



SPRING 2021 COURSES

PROFESSIONAL DEVELOPMENT

ADVANCE YOUR CAREER



- Computer Software Training
- Corporate Training
- Healthcare Professions
- Industry-Valued Certifications
- ESL Courses
- Small Business Development Center

NEW THIS SPRING!

REMOTE TEAM-BUILDING ▪ MICROSOFT EXCEL MASTERY SERIES

www.raritanval.edu/career-training

Most classes offered online. Limited on-campus courses.

WORKFORCE TRAINING PROGRAMS

MORE INFO ■ 908-800-7721

www.raritanval.edu/career-training

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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 information regarding Title IX and Section 504, contact Cheryl Wallace, Executive Director of Human Resources, Compliance & Security at 908.526.1200 x8260 or Cheryl.Wallace@RaritanVal.edu.

PLEASE NOTE that RVCC Workforce Training Center on-campus courses may need to be moved to an online format if new Covid-19 restrictions are required. Participants will need internet access and will receive instructions for logging onto their online course prior to the start date. Check back often for program updates.

PROFESSIONAL CERTIFICATIONS

Industry-recognized credentials are valued by employers and can kickstart or enhance your career opportunities. RVCC offers a variety of short-term professional certification programs that are supported by national industry associations.

FINANCIAL SERVICES

Certified Management Accounting Part 1: Financial Planning BU565 - Online

This course explores the concepts of financial planning, budgeting and forecasting, performance management, cost management, internal control and professional ethics for maximized performance and control. This is a test preparation course for the first part of the two-part Certified Management Accounting Certification. *Prerequisite:* (IMA) Institute of Management Accounting. Website: <https://www.imanet.org>. All course materials are included.

Course fee: \$1,575

Call 908-800-7721 for registration information.

Certified Management Accounting Part 2: Financial Decision BU566 - Online

This course examines critical financial decision-making strategies, including 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:* (IMA) Institute of Management Accounting. Website: <https://www.imanet.org>. All course materials are included.

Course fee: \$1,575

Call 908-800-7721 for registration information.

Certified Public Accountant Exam Review BU066 - Online

This comprehensive CPA Exam review is a four-part exam preparation course to become a Certified Public Accountant. The course reviews 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 individual online assistance from the instructor.

Course fee: \$3,360

Call 908-800-7721 for registration information.

Payroll Practice and Management

Payroll is one of the fastest-changing career fields in the business world today. This course will help you navigate ever-changing payroll rules and regulations, so you can succeed as a payroll professional. You will learn all facets of payroll from basic laws to complex areas like fringe benefits, taxation, and garnishments. By course completion, you will be ready to pass the Fundamental Payroll Certification exam, developed by the American Payroll Association. To register go to <https://bit.ly/2ICQ0gr>

Course fee: \$1,795

Live instruction of the Certified Payroll Professional Program is currently on hold. To be included on the waitlist for live instruction, please contact the Manager of Professional Development, Aubrey Flanagan, at Aubrey.Flanagan@raritanval.edu or 908-526-1200 x8529.

BUSINESS & ADMINISTRATIVE SERVICES

Administrative Assistant Certification (PACE)

BU816 – 75 hours

A must for office professionals seeking to improve their performance and enhance their value to employers. This course teaches you how to effectively use Microsoft Word, Excel, Access, and Outlook, as well as create dynamic PowerPoint presentations, use web conferencing and electronic/paper filing systems, make travel arrangements, plan and manage meetings along with much more. By course completion, you will be

prepared to take the PACE certification. All course materials are included.

Instructor: Anne Marie DelPrincipe*

Course fee: \$1,500

Tue & Thu, Feb 2 – Apr 27, 6-9pm

Mastering Project Management with PMP® Prep

This 150 hour course provides students with a deeper understanding of project management concepts and its applications in the workplace. At the end of this course, students will be prepared to take the Project Management Professional (PMP) certification exam. The goal of this training class is to explore in detail the key project management topics and concepts; all on your own time.

To register, visit www.ed2go.com/rvcc

Course fee: \$1,295

Monthly start dates

Six Sigma Series

A rigorous, focused and highly effective implementation of proven quality principles and techniques to increase business productivity and success. Six Sigma aims for virtually error-free performance while using statistics to measure the variability in the process. You'll receive personalized instruction in an online format from an accredited institution. Open enrollment. **Textbook available at the RVCC Bookstore.**

Green Belt Six Sigma

BU330

36 hours

Course fee: \$1,260

Black Belt Six Sigma

BU338

48 hours

Course fee: \$2,725

To register or for more information, please contact the Manager of Professional Development, Aubrey Flanagan, at Aubrey.Flanagan@raritanval.edu or 908-526-1200 x8529.

