The Road Ahead

Thank you for your interest in the School of Extended and International Education (SEIE). It is our mission to provide opportunities that can change people’s lives. We hold this mission close to our hearts, and will work with partners on the SSU campus, throughout the region, the state, the nation, and the world. It is through these hundreds of partnerships that we find success.

SEIE is an instrument of change. Change is our one constant. SEIE must change rapidly to serve the 10,000 plus learners yearly who need to gain their education in non-traditional ways. Whether change is needed to insure quality and up-to-date programs such as the EXCEL for Youth program, the Osher Lifelong Learning program, the skill-based professional development programs, the extended degree completion programs, International programs, the Sonoma State American Language program, Study Abroad, National Student Exchange, Winter Intersession, and Summer Session…SEIE must change and adapt to the times. This is not easy in higher education, but it is a necessity to provide the highest quality, contemporary programs and services for non-traditional learners. This short message cannot possibly do justice to the incredible quality of service and dedication of the SEIE staff and instructors. SEIE staff and instructors touch the lives of learners.

Touching the lives of learners in positive ways has been my goal and mission for over 45 years. Since leaving Oregon State University and coming to SSU seven years ago, it has been my honor to work with the School of Extended and International Education staff. During these seven years SEIE has seen the successful integration of International Education into our School. We have expanded our OLLI and EXCEL programs into a framework for Lifelong Learning. We have grown our skill-based professional development programs to serve both the campus and the community by 300 percent. We extended the SSU Liberal Studies degree completion program to Napa Valley College and Solano Community College. We worked closely with the School of Business and Economics to grow the Wine Business program and the EMBA. We have partnered with the School of Arts and Humanities to develop a new Sound Studio program and expand the Music and Performing Arts programs. We have worked with the School of Education to extend their “Maker” program and various licensure programs. We have also worked with the School of Science and Technology to offer Nursing classes and programs throughout the region. These are but a small few of the classes and programs that the Schools of SSU collaborate with SEIE on to transform lives.

It has truly been my honor to work with you all, to serve both traditional and non-traditional students, to extend SSU degree and professional development programs throughout the region and around the world, to help establish a physical space that has brought all International Programs together in the newly dedicated International Hall, to help support the development of Weill Hall and the Green Music Center, and to have the opportunity to work with so many wonderful colleagues. My journey as an educator and educational administrator has now lasted 45 years, and it is time for me to retire. This is my last year as Dean of the School of Extended and International Education. I will step down on June 30, 2015, and turn the leadership role over to Dr. Rob Eyler, currently Professor of Economics, and Dr. Jason Lau, who recently joined us at SSU from the College of Marin. There is no doubt that SEIE will be in good hands and continue to move forward and transform the lives of thousands of individuals in our region and around the world.

This catalog kicks off the SSU School of Extended and International Education’s Fall Schedule. You will see by its contents that SEIE and our partners are working very hard to offer classes and programs that will transform the lives of traditional and non-traditional students alike. We are celebrating another year of growing programs and services, and I can say without hesitation that SEIE has, and is, making a positive difference in the lives of thousands of learners every year.

In closing, I want to take this opportunity to thank everyone that I have worked with at SSU, in the region, and beyond. This institution is made up of talented and caring individuals who take teaching and learning seriously and serve students at the highest level. It was my honor working with you.

With the School of Extended and International Education in good hands, I am now looking forward to time with my wife and family, doing a little surfing, traveling, and gardening…oh yes…and teaching a few classes in the SSU School of Education.

Sincerely,

Dr. Mark Merickel
Dean, School of Extended and International Education
Sonoma State University
# TABLE OF CONTENTS

**Beer and Wine Industry**  
Craft Beer Appreciation Certificate .................................. 4

**Wine Business Institute Seminars**  
Direct to Consumer .......................................................... 5  
Wine Industry Finance & Accounting .................................. 6  
Wine Business Management (Online) .................................. 12

**Business and Management**  
Human Resource Management ............................................. 14  
Project Management ......................................................... 15

**Construction and Sustainability**  
Construction Management ................................................ 17

**Digital Technology**  
Professional Social Media .................................................. 18  
WordPress® Website Development ...................................... 19

**Education**  
Maker .................................................................................. 20

**Healthcare**  
Advanced Practice Clinical Education .................................. 22  
Health Navigator ................................................................. 23

**Music**  
Audio and Recording Production ........................................ 24

**Psychology**  
Intuition: The Light of Inner Guidance ................................ 25

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**INFORMATION MEETINGS**

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

**Audio & Recording Production Certificate**  
Thursday, August 13 from 7:00 - 8:00 pm  
Sonoma State University, Ives 32 Recording Studio

**Construction Management Certificate**  
Tuesday, August 11 from 6:00 - 7:00 pm  
Sonoma State University, Schulz 1121

**Craft Beer Appreciation Certificate**  
Wednesday, July 29 from 6:30 - 9:30 pm  
Lagunitas Loft, 1280 N. McDowell Blvd., Petaluma

**Health Navigator Certificate**  
Monday, August 10 from 5:00 - 6:30 pm  
Sonoma State University, Salazar 2022

**Human Resource Management Certificate**  
Tuesday, August 25 from 7:00 - 9:00 pm  
Sonoma State University, Green Music Center 1057

**Project Management Certificate**  
Thursday, August 20 from 6:00 - 7:00 pm  
Sonoma State University, Schulz 1121

**WordPress® Website Development Certificate**  
Tuesday, September 8 from 6:00 - 7:00 pm  
Sonoma State University, Schulz 1121

[www.sonoma.edu/exed/misc/information-meetings](http://www.sonoma.edu/exed/misc/information-meetings)
BEER AND WINE INDUSTRY

Craft Beer Appreciation Certificate

PROGRAM INFORMATION
Instructor: Jay Brooks
The certificate program Craft Beer Appreciation will provide students with a comprehensive and thorough understanding of the beer industry, and will include the brewing process, the business of beer, and beer appreciation. It will touch on all major aspects of the beer industry, with a special emphasis on the craft beer segment, as well as California state and local opportunities and challenges.

