



AUGUST-DECEMBER 2008

UW-L
Continuing Education
and Extension

Access



LIFELONG LEARNING FOR YOUTH & ADULTS

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Access

Access is published each January and August to inform and educate La Crosse area residents about lifelong learning opportunities at UW-La Crosse.

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If you are interested in:

- More information about learning communities, credit courses, certificate programs, conferences and workshops
- Partnering or co-sponsoring a program with UW-La Crosse
- Creating a program that meets specific needs of your organization

Please contact us:

By Mail: Continuing Education
UW-La Crosse
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1725 State Street
La Crosse, WI 54601

By Phone: 608.785.6500; 1.866.895.9233

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Web site: www.uwlax.edu/conted

Many of the programs are made possible in partnership with UW-Extension.



Greetings to our extended community of learners

Continuing Education and Extension makes the excellent resources of UW-L available to all members of the regional community. We look for specific points where we can create meaningful programs which connect to the needs of those both in our immediate community and around the state. Programs and courses, some leading to formal degrees or certification, are currently offered in community health, human services and gerontology, the visual and performing arts, business development, exercise and sport science, and many other fields, including youth programs focused on the particular needs and interests of children. We can also create customized programs to serve specific audiences. Our goal is to provide interesting, informative, and timely programming relevant to individuals in all stages of life.

Whether you are a teacher looking for professional development opportunities to support your work in the classroom and stimulate career enhancement, or a retired professional seeking inspiring classroom or travel experiences, you will find programs of value at UW-L Continuing Education and Extension. Contact us for more information, to register, or to share an idea you have for a new program!

We look forward to seeing you in the near future, and to working with you as you explore new educational and experiential territory!

Best wishes,

Kathleen Enz Finken

Provost and Vice Chancellor for Academic Affairs

Human Services

Aging



Transformational Reminiscence Series: November 4 & 5

Instructor: John Kunz, International Institute for Reminiscence and Life Review, UW-Superior, has practiced as a psychotherapist and educator for the past 27 years, authoring articles, book chapters and educational and training videos.

Life Stories and Reminiscence

Explore wisdom and creativity in the second half of life. Emphasis is placed on the research into cognitive and psychosocial growth as we age. The practical uses of reminiscence and life review to increase the quality of life and relationships of older adults will be demonstrated utilizing the three dimensions of the Life Story Matrix. Inspiring and practical for anyone working to keep aging brains healthy and happy.

Nov. 4; 8:30 a.m.-4:30 p.m.

\$95; \$80, certificate participants, lunch included

Targeted Interventions for Older Adults with Dementia

Define and demonstrate the use of reminiscence and life review techniques with older adults who have dementia. Integrate these techniques with Reisberg's Scale of Cognitive Decline in accordance with his theory of "retrogenesis." Observe and practice these techniques at each successive level of dementia related confusion. Discuss current issues and problems you may be having with your own clients who have dementia.

Nov. 5; 8:30 a.m.-12:30 p.m.

\$65; \$55, certificate participants, lunch included

Groups for Confused Adults

Through a combination of lecture, video examples and role play, learn how to plan and conduct a group process that is therapeutic for older adults with dementia. Within the framework of reminiscence and life review approaches, Reisberg's theory of "retrogenesis," Cognitive Behavioral Therapy and social theory learn how to engage individuals with dementia in a way that leaves them with a sense of competence and dignity that stays with them beyond the group experience.

Nov. 5; noon - 4:30 p.m.

\$65; \$55, certificate participants, lunch included

\$95; \$80, certificate participants, morning and afternoon workshops

\$180; \$150, certificate participants, both days

DEMENTIA SPECIALIST PROGRAM: BEST PRACTICES

Recommended for all levels of direct care staff, the Dementia Specialist program offers the most up-to-date knowledge and techniques to those caring for persons with dementia. Based on the principles of person-centered care, this two-day program offers practical skills that increase caregiver's confidence and effectiveness, especially when addressing difficult behaviors. The program offers creative and interactive learning experiences with significant opportunities for networking. Offered in partnership with the Alzheimer's Association of Greater Wisconsin.

Oct. 9-10, 8 a.m.-4 p.m.

UW-La Crosse

\$150, includes all materials and lunches; \$125, for Coulee Region LTC Workforce Coalition members and UW-L Gerontology Certificate students.

Special discount: If you are a family caregiver over the age of 65 or caring for someone over the age of 65, contact the La Crosse County Aging Unit for assistance with fees and respite care: 608.785.9710



Human Services Aging

Gerontology Certificate Program – 60 hour program

The Gerontology Certificate Program consists of 60 hours of core workshops: Essentials of Gerontology, Social Issues of Aging, The Psychology of Aging, Drugs and Aging and Physiology of Aging. This program can be completed in 18 months.

Advanced Gerontology Certificate Program – 120 hour program

The Advanced Gerontology Certificate Program is designed to give participants in-depth knowledge through core workshops and allows for individual focus through additional learning opportunities. This certificate can be completed in two years.

SPECIAL DISCOUNTS

Students, senior citizens and members of the coulee region Long-Term Care Workforce Coalition can receive discounts on fees for select programs. Financial and respite care assistance is available to family caregivers through the La Crosse Aging Unit. Scholarships are available for the Gerontology Certificate Program. Call 608.785.6509 to request an application form.

Essentials of Gerontology

To understand aging, we must consider the emotional, social, physical, and spiritual dimensions of the aging process. This workshop presents an in-depth overview of the historical and social context of aging. The myths and stereotypes of aging are explored and the impact of ageism is examined. Caregiving will be discussed both from a personal and professional perspective. Experiential and interactive learning will be the focus of the class. (Certificate Core)

Instructor: Sara Sullivan, Ph.D.,

psychology, UW-La Crosse

Sept. 16, 18, 23

UW-La Crosse

\$120; \$100, certificate participants

Physiology of Aging

This workshop provides an overview of the normal physical and physiological changes that occur in an individual with increasing age. The impact of these changes on the day-to-day activities of the elderly are explored. This workshop presents strategies that can be used to assist the elderly in maintaining physical and mental well-being. Examples of physically active older individuals and their physical accomplishments are examined. (Certificate Core)

Instructors: Judy Anderson, DNSc, RN,

CCRN, associate professor of nursing,

Viterbo University and staff nurse at Gundersen Lutheran.

