

  Kaplan reserves the right to cancel class or change class location due to insufficient enrollment. *Special discount rate for UNF students. Need-based scholarships available.
Contract Training

Save Time, Energy and Money!

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Contract Training maximizes the educational experience by incorporating your company’s goals and objectives.

UNF has over 800 faculty and adjunct faculty members with expertise in a huge variety of disciplines and specialty areas.

For a no-obligation cost quote in 48 hours, call me at (904) 620-2690 or e-mail lamundru@unf.edu.

I’m looking forward to hearing from you!

Lise M. Amundrud
Community & Corporate Training Coordinator

Bring UNF To You: On-Site Instruction Meets Your Organization’s Educational Needs

- We’ll work with your schedule to bring you cutting-edge curriculum where and when it works for you.
- Instructors are leaders in their field who understand business problems and solutions.
- Courses are tailored for your employees and focused to meet your organization’s individual needs.

UNF’s Division of Continuing Education & Extension Contract Training program provides training to private and public organizations, including business, industry, government and military. Our goal is to bring you top quality training programs, saving you and your staff both time and money.

We offer a spectrum of educational training services from one-day seminars to multi-day certificate programs extending over a period of time. Participating employees have an option or combination of options for recognition, including:
- a letter of accomplishment,
- a seminar certificate
- continuing education units, or
- a specialty program certificate. An example of a specialty program certificate would be a certificate awarded for the completion of a series of workshops in a particular area such as management/supervision.
Contract Training

Business
- Advanced Cash Management
- Basics of Cost Management for Nonfinancial Professionals
- Company Valuation
- Corporate Cash Management
- Credit, Collection and Financial Management
- Designing and Improving Cost Management Information Systems
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- Evaluating Management Controls
- Financial Analysis
- Financial Modeling
- Fixed Asset Accounting
- Foreign Exchange: Strategies and Techniques
- Fundamentals of Risk Management and Insurance for Non-Insurance Executives
- Fundamentals of Cost Accounting
- Fundamentals of Finance and Accounting for Nonfinancial Executives
- Fundamentals for Foreign Exchange
- How to Use Activity-Based Management for Continuous Improvement
- How to Conduct a Successful Internal Audit
- Intermediate Cost Accounting
- Mergers & Acquisitions
- Operational Auditing
- Planning and Budgeting
- Reengineering Financial Practices in an Empowered Organization
- The Controller's Job in Today's Environment
- Understanding Business Economic Indicators
- Using Statistical Analysis

Communications Skills
- Accelerated Language Training: Spanish and French
- Achieving Professional Excellence
- Advanced Communication Skills for Business Professionals
- Building Better Working Relationships
- Communication and Interpersonal Skills
- Creativity and Innovation
- Critical Reading & Thinking for Professionals
- Cross-Functional Communication
- Effective Technical Writing
- Executive Speaking
- Gaining Inside Approval for Your Ideas
- Handling and Dealing Successfully with Angry, Hostile and Negative People
- How to be a Better Communicator
- Improving Communication and Human Relation Skills
- Interpersonal Skills
- Listening and Writing: Building a Foundation for Better Communication
- Negotiating to Win
- Projecting a Positive Executive Image
- Public Speaking and Professional Presentation Skills
- Rapport Building Skills
- Sharpen Your Business Writing Skills

Computers
- Achieving Excellence in Information Systems
- Designing and Writing User Manuals for Computer Systems
- Disaster Recovery Planning: Insuring Business Continuity
- Doing Business on the Internet
- How to Design Eye-Catching Brochures, Newsletters, Ads, Reports
- How to Utilize Electronic Data Interchange
- Improving Your Internal Consulting Skills: For Information Systems Professionals
- Integrating Order Processing, Credit and Receivables Systems
- Integrating Purchasing & Receiving
- Quality Review Techniques For Information Technology Professionals

- Strategic Information Systems Planning
- Structured Systems Analysis and Design Workshop: Tools and Techniques
- Systems Analysis and Design for Information and Business Professionals
- The Internet
- The Computer Survival Course for the Non-Technical Manager
- Using the Internet for Business

Health & Wellness
- Bone Builders
- Health Makeovers: 7 Days to a New You!
- On-The-Job Productivity Boosters

