

SPRING 2016

# CENTERfor CORPORATE andPROFESSIONAL DEVELOPMENT training



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## Back to the Future

The movie, *Back to the Future*, provides a great picture of how past decisions impact future outcomes. It provided a clear picture of how one minor change in the past caused a major change in the future. Let's apply that knowledge to achieving our goals.



This is the time of year that many will make New Year's resolutions and set goals. This is an awesome time to do so, but to be effective in planning and commitments, there must be a time of reflection.

Reflection is simply looking back with purpose. Reflection is your back to the future moment. Look back at your past year, month, week or day. What does it look like? What did or didn't you do? How did that activity or inactivity impact your outcome? Use your answers to these questions to create a plan of action or road map to your future.

One decision with committed activity has the ability to alter your future tremendously! Acknowledge the things that were good and affirm yourself for doing them. Acknowledge the impact of those things that didn't work best in achieving your goals, but don't make those outcomes your identity. Make a decision to alter your future by changing those things.

Don't get frustrated if you don't see immediate change. With consistency in your commitment the desired outcomes will happen – just keep doing the activity. For many years a bamboo tree is growing without a visible sign because its roots are growing and developing to support it long term. Then suddenly, its growth seems rapid and visible. You are like a bamboo tree.

Don't stop going back to the future. Reflection is the key to success!

Ruth McKinon  
Coordinator, Corporate and Professional Training

### PENSACOLA STATE LOCATIONS

**DTC** – Downtown Center, 418 W. Garden St., Pensacola  
**MIL** – Milton campus, 5988 Hwy. 90  
**PEN** – Pensacola campus, 1000 College Blvd.  
**SSRC** – South Santa Rosa Center, 5075 Gulf Breeze Pkwy.  
**WAR** – Warrington campus, 5555 W. Hwy. 98

### DAYS LEGEND

**M** – Monday  
**T** – Tuesday  
**W** – Wednesday  
**R** – Thursday  
**F** – Friday  
**Sa** – Saturday  
**S** – Sunday

The mission of the Department of Workforce and Economic Development is to assist in the economic and workforce development efforts by coordinating college and community resources to attract, retain and grow economic entities and to be the primary resource for quality continuing workforce education and professional training programs for business, government and industry.

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# HOW GREAT LEADERS PERFORM BEST BY RICHARD BRODY

*While thousands of people become involved in, or hold some position of leadership, at any time, very few of them are either ready, willing, prepared or able, to do what is necessary to become real, effective and meaningful leaders.*



**If you really want to lead, never accept anything less than your personal BEST**, and be certain, that it is indeed good enough to positively impact your organization. In order to actually do so, rather than merely go forward in an empty rhetoric-manner, you must know what it really means, not only in terms of quality and attitude, but other essential components and factors to be considered, and focused upon.

**1. BENEFITS; BY-PRODUCTS; BELIEFS:** The greatest leaders are those who prioritize the needs, concerns and issues that constituents care most about, and create an agenda and/or action plan, that emphasizes how it will benefit his stakeholders and organization. This benefits-mindset begins with articulating one's ideas, plans, beliefs, and what the leader feels must be positively

addressed. Beliefs should be synergistic with ideals, as well as the mission of the organization. How will you enhance their experiences because of your vital, vibrant vision, and will you do so, in a way that gets constituents to buy into the concepts, and thus adopt these as their priorities and concerns.

**2. EMPATHY; EFFORT; EXCELLENCE:** Start the process by listening far more than you speak (after all, isn't that why we have two ears, but only one mouth?). See things through the eyes of those you serve and represent, and be empathetic in a real, and not merely a rhetoric-driven manner. Proceed with maximum effort, but assure that you maintain both quality and commitment to continuous, reliable excellence.



**“The greatest leaders are those who prioritize the needs, concerns and issues that constituents care most about, and create an agenda and/or action plan, that emphasizes how it will benefit his stakeholders and organization.”**

3. **SUSTAINABLE SYSTEM:** What good is anyone leading, unless he creates an easily duplicated, quality, sustainable system? Begin with relevance and the right priorities, evaluate all ramifications, and look to what impact, your present course of action, will have on the sustainability of your organization.

4. **TIMELY; TRENDY:** One of the major problems with procrastination, is that when things that need immediate attention are delayed, rather than being addressed on a timely basis, the obstacles and challenges, generally become far more difficult to address, when action isn't taken at the earliest recognition of the need. Never fear becoming a trendsetter, but embrace being an innovator, who considers alternatives, weight options, and prepares to take advantage of the best opportunities.

Doesn't it make sense that if you want to be a great leader, you focus on being the BEST you can be? Focus on these four keys, and you'll be well on your way! ■

*Richard has owned businesses, been a COO, CEO, and Director of Development, as well as a consultant. He has professionally run events, consulted to over a thousand leaders, and conducted personal development seminars, for over 30 years. Rich has written three books and well over a thousand articles. His company, PLAN2LEAD, LLC has an informative website: <http://plan2lead.net> and LIKE the Facebook page for leadership planning: <http://facebook.com/Plan2lead>*

*Article Source: <http://EzineArticles.com/9210920>*

## ACCOUNTING SKILLS

### QuickBooks 101

Course: W00845 (16 hours)

This course takes students step-by-step from QuickBooks set-up to billing, payroll and customizing invoices and forms.

9158 1/19 – 1/28 8:30 a.m.– 12:30 p.m. TR DTC 409 \$155

### QuickBooks and Payroll

Course: W00491 (4 hours)

This course teaches students how to set up payroll, issue paychecks, make payroll deposits, and complete quarterly payroll tax returns in this advanced QuickBooks seminar.

9157 4/7 8:30 a.m.– 12:30 p.m. R DTC 410 \$69

### Advanced QuickBooks

Course: W00846 (16 hours)

Topics covered in this course include financial data, setting up inventory, tracing and paying sales tax, doing payroll with QuickBooks Tracking Time and customizing forms and writing QuickBooks letters.

9141 3/1 – 3/10 8:30 a.m.– 12:30 p.m. TR DTC 409 \$155

## ONLINE COURSES – ACCOUNTING

### Chartered Tax Professional

Course: W00721 (180 hours) Gatlin Education

After successfully completing the first course in the CTP certificate program, you will be qualified to prepare individual tax returns for almost all U.S. taxpayers and also have the tax knowledge to successfully pass the IRS Competency Exam.

9017 Open Enrollment \$1,895

## BUSINESS WRITING

### Business Grammar Workshop

Course: W01210 (10 hours)

Students of this course learn how to use grammar effectively within their organizations. Students will learn to write effective sentences by identifying sentence elements, correctly using phrases and clauses, and understanding sentence classifications.

9142 2/1 – 2/8 8:30 a.m.– 1:30 p.m. M DTC \$125

### Business Writing Workshop

Course: W01211 (10 hours)

Students will learn how to improve grammar, word usage, punctuation, write easy-to-understand letters and memos, avoid wordiness and jargon, make compelling written arguments and develop effective proofreading skills.

9139 3/28 – 4/4 8:30 a.m.– 1:30 p.m. M DTC \$125

## ONLINE COURSES – BUSINESS WRITING

### Effective Business Writing

Course: W00999 (24 hours) Ed2Go

Improve your career prospects by learning how to develop powerful written documents that draw readers in and keep them motivated to continue to the end.

9053 Open Enrollment \$105

### Fundamentals of Technical Writing

Course: W00991 (24 hours) Ed2Go

Learn the skills you need to succeed in the well-paying field of technical writing.

9048 Open Enrollment \$105

### Introduction to Internet Writing Markets

Course: W01028 (24 hours) Ed2Go

Whether you're just taking your first steps toward that dream of getting published, or you have a dozen books to your credit, this course will show you how you can start earning income on the Web right away.

9066 Open Enrollment \$105

### Resume Writing Workshop

Course: W01106 (24 hours) Ed2Go

Discover the secret to transforming your tired, boring resume into a powerful tool that will get you interviews.

9095 Open Enrollment \$105

### Writing Essentials

Course: W01102 (24 hours) Ed2Go

Master the essentials of writing so you can excel at business communications, express yourself clearly online, and take your creative literary talents to a new level.

9091 Open Enrollment \$105

## ONLINE COURSES – GRANT WRITING

### A to Z Grant Writing

Course: W01031 (24 hours) Ed2Go

Learn how to raise needed funds by discovering how and where to look for potential funders who are a good match for your organization.

9069 Open Enrollment \$105

### Becoming a Grant Writing Consultant

Course: W00989 (24 hours) Ed2Go

Learn how you can use a basic knowledge of grant or proposal writing to become an expert in the grant consulting field.

9046 Open Enrollment \$105

### Advanced Grant Proposal Writing

Course: W01103 (24 hours) Ed2Go

Gain a full understanding of the criteria funders use to determine whether your grant proposal gets funded or rejected.

9092 Open Enrollment \$105



## Get Grants

Course: W01044 (24 hours) Ed2Go

This course will give you the skills you will need to prepare professional, competitive, and compelling grant proposals. You will understand what funding agencies are looking for and how best to approach them.

9076 Open Enrollment \$105

## Writing Effective Grant Proposals

Course: W01105 (24 hours) Ed2Go

Learn to prepare grant proposals that get solid results for your favorite organization or charity.

9094 Open Enrollment \$105



## ONLINE COURSES – ENTREPRENEURIAL DEVELOPMENT

### Creating a Successful Business Plan

Course: W00990 (24 hours) Ed2Go

Turn your business ideas into a solid plan for financing and long-term success.

9047 Open Enrollment \$105

### High Speed Project Management

Course: W01003 (24 hours) Ed2Go

Learn to deal with the realities of managing projects at supersonic speeds despite truncated timelines, inadequate staffing, and skimpy budgets.

9055 Open Enrollment \$105

### Introduction to Nonprofit Management

Course: W01013 (24 hours) Ed2Go

Develop the skills and strategies you need to become an integral part of one of America's fastest growing service sectors.

