I want to welcome you to Sonoma State University's School of Extended and International Education (SEIE@SSU). What we do in the school is connect the community with lifelong learning opportunities. Our certificate and non-degree courses are components of SEIE's core programs. The certificate and non-degree courses and programs provide continuing education to many professions, a critical need for remaining competitive in fields such as our nursing, human resources and construction. We have a lot of fun classes also, such as our craft beer programs, our wine tasting certificates, and our recording production certificates. Our programs serve community members from 9 to 90 years of age. All our classes involve partnerships, both intramural and beyond the campus and Sonoma County. The partnerships are delivered by our outstanding staff, faculty, and community members with a single focus: the student (you!).

These "extended" classes are here for you in the regional community. Our theme and daily drive is to provide support for lifelong learning to the North Bay and beyond. Please join us in this journey and take a class or two!

Sincerely,

Robert Eyler, Ph.D.
Interim Dean
School of Extended and International Education
Senior International Officer
Sonoma State University
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## INFORMATION MEETINGS

Join us for a FREE information session! Meet the instructor and ask your questions.
No RSVP required.

### CONSTRUCTION MANAGEMENT CERTIFICATE
- Thursday, January 14 @ 6 - 7 pm
- Schulz 1121

### PROJECT MANAGEMENT CERTIFICATE
- Tuesday, January 19 @ 6 - 7 pm
- Schulz 1121

### WORDPRESS® DEVELOPMENT & MARKETING CERTIFICATE
- Thursday, January 28 @ 6 - 8 pm
- Schulz 1121

### HUMAN RESOURCE MANAGEMENT CERTIFICATE
- Tuesday, February 9 @ 7 - 8 pm
- Green Music Center 1058

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MORE INFO: sonoma.edu/exed/misc/information-meetings   CALL: customer service at 707.664.2394
HUMAN RESOURCE MANAGEMENT CERTIFICATE

PROGRAM INFORMATION
Instructor: Susan Adams, SPHR, SHRM-SCP

The Human Resource Management Certificate Program teaches the skills and knowledge required to successfully manage the human resources in today’s complex business environment. The program combines technical knowledge with skill-building in the following areas:

- Management Practices
- Managing a Diverse Workforce
- The Legal Context
- Selection and Placement
- Training and Development
- Compensation
- Benefits Administration
- Conflict and Dispute Resolution
- Employee and Labor Relations
- Employee Development
- Health, Safety, and Security

For questions please contact the program coordinator, Susan Adams at adamss@sonoma.edu.

REQUIRED TEXTBOOK
Managing Human Resources - 8th, 9th, or International Edition
By Wayne Casio
ISBN 9780078029172

**Textbook is required for the first class meeting**

INSTRUCTOR
Susan Adams, SPHR, SHRM-SCP is a lecturer in the School of Business and Economics at SSU, and coordinator of the HR Certificate Program. Susan brings over 15 years of hands-on HR experience in both non-profit and corporate environments with specific expertise in evaluating, designing, and implementing effective HR systems and programs that support the overall business needs of the organization. Since 2008 she has led Human Resources at PNI Sensor Corporation, an innovative sensor technology company in Santa Rosa, CA. Susan focuses on driving company performance through the integration of business culture, structure, human resources management, vision and strategy.

Susan has also worked as an independent consultant providing project-based HR support to small and mid-sized local companies through the HR Matrix, and held senior positions at international consulting firm Booz Allen Hamilton and Chicago-based senior housing and healthcare provider United Methodist Homes and Services. Susan holds a Bachelor’s Degree in International Economics and Cultural Affairs from Valparaiso University, and a Master’s Degree in Human Resources and Organization Development from the University of San Francisco. She holds a certification as a Senior Professional in Human Resources (SPHR).

COURSE/SCHEDULE

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
<th>DAY/TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUMAN RESOURCE MANAGEMENT (BUS 800 #3858)</td>
<td>Tuesday, 6:45 - 9:45 pm</td>
<td>Green Music Center 1058</td>
<td>3.6 CEUs</td>
<td>$790</td>
</tr>
</tbody>
</table>

12 meetings: February 23 - May 10

MORE INFO: sonoma.edu/exed/human-resource
CALL: customer service at 707.664.2394
PROJECT MANAGEMENT CERTIFICATE

PROGRAM INFORMATION

Instructor: Jim Robison, DBA

The Project Management Certification & Exam Preparation Course will meet the 23-hour educational requirement to sit for the Certified Associate in Project Management (CAPM) exam and will offer experienced project managers the 35 hour educational requirement necessary to qualify for the Project Management Professional (PMP) exam. The course does not include the cost or scheduling of the PMI examinations.

The course will include lectures, assigned readings, weekly practice exam quizzes, case study discussions, and hands-on experience with Microsoft Project. Upon successfully completing the course, and regardless of their status with the PMI exam, students will receive a Certificate in Project Management issued by Sonoma State University.

For questions please contact the program coordinator, Jim Robison at robisonj@sonoma.edu.

REQUIRED TEXTBOOKS

Published by the Project Management Institute
ISBN 9781935589679

Microsoft® Project 2013 Step by Step
By Carl Chatfield and Timothy Johnson
ISBN 9780735669116

Rita Mulcahy’s PMP Exam Prep, 8th Ed
By Rita Mulcahy, PMP, et al.
ISBN 9781932735659

WHO SHOULD ATTEND

• Professionals who seek to complete the educational hours necessary to qualify for the PMI exams or individuals qualified to sit for a PMI exam but desiring a structured learning environment before actually taking the exam
• Current project managers who have not had the benefit of formal training or the benefit of a distinction that recognizes their expertise and experience
• Professionals seeking to make a career change into project management
• Senior managers responsible for overseeing projects and hiring or appointing project managers

INSTRUCTOR

Jim Robison, DBA has over 30 years of operations management experience. Positions held include stock control manager, inventory manager, purchasing manager, materials manager, director of production control, and director of supply chain. He received a BS in Business Administration from San Jose State University, an MBA from Sonoma State University, and a DBA in Business and Technology Management from Golden Gate University. His master’s thesis won the “best article of the year” when published in the Production and Inventory Management Journal and his doctoral dissertation was awarded the “best doctoral dissertation of the year” by the Production Operations Management Society.

COURSE/SCHEDULE

<table>
<thead>
<tr>
<th>PROJECT MANAGEMENT (BUS 800 #3836)</th>
<th>DAY/TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
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<tbody>
<tr>
<td>17 meetings: January 26 - May 17</td>
<td>Tuesday, 6 - 9 pm</td>
<td>Stevenson Hall 3082</td>
<td>4.8 CEUs</td>
<td>$2050</td>
</tr>
</tbody>
</table>

MORE INFO: sonoma.edu/exed/pmcp  CALL: customer service at 707.664.2394
CONSTRUCTION MANAGEMENT CERTIFICATE

PROGRAM INFORMATION
This Certificate Program provides education and training for contractors, subcontractors, project managers, superintendents, owner representatives, design professionals, and anyone interested in advancing in a career in the construction industry. Courses may be taken alone to fulfill an individual’s specific need for specialized knowledge, or to complete the requirements for the Construction Management Certificate.