PUBLIC SERVICE

Principles of Municipal Court Administrators (POMCA)

BU071 – 33 hours

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

Instructor: Anne Dreps

Course fee: \$830

Mon, Feb 1 – Apr 12, 4:30-7:30pm

WELDING

AWS MIG Welding

WLCE 101 – 100 hours

This course will cover the following:

- The concepts and fundamentals and best education practice methods to teach atomic structure, grain structure, heat flow, phase transformations, welding metallurgy, and the weldability of ferrous commercial alloys
- The basics and principles of major joining and cutting process
- The concepts and fundamentals of the weld quality and inspection methods, welding codes, specifications and safety
- Upon successful completion of this course students will receive an AWS D1.1 structural welding code certifications for carbon steel, Gr A36

For more information call Conrad Mercurius at 908-526-1200, x8332 or email Conrad.Mercurius@raritanval.edu

SPRING 2021

Medical Cannabis Training

Offered by **RARITAN VALLEY COMMUNITY COLLEGE**



TAUGHT BY:



**NJ Cannabis
CERTIFIED™**

WHAT YOU'LL LEARN:

- NJ medical cannabis laws & regulations
- The endocannabinoid system
- Cultivation basics
- How cannabis products are made
- Dispensary technician training

WHEN: Mondays, 6-9 p.m., March 1 - March 29

COST: \$500

HOW: Zoom

REGISTRATION: Will open January 1st for those on the waitlist

EMAIL: NJCannaCert@gmail.com to get on the waitlist

Sponsored by Valley Wellness and
Florio Perrucci Steinhardt Cappelli Tipton & Taylor LLC

WORKSHOPS

Get the competitive edge in the job market. Our half-day workshops will help you master the critical soft skills that employers are seeking in job candidates.

Project Management Fundamentals

BU803 – 4 hours

Organizations and individuals use project management skills to provide a structure for dealing with increasingly competitive markets, financial pressures to improve performance, restructuring, acquisitions and globalization. This course provides participants with an overview of the essential elements of project management and the project management life cycle.

Instructor: Georgann Occhipinti

Course fee: \$89

Tue, Feb 2, 9am-1pm

Developing Your Emotional Intelligence

BU830 – 4 hours

Understanding the connection between emotions and actions enhances empathy and maximizes workplace effectiveness. Optimize your professional performance and working relationships by applying the Emotional Intelligence competency framework.

Instructor: Georgann Occhipinti

Course fee: \$89

Tue, Mar 2, 9am-1pm

Disney's Model for Exceptional Customer Service

BU884 – 4 hours

Be our guest! With more than 90 years of world-renowned experience, no one understands customer service better than Disney. Learn and apply time-tested Disney business strategies to assess and improve your organization and design quality service standards to create a consistent service experience.

Instructor: Georgann Occhipinti

Course fee: \$89

Wed, Mar 17, 9am-1pm

LEADERSHIP DEVELOPMENT

Building Strong Remote Teams

BU079 – 4 hours

With a quick and unexpected transition to remote work, teams that once worked side by side are now working apart. Although the basic principles of operating in teams still apply, there are challenges that must be addressed for the team to thrive. Discover the critical tools for easy collaboration virtually.

Instructor: Georgann Occhipinti

Course fee: \$89

Tue, Apr 13, 9am-1pm

Performance Management 101

BU080 – 4 hours

Supervisors have one of the most important responsibilities in the organization. They must continue to be proficient in their role as well as achieve results through their team. This program offers the fundamentals of goal setting, coaching, performance management and talent development.

Instructor: Georgann Occhipinti

Course fee: \$89

Tue, May 11, 9am-1pm

Strategic Planning Fundamentals

BU075 – 2.5 hours

Strategy and Planning are two very different activities that together guide the direction of a company. This training presents the steps domestic or multinational business professionals face to create and deploy the strategy to compete in any industry and geographic location. We will discuss the process and benefits of a strategic plan; how to develop, implement, control and to correct the deviations of the strategic plan. Leaders and managers at different levels and functions of an organization will benefit from this course presented by the Professor of Global Strategic Management at RVCC.

Course fee: \$59

Instructor: Fernando Ferrer*

Tue, Mar 9, 6-8:30pm

MICROSOFT OFFICE TRAINING

MICROSOFT OFFICE **BASIC** CERTIFICATION PROGRAM

CT100 – 18 hours

This course is designed to develop solid computer skills in Microsoft Office. Learn the everyday computer skills needed to perform workplace tasks. Students become proficient in MS Word, Excel, PowerPoint. Bundle all three classes for a discounted rate!

Instructor: Vince Carnevale*

Course fee: \$300

Sat, Jan 30 – Feb 13, 9am-3pm

Basic courses may be taken separately as listed below:

Microsoft Basic PowerPoint

CT151 – 6 hours

Course fee: \$125

Sat, Jan 30, 9am-3pm

Microsoft Basic Word

CT121 – 6 hours

Course fee: \$125

Sat, Feb 6, 9am-3pm

Microsoft Basic Excel

CT205 – 6 hours

Course fee: \$125

Sat, Feb 13, 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 current skills. Students will receive in-depth training on PowerPoint, Word, and Excel. *Prerequisites:* Basic knowledge of MS PowerPoint, Word, Excel, or equivalent experience.