9061 Open Enrollment \$105

### Interior Design, Introduction

Course: W01122 (24 hours) Ed2Go

Explore a career in interior design as you learn how to transform any room into a beautiful and functional space.

9165 Open Enrollment \$105

## Marketing Your Business on the Internet

Course: W01016 (24 hours) Ed2Go

Find out how you can affordably market your business on the Internet from an e-commerce expert. In this practical, hands-on course, you will learn little understood secrets about the types of businesses that thrive on the Web.

9063 Open Enrollment \$105

## Mastery of Business Fundamentals

Course: W00996 (24 hours) Ed2Go

Acquire practical experience in strategic planning, management, and finance without enrolling in an MBA program.

9051 Open Enrollment \$105

## Nonprofit Fundraising Essentials

Course: W01116 (24 hours) Ed2Go

Learn the basics of fundraising for nonprofit organizations, from annual and special fund drives to more advanced projects involving corporate and foundation relations, major gifts, and planned giving.

9099 Open Enrollment \$105

## Project Management Fundamentals

Course: W01021 (24 hours) Ed2Go

This course and its follow-up (Project Management Applications) also include essential information that will help you prepare for the Project Management Professional (PMP®) and the Certified Associate in Project Management (CAPM®) exams offered by the Project Management Institute (PMI®).

9064 Open Enrollment \$105

## Project Management Applications

Course: W01039 (24 hours) Ed2Go

9075 Open Enrollment \$105

## Project Management Certification Prep

Course: W00769 (56 hours)

This course was developed and is conducted by a Registered Education Provider of the Project Management Institute. It is registered with PMI as a 56-hour course, surpassing their 35-hour requirement, and pre-approved by PMI to prepare students for certification as Project Management Professionals. Please visit [www.thecourse-pm.com](http://www.thecourse-pm.com) for information.

9166 Open Enrollment \$895

## Project Management Professional Certification Exam Prep 1

Course: W01052 (24 hours) Ed2Go

This course, the first part of a two-course series, will demystify the PMBOK® Guide, including relationships between inputs, tools and techniques, and outputs. The course will also bring clarity to such topics as precedence diagramming, estimating, and scope management.

9079 Open Enrollment \$138

## Project Management Professional Certification Exam Prep 2

Course: W01053 (24 hours) Ed2Go

In this course, the second part of our two-part certification preparation series, your instructor will continue to demystify the PMBOK® Guide, including relationships between inputs, tools and techniques, and outputs. You will also gain a strong understanding of such topics as earned value management, risk management, simulation, sensitivity analysis, and make-or-buy analysis.

9080 Open Enrollment \$138

## Start and Operate Your Own Home-Based Business

Course: W01004 (24 hours) Ed2Go

An experienced entrepreneur teaches you how to develop the motivation, discipline, and creativity to quit your job and be your own boss.

9056 Open Enrollment \$105

## Start Your Own Small Business

Course: W01037 (24 hours) Ed2Go

Learn how to take your dream of starting a business and put it into action. In this class, you will learn everything you need to know about starting a business.

9073 Open Enrollment \$105

## Twelve Steps to a Successful Job Search

Course: W01024 (24 hours) Ed2Go

World-renowned author and career advisor shows you how to get the job you want quickly and easily and in any economy.

9065 Open Enrollment \$105

## Wedding Planner

Course: W00638 (300 hours) Gatlin Education

Prepare for a career in wedding planning by mastering the fundamentals of planning, orchestrating, and delivering “wow” weddings and parties. This program allows you to earn your certification as a professional wedding planner—and you will even have an opportunity to put your new skills to work in an optional internship!

9015 Open Enrollment \$1,395

# computer skills/certification

## BEGINNING PROGRAMS

### Beginning Course in Computers – Windows 8

Course: W01315 (12 hours)

This course provides knowledge and skills for operating in the Windows 8.1 environment. Participants learn to navigate the Start screen and traditional Windows Desktop. They also learn to work the Charms Bar, Tile Apps, access Desktop Applications, Create Folders, customize various settings and add hardware.

9180	1/25– 1/27	8:30 a.m. – 3:30 p.m.	MW	DTC	409	\$135
9181	2/29 – 3/3	5:00 p.m. – 9:00 p.m.	MWR	DTC	409	\$135
9182	4/25 – 4/29	12:30 p.m. – 4:30 p.m.	MWF	DTC	409	\$135

### Keyboarding

W01316 (24 hours) Ed2Go

Using Keyboarding Pro’s built-in word processor, you’ll learn how to create, edit, and save word processing documents. As you improve your typing speed and accuracy, you will use the word processor’s timed writing feature to continually hone your skills.

9118 Open Enrollment \$105

## DATABASE DESIGN MANAGEMENT

### SQL, Introduction

Course: W01012 (24 hours) Ed2Go

Learn the key concepts of Structured Query Language (SQL) and gain a solid working knowledge of this powerful and universal database programming language. You’ll learn the basic structure of relational databases, how to read and write simple and complex SQL statements, and advanced data manipulation techniques.

9060 Open Enrollment \$105

### SQL, Intermediate

Course: W01093 (24 hours) Ed2Go

9089 Open Enrollment

\$105

### Web Applications Developer

Course: W01186 (267 hours) Gatlin Education

Whether you’re new to web development or want to enhance your skills, this program will give you the knowledge you need to create dynamic database-driven websites using the latest technologies. You will master basic HTML (the core technology behind almost all websites), learn CSS for designing pages, and discover how to make your pages more dynamic with JavaScript.

9103 Open Enrollment \$2,395



## ONLINE COURSES – DATABASE MANAGEMENT

### Database Development, Introduction

Course: W01009 (24 hours) Ed2Go

An experienced professional guides you through a structured approach to database design and development.

9059 Open Enrollment \$105

### Oracle, Introduction

Course: W01030 (24 hours) Ed2Go

Learn how to use the Oracle database management system to plan, organize, and manage your data. This course will introduce you to the Structured Query Language (SQL), Oracle's SQL\*Plus, and other valuable tools used to develop, manage, and reference an Oracle database. You will learn how to create an Oracle database, build various database objects for the database, and write simple SQL statements that access the data from the database.

9068 Open Enrollment \$105

### Oracle, Intermediate

Course: W01092 (24 hours) Ed2Go

9088 Open Enrollment \$105

## DESKTOP APPLICATIONS

### Microsoft Excel 2013, Level I

Course: W01292 (10 hours)

Students will learn how to use the Help system and navigate worksheets and workbooks. Then they will enter and edit text, values, formulas, and pictures, and they will save workbooks in various formats. Students will also move and copy data, learn about absolute and relative references, and work with ranges, rows, and columns. This course also covers simple functions, basic formatting techniques, and printing.

9171 2/29 – 3/4 8:30 a.m. – 1:30 p.m. MF DTC 409 \$125

9172 4/19 – 4/21 12:00 p.m. – 5:00 p.m. TR DTC 409 \$125

### Excel Functions and Formulas

Course: W00490 (4 hours)

Students will learn how to use spreadsheet functions not usually covered in other courses such as date, financial, logical, lookup, math, statistical and text.

9178 4/1 8:30 a.m. – 12:30 p.m. F DTC 409 \$69



### Excel: Working with Data Tables, PivotTables and Analyzing Data

Course: W01332 (3.5 hours)

In this workshop students will learn how to easily find, organize and analyze information by creating tables. They will learn how to use PivotTables to group or expand levels of data, switch columns and rows, filter and sort.

We will teach how to use tools for creating multiple worksheet scenarios, using Goal Seek and Solver tools to perform what-if analysis, and organizing the data by subtotaling, outlining, or consolidating. This course is for those with a good working knowledge and understanding on how to use Microsoft Excel worksheets.

9179 4/15 8:30 am – 12:00 pm F DTC 409 \$39

### Microsoft Excel 2013, Level II

Course: W01333 (12 hours)

Students will learn how to use multiple worksheets and workbooks efficiently, and will work with more advanced formatting options including styles, themes, and backgrounds. They will also learn how to create outlines and subtotals, how to create and apply cell names, and how to work with tables. Students will save workbooks as Web pages, insert and edit hyperlinks, and learn to share workbooks by email. This course also covers advanced charting techniques, use of trendlines and sparklines, worksheet auditing and protection, file sharing and merging, and workbook templates.

9176 3/7 – 3/11 8:30 a.m. – 12:30 p.m. MWF DTC 409 \$140

9177 5/3 – 5/5 12:30 p.m. – 4:30 p.m. TWR DTC 409 \$140

### Microsoft Word 2013, Level I

Course: W01293 (12 hours)

After an introduction to Word's window components, students will learn how to use the Help system and navigate documents. They will enter and edit text, create and save documents, and learn how to enhance the appearance of a document by using various formatting options. Students will also create tables, insert headers and footers, proof and print documents, and insert graphics.

9173 2/1 – 2/3 8:30 a.m. – 12:30 p.m. MTW DTC 409 \$140

9174 2/22 – 2/25 5:00 p.m. – 8:00 p.m. MTWR DTC 409 \$140

### Microsoft Word 2013, Level II

Course: W01352 (12 hours)

The course is an intermediate level course designed for students who have basic knowledge of Microsoft Word. Course content includes how to create newsletter columns, how to use WordArt and clip art, document themes, styles and picture editing, as well as Mail Merge. Students will also learn how to create and modify footnotes, endnotes, headers, footers, table of contents, indexes and templates.

9175 4/12 – 4/14 12:30 p.m. – 4:30 p.m. TWR DTC 409 \$140

### Microsoft PowerPoint 2013, Level II

Course: W01357 (12 hours)

The course is an intermediate level course designed for students who have basic knowledge of Microsoft Word. Course content includes how to create newsletter columns, how to use WordArt and clip art, document themes, styles and picture editing, as well as Mail Merge. Students will also learn how to create and modify footnotes, endnotes, headers, footers, table of contents, indexes and templates.