For questions please contact the program coordinator, Bryan Varner at bjvarner@sonic.net.

COURSES

CONSTRUCTION HEALTH AND SAFETY/OSHA (ES 800 #3994)
Instructor: Eric Peterson
This course is a comprehensive safety program designed specifically for safety directors, foremen and field supervisors. The program provides complete information on OSHA compliance issues. Participants who successfully completed the course will receive a course completion card from OSHA.

INTRODUCTION TO ENGINEERING CONSTRUCTION (ES 800 #3998)
Instructor: John D. Hamilton
This overview of general engineering construction introduces the unique aspects of site work, including: typical organizational structures, plan and specification review, competitive bidding techniques, field and office management, job site safety, heavy equipment utilization, applicable soil mechanics, and typical contract requirements. Emphasis is on understanding the process of building an engineering project and retaining a working vocabulary of technical terminology. Local professionals with expertise in specific areas present some topics.

INTRODUCTION TO CONSTRUCTION SCHEDULING (ES 800 #4005)
Instructor: John Martin
Introduction to the planning, scheduling, and tracking of the progress of construction projects. Review, understand and utilize scheduling to better organize projects, increasing efficiency and production, improving cooperation and safety. All resulting in improved profits and customer service.

INSTRUCTORS
John D Hamilton is President and Owner of Oak Grove Construction. He has a BS in Construction Engineering, has worked locally for the last 30 years for large engineering construction firms on a multitude of site work projects. Mr. Hamilton has an extensive background in both pipeline and grading/ paving disciplines, and his field experience is augmented by years of project management experience. Mr. Hamilton holds a class A-General Engineering and a Class B-General Building contractor’s license, and he is past President of the Northern California Engineering Contractors Association.

John Martin has over 35 years of diversified construction experience, encompassing a wide range of project size and types. He has significant experience as an estimator, project manager and general contractor of private an public building projects that include residential single unit and large subdivision developments; mixed use, hospitality, educational, healthcare, historical and government facilities; civil design projects including hillside and sloped topography construction; construction site safe practices and construction site storm water pollution practices.

Eric Peterson is the owner/lead instructor for Mill Creek Safety Instruction. He is a graduate of the U.C. Davis Health and Safety Certificate Program and his professional career has encompassed training as a Rural Paramedic, EMT Certification/Instructor, Firefighter for the U.S. Forest Service and Reserve Fireman. Eric has been providing Northbay businesses and private citizens with safety training for over 20 years. No matter what the topic, Eric is passionate about teaching and his classes always contain up-to-the-minute health and safety information that is presented in a lively, relevant, and entertaining manner.

COURSE/SCHEDULE

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<tr>
<th>COURSE/SCHEDULE</th>
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<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
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</thead>
<tbody>
<tr>
<td>CONSTRUCTION HEALTH AND SAFETY/OSHA (ES 800 #3994)</td>
<td>Tuesday, 7 - 10 pm</td>
<td>International Hall 201A</td>
<td>3.0 CEUs</td>
<td>$300</td>
</tr>
<tr>
<td>10 meetings: February 9 - April 12 *Runs through spring break</td>
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<tr>
<td>INTRODUCTION TO ENGINEERING CONSTRUCTION (ES 800 #3998)</td>
<td>Wednesday, 7 - 10 pm</td>
<td>International Hall 201A</td>
<td>3.0 CEUs</td>
<td>$300</td>
</tr>
<tr>
<td>10 meetings: February 10 - April 13 *Runs through spring break</td>
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<tr>
<td>INTRODUCTION TO CONSTRUCTION SCHEDULING (ES 800 #4005)</td>
<td>Thursday, 7 - 10 pm</td>
<td>International Hall 201A</td>
<td>3.0 CEUs</td>
<td>$300 with a required materials fee of $40</td>
</tr>
<tr>
<td>10 meetings: February 11 - April 14 *Runs through spring break</td>
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</tbody>
</table>
PROFESSIONAL SOCIAL MEDIA CERTIFICATE

PROGRAM INFORMATION
Instructors: Pamela Van Halsema and Merith Weisman
The Professional Social Media Certificate provides participants with training and experience developing a social media campaign in their industry. This program combines hands-on experience and the opportunity to learn from others. The program will yield a certificate, and will increase intentionality, competency, confidence, and experience not attained through individual independent content exploration.

- Leverage personal social media experience professionally
- Develop a social media campaign
- Identify social media objectives by determining what matters
- Use different channels—Facebook, Twitter, LinkedIn, YouTube, Pinterest, Vine, Instagram, Tumblr, etc.

For questions please contact the program coordinator, Merith Weisman at merith.weisman@sonoma.edu.

**Course requires a Google account with access to Google Drive, also students must bring a laptop (not a tablet)**

INSTRUCTORS

John Kenyon is a technology educator and strategist who’s worked with nonprofits for over 20 years providing advice, teaching seminars and writing articles. He is an adjunct professor at the University of San Francisco and has been a featured speaker across the US, England, Australia and online.

Kerry Rego is a social media trainer, technology consultant, author, and speaker working with individuals, businesses, government, and non-profits. She educates people, implements tools, and trains staff on new media tools. Kerry is the Sonoma County social media staff trainer, SRJC Community Education instructor, SSU Extended Education instructor, and a North Bay Business Journal columnist.

Pamela Van Halsema is an information professional with a specific focus on communications technologies, community building and education. She works as the Dean’s Coordinator and Strategist in the School of Education at Sonoma State University, and holds a Master of Library Information Science Degree from San Jose State University. She is active in the local community and volunteers with local schools and organizations to develop and implement communications strategies to further their organizational mission and achieve their goals.

Merith Weisman is the Community Engagement and Social Media coordinator for Sonoma State University. Merith’s academic background is in applied cultural anthropology, and she lives on a boat in San Rafael.

COURSE/SCHEDULE

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<tr>
<th>COURSE/SCHEDULE</th>
<th>DAY/TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROFESSIONAL SOCIAL MEDIA (LIBS 800 #3879)</td>
<td>Wednesday, 6 - 9:30 pm</td>
<td>Salazar Hall 2013</td>
<td>4.9 CEUs</td>
<td>$1050</td>
</tr>
</tbody>
</table>

14 meetings: February 3 - May 11
*no class March 16

MORE INFO: sonoma.edu/exed/psm  CALL: customer service at 707.664.2394
WORDPRESS® DEVELOPMENT & MARKETING CERTIFICATE

PROGRAM INFORMATION

Instructor: Mark Kithcart and Gera Yeramin

As WordPress® is used by 22.4% of the top 10 million websites, and with over 25 million users and a rich set of features, themes and plug-ins, WordPress® has become the most widely-used web content management system. Upon completion of this course, participants earning a Certificate in WordPress® Development & Marketing will develop, market, and measure the efficacy of a website built in the WordPress® platform. The certificate is earned in one semester with the completion of five modules:

- Module I Intro to WordPress®
- Module II Marketing/SEO/integration with whole communications plan
- Module III Intermediate WordPress®
- Module IV GA/analytics split testing
- Module V Advanced WordPress®

For questions please contact the program coordinator, Merith Weisman at merith.weisman@sonoma.edu.