Jane Mrozek, MSN, RN, staff nurse at Gundersen Lutheran.

Oct. 24-25

UW-La Crosse

\$120; \$100 certificate participants



Human Services Aging/Long-Term Care



Aging-Friendly Community Tour

How “aging-friendly” is the La Crosse area? Join us on a narrated tour and see for yourself. Do streets and crossings make walking easy? Which neighborhoods offer convenience and continued sociability for elders? What housing options exist as we need more support? What makes communities good places for growing up and growing old? This mini-bus tour will include time with planners and providers, discussion and lunch. Accessible transportation provided. Offered in partnership with La Crosse County Aging Unit.

Sept. 23; 9:30 a.m.-3 p.m.

\$15, lunch included

Election 2008:

Candidates Forum on Long-Term Care

Elders and persons with disabilities, caregivers, advocates and friends are encouraged to bring ideas and questions about the choices, services, programs and policies that make up the system of long-term care. Offered in partnership with the Coulee Region Long-Term Care Workforce Coalition.

Oct. 13, 11 a.m.

Aging and Film: (More) Stories from the 3rd Age

Last year’s film event was a huge success, so we’ve scheduled another. Join us for an evening of life stories told through film. Short features and longer stories are part of this mini-festival — films that illuminate our aging journeys with poignancy, power and delight. A relaxing evening of insights, energy and mirth!

Jan. 16, 2009; 4-9 p.m.

UW-La Crosse

\$25/ticket or two for \$40; light meal and snacks included

Advanced Long-Term Care Leadership Development: “Leadership, Management, and Supervisory Development”

What do I need to be: A leader? A manager? A supervisor? Or, can I be all three? The answer is a responding yes! To succeed as a leader in the field of long term care, you have no choice. To thrive, not just survive, you must recognize and meet the challenges of all three. Each role demands different practices, strategies and insights. This series presents practical skills and increased awareness that can prepare you in leadership, management and supervisory development.

Instructor: Fred Kusch, president of JFK

Associates, Inc., a consulting firm specializing in healthy and productive workplaces, has served as an instructor for the Leadership Development series since January 2006.

Oct. 7, 21, Nov. 4, 18; 8 a.m.-noon

**JFK Associates, 5th and Main Sts.,
La Crosse**

\$275

The popular 16-hour series, Leadership Development for Long-Term Care Supervisors is planned for early spring. Call 608.785.6509 for more information.



Human Services

Creating Inclusive Workplaces: For Employers Embracing Excellence

Join area employers and human resource professionals who recognize the value and opportunity diversity brings to business. Acquire the tools needed to use the assets within your organization and the Greater La Crosse area to attract, retain, and manage a workforce based on inclusiveness and respect for individuals.

Sept. 11 - Diversity at Work

Sept. 25 - Employers of Choice

Oct. 9 - Active and Intentional Recruitment

Oct. 23 - Extending and Building Welcome

Thursdays, 3-4:30 p.m.

Chamber of Commerce of Greater

La Crosse Area

\$15, session; \$45, series

Practicing Inclusiveness/Embracing Diversity: A workshop for human service professionals

Through reflection, dialogue, and skill-building, along with a good measure of humor and hopefulness, this workshop invites human service professionals, social workers, counselors and therapists and community helpers to explore what difference “difference” makes. Case studies, analysis, and re-scripting practice will increase participants’ intercultural competencies and heighten awareness of self and other. The workshop features the UW- La Crosse Action through Performance theater group.

Instructor: Jo Glasser, Ph.D., UW-La Crosse, has extensive experience in organizational development, peer mediation and conflict resolution within the healthcare field and larger community.

Dec. 3, 8:30 a.m.-4:30 p.m.

Radisson, La Crosse

\$85, includes lunch

Online Learning

Spanish for Health Professionals - Intermediate (Self-directed)

This class is an exciting and groundbreaking intermediate-level Spanish program for students and practicing health-care professionals. It promotes Spanish competency in language and cultural awareness to help learners better communicate with their patients and clients.

2840/JER1718

\$99

Grant Writing Fundamentals for Non-Profit Organizations (Self-directed)

This class will give you the tools you need to efficiently and effectively prepare grant proposals to seek funding for non-profit organizations. You will do the actual writing and research throughout the class. At the end of the class, you should be prepared to mail letters of inquiry and grant proposals.

353 /JER524

\$99

Overcoming the Loss Of A Loved One (Self-directed)

The strategies and tips in this course will help you learn how to understand the impact of losing a loved one and anticipate the emotions you can expect to experience. There are tools to help the bereaved accept the loss and define ways to deal with it.

1276/JER 3459

\$24

Guardianship Decisions for Elderly Loved Ones (Self-directed)

This course will provide specific directions for determining appropriate care alternatives, alerting you to pitfalls, giving you ideas for maintaining the loved one’s quality of life and enlisting the support of caring for others as you strive to fulfill guardianship responsibilities.

1244 /JER3428

\$28

See page18 for more Online Learning classes.

For more information contact: robinson.kay@uwlax.edu

To register visit: www.uwlax.edu/conted and click on JER Online

Human Services Autism



Introduction to Autism Spectrum Disorders

Students with autism spectrum disorder (ASD) and other pervasive development disorders span a wide range of qualities and functioning levels. While many are able to master the regular education curriculum, the methods for delivering instruction and the ways in which students need to respond to that instruction can be significantly different than for other students in the classroom. Participants will be able to identify characteristics of autism spectrum disorders and implement a wide variety of strategies in the school, home and community environments to meet the needs of students with ASD.