Instructor: Vince Carnevale*

Course fee: \$432

Sat, Feb 27 – Mar 13, 9am-3pm

Intermediate courses may be taken separately as listed below:

Microsoft Intermediate PowerPoint

CT815 – 6 hours

Course fee: \$144

Sat, Feb 27, 9am-3pm

Microsoft Intermediate Word

CT811 – 6 hours

Course fee: \$144

Sat, Mar 6, 9am-3pm

Microsoft Intermediate Excel

CT813 – 6 hours

Course fee: \$144

Sat, Mar 13, 9am-3pm

Intro to Databases

CT143 – 6 hours

Introduction to Databases utilizes MS Office Access, the next step from Excel. It is a very good tool for teaching about databases and relational databases, producing flexible and adaptable database systems. Access is ideal for handling hundreds of records when creating an important file for a client, a contact or an executive, something Excel can't easily do.

Instructor: Vince Carnevale*

Course fee: \$144

Sat, Apr 10, 9am-3pm

MICROSOFT EXCEL MASTERY SERIES

Learn the #1 technical skill employers in the region are looking for in job candidates. Impress an employer with your data-driven decision-making skills by taking one or our specialized Microsoft Excel courses. Complete all the Microsoft Excel courses and earn an Excel Mastery Certificate from the RVCC Workforce Training Center.

Microsoft Excel - Dynamic Charting

CT805 – 3 hours

While Excel offers built-in charts, this course demonstrates how to create unique charts to interpret your data with captivating and movable visuals. Impress leadership and set your data apart from the rest with these functional yet dynamic charting techniques.

Instructor: Anne Marie DelPrincipe*

Course fee: \$78

Mon, Mar 29, 6-9pm

Microsoft Excel - Dashboards and Power BI (Business Intelligence)

CT806 – 7 hours

In Excel, a dashboard is a one-page spread that helps leaders track performance metrics and make data-driven decisions. Master the art of creating a useful dashboard with Power BI, a business analytics solution that conceptualizes data and highlights key insights across organizations. Must have a strong use of Excel, strongly recommend Power Query and Data Cleansing.

Instructor: Anne Marie DelPrincipe*

Course fee: \$169

Fri, May 21, 9am-4pm

Microsoft Excel - Pivot Tables

CT208 – 7 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.

Instructor: Anne Marie DelPrincipe*

Course fee: \$169

Fri, May 14, 9am-4pm

Microsoft Excel - Power Query and Data Cleansing

CT804 – 3 hours

Tired of cleaning, merging and writing formulas for your data? Use Power Query & Query Editor, a powerful tool for transforming data so it's ready for models and visualizations. Or use Flash Fill to eliminate the RIGHT, LEFT, MID, and CONCATENATE formulas to cleanse your data in nanoseconds. Must have a strong use of Excel.

Instructor: Anne Marie DelPrincipe*

Course fee: \$78

Mon, Apr 12, 6-9pm

MICROSOFT OFFICE REFRESHER COURSES

Do you have a good understanding of Microsoft Office but just need the latest tips and tricks? The courses below are for individuals who have a good understanding of Microsoft Applications but need a fast track curriculum to refresh and solidify the tools and techniques for increased efficiency and efficacy in the workplace.

Refresh Excel

CT840 – 3 hours

Topics include: when and how to use the right tools in Excel, tables and slicers, pivot table and power pivot with slicers, data validation with multiple selections, TextJoin, Switch and IFS. Must have a strong use of Excel.

Instructor: Anne Marie DelPrincipe*

Course fee: \$78

Mon, Mar 1, 6-9pm

Refresh Word

CT841 – 3 hours

Topics include: section breaks, mail merge, headers and footers utilizing the Table of Contents, maximizing the Styles and Navigation panes. Must have a strong use of Word.

Instructor: Anne Marie DelPrincipe*

Course fee: \$78

Mon, Feb 22, 6-9pm

Refresh PowerPoint

CT842 – 3 hours

Topics include: animations, transitions, integrating video & audio, morph and 3D images. Must have a strong use of PowerPoint.

Instructor: Anne Marie DelPrincipe*

Course fee: \$78

Mon, Mar 15, 6-9pm

SOFTWARE TRAINING

AutoCAD I

CT550 – 15 hours

In-person, socially-distant instruction. This course is an introduction to basic 2D CAD (Computer-Aided Design) techniques using AutoCAD software. AutoCAD software 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: \$232

Sat, Feb 13 – Mar 13, 9am-12pm

AutoCAD II

CT551 – 15 hours

In-person, socially-distant instruction. This course is an introduction to basic 3D CAD (Computer-Aided Design) techniques using AutoCAD software while providing 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: \$232

Sat, Mar 27 – Apr 24, 9am-12pm

WordPress for Beginners

CT341 – 12 hours

Hands-on! This course teaches students to create, manage and maintain websites with WordPress. Learn about the security needed to prevent hackers. Discover how to find and install new themes, including customizing widgets and menus for enhanced website design. Further topics include analytics, SEO (Search Engine Optimization), monetizing and social media integration, page block editor, utilizing subscriber emails through services like Mailchimp, as well as adding eCommerce to accept online payments. At the end of this course, students will be able to set up and run a secure and professional website through WordPress.