Management & Leadership Development
- Aligning Work and Rewards
- Career Development
- Coaching and Counseling for Outstanding Job Performance
- Coaching Skills for Managers & Supervisors
- Complaint Management: Keeping Your Cool Under Fire
- Critical Thinking & Reading Skills
- Developing Executive Leadership
- Enhancing Your Creative Powers
- Executive Effectiveness Course
- Executive Etiquette
- Fundamentals of Human Resource Management
- Handling the Problem Employee and Trouble Shooting Problems
- How To Manage Multiple Projects, Meet Deadlines and Achieve Objectives
- How to Lead a Team
- How to Overcome Negativity in the Workplace
- How to Conduct an Effective Training Needs Analysis
- How to Stay Sane in an Insane World: Advanced Stress Management
- How to Write an Affirmative Action Plan
Contract Training

- How to Succeed with Programs as a Non-Project Professional
- How to Use Multi-Media in Training
- How to Supervise People
- How to Accelerate Learning
- Improving Managerial Skills of the New or Prospective Manager
- Instructional Design For Trainers
- Linking Strategic Planning and Human Resources Management
- Management Skills & Techniques for New Supervisors
- Management of Managers
- Managing the Training Function
- Managing & Leadership Skills for the Technical Person
- Memory Training
- Motivating Others
- Powerful Coaching Skills for Managers and Supervisors
- Problem Solving and Decision Making
- Progressive Stress Management Techniques
- Project Management
- Reading Dynamics for Business Professionals
- Recruiting, Interviewing and Selecting Employees
- Self-Directed Workteams
- Sexual Harassment
- Speed Reading
- Speed Reading, Listening and Memory Skills
- Stress Solutions Workshop for Women
- Successfully Managing People
- Supervising and Managing Challenging Employee Behavior
- The Effective Facilitator
- Train the Trainer
- Training Technical Professionals
- Transferring from Manager to Team Leader
- Workplace Violence: Issues & Answers
- Writing & Developing Office Manuals

Quality Management
- Customer Satisfaction Measurement
- How to Develop, Implement and Interpret A Superior Survey
- How to Plan & Implement a Total Quality Management Program
- How to Use Benchmarking
- Work Improvement Through Redesigning

Strategic Management
- Business Process Reengineering
- Strategic Planning
- Strategy Implementation
- Succession Planning That Works

Purchasing Management
- Effective Purchasing Negotiations
- Fundamentals of Purchasing for the New Buyer
- Legal Aspects of Buying and Selling
- Managing Supplier Performance
- Power Purchasing
- Purchasing Management

Sales
- Advanced Selling Skills Using NLP
- Building Better Working Relationships
- Effective Pricing
- Fundamental Selling Techniques and Management for the New or Prospective Salesperson
- How to Hire the Right Salesperson the First Time
- How to Develop and Maintain Positive Sales Relationships
- How to Launch and Direct a Successful Telemarketing Sales Operation
- Managing Superior Customer Service
- Maximizing Customer Contact Skills
- Optimizing Sales Force Productivity
- Principles of Professional Selling
- Prospective and Cold Calling for New Business

Secretaries & Administrative Assistants
- Assertive Training for Executive Secretaries and Administrative Assistants
- Business Writing for Executive Secretaries and Administrative Assistants
- Fundamentals of Finance and Accounting for Executive Secretaries and Administrative Assistants
- Influencing Others
- Interpersonal Skills for Executive Secretaries and Administrative Assistants
- Management Skills for Executive Secretaries and Administrative Assistants
- Moving Up? Business Basics for the Executive Assistant Ready for the Next Level
- Presenting Yourself and Your Ideas
- Successfully Managing Projects
- Supervisory Skills for Executive Secretaries and Administrative Assistants
- The Changing Role of the Executive Secretary and Administrative Assistant
- Time Management for Executive Secretaries and Administrative Assistants
Join us at our

Open House

Bring a friend!
We're looking forward to meeting you!

- Learn more about the programs and services featured in this catalog.
- Learn about the new University Center, featured on the cover of this catalog.
- Register for courses quickly and conveniently on-site.
- Meet our instructors.
- Enjoy a free continental breakfast.

August 21, 1997
8:00 a.m.
Radisson Riverwalk Hotel & Conference Center
1515 Prudential Drive

RSVP Alice Davies at (904) 620-2690 by August 14, 1997

If your career needs new direction, you'll want to attend our free open house. We'll provide a quick opportunity to explore new career options in today's ever-changing world.