Summer 2009

Tuition, 2 credits (UG/GRAD) plus special course fee

Autism Spectrum Disorders Certificate Program

A certificate for educators and human service professionals

In partnership with Chileda, the Autism Spectrum Disorders certificate covers best practices for communication, education, nutrition, medication, sensory stimulation and social issues. The entire program consists of 30 hours of instruction. An optional credit course is offered in conjunction with the certificate.

Who will benefit?

Parents, teachers, paraprofessionals, speech pathologists, occupational therapists, psychologists, social workers, other educators or persons providing direct support or service to an individual with an autism spectrum disorder. Please call 608.785.6508 to be placed on the mailing list. For information about credit offering call 608.785.6513.

Summer 2009 dates and location TBD

CEU option or 2 credits (UG/GRAD)

(See page 9 for credit option)

Midwest Autism Conference: Putting the Pieces Together

Join us for a comprehensive conference covering strategies that support individuals on the Autism Spectrum in school, home and community environments.

Throughout this event, you can attend any of the array of sessions covering:

- Visual Structure
- Sensory Integration
- Positive Behavior Strategies
- Teaching Social Skills
- Communication Options
- Biomedical Treatments
- Vocational Preparation
- Early Diagnosis and Intervention
- Biomedical Treatment Options

Who should attend?

Teachers, social workers, occupational therapists, physical therapists, health care professionals, group home and rehabilitation staff and university faculty who teach student teachers. **A presentation for parents will kick off the conference on Sunday evening. A tour of Chileda included on the last day.**

Oct. 19-21

La Crosse Center

\$195; \$15, Sunday evening only

Directed Studies: Midwest Autism Conference: Putting the Pieces Together

Oct. 19-21

La Crosse Center

1 credit (GRAD)



Community Health/ Physical Therapy

Health-Related Data Analysis Made Easy: Excel OR EpiInfo

Learn how to organize, summarize and interpret data using Excel or EpiInfo software. Throughout this hands-on workshop gain insight into your data, examine basic statistical facts and their use, analyze data and interpret the information. Learn how to:

- develop and computerize a questionnaire
- develop graphs and maps
- access and use statistical calculators
- produce a report and present the data

Health-Related Data Analysis Made Easy: Excel
Sept. 20

Neenah/Menasha, Wis.

1 credit (UG/GRAD); Noncredit option available

Health-Related Data Analysis Made Easy: EpiInfo
Aug. 9

UW-Marshfield/Wood County, Marshfield, Wis.

OR, Oct. 18

Neenah/Menasha, Wis.

1 credit (UG/GRAD); Noncredit option available

Experiential Learning Strategies for Health Education

Examine emerging educational processes, strategies and issues, and how they can be applied in the facilitation of health education and health promotion programs in the school and/or community settings. Topics will be drawn from the annual convention of the Wisconsin Association for Health, Physical Education, Recreation and Dance, with major focus on the development of a practical project or curriculum applied to your professional work setting.

Oct. 29-31

Stevens Point, Wis.

1 credit (UG/GRAD)

Adolescent Health Symposium

This highly anticipated annual event addresses key health issues impacting our youth. Participants include teachers, counselors, community agency professionals, health educators and health and human service professionals. Three tracks will be offered focusing on:

- Nutrition and physical activity
- Mental health and well-being
- Human sexuality and individual responsibility

Special student rates are available.

Feb. 5-6, 2009

Neenah, Wis.

For more information about these programs, or the opportunity to work in partnership for the development of educational activities that address special needs, contact Gary Gilmore, MPH, Ph.D., CHES, Community Health Program Director, at 608.785.8163 or gilmore.gary@uwlax.edu

2008 Wisconsin Upper Extremity Symposium and Workshops

The Symposium and Workshops is a professional development program for practicing physical therapists and athletic trainers. This examination, rehabilitation and techniques course can help you improve your knowledge and skills in the treatment of orthopedic and sports injuries. Three hours of hands-on workshop experience are included in this intensive program. The symposium features detailed lectures on anatomy, biomechanics, examination, and specific rehabilitation protocols and pathologies. A distinguished faculty of experienced physical therapists, athletic trainers, physicians and clinical educators gather to share recent advances in the field.

Nov. 14-15

La Crosse



Teacher Education

Attention Teachers:

Would you like to obtain professional development credit courses at a time and place of your choosing? If so, please contact Annette Valeo at 608.785.6528.

Master of Education-Professional Development (ME-PD) Learning Community

UW-La Crosse offers the ME-PD Learning Community program throughout the state based on requests from educators. The degree is designed for PK-12 classroom teachers, school professionals or others who want to develop education competencies for professional growth.

As a Learning Community student, you will come together as a group for two years and complete a four-semester, integrated curriculum, as well as an action research project and portfolio, which serve as your culminating activities. This 30-credit graduate program will influence how you think about learning, teaching and assessment, while allowing for constant improvement for you and your students. You

will learn practical skills that will be immediately applicable to your work setting and to your district's goals.

The innovative format, one weekend a month, Saturday 8 a.m.-4:30 p.m. and Sunday 8 a.m.-3:30 p.m., enables you to earn a master's degree while maintaining a career and personal life.

Check our Web site for weekend dates and locations: www.uwlax.edu/mepd/lc

For more information, admission materials or questions, call toll-free 1.866.895.9233 or e-mail at lc@uwlax.edu. If you are interested in having a Learning Community in your area, call and let us know!

License Renewal Support Center

UW-La Crosse School of Education and Office of Continuing Education and Extension in collaboration with CESA #4 have been awarded a Wisconsin Department of Public Instruction grant that supports a License Renewal Support Center (LRSC). UW-L is one of 12 sites in Wisconsin to be named a LRSC. The primary purpose of the Center is to provide PI-34 license renewal-related services to various licensed educators not employed by Wisconsin public schools. The secondary purpose is to provide assistance to licensed Wisconsin educators who wish to renew their license using a professional development plan in 2008 and 2009.

Become a more effective teacher and care provider to young children!

