



CONTINUING STUDIES
University of Wisconsin–Madison

FALL 2010

Workplace Skills

Workshops to develop your career and business talents



**Business Writing
and Editing**



**Workplace
Communication**



**Publication
and Web Design**

www.dcs.wisc.edu/pda/workplace

Business Writing and Editing

www.dcs.wisc.edu/pda/writing

These workshops take place at the Pyle Center, 702 Langdon St., on the UW-Madison campus. Check-in begins at 8:30 am. The workshops meet from 9 am to 4 pm, with a lunch break at a time determined by the instructor. Check electronic bulletin board across from reception desk for room number upon arrival.



Back to Basics: Grammar, Punctuation and Writing Review

Instructor: Sharon Van Sluijs

Tuesday, October 19, 9 am–4 pm

0.6 CEU, \$150, Program #7036

Good basic writing skills can help you be more successful in your job. This workshop is a refresher of standard English conventions that if used consistently are likely to produce clear communication.

Proofreading and Copyediting

Instructor: Gerry Max

Wednesday, October 20, 9 am–4 pm

0.6 CEU, \$150, Program #7030

This workshop teaches you how to eliminate embarrassing mistakes and achieve a polished writing style. Learn to mark errors with proofreaders' symbols and to justify changes when working with writers. We also introduce the best reference tools for editing. Note: This is not a computer-based workshop.

Business Writing and Editing

www.dcs.wisc.edu/pda/writing

Workplace Writing

Instructor: Sharon Van Sluijs

Tuesday, November 9, 9 am–4 pm

0.6 CEU, \$150, Program #7037

Learn some tips for improving your memos, manuals and reports in this one-day workshop. We focus on 10 ways to improve your writing, include a brief grammar review, and discuss how to create flow, avoid faulty arguments and bias, and win the reader's approval.

Writing Good Sentences: Editing for Clarity and Conciseness

Instructor: Gerry Max

Wednesday, October 13, 9 am–4 pm;

and Thursday, October 14, 9 am–noon

0.9 CEU, \$200, Program #7028

This one-and-a-half-day workshop shows you how to write clear, efficient sentences that have good movement and flow. Find out how to create variety in sentence structure and eliminate unneeded words. Topics include dangling and misplaced modifiers, active and passive voice, editing, and punctuation.

Comments from past Workplace Skills participants:

I enjoyed the class, and found solid information that I can and will use.

I like that we did a lot of hands on exercises. Doing them really drove home the points being made.

Gerry Max is great at teaching this subject. Good exercises, discussions and humor.

Workplace Communication

www.dcs.wisc.edu/pda/communication

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Art of Conflict Transformation

Instructors: *Kathy Germann and Vida Groman*

Tuesday-Wednesday, December 7-8, 8:30 am–4:30 pm

1.4 CEU, \$290, Program #7010

The art of conflict transformation is about how you can shift from an either-or way of thinking to an attitude of curiosity and openness out of which you can create win-win solutions. The goals of this two-day workshop are to help you increase your comfort in dealing with conflict and learn an effective method for responding to conflict that increases trust and communication in relationships.

E-Commerce Marketing Management

Instructor: *Fredric Gluck*

Tuesday, November 16, 9 am–4 pm

0.6 CEU, \$150, Program #7038

In this one-day workshop, we discuss industry best practices and examine the critical business areas that can make or break an e-commerce site. We also look at strategies for merchandising, service and product copy, analytics, the shopping experience, customer retention tools, online retail management and other issues that affect the success of an ongoing, profitable online business.

Workplace Communication

www.dcs.wisc.edu/pda/communication

How to Design and Teach a Successful Workshop

Instructor: Kathy Germann

Thursday, November 11, 8:30 am–4:30 pm

0.7 CEU, \$150, Program #7011

Do you need to conduct a workshop but you've never had any formal training on how to do it? Have you been doing the same old workshop and are looking for ways to get your audience more involved? In this one-day workshop, you learn the basics of experiential learning theory, how to develop outcome-based learning objectives, and how to use interactive teaching methods.