Instructor: Lon Hosford*

Course fee: \$269

Mon, Feb 1 – Mar 22, 7-8:30pm

Search Engine Optimization for Beginners

CT339 – 12 hours

Hands-on! Students learn the basics of Search Engine Optimization (SEO). SEO is the act of optimizing internal and external aspects of a website to increase visitor traffic from search engines. Consumers use sites like Google, Yahoo, Bing and Bidu to guide their decisions online, and it's no secret web pages at the top are usually selected first. Understanding the basics of SEO can improve your website's landing page rankings to convert visitors to consumers. At the end of this course, students will understand the best practices, strategies, and techniques for ensuring increased search engine rankings.

Instructor: Lon Hosford*

Course fee: \$269

Wed, Mar 3 – Apr 21, 7-8:30pm

Cyber Security Awareness

BU353 – 8 hours

This course will teach students about privacy and security concerns when using the internet and social media applications. Key topics include how to recognize and protect your computer from cyber-threats or unauthorized access, how to practice safe social networking, how to secure your computer and data, how to protect your mobile devices, and how to minimize the risks of identity theft and malware attacks.

Instructor: Lenny Diliberto*

Course fee: \$161

Fri, Mar 5, 9am-5pm

Fri, May 7, 9am-5pm

Essential Computing Skills in the Workplace

BU351 – 24 hours

This is a crash-course of the fundamental and essential skills needed to create and manage simple Word documents, use Excel to perform calculations and sort data, create presentations using PowerPoint, create a simple database using Microsoft Access, as well as how to use Microsoft Outlook for email, task management, and contact management. Topics include Windows, Mac OS, file management, the internet, social networking and blogs, internet security and privacy.

Instructor: Lenny Diliberto*

Course fee: \$500

Fri, Apr 16 – Apr 30, 9am-5pm

HEALTH PROFESSION PROGRAMS

The demand for healthcare professionals is rapidly increasing, especially in the State of New Jersey. There are tremendous shortages of trained healthcare professionals. As a result, Allied Health disciplines are among the fastest growing occupations. Our courses prepare you for employment opportunities in a variety of areas.

HEALTH PROFESSION CERTIFICATIONS



Phlebotomy Lab Assistant

In-person, socially-distant instruction

HP411

Phlebotomists are trained in specimen collection and processing and remain integral members of the laboratory team. This program consists of 100 hours of classroom/lab instruction and 80 hours of clinical practice at a hospital while preparing you for employment as a phlebotomist in hospitals, outpatient clinics, medical practices, and insurance companies. The clinical practice runs during daytime/weekday hours and will be assigned at the end of the first month of the class. Please make sure you are available for at least one week during the daytime for a local clinical experience. You may also choose to sign up for a clinical that meets 11pm-6am at Jefferson University Hospital in Philadelphia, PA. Upon successful completion of this course, you are eligible to sit for the American Society of Phlebotomy Technicians (ASPT) National Certification Exam, which will be held at RVCC. Instructions and forms will be sent to your home address upon registering. RVCC is an approved provider for the American Society of Phlebotomy Technicians (ASPT). ***Books are sold separately at the RVCC bookstore.***

Course fee: \$1,315

Instructor: Hans Angenor

Tue & Thu, Feb 2 – May 20, 5:45-9:15pm

ECG Technician National Certification

In-person, socially-distant instruction

HP212

Become certified for one the most in-demand occupations. Obtaining an electrocardiogram (ECG) is an important part of a medical workup, as a properly recorded ECG is critical in determining the proper care for a patient. This 40-hour course prepares you to function as an ECG Technician in a wide variety of settings including hospitals, physician's offices, clinics, sport medicine facilities, nursing homes, and insurance companies. Upon successful completion of this course, students will be eligible to sit for the ECG Certifying Exam given by American Society of Phlebotomy Technicians (ASPT) National Exam. ***Books are sold separately at the RVCC bookstore.***

Instructor: Jessica Stefanick

Course fee: \$815

Sat, Feb 6 – Apr 10; 9am-1pm

TEST PREPARATION

High School Equivalency Exam Preparation ED505

(Formerly GED) 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.*

Instructor: Marsha Atkinson

Course fee: \$252

Mon/Tue, Mar 1 – April 27, 6-8:30pm

Language Arts & Writing Prep & Review ED507

Course fee: \$126

Mon, Mar 1 – Apr 26, 6-8:30pm

Math Prep & Review ED506

Course fee: \$126

Tue, Mar 2 – Apr 27, 6-8:30pm

ENTRY EXAM PREP

GRE Prep Series - GMAT Prep

Planning on attending graduate school? The RVCC WTC provides online self-paced and instructor-led exam preparation courses. Ace your test and register at www.ed2go.com/rvcc.