The Early Childhood Professional Development Options collaborative is committed to increasing the quality of professional development for all those who care for and teach our young children. If you are interested in enhancing your knowledge and skills while networking with other early childhood educators and caregivers, call 608.785.6528 for more information.

Introduction to Autism Spectrum Disorders

(For noncredit option, see page 7)
Students with autism spectrum disorder (ASD) and other pervasive development disorders span a wide range of qualities and functioning levels. While many are able to master the regular education curriculum, the methods for delivering instruction and the ways in which students need to respond to that instruction can be significantly different than for other students in the classroom. Participants will be able to identify characteristics of autism spectrum disorders and implement a wide variety of strategies in the school, home and community environments to meet the needs of students with ASD. (See page 7 for description of certificate)

Summer 2009
2 credits (UG/GRAD) or CEU option

DIRECTED STUDIES: Midwest Autism Conference: Putting the Pieces Together

See page 7 for conference details.
Oct. 19-21
La Crosse Center
1 credit (GRAD)



Teacher Education

NEW! ACT Prep training for School Districts

A must for schools that want to increase access to quality ACT preparation for their students.

Our new “Train the Trainer” workshop enables school districts to conduct ACT prep workshops for their high school students at the time and location of their choice. In this one day session, content area teachers are prepared to teach workshops for their students in the four core areas of the ACT: English, Reading, Math and Science Reasoning. Research-based teacher and student course materials provided by Cambridge Educational Services are included. Essential takeaways from the Train the Trainer workshop include:

- How to use pre-test scores to tailor effective preparation
- Key test-taking strategies specific to each content area and question type
- Test-taking time management

For more information contact:

Annette Valeo

608.785.6528 or valeo.anne@uwlax.edu

Annual Fall Educator & Parent Workshops Differentiating Curriculum with Roger Taylor

Teachers, GT coordinators, school administrators and parents will learn research based best practices that combine an interdisciplinary approach with multiple intelligences theory for effective differentiated instruction across grade levels. Wisconsin Teaching Standards 1, 3, 4, and 7.

Teacher Workshop:

Nov. 19

UW-La Crosse

\$85

Parent Evening Workshop:

Nov. 18, 6:30-8 p.m.

UW-La Crosse

\$9

Attention Teachers:

Would you like to learn how to teach online—both the basics and best practices for conveying curriculum in an online format? If so, please contact Annette Valeo at 608.785.6528.

Online Learning

Developing A Child’s Critical Thinking Skills (Self-directed)

Critical thinking skills are essential for children to have as they learn to make decisions and solve problems. This course addresses what adults can do to teach children how to think through and reason in age-appropriate ways, preparing them for the greater responsibilities that come as the child matures.

1238/JER3422

\$27

Online Research Techniques (Self-directed)

Online Research Techniques is a seven-day online course. This course will help you develop online research skills and gain knowledge on Grolier Online and GaleNet resources. This course is designed for K-12 teachers, but the concepts and examples will translate for any online course developer.

1679/JER4024

\$69

See page18 for more Online Learning classes.

For more information contact: robinson.kay@uwlax.edu

To register visit: www.uwlax.edu/conted and click on JER Online

Youth Programs



STEM Saturdays: Science, Technology, Engineering & Math

Scientists, technologists, engineers and mathematicians shape the world around us. They design and build everything from artificial limbs, to computer games to automobiles. The youth of today are leaders of tomorrow. They need opportunities to advance their interests and abilities in science and technology to make informed academic and career choices. STEM Saturdays are designed to give youth, grades 4-8, a chance to explore the wonderful world of science, technology, engineering and math in a fun, hands-on way. To register for a STEM Saturday visit the Web site www.uwlax.edu/conted/stem or call 608.785.6508.

FALL 2008 SESSIONS

Myrick Park Marsh Plants and Animals (Sept. 20)

Discover the interesting plants and animals that live in Myrick Park Marsh. See the large and the small through a magnifying glass, collect samples of animal eating plants and find microscopic organisms. Get an up-close picture of how life works in the great outdoors.

Instructor: Tim Gerber, Ph.D., UW-La Crosse

Where on Earth? (Oct. 18)

Learn how GPS satellites use mathematics to triangulate your position on the surface of the earth. Use GPS units in a race to find a hidden treasure and develop a way to measure the size of the earth.

Instructor: Jen Kosiak, Ph.D., and Jon Hasenbank, Ph.D., UW-La Crosse

Crime Scene Investigation: The Case of Jason Worth (Nov. 15)

Money, power and mystery! A missing heir! Use the same tests that a forensic scientist would use to discover who kidnapped Jason Worth by analyzing blood samples, finger prints and other evidence to solve the crime.

Instructor: Faye Ellis, M.S., UW-La Crosse

General Public Sessions: Sept. 20, Oct. 18, Nov. 15; 9 a.m.-noon

Girl Scouts Sessions: Oct. 18, Nov. 15; 1-4 p.m.

UW-La Crosse

\$29, per session

SPRING 2009 SESSIONS

Movie Production through Computer Programming (Jan. 17)

Computers are used to power cell phones, assist surgeons and nurses, keep cars running, send e-mail and create movies. Learn the basics of computer programming by writing, directing and filming a movie script. Construct a virtual 3D world involving dancing figure skaters, singing frogs, and polar penguins. Direct these objects by creating a programming script and record it all using a virtual camera that follows your every instruction.

Instructor: Kenny Hunt, Ph.D., UW-La Crosse

Celebrate Engineering! (Feb. 21)

Engineers use science, math and their creativity to create things that matter. This high-energy session will test your problem solving skills as you develop solutions for a series of challenges.

Instructor: Eric Brunsell, Ed.D., UW-La Crosse

SPRING 2009 SESSIONS continued on next page.



Youth Programs

STEM SPRING 2009 SESSIONS continued from previous page

Color, Candy and Cabbage (March 21)

What gives Kool-Aid, Skittles and M&M candies their color? What gives cabbage its color? We're told highly colored fruits and vegetables hold great health benefits. We even add color to some foods to enhance the appearance of the food we eat. When we add color, do we add health benefits too? What gives fruit and vegetables their bright colors? Explore the properties of dyes that come from fruits, vegetables and candy.

