



# PROFESSIONAL DEVELOPMENT

PROGRAMS TO ADVANCE YOUR CAREER



**SPRING  
2019  
COURSES**

- Computer Training
- Corporate Training
- ed2go Online Courses
- Professional Certification
- Professional Development
- NJBIA Grant Funded Microsoft Office Training
- Small Business Development Center
- Test Preparation

[www.raritanval.edu/career-training](http://www.raritanval.edu/career-training)

# WORKFORCE TRAINING PROGRAMS

MORE INFO ■ 908-800-7721 ■ [www.raritanval.edu/career-training](http://www.raritanval.edu/career-training)

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## OPEN HOUSES & INFO SESSIONS

[www.raritanval.edu/events](http://www.raritanval.edu/events)

RVCC does not discriminate in its educational programs or activities regardless of race, creed, color, national origin, ancestry, age, sex, marital status, veteran status, religion, affectional or sexual orientation, gender identification and expression, atypical hereditary cellular or blood trait, genetic information, disability or any other characteristic protected under applicable federal, state and local laws. For inquiries regarding Title IX or Section 504, contact Cheryl Wallace, Executive Director of Human Resources & Labor Relations at 908-526-1200 x8260.

## PROFESSIONAL CERTIFICATIONS

### Administrative Assistant Certification (PACE)

#### BU816 – 75 hours

Office professionals seeking to improve their performance and enhance their value to employers will find this certification program a must. This course teaches you how to use Microsoft Word, Excel, Access, and Outlook, use web conferencing and electronic/paper filing systems, make travel arrangements, plan and manage meetings, and so much more. By the end of the course, you will be able to take the PACE certification. Textbook available at RVCC Bookstore.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$1500

CRN 60118 Tue & Thu, Feb 5 – May 9, 6-9pm

### CERTIFIED MANAGEMENT ACCOUNTING CMA Part 1: Financial Planning (Online) BU565

This course reviews elements of financial planning for performance and control. The following concepts are presented: planning, budgeting and forecasting, performance management, cost management, internal control and professional ethics. This is a test preparation course for the first part of the two-part Certified Management Accounting Certification. *Prerequisite:* See (IMA) Institute of Management Accounting Website: [/www.imanet.org](http://www.imanet.org). All course materials are included.

Course fee: \$1,575

Call 908-800-7721 for registration information

### CMA Part 2: Financial Decision (Online) BU566

This course examines the strategies of financial decision making. The following concepts are presented in this course: financial statement analysis, corporate finance, decision analysis, and risk management and investment decisions. This is a test preparation course for the second part of the Certified Management Accounting Certification. *Prerequisite:* See (IMA) Institute of Management Accounting Website: <http://www.imanet.org>. All course materials are included.

Course fee: \$1,575

Call 908-800-7721 for registration information

### CPA Exam Review (Online) BU066

This comprehensive CPA Exam review is a four-part exam preparation program to become a Certified Public Accountant. The course reviews the four major areas of study: State Regulations, Auditing and Attestation, Financial Accounting and Reporting, and Business Environment and Concepts. All materials are included as well as individualized online assistance from the instructor.

Course fee: \$3,360

Call 908-800-7721 for registration information

### Fundamentals of Payroll BU851 – 32 hours

This course prepares you for the Fundamental Payroll Certification (FPC) examination, and is intended for the individuals who are just entering the payroll profession and supervisors and managers new to the payroll environment. The interactive, computer-based training covers the basic procedures, processes, and terminology defining the daily workload of the beginning payroll professional. It also provides an overview of the laws and regulations that affect payroll. All course materials are included.

Instructor: Lyuda Dukhovnaya\*

Course fee: \$830

CRN 60119 Sat, Feb 9 – Apr 6, 9am-1pm

### Principles of Municipal Court Administrators (POMCA) BU071 – 33 hours

POMCA is an 11-day program designed to provide prospective judiciary employees with an awareness of the responsibilities as a judiciary employee and an overview of the structure of the New Jersey Court system. Students will gain an understanding of judiciary policies, procedures, and workplace expectations, as well as a general understanding of the duties of a court administrator, deputy court administrator, and violations clerk.

Course fee: \$830

CRN 60120 Mon, Feb 25 – May 13, 4-7pm

\*Workforce instructor bio on page 14.

## Mastering Project Management with PMP® Prep

### 150 hours

This course will provide you with a deeper understanding of project management concepts and applications in the workplace. At the end of this course, you will be prepared to take the Project Management Professional (PMP)® certification exam. The goal of this PMP training class is to provide you with a detailed exploration of key project management topics and concepts, all on your own time.

To register go to – [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)  
Course fee: \$1,295 Monthly start dates

## Real Estate Pre-License Course

### BU400 – 75 hours

This course prepares you for an expanded career in the real estate job market. Completion of this course with a passing grade is required to take the state examination. Concepts presented in this course are: required knowledge of real estate legal and contract issues, short sales, title research, liens, license laws and finance in today's unique job environment. Careers in real estate and related fields will be explored. Textbook available at the RVCC Bookstore.

Instructor: Loretta Smith\*  
Course fee: \$525  
CRN 60121 Sat, Mar. 2 – May 4,  
8:45am-4:45pm

## SIX SIGMA

Six Sigma presents a rigorous, focused and highly effective implementation of proven quality principles and techniques. Six Sigma aims for virtually error-free business performance while

using statistics to measure the variability in the process. This series presents real life simulation exercises, practical examples and case studies. Learn information that is useful guidance for practical application needed to pass the exam. Textbook available at the RVCC Bookstore.

Call 908-800-7721 for registration information

## Green Belt

### BU330 – 36 hours

Course fee: \$1,260

## Black Belt

### BU338 – 48 hours

Course fee: \$2,725

## MAJOR APPLIANCES REPAIR TECHNICIAN

### COMING MAY 6!

This hands-on program explains the operation, troubleshooting, maintenance and repair of key electronic/electrical circuits and electro-mechanical systems commonly used in all Major Home Appliances (gas and electric ranges, gas and electric clothes dryers, clothes washers, dish washers, refrigerators, and microwave ovens). This course requires no previous knowledge of electronics or electricity to enroll. Upon successful completion of this 100-hour program, you will be prepared for the N.A.S.T.C. (National Appliance Service Technician Certification) exam, the professional credential recognized in the appliance repair business.

Instructor: Mario Santos\*  
Program fee: \$3000

For more details, please contact Elizabeth Coccia at [elizabeth.coccia@raritanval.edu](mailto:elizabeth.coccia@raritanval.edu)

COMING MAY 6, 2019



## MAJOR APPLIANCES REPAIR TECHNICIAN CERTIFICATION

This hands-on program explains the operation, troubleshooting, maintenance and repair of key electronic/electrical circuits and electro-mechanical systems commonly used in all Major Home Appliances.

*See program description above.*

For more details, please contact Elizabeth Coccia at [elizabeth.coccia@raritanval.edu](mailto:elizabeth.coccia@raritanval.edu)

## PROFESSIONAL DEVELOPMENT

## OSHA 10-Hour Training for Construction

### BU903 – 10 hours

This course is designed for workers in construction, building development, repairs/alterations, and other fields. Topics include:

- Fall protection
- Personal protective equipment (PPE)
- Electrocution
- OSHA inspection procedures

Instructor: Anthony Ranallo\*  
Course fee: \$79  
CRN 60122 Tue & Thu, Feb 12 – 26, 6-8pm

## Technical Communication: Workplace Promotion

### Development for Advancing Professionals

### BU073 – 12 hours

This class is designed for advancing employees who are transitioning from staff to manager, back office to front office, stockroom to customer care – and who need to learn technical communication styles for customer service, leadership, reporting, and team development. In this class you will learn how to:

- Write a professional, focused email
- Chair and report in meetings
- Interface with new colleagues and internal and external customers
- Choose the right tone, vocabulary, and speaking style for the workplace
- Write memos, reports, SOP's, protocols, job aids, and other internal documentation

Instructor: Helen Fazio\*  
Course fee: \$179  
CRN 60158 Fri, Feb 1 – 22, 9-11am