Joy of Meetings: Recipes for Success

Instructors: Kathy Germann and Denise Jess

Tuesday, October 26, 8:30 am–4:30 pm

0.7 CEU, \$175, Program #7012

Learn how to transform your meetings from food fight to culinary delights by using outcome-based agendas with multi-modal processes that use people's time well, focus energy, and support group members working in more productive and creative ways. In this one-day workshop, you also learn a tool that clarifies the gradients of an agreement and supports lasting solutions. Fee includes textbook *Facilitator's Guide to Participatory Decision-Making*.

Listening for a Change

Instructors: Kathy Germann and Denise Jess

Tuesday-Wednesday, September 28-29, 8:30 am–4:30 pm

1.4 CEU, \$290, Program #7013

Only through true listening and understanding can we hope to create communities that sustain each of us and elicit our best actions based on integrity. Whether you're facilitating a discussion among members of your family, workplace, or faith community, this workshop supports you in learning the skills to listen with curiosity and welcome multiple perspectives.

Perceptual Thinking Patterns™: The Mind at Work

Instructors: Vida Groman and Denise Jess

Tuesday-Wednesday, November 9-10, 8:30 am–4:30 pm

1.4 CEU, \$290, Program #7014

The Perceptual Thinking Patterns™ (PTP) model is a concrete tool that can help you learn, process, and communicate more effectively. The PTP principles taught in this two-day workshop are easy to understand and immediately applicable to the workplace and at home. Understanding how you learn and communicate deepens your satisfaction in life by enhancing creativity, increasing self-awareness and deepening relationships.

Workplace Communication

www.dcs.wisc.edu/pda/communication

Social Media Marketing: Introduction

Instructor: Adrienne Machina

Wednesday, November 3, 9 am–4 pm

0.6 CEU, Fee \$150, Program #7026

Social networking sites like LinkedIn, Facebook and Twitter can be a fun, effective, and affordable way to promote your organization. In this one-day workshop, learn why we can't ignore social media and how they have become a vital marketing tool. Walk away understanding how the key components of a social media marketing plan deliver results. Note: This is not a hands-on computer workshop.

Comments from past Workplace Skills participants:

I couldn't keep up with my own "aha's." If I walk what I've learned it will lead me down a more successful life experience both personally and professionally.

I learned a lot more about how people learn and practical ways to make learning happen at work.

I run 4-5 meetings per week—some large, some small. I'll use this to think more about what I want out of them to bring others along.

Publication and Web Design

www.dcs.wisc.edu/pda/design

These workshops take place at the Computer and Media Center Classroom (second floor), H.C. White College Library, 600 N. Park St. The Computer and Media Center Classroom uses dual-boot (either Mac operating systems or Windows XP) Mac computers. No personal laptops allowed. The workshops are from 9 am to 4 pm, with a lunch break at a time determined by the instructor. Limited enrollment.



Adobe InDesign: Introduction

Instructor: Ken Miller

Section 1: Friday, October 15, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7029

Section 2: Friday, October 29, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7032

Adobe InDesign is a powerful design and production program that has rapidly gained acceptance as the design industry standard. This course familiarizes you with basic InDesign techniques including how to: construct a new document, work with text and pictures, use InDesign palettes, and work with objects, libraries, layers, and more.

Adobe InDesign: Intermediate

Instructor: Ken Miller

Friday, December 3, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7039

In this class you learn how to set up and empty master sheets effectively, design with frames, and use InDesign's drawing tools. You also learn techniques for working with tables and multiple-page documents.