*Instructor: Sandy Koster, Ph.D.,
UW-La Crosse*

How Stuff Works (April 18)

Explore the engineering and mathematics principles behind how spaceships move, why iron ships float (and why the Titanic sank), how catapults work, and what makes tall buildings and long bridges stand the test of time.

*Instructors: Jen Kosiak, Ph.D., and
Jon Hasenbank, Ph.D., UW-La Crosse*

**General Public Sessions: Jan. 17,
Feb. 21, March 21, April 18;
9 a.m.-noon**

**Girl Scouts Sessions: Jan. 17,
Feb. 21, March 21, April 18;
1-4 p.m.**

**UW-La Crosse
\$29, per session**

ACT Prep Course

Designed to raise student test scores

Preparing for the ACT can increase test scores to be accepted by the college of your choice and receive scholarships. Learn test-taking strategies, receive instruction in each of the four testing areas, and take a retired pre- and post-ACT test. Learn writing strategies to assist you in the new essay part of the ACT test. Upcoming ACT Test Dates: Dec. 13, 2008 and April 4, 2009

Oct. 18-Nov. 22, Saturdays, 8:30-11:30 a.m.

OR, Feb. 14-March 21, 2009; Saturdays, 8:30-11:30 a.m.

UW-La Crosse

\$149

Junior Science & Humanities Symposium

The Junior Science & Humanities Symposium (JSHS) encourages high school students to engage in original research in the sciences, engineering or mathematics. JSHS achieves this goal in a symposium format which features presentations of research conducted by high school students, public recognition and awards, and interaction with practicing researchers. Teachers and guidance counselors should call 608.785.6508 for further information.

Sept. 21-23

Pigeon Lake Field Station

\$20, includes overnight accommodations and meals

Scholarship funds are awarded on a first-come, first-served basis to families with less than \$40,000 annual income. Scholarships are good for one program per year and do not include supply/equipment fees. If interested, call 608.785.6508 for an application.



Business Development



Your Career, Your Life: A Career Workshop for Professional Women

Designed to enhance the career potential of women within the 7 Rivers Region. You will consider the “big picture” of the working lives of professional women while learning practical how-to strategies designed to help align your long-term goals with day-to-day activities. This thought-provoking workshop consists of five core topics:

- 1) women’s strengths and challenges in today’s workplace
- 2) expanding effectiveness and influence
- 3) work-life balance
- 4) mentoring and finding mentoring
- 5) stages of effectiveness and career development.

Sept. 16

UW-La Crosse

\$149

Power Tools: Sales

Designed for business owners and managers who are new to the responsibility of selling and who need to develop a useful set of tools to power up the bottom line. Participants are encouraged to attend all five sessions, but are not required. All five programs are Wednesdays from 5:30-7:30 p.m.

Sept. 16: Building the Bridge

Sept. 23: Creating Prospect Files

Sept. 30: Successful Introductory Calls

Oct. 14: Putting It All Together

Oct. 21: Understanding Your Buyer’s Behavior

UW-La Crosse

\$35, individual session; save 20% on entire series for \$140

Business over Breakfast Series

Business owners and managers meet to discuss topics ranging from team building to increasing sales to performance appraisals. This series is co-sponsored by the La Crosse Area Chamber of Commerce, Downtown Mainstreet Inc., SCORE, the WTC Extended Education and Training Division and UW-L’s Small Business Development Center. For more information and the complete schedule, visit the SBDC Web site at www.uwlax.edu/sbdc or call the Greater La Crosse Area Chamber of Commerce at 608.784.4807.

Sept. 24, Oct. 22, Nov. 26

La Crosse

COMMUNITY ECONOMIC DEVELOPMENT EVENTS

Economic Indicators: An Update for the 7 Rivers Region

Continual regional research builds on a base of information and provides decision makers like you with valuable tools for strategic planning. State Bank of La Crosse, in collaboration with the UW-L College of Business Administration and the *La Crosse Tribune*, is continuing sponsorship of this program.

Sept. 10

UW-La Crosse

\$20



7 Rivers Region: Alliance 2008

Annual conference showcasing the power of regionalism and identifying the potential for public-private partnerships.

Oct. 9

\$35 for members of 7 Rivers Region Alliance;

\$55 for non-members of 7 Rivers Region Alliance

La Crosse Center South Hall Ballroom

UW-L Small Business Development Center

works with you to build on your knowledge and years of hard-earned experience.

- Access world-class information resources of the UW System.
- Develop more control of your business through small business workshops including marketing, finance, human resources and more.
- Discuss your management decisions and challenges with knowledgeable business advisers.
- Provide synergy and shared learning with customized training for your organization.



Business Development

S B D C
Small Business Development Center
UNIVERSITY OF WISCONSIN-LA CROSSE

Business Basics Workshop Series: Your Starting Point for Smarter Decisions

Sign up for one or all of the informative Business Basics workshops offered by the Small Business Development Center. Pick the topics and times that work for your busy schedule. Take each class individually (\$35 each) or register for each of the four workshop topics at one time (\$100) and save 20%. Light snacks and refreshments provided.

The First Steps to Starting Your Business

The Small Business Development Center offers a class for new business owners. In a small group setting, you will review the basics of going into business and identify your next steps. Instruction time is three hours, including time for questions and answers.

Aug. 21 or Sept. 25 or Oct. 29 or Nov. 18
UW-La Crosse

Financial Basics for Business

Financial statements can help you make key decisions for your business. This three-hour workshop provides an introduction to three basic financial statements used by business owners: income statement, cash flow statement and the balance sheet. You will learn how to read these financial statements and how to use them for better management control.

Sept. 24 or Nov. 19
UW-La Crosse

Marketing Basics for Business

Marketing is the strategic foundation for business success. Selecting target markets, analyzing the competition, building your promotion calendars and evaluating your marketing results will help keep your business on the right path. Begin to plan your marketing efforts.