**Students must bring a laptop (not a tablet)**

INSTRUCTORS

Mark Kithcart is a San Francisco area senior-level marketing executive and strategist at a wide range of companies, from start-ups to large multinational organizations. He has 18 years of successful management and leadership experience with SaaS products and business models.

Gera Yeramin has been developing on top of WordPress® for 8 years and is a veteran of the platform, building everything from simple websites to full on web applications.

COURSE/SCHEDULE

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
<th>DAY/TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORDPRESS® DEVELOPMENT &amp; MARKETING (COMS 800 #4006)</td>
<td>Friday, 8 am - 5 pm</td>
<td>Salazar Hall 2022</td>
<td>4.0 CEUs</td>
<td>$850</td>
</tr>
</tbody>
</table>
MAKER CERTIFICATE

PROGRAM INFORMATION
The Maker Certificate curriculum has been designed by Maker Educators, for educators, and is a flexible program. Mini-courses are offered in different formats: face-to-face, hybrid, or Online. In order to earn the Maker Certificate, educators must meet the 50-hour requirement and complete two assessments: Maker Portfolio and Maker Design Project. The pathway to certification is based on a 50-hour requirement and educators can “mix and match” from the mini-courses offered. Courses run during Fall, Spring, and Summer. Please note that the Maker Professional Development course is only available to learners who are completing the entire certificate program.

For questions please contact the program coordinator, Jessica Parker at jessica.parker@sonoma.edu.

COURSES

INTRODUCTION TO MAKING FACE-TO-FACE (EDCT 802 #3859)—OAKLAND
Instructors: Angi Chau and Aaron Vanderwerff
This is a 2-day course offered in multiple locations. Do not show up to both weekends. We are covering the same material at both locations. The course introduces participants to the philosophy and world of making through interactive activities and Making experiences. Participants plan a making project or comprehensive activity based on a local learning space, and have an opportunity to make, develop, test and troubleshoot the making project or activity.

INTRODUCTION TO MAKING—ONLINE (EDCT 802 #3861)
Instructors: Kaki McLachlan and Julia Marrero
This three-session online course that introduces participants to the philosophy and world of Making through interactive activities and Making experiences. Participants will examine their own learning environments, to determine how to best create a space that promotes and holds a culture of Making and sharing. Each session will challenge participants to Make and share a simple DIY project with items found within the confines of their homes and Online communities. As participants take on the role of Maker, and reflect on their experiences as a Maker, they will work to develop an action plan for implementing Maker activities in a learning environment. Participants will engage in reflective conversations with one another and the instructors as to how Making culture fits in with other educational initiatives such as Common Core standards and the Next Generation Science Standards.

MAKER PROFESSIONAL DEVELOPMENT (EDCT 803 #3897)
Instructor: Jessica Parker, Ph.D.
Prerequisite(s): Successful Completion of Making for Educators and Introduction to Making
This hybrid course supports educators with networking with local makers in their community and finalizing their Maker Design Project. Students are required for 10 or more hours to attend and/or volunteer at local or online Maker events and activities while they work with an advisor to complete their Maker Design Project.

MAKING AND NGSS: AN OVERVIEW FOR IMPLEMENTING MAKER TK-8 (EDCT 807 #3862)
Instructors: Patricia Amend-Ehn and Carinne Paddock
This is a two-day course that supports participants, Maker mindset and shows how implementing these activities give a deeper understanding of Next Generation Science Standards (NGSS). Ideally, participants will work in site-based, place-based and/or grade level teams to examine their own learning environments to determine how to best introduce and/or extend their own—and site-wide—culture of Making. As participants engage in Maker activities and reflect on how their experiences cover NGSS, they will work to develop the implementation of Maker activities at their site(s). Participants will engage in reflective conversations with one another and the instructors as to how Making fits into the shift to Common Core State Standards (CCSS) and Next Generation Science Standards (NGSS).

MAKING FOR ADMINISTRATORS (EDCT 808 #3863)
Instructors: Gina Silveira and Melissa Becker
This is a hybrid course that combines hands-on making activities with tools and resources for building a culture of making in our schools. Participants will engage in maker activities as they build a personal learning network (PLN) of Maker Administrators. Participants will create a plan for how to support, fund, and provide on-going professional development in order for staff to embrace maker education in the classroom, and make maker education an essential aspect of school culture. Topics include: introduction to the philosophy of making, developing a maker mindset, sharing best maker-based practices and projects, hands-on opportunities to explore maker projects, that are CCSS and NGSS aligned, the how and why of creating a makerspace, and connecting maker education to 21st Century Learning and 21st Century Learning Spaces.

MAKING FOR EDUCATORS (EDCT 801 #3889)
Instructors: Nate MacDonald and Casey Shea
Making for Educators is a hybrid course that combines hands-on Making activities with tools and resources for building a culture of making in a local learning environment. Participants will engage in sustainable Maker activities as they build a personal learning network (PLN) of Makers and analyze how to support and fund a fully equitable and connected Maker space and/or activity.

MORE INFO: sonoma.edu/exed/maker-certificate  CALL: customer service at 707.664.2394
MAKER CERTIFICATE

INSTRUCTORS

Melissa Becker, Principal at Meadow Elementary School, received the Petaluma Community Award for Excellence in Education in May 2014 for her charismatic leadership. She created the first K-5 makerspace in the North Bay at Meadow and strives to provide a progressive learning environment for all children.

Angi Chau, Ph.D. is the Director of the Bourn Idea Lab at Castilleja School, an independent, all-girls school for grades 6-12 located in Palo Alto, California. The Bourn Idea Lab is the school’s Makerspace, digital fabrication studio, and engineering/robotics lab all rolled into one. Angi received her Ph.D. in Bioengineering from UC Berkeley/UCSF.

Nate MacDonald has taught students for the past 15 years how to design, build, and program robots. Nate is now teaching middle school students how to make, tinker, and hack in order to solve our world problems. At White Hill Middle school Nate teaches three different classes: Inventors Lab, Engineering Design, and Makers & Hackers. Nate has developed STEAM lessons using high tech and low tech classroom materials for math, science and engineering.

Julia Marrero has been at the forefront of engaging middle school students for over 25 years. Her students work with 3D printers, EV3 robots, circuitry and more in engaging projects that exemplify engineering design concepts. Last year, Julia’s students ran a Maker Shop, which served the needs of school staff. Students designed and produced tee-shirts and 3D printed math manipulatives.

Kaki McLachlan teaches Life Science at White Hill Middle School and enjoys finding ways to bring technology, engineering and math into as many lessons as she can. Last year, she helped kick off the new White Hill STEAM team by bringing in a Digital Media class where students create dynamic multimedia projects and learn to use their digital tools in more sophisticated ways.

Jessica Parker, Ph.D. is an Associate Professor in the Curriculum Studies and Secondary Education department in the SSU School of Education. She currently works with both pre-service teachers in the single subject credential program and in-service teachers enrolled in the MA program in curriculum, teaching, and learning with educational technology. She is the author of Teaching Tech-Savvy Kids: Bringing Digital Media into the Classroom.