Whether you're adding skills for professional advancement, planning a complete career change, or searching to explore new ideas, UNF's Division of Continuing Education & Extension has the courses you need to keep you going in the right direction.

UNF programs are taught by leading professionals who practice what they teach and who combine rigorous academics with real-world experience.

Cut and mail or fax to UNF.

I'd like to attend the August 21 Open House:

Name:
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Company Name:
Street Address:
City/State/Zip Code:
Phone (W):

Name:
Social Security Number:
Company Name:
Street Address:
City/State/Zip Code:
Phone (W):
Serving the Needs of Northeast Florida

It's an exciting time at the University of North Florida, Division of Continuing Education & Extension!

We are very proud to offer the courses contained in this catalog. Through program development committee meetings, discussions with our customers and feedback from our corporate clients, we're offering the programs that you and your company need to excel. Our goal is to help you and your organization become more productive and competitive in today's ever-changing workplace. We want to maximize your investment with high quality training programs--your rate of return will be larger than your initial investment!

The Division of Continuing Education & Extension continuously researches and investigates new training areas and concepts. We are always interested in receiving suggestions and input from our clients. Please let me know how we can serve you better.

Steven J. Borowiec
Continuing Education Coordinator

Special Events, Conferences & Camps

Flawless Event Execution

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For more information on how we can help you achieve your event goals, please contact me at (904) 620-2690 or e-mail pbush@unf.edu.

Services include, but are not limited to:
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I'm looking forward to hearing from you!

Pam Bush
Special Events Program Assistant
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Mail to:
Nancy Monroe
University of North Florida
Continuing Education
4567 St. Johns Bluff Road, South
Jacksonville, FL 32224-2645

Fax to:
(904) 620-2459 or
(904) 620-2973

E-mail to:
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## Legal Studies Institute Committee

<table>
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<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Teresa A. Arington</td>
<td>Paralegal</td>
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<td>H. Brit Beasley</td>
<td>Court Administrator</td>
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<td>Fourth Judicial Circuit</td>
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<td>Steven J. Borowiec</td>
<td>Continuing Education Coordinator</td>
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<td>University of North Florida</td>
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<tr>
<td>Howard C. Coker</td>
<td>President</td>
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<td>Coker, Myers, Schickel, Sorenson &amp; Higginbotham, P.A.</td>
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<tr>
<td>Cynthia E. Collins</td>
<td>Program Assistant</td>
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<td>Martin I. Edwards</td>
<td>Pre-Law Program Director</td>
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<td>Jane Gumbrewicz</td>
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<td>Legal Studies Institute</td>
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<td>Donald E. Lively</td>
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<td>Florida Coastal School of Law</td>
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<td>Richard A. Mullaney</td>
<td>Chief of Staff</td>
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<td>Alan K. Ragan</td>
<td>Attorney</td>
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<td>Karen O. Reymond</td>
<td>Paralegal</td>
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<td>Burge &amp; Wettermark</td>
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<td>Tara Sa’id</td>
<td>Paralegal</td>
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<td>Hardesty &amp; Tyde, P.A.</td>
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<td>Tana J. Stringfellow</td>
<td>Certified Legal Assistant</td>
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<td>Baumer, Bradford &amp; Walters, P.A.</td>
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<td>Maura Shannon Sullivan</td>
<td>Student</td>
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<td>Bledsoe, Slamidt &amp; Lippes, P.A.</td>
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## Nursing Assistant Program Steering Committee