## Personal Branding

### BU016 – 8 hours

Everything you do can grow and reflect your personal brand: the projects you lead, the networks you develop, the customers you delight, the initiative you accomplish. Personal Branding is identifying your assets, characteristics, strengths, and skills as an individual. It is what other people will remember about you. In this interactive personal branding workshop, you will learn how to make a better, more enduring impression within your organization through in-person meetings and interactions; your email communication; and

social media presence. Participants will gain:

- An introduction to personal branding and why it is so important for your career
- How to create a personal branding strategy to help you stand out
- What you need to do to establish your professional purpose and create a personal branding statement
- Identify opportunities to increase the visibility of their personal brand
- A comprehensive overview of LinkedIn and other social platforms to contribute to personal brand
- How to keep your personal brand on track

Instructor: Georgann Occhipinti  
Course Fee: \$159  
CRN 60156 Thu, Jan 31, 9-5pm

## Leadership Development in Women

### BU072 – 8 hours

Women face unique challenges in the workplace but they also add unique value and perspective. They improve communications dynamics, and reinvigorate companies in ways that make them more competitive. Research shows companies with a critical mass of top-team gender diversity enjoy significantly better financial performance. This interactive session will enhance women's leadership behaviors. Participants build awareness of decision-making biases, learn how to create high-performing teams, negotiate win-win outcomes, manage crises, drive innovation, and create an authentic leadership style. Participants leave with new ideas, skills, confidence, and fresh perspectives to add more value to their organization.

Instructor: Georgann Occhipinti  
Course fee: \$159  
CRN 60157 Fri, Feb 1, 9am–5pm

## Managing Chaos and Setting Priorities

### BU74 – 8 hours

Welcome to chaos—otherwise known as the world in which we all work today. This workshop offers proven solutions for managing chaos and minimizing its negative impact. First, you'll discover how you can harness the energy of a dynamic, though often chaotic, work environment and avoid feeling overwhelmed. You'll learn to re-think the way you approach chaos and



leverage resources to help you tackle challenging situations as they arise. Gain hands-on experience and practice techniques for analyzing and resolving problems, setting priorities, and strategically communicating your solutions.

Instructor: Georgann Occhipinti  
Course fee: \$159  
CRN 60165 Thu, Feb 21, 9am-5pm

**Strategic Planning is for Everyone - Understand the Process to Succeed in Any Market** NEW  
**BU075 – 6 hours**

This 6-hour course and workshop presents the steps that domestic or multinational business professionals face in the preparation, formulation, implementation, control and adaptation of a strategy to compete in any industry and geographic location. The first 3 hours (Part 1) is a conference with questions and answers. Afterwards, the participants will complete a brief task to practice the concepts discussed in Part 1 of the course. In Part 2, participants will present the information they prepared that will be discussed in the room, and there will be a summary at the end of the session. With this workshop, participants will acquire the key knowledge used by local and international executives to assess the environment, design and execute a coherent strategy and structure their organization to support their success in diverse markets and beyond borders.

Instructor: Fernando Ferrer\*  
Course fee: \$159  
CRN 60166 Tue, Mar 12 – 19, 6-9pm

**StrengthsFinder® – How to Emphasize Your Strengths**

**BU871 – 8 hours**

StrengthsFinder® 2.0 will help identify your greatest talents, develop and apply your strengths and teach you how to maximize your talents in different settings and situations.

Instructor: Georgann Occhipinti  
Course fee: \$159  
CRN 60123 Tue, Jan 22, 9am-5pm  
CRN 60124 Tue, Feb 26, 9am-5pm

**Project Management Fundamentals**  
**BU803 – 8 hours**

The ultimate success or failure of a project is directly related to the quality of the planning process for the project. This course provides an overview of the methods and procedures that are used to plan their work, estimate costs and develop a project schedule. Organizations are using project management skills to provide a structure for dealing with increasingly competitive markets, financial pressures to improve performance, restructuring, acquisitions and globalization. Project management provides a structure for addressing the pressures that most organizations are facing. This course provides participants with an overview of the essential elements of project management, the project management life cycle, and tools and techniques for successful project management

Instructor: Georgann Occhipinti  
Course fee: \$159  
CRN 60125 Thu, Feb 7, 9am-5pm  
CRN 60126 Thu, Feb 28, 9am-5pm

**Did you know we offer ONLINE COURSES?**



*RVCC partnered with ed2go to offer a wide variety of online courses.*

**Check out our classes:**

- SQL
- Android App Developer
- GRE Prep Series
- Digital Marketing Suite
- Video Game Design and Development
- Languages, including Sign Language
- Project Management *and more*

**Professional Development**  
[www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

**Career Training**  
<https://careertraining.ed2go.com/raritanval>

**CORPORATE TRAINING**

The customized Corporate Training Program offers top-quality training that can be tailored to meet your specific company needs. By strengthening your workforce, increasing managerial effectiveness, enhancing performance and improving profitability, RVCC will help position your company for long-term success.

While the areas of training are limitless, we provide the following areas of training:

- Leadership Training
- Project Management
- Disney's Approach to Customer Service
- Strategic Planning
- Microsoft Office Suite
- English as a Second Language

Classes may be delivered at your site or at our campus location.

We have the experience and resources to help put together an optimal training plan defined by your company's goals, needs, and budget.



**MORE INFO**

[www.raritanval.edu/customized](http://www.raritanval.edu/customized)  
908-800-7721

## COMPUTER TRAINING

### Microsoft Office Basic Certification Program CT100 – 24 hours

Gain knowledge of everyday computer skills needed to perform workplace tasks. This course is designed to present solid computer skills in Microsoft Office. Students become proficient in MS Word, Excel, PowerPoint, and Access. Textbook available at the RVCC Bookstore.

Instructor: Vince Carnevale\*

Course fee: \$500

CRN 60127 Sat, Feb 2 – 23, 9am-3pm

### Microsoft Basic PowerPoint CT151 – 6 hours

Create powerful presentations using the new features of Microsoft Office PowerPoint. Learn with hands-on activities. Topics include building new presentations, formatting and proofing, using drawing tools, enhancing and delivering presentations using WordArt and clip art. *Prerequisite:* MS Windows or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC Bookstore.

Course fee: \$125

CRN 60128 Sat, Feb 2, 9am-3pm

### Microsoft Basic Word CT121 – 6 hours

Master the most widely used word processing software in the world. Learn to create and edit documents, move and copy text, special formatting, and more. *Prerequisites:* MS Windows or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC Bookstore.

Course fee: \$125

CRN 60129 Sat, Feb 9, 9am-3pm

### Microsoft Basic Excel CT205 – 6 hours

Excel is an easy-to-use spreadsheet program. All Excel courses are taught using MOS approved courseware. Topics include: entering and editing data and creating charts; modifying a worksheet; using functions and formatting worksheets and alternative user input. *Prerequisites:* MS Windows or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC Bookstore.

Course fee: \$125

CRN 60130 Sat, Feb 16, 9am-3pm

### Microsoft Basic Access

#### CT141 – 6 hours

Access is a powerful and versatile data management system. In this course, you will navigate within the Microsoft Access application environment. You will learn to create a simple database, manage data, construct tables, design forms and reports, and create queries to join, filter, and sort data. *Prerequisites:* MS Windows or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC Bookstore.

Course fee: \$125

CRN 60131 Sat, Feb 23, 9am-3pm

### Microsoft Office Intermediate Certification Program

#### CT820 – 18 hours

This course is for office professionals who have a basic working knowledge of Microsoft Office and are looking to improve their skills. Students will be given more in-depth training on PowerPoint, Word, and Excel. *Prerequisites:* Basic knowledge of MS PowerPoint, Word, Excel, or equivalent experience. Textbook available at the RVCC Bookstore.

Instructor: Vince Carnevale\*

Course fee: \$426

CRN 60132 Sat, Mar 2 – 16, 9am-3pm

### Intermediate PowerPoint

#### CT815 – 6 hours

This course will build on the basics of PowerPoint and go in depth into template creation and advance features when delivering presentations. *Prerequisites:* MS Basic PowerPoint or equivalent experience. Textbook available at the RVCC Bookstore.