LANGUAGES: ESL

ENGLISH AS A SECOND LANGUAGE (ESL)

RVCC offers basic and advanced levels of instruction for individuals with little or limited knowledge of English with a focus on civic responsibility and workforce readiness. *Textbook available at the RVCC Bookstore.*

Basic ESL

In-person, socially-distant instruction

LA316 – 36 hours

Instructor: Marsha Atkinson

Course fee: \$336

Sat, Feb 6 – Apr 3, 9am - 1pm

ESL Level 1A

LA303 – 36 hours

Instructor: Helen Fazio*

Course fee: \$336

Mon & Wed, Feb 1 – Mar 10, 6-9pm

ESL Level 1B

LA304 – 36 hours

Instructor: Helen Fazio*

Course fee: \$336

Mon & Wed, Mar 22 – Apr 28, 6-9pm

ESL Level 2A

LA312 – 36 hours

Instructor: Marie Chiara*

Course fee: \$336

Tues & Thurs, Feb 2 – Mar 11, 9am-12pm

LA312 – 36 hours

Instructor: Catherine Barrier*

Course fee: \$336

Mon & Wed, May 3 – Jun 9, 6-9pm

ESL Level 2B

LA313 – 36 hours

Instructor: Marie Chiara*

Course fee: \$336

Tue & Thu, Mar 23 – Apr 29, 9am-12pm

Discussion & Presentation

LA904 – 36 hours

For English language learners, building confidence to speak at work, in meetings, and in the community often comes as a result of lots of guided practice. This course is designed to increase 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 prepared to speak confidently.

Instructor: Catherine Barrier*

Course fee: \$336

Tue & Thu, Feb 16 – Mar 25, 6-9pm



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**

Course fee: \$299

Monthly start dates

DID YOU KNOW WE OFFER ONLINE COURSES?

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

Check out classes in the following areas:

ARTS AND DESIGN

BUSINESS

COLLEGE READINESS

COMPUTER APPLICATIONS

CONSTRUCTION & TRADES

LANGUAGES



**Professional
Development**

www.ed2go.com/rvcc

Career Training

<https://careertraining.ed2go.com/raritanval>

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.

Marie Chiara

Marie spent the last five years directing a learning center in Cambodia and has 8 years of English language teaching experience. The international community is very dear to her heart, and getting to know her ESL/EFL students is a huge part of why she teaches. Marie wants English to truly connect to her students' lives and for these lessons to have a direct link to the real world so that they become inspired, empowered, and confident.

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. Anne Marie earned a B.A. in CIS and a M.B.A. in MIS from Iona College.

Lenny Diliberto

Lenny served in a senior management and leadership capacity for over 30 years for several Fortune 500 companies. During his tenure with these large corporations, Lenny acquired a wealth of industry knowledge across many disciplines including information technology, infrastructure,

insurance, telecom, business, financial, project management, sales, marketing, aerospace, pharmaceutical, education, and health care.

Fernando Ferrer

Professor Fernando Ferrer, MBA is the instructor of Global Strategic Management at RVCC, and professor of Master courses in NYC. He is a 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. Fernando's experience in global and international senior corporate roles and consulting services includes leading companies such as Roche, Celgene, Multinational Partnerships, Pfizer, Sanofi and DSM.

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.

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 Professional Development Training Instructor and Professional Engineer he 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 the particular application needs and interests of each class.

MAKE-UP ARTISTRY



partner school

Are you an Aspiring Make-up Artist or a Licensed Beauty Professional? Make-up Artistry Certification Courses now Offered at RVCC!

LEVEL I: Beauty Essentials

MD101 – 84 hours

This course is designed as an introduction to beauty make-up with an emphasis on the techniques required today in this multi-faceted industry. This course will start with learning facial analysis, base matching and application, correction, contours, and highlights, and focus on eyes and lips. The course will finish with complete make-up applications ranging from one hundred percent corrective to natural make-up.

Course fee: \$2,647

Feb 15 – Apr 1, Mon-Thu, 5-8:30pm

LEVEL II: Bridal Make-up

MD102 – 21 hours

Learn the techniques used to do a successful consultation with a bride and family members. We will focus on the lucrative world of wedding make-up and what is required to successfully run a bridal make-up business. *Prerequisite:* Successful completion of Make-up Designory's 84 hour Beauty Essentials course or equivalent experience. For more information: Contact Marcia Bird at 908-526-1200 x8618

Course fee: \$738

Apr 19 – Apr 27, Mon-Thu, 5-8:30pm

LEVEL II: Airbrush

MD103 – 35 hours

Airbrushing has become one of the premier ways of applying make-up. In this course, we demystify the tool and show how to properly care for and maintain it. Learn the techniques to do beautiful, flawless beauty make-up that is being required by the major studios as well as demanding clients. *Prerequisite:* Successful completion of Make-up Designory's 84 hour Beauty Essentials course or equivalent experience. For more information: Contact Marcia Bird at 908-526-1200 x8618

Course fee: \$1,036

May 3 – May 18, Mon-Thu, 5-8:30pm



PACKAGE THESE COURSES TO PREPARE YOU FOR THE SPRING BRIDAL SEASON

Sign up for all 3 courses and SAVE!