Casey Shea teaches math and Project Make at Analy High School in Sebastopol, CA. Following a pilot year in 2011 at the Make headquarters, Project Make moved into an abandoned metal and electronics shop on campus adding 21st century upgrades to the traditional tools remaining. In addition to teaching students the skills and practices of Making, he is interested in sharing with educators the many ways that modern tools can be used to create custom activities and instructional materials for their classrooms.

Gina Silveria, Principal at Schaefer Charter School, is an innovative administrator with 16-years of classroom experience and three years in administration. Last summer she ran a maker camp for students and was inspired to continue to infuse making and engineering throughout the elementary curriculum.

Aaron Vanderwerff is passionate about engaging students in Making and independent inquiry in the classroom, particularly students underrepresented in STEM fields. Vanderwerff currently oversees design and Making programs at Lighthouse, which includes coaching teachers and facilitating professional development. Vanderwerff has taught high school Science in the Bay Area for the past ten years.
## MAKER CERTIFICATE

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
<th>TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
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</thead>
<tbody>
<tr>
<td>INTRODUCTION TO MAKING—FACE-TO-FACE (EDCT 802 #3859)</td>
<td>Thursday and</td>
<td>Lighthouse Charter School,</td>
<td>2.0 CEUs</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>Friday</td>
<td>444 Hegenberger Rd.,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9 am - 5 pm</td>
<td>Oakland, CA</td>
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<tr>
<td>INTRODUCTION TO MAKING—FACE-TO-FACE (EDCT 802 #3860)</td>
<td>Thursday and</td>
<td>Castilleja,</td>
<td>2.0 CEUs</td>
<td>$500</td>
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<tr>
<td></td>
<td>Friday</td>
<td>1310 Bryant St.,</td>
<td></td>
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<tr>
<td></td>
<td>9 am - 5 pm</td>
<td>Palo Alto, CA</td>
<td></td>
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<tr>
<td>INTRODUCTION TO MAKING - ONLINE (EDCT 802 #3861)</td>
<td>Online</td>
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<td>2.0 CEUs</td>
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<tr>
<td>MAKE PROFESSIONAL DEVELOPMENT (EDCT 803 #3897)</td>
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<td>Online</td>
<td>1.0 CEU</td>
<td>$250</td>
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<tr>
<td>MAKING AND NGSS: AN OVERVIEW FOR IMPLEMENTING MAKER TK-8 (EDCT 807 #3862)</td>
<td>Saturday, 9 am - 2 pm</td>
<td>Oak Grove Elementary, 8760 Bower St., Sebastopol, CA</td>
<td>1.0 CEU</td>
<td>$250</td>
</tr>
<tr>
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<tr>
<td>MAKING FOR ADMINISTRATORS (EDCT 808 #3863)</td>
<td>Saturday, 9 am -</td>
<td>Meadow Elementary, 880 Maria Dr., Petaluma, CA</td>
<td>2.0 CEUs</td>
<td>$500</td>
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<tr>
<td></td>
<td>3 pm</td>
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<tr>
<td>MAKING FOR EDUCATORS (EDCT 801 #3889)</td>
<td>Saturday, 9 am -</td>
<td>Off-site locations: 2/20-SCOE (Sonoma</td>
<td>2.0 CEUs</td>
<td>$500</td>
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<td></td>
<td>2 pm</td>
<td>County Office of Education); 3/5-Analy High;</td>
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<tr>
<td></td>
<td></td>
<td>4/9-Meadow Elementary; 4/16-White Hill</td>
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<tr>
<td></td>
<td></td>
<td>Middle School</td>
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</tbody>
</table>

**MORE INFO:** sonoma.edu/exed/maker-certificate  **CALL:** customer service at 707.664.2394
PROGRAM INFORMATION
The Certificate in Audio and Recording Production is open to the local community and matriculated students interested in music recording and production in a studio setting. The program makes use of SSU Wolford Recording Studio in Ives Hall, which is newly renovated and updated with high level, state of the art, 24 channel pro-tools, Mac computer equipment, and is integrated with red-net ability to record from the Green Music Center’s Weill and Schroeder Halls. Students will use the recording studio as a lab to produce music as part of a formalized curriculum.

The certificate program will consist of three courses:

- **MUSIC TECHNOLOGY: TOOLS & APPLICATIONS**
- **AUDIO & RECORDING PRODUCTION I**
- **AUDIO AND RECORDING PRODUCTION II**

A Faculty Coordinator from the Department of Music, will determine the eligibility of prospective students through a screening and application process. A certificate will be awarded to students who successfully complete the three courses.

For questions please contact the program coordinator, Brian Wilson at brian.wilson@sonoma.edu.

COURSES

<table>
<thead>
<tr>
<th>COURSE/OFFERING</th>
<th>DAY/TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUDIO AND RECORDING PRODUCTION I (MUS 800 #3837)</td>
<td>Tuesday, 7 - 9 pm</td>
<td>Ives Hall 32</td>
<td>1.0 CEU</td>
<td>$285</td>
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<td>7 Meetings: January 26 - March 8</td>
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<tr>
<td>AUDIO AND RECORDING PRODUCTION II (MUS 800 #3857)</td>
<td>Tuesday, 7 - 9 pm</td>
<td>Ives Hall 32</td>
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<td>$285</td>
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<tr>
<td>7 Meetings: March 22 - May 3</td>
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INSTRUCTOR

Paul Haile: Music has always been a part of my life. As a child, I remember being fascinated by how music was recorded. In High School, I put together small home studio where I could record musical ideas, friend’s bands an began gaining knowledge through doing. I continued my study of recording at Sonoma State University by completing their recording program and obtaining my BA in Music in 2006. After graduating college, I entered the Recording Connection program through Soundarts Recording Studio in San Francisco, CA. I earned my certificate for completing the program in September of 2008. Now, I primarily record edit and mix using Pro Tools from my home recording studio in Petaluma.
WINE BUSINESS INSTITUTE SEMINARS

PROGRAM INFORMATION
Get the information and skills you need to compete in the wine industry with targeted half-day seminars at Sonoma State’s Wine Business Institute. All seminars (core and electives) are open to the public and may be taken individually or combined to earn a Direct to Consumer Certificate and/or Wine Industry Finance and Accounting Certificate.

For questions please contact the program coordinator, Erin Ringstad at erin.ringstad@sonoma.edu or 707.664.3235.

DIRECT TO CONSUMER CERTIFICATE | CORE SEMINARS
(Dates and times listed on page 17)
The Direct to Consumer certificate enables students to take their direct to consumer (DTC) sales to the next level. Taught by wine industry professionals in the various DTC fields, each seminar is designed to provide the individual with core concepts and proven tactics to increase DTC sales in multiple retail channels.

DIRECT TO CONSUMER MARKETING (BUS 810W #3902)
Instructor: Ronald Scharman
Direct sales to consumers are among the most profitable sales that a small winery can create. To be successful requires a strong direct marketing plan, encompassing many opportunities with consumers. Beyond the obvious sales made in the tasting room, there are sales driven by newsletters, wine club activity, the winery’s website, events and other less common direct marketing strategies. This seminar will focus on these channels while reflecting your brand image and story and how they are perceived by current and potential customers.