9170 4/5 – 4/8 8:00 a.m. – 12:00 p.m. TWF DTC 409 \$140



## ONLINE COURSES – DESKTOP APPLICATION

### Computer Skills for the Workplace

Course: W01001 (24 hours) Ed2Go

This course is designed to provide the fundamental computer competencies needed to survive and prosper in today's fast-changing workplace. You will learn how to implement the powers of modern office software to work faster and more efficiently. We will focus on practical application for software most common to the workplace.

9054 Open Enrollment \$105

### Microsoft Excel 2007, Intermediate

Course: W01035 (24 hours) Ed2Go

9071 Open Enrollment \$105

### Microsoft Project 2007, Introduction

Course: W01014 (24 hours) Ed2Go

9062 Open Enrollment \$105

## ONLINE COURSES – PROGRAMMING

### C++ Programming, Introduction

Course: W00997 (24 hours) Ed2Go

In this course, you will see how the world around us is built up by objects – things that have qualities and capabilities. Students will explore how you can take that information and write a computer program that models the world around us.

9052 Open Enrollment \$105

### Java Programming, Introduction

Course: W01005 (24 hours) Ed2Go

9057 Open Enrollment \$105

### Java Programming, Intermediate

Course: W01008 (24 hours) Ed2Go

9058 Open Enrollment \$105

## ONLINE COURSES – TECHNICAL CERTIFICATION TRAINING

### A+ Certification Prep, Basic

Course: W01055 (24 hours) Ed2Go

9082 Open Enrollment \$138

### A+ Certification Prep, Intermediate

Course: W01057 (24 hours) Ed2Go

9084 Open Enrollment \$138

### A+ Certification Prep, Advanced

Course: W01054 (24 hours) Ed2Go

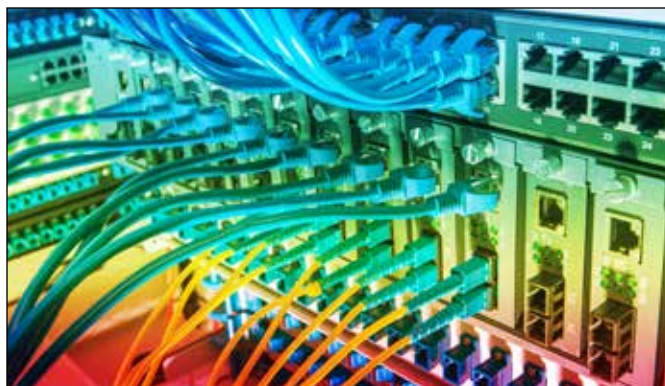
9081 Open Enrollment \$138

### Cisco-CCNA Certification

Course: W00860 (100 hours) Gatlin Education

The Cisco CCNA Online Training Program will give you the essential knowledge to install, configure, and operate simple routed LANs and WANs. You will learn about switched LAN Emulation networks made up of Cisco equipment while you prepare for Cisco certification. The program provides focused coverage of Cisco router configuration procedures, which are mapped to exam objectives to prepare you for Cisco Exam 640-802. Certification Exam is not included in this course.

9026 Open Enrollment \$1,995



### CompTIA A+ Certification

Course: W00861 (150 hours) Gatlin Education

This program will prepare you for CompTIA A+ certification. You can earn this certification after you pass two exams. The A+ Essentials exam, 220-701, covers the foundational knowledge a PC support technician should know. The Practical Application exam, 220-702, tests practical knowledge and troubleshooting skills. Certification Exam is not included in this course.

9027 Open Enrollment \$1,695

### CompTIA Network+ Certification

Course: W00355 (80 hours) Gatlin Education

In this program, you'll learn the fundamentals you need to obtain a CompTIA™ Network+ certification and start a career as a network technician. You will master basic networking concepts and learn about network design, security, routing, and switching. Certification Exam is not included in this course.

9001 Open Enrollment \$1,495

### CompTIA Network+ Certification Prep

Course: W01056 (24 hours) Ed2Go

9083 Open Enrollment \$138

### CompTIA Security+ Certification Training

Course: W00928 (80 hours) Gatlin Education

In this program, you will gain the skills you need to begin a career as a security professional and prepare yourself to take the CompTIA™ Security+ exam. Certification Exam is not included in this course.

9028 Open Enrollment \$1,495

### Networking, Introduction

Course: W00995 (24 hours) Ed2Go

9050 Open Enrollment \$105

### Networking, Intermediate

Course: W00992 (24 hours) Ed2Go

9049 Open Enrollment \$105

## Ed2Go Courses

A new section of each course starts monthly.

Start dates for the Spring term  
Jan 13, Feb 10, Mar 16 & Apr 13

Courses run for six weeks.  
For specific course descriptions and lesson plans,  
visit [www.ed2go.com/pensacola](http://www.ed2go.com/pensacola).

To register visit [www.pensacolastate.edu/CCPD](http://www.pensacolastate.edu/CCPD)  
or call (850) 484-1374.



## ONLINE COURSES – WEB PAGE DESIGN

### Creating Web Pages

**Course: W01083 (24 hours) Ed2Go**

Learn the basics of HTML so you can design, create, and post your very own site on the Web.

9086 Open Enrollment \$105

### Creating WordPress Web Sites, Introduction

**Course: W01123 (24 hours) Ed2Go**

Learn how to use WordPress, a free and popular Web design tool, to quickly and easily create attractive blogs and interactive websites.

9101 Open Enrollment \$105

### Creating WordPress Web Sites II

**Course: W01295 (24 hours) Ed2Go**

Learn how to use WordPress, a free and popular Web design tool, to quickly and easily create attractive blogs and interactive websites.

9115 Open Enrollment \$105

### Designing Effective Websites

**Course: W01110 (24 hours) Ed2Go**

Learn powerful graphic design techniques and build Web sites that are both attractive and wickedly effective.

9097 Open Enrollment \$105

### Dreamweaver CS6, Introduction

**Course: W01298 (24 hours) Ed2Go**

9117 Open Enrollment

\$105

### WebMaster

**Course: W00268 (150 hours) Gatlin Education**

This Webmaster Online Training Program will prepare you for a career designing, developing, and maintaining Web sites. The program begins by teaching you simple Web page development and progresses by introducing you to new concepts and involving you in active Web page implementation using HTML and Dynamic HTML.

9000 Open Enrollment

\$1,995

### Google Analytics, Introduction

**Course: W01296 (24 hours) Ed2Go**

Learn how to track and generate traffic to your website, create reports, and analyze data with Google's free, state-of-the-art Web analytics tools.

9116 Open Enrollment

\$105

# continuing professional education

## HEALTH

### IV Therapy for the LPN

**Course: W00913 (36 hours)**

This course provides training in intravenous therapy for the licensed practical nurse within the scope of practice allowed by the state of Florida.

(Class dates are 1/16, 1/30, 2/13, 2/27)

9188 1/16 - 2/27 8:00 a.m. – 6:00 p.m. Sat WAR 3124 \$300

### ACLS Online

**Course: W00689 (16 hours)**

This course is only for those persons who need to be re-credentialed in ACLS. When registering, contact Wilma Duncans-Burnett at 484-2216 to receive a password via email that contains the core ACLS material, guided practice cases and the ACLS written test. **Following completion of the written portion, call 484-2216 to schedule a date to complete the skills check-off.**

9134 Open Enrollment

\$200

## PALS Online

Course: W00855 (16 hours)

This course is only for those persons who need to be re-credentialed in PALS. When registering, contact Wilma Duncans-Burnett at 484-2216 to receive a password via email to access your course. This online Pediatric Advanced Life Support course offers healthcare providers a self-directed learning option that delivers training needed to recognize and prevent cardiopulmonary arrest in infants and children. **Following completion of the written portion, call 484-2216 to schedule a date to complete the skills check-off.**

9138 Open Enrollment \$200

## ACLS Skills Check-off (skills only course)

Course: W00798 (1 hour)

This course is only for those persons who need to be re-credentialed in ACLS Skills. This course is designed for individuals who have a current AHA BLS HCP card and have successfully completed the American Heart Association's online written renewal test for Advanced Cardiac Life Support at www.onlineaha.org. You will be required to demonstrate adult BLS skills and management of a megacode scenario, which includes airway management. **Following registration, call 484-2216 to schedule your skills check-off.**

9136 Open Enrollment \$50

## BLS and ACLS Skills Check-off (skills only course)

Course: W00799 (1.5 hours)

This course is only for those persons who need to be re-credentialed in BLS and ACLS Skills. This course is designed for individuals who have a current AHA BLS HCP card and have successfully completed both American Heart Association's online written renewal tests for BLS Healthcare and Advanced Cardiac Life Support at www.onlineaha.org. You will be required to demonstrate adult, child and infant BLS skills as well as proper management of a megacode scenario, which includes airway management. **Following registration call 484-2216 to schedule your skills check-off.**

9137 Open Enrollment \$65

## Skills for BLS Healthcare Providers (skills only course)

Course: W00740 (2 hours)

This course is only for those persons who need to be re-credentialed in skills for BLS. It is designed for individuals who have a current AHA BLS HCP card and have successfully completed the American Heart Association's online course and written exam at www.onlineaha.org. **Following registration, call 484-2216 to schedule your skills check-off.**

9135 Open Enrollment \$27.50

## CPR BLS Healthcare Provider Course

Course: W00753 (4.5 hours)

This course is designed by the American Heart Association and includes CPR, use of an AED and choking relief in a safe, timely and effective manner. Required textbook available at the Pensacola State College Warrington campus bookstore. Read the textbook and view the CD that comes with the textbook before attending class.