Sept. 11 or Nov. 6
UW-La Crosse

Planning Basics for Business

Writing a business plan is more than a document. It is a planning process that will help your business be more successful! This three-hour class includes what goes into a business plan, what resources are available, and how to get started.

Sept. 17 or Nov. 12

SUCCESS ON EBAY SERIES

Take each class individually (\$99 each) or register for both topics of the series (\$169) and save 15%.

Basics of Selling on E-Bay

Course is taught by a certified eBay instructor. You will learn the basics of selling on eBay, including safety, creating an account, creating titles and descriptions, determining pricing, shipping, returns, photography, PayPal, collecting payments, selling strategies, following up after the sale and general eBay navigation. Basic computer knowledge is required. Each participant will receive a free copy of the manual *The Basics of Selling on eBay*.

Oct. 8
UW-La Crosse

Advanced Selling on E-Bay

Course is taught by a certified eBay instructor. You will learn more advanced aspects of selling on eBay, including: starting a business on eBay, starting an eBay store and marketing and managing listings, managing shipments and payments, and reporting options. Basic eBay selling knowledge is required. Each participant will receive a free copy of the manual *Beyond the Basics: Techniques for the Serious Seller*.

Nov. 5
UW-La Crosse

Best Tactics for Online Marketing

Increase your Web site traffic and online revenue by learning "how-to" strategies and techniques for effective search engine optimization and search engine marketing. Practical exercises, case studies, and group discussion will make the session a productive learning experience.

Nov. 19
UW-La Crosse
\$99

Supervisory Management Certificate Program

Managers throughout Wisconsin and surrounding areas have participated in this series. Concerned about doing their jobs well, managers look to our seminars for practical discussions about issues that face work groups in every business setting.

The seminars in this series are your opportunity to learn new skills and improve how you manage people. Our small-group formats provide opportunities for you to work with other participants on case studies and practical exercises.

Certificate requirements:

- Completion of Supervisory Management 1, 2 and 3
- Completion of three specialized management courses (electives)
- Up to five years to complete certificate requirements

You may register for any seminar without participating in the certificate program. Fees are \$425 per seminar which includes instruction, materials, lunch and refreshments. Some discounts may apply. For complete details on registration and program content, call 800.582.5182 or 608.785.8783.

CORE SEMINARS

Supervisory Management 1

First-line managers need good leadership skills. Topics include (1) the transition to management, (2) analyzing leadership styles, (3) motivating employee performance and (4) discipline and work rules. Supervisory Management 1 is an excellent introductory course for new managers facing the challenges of leading a work group.

Sept. 17-18

UW-La Crosse

Supervisory Management 2

Leadership development continues in four key areas (1) orienting people to your work unit, (2) understanding your communication behaviors, (3) managing time and (4) using delegation as a development tool. We build on the leadership skills learned in the first seminar and focus on maintaining a productive work group.

Oct. 22-23

UW-La Crosse

Supervisory Management 3

Communicating clear, specific expectations to your people is critical for operational effectiveness. Giving feedback during day-to-day coaching sessions as well as during formal performance reviews is an essential skill. We discuss why there is resistance to performance assessment, how to establish job expectations, and how to conduct productive coaching sessions.

Nov. 11-12

UW-La Crosse

ELECTIVE SEMINARS

Negotiation Skills*

Managers can learn the strategies, skills, and motivations for negotiating win-win outcomes. The two-day program will help you efficiently reach satisfying agreements for both parties in any negotiation and apply the concepts to both everyday situations including specialized contract and conflict situations.

Oct. 2-3

UW-La Crosse

Maximizing Performance

If you are responsible for improving the performance of your work group, you will benefit by discussing performance issues with your peers throughout the region. Small business owners and production supervisors will find this seminar very practical and the suggestions are readily implemented. People from health care, human services, banking, communication, engineering, utilities, construction, wholesale, retail and manufacturing business settings have benefited from attending past sessions.

Oct. 28-29

UW-La Crosse

Project Management Certificate Program

This program is an innovative and collaborative education opportunity that provides you with a targeted and unique learning opportunity. Your program is custom designed to fill the individual skill gaps and designed to work for your planned future career needs. The program is self-guided. You will be required to complete 56 hours of learning activities to earn your certificate. You will work individually with the instructor to select learning activities in-line with your goals and learning style.

Oct. 1-Dec. 31

\$1,500



SBDC

Small Business Development Center
UNIVERSITY OF WISCONSIN-LA CROSSE



Business Development

Geographic Information Systems (GIS) Certificate Program New Cohort Beginning Fall 2008

Geographic Information Systems (GIS) provides a means of linking databases to maps, creating visual representations of statistical data, and analyzing how location influences features and events. The GIS certificate program is designed for individuals in the workforce interested in using GIS in their current positions or for career enhancement. This program provides:

- Hands-on-education with state-of-the-art technology and software
- A broad background necessary for career advancement
- Practical approaches to GIS implementation and project management



Joyce Diveley: Profits from Program

Joyce Diveley is a clay artist from Onalaska. The business skills she developed while attending the “Learning Community of Artists: Best Business Practices Program” helped increase her sales by approximately 300 percent from January to May 2008. Joyce applied newly-learned marketing strategies including the launch of a new Web site. She also revised her pricing strategy, improved her record keeping policies and business operations, started a clay camp (pottery making classes) and much more. As a result of the Learning Community of Artists program, Joyce believes she is closer to achieving financial success without sacrificing creativity.

Learning Community of Artists: Best Business Practices Program

This program is designed to empower visual artists from all disciplines to take the next step in building sustainable art businesses. The program is a discussion rather than lecture-based format and teaches both theory and hands-on skills with an emphasis on adult, interactive learning. The community of artists stays together through the year to support and learn from each other. Many of the learning outcomes are self-selected and self-directed, respectful of scheduling and learning-style preferences. Join a learning community of artists, improve your business skills and learn how to achieve financial success without sacrificing creativity.