HANDS ON INTRO TO eCOMMERCE FOR SMALL AND BOUTIQUE WINERIES (BUS 814W #3903)
Instructor: Pamela Snyder
Interested in taking your Direct to Consumer function to a higher level by tapping into the growing wine eCommerce channel? If so, this engaging hands-on seminar is perfect for you. We will cover: Email marketing, understanding how to get more exposure for your winery website through advanced SEO (Search Engine Optimization) and SEM (Search Engine Marketing), how to test and optimize the design of your website to increase the user experience and eCommerce sales, Google Analytics intro & user training, and social media that actually boosts your website traffic.

HOW TO BUILD A PROFITABLE WINE CLUB (BUS 812W #3908)
Instructor: Elizabeth Slater
How to Build a Profitable Wine Club delves into the strategies and tactics of connecting members and potential members with wine clubs—from promoting and selling wine club memberships through the web, e-Newsletters, and the tasting room, to value-adds that connect and retain members. This seminar will cover positioning the wine club in the minds of consumers—what wine club customers really want, sales strategies to bring in new members, and differentiation.

HOW TO CREATE AND EXECUTE SUCCESSFUL WINERY EVENTS (BUS 813W #3910)
Instructor: Pilar Mustafa
How can you create unforgettable events that are successful at satisfying your guests as well as your CFO? From creating events that align with your winery brand to marketing the events to the right audience, this seminar will guide you through the ins and outs to create and execute successful events for your winery. Attendees will learn how to develop successful events for your winery brand, segment and market your winery events based on the right audience, establish the right goals based on your event type, increase sales and wine club sign-ups at your events, and identify the proper permitting needed for your event.

SELLING THROUGH THE TASTING ROOM (BUS 811W #3904)
Instructor: Elizabeth Slater
If it’s not all about the wine, what is it all about? The simple and yet much overlooked answer is: it’s all about your visitors. Start visitors on the first step of an amazing and emotional journey that takes them from first time buyers to loyal and long-term customers. Elizabeth Slater delves into the psychological aspects of creating ambassadors for your winery. Develop your abilities to make the sale through a singular process. This seminar will thoroughly cover the specifics of many different and valuable sales techniques. Learn the sales process and enjoy selling!
WINE INDUSTRY FINANCE & ACCOUNTING CERTIFICATE | CORE SEMINARS  
(Dates and times listed on page 18)
The Wine Industry Finance and Accounting Certificate gives an overview of the financial and accounting concepts that will enable you to make better business decisions and advance your career. Taught by wine industry professionals in the finance and accounting fields, each seminar is tailored to provide the individual with core concepts that are presented with wine industry examples, giving you the knowledge to immediately apply those principles to your business or organization.

BUDGETS, FORECASTING, AND BEST PRACTICES FOR THE WINE INDUSTRY (BUS 823W #3944)  
**Instructor: Paul Hoffman**
An effective budget serves as a road map for your company’s future growth. This seminar will focus on best practices and building budgets and forecasts for wine industry businesses. Touching on cost of goods sold, capital expenditures, cash flow forecasting, and making good assumptions, you’ll see immediate and direct benefits from these practical, hands-on budget principles and strategies.

CALCULATING THE TRUE COST OF YOUR WINE (BUS 821W #3942)  
**Instructor: Jeanette Tan**
This seminar is a must for winery owners and their accounting staff and will demystify the most complex aspects of winery accounting. After attending this class you will be able to calculate the true costs of both bulk wine and bottled. In essence you will learn about capitalized costs, overhead cost allocation, cost pools and standard costing.

FINANCIAL ACCOUNTING FOR THE WINE INDUSTRY (BUS 820W #3935)  
**Instructor: Corinne Meddaugh, MBA, CPA**
Explore the challenges and recent updates in winery accounting and finance issues. This seminar covers industry specific accounting and reporting for winery profit and loss statements and balance sheets, including tasting room accounting, sales discounts and promotions, winery assets and depreciation, winery intangibles, cost segregation, and inventory costing.

MANAGERIAL ACCOUNTING FOR THE WINE INDUSTRY (BUS 822W #3937)  
**Instructor: Corinne Meddaugh, MBA, CPA**
Examine best practices in winery business management reporting, including key performance indicators as sales, net sales, bill backs, discounts and promotions, depletions, cost of goods sold, tasting room metrics, and other winery expenses. Comparisons to financial ratios and benchmarking are explored for internal management reporting.

ELECTIVE SEMINARS  
(Dates and times listed on pages 17, 18 and 19)

ADVANCED WINE MARKETING (BUS 837W #3932)  
**Instructor: Paul Wagner**
Building on the foundation of Wine Marketing for Small Wineries, this seminar take a more hands-on approach to the topics of messaging, marketing activities, and sales. Attendees should be prepared to share their winery stories and information, as the class will use them for short case studies to help develop specific objectives and strategies for marketing and selling wine through the various channels available to smaller wineries. Specific tactics will be evaluated for a variety of winery scenarios, with a goal of developing a cost effective solution to wine marketing and sales.

FINANCIAL PLANNING & STRATEGY FOR WINE BUSINESSES (BUS 826W #3923)  
**Instructor: Jeanette Tan**
This seminar is for owners and management of boutique wineries that want to take their wineries to the next level. Learn what metrics and key performance indicators are critical, why gross profit is more important than sales, and how to forecast that all important cash flow. Use a flash report and dashboard to monitor the plan and of course your monthly financial to identify areas that need further analysis. You will leave with tools and templates you can put into use the next day.

SOCIAL MEDIA & WINE MARKETING (BUS 833W #3911)  
**Instructor: Andrew Healy**
This seminar will empower you with the knowledge, tools, and applications of Social Media Best Practices. You will learn an accessible and practical process to help you effectively listen, create, optimize, engage, and manage your social media presence and network of relationships. Draft a strategy relevant to your business and understand the keys to wine marketing via social media.
STATE COMPLIANCE FOR DIRECT SHIPPING (BUS 834W #3914)
Instructor: Steve Gross
This seminar will take a hands-on approach to understanding the processes for complying with the complex array of state regulations for direct shipping of wine. The course will describe the requirements for registration and reporting in all states, cover the tax and alcohol regulatory requirements for wine shipping, and discuss the future of direct shipping regulations. Each participant will receive the latest materials from the Wine Institute, which includes all required state forms and instructions for their completion.

TASTING ROOM MANAGEMENT (BUS 815W #3905)
Instructor: Jil Child
A properly functioning tasting room is a key component to a winery’s success. Whether you’re currently a winery owner seeking to optimize sales and profitability, or a member of the tasting room staff looking to advance into management, this seminar will provide you with a review of the key components to meet those goals. The class will focus on physical facilities management, inventory control, employment and compensation issues, wine education and salesmanship training, promotion, and merchandising.

THREE TIER LICENSING AND YOUR WINERY (BUS 827W #4122)
Instructor: David Sandri
Many wineries expand sales through the traditional three-tier system. But, many are in the dark about what they need in each state to be licensed to properly sell in this manner. In this seminar, we will cover requirements in each state, including terminology and regulations. The goal will be to give wineries a beneficial grounding in what is needed, and what potential pitfalls to look out for, throughout the various jurisdictions in the U.S.