9119	1/9	8:00 a.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9120	1/16	8:00 a.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9121	1/23	8:00 a.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9122	2/6	8:00 a.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9123	2/13	8:00 a.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9124	2/20	8:00 p.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9125	3/5	8:00 p.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9126	3/12	8:00 p.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9127	4/2	8:00 p.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9128	4/9	8:00 p.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9129	4/16	8:00 p.m. – 12:30 p.m.	Sat	WAR	3137	\$45
9130	4/23	8:00 p.m. – 12:30 p.m.	Sat	WAR	3137	\$45

## CPR BLS Healthcare Provider Refresher

Course: W01190 (4 hours)

This course is designed by the American Heart Association for persons that need to update their CPR card before the two-year deadline date. This course includes CPR, use of an AED and choking relief in a safe, timely and effective manner. Required textbook available at the Pensacola State College Warrington campus bookstore. Read the textbook and view the CD that comes with the textbook before attending class.

9131	1/30	8:00 a.m. – 12:00 p.m.	Sat	WAR	3137	\$40
9132	2/27	8:00 a.m. – 12:00 p.m.	Sat	WAR	3137	\$40
9133	4/30	8:00 a.m. – 12:00 p.m.	Sat	WAR	3137	\$40

## CPR Family and Friends

Course: W00752 (3.5 hours)

Available upon request

## Heartsaver First Aid with CPR and AED

Course: W01221 (7 hours)

Available upon request

## Lifeguarding Today (Hybrid)

Course: W01403 (21 hours)

The purpose of the American Red Cross Lifeguarding course is to provide entry-level lifeguard participants with the knowledge and skills to prevent, recognize and respond to aquatic emergencies, and to provide care for breathing and cardiac emergencies, injuries and sudden illnesses until Emergency Medical Services (EMS) personnel take over. This is a blended learning course, which requires course participants to attend all course sessions and complete all online assessments prior to the deadline or participants will be dropped from the course.

For more information call 850-484-1374

## CONTRACTORS

### Journeyman's Electrical Seminar

Course: W00696 (54 hours)

This course is designed to help the average experienced electrical apprentice or electrician prepare for the journeyman's license exam through a study of the National Electrical Code and calculations. There are no other pre-requisites. Required text available at the Pensacola State College bookstore.

9160	2/22 – 4/11	5:00 p.m. – 9:00 p.m.	MR	DTC		\$250
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### Master's Electrical Seminar

Course: W00697 (54 hours)

This course is designed to help electricians prepare for the master's license exam through a programmed study of the National Electrical Code. There are no other prerequisites. Required text available at the Pensacola State College bookstore.

9140	2/22 – 4/11	5:00 p.m. – 9:00 p.m.	MR	DTC		\$250
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### Florida Contractor's Business Law Exam Prep

Course: W01245 (16 hours)

This comprehensive course will cover all the aspects of business law material that is on the Florida contractor's business law exam. This course will cover: organizing and managing a business, licensing, estimating and bidding, contracts, project management, risk management, tax law and construction lien law. The business law exam is required of all new contractors.

9143	3/1 – 3/9	5:00 p.m. – 9:00 p.m.	TW	PEN		\$165
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*Disclaimer: The American Heart Association (AHA) strongly promotes knowledge and proficiency in BLS, ACLS, and PALS and has developed instructional materials for this purpose. Use of these materials in an educational course does not represent course sponsorship by the American Heart Association. Any fees charged for such a course, except for a portion of fees needed for AHA course materials do not represent income to the Association. In accordance with the Americans with Disabilities Act, please advise Pensacola State College CPR Education if you have any disability that requires special materials and/or services so that appropriate personnel can be advised.*

## SAFETY

### Occupational Safety and Health Standards for Construction Industry (510)

Course: W01164 (30 hours)

This course for private sector personnel covers OSHA policies, procedures, and standards, as well as construction safety and health principles. Topics include scope and application of the OSHA construction standards. Special emphasis is placed on those areas that are the most hazardous, using OSHA standards as a guide. A Certificate of Attendance will be given to students who successfully meet the course requirements. No course completion card will be issued until successful completion of the 500 Trainer Course for Construction.

9147 2/8 - 2/11 8 a.m.– 5 p.m. MTWR DTC 410 \$800

### Occupational Safety and Health Standards for the General Industry (511)

Course: W01165 (30 hours)

This course for private sector personnel covers OSHA policies, procedures, and standards, as well as general industry safety and health principles. Topics include scope and application of the OSHA general industry standards. Special emphasis is placed on those areas that are the most hazardous, using OSHA standards as a guide. A Certificate of Attendance will be given to students who successfully meet the course requirements. No course completion card will be issued until successful completion of the 501 Trainer Course for General Industry.

9146 3/7 - 3/10 8 a.m.– 5 p.m. MTWR DTC 410 \$800

### Trainer Course in OSHA Standards for the General Industry (501)

Course: W01167 (30 hours)

This course is designed for personnel in the private sector interested in teaching the 10- and 30-hour general industry safety and health outreach program to their employees and other interested groups. Special emphasis is placed on topics required in the 10- and 30-hour programs as well as on those that are the most hazardous, using OSHA standards as a guide. Course participants are briefed on effective instructional approaches and the effective use of visual aids and handouts. This course allows the student to become a trainer in the Outreach Program and to conduct both a 10- and 30-hour general industry safety and health course and to issue cards to participants verifying course completion.

Next class will be in the summer term \$800

### Trainer Course in OSHA Standards for the Construction Industry (500)

Course: W01166 (30 hours)

This course is designed for personnel in the private sector interested in teaching the 10- and 30-hour construction safety and health outreach program to their employees and other interested groups. Special emphasis is placed on those topics that are required in the 10- and 30-hour programs as well as on those that are the most hazardous, using OSHA standards as a guide. Course participants are briefed on effective instructional approaches and the effective use of visual aids and handouts. This course allows the student to become a trainer in the Outreach Program and to conduct safety and health course and to issue cards to participants verifying course completion.

9145 4/4 - 4/7 8 a.m.– 5 p.m. MTWR DTC 410 \$800

## ONLINE COURSES – SAFETY

### OSHA 10 Hour General Industry Outreach Training Course

Course: W01084 (10 hours)

9087 Open Enrollment \$89

### OSHA 30 Hour General Industry Outreach Training

Course: W00834 (30 hours)

9023 Open Enrollment \$189

### OSHA 30 Hour Construction Industry Outreach Training

Course: W00841 (30 hours)

9025 Open Enrollment \$189

### HAZWOPER 24 Hour Course

Course: W00831 (24 hours)

9020 Open Enrollment \$250

### HAZWOPER 40 Hour Course

Course: W00832 (40 hours)

9021 Open Enrollment \$375

### HAZWOPER 8 Hour Annual Refresher

Course: W00833 (8 hours)

9022 Open Enrollment \$69

## INSURANCE

### Accredited Claims Adjuster (6-20)

Course: W00202 (40 hours)

After successful completion, the candidate will receive the ACA designation which exempts the candidate from the state examination for licensure as a 6-20 General Lines Insurance Adjuster. The state examination is required for the 3-20 license. Textbook provided and included in course fees.

9149 2/2 - 2/23 5:30 p.m. – 9:30 p.m. TWR PEN TBA \$300

### Elements of Claims Adjusting

Course: W00788 (16 hours)

This is a comprehensive introduction to claims adjusting and procedures, and an introduction to Xactimate and techniques of damage determination. Upon successful completion of this course, the student will have the skills to analyze and apply property coverage's, be able to investigate the cause of loss, prepare an electronic estimate, prepare a Statement of Loss and negotiate and settle property losses.

9150 3/28 - 3/31 5:30 p.m. – 9:30 p.m. MTWR PEN TBA \$300

### Xactimate Software Training

Course: W00563 (24 hours)

This course is designed to train the student in the tools necessary to write real-life estimates using the Xactimate software program. This software program is used by contractors, property adjusters and insurance carriers. Students will need to have a laptop computer to bring with them to class along with a copy or trial copy of the Xactimate software available from Xactware Inc.

9151 4/11 - 4/21 5:30 p.m. – 9:30 p.m. MWR PEN TBA \$500

OSHA courses 510, 511, 501 and 500 are instructed by University of Alabama OSHA Training Institute Education Center (UA OTI-EC).

Review state of Florida Insurance licensing requirements:  
[www.myfloridacfo/division/agents/licensure](http://www.myfloridacfo/division/agents/licensure)



## ONLINE COURSES – INSURANCE

### Accredited Claims Adjuster (5-20 or 6-20)

Course: W01119 (40 hours) OL Training

Successful completion of this course will exempt you from the state exam and properly prepare you for immediate entry into the insurance industry. This course will also meet the educational component for those pursuing Public Adjuster Apprentice designation (31-20).

9100 Open Enrollment \$300

### Customer Representative (4-40)

Course: W01133 (40 hours) OL Training

This state approved course is known as the "Get Your Feet Wet" course of insurance where you can begin working in the field quickly and add additional licenses and responsibilities later. Successful completion of this course will exempt you from the state exam and properly prepare you for immediate entry into the insurance industry.

9102 Open Enrollment \$300

### General Lines – Property and Casualty Pre-Licensing (2-20)

Course: W00817 (200 hours) OL Training

This comprehensive course covers all you will need to know for the General Lines state exam. Designed and instructed by an active General Lines agent, this course is your secret to passing the state exam. This course also meets the state of Florida educational requirement to qualify for the state exam.

9018 Open Enrollment \$500

### Health & Life (Including Annuities and Variable Contracts)

(2-15) Course: W01404 (60 hours) OL Training

This course takes an in depth look at Health and Life, including Annuities and Variable Contracts, so that the students can be prepared not only for their state exam but for their career in the insurance industry. The course includes a course map for easy navigation, four exams to help the students gauge their comprehension, covers the entire 60-hour state-approved outline and fulfills the prelicensing requirement with four areas of study. The units of study include General Principles of Life and Health Insurance, Principles of Life Insurance, Principles of Health Insurance, and Florida Specific Laws and Rules.

9190 Open Enrollment \$150

### 4-40 to 2-20 Conversion Course

Course: W00839 (40 hours) OL Training

After completing one year of responsible insurance duties as a 4-40, take this course to become a property and casualty (2-20) agent.