Course fee: \$3,966

DISCOUNT, ALUMNI, SCHOLARSHIPS

Alumni Discount Available

If you were a former student of RVCC and successfully earned 9 academic credits or was enrolled in the Cosmetology or Esthetics programs you may be eligible for an alumni discount. For more information: Contact Marcia Bird at 908-526-1200 x8618.

Scholarships Available

Make-up Designory (MUD): The MUD scholarship is open to any student attending an accredited Cosmetology and/or esthetics school that offers MUD makeup in their program. Information can be found at <https://beautychangeslives.org>

RVCC Beauty Professions

Two \$300 scholarships will be awarded to any student attending the MUD partner school courses. For more information: Contact Marcia Bird at 908-526-1200 x8618



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.

A Message from the SBDC Regional Director: All Spring 2021 Webinars Are Offered at No Cost

I'd like to announce the start of a special semester of training from your Small Business Development Center at Raritan Valley Community College. The Center has always been proud to offer the community high quality courses and workshops focused on key small business topics including business start-up information, marketing and sales, strategic business planning, digital and online skills, disaster preparedness, insurance basics, accounting and QuickBooks, and more.

During the last two years, we've added virtual class capabilities so participants could attend Webinar versions of our in-person classes. In recent months, in regard for the safety and welfare of our instructors and attendees, we've transitioned all of our classes to the Webinar mode.

Now, I'm proud to announce another step forward in our mission to provide budding entrepreneurs and small business owners the training and information they need to succeed in their business endeavors, at all levels. While many of our SBDC training classes are offered at no cost, others have carried a modest fee in the past. These recent months have proven unusually challenging, with many businesses grappling with financial difficulties and economic hurdles created as a result of the pandemic. In response, this Spring semester we will be removing fees for all of our classes, and will offer every class at no cost to those who wish to participate. With this step, we hope to ease the financial burden for those who wish to attend, and make it easier than ever to take advantage of the range of small business training courses the SBDC is offering for the Spring 2021 semester at Raritan Valley Community College.

We invite and encourage you to look through the Spring 2021 classes in this brochure, (also viewable on our Website at www.sbdcrvcc at the "Training" tab) to find the topics of interest to you, and to register for upcoming small business webinars. Please help spread the word as well, by letting your friends and family know about this opportunity to learn about starting and operating your own business.

Happy browsing, and best wishes, from the SBDC staff, counselors, and instructors, for a healthy, successful and prosperous small business future!

Bill Harnden
Regional Director, SBDC at RVCC

SBDC ACCOUNTING AND QUICKBOOKS

Please note: Our Accounting and Quickbooks Desktop Certificate program, with the exception of the Quickbooks Online (QBO) version course, has been suspended for the spring semester due to content delivery complications. We hope to re-establish the program in the fall of 2021.

(New) Fundamentals of Small Business Accounting - Webinar

SB290 – 6 hours

If you are, or intend to be, a small business owner you must master accounting terminology and bookkeeping concepts in order to run a successful business. It's all about the numbers. This webinar will help you understand how to post and evaluate the numbers that your business generates.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

Mon/Wed, Apr 26 & 28, 6-9 pm

QuickBooks Online Set Up and A/R and A/P - Webinar

SB281 – 9 hours

In a simulated 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:* Fundamentals of Small Business Accounting.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

Mon/Tue/Wed, May 3, 4 & 5, 6-9 pm

SBDC 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 seven-session (21 hours) program.

Planning Your New Website - Webinar 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: FREE

Wed, Feb 24, 6-9pm

Intro to SEO - Webinar SB404 – 3 hours

Learn how to improve your website visibility in Google. Participants learn Search Engine Optimization best practices for beginners. You can also request to have your current website critiqued during the session.

Instructor: Roland Reinhart, Reinhart Marketing
Course fee: FREE

Wed, Mar 3, 6-9pm

Intro to WordPress - Webinar SB463 – 3 hours

35% 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, plug-ins; 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: FREE

Wed, Mar 10, 6-9pm

Intro to Google Analytics - Webinar 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: FREE

Wed, Mar 17, 6-9pm

Intro to Google Ads - Webinar SB473 – 3 hours

Learn the basics of running text ads on search engine result pages to help your business be found by consumers. Intended for beginners, this class will explain how to start using Google Ads (formerly Google Adwords). We will also explain how to identify keyword phrases that consumers

may use to find your business, write text ads, prepare website landing pages, and set up your first paid search engine advertising campaign.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Mar 24, 6-9pm

(New) Advanced Website Management - Webinar

SB761 – 3 hours

Building a website can be complicated. But your job doesn't end once the website is launched.