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Marilyn Bloss</td>
<td>RNC, MSN</td>
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<tr>
<td>Florida Board of Nursing</td>
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<td>Steven J. Borowiec</td>
<td>University of North Florida</td>
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<tr>
<td>Betty Brisbin</td>
<td>RN, BA</td>
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<tr>
<td>Academy for Health Care Occupations</td>
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<tr>
<td>Bonnie Brown</td>
<td>RNC</td>
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<tr>
<td>Longterm Care</td>
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<tr>
<td>Patches Bryan</td>
<td>RN, MS</td>
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<td>N.E.F.A.D.O.N.A.</td>
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<tr>
<td>Pam Chally</td>
<td>PhD, RN</td>
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<td>University of North Florida</td>
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<td>College of Health</td>
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<td>Alice Clark</td>
<td>RN, MSN</td>
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<td>Consultant</td>
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<td>Cynthia C. Collins</td>
<td>University of North Florida</td>
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<tr>
<td>Linda Connelly</td>
<td>RN, BSN, MSH</td>
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<td>University Medical Center</td>
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<td>Alice Davies</td>
<td>CNA</td>
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<tr>
<td>Ninette Dumlao</td>
<td>RN, BSN</td>
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<td>Fleet Landing</td>
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<tr>
<td>Janet Duda</td>
<td>RN, MSN</td>
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<td>Integrated Health Services</td>
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<td>Reesa Ford</td>
<td>RN, BS</td>
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<td>St. Luke’s Hospital</td>
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<td>Kay Fullwood</td>
<td>ARNP, MSN</td>
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<td>Heartland</td>
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<td>Cathie Grinnell</td>
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<td>Peggy Hoff</td>
<td>RN, MN</td>
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<tr>
<td>Helene Krouse</td>
<td>PhD, RN, ARNP</td>
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<td>Jean T. Penny</td>
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<td>Nancy Pitruzzello</td>
<td>RN, BSN</td>
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<td>St. Lukes Hospital</td>
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<tr>
<td>LuWanna Ratliff</td>
<td>RN, BSN</td>
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<td>Regents Park</td>
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<td>St. Vincent’s Home Care</td>
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<td>Martha Scott</td>
<td>RN, BSN, MSN</td>
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<tr>
<td>Melody Shacter</td>
<td>MS</td>
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<tr>
<td>Carol Wells</td>
<td>RN, BSN, MS</td>
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<td>St. Vincent’s School of Health Care Assistants</td>
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<td>Olga Wells</td>
<td>RN, BSN</td>
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<td>River Garden Geriatric Training Center</td>
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**CONTINUING EDUCATION INSTRUCTOR TEAM**

**Bettie M. Adams** is an Assistant Professor of Accounting and Director of the College of Business Advising Center at the University of North Florida. She has made presentations on effective writing to numerous CPA firms and professional groups. Bettie has been recognized twice as an outstanding teacher at UNF and holds the CPA, CFP and CIA designations. She was recently named the “Outstanding Accounting Educator of the Year 1997” given by the Florida Institute of CPAs.

**John A. Adams**, CPA, is a partner with the firm of Adams and Harper, P.A. John earned his BBA degree, with honors, from The University of Georgia and an MBA from The University of North Florida. Previously he worked with the Internal Revenue Service where he held numerous positions.

**Tracy K. Arthur** is an associate in the law firm of Toole, Beale & Cooper where she specializes in complex commercial and business litigation. She has served as an instructor for the Legal Studies Institute since 1994 and as president of Quota International of Jacksonville. A graduate of the University of Florida College of Law, she was elected to Who's Who Among American Law Students.

**Tom Bird** is a successful author of ten books and former publicist for the Pittsburgh Pirates. Besides the five books that he has authored on writing and which form the foundation for *The Author's Den* (Sojourn, Inc. 1996), his writing has also appeared in over 50 magazines, including *Parade, USA Today's Baseball Weekly*, and *The American Banker*.

**Thomas L. Barton** is a Professor and KPMG Peat Marwick Fellow of Accounting at the University of North Florida. He holds a BS degree from the University of Virginia, and an MS and PhD from the University of Florida. Dr. Barton is the recipient of several UNF teaching awards and has published extensively in a number of journals, including *CPA Journal, Abacus, Advances in Accounting, Decision Sciences, Management Accounting* and *Barron's*.

**H. Britt Beasley** is the Court Administrator for the Fourth Judicial Circuit. He has also worked for the Florida Su-

---

**Michael J. Brozowski** is a mathematics teacher at Episcopal High School. His areas of concentration are Algebra 2, Elements of Mathematics 3, Probability and Statistics, Honors Math Analysis, Honors Calculus and AP Calculus BC. Mike received a BS from the University of Michigan.

**Stephen C. Bullock** is a partner in the Lake City firm of Brannon, Brown, Haley, Robinson & Bullock. Previously he served for 13 years at Marks, Gray, Conroy & Gibbs. He has been an instructor in the Legal Studies Institute since its inception in 1989. He received Bachelor's and Master's Degrees from Florida State University and a Juris Doctorate from the Cumberland School of Law.