Publication and Web Design

www.dcs.wisc.edu/pda/design

Adobe Photoshop: Introduction

Instructor: Michael Kienitz

Friday, October 22, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7031

This hands-on workshop introduces the basic tools for preparing an image at the desired size and quality for print and for the Web. Learn how to: enhance, tone, size, and sharpen grayscale and color photos; determine correct resolution; remove scratches and dust; composite images; add type; clone portions of one image onto another; work with layers, and optimize images and graphics for the Web.

Adobe Photoshop: Advanced

Instructor: Michael Kienitz

Friday, November 5, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7033

This hands-on workshop focuses on advanced aspects of tools, modes, image adjustments, layer masks, separations, calibration, and process and spot color, as well as achieving predictable reproduction in a desktop prepress environment. We also cover adjustment layers, actions, and the history palette. Bring projects for assistance.

Dreamweaver: Introduction

Instructor: Celeste Anton

Friday, November 12, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7034

Quickly learn your way around Dreamweaver, Adobe's premier Web design application, in this one-day workshop. Topics include an overview of the Dreamweaver interface, insert bar, property inspector, and panels. Create pages with formatted text, images, and links. The class also covers site-management features such as library items and templates.

Web Design Basics using Dreamweaver: Introduction

Instructor: Celeste Anton

Friday, November 19, 9 am–4 pm

0.6 CEU, Fee \$290, Program #7035

Become familiar with Dreamweaver, Adobe's powerful Web application, while learning the best practices for Web designers. Learn Dreamweaver basics, including formatted text, using images, and creating links. We also cover planning your site, image formats, usability, and other essentials. Includes an introduction to HTML and CSS.

Instructors



Celeste Anton designs Web sites and coordinates Internet marketing efforts for University of Wisconsin–Madison Continuing Studies, small businesses, and nonprofit organizations.



Kathy Germann has facilitated trainings on a broad range of human relations issues since 1982. She has taught on three college campuses and managed two nonprofits. She brings passion and a healthy sense of humor to her work.



Fredric Gluck, a 25-year veteran of technology and the Internet, has held numerous corporate marketing and communications positions and has successfully launched e-commerce business ventures for medium and large companies. He owns a Madison based e-commerce consulting practice.



Vida Groman has worked as a teacher, consultant, and therapist for more than 30 years. She uses an eclectic approach that invites participants to learn through their bodies and minds.



Denise Jess has facilitated trainings on human relations since the mid-1980s, including teaching in a learner-centered classroom for 11 years. She is committed to creating inclusive environments where all voices are respected.



Michael Kienitz is an internationally known freelance photographer and a digital-imaging trainer and consultant, who works with publications around the country. His photographs have appeared in *Time*, *Newsweek*, *The New York Times* and *U.S. News and World Report*.



Adrienne Machina has spent more than 15 years helping businesses attract leads and convert sales through effective marketing programs and persuasive messaging. An active member of Toastmasters International, she speaks nationally on social marketing media.



Gerry Max (PhD) has taught business communication at Concordia College and persuasive writing and writing across the curriculum at Lakeland College. He writes on literature, history, and travel.



Ken Miller is the visual editor for Madison's *Capital Times* and a freelance designer and illustrator. He teaches desktop publishing for UW-Madison and the private sector.



Sharon Van Sluijs has taught grammar, writing and literature since 1990 and has worked at UW Press, UW-Madison, Washburn University (KS) and SUNY. She has written and edited for a wide range of clients through her manuscript consulting business, RX: Clarity, LLC.

General Information

Registration

Call 608-262-2451 (toll free: 800-741-7416); or fax your registration to 608-265-3163 (include payment by MasterCard, VISA, American Express or purchase order).

Fee

The fee includes instruction, materials, and a nonrefundable administrative fee of \$20. Lunch is on your own. Limited enrollment; register early.

Cancellation policy

Program—In the event of bad weather or other emergencies, call 608-263-4432 to learn whether a Continuing Studies program or class has been cancelled. Cancellation information will also be posted on the Web at www.dcs.wisc.edu; notification for day-time programs will be available by 7 am; for programs occurring after 4 pm notification will be available by 2:30 pm. If a single program is cancelled, you will be notified by phone; please include phone numbers on your registration.