There's plenty more to do to make sure it technically performs well, remains secure, and improves the odds of being found in Google and Bing. Topics to be discussed are Google Tap Manager, Google Search Console, Bing Webmaster

Tools, Google Data Studio and Microsoft Clarity Analytics.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Mar 31, 6-9pm

Create Video for Your Business - Webinar 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: FREE

Wed, Apr 7, 6-9pm

SBDC SMALL BUSINESS START-UP COURSES

Maybe you have 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.

Entrepreneur Assessment - Webinar 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

Mon, Feb 8, 6-9pm

Mon, Mar 8, 6-9pm

Mon, Apr 5, 6-9pm

Building Blocks to Starting a Business - Webinar

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, Kiva Intl. Business Group

Course fee: FREE

Tue, Feb 9, 6-9pm

Tue, Mar 9, 6-9pm

Tue, Apr 6, 6-9pm

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.sbdcrvcv.com.

Business by the Numbers - Webinar 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

Course fee: FREE

Wed, Feb 10, 6-8pm

Wed, Mar 10, 6-8pm

Wed, Apr 7, 6-8pm

Mastering the Mental Side of Business - Webinar

SB472 – 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.

Thu, Feb 11, 6-9pm

Thu, Mar 11, 6-9pm

Thu, Apr 8, 6-9pm

SBDC BUSINESS PLANNING WEBINARS

Whether you are aspiring to start a small business or have newly begun your operations, a strong foundation in small business basics provides a competitive advantage and equips you with the tools you need to succeed. Each of the courses included in "The 101s of Business Planning" offer an introduction to an essential small business skill, to help you plan, market, sell and grow your business.

Create Your Local Business Listing on Google & Bing - Webinar SB450 – 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

Wed, Feb 3, 6-9pm

Thu, Feb 4, 6-9pm

Thu, Mar 4, 6-9pm

Thu, Apr 1, 6-9pm

(New) Using Zoom Video for Your Business – Webinar

SB762 – 3 hours

Zoom has emerged as a major tool in the small business owner's toolkit. It enables you to meet with prospects, customers, employees, and vendors remotely via video. While it has been easy for some of us to grasp and take advantage of, not all of us have had an easy time. This is your opportunity to learn the basics and take advantage of what this amazing free tool has to offer. Topics covered include: Basic settings, appearance, lighting, improving audio quality, scheduling, screen sharing, recording, chat, and more.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Feb 10, 6-9pm

The Side Hustle – How to Start a Business While Working Fulltime - Webinar SB474 – 3 hours

Are you building a business while working fulltime? Don't quit your day job until you learn the key elements you need to have in place to transition to self-employment and make your business a success.

Instructor: Karen Auld, KCA Coaching Services

Course fee: FREE

(New) Intro to Digital Marketing – Webinar SB763 – 3 hours

As a small business owner, you need to know a lot about everything. You are aware that digital marketing is crucial so people can find you and so you can grow your business. But what should you focus on first and foremost? Your website, email marketing, SEO, CPC/Google Ads, video, organic social media, paid social media? How much time should you spend? What will it cost you? How will you decide where to spend time, money, and resources? This class breaks down the major types of digital marketing tactics for you. We will cover a lot but won't go too far into the details/tactics of each because there simply isn't enough time. (Fortunately, we offer other more specific training classes to help you with that.) This class is your opportunity to ask anything you want about digital marketing, get clarity on obscure topics you've heard about, and make informed decisions about what you should learn to do next.

Instructor: Roland Reinhart, Reinhart Marketing
Course fee: FREE
Wed, Feb 17, 6-9pm

Basics of Small Business Insurance – Webinar SB448 – 3 hours

Are you a small business owner who is operating without insurance, or may be under-insured, and needs to learn the basics of both insurance and risk management techniques to protect your company from catastrophic loss? Learn about the types of insurance coverage needed to build a basic insurance program and different ways to buy insurance or to self-insure.

Instructor: Sal Ricciardone, CPCU
Course fee: FREE
Thu, Feb 18, 6-9pm

How to Purchase a Business or Franchise – Webinar 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
Mon, Feb 22, 6-9pm

(New) Business Pivot – Webinar SB479 – 3 hours

Business Pivot: Pivoting, changing direction, adapting. These are all skills that 2020 brought to the forefront for all entrepreneurs. Join Certified Success Coach Karen Auld as she shares stories of businesses that pivoted during 2020. Hear their stories, lessons learned and learn how you can implement change in your own business.

Instructor: Karen Auld, Certified Success Coach
Course fee: FREE
Tue, Feb 23, 6-9pm

How to Develop an Effective Holistic Business – Webinar 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 holistic 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: FREE
Tue, Mar 2, 6-9pm

NJ Division of Revenue & Taxation Small Business Registration & Reporting Business Income Workshop – Webinar SB209 – 2 hours

Instructed by NJ Division of Taxation/Taxation University educators, this workshop covers in-depth descriptions of different types of business structures and the formation and registration process for each one. It also covers reporting and paying tax on business income, determining if a tax return is required at the business level, and paying tax on the income at the business and/or at the personal tax level.