For questions please contact the program coordinator, Jay Brooks at jay.brooks@gmail.com.

INSTRUCTOR
Jay Brooks has been writing about beer over 20 years, and is the former GM of the Celebrator Beer News and was the chain beer buyer for Beverages & more. He is currently a syndicated newspaper columnist for the Bay Area News Group with his bi-weekly column, Brooks On Beer, which appears in at least half-a-dozen papers, including the San Jose Mercury News, the Oakland Tribune and the Contra Costa Times. He contributes to most major beer periodicals, and general circulation magazines such as Reason. He has appeared on both television and radio talking about beer.

Mr. Brooks studied brewing at UC Davis and has judged at the Great American Beer Festival, the Great British Beer Festival, the World Beer Cup and many other competitions, both local and international. He’s the author of California Breweries North published by Stackpole Books and also contributed to the Oxford Companion to Beer, 1001 Beers You Must Taste Before You Die, The Pocket Guide to Beer, and several others. He co-founded SF Beer Week, the North American Guild of Beer Writers (for which he’s currently its co-President), and also started the Bay Area Beer Bloggers. He also writes about beer Online for a variety of websites, including his own Brookston Beer Bulletin.

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>Craft Beer Appreciation (SCI 800 #4141)</td>
<td>Wednesday, 6:30-9:30 pm</td>
<td>Lagunitas Loft, Petaluma</td>
<td>3.6 CEUs</td>
<td>$1495</td>
</tr>
</tbody>
</table>
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 together to earn a Direct to Consumer Certificate and/or Wine Industry Finance and Accounting Certificate.

For questions please contact the program coordinator, Jessica Pozzi at jessica.pozzi@sonoma.edu.

DIRECT TO CONSUMER CERTIFICATE | CORE SEMINARS
(Dates and times listed on page 8)
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 #4180)
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 #4205)
Instructor: Pamela Snyder
Interested in taking your Direct to Consumer function to a higher level by tapping into the growing wine e-Commerce channel? If so, this engaging hands-on session 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 #4182)
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 session will cover positioning the wine club in the minds of consumers, value-adds—what wine club customers really want, sales strategies to bring in new members, and differentiation—making a wine club stand out.

How to Create and Execute Successful Winery Events (BUS 813W #4183)
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 course 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 #4181)
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 course will thoroughly cover the specifics of many different and valuable sales techniques. Learn the sales process and enjoy selling!
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 in the Wine Industry (BUS 823W #4178)**  
*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 #4177)**  
*Instructor: Jeanette Tan*  
This class 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 #4175)**  
*Instructor: Corinne Meddaugh, MBA, CPA*  
Explore the challenges and recent updates in winery accounting and finance issues. This course 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 #4176)**  
*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.

**Current and Upcoming Winery Compliance Issues (BUS 836W #4210)**  
*Instructor: Wendell Lee*  
This course provides an overview of current and upcoming winery compliance issues at the operation, production, labeling, and distribution levels. Topics include: recent regulatory issues with air and water quality; food safety considerations; a primer on direct shipment requirements; a review of federal labeling topics; winery-wholesaler relations and monopoly protection laws; trade practice issues; Prop 65 requirements; and legislative changes that affect winery license privileges.

**Financial Planning & Strategy for Wine Businesses (BUS 826W #4207)**  
*Instructor: Jeanette Tan*  
This course 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.

**Innovative Wine Marketing and Brand Momentum (BUS 800 #4184)**  
*Instructor: Marie Gewirtz*  
Learn how to differentiate your brand and build momentum. Learn effective ways to introduce new practices, launch new products, and explore new markets. In this four hour class, we will discuss how to: shape a strategic plan and corresponding company goals; create a unique and consistent image; package the story; and ultimately launch the brand with a vibrant blend of traditional and social media communication.

www.sonoma.edu/winebiz
Tasting Room Management (BUS 815W #4185)
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 course will provide you with a review of the key components to meet those goals. The class will focus on facilities management, inventory control, employment and compensation issues, wine education and salesmanship training.

Using QuickBooks® in the Wine Industry (BUS 824W #4174)
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.

Wine Marketing Basics (BUS 832W #4179)
Instructor: Paul Wagner
This course will identify the key elements of marketing that are overlooked by 95 percent of the wineries in the marketplace today, and suggest very specific steps to solve the problem. From there, the course will cover a series of marketing and sales tactics that build on this foundation and create a focused and successful marketing plan for any small winery, with special attention to direct sales and tasting room activities.