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**Ciro R. Camacho** is President of Computer Research & Consulting, Inc. His expertise includes experience as a computer consultant, computer designer and programmer. He is listed in Who's Who of Computer Professionals. He earned his Engineering Degree from the University of Kentucky.

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**Elizabeth D. Cline** is the Community Affairs Director for WTLV-12, Jacksonville. Her expertise includes organizational consulting and the design and development of educational programs for employee development. She holds a Certificate of Training and Development from the University of California at Santa Cruz.

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**William M. Corley** is a trial lawyer with Marks, Gray, Conroy & Gibbs. He also serves as an adjunct instructor, lecturing in litigation and corporate law, for the Legal Studies Institute at the University of North Florida. He is a graduate, with honors, of the Stetson University School of Law.

**Anya L. Corvin** is an account representative for CRA Managed Care in Jacksonville. She received a BS from Texas Christian University and an MBA from the University of Florida.

**Bill Day** is a Sales Manager with the Della Porta Group with 27 years in the financial services field. Bill was Director of Training for one of the largest agencies in John Hancock Financial Services. He holds a BA from the University of Maryland and the CLU, CFP and LUTCF designations.

**Jerry Doyle** has conducted training workshops for over 20 years. He is a certified trainer with the Covey Leadership Center and has been a principal and college professor. Jerry has Bachelor's and Master's Degrees from Southern Illinois University (Edwardsville).
Wayne Dunn is a Mechanical Engineer registered with the Professional Engineering Associations of Alberta, Manitoba and Ontario. Wayne has assisted in teaching a three-year commissioning program at the University of Wisconsin and speaks regularly on the various aspects of quality programs and building systems commissioning.

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Gary R. Fane is a Professor of Accounting at the University of North Florida with extensive experience in both the public and private sector. Dr. Fane has published in several journals and given over 200 seminars throughout the United States. He is a CPA and CMA and received his PhD from the University of Florida.

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Gregory L. Garamoni is a licensed psychologist (PH 4603) in private practice in Ponte Vedra Beach and an adjunct faculty member in the UNF College of Health. He received his PhD from the University of Pittsburgh. Greg has 24 years experience in industrial, academic and clinical settings. His research has been published in scholarly journals and books, including Advances in Cognitive-Behavioral Therapy and Research, American Journal of Psychiatry, Archives of General Psychiatry, Biological Psychiatry, Journal of Consulting and Clinical Psychology and Journal of Psychotherapy Practice and Research.

J. Victoria Garbacik-Kopman has been an Instructor of Accounting in the College of Business Administration at UNF since 1992. She received both her BBA and MACC degrees from UNF. Victoria holds the CPA designation and was previously employed in the tax department of KPMG Peat Marwick and Arthur Andersen. She is a member of the Florida Institute of Certified Public Accountants and teaches primarily in the area of individual taxation.

G. Thomas Harper is a partner with Haynsworth, Baldwin, Johnson and Harper, a Jacksonville law firm specializing in labor and employment law, representing management. He is co-editor of the Florida Employment Law Desk Manual published by the Florida Chamber of Commerce, and editor of the Florida Employment Law Letter. He is a member of the Florida, South Carolina, District of Columbia and American Bar Associations and is a Florida Bar Designated Specialist in labor and employment law.

Robert L. Harris has 12 years experience in the training environment providing technical and human resource instruction and seminars to public and private audiences. He received a BS from Southern Illinois University and a Master's Certificate from Chapman University.

Linda M. Harvey is the president of Horizon Consulting Group, Inc., a firm that specializes in quality and risk management. She received an MS from the University of North Florida and is licensed as a Health Care Risk Manager under the Florida Department of Insurance. Linda has published articles, home study courses and manuals in the fields of psychology and health care.

Deborrah S. Hoag is a columnist and contributor to many local and international publications. Deborrah has more than 15 years of training experience in the corporate setting. She received a BS from Florida State University and an MBA from Jacksonville University.

Leslie L. Hogan is an attorney at Mahoney, Adams & Criser, P.A. She received her BS, cum laude, in Finance from Florida State University and her Juris Doctorate from Duke University School of Law.

Joan P. Hubbard, MA, LMFT, is the owner of Consultation Resources of Jacksonville. She provides her expertise in organizational development to local and regional firms, helping to assess, evaluate and remedy problems within the organization. Joan is a graduate of UNF's Master's program in counseling psychology and has been a practicing professional in this field for the past 21 years.