Course fee: \$142

CRN 60133 Sat, Mar 2, 9am-3pm

### Microsoft Intermediate Word CT811 – 6 hours

This course will build on the basics of MS Word. Learn to add new features to create enhanced charts. Topics include: working with sections and columns; formatting tables and importing data; using styles and auto text; headers and footers and templates. *Prerequisites:* MS Basic Word or equivalent experience. Textbook available at the RVCC Bookstore.

Course fee: \$142

CRN 60134 Sat, Mar 9, 9am-3pm

### Microsoft Intermediate Excel

#### CT813 – 6 hours

This course will reinforce the basic elements of MS Excel and expand on that base to include more complex functions, charts, linking worksheets, macros, adding pictures and more. *Prerequisites:* MS Basic Excel or equivalent experience. Textbook available at the RVCC Book.

Course fee: \$142

CRN 60135 Sat, Mar 16, 9am-3pm

### Microsoft Advanced Word

#### CT127 – 6 hours

In this level of MS Word, students will learn to create documents, create and enhance tables, and convert text to a table. Additional concepts presented are: using galleries, inserting captions, enhance knowledge of formatting and much more. *Prerequisite:* Experience using MS Word is required. Textbook available at the RVCC Bookstore.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$167

CRN 60136 Sat, Mar 23 – 30, 9am-12pm

### Microsoft Advanced Excel

#### CT208 – 6 hours

In this advanced level of Excel, you will learn how to create pivot tables and turn them into beautiful reports. Learn to use power viewer to make your queries captivating. Use slicers to query your data or charts and use them in your spreadsheets outside of pivot tables. *Prerequisite:* Experience using MS Excel is required. Textbook available at the RVCC Bookstore.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$167

CRN 60137 Sat, Apr 6 – 13, 9am-12pm

### Unleash the Power of Excel

#### CT213 – 3 hours

Learn how to use Microsoft Excel to its full power using the following tools:

- Power Query is an Excel add-in that can be used for data discovery, reshaping the data and combining data coming from different sources
- Power Map is a 3D data visualization tool for Excel that provides an immersive experience for making discoveries in data that might have never been seen in traditional 2D tables and charts.
- Spreadsheet Inquiry compares versions of a workbook, analyzes a workbook for problems or inconsistencies, and sees links between workbooks and worksheets
- Power View is a data visualization technology that

lets you create interactive charts, graphs, maps, and other visuals that bring your data to life.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$75

CRN 60159 Fri, Apr 19, 6-9pm

### Get the Job Done Faster with Word

#### CT817 – 3 hours

Microsoft Word's infamous styles can eliminate hours of frustration and move your ideas and thoughts within your document with ease. Format headings so you can move on to the next item quickly. Create a table of contents in nanoseconds using your main headings and sub-headings, and build hyperlinks for website usage. Master tricks of creating leaders for your agendas and menus and get to know Screen Shot, your new best friend with word. With all of these new tools, creating newsletters and brochures will be easy and fun.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$75

CRN 60160 Fri, Apr 26, 6-9pm

### Microsoft Advanced PowerPoint

#### CT816 – 6 hours

You've created slides for your presentation and now you are thinking about slide design: the background design, font styles, colors, and layouts. You want the slides to have a bit more visual pop. PowerPoint is full of features, which allow you to present information in a concise and exciting format. Most presenters, however, only scratch the surface of all that is available when creating a PowerPoint presentation. This course will help you create professional and captivating PowerPoint presentations by incorporating new fonts, exciting animations, self-run presentations with menus that help the viewer to navigate, and more. *Prerequisite:* MS Windows or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC bookstore.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$167

CRN 60139 Sat, Apr 20 – 27, 9am-12pm

### Microsoft Visio CT157 – 6 hours

Microsoft Visio is a diagramming tool that allows you to create diagrams which aid in data visualization and process modelling. Visio also helps to create detailed org charts, floor plans, pivot diagrams, etc. This class will help you



understand the basics of the program and how you can use it to create informative diagrams for home or enterprise use.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$167

CRN 60140 Sat, Feb 2 – 9, 9am-12pm

### Adobe Photoshop

#### CT236 – 6 hours

Adobe Photoshop is a critical tool for designers, web developers, graphic artists, photographers, and creative professionals. It is widely used for image editing, retouching, creating image compositions, website mockups, and adding affects. Digital or scanned images can be edited for use online or in-print. Stand-alone graphics can be created and exported for use within other programs.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$167

CRN 60141 Fri, Feb 15, 9am-3pm

### Microsoft Office Project

#### CT147 – 15 hours

Transform how you initiate, execute, monitor, and close projects leading to faster completion times. Learn to create and define projects, work with invested parties, set estimations, and manage multiple task calendars. Gain the knowledge and skills to build, maintain, and control focused project plans. Textbook available at the RVCC Bookstore.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$269

CRN 60142 Mon, Mar 18 – Apr 8, 6-9pm

### Intro to AutoCAD

#### CT557 – 9 hours

This course covers the basics of AutoCAD. This program is intended for the beginners who may be exploring their particular interest or application and/or students who may have little experience with computers. Textbook available at the RVCC Bookstore.

Instructor: John Pulsinelle\*

Course fee: \$130

CRN 60143 Sat, Jan 26 – Feb 9, 9am-12pm

### AutoCAD I

#### CT550 – 15 hours

This course is an introduction to basic 2D CAD (Computer-Aided Design) techniques using AutoCAD software and provides a guided, hands-on environment to learn the basics of AutoCAD. Fundamentals of drawing and editing are

presented and practiced. Textbook available at the RVCC Bookstore.

Instructor: John Pulsinelle\*

Course fee: \$230

CRN 60144 Sat, Feb 16 – Mar 16, 9am-12pm

### AutoCAD II

#### CT551 – 15 hours

This course is an introduction to basic 3D CAD (Computer-Aided Design) techniques using AutoCAD software and provides a guided, hands-on environment to learn the basics of solid modeling. Fundamentals of 3D drawing, 3D editing, and introduction to 3D printing are presented. *Prerequisites:* AutoCAD I or equivalent knowledge and keyboard proficiency. Textbook available at the RVCC Bookstore.

Instructor: John Pulsinelle\*

Course fee: \$230

CRN 60145 Sat, Mar 23 – Apr 20, 9am-12pm

### How to Create a Website Using WordPress NEW

#### CT336 – 15 hours

In this course you will learn to create a website with WordPress and the different ways the website is hosted, including self-hosting as well as security to prevent hacking. For website design, you will discover how to find and install new themes for your website's purpose and customizing widgets. Other topics include, but are not limited to, adding analytics, SEO (Search Engine Optimization), monetizing and social media integration, getting subscriber emails through Mailchimp, and adding eCommerce functionality such as PayPal.

Instructor: Lon Hosford\*

Course fee: \$315

CRN 60161 Tue, Mar 5 – Apr 2, 6-9pm

### How to Host a Website on the Internet NEW

#### CT337 – 9 hours

This course covers the steps to step up a public website that meets the modern standards. You will learn about the SSL (Secure Socket Layer) Certificate requirements, tools for website back up and deployment, and selecting and using a domain registrar. You will also learn about registering your website with search engines and installing web analytics. Students will be introduced to CPanel web site management tools and hosting services and local hosting options will be recommended.

Instructor: Lon Hosford\*

Course fee: \$190

CRN 60162 Tue, Mar 12 – 26, 6-9pm

RARITAN  
VALLEY  
COMMUNITY COLLEGE

COMING IN SPRING!



