

CONDUIT



Corporate Corner

By Joseph Weitzer, PhD

"You can't speak death over your future and expect good things to come to life. You must learn to cultivate an attitude of hope." — Alan Zimmerman, Author and Motivational Speaker

These hard times present opportunities for those with perseverance and a willingness to take risk and make decisions that build infrastructure for tomorrow. Research provides two guiding principles that can guide leaders through these times to greater prosperity.

The first principle comes from the field of economics which explains that in times of economic downturn, companies should look for opportunities to grow. The basic rationale is that it is less expensive and there are often greater opportunities to add product lines, services, and talent. Once the economy picks up, the company that has invested in itself is often better positioned to increase its capacity and get a jump on its competition.

The second principle comes from the field of psychology. Research has demonstrated that people work harder and sacrifice more when they have hope for the future, and one of the best ways to build hope within an organization is to invest in the workforce through training and professional development. In addition to demonstrating viability, the company also benefits by having a better trained and more talented workforce.

Consider adding to the value of your workforce and investing in the future of your organization. WCTC is here to assist you.

The "Corporate Corner" is a feature in the *Conduit*. It is written by Dr. Joseph Weitzer, Director of Corporate and Community Training, who has worked as an education/training partner for more than 25 years.

Designing Effective Email (Email Marketing)



Email is a powerful medium for economically and effectively marketing your business. Find out how you can communicate with customers and prospects through this booming medium. Learn best practices for email marketing, and how it can be a viable and profitable part of your marketing strategy. Gain knowledge of how to build long-term relationships with your community of subscribers, and learn best practices for design and layout. Marketing managers and small business owners will benefit from this workshop.

Topics to be discussed include:

- Fundamentals of email marketing - who, what, when, where and why?
- The difference between electronic promotions and electronic newsletters.
- Why subscribers rule in the new social media environment.
- How to grow your subscriber list.
- How to craft effective content, engage subscribers and build relationships.
- How to avoid spam and comply with the CAN-SPAM laws.
- Choosing the right email service provider (ESP) for your campaigns.
- Best practices for design and layout of email communications.
- Tracking results with ESP reporting.
- Case studies, tips sheets and Q&A time.

The Presenters

Kate Winckler and Christy Lui

Owners of Marketing On Demand LLC, Oconomowoc, WI

Marketing On Demand is a woman-owned marketing and advertising agency in business since 2005. Marketing On Demand provides integrated communications planning and strategy, graphic design, search engine optimization and web strategy, public relations, copywriting, direct mail, advertising, and media planning for small business, school districts, and government in southeastern Wisconsin.

Date: June 24, 2009

Time: 8:30 a.m.–11:30 a.m.

Fee: \$59 (*Fee includes materials and Continental breakfast beginning at 8 a.m.*)

Course: 201-401 CRN: 5626

For more information,

call Jessica at 262.695.6576.

To register, call 262.691.5578 or go online at www.wctc.edu.

Grant Subsidized Training Available – Act Now!

For more information, see page 4.

Fall Workshop Topics

Corporate & Community Training is proud to be able to offer the following workshops during its upcoming fall semester.