Participant—If you are unable to attend or arrange for a substitute, you may obtain a refund minus the \$20 administrative fee by contacting our registration department at least three business days before the program. If you cancel three business days or less before the program, or do not attend, you are responsible for the entire fee. To cancel or arrange for a substitute, please call 608-262-2451 or 800-725-9692.

Workshop locations

Refer to applicable Workplace Skills workshop section for program locations.

Parking permits

We strongly recommend that you purchase a parking permit (\$13 per day) at least two weeks in advance from the Registration Office, 608-262-1122. Parking in downtown Madison can be difficult if you are not familiar with the city. Parking information will be sent with your registration confirmation or call them directly if you have parking questions. Permits are mailed to registrants.

Approved credits

You will receive either 0.6 or 0.7 CEU for completion of one-day workshops; 0.9 CEU for the one-and-a-half day workshop, and 1.4 CEU for two-day workshops. (See individual workshop listings.) In addition, CEUs are available for social workers, psychologists, certified counselors, and K-12 educators for all workshops upon request at the time of the workshop.

For more information, visit the following Web sites:

- www.dcs.wisc.edu/pda/writing
- www.dcs.wisc.edu/pda/communication
- www.dcs.wisc.edu/pda/design

Or contact Kathy Berigan, program coordinator, kberigan@dcs.wisc.edu, 608-263-3494, or Chris Dunleavy, program associate, cdunleavy@dcs.wisc.edu, 608-265-4267.

Registration Form—Fall 2010 Workshops

Business Writing and Editing

Back to Basics: Grammar, Punctuation, Writing
 Tues, Oct 19; \$150 #7036

Proofreading and Copyediting
 Wed, Oct 20; \$150 #7030

Workplace Writing
 Tues, Nov 9; \$150 #7037

Writing Good Sentences: Editing for Clarity
 Wed-Thu, Oct 13-14; \$200 #7028

Workplace Communication

Art of Conflict Transformation
 Tues-Wed, Dec 7-8; \$290 #7010

E-Commerce Marketing Management
 Tues, Nov 16; \$150 #7038

How to Design a Successful Workshop
 Thu, Nov 11; \$150 #7011

Joy of Meetings: Recipes for Success
 Tues, Oct 26; \$175 #7012

Listening for a Change
 Tues-Wed, Sept 28-29; \$290 #7013

Perceptual Thinking Patterns™
 Tues-Wed, Nov 9-10; \$290 #7014

Social Media Marketing: Introduction
 Wed, Nov 3; \$150 #7026

Publication and Web Design

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 Fri, Nov 5; \$290 #7033

Dreamweaver: Introduction
 Fri, Nov 12; \$290 #7034

Web Design Basics Using Dreamweaver
 Fri, Nov 19; \$290 #7035

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DAYTIME NUMBER / EVENING NUMBER

E-mail


INFORMATION USED TO CONTACT YOU ABOUT YOUR REGISTRATION AND FOR FUTURE MARKETING


- Please bill my organization at the above address.
 Enclosed is my check payable to UW-Madison.
 Please charge to the following account: MasterCard VISA American Express


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Cardholder's Name

 **Mail:** UW-Extension Registrations, Pyle Center
Dept. 105, 702 Langdon Street, Madison, WI 53706-1487

 **Call:** 608-262-2451 or toll free 800-725-9692 (Wisconsin Relay 711)

 **Fax:** 608-265-3163 or toll-free 800-741-7416

 **Online:** www.dcs.wisc.edu/pda

Phone, fax or online registrations must include payments by credit card or purchase order.

If you have a disability and desire accommodations, please advise us when you register. Requests are confidential.
These programs are offered by UW-Madison in cooperation with UW-Extension. DCS-MAC-401-6/10



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