## MANUFACTURING CERTIFICATION COURSES NEW

### CNC Bootcamp – 300 hours

Explore the basics of machining, raw materials, use of hand tools, safety, and maintenance. This program emphasizes teamwork, critical thinking and problem-solving through hands-on experience and practical applications. This course aligns with NIMS (National Institute of Metalworking Skills.) Course fee: \$4,800

### Certified Production Technician (CPT) – 100 hours

This course prepares students for the National Institute of Metalworking Skills (NIMS) Measurement, Materials, and Safety credentialing examination and provides the skills necessary to be placed in an entry level position at a livable wage. Course fee: \$4,000

### Certified Logistics Technician (CLT) – 100 hours

The goal of the CLT certification program is to raise the level of performance of logistics workers to help employers ensure their workforce increases the company's productivity and competitiveness and to assist the individuals in finding higher-wage jobs.

The CLT program consists of two parts: The foundational-level Certified Logistics Associate (CLA) Certificate and the mid-level technical CLT Certification. Before sitting for the CLT assessment, candidates must have a CLA Certificate. Course fee: \$4,000

For more information on these programs call Conrad Mercurius at 908-526-1200 ext. 8332 or email [conrad.mercurius@raritanval.edu](mailto:conrad.mercurius@raritanval.edu)

## TEST PREPARATION

### HIGH SCHOOL EQUIVALENCY EXAM PREPARATION

This course offers a study skills review and classroom instruction of the subject areas needed to pass the High School Equivalency Exam. Practice exams, pre-testing and post-testing evaluations are provided. For an additional charge you may take the High School Equivalency exam at RVCC in Branchburg. Textbook available at the RVCC Bookstore.

### High School Equivalency Exam Prep & Review ED505

Course fee: \$252  
CRN 60146 Mon & Tue, Feb 25 – Apr 23, 6-8:30pm

### Language Arts & Writing Prep & Review ED507

Course fee: \$126  
CRN 60147 Mon, Feb 25 – Apr 22, 6-8:30pm

### Math Prep & Review ED506

Course fee: \$126  
CRN 60148 Tue, Feb 26 – Apr 23, 6-8:30pm

### GRE Prep Series 48 hours

If you're planning to apply to graduate school, you'll likely have to take the GRE. This series

is here to help you prepare for the verbal reasoning, analytical writing, and math section of the GRE. Topics include reading comprehension, text completion, sentence equivalence questions, and both essay tasks as well as quantitative comparison, data interpretation, and standard math questions. This course is fully online through ed2go. To register go to [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

Course fee: \$199 Monthly start dates

### GMAT Prep 24 hours

Applying to graduate business and management schools usually means taking the GMAT (Graduate Management Admission Test). The GMAT prep course will provide you with test-taking techniques and methods for improving your score and saving time on all GMAT question types. You will review the more familiar questions and learn how to approach question types that may be new to you, like critical reasoning and data sufficiency. You will practice on actual GMAT tests from previous years, which is the best way to prepare for any standardized test. This course is fully online through ed2go. To register go to [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

Course fee: \$129 Monthly start dates

## SPEED SPANISH SERIES

Register for the Speed Spanish Series and save. **Take Speed Spanish I, II, & III and save \$88.** The series is offered fully online through ed2go. To register go to [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

Course fee: \$299 Monthly start dates

## TEST PREP

- HIGH SCHOOL EQUIVALENCY
- GRE
- GMAT

## LANGUAGES: ESL & SPANISH

### ENGLISH AS A SECOND LANGUAGE (ESL)

RVCC offers basic instruction for individuals with little or limited knowledge of English. Textbook available at the RVCC Bookstore.

### Basic ESL

#### LA316 – 36 hours

Instructor: Joanne Hala  
Course fee: \$336  
CRN 60149 Sat, Feb 16 – May 4, 9am-12pm

#### LA316 – 36 hours

Instructor: Mercedes Aravich  
Course fee: \$336  
CRN 60150 Tue & Thu, Feb 19 – Apr 4, 9am-12pm

#### LA316 – 36 hours

Instructor: Laurie Reynolds\*  
Course fee: \$336  
CRN 60151 Sat, Mar 2 – May 18, 9am-12pm

### ESL Level 1A

#### LA303 – 36 hours

Instructor: Helen Fazio\*  
Course fee: \$336  
CRN 60152 Wed & Thu, Feb 6 – Mar 14, 6-9pm

### ESL Level 1B

#### LA304 – 36 hours

Instructor: Helen Fazio\*  
Course fee: \$336  
CRN 60153 Wed & Thu, Mar 20 – Apr 25, 6-9pm

### ESL Level 2A

#### LA312 – 36 hours

Instructor: Catherine Barrier\*  
Course fee: \$336  
CRN 60154 Tue & Thu, Feb 5 – Mar 14, 6-9pm

### ESL Level 2B

#### LA313 – 36 hours

Instructor: Catherine Barrier\*  
Course fee: \$336  
CRN 60155 Tue & Thu, Mar 26 – May 2, 6-9pm

### Pronunciation & Accent Reduction II

#### LA903 – 36 hours

A follow-up course to Pronunciation and Accent Reduction, this course will provide much needed practice of the various elements one needs in order to speak clearer and more correct English. There will be a short review of the different vowel and consonant sounds in English and then diverse real-life business and cultures conversations will be studied and practiced to improve both the your pronunciation and fluency in English. (Taking Pronunciation & Accent Reduction I is recommended but not required.)

Instructor: Catherine Barrier\*  
Course fee: \$336  
CRN 60163 Mon & Wed, Feb 4 – Mar 13, 6-9pm

### Discussion & Presentation I

#### LA904 – 36 hours

For English language learners, building confidence to speak at work, in meetings, and in the community, etc. often comes as a result of lots of (guided) practice. This course is designed to increase your vocabulary in general, to provide a "safe environment" in which to discuss a variety of topics, and a forum to practice delivering short presentations, with feedback, all to help you feel more comfortable and be

prepared to speak more confidently in day-to-day situations.

Instructor: Catherine Barrier\*  
Course fee: \$336  
CRN 60164 Mon & Wed, Mar 25 – May 1, 6-9pm

### Speed Spanish

#### 24 hours

Imagine yourself speaking, reading and writing Spanish. Now you can with Speed Spanish! This course is designed for anyone who wants to learn Spanish pronto. You'll learn six easy recipes for gluing Spanish words together to form sentences. In no time at all, you'll be able to go into any Spanish speaking situation and converse in Spanish. This course is fully online through ed2go. To register go to [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

Course fee: \$129 Monthly start dates

### Speed Spanish II

#### 24 hours

Our Speed Spanish courses are unlike any other Spanish classes you may have ever taken. You will see words, hear them pronounced properly, and be granted plenty of opportunities to practice your pronunciation. You will learn several clever recipes to glue the words together into sentences. Enroll in Speed Spanish II, and you'll see an immediate improvement in your Spanish fluency from the very first lesson. This course is fully online through ed2go. To register go to [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

Course fee: \$129 Monthly start dates

### Speed Spanish III

#### 24 hours

Master your ability to speak, understand, and read Spanish by taking the final installment in our unique three-part Speed Spanish learning series. In this advanced-level course, you'll learn the final six recipes that will serve as templates to help you create any Spanish sentence. Guided practice will include lots of new vocabulary, pronunciation, and speed drills, as well as in-depth study of Spanish parts of speech to help you speak and understand Spanish in a snap. The goal of this course is not just learning the recipes—it's also to help you use them spontaneously so that you'll never be at a loss for words! This course is fully online through ed2go. To register go to [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

Course fee: \$129 Monthly start dates



## MEET YOUR WORKFORCE INSTRUCTORS

### Catherine Barrier

Teacher of ESL, English, and French for over 20 years at the university level, in various corporations, in small groups, and individually. As a student of languages herself, Catherine delights in helping students to realize their greatest potential by improving their listening, reading, writing, and speaking skills.

### Vince Carnevale

Retired New York State Director of Downstate Information Technology with 33 years of IT experience and a high-level enthusiasm for teaching. Vince provides students with practical hands-on approach to learning Microsoft Applications.