Oct. 2008-June 2009

The GIS Certificate Program requires completion of two courses and a project or internship. Optional undergraduate credit is offered in conjunction with the certificate. Credit course participants complete additional assignments.

Applications of GIS I

Sept. 3-Dec. 10, Wednesdays, 6-9 p.m.

UW-La Crosse

Applications of GIS II

Jan. 28-May 6, 2009; Wednesdays, 6-9 p.m.

UW-La Crosse

For noncredit information or to register, contact

Jan Olson at 608.785.6506; olson.jani@uwlax.edu

For credit information or to register, contact Karen Hansen at 608.785.6513; hansen.kare@uwlax.edu

Artists Planning for Profit: An Entrepreneurial Program

Writing a business plan can be difficult. It is even harder for artists who traditionally are more successful in using their creative side than their analytical side. Whether just starting or expanding your art business, developing a business plan is critical to reducing expensive trial and error. A plan will help you meet requirements of lenders and attract investors. Your plan will be your objective decision-making guide for the future. Our 10-session training program will help you stay focused and move ahead step-by-step toward developing a plan for building and marketing a thriving, profitable art business.

Oct. 2008-June 2009

Arts/Humanities



The First Steps to Starting Your Art Business

Starting your art business – whether it's fine art or a fine craft such as doll making, sculpture or jewelry – can be a daunting task. In a small group setting, review the basics of starting your art business and identify the next steps. Learn what information is needed and where to find it, including government regulations and basic record keeping. CEUs are available.

Sept. 17, 5:30-8:30 p.m.

UW-La Crosse

\$35

The Art of Marketing

A must for all artists & crafters – regardless of experience!

Are you ready to gain more exposure and increase your art sales without spending a lot of money...and still have plenty of time to create? In this three-hour class you will acquire skills that will help to competitively price, present and sell your artwork, analyze the competition and design effective promotional materials. From networking to advertising to Web sites and everything in between, this class covers it all

Oct. 15, 5:30-8:30 p.m.

UW-La Crosse

\$35



Introduction to Blacksmithing

An introductory studio course providing you an opportunity to develop skills and knowledge of basic blacksmithing through the production of utilitarian and non-utilitarian forged objects. Basic principles of forging hot iron, joinery and fabrication are covered.

Sept. 6-Dec. 6; Saturdays, 9 a.m.-1:30 p.m. (additional studio time will be scheduled)

UW-La Crosse

\$325, includes supplies

Figuration Studio

Develop your personal style, hone your skills and discover various drawing techniques during this 10-week class. Use a variety of mediums, including pencil, charcoal, watercolor and other mediums to draw from a nude model. Instruction and group critiques will aid your growth as an artist. Bring your own drawing supplies. Open to adults at all skill levels.

Sept. 22-Dec. 1, Mondays, 6:30-8:30 p.m.

UW-La Crosse

\$70

Fall Milwaukee Art Tour

Your first stop will be the Olbrich Gardens in Madison to view their fall garden display, then on to Milwaukee for an afternoon at the Milwaukee Art Museum on beautiful Lake Michigan. The evening is yours to explore what Milwaukee has to offer. On Sunday spend the day at the Mitchell Park Domes. Costs include motor coach transportation, snack on bus, tour fees and hotel, double occupancy. See our Web site for details www.uwlax.edu/conted.

Oct. 4-5

Painting on Glass

Designed for the artist who would like to experiment with different painting techniques on glass. The focus will be on the use of air cured paints, although bankable paints will be discussed. Learn how to prepare the glass surface, understand the basics of reverse painting, color theories, and the technique of applying transparent and opaque paints. A supply list will be provided. The class includes three small pieces of glass.

Nov. 8, 9 a.m.-noon

UW-La Crosse

\$35; \$25, additional fee to use instructor's paints

Photorealism Painting on Plywood

Learn the grid method of photorealistic painting. Choose either full color or monochromatic as your color palette. You will also choose subject matter. Throughout the course, examples will be available as reference. Supply list will be provided.

Fall 2008 - TBD

UW-La Crosse

\$125, includes supply fee



Online Learning

Learn anytime from anywhere!

Our online courses, in association with JER Group Inc., feature high-quality instructor-led and self-directed learning opportunities on various subjects. All that is needed to take our courses is an e-mail address, Web browser and reliable Internet access.

- Course length ranges from one-week to 12 months with end of program evaluations
- Student assessment, quizzes, completion projects and final exams, will vary by course
- Instructor-led courses provide you with feedback via e-mail and the Web
- Self-directed courses engage you in interactive learning activities and projects
- Select courses offer Industry Certification and Certificates of Completion

Writing Your Life Story

Learn how to combine facts, any appropriate records and memories together in a fashion that is both enjoyable and easy to read.

279/JER211
\$145

Writing Great Copy for Magazines

Explore various aspects of and the techniques needed to write for magazines.

370 /JER218
\$65

Immerse yourself in your craft this fall by participating in one of many online arts and humanities classes. Course topics include everything from creative fiction and poems to publishing and digital photography.

Freelance Writer - A Fast Track Approach to Making Money

Learn methods that work and help put your career in high gear or assist with beginning a career as a freelance writer.

1658/JER247-D
\$145

Discover the Benefits of Self-Publishing

Learn how to format your manuscript so it's ready for the printers, register your copyright, market your book and sell it.

1839/JER300
\$145

Introduction to Technical Writing for Industry

Be introduced to an exciting and rewarding career in technical communications.

321/JER233B
\$299

How to Write a Good Mystery

Acquaint yourself with the elements that make a good mystery.

971/JER 239
\$65

Poetry for Profit and Play

Learn basic forms of poetry such as metrical, sonnet, thyme, haiku and free verse.

563/ JER 214
\$199

Enter the Net — Writing for Online Media

Learn how to write articles, fiction or poetry for online media.

406/JER207
\$79

Working with Digital Pictures

Learn how digital cameras create images, basic camera features and how to download images to your computer.