William E. Hudson provides training and consulting services for a wide variety of clients including business, industry, health care, law enforcement and non-profit agencies. Bill specializes in conflict management and team building and is noted for presenting practical skills and information laced with humor in a straightforward "cards on the table" manner.

David G. Jaeger is an Assistant Professor of Accounting at the University of North Florida. He holds a Juris Doctorate, an MBA and an MS in Taxation from the University of Cincinnati. Mr. Jaeger has taught numerous courses in taxation at the undergraduate, MBA, Executive MBA and Master of Accountancy levels. His research has been published in such journals as The Tax Advisor, Taxes, Tax Notes, The Journal of Accountancy and Research in Accounting Regulation. His work has also been cited by the US Tax Court and several US Federal Courts of Appeal.

Edita M. Kaye is the author of Bone Builders: The Complete Lowfat Cookbook & Health Guide. This one-of-a-kind book has been selected as a featured alternate of the Doubleday Book Clubs. She is also the author of My Little Fountain of Youth Book. A medical journalist, Edita's articles have appeared in the New York Times, Wall Street Journal, Los Angeles Times, USA Today, Glamour and Essence. Edita received Bachelor's and Master's Degrees in English literature from the University of Toronto.
Yonghee Kim, an assistant professor of statistics at the University of North Florida, received a PhD in Statistics from the University of California, Riverside. She has taught a variety of courses that focus on applications and has worked on statistical analysis of data from agriculture, medicine and other sources. Yonghee is a Fellow of Project NExT, a program supported by the Exxon Education Foundation and the Mathematical Association of America for young mathematical scientists who are interested in improving undergraduate education.

David W. Langham is a Senior Associate in the law firm of Gobelman & Love. A graduate of Mississippi College School of Law, his articles on workers’ compensation have been published in the Workers’ Compensation Quarterly and the Trial Advocate Quarterly.

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Pamela W. Marshall is a senior English teacher at a local high school in Jacksonville. She received a BA in Communications and an MA in English from the University of North Florida. She instructs several courses at UNF, including SAT and GRE Test Preparation and the Certificate in Writing & Communication Skills.

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Linda Murrow is Senior Vice President of Educational Community Credit Union. She is nationally recognized as a leader in the industry for developing and facilitating private and public industry planning sessions. Linda has 29 years of financial experience and innovative leadership techniques, coupled with teaching creative thinking concepts and storyboard techniques.

Brian Nelson is Assistant Vice President of Marketing at Educational Community Credit Union. He received a BS in Business Administration from the University of North Florida. Brian is an experienced national seminar and conference speaker, and has facilitated creative and strategic planning programs for institutions throughout the country. He has 16 years of financial industry and marketing experience and has won numerous national awards for his creative marketing efforts and results.

H. James Newman is First Vice President-Investments with Prudential Securities, Inc. and a former Vice President/Investment Executive with PaineWebber, Inc. He is a University of Georgia graduate with a degree in Finance. Jim has over 15 years experience in the financial and consulting industries. He periodically writes a business column for the Jacksonville Business Journal and regularly appears as a guest speaker on WTLV 12.

JoAnn M. Nolin is a nurse attorney with extensive experience in the health care regulatory field. She provides consulting services to health care providers and facilities in the areas of state and federal regulatory issues, risk management and quality assurance. She also maintains an active clinical nursing practice and is an adjunct faculty member in the College of Health at the University of North Florida. She received her law degree from the University of Florida.

Sidney Nowell is an instructor with Florida Aviation Management Development Associates concentrating in the delivery of courses in employment law, labor law, alternate dispute resolution, mediation and strategic planning. He was the former Assistant General Counsel for the New York City Housing Authority and General Counsel of New York’s Department of Parks & Recreation. He received a Juris Doctorate from the University of Wisconsin Law School.

Jeffrey E. Michelman is Associate Dean of the College of Business Administration and Associate Professor of Accounting at the University of North Florida. He received both the MBA and PhD in business from the University of Wisconsin-Madison. Dr. Michelman is both a CPA and CMA. He has published articles in a variety of information systems, accounting and health care journals. He has written three textbooks and developed several computer software programs to integrate technology into the accounting curriculum.