### Anne Marie DelPrincipe, MBA

Owner of Mastering Software Unlimited, has over 30 years of training experience with emphasis on end-user computing and desktop publishing. Anne Marie also works as an Adjunct Professor of Computer Literacy at Raritan Valley Community College (RVCC). She is a Corporate Training Specialist at RVCC and at Rutgers University teaching MS Office, Adobe products and PACE Certification. Anne Marie shares tips and techniques for Word, Excel, and PowerPoint on her blog, [mosexpert.WordPress.com](http://mosexpert.WordPress.com). Anne Marie earned a B.A. in CIS and a M.B.A. in MIS from Iona College.

### Lyuda Dukhovnaya

Senior Payroll Leader with more than 20 years of experience in payroll management and tax reporting of multi-state, union, expatriate and foreign payrolls in a variety of industries. Currently she is a Senior Manager of Payroll and Taxes for Shionogi Inc., Japanese Pharmaceuticals Company. Lyuda has been teaching the CPP and FPC courses at RVCC since 2010.

### Dr. Helen Asquine Fazio

ESL instructor since her college days. Dr. Fazio was a Rutgers literature professor before beginning her training company in 2005. Now she is a ghostwriter for bloggers

and a corporate trainer in communication skills. Although Helen enjoys all teaching, ESL is her favorite subject because what happens in the ESL classroom makes life in America better and easier for her students every day.

### Fernando Ferrer

Proven business leader in life science with expertise in strategic planning and the creation and execution of global and international growth strategies in different corporate and cultural environments. His latest enterprise, Multinational Partnerships, LLC, focuses on global and international strategic planning and business expansion of life science organizations across Latin-American markets. Fernando's business consulting experience includes services to leading organizations like Pfizer, Admera Health, Medley/Sanofi Group, i-Health DSM, and Horizon Pharma.

### Lon Hosford

Instructor of web and other software technology courses at RVCC for over 2 decades as a Computer Information Systems Professor and a Professional Development Training Instructor. He is the founder of the Web Skills Bootcamp, an online school for web owners and web developers. Lon consults clients ranging in size from small individually run businesses to large international organizations including AT&T, Avis, Bristol Myers Squibb and Verizon Wireless.

### John Pulsinelle

RVCC Adjunct Faculty and Director of Engineering continues to stay on top of the latest software releases and incorporates hands-on experience from corporate engineering and actual industrial/ commercial projects. He also adapts course examples based on each classes' particular application needs and interests.

### Anthony Ranallo

An aircraft mechanic in the USAF for ten years. In the HVAC field for over 23 years Anthony has been practicing safety for over 10 years. As the lead of the safety program for Industrial Cooling Corporation, his division was awarded

## MEET YOUR WORKFORCE INSTRUCTORS

the Governor's Award for no lost time due to injury and the Safety Excellence Award from the MCAA.

### Laurie Reynolds-Villalobos

Associate Professor of Foreign Languages at RVCC where she has taught for 25 years. She is a two-time Fulbright recipient- studying & working in Annecy, France and on the island of Guadeloupe. She is a published writer and public speaker. She received an RVCC grant this year to design an Open Education Textbook for her classes. She has been a consultant for AP and the College Board for the last 20 years.

### Mario Santos

Lived and studied in Portugal, France and the United States. He is fluent in Portuguese, French, Spanish and English. In addition to over 30 years of field experience, Mario Santos holds a degree in Electronics Engineering and is certified in the maintenance and installation

of fiber optic systems. He has also been a professional member of IEEE (Institute of Electrical and Electronics Engineers) and several professional technical societies including: the Consumer Electronics Society, the Industrial Electronics Society, and the Robotics and Automation Society.

### Loretta Smith

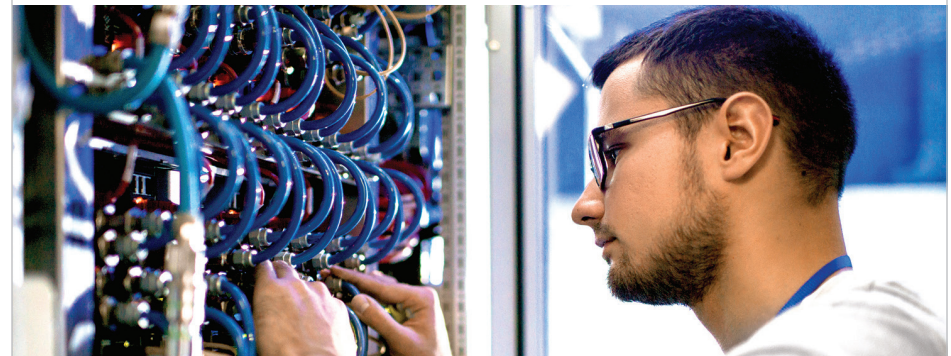
Experience in the real estate industry for over 30 years, teaching at various colleges and schools throughout New Jersey for over 25 years. To her credit she adds to her experience by being a NJ Real Estate Appraiser, Tax Assessor, Broker and Right of Way Expert. More than just being a qualified instructor, Loretta shares opportunities available in various real estate endeavors and careers and her professional experience to open doors in a great career in real estate.

## CISCO NETWORKING

### Learn how to troubleshoot and analyze Cisco Networking Equipment systems.

The one-year program prepares you for the Certified Cisco Networking Associate exam and a job as a Cisco network troubleshooter or network manager.

*For more info, email [admissions@raritanval.edu](mailto:admissions@raritanval.edu)*



**LEARN MORE** [www.raritanval.edu/admissions](http://www.raritanval.edu/admissions)



## SMALL BUSINESS DEVELOPMENT CENTER



The Small Business Development Center (SBDC) at Raritan Valley Community College (RVCC) offers aspiring and established entrepreneurs the assistance they need to plan and develop successful and profitable ventures. Services include free confidential, one-on-one counseling for start-ups and established small business owners. Our experienced counselors can address your small business questions and

concerns on a variety of topics, including starting a small business, strategic business planning, marketing, recordkeeping, financial needs, online and web-based technology and more.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting Bill Harnden, Regional Director of SBDC at Raritan Valley Community College, P.O. Box 3300, Somerville, NJ, 08876. Phone: 908-526-1200 ext. 8516. E-mail: sbdc@raritanval.edu. Learn more about the SBDC by visiting our website at [www.sbdcrvcc.com](http://www.sbdcrvcc.com).

### SBDC ACCOUNTING AND QUICKBOOKS CERTIFICATE

Learn the basics of Accounting Fundamentals and QuickBooks - Desktop or Online applications. For the Desktop Certificate: take the Part I Accounting Fundamentals class and Parts II & III QuickBooks desktop classes (21 hours). For the Online Certificate: take the Part I Accounting Fundamentals class and Parts II & III QuickBooks Online class (15 hours) in sequence to earn a certificate. Or, take each course individually to acquire course-specific skills.

#### Part I: Accounting Fundamentals SB211 – 6 hours

Learn fundamental accounting procedures that complement QuickBooks for Small Businesses. Master concepts needed for bookkeeping and learn accounting terminology used to operate financial software.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$129

CRN 60002 Mon/Tue, Feb 4 & 5, 6-9pm

CRN 60003 Mon/Tue, Apr 15 & 16, 6-9pm

#### Part II: QuickBooks Set Up for Small Businesses – Desktop Option SB204 – 6 hours

Learn how QuickBooks can simplify the accounting process for a small business. Set up a business, record transactions, understand the reports generated from QuickBooks and the components of financial statements. *Prerequisite:* Accounting Fundamentals.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$129

CRN 60004 Mon/Tue, Feb 11 & 12, 6-9pm

CRN 60005 Mon/Tue, Apr 29 & 30, 6-9pm

#### Part III: QuickBooks Accounts Receivable and Accounts Payable – Desktop Option SB205 – 9 hours

In a simulated real business environment learn how to manage both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Perform and practice Accounts Receivable and Accounts Payable transactions and reporting. *Prerequisite:* QuickBooks for Small Businesses and Accounting Fundamentals.