Date	CRN	Workshop	Date	CRN	Workshop
APICS			Lean Manufacturing		
September 16	TBD	Certified Supply Chain Professional	September 17	11682	Principles of Lean
October 8	TBD	Lean	October 1	11683	Value Stream Mapping
November 4	TBD	Fundamentals of Production and Inventory Control	October 15	11685	Kaizen
APICS CPIM			October 29	11686	Lean Culture
September 12	11676	Basics of Supply Chain Management	November 12	11687	5S Visual Workplace
October 3	11677	Master Planning of Resources	December 10	11689	Total Productive Maintenance
October 24	11678	Detailed Scheduling and Planning	Manufacturing		
November 14	11679	Execution and Control of Operations	October 13	TBD	Maintain a Safe Work Environment
December 5	11680	Strategic Management of Resources	November 6	TBD	Teamwork Innovations
Blueprint Reading/GD&T			MSSC		
October 7	TBD	Blueprint Reading	September 4	11681	Safety
November 4	TBD	Geometric Dimensioning & Tolerancing	October 9	11684	Quality Practices and Measurement
Business Without Borders			November 13	11688	Manufacturing Processes and Production
October 10	11673	Overview of World Opportunities and Challenges	Project Management		
October 30	11532	Reaching Global Markets	October 1	TBD	Essential Time Management
November 10	11533	Mechanics of Exporting	October 21	TBD	Tackling Projects with Confidence
December 11	11675	Certificate of Origin	October 23	TBD	Basics of Project Management
Grant Writing			November 6	TBD	Project Management Software
December 3	TBD	Proposal Planning and Writing	Sales/Customer Service		
December 4	TBD	Computerized Grant Seeking	TBD	TBD	Assessing Your Customer Needs
Home Inspection			September 23	11668	Designing Effective Email (Email Marketing)
December 17	TBD	Home Inspection - Other	Six Sigma		
IT Small/Medium Business			September 8	TBD	Six Sigma Black Belt Completion
TBD	TBD	IT Threats for Managers	September 14	TBD	Six Sigma Green Belt
TBD	TBD	Designing a Network for Small Business	University of Sales		
TBD	TBD	Network Management for Small Business	TBD	TBD	Advanced Professional Selling Skills
TBD	TBD	Best Practices in Desktop Support	TBD	TBD	Customer Service (Account Retention)
Leadership			TBD	TBD	Essential Selling Skills
September 29	TBD	Continuous Quality Improvement (CQI) Tools Overview	TBD	TBD	Presentation and Closing Skills
October 22	TBD	Establishing Priorities in Succession Planning	USPAP		
November 5	TBD	Investing in Your Employee's Career Path	October 9	TBD	USPAP – 7 Hour
November 12	TBD	Empowering Your Intrapreneurs	For a full description and cost of workshops, visit our website at www.wctc.edu/cct .		
For more information or to register, call 262.695.6576 or email cctinfo@wctc.edu .					
*TBD (To Be Determined)					

Grant Seeking Workshops

This is your opportunity to learn about grant writing from the experts

– Miner and Associates, Inc.

Grant Proposal Planning and Writing

Develop your skills and gain confidence in your ability to win grants. This “Grants 101” workshop is designed for anyone looking for the fundamentals of successful grant seeking.

Date: June 11, 2009

Time: 9 a.m.–4 p.m.

Fee: \$269 (*Fee includes Continental breakfast beginning at 8:30 a.m. and lunch.*)

Course: 102-460 CRN: 5587

Computerized Grant Seeking

Unique in that it is the first of its kind in the nation, this course blends some advanced-level grant development strategies with the latest in computerized grant information management. Participants should have a basic knowledge of both grants and computers and a desire to work smarter, not harder, in writing successful grants. If your budget has taken a “hit” in today’s economy, this workshop is for you.

Date: June 12, 2009

Time: 9 a.m.–4 p.m.

Fee: \$269 (*Fee includes Continental breakfast beginning at 8:30 a.m. and lunch.*)

Course: 102-462 CRN: 5588

The Presenters

Miner and Associates, Inc. is a nationwide provider of grant seeking and fundraising services for educational, healthcare, and nonprofit organizations. Dr. Lynn Miner, the founder of Miner and Associates, and Mr. Jeremy Miner are co-authors of Proposal Planning and Writing.

For more information, call Jessica at 262.695.6576.

To register, call 262.691.5578 or go online at www.wctc.edu/cct.

Six Sigma Training

There are two ways for a business to increase its revenue; one is through increasing sales, and the second is through reducing costs. Six Sigma is a comprehensive and flexible system for achieving, sustaining and maximizing business success by reducing costs through solving problems at the root cause.

The Wisconsin Technical College System (WTCS) has developed a Six Sigma Green Belt state certification program. Participants who complete the training and associated project are eligible for this state certification.

Six Sigma Green Belt participants are taught the methods to solve and eliminate problems at the root cause using the DMAIC (define, measure, analyze, improve, and control) methodology. Developed and fostered at Motorola, this method has been embraced by companies in industries as varied as service, manufacturing, and health care.

Why choose WCTC for Six Sigma Green Belt Training?

WCTC instructors are qualified Six Sigma black belts, each having a distinguished career in leading local and national businesses through organizational transformation.

In order to receive state certification, participants must complete an actual company project. The projects identified serve as the foundation for application based learning using the Six Sigma tools. This enables the company to receive an instant return on its training investment. The average project can save a company \$15,000–\$50,000.

Our course facilitators will help your business scope an actual project where opportunities exist for improvement, and guide the participants through all aspects of the training and the project until completion. The facilitators will be available to assist with technical assistance on future projects and serve as mentors to the participants.