USING QUICKBOOKS® IN THE WINE INDUSTRY (BUS 824W #3934)
Instructor: Jeanette Tan
A look at the most common time saving processes built into QuickBooks® plus many other important tasks. This seminar will explore the basics of Excel as it is used in relation to QuickBooks® reports and how to manually integrate your point of sale information. You will leave with checklists, templates and diagrams of procedures that can be put to use immediately.

VINEYARD BUSINESS MANAGEMENT (BUS 845W #4121)
Instructor: Aaron DeBeers
This seminar guides students on how to market wine grapes and to how to develop and nurture grower relations. Topics include: identifying potential markets, developing and nurturing relationships with wineries and buyers, developing grower and winery marketing opportunities, writing & negotiating contracts, setting prices and forecasting grape demand. Students will generate a template on how to describe and market their grapes, including important elements needed in marketing material.

VISUAL MEDIA MARKETING (BUS 839W #3933)
Instructor: Andrew Healy
In this seminar we’ll look at the use of images on the "Big 2" social media outlets—Facebook & Twitter. A deep dive look at image specific outlets—Instagram, Pinterest, Tumblr, YouTube, Periscope and more. Creating your own visual content, sourcing visual content and respecting copyright. Planning your visual content—putting in place a "content calendar" monitoring the online world so that you can engage with those who are posting relevant visual content. Multi-purposing your visual content. Reporting platforms that allow you to track and measure the impact of your efforts.
# WINE BUSINESS INSTITUTE

## DIRECT TO CONSUMER CERTIFICATE

**CORE SEMINARS:** *ALL 5 REQUIRED FOR CERTIFICATE*

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
<th>TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
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</table>
| **DIRECT TO CONSUMER MARKETING** *(BUS 810W #3902)*  
Friday, March 4 | 8:30 am - 12:30 pm | Napa Valley Vintners  
1475 Library Lane  
St. Helena, CA 94574 | 0.4 CEUs | $180* |
| **HANDS ON INTRO TO eCommerce FOR SMALL AND BOUTIQUE WINERIES** *(BUS 814W #3903)*  
Friday, March 4 | 1:30 pm - 5:30 pm | Napa Valley Vintners  
1475 Library Lane  
St. Helena, CA 94574 | 0.4 CEUs | $180* |
| **SELLING THROUGH THE TASTING ROOM** *(BUS 811W #3904)*  
Friday, March 11 | 8:30 am - 12:30 pm | Salazar 2025 | 0.4 CEUs | $180* |
| **HOW TO BUILD A PROFITABLE WINE CLUB** *(BUS 812W #3908)*  
Friday, March 18 | 8:30 am - 12:30 pm | Salazar 2025 | 0.4 CEUs | $180* |
| **HOW TO CREATE AND EXECUTE SUCCESSFUL WINERY EVENTS** *(BUS 813W #3910)*  
Friday, March 18 | 1:30 pm - 5:30 pm | Salazar 2025 | 0.4 CEUs | $180* |

*Course fee is $150 up until one week prior to the seminar start date. Register early and save $30 per course!*

## WINE INDUSTRY FINANCE & ACCOUNTING CERTIFICATE

**CORE SEMINARS:** *ALL 4 REQUIRED FOR CERTIFICATE*

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
<th>TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
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</thead>
</table>
| **FINANCIAL ACCOUNTING FOR THE WINE INDUSTRY** *(BUS 820W #3935)*  
Friday, April 29 | 8:30 am - 12:30 pm | Salazar 2025 | 0.4 CEUs | $180* |
| **MANAGERIAL ACCOUNTING FOR THE WINE INDUSTRY** *(BUS 822W #3937)*  
Friday, April 29 | 1:30 pm - 5:30 pm | Salazar 2025 | 0.4 CEUs | $180* |
| **CALCULATING THE TRUE COST OF YOUR WINE** *(BUS 821W #3942)*  
Friday, May 6 | 8:30 am - 12:30 pm | Salazar 2025 | 0.4 CEUs | $180* |
| **BUDGETS, FORECASTING, AND BEST PRACTICES FOR THE WINE INDUSTRY** *(BUS 823W #3944)*  
Friday, May 6 | 1:30 pm - 5:30 pm | Salazar 2025 | 0.4 CEUs | $180* |

*Course fee is $150 up until one week prior to the seminar start date. Register early and save $30 per course!*

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MORE INFO: sonoma.edu/winebiz  
CALL: Wine Business Institute at 707.664.3235  
REGISTRATION INQUIRIES: customer service at 707.664.2394
## WINE BUSINESS INSTITUTE

### ELECTIVE SEMINARS

3 REQUIRED FOR DIRECT TO CONSUMER CERTIFICATE  
4 REQUIRED FOR WINE INDUSTRY FINANCE & ACCOUNTING CERTIFICATE

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
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<td><strong>USING QUICKBOOKS® IN THE WINE INDUSTRY (BUS 824W #3934)</strong></td>
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## NEW ELECTIVE SEMINARS

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<td><strong>VINEYARD BUSINESS MANAGEMENT (BUS 845W #4121)</strong></td>
<td>1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
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<tr>
<td><strong>SOCIAL MEDIA &amp; WINE MARKETING (BUS 833W #3911)</strong></td>
<td>8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
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<td><strong>VISUAL MEDIA MARKETING (BUS 839W #3933)</strong></td>
<td>1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
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<td>$180*</td>
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<td><strong>STATE COMPLIANCE FOR DIRECT SHIPPING (BUS 834W #3914)</strong></td>
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*Course fee is $150 up until one week prior to the seminar start date. Register early and save $30 per course!*

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MORE INFO: [sonoma.edu/winebiz]  
CALL: Wine Business Institute at 707.664.3235  
REGISTRATION INQUIRIES: customer service at 707.664.2394
INSTRUCTORS

**Jil Child, Sommelier and Wine Educator**, has worked in tasting room environments for the past 13 years. Her employers include Kendall-Jackson Wine Estates, Alexander Valley Vineyards, and Paradise Ridge Winery. Jil is a Sonoma State University Wine Business Alumni and also holds a B.A. Degree in Economics. She is currently working towards her designation as a Master of Wine.

**Steve Gross** has been the Director of State Relations at Wine Institute since 1995. His State Relations Field Staff track state legislation affecting the wine industry, as well as coordinating Wine Institute's legislative and regulatory activities with staff, contract lobbyists, and member wineries. He also regularly participates in many national programs dealing with issues facing the wine industry, both on legislative and regulatory levels.

**Andrew Healy** is the founder of 3 Rock Marketing, a Napa Valley based marketing company that specializes in Social Media and Online Presence. Andrew has worked in almost every facet of the wine industry since graduating from culinary college in Dublin, Ireland. Andrew's strength lies in offering practical solutions and tactical advice to make Social Media work for businesses. Andrew is currently enrolled in the WSET Diploma and speaks regularly in the North Bay Area on Social Media.

**Paul Hoffman, CPA, CGMA**, is the principal of The Hoffman Group, a Napa based wine industry advisory team providing strategic planning and CFO level financial services to small and mid-size wineries and vineyards. Paul is a Santa Clara University graduate with a BSC in accounting. Paul resides in Napa with his wife, Michelle, and is helping support the last of his three children through college.