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: \$169

CRN 60006 Mon/Tue/Wed, Feb 18, 19 & 20 6-9pm

CRN 60007 Mon/Tue/Wed, May 6, 7 & 8 6-9pm

#### Part II and III: QuickBooks Set up and A/R and A/P - Online Option SB281 – 9 hours

In a simulated real business environment learn how to manage both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Perform and practice Accounts Receivable and Accounts Payable transactions and reporting. *Prerequisite:* Accounting Fundamentals

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$169

CRN 60051 Mon/Wed/Thu, May 13, 15 & 16 6-9 pm

#### QuickBooks Model Office - Desktop Option Only

##### SB278 – 6 hours

Attendees will create a model office company, post a large number of accounts payable and accounts receivable transactions and reconcile their entries to the company's profit and loss report.

*Prerequisite:* Must have received the Accounting and QuickBooks Certificate. Seating is limited. To register, send an email to [sbdc@raritanval.edu](mailto:sbdc@raritanval.edu) and provide us with your name, address, telephone number and desired class or call the SBDC at 908-526-1200 x8516.

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: FREE - **Registration is Required.**

Mon/Tue Feb 25 & 26, 6-9pm

Mon/Wed May 20 & 22, 6-9pm

**Registration Required  
for All Free Courses**

[www.sbdcrvcc.com](http://www.sbdcrvcc.com)

### DIGITAL BLUEPRINT CERTIFICATE PROGRAM



The Digital Blueprint Certificate gives entrepreneurs and small business owners the opportunity to gain skills in digital technologies, including social media and website development and optimization techniques. By creating a "Digital Blueprint," you walk away with a strategic plan to attract and retain customers and/or clients, drive online traffic, increase revenues, and manage your brand. Take one class or all classes to increase your awareness of this new marketing age. A certificate of completion will be awarded to students who successfully complete the eight-session (24-hour) program.

#### Planning Your New Website SB421 – 3 hours

Learn the biggest mistakes to avoid when building a website and discover what the search engines want. Find out how to register your domain name, choose web hosting, accept payments online, and evaluate whether to do it yourself or hire a professional.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59

CRN 60015 Wed, Mar 6, 6-9pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section.*

#### Introduction to Search Engine Optimization (SEO) SB404 – 3 hours

Understand how to improve website visibility in the major search engines. Participants learn SEO best practices to follow and have the opportunity to have websites critiqued during the session.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59

CRN 60017 Wed, Mar 13, 6-9pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

#### Introduction to WordPress SB463 – 3 hours

Over 26% of websites use WordPress, one of the most popular website Content Management Systems available. You'll learn how to set up your own website using self-hosted WordPress. We'll explain: web hosting, installation, theme selection, plugins to provide functionality, and we'll make sure you know how to keep all your hard work backed up and secure.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59

CRN 50019 Wed, Mar 20, 6-9pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### Introduction to Google AdWords SB403 – 3 hours

Learn the basics of Google AdWords to: identify unique keywords and phrases that consumers are currently using to find your business (and competitors), write text ads, design landing pages and set up your first campaign.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 60047 Wed, Mar 27, 6-9pm

### Introduction to Google Analytics SB418 – 3 hours

Does your website and marketing work? Learn how to use the powerful free reporting tool, Google Analytics, to measure the effectiveness of your marketing efforts.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 60023 Wed, Apr 3, 6-9pm  
*Virtual seats are also available for this class. Please refer to the SBDC Webinars section.*

### Intro to Blogging SB464 – 3 hours

Do you want more customers? Blogging is an excellent way to increase your visibility in the search engines and get your content shared on social media – if you do it right. You'll learn about

blogging platforms, how to plan and prepare content, publish and measure success.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 60049 Wed, Apr 17, 6-9pm

### Creating Video for the Web SB406 – 3 hours

From planning to production to distribution, learn the basic skills and tools you'll need to create professional video content to promote your brand and publish it online.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 60048 Wed, Apr 10, 6-9pm

### Social Media to Promote Your Business SB405 – 3 hours

Connect with consumers through Social Media to increase your brand awareness and sales. Learn the essential steps and tactics necessary for the small business owner using LinkedIn, Facebook and Twitter.

Instructor: Susan Wilcox, e-Dynamic Marketing  
Course fee: \$59  
CRN 60028 Wed, May 8, 6-9pm  
*Virtual seats are also available for this class. Please refer to the SBDC Webinars section.*

### Building Your Marketing Plan SB703 – 6 hours

Learn about market research, strategic marketing decisions, advertising and sales, public relations, promotions, and networking. Find out about all phases of a marketing plan, how to define markets and how to implement creative, low-cost guerrilla marketing.

Instructor: Vicki Lynne Morgan,  
Russmor Mentoring Group  
Course fee: \$119  
CRN 60053 Tue, Feb 12 & 19, 6-9pm

### How to Network for Success SB715 – 3 hours

Explore why, where, and how to network offline and online. Learn to write and deliver an attention-getting "elevator speech" that really works. Start networking immediately: bring your business cards and brochures to class.

Instructor: Vicki Lynne Morgan,  
Russmor Mentoring Group  
Course fee: \$59  
CRN 60011 Tue, Feb 26, 6-9pm  
*Virtual seats are also available for this class. Please refer to the SBDC Webinars section.*

### How to Develop an Effective Holistic Business SB467 – 3 hours

Launching any small business is difficult but a holistic business faces additional unique challenges. Learn how to educate and attract clients for your unique services and build a practice that sustains. Develop an effective strategic plan, market on a small budget, and learn time management techniques. This class addresses issues for the pre-venture or in-business practitioner.

Instructor: Camille Miller, MBA, The Natural Life  
Business partnership  
Course fee: \$59  
CRN 60014 Mon, Mar 4, 6-9pm  
*Virtual seats are also available for this class. Please refer to the SBDC Webinars section.*

### Selling Skills Made Easy SB732 – 6 hours

No one is a 'born' salesperson, yet we all live by selling something. Overcome anxiety and fear of selling to achieve your sales goals. Program includes: customer wants and relationship strategies, the 'anatomy of a sale,' how to avoid 11 selling mistakes, what it takes to get to 'earn' the sale and how to get to 'yes' faster.

Instructor: Vicki Lynne Morgan,  
Russmor Mentoring Group  
Course fee: \$119  
CRN 60054 Tue, Mar 5 & 12, 6-9pm

### Results-Oriented Operations Management SB743 – 6 hours

Keeping the "oars in the water" is a major concern of all small business owners regardless of type of business. Learn how to better understand your business mission and what it takes to execute it. Growth strategies, task assignments and evaluations, critical scheduling, process design, staffing and employee growth will be discussed in this class.

Instructor: Karen Katcher, MBA, Katcher Associates  
Course fee: \$59  
CRN 60055 Tue, Mar 12, 6-9pm  
CRN 60056 Tue, May 14, 6-9pm

### Business Valuation SB469 – 3 hours

Are you selling or refinancing your business? Or just want to know what your business is worth? Valuating a business can be a complicated process. Learn about the myths and methods of the business valuation process and how to objectively identify the market value of your investment.

Instructor: Vicki Lynne Morgan,  
Russmor Mentoring Group  
Course fee: \$59  
CRN 60058 Tue, Apr 30, 6-9pm

### Integrated Marketing – Part I SB740 – 3 hours

We are in a new era that requires small business owners to develop an integrative multichannel marketing foundation. Learn why you need to use multichannel marketing systems and how to keep your brand message and target audience consistent whether you are networking, developing a word-of-mouth campaign, or using the latest social media platforms. This class is Part I of a two-part series. Part II of this series is Social Media to Promote Your Business which is listed in the Digital Blueprint section.

Instructor: Vicki Lynne Morgan,  
Russmor Mentoring Group  
Course fee: \$119  
CRN 60057 Tue, Apr 16 & 23, 6-9pm

**For more information about Small Business Development Center classes, registration, or services, please contact the SBDC office at 908-526-1200, ext. 8516; by email at [sbdc@raritanval.edu](mailto:sbdc@raritanval.edu), or visit our website at [www.sbdcrvcc.com](http://www.sbdcrvcc.com).**

## GENERAL COURSES

### Business Plan – Your Game Design to Small Business Success SB707 – 9 hours

A business plan is a 'game plan' of your business's future that tells what you want to accomplish and how to set things up. A business plan is not just for startups. Every business owner needs to develop or revisit a plan on an annual basis. If you don't have one, this class is for you. This class will help you create a sound business plan that will help you grow and manage your business more effectively. Chart your course and improve your chances for business success.