Winery Taxation (BUS 825W #4209)
Instructor: Moss Adams Team
Accounting for wine inventory can be challenging especially when the production period may take two years or more. This seminar will cover various tax strategies for inventory costing, selection of accounting methods, depreciation and other unique taxation rules and planning opportunities available to winery owners and management teams.
# 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>
</tr>
</thead>
<tbody>
<tr>
<td>Direct to Consumer Marketing (BUS 810W #4180)</td>
<td>Friday, October 16</td>
<td>8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
<tr>
<td>Hands On Intro to eCommerce for Small and Boutique Wineries (BUS 814W #4205)</td>
<td>Friday, October 16</td>
<td>1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
<tr>
<td>Selling Through the Tasting Room (BUS 811W #4181)</td>
<td>Friday, October 23</td>
<td>8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
<tr>
<td>How to Build a Profitable Wine Club (BUS 812W #4182)</td>
<td>Friday, October 30</td>
<td>8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
<tr>
<td>How to Create and Execute Successful Winery Events (BUS 813W #4183)</td>
<td>Friday, October 30</td>
<td>1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
</tbody>
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### ELECTIVE SEMINARS: **3 REQUIRED FOR CERTIFICATE**

*(See page 10 for a list of our NEW elective seminars)*

<table>
<thead>
<tr>
<th>Course/Schedule</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Planning &amp; Strategy for Wine Business (BUS 826W #4207)</td>
<td>Friday, September 11</td>
<td>8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
<tr>
<td>Using QuickBooks* in the Wine Industry (BUS 824W #4174)</td>
<td>Friday, September 11</td>
<td>1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
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<tr>
<td>Winery Taxation (BUS 825W #4209)</td>
<td>Friday, October 2</td>
<td>1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
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<tr>
<td>Wine Marketing Basics (BUS 832W #4179)</td>
<td>Friday, October 9</td>
<td>8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
<tr>
<td>Current and Upcoming Winery Compliance Issues (BUS 836W #4210)</td>
<td>Friday, October 9</td>
<td>1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
<tr>
<td>Innovative Wine Marketing and Brand Momentum (BUS 800W #4184)</td>
<td>Friday, November 13</td>
<td>8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
</tr>
<tr>
<td>Tasting Room Management (BUS 815W #4185)</td>
<td>Friday, November 13</td>
<td>1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
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</tbody>
</table>

*Course fee is $150 up until two weeks prior to the seminar start date. Register early and save $30 per course!*
# Wine Business Institute

## 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>
<tbody>
<tr>
<td>Financial Accounting for the Wine Industry (BUS 820W #4175)</td>
<td>Friday, September 18 8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
</tr>
<tr>
<td>Managerial Accounting for the Wine Industry (BUS 822W #4176)</td>
<td>Friday, September 18 1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
</tr>
<tr>
<td>Calculating the True Cost of Your Wine (BUS 821W #4177)</td>
<td>Friday, September 25 8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
</tr>
<tr>
<td>Budgets, Forecasting, and Best Practices in the Wine Industry (BUS 823W #4178)</td>
<td>Friday, September 25 1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
</tr>
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### ELECTIVE SEMINARS: 4 REQUIRED FOR CERTIFICATE

(See page 10 for a list of our [NEW] elective seminars)

<table>
<thead>
<tr>
<th>Course/Schedule</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Financial Planning &amp; Strategy for Wine Business (BUS 826W #4207)</td>
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<td>Salazar 2025</td>
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<td>$180*</td>
</tr>
<tr>
<td>Winery Taxation (BUS 825W #4209)</td>
<td>Friday, October 2 1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
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<td>$180*</td>
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<tr>
<td>Wine Marketing Basics (BUS 832W #4179)</td>
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<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
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<tr>
<td>Current and Upcoming Winery Compliance Issues (BUS 836W #4210)</td>
<td>Friday, October 9 1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
</tr>
<tr>
<td>Innovative Wine Marketing and Brand Momentum (BUS 800W #4184)</td>
<td>Friday, November 13 8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
</tr>
<tr>
<td>Tasting Room Management (BUS 815W #4185)</td>
<td>Friday, November 13 1:30 pm - 5:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
</tr>
</tbody>
</table>

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

[www.sonoma.edu/winebiz](http://www.sonoma.edu/winebiz)
BEER AND WINE INDUSTRY

NEW ELECTIVE SEMINARS
(For complete course descriptions please contact the Wine Business Institute)

<table>
<thead>
<tr>
<th>Course/Unschedule</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>Fee</th>
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<tr>
<td>Vineyard Taxation (BUS 828W #4208)</td>
<td>Friday, October 2 8:30 am - 12:30 pm</td>
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<td>$180*</td>
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<tr>
<td>Legalities of Social Media and Intellectual Property for Wine Businesses (BUS 818W #4211)</td>
<td>Friday, October 23 1:30 pm - 5:30 pm</td>
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<td>Sales and Product Strategies for a Changing Market (BUS817W #4213)</td>
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<tr>
<td>Family Business Management (BUS 829W #4212)</td>
<td>Friday, November 6 1:30 pm - 5:30 pm</td>
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</tr>
<tr>
<td>Wine Business Human Resources Management (BUS 819W #4214)</td>
<td>Friday, November 6 1:30 pm - 5:30 pm</td>
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<td>0.4 CEUs</td>
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<td>Internal Operations Compliance for Wineries (BUS 838W #4215)</td>
<td>Friday, November 20 8:30 am - 12:30 pm</td>
<td>Salazar 2025</td>
<td>0.4 CEUs</td>
<td>$180*</td>
</tr>
</tbody>
</table>

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

THE WINE SPECTATOR LEARNING CENTER AT SONOMA STATE
The new home of Sonoma State’s Wine Business Institute, the Wine Spectator Learning Center, will be a destination for everyone who wants to learn and lead in the wine industry. Opening in 2016.

www.sonoma.edu/winebiz
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.

Marie Gewirtz’s career in marketing, brand development, and public relations in the specialty wine and food industries has spanned more than 30 years and as many continents. Her marketing firm, MGPR, passionately advocates sustainability for current and future generations by promoting organizations with a commitment to land stewardship, economic viability, education, and community involvement.

Wendell C. M. Lee is a multitasker: He’s a practicing lawyer who is also a Webmaster, network administrator and tech support person at the Wine Institute, a nonprofit trade industry organization that represents 500 California wineries nationwide on matters of public policy. He describes himself as "a technology evangelist for all things digital."