**Corinne Meddaugh, MBA, CPA, CHE** is a lecturer at SSU's School of Business and Economics and is an instructor at the Culinary Institute of America at Greystone. She is also the Controller for Spring Mountain Winery in St. Helena, California. She has held a variety of positions with Roll Global, Hewlett Packard, Agilent Technologies, and Zainer Rinehart Clark DFD.

**Pilar Mustafa** is a marketing and event specialist. Pilar holds over 11 years of marketing, management, and event planning experience. She has developed and instituted marketing programs for both direct to consumer and direct to trade companies. She led the U.S. events division at Haymarket Media, managing over 80+ live and virtual events annually for multiple business marketing publications.

**David Sandri, CSW, WLS**, has been in various parts of the wine industry for over 22 years. His experience ranges from retail wine buyer, broker, wholesaler, tasting room management, vineyard operations, winery operation, logistics, and regulatory issues. Over the past decade plus, he has focused on winery compliance and regulatory issues, as well as being an active wine judge throughout the United States. He currently is Project Manager and Compliance Manager for Winesecrets, based in Sebastopol, and has had articles on various aspects on wine published internationally.

**Ron Scharman, MBA** is currently the COO of Chatterbox Wine Marketing Services, a Napa-based company which offers consumer direct marketing services exclusively for the wine industry. Previously, he was President of eWinery Solutions, CEO for New Vine Logistics and the Morrell Wine Group in New York, as well as holding major COO and CEO positions with several national retail chains.

**Elizabeth Slater** is internationally recognized within the wine industry as a seminar and workshop leader, speaker, and trainer. Specializing in all facets of direct marketing, her seminars, presented with humor and enthusiasm, are jammed with innovative, useful, and easy to implement concepts. She is a regular marketing columnist for Vineyard & Winery Management magazine, and recently, with a partner, founded the Wine Industry Network (wineindustrynetwork.com).
INSTRUCTORS (CONT.)

Pamela Snyder, MBA founded GO and DigiVino with 15 years experience in digital media and strategic planning. She helps clients to capitalize on digital media to increase their success. Pamela has led global, national and regional teams for Sutter Home, Miller, Nike, Cisco, Walmart, Levi's, Toyota, NFL, Visa, Levi's, International Fund for Animal Protection, World Watch International and Save the Children.

Jeanette Tan is the accountant at Kokomo Winery and Sbragia Family Vineyards. She is also a Certified QuickBooks ProAdvisor® and has a consulting practice, QB Winery Solutions, which provides training, setup, and support for micro and boutique wineries using QuickBooks®. As a SCORE counselor, she taught an introductory QuickBooks® class to several hundred people at a business resource center.

Paul Wagner is President of Balzac Communications & Marketing, a marketing communications agency with a no-nonsense approach to combining the strategies and tactics of marketing, public relations, advertising and graphic design to achieve the marketing goals of our clients. Paul has conceived and managed public relations programs for some of the most critical audiences in the world.

MORE INFO: sonoma.edu/winebiz CALL: Wine Business Institute at 707.664.3235 REGISTRATION INQUIRIES: customer service at 707.664.2394
WINE BUSINESS INSTITUTE
WINE BUSINESS MANAGEMENT CERTIFICATE (ONLINE)

PROGRAM INFORMATION
Developed and taught by wine business experts, this program will advance your knowledge of wine business operations. Whether you’re a current wine industry professional, a winemaker or viticulturist, or someone wanting to enter the wine industry, the Wine Business Management Certificate is right for you. This certificate program is made up of three levels: Foundation, Intermediate and Advanced. Each level builds upon the previous and is designed to challenge participants while creating a superior understanding of wine business operations. Areas of focus include:

- Business issues associated with viticulture and winemaking
- Traditional business functions of strategy in building a wine business
- eCommerce
- Supply chain management
- Wine commerce and trade including 3-tier distribution and Direct to Consumer
- Wine marketing and sales
- Cost analysis, quality management and value creation
- Optional certification at the successful completion of the Advanced Level

NOTE: For those seeking admission to Sonoma State University’s accredited MBA in Wine Business, successfully completing the first two levels of the Wine Business Management Certificate waives the wine industry experience admission requirement. This will enable professionals in other fields to access to the Wine MBA program more readily. Two years of professional work experience in any industry is also required along with meeting the other basic admission criterion.

COURSES

FOUNDATION: INTRODUCTION TO WINE BUSINESS (BUS 840W #3941)
This four-week course is designed to provide a systematic overview of the wine business: grape growing, production, marketing, distribution and sales. Students will develop an appreciation of the costs and quality decisions of the wine business as a multi-component business and come to understand the steps required for getting from the vineyard into the glass of the consumer.

INTERMEDIATE: A SURVEY OF THE KEY DRIVERS IN A WINE BUSINESS (BUS 841W #3945)
Prerequisite: Successful completion of Foundation: Introduction to Wine Business
Building on the concepts developed in the Introduction to Wine Business, this eight week course expands the project-based learning focused on the business of making and selling wine. The class surveys the key drivers of a wine business and the necessary decisions when a wine business goes to market, providing a deeper understanding of the entire value chain. The subject of marketing, distributing and selling expands to include both a primary brand as well as a range of products, including options for negociant brands.

ADVANCED: WINE eCommerce (BUS 843W #3946)
Prerequisite(s): Successful completion of both Foundation and Intermediate courses.
This level provides an in-depth study of electronic commerce aspects from a wine industry perspective. Participants will explore opportunities and challenges associated with electronic commerce (eCommerce/eBusiness), and review the impact of eCommerce with meeting strategic objectives of an organization in the wine industry. This level includes an overview of eBusiness issues as they pertain to direct-to-consumer and government oversight/compliance, wine club management, and winery management software.

**Students are required to complete two of the three offered advanced courses. Other advanced courses will be offered in future terms. Please check with the Wine Business Institute for more information at winebiz@sonoma.edu.**

MORE INFO: sonoma.edu/winebiz CALL: Wine Business Institute at 707.664.3235
REGISTRATION INQUIRIES: customer service at 707.664.2394
WINE BUSINESS INSTITUTE
WINE BUSINESS MANAGEMENT CERTIFICATE (ONLINE)

FINAL CERTIFICATION EXAM (OPTIONAL)
Spring Exam offerings April 6–April 20
Fee: $360

At the conclusion of the second and final advanced level course, students will have a period for review before entering the exam period. The exam period encompasses two weeks, during which students will have one opportunity to log in and take the exam during a single, timed session.

Final Certificate Exam fee waived with consecutive enrollment.