Instructor: Vicki Lynne Morgan,  
Russmor Mentoring Group  
Course fee: \$159  
CRN 60050 Tue, Jan 22, 29 & Feb 5, 6-9pm

### Introduction to Content Marketing and Email SB472 – 3 hours

Content is KING! It helps you get the right message to the right person at the right time. Good content will help customers find you and improve your Search Engine Optimization (SEO). Email marketing will help you keep your current customers coming back and help you convert your prospective customers into buyers. Used together, Content Marketing and email create a strong combination of marketing tools that will help you grow your business.

Instructor: Susan Wilcox, eDynamic Marketing  
Course fee: \$59  
CRN 60010 Thu, Jan 24, 6-9pm  
*Virtual seats are also available for this class. Please refer to the SBDC Webinars section.*

## SBDC WEBINARS

This semester the Small Business Development Center (SBDC) is introducing SBDC® RVCC Webinar classes, offering participants the option of attending select training sessions online. Those who register for an SBDC Webinar are provided with a secure sign-in, allowing them to join the class remotely, from a desktop, laptop or mobile device. SBDC Webinar attendees can observe and listen as the instructor teaches the class, view and download presentation materials and interact during discussion or Q&A periods. These “virtual seats” are available in the classes listed below. Please refer to the applicable in-person class listing for a complete description of the class.

**Please note:** Virtual attendees must have a webcam and microphone set-up in order to participate interactively during the SBDC Webinar classes. Detailed participation instructions, including technical requirements, will be provided to attendees prior to each Webinar session.

### Introduction to Content Marketing and Email

#### SB472 – 3 hours

Instructor: Susan Wilcox, eDynamic Marketing  
Course fee: \$59  
CRN 60071 Thu, Jan 24, 6-9pm

### How to Network for Success

#### SB715 – 3 hours

Instructor: Vicky Lynne Morgan, Russmor Mentoring Group  
Course fee: \$59  
CRN 60072 Tue, Feb 26, 6-9pm

### Create Your Local Business Listing on Google & Bing

#### SB450 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: FREE  
**Registration is required.**  
CRN 60073 Wed, Feb 27, 6-9pm  
CRN 60074 Wed, Apr 24, 6-9pm

### Mastering the Mental Side of Building a Business

#### SB427 – 3 hours

Instructor: Karen Auld, Certified Success Coach  
Course fee: FREE  
**Registration is required.**  
CRN 60076 Wed, Mar 27, 6-9pm

### How to Develop an Effective Holistic Business

#### SB467 – 3 hours

Instructor: Camille Miller, MBA The Natural Life Business Partnership  
Course fee: \$59  
CRN 60078 Mon, Mar 4, 6-9pm

### Planning Your New Website

#### SB421 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 60079 Wed, Mar 6, 6-9pm

### NJ Division of Revenue & Taxation Small Business Tax Workshop

#### SB209 – 4 hours

Instructor: NJ Division of Taxation  
Course fee: FREE  
**Registration is required.**  
CRN 60080 Fr, Mar 8, 10am-2pm

### Online Businesses and NJ Sales Tax



#### SB282 – 4 hours

Instructor: NJ Division of Taxation  
Course fee: FREE  
**Registration is required.**  
CRN 60081 Fr, Mar 15, 10am-2pm

### Introduction to Search Engine Optimization (SEO)

#### SB404 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 60082 Wed, Mar 13, 6-9pm

### Introduction to Wordpress

#### SB463 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 60083 Wed, Mar 20, 6-9pm

### Doing Business with the Federal Government

#### SB279 – 3 hours

Instructor: Small Business Administration (SBA)  
Course fee: FREE  
**Registration is required.**  
CRN 60084 Mon, Apr 1, 9am-12pm

### Introduction to Google Analytics

#### SB418 – 3 hours

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 60085 Wed, Apr 3, 6-9pm

### Federal Small Business Certifications

#### SB280 – 3 hours

Instructor: Small Business Administration (SBA)  
Course fee: FREE  
**Registration is required.**  
CRN 60086 Mon, Apr 8, 9am-12pm

### Crowdfunding: A New Alternative to Raising Working Capital

#### SB731 – 3 hours

Instructor: Carla Fallone, MBA, Fallone Business Resources  
Course fee: FREE  
**Registration is required.**  
CRN 60087 Mon, Apr 8, 6-9pm

### Maximize Your Trade Show Investment

#### SB730 – 3 hours

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group  
Course fee: FREE  
**Registration is required.**  
CRN 60088 Tue, Apr 9, 6-9pm

### Social Media to Promote Your Business

#### SB405 – 3 hours

Instructor: Susan Wilcox, e-Dynamic Marketing  
Course fee: \$59  
CRN 60089 Wed, May 8, 6-9pm

**Registration Required  
for All Free Courses**

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## SBDC SMALL BUSINESS START-UP COURSES

So? You want to be an entrepreneur! Maybe it's an idea for a service you'd like to provide, a skill or competence you could offer to customers, a hobby you want to turn into a business, the desire to work for yourself ... the motivations are many. If you are someone who's been “noodling around” with the notion of starting your own small business, these courses are designed to guide you as you begin your entrepreneurial journey. Take them in sequence, or as needed. Each provides key information about starting your own small business.

### Building Blocks to Starting a Business

#### SB737 – 3 hours

Questions! So many questions. This course is designed to help you ask the right questions, and find the right answers, to starting your own business. We identify the basic planning you'll need to tackle as you start to shape your business idea into reality and help you understand how to prioritize the steps you'll be taking, including naming your business, determining the type of legal entity you'll select, developing a business plan, marketing, insurance, financial considerations and more. This course also provides information about valuable resources available to budding entrepreneurs.

Instructor: Ed Dolan, MBA, Epic Results

Course fee: FREE

**Registration is required.**

CRN 60059 Mon, Feb 18, 6-9pm  
CRN 60060 Mon, Mar 18, 6-9pm  
CRN 60061 Mon, Apr 15, 6-9pm

### Business by the Numbers

#### SB738 – 2 hours

This course offers foundational information about important financial practices and planning, including key accounting and tax considerations, for the new business owner. Don't be caught by surprise. This practical overview provides an understanding of how to strategically manage the financial aspect of your operation from the start, as you plan for your new business.



Instructor: Karen Katcher, MBA, Katcher Associates or Ed Dolan, MS, Kiva Intl. Business Group

Course fee: FREE

**Registration is required.**

CRN 60062 Tue, Feb 19, 6-8pm

CRN 60063 Tue, Mar 19, 6-8pm

CRN 60064 Tue, Apr 16, 6-8pm

### Entrepreneur Assessment SB043 – 3 hours

Are you considering becoming a business owner? Do you have the characteristics and fundamental skills to run a business? And, what are the types of qualities that may offer a better chance for business success? Find

out if entrepreneurship is right for you. During the session, complete a self-assessment questionnaire to determine if you have the personal characteristics, the financial fitness and the business readiness skills to own a business. We'll score, interpret and discuss results to provide a better understanding of your entrepreneurial profile.

Instructor: Karen Katcher, MBA, Katcher Associates

Course fee: FREE

**Registration is required.**

CRN 60065 Wed, Feb 20, 6-9pm

CRN 60066 Wed, Mar 20, 6-9pm

CRN 60067 Wed, Apr 17, 6-9pm

## SBDC FREE COURSES

### Create Your Local Business Listing on Google & Bing SB485 – 3 hours

Getting found in the search engines is critical for your business. We will show you how to create your free Local Business Listing on Google and Bing, and discuss other opportunities. This workshop is intended for small business owners with an office or retail address (not work from home).