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 Landmark Winery, a premium Chardonnay and Pinot Noir winery in Kenwood, 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.

Ron Scharman, MBA is currently the CEO 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).

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.

www.sonoma.edu/winebiz
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 Advanced Level 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 #4195)
Instructor: Tim Hanni
This four-week course is designed to provide novices 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 #4194)
Prerequisite: Successful completion of Foundation: Introduction to Wine Business
Instructor: Tim Hanni
This course provides an in-depth exploration of the various components of the wine business: global statistics on wine, business issues with viticulture and enology; wine marketing; branding; distribution; sales; public relations; and exporting.

Advanced: Wine Production and Operations from a Business Perspective (BUS 842W #4196)
Prerequisite(s): Successful completion of both Foundation and Intermediate courses.
Instructor: Tom Atkin, Ph.D.
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 (e-commerce/e-business), and review the impact of e-commerce with meeting strategic objectives of an organization in the wine industry. This level includes an overview of e-business issues as they pertain to direct-to-consumer and government oversight/compliance, wine club management, and winery management software.

**Other advanced courses will be offered in future terms. Please check with the Wine Business Institute for more information**
Wine Business Institute
Wine Business Management Certificate (Online)

CERTIFICATION EXAM (OPTIONAL)
Fall Exam offerings TBD
Fee: $160

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. Extensions beyond the exam period will not be granted. Students will be notified of their results within 10 days of the conclusion of the exam period.

INSTRUCTORS
Tom Atkin, Ph.D. is Associate Professor of Operations and Supply Chain Management at Sonoma State University where he teaches in the Wine Business Institute. He received his Ph.D. in Supply Chain Management from Michigan State University in 2001. His research interests include customer-supplier relationships, sustainable business practice, and wine consumer preferences. He has published in International Journal of Wine Business Research, Negotiation Journal, and Journal of Business Logistics. Thomas Atkin can be contacted at: tom.atkin@sonoma.edu.

Tim Hanni, MW is the one of the first two Americans to earn the title Master of Wine. He is an internationally recognized wine educator and professionally trained chef who acts as a consultant to wine and hospitality businesses. Hanni is a recognized leader in developing marketing and education programs that break down barriers that have historically hindered the unfettered enjoyment of wine. He is involved in cutting edge sensory and behavioral research projects focused on understanding wine consumer preferences, attitudes, and behaviors, and has a unique perspective and passionate curiosity in the worlds of food, wine, and sensory sciences.

<table>
<thead>
<tr>
<th>Course/Schedule</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation: Introduction to Wine Business (BUS 840W #4195)</td>
<td>8 Online meetings: September 2 - 30</td>
<td>Mon/Wed 5-6:00 pm</td>
<td>Online</td>
<td>1.6 CEUs</td>
</tr>
<tr>
<td>Intermediate: A Survey of the Key Drivers in a Wine Business (BUS 841W #4194)</td>
<td>16 Online meetings: October 14 - December 9</td>
<td>Mon/Wed 5-6:00 pm</td>
<td>Online</td>
<td>2.4 CEUs</td>
</tr>
<tr>
<td>Advanced: Wine Production and Operations from a Business Perspective (BUS 842W #4196)</td>
<td>16 Online meetings: August 26 - October 21</td>
<td>Tuesday 5:30 - 6:30 pm</td>
<td>Online</td>
<td>2.4 CEUs</td>
</tr>
</tbody>
</table>

*Course fee is $590 up until 2 weeks prior to the seminar start date. Register early and save $120!
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).

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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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<tbody>
<tr>
<td>Human Resource Management  (BUS 800 #4119)</td>
<td>12 meetings: September 8 - December 1       Tuesday, 6:45-9:45 pm  Green Music Center 1057</td>
<td>3.6 CEUs</td>
<td>$790</td>
<td></td>
</tr>
</tbody>
</table>

www.sonoma.edu/exed/human-resource
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

PMP Certification Mathematics with CD-ROM
By Vidya Subramanian and Ravi Ramachandran
ISBN 9780071633055

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 orappointing 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

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<tr>
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<th>Location</th>
<th>Units</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Management (BUS 800 #4121)</td>
<td>Thursday, 6-9 pm</td>
<td>Stevenson Hall 3008</td>
<td>4.8 CEUs</td>
<td>$2050</td>
</tr>
</tbody>
</table>

www.sonoma.edu/exed/pmcp
CONSTRUCTION AND SUSTAINABILITY

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 Project Management (ES 800 #4114)
Instructor: Wesley E. Barry, II
This course focuses on the various stages of a construction project and introduces techniques for managing the project effectively. It begins with pre-construction considerations and includes an overview of contract documents, safety, submittals, documentation, labor, quality control, and post construction. The course is geared for students of construction, trade professionals, small business owners, and others in the construction industry.

California Labor and Employment Law (ES 800 #4115)
Instructor: Larry Levy
This course will completely familiarize students with all phases of both federal and state employment law. Fundamental enough for novice employers, the course will be of immense value to seasoned employers as well. It will cover Wage and Hour Law, Immigration, Hiring Techniques and the Law, Discrimination and Harassment, Worker’s Compensation Abuse and Fraud, Safety Issues, How to Avoid a Wrongful Termination Law Suit, Prevailing Wage, and Violence in the Workplace.

Green Buildings Standards Codes (ES 800 #4116)
Instructor: Shems Peterson
This class will review the new California Green Building Standards Code (CalGreen) requirements for residential and non-residential buildings, with the objective of learning how to read and understand the code. The class will also focus on how to provide the proper documentation to demonstrate compliance, and is designed to provide a working knowledge to assist architects, designers, builders, and homeowners in the design and construction process.