9024 Open Enrollment \$300

### Continuing Education Elements of Health Insurance

Course: W00405 (14 hours) OL Training

9004 Open Enrollment \$84

### Continuing Education Elements of Life Insurance

Course: W00404 (14 hours) OL Training

9003 Open Enrollment \$84

### Ethics and the Client, Intermediate – 3 hour CE

Course: W01215 (3 hours) OL Training

9107 Open Enrollment \$25

### Ethics in the Insurance Industry

Course: W00538 (3 hours) OL Training

9007 Open Enrollment \$25

### NEW! Flood Insurance and National Flood Insurance Program (NFIP), Intermediate – 3 hour CE

Course: W01216 (3 hours) OL Training

9108 Open Enrollment \$25

### Flood Insurance Concepts, Intermediate – 3 hour CE

Course: W01213 (3 hours) OL Training

9105 Open Enrollment \$25

### Health Savings Accounts and the Medicare Prescription Drug Benefit—3 Hour CE

Course: W00582 (3 hours) OL Training

9014 Open Enrollment \$25

### Hurricanes – Intermediate – 2 hour CE

Course: W01214 (2 hours) OL Training

9106 Open Enrollment \$18

### Medicare Today

Course: W01218 (2 hours) OL Training

9110 Open Enrollment \$18

### Premium Discounts Mitigation Options, Intermediate

Course: W01217 (2 hours) OL Training

9109 Open Enrollment \$18

### Suitability of Annuity and Life Insurance Transaction for Seniors, Intermediate – 3 hour CE

Course: W01219 (3 hours) OL Training

9111 Open Enrollment \$25

## REAL ESTATE

### Florida Real Estate Sales Pre-Licensing

Course: W00014 (63 hours)

This course includes the 63 hours of required education to obtain your Florida Real Estate Sales Associate license. Textbook available for purchase at Pensacola Campus Bookstore.

9161 1/26 – 3/17 5:30 p.m. – 9:30 p.m. TR DTC 410 \$230

### Real Estate Pre-Licensing Sales State Exam Review

Course: W00700 (14 hours)

Textbook available for purchase at Pensacola Campus Bookstore.

9162 4/9 – 4/10 9:00 a.m. – 5:00 p.m. Sa/Su DTC 410 \$75

### Ed2Go Courses

A new section of each course starts monthly.

Start dates for the Spring term  
Jan 13, Feb 10, Mar 16 & Apr 13

Courses run for six weeks.

For specific course descriptions and lesson plans,  
visit [www.ed2go.com/pensacola](http://www.ed2go.com/pensacola).

To register visit [www.pensacolastate.edu/CCPD](http://www.pensacolastate.edu/CCPD)  
or call (850) 484-1374.

## ONLINE COURSES – REAL ESTATE

### Continuing Education for Florida Real Estate Professionals

Course: W00576 (14 hours) recampus  
9008 Open Enrollment \$30

### Florida Broker Post-Licensing Management

Course: W00578 (30 hours) recampus  
9010 Open Enrollment \$150

### Florida Broker Post-Licensing Investment

Course: W00577 (30 hours) recampus  
9009 Open Enrollment \$150

### Florida Pre-Licensing Broker's Course

Course: W00580 (72 hours) recampus  
9012 Open Enrollment \$275

### Florida Real Estate Pre-License Sales

Course: W00581 (63 hours) recampus  
9013 Open Enrollment \$250

### Real Estate Post-Licensing Education

Course: W00579 (45 hours) recampus  
9011 Open Enrollment \$160

## SHRM/HUMAN RESOURCES TRAINING

### SHRM-CP/SCP Certification Exam Review

This course is designed primarily for individuals seeking credentials that focus on identifying and testing the knowledge and practical real-life experiences HR professionals around the world need to excel in their careers today. This certification preparation program covers four knowledge domains: People, Organization, Workplace and Strategy as well as eight behavioral competencies; Leadership & Navigation, Ethical Practice, Business Acumen, Relationship Management, Consultation, Critical Evaluation, Global & Cultural Effectiveness, and Communication.

### SHRM Learning System Members

Course: W01343 (36 hours)  
This course is only for those who are members of SHRM. The description for this course is listed above.  
9155 2/22 – 4/25 5:00 p.m. – 9:00 p.m. M DTC 410 \$820

### SHRM Learning System Non-Members

Course: W01344 (36 hours)  
This is only for those who are not members of SHRM. The description for this course is listed above.  
9154 2/22 – 4/25 5:00 p.m. – 9:00 p.m. M DTC 410 \$845

### SHRM-CP/SCP Certification Exam Review

Course: W01342 (36 hours)  
This is for those students who already own the 2015 SHRM Learning System manuals.  
9152 2/22 – 4/25 5:00 p.m. – 9:00 p.m. M DTC 410 \$360

## TRADE & INDUSTRIAL

### Manufacturing Production Technician (CPT)

Course: W01327 (120 hours)  
This course is designed with the goal of positioning completers with skills that communicate to partnering employers their readiness to work in today's advanced manufacturing industry. In addition, the successful completion of the program and earning satisfactory scores on the four assessments articulate into fifteen college credit hours toward the AS Degree in Engineering Technology to any one of eleven state colleges in Florida that offer this degree.  
9159 2/29 – 3/18 8:00 a.m. - 5:00 p.m. MTWRF TBA 1710 \$1,450

### Airframe and Powerplant Test Prep

Course: W01341 (120 hours)  
This course prepares the student to pass the Airframe, Powerplant, General, and Oral/Practical Tests given by the FAA to become a Certificated Aircraft Maintenance Technician. The students must meet the guidelines and have the necessary documentation as required by the FAA prior to starting the class. The Student must be 18 years old and must read, write, and understand the English language. In addition the student must have 18 months of practical experience with either power plants or airframes, or 30 months of practical experience working on both at the same time, this includes Civilian and Military experience. As an alternative to this experience requirement, you can graduate from an FAA-Approved Aviation Maintenance Technician School. Also FAA form.  
9153 3/1 – 3/10 8:00 a.m. - 5:00 p.m. MTWRFsa MIL 4020 \$1,400

### Captains License: Operator of Uninspected Passenger Vessel (OUPV or "6 Pack")

Course: W01319 (57 hours)  
This course is designed to be the first step in a path towards achieving a USCG 25-100 Master's License. This course is designed for someone who intends to pursue a career as a professional mariner. The course consists of four parts: General Navigation, Plotting and Charting, Rules of the Road and Deck General. Upon completion of the class and a passing score on the tests, a certificate will be awarded. This certificate is required by the USCG as part of your application packet for your license. This course is in lieu of testing with the USCG.  
9156 2/23 – 5/3 6:00 p.m. – 9:00 p.m. TR DTC TBA \$495



## LEADERSHIP DEVELOPMENT

### Building Effective Communication and Interpersonal Skills

Course: W00901 (8 hours)

This course provides participants with skills and techniques needed for handling any communication situation with greater flexibility, confidence, empathy, and impact. This course will help them assess their communication strengths and weaknesses, as well as enhance their ability to listen to and understand others.

9169 2/5 - 2/12 8:30 a.m. – 12:30 p.m. F DTC 410 \$95

### Emotional Intelligence

Course: W01288 (4 hours)

This workshop helps participants increase their ability to understand and use the power of their emotions productively. Participants will discuss emotional intelligence and identify why emotional intelligence is important for professional and personal success.

9167 2/26 8:30 a.m. – 12:30 p.m. F DTC 410 \$85  
9168 4/29 12:00 p.m. – 4:00 p.m. F DTC 410 \$85

### Stepping Up to Supervisor

Course: W01145 (10 hours)

This is a management development training program for new supervisors, managers and leaders. The program offers a basic understanding of the roles, responsibilities and expectations required to be successful.

9183 2/15 – 2/17 8:30 a.m. – 1:30 p.m. MW DTC 407 \$150

### NEW! Your Leadership Journey

Course: W01334 (4.5 hours)

This course arms a new (within their first two-three years) or prospective leader with the knowledge and skills they need to confront the challenges they face early in their leader career. The course encourages the learner to think about the transitions that newer leaders face and how to handle those challenges. Learners will be introduced to three leadership differentiators that are most important to build a positive reputation as well as add to the organization's success.

9185 2/4 8:30 a.m. – 1:00 p.m. R DTC 407 \$145

### NEW! Communicating for Leadership Success

Course: W01335 (4.5 hours)

This foundation course introduces leaders to the essential interaction skills that are critical to leadership success. These Interaction Essentials are the core behaviors that leaders need to be effective in the many situations they handle on a daily basis, such as coaching, delegating, and driving change. Leaders will learn how to meet the personal and practical needs of their team members and how to communicate in order to spark action in others to achieve business results. They will also learn how to provide positive feedback that recognizes and motivates individuals and teams as well as developmental feedback that helps others get back on track.

9184 3/3 8:30 a.m. – 1:00 p.m. R DTC 407 \$145

### NEW! What's My Communication Style

Course: W01331 (4 hours)

This course will provide you with new insight into your everyday communications with others. It offers an accurate and reliable way to quickly identify your communication style. It will also help you understand the various forms of communication, identify the communication styles of others, and learn how to "flex" your style to improve communication.

9186 3/11 8:30 a.m. – 12:30 p.m. F DTC 410 \$65  
9187 4/22 12:00 p.m. – 4:00 p.m. F DTC 410 \$65

## ONLINE COURSES – LEADERSHIP DEVELOPMENT

### Six Sigma: Total Quality Applications

Course: W01048 (24 hours) Ed2Go

Learn how to effectively apply the elements and methods of Six Sigma.

9077 Open Enrollment \$105

### What You Say Before You Speak

Course: W00687 (8 hours) Online Training

Learn the art of impression management, equally applicable to men and women, so you know how to determine what impression you want to make and then how to look and act to get that reaction.