Day Piercy is the owner of CreateNet®, a training and coaching firm that helps individuals and organizations build their capacity to create. She offers practical tools that strengthen organizations and increase personal effectiveness. Day has 27 years of experience as an entrepreneur, personal development and management consultant and non-profit organization executive. She holds a BA from Duke University and an MA from the University of Chicago School of Social Service Administration. She is author of Day’s Tools for Groups, Day’s Strategic Planning Manual for Non-Profit Organizations and Day’s Creating Your Life Notebook.

Toni Pullen is the owner of The Pullen School of Etiquette based in Jacksonville, Florida. Her seminars have helped hundreds of individuals improve their professional image by improving their interaction techniques. Toni attended Mississippi State College for Women (now Mississippi University for Women) and the University of Mississippi. She is a graduate of the Protocol School of Washington in Washington, D.C.

Mike R. Purinton is the Academic Dean and a faculty member at St. Johns River
Clare Rice is Executive Director of Clare Rice Presentations and has developed over 300 sales training seminars, workshops and keynote presentations. She is an expert in the field of Interpersonal Communication Skills and has been certified as a Master Practitioner in the Art of Neurolinguistic Programming (NLP) by the Southern Institute of NLP. She received a BS from Florida State University and has an extensive sales and management background.

Payman Rouhani is a graduate of the University of North Florida with a degree in Computers and Electronics Engineering Technology. He has been in the computer industry since 1985 and has been the general manager of Amtech Computers since 1991.

Murray Siegal, a statistics teacher in the Marietta, GA, City Schools, has taught statistics, calculus and mathematics classes on all levels. He has conducted statistics workshops for the Woodrow Wilson Foundation Teacher Outreach (TORCH) program and for the American Statistical Association. He received a PhD from Georgia State University and has won several awards including the 1995 USA Today "Power Teacher Award" and the 1995 Georgia High Tech "Outstanding Achievement in Education Award."

Glenn Shepard draws not only on his years of experience in collecting, but also as a consultant and trainer for organizations from the Fortune 500 companies to the federal government. He has presented over 500 seminars and trained over 30,000 business professionals across the country on how to collect more money with less stress and headaches.

Robert N. Skipper is president of Schwab & Associates, Inc. and First Coast Investigations. Schwab & Associates is a nationwide third party administrator (TPA) for alcohol and drug employee screening programs. Robert a BS from Florida State University.

Matthew A. Tavrides is a former partner with Spradley, Tassell & Tavrides of Orlando. His firm specializes in workers' compensation defense, labor, employment litigation and estate planning. He is a member of the Florida Bar, State Bar of Georgia and The District of Columbia Bar. He received a Juris Doctorate from Mercer University.

Kay M. Thomas is an experienced professional with over 30 years of experience in private business and education. She received Bachelor's and Master’s of Education Degrees from State University of New York.

Elyse B. Whitman is an adjunct professor at the University of North Florida. A frequent lecturer in the areas of test preparation and personal finances, she received a BBA in Finance with Honors from the University of Florida and an MBA from the University of North Florida.

Dan Whitehead is an Advisor/Instructor of Health Care Administration in the College of Health, Department of Health Science at the University of North Florida. He is a former hospital administrator and has worked in the health insurance industry, health information systems and managed care areas for many years. He was a pioneer in the development of health care claims automation. He has a Master's Degree in Health Care Administration and Business Administration from Georgia State University.

Kenneth T. Wilburn is an Associate Professor of Educational Leadership in UNF's College of Education & Human Services. His specialties include the training of managers and administrators in the development of self-directed work teams and the use of the Internet as a research and development tool. He is a certified leadership assessment specialist and serves as an educational technology consultant to schools, hospitals and businesses involved in leadership training and development. He and Dr. Sharon Wilburn are the co-authors of two books under development: Using the Internet: A Guide for Secondary School Teachers and Work Teams in the Workplace: A Practitioners Approach. He received a PhD from Florida State University.

Sharon Tamargo Wilburn is Associate Professor in the College of Health, Department of Health Science. She is a licensed mental health counselor and rehabilitation services provider. She is nationally certified as a rehabilitation counselor, alcohol/drug counselor, case manager, clinical hypnotherapist, prevention professional and health education specialist. She is a Diplomate of the American Board of Pain Management, American Board of Forensic Examiners, American Board of Forensic Medicine and the American Board of Disability Analysts. Sharon has been a consultant for school systems, businesses and the health care industry. She has published numerous health-related articles and training manuals. She received a PhD from the University of Florida.