<table>
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<th>LOCATION</th>
<th>UNITS</th>
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<tr>
<td>FOUNDATION: INTRODUCTION TO WINE BUSINESS (BUS 840W #3941)</td>
<td>Online</td>
<td>1.6 CEUs</td>
<td>$710</td>
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<tr>
<td>4 Weeks: January 13 - February 10</td>
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<td>(Reg by 12/30: $590)</td>
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<tr>
<td>INTERMEDIATE: A SURVEY OF THE KEY DRIVERS IN A WINE BUSINESS (BUS 841W #3945)</td>
<td>Online</td>
<td>2.4 CEUs</td>
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<td>8 Weeks: February 24 - April 20</td>
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<tr>
<td>ADVANCED: WINE eCommerce (BUS 843W #3946)</td>
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<td>8 Weeks: January 20 - March 16</td>
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MORE INFO: sonoma.edu/winebiz    CALL: Wine Business Institute at 707.664.3235
REGISTRATION INQUIRIES: customer service at 707.664.2394
WINE BUSINESS CERTIFICATES

WINE ENTREPRENEURSHIP CERTIFICATE

The focus of wine entrepreneurship is to provide principals of small wine businesses (or those who aspire to enter the industry) with the space and the time to reflect on their vision. It will aid them in developing a business path for a profitable new product, new business, or career in the wine industry.

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
<th>TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINE ENTREPRENEURSHIP CERTIFICATE</td>
<td>Thursday, 6:00 pm - 9:00 pm</td>
<td>Green Music Center 1057</td>
<td>2.4 CEUs</td>
<td>$1100</td>
</tr>
<tr>
<td>(BUS 850W #3940)</td>
<td></td>
<td></td>
<td></td>
<td>(Reg by 2/18: $960)</td>
</tr>
</tbody>
</table>

*Courses are offered for credit.

BUILDING A COMPETITIVE WINE BRAND CERTIFICATE

This certificate course offers a theoretical foundation with practical insights to assist managers in their strategic brand development and management. Students will learn the importance and value of a strongly differentiated wine brand and will come away with knowledge and skills that can be applied to leverage their brand for increased customer loyalty, competitive advantage and profitability.

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
<th>TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUILDING A COMPETITIVE WINE BRAND</td>
<td>Wednesday, 1:00 pm - 6:00 pm</td>
<td>Location: TBA</td>
<td>1.8 CEUs</td>
<td>$2000</td>
</tr>
<tr>
<td>(BUS 851W #3938)</td>
<td>Thursday, 8:00 am - 5:30 pm</td>
<td></td>
<td></td>
<td>(Reg by 4/27: $1600)</td>
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<tr>
<td></td>
<td>Friday, 8:00 am - 12:00 pm</td>
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<tr>
<td></td>
<td>Saturday, 8:00 am - 5:30 pm</td>
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</tbody>
</table>

QUICKBOOKS CERTIFICATE (ONLINE)

Learn how to use QuickBooks® efficiently and effectively to produce meaningful and accurate reports for your wine business. Through this 8-week program you will learn the many features available in order to put a system of procedures in place, and create a customized QuickBooks® program tailored to your specific wine business needs.

<table>
<thead>
<tr>
<th>COURSE/SCHEDULE</th>
<th>TIME</th>
<th>LOCATION</th>
<th>UNITS</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUICKBOOKS: A COMPREHENSIVE APPLICATION</td>
<td>Time: TBA</td>
<td>Online</td>
<td>2.4 CEUs</td>
<td>$1100</td>
</tr>
<tr>
<td>FOR YOUR WINE BUSINESS (BUS 853W #3939)</td>
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<td></td>
<td>(Reg by 4/27: $960)</td>
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<tr>
<td></td>
<td>8 Online Meetings: May 11 - July 20</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>*No class on 6/8 and 6/15</td>
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</tbody>
</table>
REGISTRATION AND POLICIES

 Welcome to the Sonoma State University School of Extended and International Education (SEIE)!

 For more information, please contact customer service at 707-664-2394 or go to our website: www.sonoma.edu/exed

 REGISTRATION & ENROLLMENT
 REGISTRATION METHODS
 Online: www.sonoma.edu/exed
 Phone: Call 707-664-2394 to register with a credit card.

 ENROLLMENT POLICY
 Enrollments are accepted in order of receipt of completed registration forms and payment. Enrollment is not complete until both the registration form and payment are received by SEIE. Enrollment confirmation will be sent via email.

 PAYMENT
 PAYMENT METHODS
 Fees can be paid with check or money order made payable to Sonoma State University, or with VISA, MasterCard, American Express or Discover cards by providing the appropriate information on the registration form or over the telephone.

 FEE SUBSIDIES
 Students whose fees are to be paid by an agency, please file an agency authorization with SEIE, or submit one with the registration form.

 COURSE CANCELLATION
 COURSE CHANGES & CANCELLATIONS
 SEIE makes every effort to reach students to notify them ahead of time of any course changes or cancellations. If there are not a sufficient number of students to assure continuance of the class, the class will be canceled and all fees will be refunded.

 DROPS AND REFUNDS
 REFUND POLICY
 Students must officially request refunds by completing and signing a Class Drop and Refund Request form in person at SEIE, by faxing a request to 707-664-2613, or by calling 707-664-2394. Fees are generally refunded within two to four weeks.

 REFUND SCHEDULE
 All fees are refunded when a Class Drop and Refund Request form is received one day before the first class meeting.
 65% of fees are refunded when a Class Drop and Refund Request form is received on or after the first class meeting and before 25% of the course time has elapsed.
 No fees are refunded after 25% of course time has elapsed.

 NON-DISCRIMINATION POLICY
 RACE, COLOR, ETHNICITY, NATIONAL ORIGIN, AGE, GENETIC INFORMATION, RELIGION AND VETERAN STATUS
 The California State University does not discriminate on the basis of race, color, ethnicity, national origin, age, genetic information, religion or veteran status in its programs and activities, including admission and access. Federal and state laws, including Title VI of the Civil Rights Act of 1964 and the California Equity in Higher Education Act, prohibit such discrimination. Joyce Suzuki has been designated to coordinate the efforts of SSU to comply with all applicable federal and state laws prohibiting discrimination on these bases. Inquiries concerning compliance may be presented to this person at Salazar 2078D, 707-664-4470.

 Non-Discrimination Policy is available on these bases. Inquiries concerning discrimination on these bases. Inquiries concerning discrimination at www.sonoma.edu/uaffairs/policies/Nondiscrimination.htm.

 CONFIDENTIALITY
 Information provided to University employees shall be shared with other University employees and law enforcement exclusively on a “need to know” basis. University employees shall endeavor to honor any Complainant’s or victim’s request for confidentiality; however, the University shall also weigh requests for confidentiality against its duty to provide a safe and nondiscriminatory environment for all members of the campus community. Confidentiality, therefore, cannot be ensured.

 CAMPUS TITLE IX COORDINATOR
 Joyce Suzuki
 Salazar Hall, Second Floor, Administration and Finance Suite
 Joyce.suzuki@sonoma.edu
 (707) 664-4470
 Monday - Friday, 8 a.m. - 4:30 p.m.

 The full text of the University’s Nondiscrimination Policy is available at www.sonoma.edu/uaffairs/policies/discrimination.htm.
ENROLL TODAY!

Online
sonoma.edu/exed/

By Phone
707.664.2394 with your credit card
Monday - Friday, 8 am - 4:30 pm

“SEIE Professional Development Certificates provide an edge in today’s competitive career environment.”

SUSAN FLANNERY ADAMS, SPHR, SHRM-SCP
Program Coordinator
Human Resource Management Certificate Program

See page 4 for more information about the Human Resource Management Certificate Program