9016 Open Enrollment \$95

### Building Teams That Work

Course: W01038 (24 hours) Ed2Go

In this course, you'll learn the components of a successful team and the stages of its development. You will master the skills needed to effectively manage projects, make decisions, and solve problems in a team setting.

9074 Open Enrollment \$105

### Lean Mastery

Course: W00511 (60 hours) Gatlin Education

A lean business eliminates waste and focuses on providing quality products and services on time and at a low cost. This Lean Mastery Online Training Program contains clear, concise information on transforming a business enterprise and making it lean.

9006 Open Enrollment \$1,895

### Six Sigma Green Belt

Course: W00402 (100 hours) Gatlin Education

The Six Sigma Green Belt Online Training Program encompasses all aspects of running a Six Sigma Green Belt business, including management, service delivery, design, production, and customer satisfaction. Six Sigma is one of the highest standards for companies and individuals to achieve. This interactive online program provides the training you need to master these highly valuable skills.

9002 Open Enrollment \$1,895

### Six Sigma Black Belt

Course: W00509 (200 hours) Gatlin Education

This course provides you with an in-depth look at the Six Sigma Black Belt problem-solving methodology, DMAIC: Define the problem, Measure key aspects, Analyze data, Improve the process, Control the future process. You'll also learn about deployment and project development approaches. All materials are included.

9005 Open Enrollment \$2,695

### Total Quality Fundamentals

Course: W01034 (24 hours) Ed2Go

In this course, you will learn how successful organizations apply quality to their everyday activities. You will find out how to use teamwork to make the most of employees' abilities and potential.

9070 Open Enrollment \$105



## ONLINE COURSES – TEACHER TRAINING

### An Introduction to Teaching ESL/EFL

Course: W01107 (24 hours) Ed2Go

Learn how to be an effective English language teacher from an expert in the field.  
9096 Open Enrollment \$105

### Differentiated Instruction in the Classroom

Course: W00978 (24 hours) Ed2Go

Improve your ability to teach diverse learners with real-world examples from elementary, middle, and high school classrooms.  
9039 Open Enrollment \$105

### Enhancing Language Development in Childhood

Course: W00983 (24 hours) Ed2Go

Enrich the lives of your children by learning fun and natural ways to help them become proficient speakers and thinkers.  
9042 Open Enrollment \$105

### Integrating Technology in the K-5 Classroom

Course: W00979 (24 hours) Ed2Go

In this professional development course for teachers, you will learn the secrets of technology integration in the classroom. We will teach you the skills educators need to use tools such as wikis, podcasts, and blogs effectively.  
9040 Open Enrollment \$105

### Solving Classroom Discipline Problems

Course: W00974 (24 hours) Ed2Go

Veteran teacher reveals the secrets to an orderly classroom. A step-by-step approach to effective, positive discipline.  
9035 Open Enrollment \$105

### Solving Classroom Discipline Problems II

Course: W01049 (24 hours) Ed2Go

In this professional development course, you will get the teacher training you need to deal effectively with serious discipline problems. Learn how to help the most challenging students you are teaching make more responsible choices.  
9078 Open Enrollment \$105

### Survival Kit for New Teachers

Course: W00975 (24 hours) Ed2Go

In this course, you will find out how to write winning lesson plans, reach diverse learners through differentiated instruction and communicate clearly. Learn how to plan memorable events, and most important, keep stress at bay so you can feel good about going to work every morning.  
9036 Open Enrollment \$105

### Teaching Math: Grades 4-6

Course: W01036 (24 hours) Ed2Go

Reinvent math instruction for grades 4-6 by bringing hands-on learning, inexpensive manipulatives, and real-world connections into your classroom.  
9072 Open Enrollment \$105

### Teaching Science: Grades 4-6

Course: W00976 (24 hours) Ed2Go

By the end of this course, you will have gained knowledge about both science and teaching methods. Your confidence will soar and you will have many new skills that will benefit both you and the children you teach.  
9037 Open Enrollment \$105

### Teaching Writing: Grades 4-6

Course: W01104 (24 hours) Ed2Go

In this teacher-training course, you'll learn from an experienced educator how to motivate and assist developing writers.  
9093 Open Enrollment \$105

### The Creative Classroom

Course: W00977 (24 hours) Ed2Go

Enrich your teaching talents and encourage your students' creative thinking as you learn to turn your classroom into a creative classroom.  
9038 Open Enrollment \$105

### Understanding Adolescents

Course: W00984 (24 hours) Ed2Go

Uncover the secrets of the adolescent mind. Gain valuable information on how they feel, how their identities develop, and how you can best meet their needs.  
9043 Open Enrollment \$105

### Using the Internet in the Classroom

Course: W00981 (24 hours) Ed2Go

Discover how you can use the Internet to make teaching easier for you and more relevant to your students.  
9041 Open Enrollment \$105

### American Sign Language (ASL) for the Work Place 101

Course: W01355 (16 hours)

This course introduces students to ASL vocabulary and grammar used to conduct basic work related conversations. Topics include introductions, making appointments, work duties, giving and asking for clarifying information.  
9163 2/16 – 2/25 8:30 a.m. – 12:30 p.m. TR DTC \$295

### American Sign Language (ASL) for the Work Place 102

Course: W01356 (16 hours)

This course builds on skills learned in American Sign Language for the Work Place 101 to develop signing fluency and to expand conversational vocabulary. Topics include asking for assistance, using money, explaining procedures, and scheduling events.  
9164 3/8 – 3/17 8:30 a.m. – 12:30 p.m. TR DTC \$200

## ONLINE COURSES – OCCUPATIONAL SPANISH

### Spanish for Law Enforcement

Course: W01115 (24 hours) Ed2Go

Master the fundamentals of the Spanish language by practicing basic conversational skills and learning essential Spanish terminology for law enforcement situations.  
9098 Open Enrollment \$105



## ONLINE COURSES – WORKPLACE SKILLS

### Introduction to Laying the Relationship – Building Foundation

Course: W00953 (3 hours) Online Training

Course offers an in-depth look at what constitutes networking, the noun that has been turned into a verb and is a mainstay in business worldwide.

9030 Open Enrollment \$36

### To Catch Trout, Don't Fish in a Catfish Pond

Course: W00954 (2 hours) Online Training

This course will help you complete your personal relationship-building plan and help guarantee that the networking process works for you. Keep this plan handy so you can continue to refine it as you move throughout your career.

9031 Open Enrollment \$24

### Creating Effective Business Cards

Course: W00955 (2 hours) Online Training

This course leads you through the process of creating your Verbal Business Card, the front end of your elevator pitch, which also serves as the basis of your top-of-the-mind positioning statement, a must for every business person.

9032 Open Enrollment \$24

### Work an Event with Ease

Course: W00956 (2 hours) Online Training

You can do your homework, yet nothing can simulate actually working an event. This is when reality hits, and you have the face-to-face opportunity to build or strengthen relationships that will help increase your sales or get you the job or promotion you want . . . or to miss the chance because you don't know networking etiquette or didn't engage in meaningful conversations that made you memorable. There's so much more to working an event than just showing up. This course details what to do from start to finish, giving you the framework to adapt to your style so you can succeed much more easily.

9033 Open Enrollment \$24

### Follow Up is Golden

Course: W00957 (2 hours) Online Training

You did your before-the-event preparation. You worked the event with ease, and now you have a handful of business cards. What do you do next? You follow up, of course! You'll learn how . . . from the importance of collecting and recording information on business cards for populating your database to follow-up methods from email, handwritten notes, e-zines or newsletters to the time-proven telephone calls, business meals and referrals.

9034 Open Enrollment \$24

### Building Relationships for Business and Career Success

Course: W00952 (11 hours) Online Training

This five part series includes: Introduction to Laying the Relationship-Building Foundation, To Catch Trout, Don't Fish in a Catfish Pond, Creating Effective Business Cards, Work an Event with Ease, Follow Up is Golden

9029 Open Enrollment \$99

### Administrative Assistant Fundamentals

Course: W00988 (24 hours) Ed2Go

This course will help you discover and master the essentials of managerial and staff support, information and records management, communications technology, travel and meeting coordination, space planning, and office ergonomics. You will become an indispensable member of your team by identifying opportunities and implementing solutions to make your office highly productive.

9045 Open Enrollment \$105

### Administrative Assistant Applications

Course: W01000 (24 hours) Ed2Go

Discover how time management, accounting, business law, organizational behavior, and management affect administrative assistant responsibilities and activities. Also, understand the fundamentals of business law, contracts, and the principal-agency relationship; discover ethics and organizational politics; and understand the basics of human resources management. Finally, learn about key management functions such as planning, control, motivation, and organization, discover how to increase creativity, and find out how marketing differs from sales.

9189 Open Enrollment \$105

### Administrative Professional with Microsoft Office Specialist 2010

Course: W01255 (460 hours) Gatlin Education

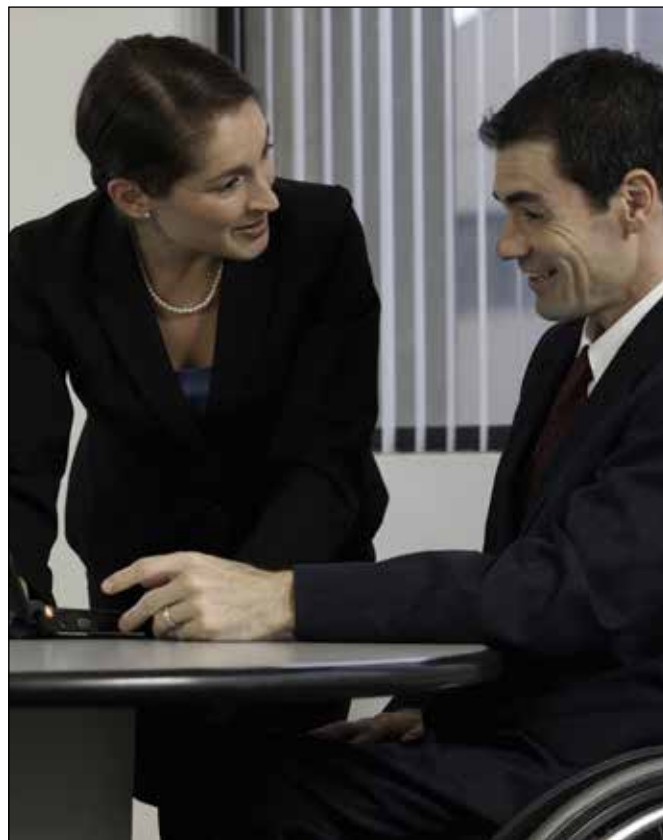
In this unique program, students get the training to become administrative professionals and prepare for their Microsoft Office Specialist 2010 (MOS) certification at the same time. Students will learn the essentials of administration, including goal setting, business etiquette, communication skills, and collaborative planning. In addition, they'll prepare for Microsoft Office Specialist (MOS) certification by learning basic to advanced skills in Microsoft Word, Excel, PowerPoint, Outlook, and Access 2010. Certification Exams are not included in this course.