**Students must have a laptop, with Internet connection or obtain the 2013 California Building Standards Code**

INSTRUCTORS
Wesley Barry II, B.S. is Vice President, Department Head and Project Manager for Midstate Construction in Petaluma.

Larry Levy is an Employee Relations Management Consultant, Mediator and Trainer in Marin County. He has been in private practice for 26 years and helps employers who are confronted with problems with employees. He assists corporate H.R. Managers when they request an outside consultant to conduct an investigation or present specialized seminars.

Shems Peterson spent 15 years in the construction trades as a carpenter/builder. He completed the Building Inspection Technology Program at Butte College, and began a career as a building inspector for Sonoma County in 1987. He has spent 25 years in a variety of positions in the County, and has been the Supervising Building Inspector for the last 8 years.

<table>
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<tr>
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<th>Units</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Project Management (ES 800 #4114)</td>
<td>Thursday, 7-10:00 pm</td>
<td>Salazar Hall 2013</td>
<td>3.0 CEUs</td>
<td>$300</td>
</tr>
<tr>
<td>California Labor and Employment Law (ES 800 #4115)</td>
<td>Tuesday, 7-10:00 pm</td>
<td>Salazar Hall 2021</td>
<td>3.0 CEUs</td>
<td>$300</td>
</tr>
<tr>
<td>Green Buildings Standards Codes (ES 800 #4116)</td>
<td>Wednesday, 7-10:00 pm</td>
<td>Salazar Hall 2013</td>
<td>3.0 CEUs</td>
<td>$300</td>
</tr>
</tbody>
</table>

[www.sonoma.edu/exed/construction](http://www.sonoma.edu/exed/construction)
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.

**Course requires a Google account and access to Google Drive**

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

INSTRUCTORS

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>
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<tbody>
<tr>
<td>Professional Social Media (LIBS 800 #4122)</td>
<td>Tuesday, 6-9:30 pm</td>
<td>Salazar Hall 2025</td>
<td>4.9 CEUs</td>
<td>$1050</td>
</tr>
</tbody>
</table>
WordPress® Website Development Certificate

PROGRAM INFORMATION

Instructors: 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® Website Development 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®

**Course requires a laptop**

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

**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**

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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>WordPress Website Development</td>
<td>Saturday, 8 am - 5 pm</td>
<td>Salazar Hall 2015</td>
<td>8.0 CEUs</td>
<td>$1600</td>
</tr>
</tbody>
</table>

For more information, visit [www.sonoma.edu/exed/wordpress](http://www.sonoma.edu/exed/wordpress)
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-seat 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 #4187)
Instructors: Angi Chau and Aaron Vanderwerff
Introduction to Making, the face-to-face version, is a 2-day course offered in multiple locations. You can attend this course at either the *Lighthouse Creativity Lab in Oakland, CA or *Castilleja School in Palo Alto, CA.

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.

*The same material will be covered at both locations. Please choose one location to attend.

Introduction to Making - Online (EDCT 802 #4168)
Instructors: Kaki McLachlan and Julia Marrero
Introduction to Making is a 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, be it a classroom environment, library hang out space, community center, or after school fab lab, 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 #4164)
Instructor: Jessica Parker, Ph.D.
Prerequisite(s): Successful Completion of Making for Educators and Introduction to Making
The Maker Professional Development 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 for Educators (EDCT 801 #4186)
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.

www.sonoma.edu/exed/maker-certificate
INSTRUCTORS

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.

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.

Course/Schedule

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<tr>
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<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Introduction to Making - Face-to-Face</td>
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</tr>
<tr>
<td>(EDCT 802 #4187)</td>
<td>2 meetings: Dates TBD</td>
<td>Saturday, 9am-5pm</td>
<td>Locations TBD</td>
<td>2.0 CEUs</td>
</tr>
<tr>
<td>Introduction to Making - Online</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(EDCT 802 #4168)</td>
<td>Online: October 19 - December 7</td>
<td>Online</td>
<td>Online</td>
<td>2.0 CEUs</td>
</tr>
<tr>
<td>Maker Professional Development</td>
<td></td>
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</tr>
<tr>
<td>(EDCT 803 #4164)</td>
<td>Online: September 14 - October 19</td>
<td>Online</td>
<td>Online</td>
<td>1.0 CEUs</td>
</tr>
<tr>
<td>Making for Educators</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(EDCT 801 #4186)</td>
<td>4 meetings: October 3, 17, 31 and November 14</td>
<td>Saturday, 9am-2pm</td>
<td>Locations vary by dates</td>
<td>2.0 CEUs</td>
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</tbody>
</table>

www.sonoma.edu/exed/maker-certificate
HEALTHCARE

Advanced Practice Clinical Education Certificate Program

PROGRAM INFORMATION
The Advanced Practice Clinical Education Certificate (APCE) program prepares practitioners for a role in academia as a clinical instructor and serves as a stepping stone to an expanded educational role. This certificate is recognized by the California Board of Registered Nursing and qualifies candidates to teach in an academic setting.

**Students who complete the program satisfactorily will be awarded a $1500 stipend**

*For questions please contact the program coordinator, Mary Ellen Wilkosz at wilkosz@sonoma.edu.*

COURSES

**NURS 522A: Instruction Process in Higher Education I**
*Instructor: Deborah Roberts, RN, Ed.D.*
Students will explore the core competencies of nursing education, including theoretical foundations of teaching/learning, curriculum development, learning environments, diverse classrooms, technology/curriculum delivery systems, simulation, clinical coaching, promotion, and assessing critical thinking and evaluation in the academic arena.