Six Sigma Green Belt Fall 2009 Training Schedule

Dates: September 14, 15, 16
October 5, 6, 26, 27
November 16, 17
December 14, 15, 2009

Time: 8:00 a.m. – 4:30 p.m.

Fee: \$4,500 (*Fee includes materials, books, MiniTab software, Continental breakfast, and lunch. Participants must supply their own laptop computers.*)

For more information or to register, call 262.695.6576 or email cctinfo@wctc.edu. Class sizes are limited.



Looking to add Six Sigma Black Belt to your resume?

Training begins **September 8, 2009**.

Look for details in July 2009 issue of the Conduit.

Summer 2009

Consortium Workforce Advancement Grant Subsidized Training

WCTC was successful in obtaining grant funds to support workforce advancement training during the summer of 2009. As a means of optimizing grant dollars, a number of courses which have not yet reached enrollment capacity are available on a "first come, first served" basis. All classes will be held at WCTC's Richard T. Anderson Education Center. Materials and fees will be subsidized by the grant funds.

To obtain a registration form for participation in any of the training opportunities listed below, contact Jessica at 262.695.6576.

Class	Date	Times
MS Excel – Beginning 2007	June 10	8 a.m.–12 p.m.
MS Excel – Intermediate 2007	June 17	8 a.m.–12 p.m.
MS Excel – Advanced 2007	June 24	8 a.m.–12 p.m.
MS Word – Beginning 2007	June 8	8 a.m.–12 p.m.
MS Word – Intermediate 2007	June 15	8 a.m.–12 p.m.
MS Excel – Intermediate 2007	June 22	8 a.m.–12 p.m.
MS Power Point – Beginning 2007	June 29	8 a.m.–12 p.m.
MS Power Point – Intermediate 2007	July 1	8 a.m.–12 p.m.
MS Access – Beginning 2007	July 8	8 a.m.–12 p.m.
MS Access – Intermediate 2007	July 15	8 a.m.–12 p.m.
MS Access – Advanced 2007	July 22	8 a.m.–12 p.m.
The Basic Principles of a Collaborative Workplace	June 2	8 a.m.–12 p.m.
Whale Done The Power of Positive Relationships	June 4	8 a.m.–12 p.m.
Communicate Effectively	June 9	8 a.m.–12 p.m.
Pro-active Listening	June 11	8 a.m.–12 p.m.
Conflict Management	June 16	8 a.m.–12 p.m.
Coaching Bringing Out the Best in Others	June 18	8 a.m.–12 p.m.
MSSC – Quality (16 Hours)	June 22	4 p.m.–8 p.m.
Personal Productivity	June 23	8 a.m.–12 p.m.
Accountability That Works	June 25	8 a.m.–12 p.m.
Lean Accounting Workshop	August 27	8 a.m.–4:30 p.m.

All workshops will be held at

Waukesha County Technical College

Richard T. Anderson Education Center
800 Main St., Pewaukee, WI 53072

To comply with Wisconsin state statutes, it is possible that fees will be higher for out-of-state participants.

The *Conduit* is published monthly by the Waukesha County Technical College, Corporate and Community Training Department to update businesses, industries and governmental agencies of customized occupational, technical and professional development training, and technical assistance.

Newsletter Coordinator: Jean Lyons 262.695.7828, jlyons6@wctc.edu



Save the dates...

APICS CPIM Certification Courses

- **September 12**
APICS Basics of Supply Chain Management
- **October 3**
APICS Master Planning of Resources
- **October 24**
APICS Detailed Scheduling and Planning
- **November 14**
APICS Execution and Control of Operations
- **December 5**
APICS Strategic Management of Resources

Sign up early!

For more information, call Jessica at 262.695.6576.

To register, call 262.691.5578 or go online at www.wctc.edu/cct.

iPhone Application Development Workshop

Discover the exciting world of iPhone application development at this free workshop. Topics include:

- iPhone SDK
- Cocoa-touch framework
- Model View Controller paradigm
- Objective-C programming language
- Xcode and Interface Builder
- iPhone Simulator
- Core animation and graphic development for iPhone applications

The presenter will demonstrate a complete development of an "app" using Xcode and Interface Builder. No previous programming experience is necessary and all course materials will be provided.

Dates: July 9, August 11, and September 9, 2009

Time: 6–8 p.m.

For more information, call Jessica at 262.695.6576.