9113 Open Enrollment \$2395

### Fundamentals of Supervision and Management

Course: W01076 (24 hours) Ed2Go

9085 Open Enrollment \$105



# online course registration instructions

## Online Training (OLT)

- Complete course registration with Pensacola State College
- Contact the Center for Corporate & Professional Development Training by phone: 850-484-1374, or email: dtcreg@pensacolastate.edu, to provide the email address that will be used for course work
- A request will be submitted to establish a username and password for course access
- A welcome letter will be sent within 24 – 48 hours providing your username, password and pertinent information regarding the course

## Education to Go (Ed2Go)

- Complete course registration with Pensacola State College
- Go to [www.ed2go.com/pensacola](http://www.ed2go.com/pensacola) to create a student account with Ed2Go
- At the Ed2Go site, search for the course by title. Once course is located, click on enroll or add to cart button.
- At next page, select the appropriate option. Select create an account if this is your first online course through Ed2Go. If not, use the returning user option.
- Once your account has been created or you have signed into your account, complete the Ed2Go registration process. You won't make any payments to Ed2Go.
- After registration is completed, a notice will be sent to the Center for Corporate & Professional Development Training to verify payment of the course.
- After verification of payment, you will be able to access your course on or after the designated start date.

## Recampus (Real Estate)

- Complete course registration with Pensacola State College
- Contact the Center for Corporate & Professional Development Training by phone: 850-484-1374, or email: dtcreg@pensacolastate.edu, to provide the email address that will be used for course work
- A request will be submitted to establish a username and password for course access
- An email will be sent within 24 - 48 hours providing your username and pertinent information regarding the course

## The Course (PMP)

- Complete course registration with Pensacola State College
- Contact the Center for Corporate & Professional Development Training by phone: 850-484-1374, or email: dtcreg@pensacolastate.edu, to provide the email address that will be used for course work
- A request will be submitted to establish a username and password for course access
- An email will be sent providing your username and pertinent information regarding the course
- The instructor also will send a letter of introduction email

## 360 Training (OSHA)

- Complete course registration with Pensacola State College
- Contact the Center for Corporate & Professional Development Training by phone: 850-484-1374, or email: dtcreg@pensacolastate.edu, to provide the email address that will be used for course work
- A request will be submitted to establish a username for course access
- An email will be sent providing your username and pertinent information regarding the course

For information on our online courses:

[www.ed2go.com/pensacola](http://www.ed2go.com/pensacola)  
[www.gatlineducation.com/pensacola](http://www.gatlineducation.com/pensacola)  
[www.oltraining.com/FL\\_pensacolastate](http://www.oltraining.com/FL_pensacolastate)  
[www.portal.recampus.com/re/pensacolaSC](http://www.portal.recampus.com/re/pensacolaSC)  
[www.thecourse-pm.com](http://www.thecourse-pm.com)

To register:

[www.pensacolastate.edu/CCPD](http://www.pensacolastate.edu/CCPD)

## Ed2Go Courses

A new section of each course starts monthly.

**Start dates for the Spring term  
Jan 13, Feb 10, Mar 16 & Apr 13**

Courses run for six weeks.

For specific course descriptions and lesson plans,  
visit [www.ed2go.com/pensacola](http://www.ed2go.com/pensacola).

To register visit [www.pensacolastate.edu/CCPD](http://www.pensacolastate.edu/CCPD)  
or call (850) 484-1374.

*The classes listed in this schedule booklet are non-credit courses. Upon successful completion of a class, you receive CEUs (continuing education units) as well as a certificate of completion. If you take classes for professional or continuing education credits, please check with your regulatory organization to determine if these classes meet their requirements.*

# New Courses Offered Spring 2016!



## **Captains License: Operator of Uninspected Passenger Vessel (OUPV or “6 Pack”)**

**Course: W01319 (57 hours)**

This course is designed to be the first step in a path towards achieving a USCG 25-100 Master's License. This course is designed for someone who intends to pursue a career as a professional mariner. The course consists of four parts: General Navigation, Plotting and Charting, Rules of the Road and Deck General. Upon completion of the class and a passing score on the tests, a certificate will be awarded. This certificate is required by the USCG as part of your application packet for your license. This course is in lieu of testing with the USCG.

## **Florida Real Estate Sales Pre-Licensing**

**Course: W00014 (63 hours)**

This course includes the 63 hours of required education to obtain your Florida Real Estate Associate license. In classroom instruction.

## **Microsoft Excel 2013, Level I**

**Course: W01292 (12 hours)**

Students will learn how to use the Help system and navigate worksheets and workbooks. Then they will enter and edit text, values, formulas, and pictures, and they will save workbooks in various formats. Students will also move and copy data, learn about absolute and relative references, and work with ranges, rows, and columns. This course also covers simple functions, basic formatting techniques, and printing.

## **NEW! What's My Communication Style**

**Course: W01331 (4 hours)**

This course will provide students with new insight into their everyday communications with others. It offers an accurate and reliable way to quickly identify their communication style. It will also help them understand the various forms of communication, identify the communication styles of others, and learn how to “flex” their style to improve communication.

## **NEW! Your Leadership Journey**

**Course: W01334 (4.5 hours)**

This 4.5 hour course arms a new or prospective leader with the knowledge and skills they need to confront the challenges they face early in their leader career. The course encourages the learner to think about the transitions that newer leaders face and how to handle those challenges. Learners will be introduced to three leadership differentiators that are most important to build a positive reputation as well as add to the organization's success.

## **NEW! American Sign Language (ASL) for the Workplace 101**

**Course: W01355 (16 hours)**

This course introduces students to ASL vocabulary and grammar used to conduct basic work related conversations. Topics include introductions, making appointments, work duties, giving and asking for clarifying information.

## **NEW! American Sign Language (ASL) for the Workplace 102**

**Course: W01356 (16 hours)**

This course builds on skills learned in American Sign Language for the Work Place 101 to develop signing fluency and to expand conversational vocabulary. Topics include asking for assistance, using money, explaining procedures, and scheduling events.

## **NEW! Airframe and Powerplant Test Prep**

**Course: W01341 (120 hours)**

This course prepares the student to pass the Airframe, Powerplant, General, and Oral/Practical Tests given by the FAA to become a Certificated Aircraft Maintenance Technician. The students must meet the guidelines and have the necessary documentation as required by the FAA prior to starting the class. The Student must be 18 years old and must read, write, and understand the English language. In addition the student must have 18 months of practical experience with either power plants or airframes, or 30 months of practical experience working on both at the same time, this includes Civilian and Military experience. As an alternative to this experience requirement, you can graduate from an FAA-Approved Aviation Maintenance Technician School. Also FAA form.

## **NEW! Manufacturing Production Technician (CPT)**

**Course: W01327 (120 hours)**

This course is designed with the goal of positioning completers with skills that communicate to partnering employers their readiness to work in today's advanced manufacturing industry. In addition, the successful completion of the program and earning satisfactory scores on the four assessments articulate into fifteen college credit hours toward the AS Degree in Engineering Technology to any one of eleven state colleges in Florida that offer this degree.

# registration information

## ON THE INTERNET

Online registration is available to everyone. Go to [www.pensacolastate.edu/CCPD](http://www.pensacolastate.edu/CCPD). Follow the instructions on the Pensacola State College website always choosing Continuing Education.

## WALK IN

Register in person at any Pensacola State College campus Registration Office. Pensacola, Building 2; Milton, Building 4200; Warrington, Building 3600

## BY MAIL

Mail your completed Continuing Education registration form, with payment information (do not send cash) to: Pensacola State College Cashier Office, 1000 College Blvd., Pensacola, FL 32504.

## STUDENT ACCOMMODATIONS

Students with special needs must notify the Center for Corporate and Professional Development Training a minimum of two business days before the course start date so appropriate accommodations can be arranged.

## REFUNDS

To receive a refund for a course, students must withdraw prior to the second scheduled class meeting. For workshops, conferences, seminars and special training programs, students must withdraw prior to the first scheduled class meeting. Call (850) 484-1374 to drop a course. Refunds are not processed for tuition of \$5 or less.

## HOLIDAYS

Classes will not be held on Martin Luther King day, January 18th and Spring Break, March 21 - 27. For additional information regarding schedule changes due to holidays or other reasons, contact your instructor.

## EMERGENCY CLOSING DUE TO INCLEMENT WEATHER

The decision to close Pensacola State College due to inclement weather is carefully weighed before it is made.

Visit [www.pensacolastate.edu](http://www.pensacolastate.edu); call (850) 484-1000; tune into WCOA 1370 AM on the radio or WEAR TV3 for updated information regarding the college's decision to close due to inclement weather (hurricane, flooding, etc.).

## PIRATE MOBILE

Pensacola State College has a cell phone text messaging service for students, faculty and staff called "Pirate Mobile." The service helps keep students informed of urgent matters such as school closings, weather conditions, etc.