**NURS 535A: Residency**
*Instructor: Melissa Sloan, RN, FNP-BC, MSN*
Focus is on the synthesis of theoretical nursing knowledge and role development in areas in education, management, or clinical nurse leader. Select assignments provide for practice with a preceptor in a designated practice or educational setting.

**NURS 595: Special Studies**
*Instructor: Mary Ellen Wilkosz, RN, FNP-BC*
To enhance and expand clinical decision-making skills via extended clinical practice in preceptorship for Family Nurse Practitioner students. To synthesize and concisely report clinical findings via written or dictated chart notes and verbal presentation to preceptor.

INSTRUCTORS

Deborah Roberts, R.N., Ed.D. is a professor and current chair of the Department of Nursing at Sonoma State University. She has expertise in pediatric, adult and geriatric nursing. She is also proficient in curriculum design and educational leadership. She is the Clinical Director for the Jewish Community Free Clinic serving the uninsured population since 2001.

Melissa Sloan, RN, FNP-BC, MSN is a lecturer in the FNP Program as well as an instructor in the Advanced Practice Clinical Education Program. Melissa has been teaching for 15 years. In addition to her teaching she currently works as an FNP in a local pulmonary and sleep medicine practice.

Dr. Mary Ellen Wilkosz RN, FNP-BC is the director of the FNP Program as well as the Director of the Advanced Practice Clinical Education Program. She has been a nurse practitioner for the past 23 years and is an alumni of SSU. She currently teaches in both the FNP program and APCE program and has a busy clinical practice in Family Medicine where she works one day per week.

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<tr>
<th>Course/Schedule</th>
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<th>Location</th>
<th>Units</th>
<th>Fee</th>
</tr>
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<tbody>
<tr>
<td>NURS 522A: Instruction Process in Higher Education I</td>
<td>Beginning late August 2015</td>
<td>TBD</td>
<td>Online</td>
<td>4 Units</td>
</tr>
<tr>
<td>NURS 535A: Residency</td>
<td>Beginning late August 2015</td>
<td>TBD</td>
<td>Online</td>
<td>3 Units</td>
</tr>
<tr>
<td>NURS 595: Special Studies</td>
<td>Beginning late August 2015</td>
<td>TBD</td>
<td>Online</td>
<td>1 Unit</td>
</tr>
</tbody>
</table>

www.sonoma.edu/exed/apce-certificate
HEALTHCARE

Health Navigator Certificate Program

PROGRAM INFORMATION
A holistic approach to health, healing, and health care forms the foundation of the Patient Navigation program. The focus is patient-centered as students learn how to best help patients identify their health and healing goals, the personal significance of those goals, and how they may find the motivation to move towards them in a realistic and achievable way. Students have the opportunity to explore their own personal concept of healing and how that affects their health choices. They also learn about the philosophies and definitions of different systems of care, including western, complementary, and alternative medicine (CAM) and are expected to experience at least 4 CAM modalities.

For questions please contact the program coordinator, Pam Koppel at koppel@sonoma.edu.

COURSES

Health Navigator Certificate I (NURS 800 #4120)
Instructors: Ellen Barnett, MD, PhD and Pam Koppel, LCSW
The first semester prepares the student in Patient Navigation: Listen with compassion, facilitate an effective interview, clarify the patient’s goals and needs, identify appropriate resources and co-develop a plan to meet the needs. The students will be prepared for the internship experience starting in Semester Two. Class activities will help students hone the ability to leave their personal agendas, history, and experience out of their interaction with patients.

Other topics included are family and cultural influences on health, attitudes, and behavior, the impact of lifestyle choices on health, red flags in the clinical setting, how to understand and work with specific medical problems and chronic diseases, making sense of medical literature and web searches, insurance coverage, integration of western, complementary and alternative medicine, and strategies to support behavior change. In-class activities will include lectures, discussions, and role plays. Online portion includes research, case studies, and practice sessions.

INSTRUCTORS

Ellen Barnett, MD, Ph.D. is a family physician and educator. She received her Ph.D. in Education from the University of Southern California. After working in graduate medical education, she returned to medical school at Case Western Reserve University, graduating in 1980. Completing her Family Medicine residency in Santa Rosa, she then taught in the residency for over 15 years, serving as curriculum director. Dr. Barnett has been in clinical practice over 30 years, and currently practices at IMC in Santa Rosa with her husband, Dr. Bob Dozor, with whom she has three wonderful children and two grandchildren.

Pam Koppel, LCSW has 20 years experience in the health care field and has been working in the field of Integrative Medicine since 1996. She is co-founder of the Integrative Medical Clinic of Santa Rosa and the Program Coordinator of Integrative Health and Healing Services at Sutter North Bay Women’s Health Center, a program that offers free complementary therapies to women with cancer. She has been providing Integrative Health Navigation services for the past 13 years.

<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>Health Navigator Certificate I (NURS 800 #4120)</td>
<td>Saturday &amp; Sunday, 9 am - 5 pm</td>
<td>Salazar Hall 2022</td>
<td>7.5 CEUs</td>
<td>$2700</td>
</tr>
</tbody>
</table>

www.sonoma.edu/exed/health-navigator
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
Music Technology: Tools and Applications (MUS 800 #4118)

**Instructor: David Fichera**

A hands-on survey of hardware and software resources for music notation, midi sequencing, digital recording, and synthesizer operation. The focus will be on building basic skills for using these tools in real-world situations.