C. Nick Wilson is Associate Professor in the College of Health, Department of Health Science at the University of North Florida. He has over 125 published articles in over 15 professional journals and is a Fellow of both the American College of Health Care Executives and the Royal Society of Health. He received a PhD in Health Care Administration from the University of Mississippi.

Barry Woolf, former national sales manager for a multi-million dollar corporation, has trained and motivated thousands of employees in over 20 countries on four continents. A featured writer and author of I Can't Believe I Said That, his columns appear regularly in several newspapers and business journals. Barry currently maintains a position as a faculty guest lecturer at several colleges and universities throughout the country and is president of his own consulting firm.

Bud Worwetz is president of Worwetz Education Systems, directing educational programs for labor and professional groups. He received a BA from Old Dominion University.
Registration Information: Course size is limited, so act now to reserve your seat. We guarantee your registration when we receive the completed registration form with payment. A reminder letter, including course location, will be mailed to you prior to the course. Please arrive at least 15 minutes before the program begins. If course enrollment is low, we may cancel, postpone or combine courses. If you are unable to attend, a substitute may attend the course. We may substitute qualified instructors when necessary. The registration form may be copied for additional registrations.

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Refunds: Your written refund request must be received no later than three (3) business days prior to the course. The request must include company F.E.I.D. number and your social security number. A 10% administrative charge is deducted from the course fee. A credit memo can be requested in the full amount and used for a future program. If we do not receive a refund request three (3) business days prior to the course, you are not eligible for a refund. Refund checks will be mailed in about three weeks after receipt of the written request. If you do not attend the course and do not submit a refund request, the University will retain all fees.

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REGISTRATION INFORMATION

appropriate, with the training time and tuition shorted proportionately and the VA and veteran so notified. (4.)
Attendance is mandatory and will be reported to the Office of Veterans Affairs. Students will be suspended after 3 unexcused absences. All students must adhere to the Student Code of Conduct as set forth in the current Student Handbook.

Disability Accommodation: UNF provides a range of services for students with disabilities. Individuals who require reasonable accommodation in order to participate must notify Margaret Hardy at (904) 620-2690 at least five working days prior to the course.

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State Journal Transfers:
SAMAS Number: 49-202330106-4890080090-001903
BF Object Code: 010300

Textbooks: Textbook purchases may be required for some courses. Please call us to inquire about specific program book requirements.

Cut and mail or fax to UNF.

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Registration is easy!
If you have any questions, please call Susan at (904) 620-2690 or e-mail us at UNFCE@unf.edu.
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**Call** us at (904) 620-2690. Please have your credit card number and expiration date handy.

**Mail** the completed registration form and payment to:
Nancy Monroe
Continuing Education
University of North Florida
4567 St. Johns Bluff Road, South
Jacksonville, FL 32224-2645

**Fax** your registration form to either (904) 620-2973 or (904) 620-2459 with the Visa or MasterCard portion of the registration form completed. *(Available 24 hours a day, 7 days a week.)*

**Walk-in** to our office, Honors Hall (#10), Room 1102, 8:00 a.m. - 5:00 p.m., Monday through Friday.

Fax or mail a **purchase order** from your organization with your completed registration form.

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**REGISTRATION INFORMATION**

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Groups of three or more from the same company receive a 10% discount!

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#3 Name: ___________________ Social Security Number: ___________________
#4 Name: ___________________ Social Security Number: ___________________

Organization Name: ____________________________________________________

Address: _______________________________________________________________

City/State/Zip Code: ______________________________________________________

Home Phone: ___________________ Work Phone: _________________________

Fax Number: ___________________ E-Mail Address: __________________________

Supervisor's name who approved training: ________________________________

Supervisor's Phone: _____________________________________________________

Driver's License Number: Attach photocopy (For those paying by personal check).

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**Program Information**

I am registering for:

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**Payment Information**

Payment is due at the time of registration.

Enclosed is my total payment of $ ______________________ by:

☐ Check (made payable to UNF Continuing Education)
☐ Purchase Order Number: ______________________
☐ Credit Card: ☐ Visa ☐ MasterCard

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