Sign up at [www.pensacolastate.edu/students/services/piratemobile.asp](http://www.pensacolastate.edu/students/services/piratemobile.asp).

## ONGOING REGISTRATION

Walk-in registration: 8 a.m. – 4 p.m. Monday–Thursday

Web registration: 12:01 a.m. – 8 p.m. Monday–Thursday

Weekend web registration: Midnight Thursday through 8 p.m. Monday

Mail-in and night depository registration: Available at all times

The college offers extended hours during college credit registration. For more information call (850) 484-1601.

## PARKING DECAL

Continuing Education students need parking decals for their vehicles.

Take vehicle registration and student ID or class registration to the Pensacola State College Police Department located in the Student Center, Building 5, Pensacola campus; Building 4000, Milton campus; Building 3600, Warrington campus.

### PENSACOLA STATE COLLEGE CONTINUING EDUCATION REGISTRATION FORM

Student ID or SSN \* \_\_\_\_\_ Last Name \_\_\_\_\_ First \_\_\_\_\_ Middle \_\_\_\_\_ Date of birth (MM/DD/YY) \_\_\_\_\_

Please review and initial the SSN Collection Statement on the reverse side of this registration form.

PARENTS REGISTERING CHILDREN: Please do not use your SSN to register your child. If you do not wish to provide your child's SSN, the Registrar's Office will assist you with the registration without the SSN.

Address \_\_\_\_\_  
Number/Street/Apartment \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Home Telephone \_\_\_\_\_ Alternate Telephone \_\_\_\_\_

Gender:  Male  Female Ethnicity: Are you Hispanic/Latino  Yes  No Check all that apply:  White  Asian  American Indian or Alaskan Native  Black or African American  Native Hawaiian or other Pacific Islander

Citizenship:  United States  Other country: \_\_\_\_\_ If you are **not** a United States citizen, indicate current Immigration status:  Permanent Resident; provide Resident Alien Number \_\_\_\_\_  Other immigrant; provide current Visa type and expiration \_\_\_\_\_

Section	Course Title	Date Class Begins	Section	Course Title	Date Class Begins

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mailing your registration? Complete this section and mail to Pensacola State College Cashier's Office, 1000 College Boulevard, Pensacola FL 32504-8998

Payment Amount \$ \_\_\_\_\_ Payment Method:  Check  Money Order  Visa  Mastercard  American Express

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature as it appears on credit card \_\_\_\_\_

Rev. 3/4/11

\* Required and authorized by Title IV of the Higher Education Act of 1965, as amended (§§483 and 484); 20 USC 1078, 1090, 1091 & 1092; 34 CFR 668.16; 34 CFR 668.33; 34 CFR 668.36; 34 CFR 668.32(i) and 34 CFR 668.36. For additional information go to <http://www.pensacolastate.edu/students/docs/SSNpolicy.pdf>. Initials



“... a lot of recruiters are now paying more attention to soft skills than to hard skills. Candidates with impressive resumes but poor soft skills often have been rejected in the final rounds of interviews.”

## WHAT ARE SOFT SKILLS AND WHY ARE THEY SO IMPORTANT?

*Most people are still not clear about what “soft skills” means. Frankly, the term itself was coined just a few years ago.*

**I**n any job, the sole importance was given to the candidate’s resume and what his qualifications were. But nowadays, a lot of stress is being laid on the candidate’s soft skills and whether he is properly trained in them.

So, what are soft skills? Essentially, it is a method to judge a person’s performance, leadership ability, and team spirit. Hard skills constitute your educational qualifications and previous job experience. In fact, a lot of recruiters are now paying more attention to soft skills than to hard skills. Candidates with impressive resumes but poor soft skills often have been rejected in the final rounds of interviews. That is why you should develop these skills.

Soft skills can be classified into these categories:

**NEGOTIATION:** This is a very crucial soft skill. The art of negotiating a deal with a client or even negotiating with a co-worker is something that you need to master effectively. To master this aspect, you will need training to negotiate to the fullest of your capabilities.

**TEAM BUILDING:** Instilling team spirit in the members of a team is perhaps the most difficult task ever. Ego, personal rivalry, office politics, and various other factors come into play and you have to overcome all these hurdles and utilize all the resources efficiently. This is known as team building and it requires training beforehand.

**COMMUNICATION:** You must communicate well with your superiors and peers. If you can’t express your thoughts or grievances in the proper manner, then it will soon begin to affect your performance. Honing this particular soft skill is even more important when you are talking to clients of the company.

Looking for an institute that offers soft skills training? First, research the institute. Make sure that it has a good name in the market and that it offers good job placement after the course is completed. ■





## WHAT'S IN A NAME? THE SIX ESSENTIAL ELEMENTS YOU NEED TO KNOW

BY SUSAN FRIEDMANN

*Selecting a name for your new business is not easy. A name does more than identify your company. It tells customers who you are, what you do, and more than a little about how you do it.*

**Y**our name differentiates you from your peers, peaks customer interest, and invites further investigation – if you do it right.

I didn't do it right. At least, not at first.

All entrepreneurs make mistakes, and I made one right off the bat. Thrilled with the fledgling business I was starting, I christened my company Diadem Communications. Diadem means crown – a fitting name for what I felt was a crowning achievement.

What does Diadem say to you? Does it evoke thoughts of me coming into your company, training your sales team to be the best booth staff ever, ensuring that every single trade show you attend turns out to be amazingly successful? Does it make me sound so good that you just can't wait to hire me?

No. It doesn't say that to me either. And even worse, it didn't say that to any of my potential customers. Going by name alone, no one could determine the least bit of information about me, my company, or the services we offer. The name said nothing, and it did nothing for me.

The name had to go. More importantly, it had to be replaced by something effective. How do you come up with an effective name? Consider the following six elements.

### An Effective Name

1. **TELLS WHO YOU ARE:** Your name should reflect your identity. This is an essential aspect of branding. You'll be promoting this name, getting it in front of as many eyes as possible as often as possible. How do you want the public to think of you?

For some, that means integrating your personal name into the name of your business. This is very common in some professions: legal, medical, and accounting leap to mind.

Others prefer a more descriptive name. One successful small baker runs her business under the name “The Cookie Lady” because that’s how her first customers identified her. It’s doubtful that most of the customers even know her first name (it’s Pat) but everybody in her market knows “The Cookie Lady.”

**2. TELLS WHAT YOU DO:** It’s incredible how many company names give little, if any indication of what type of work the organization actually does. Take the following examples:

- Smith and Sons
- Hulbert Brothers
- Only One

Can you tell what these companies do? Of course you can’t. They’re relying on customers already knowing who they are (a tricky proposition for new businesses!) or finding their name in “context,” such as the yellow pages or online business directory.

**3. TELLS HOW YOU DO IT:** Words are very powerful. By carefully selecting what words you use in your name, you can convey a great deal about your company’s image. Consider the names of three different massage and bodywork centers:

- Champlain Valley Therapeutic Massage
- Clouds Above Massage
- Speedy Spa

All three companies are providing the same service: massage therapy. Yet the first appears to favor a more medical approach; the second, a dreamy, luxury approach; and the third focuses on fast service.

**4. DIFFERENTIATES YOU FROM YOUR PEERS:** Your company name is the first opportunity to tell customers how you differ from the competition. This can be done by emphasizing what makes you unique, pinpointing what aspect of your products and services can’t be found anywhere else -- or that you do better than anyone else.

Consider the massage therapy example we looked at in number three. Each organization clearly has a different focus and approach to their customer base. They’re attracting different types of clients, who are seeking fundamentally different approaches. All of which is conveyed in less than five words.

**5. PEAKS CUSTOMER INTEREST:** Creating customer interest is an art and a science. Think carefully about your target audience. What qualities of your services are of the greatest import to your customers? What kind of words are likely to appeal to them?

Emphasize the important qualities in your name. For example, busy homeowners are drawn to the inherent promise of speed offered by “Bob’s Instant Plumbing” while a reader in search of a good mystery will gravitate toward “Crime Pays Books”.

Word choice is also important. Two yarn shops can both specialize in specialty fibers, but the one who labels themselves “All Hemp All the Time” will draw in a crowd decidedly different from the one named “Natural Beauty: Organic Yarns”.


**6. INVITES FURTHER INVESTIGATION:** Customers are funny creatures. What one group finds to be funny and engaging turns off another group. You want your name to be inviting and approachable – as those qualities are perceived by your target audience.

The best example of this may be seen in the individual investor segment of the financial services industry. Charles Schwab has spent years cultivating a classic, formal image — but now that the consumer base is changing from “old people with money” to “everyone with a 401K,” Charles Schwab has launched the “Talk to Chuck” campaign in an effort to be more approachable.

Make sure your name doesn’t intimidate customers away! Some industries are more formal than others, but adopt pretension at your peril.

After following a series of simple step-by-step instructions to match my corporate identity with my service offering, I came up with the quintessential name: *The Trade Show Coach*. This name instantly tells customers what I do - assist companies with trade shows - and a little of the manner in which I do it - coach, rather than dictate, direct, guide, or organize.

See the difference? So did the buying public, some of whom quickly became my best customers. The same thing can happen for you – if you pick the right name. ■



“Charles Schwab has spent years cultivating a classic, formal image — but now that the consumer base is changing from “old people with money” to “everyone with a 401K,” Charles Schwab has launched the “Talk to Chuck” campaign in an effort to be more approachable.”



Pensacola State College does not discriminate against any person on the basis of race, ethnicity, national origin, color, gender/sex, age, religion, marital status, pregnancy, disability, sexual orientation, gender identity or genetic information in its educational programs, activities or employment. For inquiries regarding Title IX and the college's nondiscrimination policies, contact the Associate Vice President for Institutional Diversity/Title IX Officer at (850) 484-1759, Pensacola State College, 1000 College Blvd., Pensacola, Florida 32504.

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