Instructor:

Roland Reinhart, Reinhart Marketing

Course fee: FREE

**Registration is required.**

CRN 60012 Wed, Feb 27, 6-9pm

CRN 60027 Wed, Apr 24, 6-9pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### NJ Division of Revenue & Taxation Small Business Tax Workshop SB209 – 4 hours

NJ Division of Taxation personnel will explain proper procedures for collecting and remitting various New Jersey taxes. A focal point of each workshop is the sales tax responsibilities of small businesses including the description of taxable and exempt sales and services.

Instructor: NJ Division of Taxation

Course fee: FREE

**Registration is required.**

CRN 60016 Fri, Mar 8, 10am-2pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### Online Businesses and NJ Sales Tax SB282 – 2 hours

Do you have an Online Business that sells taxable products? The Division of Taxation personnel will explain the tax laws applicable to your business. They will define what products and services are taxable, collecting NJ Sales Tax on sales inside and outside NJ, shipping products, and how to file Sales and Use Tax returns.

Instructor: NJ Division of Taxation

Course fee: FREE

**Registration is required.**

CRN 60018 Fri, Mar 15, 10am-12pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### Doing Business with the Federal Government SB279 – 3 hours

The US Federal Government is the largest buyer of goods and services in the world. Learn the types of products and services it procures and how to tell if the government is buying what your business is selling.

Instructor: Small Business Administration (SBA)

Course fee: FREE

**Registration is required.**

CRN 60022 Mon, Apr 1, 9am-12pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### Federal Small Business Certifications SB280 – 3 hours

This seminar will discuss the federal procurement 8(a) Business Development Program, HUBZone Empowerment Contracting Program and Women-Owned Small Business (WOSB) and Economically Disadvantaged Women-Owned Small Business (EDWOSB) set-aside programs.

Instructor: Small Business Administration (SBA)

Course fee: FREE

**Registration is required.**

CRN 60024 Mon, Apr 8, 9am-12pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### Crowdfunding: A New Alternative to Raising Working Capital SB731 – 3 hours

Crowdfunding has become a great alternative for small business owners to raise working capital for their business ventures. Our workshop will help participants understand the principles associated with building successful Crowdfunding campaigns and will show you how to use Crowdfunding to finance your goals.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

**Registration is required.**

60025 Mon, Apr 8, 6-9pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### Maximize Your Trade Show Investment SB730 – 3 hours

Don't underestimate the value of trade show and event marketing – the most powerful tools in your marketing mix for uncovering and landing new business opportunities. Find out what you don't know about trade shows and how to choose your exhibit space, budget time and resources, promote your participation (before, during and after), increase booth traffic, capture the interest of those passing by (in less than 7 seconds), qualify visitors, and get the best follow-up results.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE -

**Registration is required.**

CRN 60026 Tue, Apr 9, 6-9pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### Meet the Lenders SB202 – 3 hours

Are you an entrepreneur who needs to learn about financing your small business? Meet the people who can assist you. The first part of this seminar explains the process of how a business owner can obtain financing via different methods and various lenders, and what resources are available to small businesses. In the second part of the seminar attendees can meet lenders and discuss issues one-on-one.

Course fee: FREE

**Registration is required.**

CRN 60068 Fri, May 17, 12-3pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### Mastering the Mental Side of Building a Business SB427 – 3 hours

The way you think will impact the way you run your business. In this class, we will teach you how to set goals and create achievable plans, how to handle the inevitable challenges and setbacks you'll face along the way building your business. Confidence is key to your success. Learn how to build your confidence in any situation, work through habits and fears that can hold you back, and create a support system that will help lead you to success.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE

**Registration is required.**

CRN 60020 Wed, Feb 27, 6-9pm

CRN 60021 Wed, Mar 27, 6-9pm

*Virtual seats are also available for this class.*

*Please refer to the SBDC Webinars section.*

### How to Purchase a Business or Franchise SB435 – 3 hours

Learn how to identify and then research a credible franchise or existing business.

Instructor: Charles Mizejewski, Sun Belt Business Brokers/FranNet NJ

Course fee: FREE

**Registration is required.**

CRN 60069 Thu, Jan 31, 6-9pm

CRN 60070 Thu, Mar 14, 6-9pm

## NJBIA Grant Funded Microsoft Office Training

- **Must be** employed at least 20 hours per week by a business in New Jersey
- **Pre-registration required** at <https://form.jotform.com/83055909971164>

Microsoft Office Computer Training	Communication/ Leadership Training
<b>BASIC:</b> Excel ▪ Word ▪ PowerPoint	▪ Team Building
<b>INTERMEDIATE:</b> Excel	▪ Time Management
<b>ADVANCED:</b> Excel ▪ Word ▪ PowerPoint	▪ Problem Solving
<b>OTHER:</b> Outlook ▪ Access	

**Class Listing ▪ Register for Classes**  
visit <https://form.jotform.com/83055909971164>

### More Information

Contact Elizabeth Coccia ▪ 908-526-1200 x8529 ▪ [elizabeth.coccia@raritanval.edu](mailto:elizabeth.coccia@raritanval.edu)

*This no cost program is made possible through a grant from the NJ Department of Labor and Workforce Development in partnership with the NJ Business and Industry Association (NJBIA) and the NJ Community College Consortium*



## HEALTH SCIENCE PROGRAMS

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**LEARN MORE:** [www.raritanval.edu/health](http://www.raritanval.edu/health)

## WORKFORCE REGISTRATION INSTRUCTIONS

**SPRING  
2019**

### COURSE SCHEDULES AND INFORMATION AVAILABLE ONLINE

This brochure is a partial listing of Workforce Development courses  
The full schedule can be found at: [www.raritanval.edu/career-training](http://www.raritanval.edu/career-training)

- Select desired areas to view listings. (Take note of the 5-digit CRN, you will need this information in order to register.)

### TO REGISTER ONLINE - [www.raritanval.edu/career-training/register-for-classes](http://www.raritanval.edu/career-training/register-for-classes)

#### Select Your Courses

- 1) Select "Register for Classes" link.
- 2) Go to "Click here to register now" link.
- 3) Enter the desired five-digit CRN(s) which can be found in the course description or use the Advanced Search to view course options.
- 4) Use the Schedule Builder screen to list desired courses. To add a course to the Schedule Builder screen, bring your cursor to the course information displayed on the left side of the screen and click and drag to the Schedule Builder.
- 5) Click "Register" (at bottom right corner) when you have completed selecting your course(s).

#### Complete Registration

Have your credit card information available. RVCC accepts Visa, Mastercard and Discover, but does not accept American Express.

- 6) After completing your Schedule Builder, click the Student Sign-in screen.
- 7) When your account information displays, select "Proceed to Payment" and complete the information.

### REGISTER IN PERSON or BY MAIL

- In Person - Raritan Valley Community College  
Workforce Training Center  
118 Lamington Road, Branchburg, NJ 08876-1265

OR

- Mail Your Registration and Check to:  
Raritan Valley Community College  
Workforce Training Center  
P.O. Box 3300, Somerville, NJ 08876-1265.

### PAYMENT IS REQUIRED AT THE TIME OF REGISTRATION

Download the registration form:

[www.raritanval.edu/career-training/register-for-classes](http://www.raritanval.edu/career-training/register-for-classes)

**QUESTIONS** 908-800-7721





## RVCC WORKFORCE TRAINING CENTER CAREER EXPO

**APRIL 4 AT 4PM**

**BRINGING TOGETHER LOCAL EMPLOYERS, JOB SEEKERS & STUDENTS**

### Featuring

- Job-readiness workshops
- Networking sessions to connect employees with job seekers
- Career pathways exploration
- RVCC Workforce Training Center tours
- Resources offered by the Workforce Training Center

### Collaborative event in partnership with

- NJ Department of Labor and Workforce Development
- Greater Raritan One Stop Career Training Services Center
- Hunterdon County Chamber of Commerce & Economic Development
- Transportation Management Association, goHunterdon
- Transportation Management Association, Ridewise

**LEARN MORE**

[www.raritanval.edu/career-training](http://www.raritanval.edu/career-training)  
or call 908-800-7721

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**LEARN MORE**

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RVCCWTC@raritanval.edu or call 908-526-1200 x8529



# SPRING 2019 COURSES

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