808/JER3331
\$30

Other Online Learning Courses:

- **Developing A Child's Critical Thinking Skills** – see page 10 for details
- **Online Research Techniques** – see page 10 for details
- **Grant Writing Fundamentals for Non-Profit Organizations** – see page 6 for details
- **Guardianship Decisions for Elderly Loved Ones** – see page 6 for details
- **Overcoming the Loss Of A Loved One** – see page 6 for details
- **Spanish for Health Professionals - Intermediate** – see page 6 for details

For more information contact:
robinson.kay@uwlax.edu
To register visit:
www.uwlax.edu/conted and
click on JER Online

September-December 2008

Calendar of Events



SEPTEMBER

Mission Improvable (comedy improv)
Sept. 1, 6:30 p.m. and 8 p.m.
Valhalla, Cartwright Center-Gunning
Addition

Byron Hurt (lecture on Hip/Hop – violence and masculinity)
Sept. 16, 7 p.m.
Valhalla, Cartwright Center-Gunning
Addition

College Fest (Tri campus concert)
Sept. 19, 7 p.m.-midnight
TBD

OCTOBER

Sones de Mexico (music and dance)
Oct. 3, 7 p.m.
Valhalla, Cartwright Center-Gunning
Addition

The Diviners (drama)
Oct. 10-11 & 16-18, 7:30 p.m.
Oct. 12 & 19, 2 p.m.
Toland Theatre, Center for the Arts

Derek Hughes (comedian/magician)
Oct. 18, 7 p.m.
Valhalla, Cartwright Center-Gunning
Addition

Manhattan Lyric Opera
Oct. 29, 7 p.m.
Valhalla, Cartwright Center-Gunning
Addition

NOVEMBER

Firooseh Dumas
(lecture – Author of Funny in Farsi)
Nov. 18, 7 p.m.
Valhalla, Cartwright Center-Gunning
Addition

DECEMBER

A Midsummer Night's Dream (drama)
Dec. 5-6 & 11-13, 7:30 p.m.
Dec. 7 & 14, 2 p.m.
Toland Theatre, Center for the Arts

Celtic Christmas (concert)
Dec. 7, 7 p.m.
Valhalla, Cartwright Center-Gunning
Addition

For more information, contact the University Art Gallery at 608.785.8237, the Department of Music at 608.785.8409, or the Theatre Box Office at 608.785.8522. For Cartwright Center events, call 608.785.8892 or www.uwlax.edu/cab.

Distance Education

Interactive Television Courses

Join students at other state locations using interactive TV networks that connect students and faculty at various sites. The following courses are offered by or received by UW-L. For more information about the courses or to register, contact Records and Registration at 608.785.8951. Look for other distance education courses in the UW System at <http://distancelearning.wisconsin.edu>.

CHI 101 Elementary Chinese I
CHI 201 Intermediate Chinese I
MLG 101 Elementary Japanese I
MLG 201 Intermediate Japanese I
RUS 101 Elementary Russian I
RUS 201 Intermediate Russian I

MBA Foundation and Elective Courses

The Master of Business Administration degree (MBA) is an evening program. It enhances its flexibility by offering the foundation requirements, and some electives and core courses, via the Internet.

Information about the MBA program and the Internet courses can be accessed at www.uwlax.edu/ba/graduate. For more information and registration, contact the College of Business Administration at 608.785.8090.





Wilderness First Aid Course

Designed for trip leaders, camp counselors, bikers, hikers and outdoor enthusiasts!

Providing primary care, with non-standard equipment, and educating lay people about emergency care when help is delayed. No previous experience is required. This 16-hour American Red Cross emergency response training includes patient assessment, musculoskeletal and soft tissue injuries, splinting and a variety of other topics. Lecture and discussion, practical exercise and outdoor scenarios help you gain confidence and critical decision making skills. Certification: three-year, Wilderness First Aid. Enrollment is limited to 12 participants! Sponsored by American Red Cross

Oct. 10-12 OR, April 24-26, 2009
UW-La Crosse
\$135

Access
August-December 2008

Learning in Retirement

Retired?

Then it's time to explore new fields or revisit earlier learning. Learning in Retirement gives you that opportunity.

What is Learning in Retirement (LIR)?

LIR is a learning community established to help meet the wide range of interests of the area's growing retired population.

Membership

All can become members of Learning in Retirement and participate in diverse learning activities. Current members come from a wide range of experiences and backgrounds. There are no educational prerequisites, age limitations, exams or grades. Members share one essential attribute: the belief that learning is lifelong.

LIR courses

LIR instructors are a mix of university professors, graduate students, LIR and community members — all willing to volunteer and share their expertise. Courses are offered in a format allowing lively interaction between instructor and members. Course topics have included: conversational foreign languages, drawing, art and music appreciation, religion, philosophy, computer use, financial planning, history, geography, the natural environment, genealogy and the political climate. The topics represent the diversity and interests of the members.

Planned 2008 Fall classes include:

- Winning Mysteries
- Forum: Campaign & Elections 2008
- Mississippi Valley Conservancy
- The Highground: Wisconsin Veterans Memorial Park – An Outdoor Tour
- The Rise and Fall of America's Rural Heartland (1803-2003)

How to become an LIR member

To request a membership form or inquire about membership, or if you have questions or want to attend a complimentary class session, contact UW-L Continuing Education and Extension at 608.785.6506 or continuinged@uwlax.edu.

Adult Water Exercise

Adults of all ages welcome.

Session I
 Sept. 8-Dec. 10, Mondays, Wednesdays and Fridays, 8:45-9:45 a.m.
 Wittich Hall pool, UW-La Crosse
\$38, one day per week; \$67, two days per week; \$90, three days per week

Session II
 Sept. 8-Dec. 10, Mondays-Wednesdays, 6-7 p.m.
 Wittich Hall pool, UW-La Crosse
\$38, one night per week; \$67, two nights per week; \$90, three nights per week

For more information call Sue White at 608.785.6529 or white.susa@uwlax.edu.