**INSTRUCTOR**

David Fichera is a Santa Rosa native who holds teaching credentials from Sonoma State University in Music and Drama, an Administrative Services credential, and is currently working toward a Master of Arts degree in Education. In his current position as principal at Hillcrest Middle School (the recipient of four California Distinguished School awards) Dave serves as co-director of the Creative Arts Magnet Program, ENRICH! In designing the curriculum for this statewide-recognized program, Dave created courses in Music Technology, Digital Design, and Digital Video. An experienced teacher, Dave has taught K-8 General Music, Band, Music Technology, Strings, Acting, Dance, and Technical Theatre. He directed the 120-member Hillcrest Middle School Marching Band — winner of the Apple Blossom (2007, 2009, 2020) and Rose (2010, 2011) parades — and directed that school’s annual musical theatre productions.

As a Lecturer at SSU, Dave designed and taught Music 259 (Music Technology: Tools and Applications) and collaborated on the upgrade and retrofitting of Wolford Recording Studio. His tech experience includes live sound and lighting tech; recording engineer; IT and AV systems administration; Sibelius software help desk consultant; and SSU-IT consultant certified in Apple Computer hardware and software.

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<tr>
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<tbody>
<tr>
<td>Music Technology: Tools and Applications</td>
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<tr>
<td>(MUS 800 #4118)</td>
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<tr>
<td>16 Meetings: August 27 - December 17</td>
<td>Thursday, 7:00 - 8:40 pm</td>
<td>Ives Hall 32</td>
<td>1.5 CEUs</td>
<td>$285</td>
</tr>
</tbody>
</table>
PSYCHOLOGY

Intuition: The Light of Inner Guidance

PROGRAM INFORMATION
Every Spring, Summer, and Fall, the School of Extended and International Education offers Extension Courses for academic credit and professional enrichment, or CEUs. Extension courses are one way SSU offers university level academic credit resources to the wider community. Intuition: The Light of Inner Guidance is one such program that offers both an academic credit and a CEU option.

For questions please contact the program coordinator, Beth Warner at beth.warner@sonoma.edu.

COURSES
Intuition: The Light of Inner Guidance (PSY 490 #4123 and PSY 800 #4124)
Instructor: David Sowerby, Ph.D.
In this course you will learn how to recognize and develop your intuition in order to guide you in various areas of your life — relationships, career, health and well-being, spirituality, decision-making, problem solving, financial prosperity, sports, creativity, etc. The emphasis of this course is on the development of practical intuitive skills that you can apply immediately to your life. Literature and research from various disciplines will be presented regarding how intuition is recognized, interpreted, and developed.

This course takes place over two Saturdays. Students can choose to take the course for academic credit or for CEU credit.

INSTRUCTOR
David Sowerby, Ph.D. is an adjunct faculty member in the Psychology Departments at Sonoma State University and Dominican University of California. He is also a consultant, and has been serving individuals, groups, organizations, businesses, and agencies for over 30 years. Dr. Sowerby has published research in the areas of intuition and hypnosis, and is the author of a book on intuition, dreams, and healing. He has taught psychology at various San Francisco Bay Area universities and graduate schools; been interviewed on television, radio, pod-casting, and for newspapers; worked as a psychotherapist (in Canada), manager, and sports instructor; served on community development councils (local and national); and played competitive sports (local, interstate, and international).

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>Intuition: The Light of Inner Guidance - Academic Credit (PSY 490 #4123)</td>
<td>2 Meetings: October 3 and October 10</td>
<td>Saturday, 9 am - 5 pm</td>
<td>Stevenson 3046</td>
<td>1 Unit</td>
</tr>
<tr>
<td>Intuition: The Light of Inner Guidance - CEU Credit (PSY 800 #4124)</td>
<td>2 Meetings: October 3 and October 10</td>
<td>Saturday, 9 am - 5 pm</td>
<td>Stevenson 3046</td>
<td>1.4 CEUs</td>
</tr>
</tbody>
</table>

www.sonoma.edu/exed/extension-courses
REGISTRATION AND POLICIES

Welcome to the Sonoma State University School of Extended and International Education (SEIE)! No formal admission procedures are required for Extended Education courses. If you are interested in formal admission to Sonoma State University, contact our Customer Service Representative at 707-664-2394.

REGISTRATION & ENROLLMENT

Registration Methods
Online: Go to www.sonoma.edu/exed/ to register online.

Mail: Fill out and print the registration form at www.sonoma.edu/exed/apply-enroll/reg-form-mail-or-fax.html, and mail it to: Sonoma State University, School of Extended & International Education, Stevenson Hall 1012, 1801 E. Cotati Ave., Rohnert Park, CA, 94928, along with a method of payment.

Phone: Call 707-664-2394 to register with a credit card.

Fax: Fill out and print the registration form at www.sonoma.edu/exed/apply-enroll/reg-form-mail-or-fax.html, and fax it to 707-664-2613. The FAX machine is on 24 hours a day.

In-person: Come to Stevenson Hall 1012 at Sonoma State University to register in person. Hours: Monday-Friday, 8am-4:30pm.

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 phone. Students wishing to pay in cash must register in person.

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.

Financial Aid
State and Federal financial aid may be available to Extension students who are concurrently enrolled in a degree program. Further information may be obtained by visiting the Financial Aid website at www.sonoma.edu/finaid, or calling the Financial Aid Office at 707-664-2389 between 8am-4pm, Monday through Friday.

Sallie Mae offers a loan financing option for students attending extended education programs. The Smart Option Loan is a flexible, competitive education loan program specifically designed for students seeking higher education. Applying with a qualified co-signer increases your chances of approval. Sallie Mae offers three payment options including deferred payments while you are in school. For more information, visit www.salliemae.com.

COURSE CANCELLATION

Course Changes & Cancellations
SEIE makes every effort to reach students to notify them ahead of time of any course changes or cancellations. Course locations, including any possible changes, are posted on the bulletin board outside Stevenson Hall 1012. If, at the first class meeting, there is not a sufficient number of students to assure continuance of the class, the class will be cancelled 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 four to six weeks.