Instructor: NJ Division of Taxation
Course fee: FREE
Tue, Mar 16, 10am-12pm

NJ Division of Taxation Sales Tax and NJ Online Sales Tax Workshop – Webinar **SB282 – 2 hours**

Instructed by NJ Division of Taxation/Taxation University educators, this workshop covers New Jersey's Sales and Use Tax, out-of-state sales, and how to file a Sales and Use Tax return. It also covers Sales Tax for online businesses, law changes affecting online sellers, and the Sales Tax implications for common charges/fees (e.g. digital property, shipping and handling, etc.).

Instructor: NJ Division of Taxation

Course fee: FREE

Tue, Mar 23, 10am-12pm

Crowdfunding: A New Alternative to Raising Working Capital – Webinar **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

Mon, Apr 12, 6-9pm

Wed, Jun 2, 6-9pm

(New) Positioning and Branding for Minority Businesses – Webinar **SB764 – 22.5 hours**

The goal of this nine-session course is to aid minority entrepreneurs in strengthening their competitive advantage by leveraging proven positioning and brand development strategies, as well as increasing awareness of opportunities for inclusion in supplier diversity programs. Intensity of competition is the driving force affecting the performance of every level of management today, whether it is a small retail outlet, a service firm, or a dominant multinational corporation. A business' survival depends on how well its product or service is positioned to satisfy important customer needs; how it differentiates itself from competitors; and how well it builds consumer loyalty, market leadership, and profitable growth. This discipline of positioning and brand development is a must for minority business

owners who face the challenge of growing their businesses while remaining competitive. The nine-week class will be an interactive experience focused on teaching minority entrepreneurs how to leverage these times of uncertainty and opportunity to increase their business capacity, as well as help improve their brand identities and maximize resources.

Instructor: LaNella Hooper-William, Hooper Williams Communications

Course fee: FREE

Tue, Apr 13, 20, 27, May 4, 11, 18, 25, Jun 1 & 8, 6-8:30pm

Overcoming Procrastination – Webinar **SB475 – 3 hours**

Do you put the "pro" in procrastination? Join Certified Success Coach, Karen Auld, to learn her 4-step process to get into action and say goodbye to your procrastinating habits. Don't procrastinate in signing up for this great class.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE

Thu, Apr 22, 6-9pm

Doing Business with the Federal Government – Webinar **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

Mon, May 3, 10am-1pm

Federal Small Business Certifications – Webinar **SB208– 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

Mon, May 10, 10am-1pm

Business Plan 101 – Webinar

SB747 – 3 hours

Entrepreneurs need customized business plans – a fundamental tool for determining the viability and potential for business ideas. In an aggressive marketplace, business plans serve as game plans that help established businesses sustain momentum and profitability. Attendees explore the benefits of business plan templates.

Instructor: Vicki Lynne Morgan, Russmor
Mentoring Group

Course fee: FREE

Mon, May 10, 6-9pm

Networking 101 – Webinar

SB746 – 3 hours

It's not what you know or who you know . . . it's who knows you. Online and off-line networking will increase your sphere of influence, establish your brand identity, build trust, generate word-of-mouth, and attract business opportunities. Learn to write and deliver an attention-getting "elevator speech." Start networking immediately: bring your business cards and brochures to class.

Instructor: Vicki Lynne Morgan, Russmor
Mentoring Group

Course fee: FREE

Wed, May 12, 6-9pm

Marketing 101 – Webinar

SB749 – 3 hours

Marketing is about getting people interested in your company's product or service. Marketing builds brand identity and trust, gives people reasons to buy, and validates the buying decision. Marketing gets people 'knocking on your door,' then your selling skills take over!

Instructor: Vicki Lynne Morgan, Russmor
Mentoring Group

Course fee: FREE

Mon, May 17, 6-9pm

Market Analysis 101 – Webinar

SB748 – 3 hours

Market analysis is critical for making the best business decisions, planning strategically to launch your business and sustaining an established company. You'll learn how to collect and analyze data about your industry, advancements in technology, competitive activity, and target market profiles.

Instructor: Vicki Lynne Morgan, Russmor
Mentoring Group

Course fee: FREE

Wed, May 19, 6-9pm

Selling 101 – Webinar

SB750 – 3 hours

No one is a born salesperson, yet we all live by selling something. Those who are motivated and committed can achieve success by learning the basics of customer relationship management and steps in the 'Anatomy of a Sale.' Through instruction, visual guidelines and role play, the anxiety and fear of selling disappears. You'll discover a selling system that is easy to follow to achieve your goals and to earn sales.

Instructor: Vicki Lynne Morgan, Russmor
Mentoring Group

Course fee: FREE

Wed May 26, 6-9pm

Maximize Your Trade Show Investment – Webinar

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

Thu Jun 3, 6-9pm

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