Refund Schedule
All fees are refunded when a Class Drop and Refund Request form is received prior to 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.

COURSE CREDIT AND GRADES

CEU Credit
“Continuing Education Units” are offered for most courses. CEUs are used when employers, relicensure agencies, school districts and other authorities require a specified number of hours of noncredit study for career advancement. For each 10 hours of class participation, one CEU is awarded. CEUs are not accepted for academic credit and do not apply toward degree programs or meet teaching credential requirements. Note: 100% attendance is required; no partial credit for continuing education courses is given.

Grades
Continuing Education Unit (CEU) classes receive only CR/NC (Credit/No Credit), not letter grades. A grade of CR signifies attendance for all class hours. All academic and CEU grades are on file in the Office of Admissions & Records where they are posted on a student’s permanent record. Official transcripts of work completed at SSU may be obtained from the Registrar. Call the Office of Admissions & Records at 707-664-2778 for instructions on how to request a transcript by mail or follow the instructions at www.sonoma.edu/registration/records/transcripts.html. If the transcript is to show results of the current semester’s work, the request should specify “End of Semester Transcript.” Please allow six weeks after the end of semester for grades to appear on your transcript.

Credit
Continuing Education courses are specifically designed for students seeking higher education. Applying with a qualified co-signer increases your chances of approval. Sallie Mae offers a loan financing option for students attending extended education programs. The Smart Option Loan is a flexible, competitive education loan program specifically designed for students seeking higher education. Applying with a qualified co-signer increases your chances of approval. Sallie Mae offers three payment options including deferred payments while you are in school. For more information, visit www.salliemae.com.

Continuing Education Unit (CEU) requires attendance for all class hours. For each 10 hours of noncredit study for career advancement, one CEU is awarded. CEUs are not accepted for academic credit and do not apply toward degree programs or meet teaching credential requirements. Note: 100% attendance is required; no partial credit for continuing education courses is given.

Grades
Continuing Education Unit (CEU) classes receive only CR/NC (Credit/No Credit), not letter grades. A grade of CR signifies attendance for all class hours. All academic and CEU grades are on file in the Office of Admissions & Records where they are posted on a student’s permanent record. Official transcripts of work completed at SSU may be obtained from the Registrar. Call the Office of Admissions & Records at 707-664-2778 for instructions on how to request a transcript by mail or follow the instructions at www.sonoma.edu/registration/records/transcripts.html. If the transcript is to show results of the current semester’s work, the request should specify “End of Semester Transcript.” Please allow six weeks after the end of semester for grades to appear on your transcript.
REGISTRATION AND POLICIES

PARKING AND TRANSPORTATION

Parking Information
A daily parking permit is required M-Th, 6 a.m.-10 p.m. and 6 a.m.-5 p.m. on Fridays, except holidays. General permits are valid in lots E, F, G, H, J, L, M, N and O. Daily permits cost $5.00 per day and can be purchased at the permit kiosks in each parking lot. Some permit machines accept quarters only. For more detailed information about parking on campus visit www.sonoma.edu/ps/parking.

Alternative Transportation
Sonoma State University actively encourages the use of alternate transportation for environmental reasons and because campus parking spaces are at a premium. Suggested alternatives are:

Bus: Sonoma County Transit provides regular service to and from the University. Route maps are available at the Dept. of Public Safety, Verdot Village.

Bicycle: bike racks are available throughout the campus and in the residential community parking lot.

CAMPUS SERVICES

Campus Bookstore
The Bookstore is the one-stop shop for textbooks, supplies, apparel and merchandise. The Bookstore is located on the second floor of the Student Center. Hours: Monday through Thursday, 7:30am-6:30pm, Friday 7:30-4:30pm, Saturday, 10am-3pm, Closed Sunday. Hours are subject to change. Textbooks and merchandise are available through the campus Bookstore or online at sonoma.bncollege.com. Items purchased through the web can be shipped or held for pickup at the Bookstore.

DISABILITY SERVICES
Disability Services for Students (DSS) assures equal access to the University for students with disabilities. DSS is located in Salazar Hall 1049. To receive accommodation services, students must register with DSS, complete an intake form and provide appropriate medical verification of the disability in advance of the services requested. For any questions or need of services, call 707-664-2677 (voice) or 664-2958 (TDD).

NON-DISCRIMINATION POLICY
The University and its auxiliary organizations Academic Foundation, Associated Students, Enterprise Corporation, and Student Union) do not discriminate on the basis of age, race, sex, creed, color, religion, sexual orientation, Vietnam Era Veteran’s status, or disabling condition in admissions, access and/or employment in its programs and activities. No person shall, on the basis of age, race, sex, creed, color, religion, sexual orientation, Vietnam Era Veteran’s status, or disabling condition, be excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any of the University’s programs or activities.

Inquiries may be directed to Joyce Suzuki, Managing Director of Employee Relations & Compliance at 707-664-4470. The full text of the University’s Nondiscrimination Policy is available at sonoma.edu/uaffairs/policies/discrimination.htm.
SSALI
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Offering Summer, Fall and Spring classes

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- Intensive instruction to students, professionals and others who need to learn English quickly
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- Students receive instruction in grammar, composition, oral communication, reading and vocabulary
- Class size averages 12-15 students. Students get a lot of individual attention
- Classroom instruction is enriched and supplemented with contact assignments and field trips
- Students can select from a variety of special elective classes

www.sonoma.edu/exed/ssali
Contact Debra Crow for more information
crowde@sonoma.edu | 707.664.2742