



# THE Portal

SUMMER 2006 VOLUME 6 ISSUE 2

## Never Stop Learning

### Dean's Message

**G**reetings and welcome to the Summer Issue of *the Portal*. SDSU will be graduating the Class of 2006 in about three weeks and after a short period of celebration the new college graduates will be seeking employment. Not many people know that the College of Extended Studies does a great deal to help these students enter the workforce.

While still undergraduates CES assists them with gaining an international experience. Studies have shown that students who have some international experience, command of a second language, and an expanded world view, get better jobs, faster promotions, and tend to enjoy themselves more than those without this experience. We have a story about such a student who spent some time in Costa Rica through our Travel Study Program.

Speaking of jobs, you can't turn a corner in San Diego without seeing a new construction site. The construction industry is booming in San Diego County and there are great jobs for those with the proper training. Coming from a construction background I was very pleased to learn about all of the certificate programs we offer for this industry. Most of the credit for these very successful programs goes to Bob George, who is highlighted in this issue.

If construction isn't your dream job, then perhaps you'll be interested in our Professional Certificate in Sales Excellence. This new program has been developed in response to an overwhelming market need for highly focused sales training designed to target

and impact companies' bottom lines. Read about the courses offered in this program to determine if they can benefit you or your company.



For those of you in early childhood, or who are parents or grandparents, or just have a love of literature, you'll be particularly interested in our new **Graduate Certificate in Children's Literature**. This is a real crowd pleaser and offers many exciting classes.

*Dreaming when Dawn's  
Early Light was in the sky - I  
heard a Voice within the Tavern cry,  
- "Awake my little ones, and fill the Cup  
- Before Life's Liquor in its Cup be dry."*

This verse is from *The Ruba'iyat* of Omar Khayyam and is meant to get you into the mood for our article on the *Art of Persian Cuisine*. I admit to being an adoring fan of this cuisine and can assure you that you will join our ranks after trying some of this remarkable food.

Speaking of cuisine, you can host your next event here at our new facilities where all of your needs for a successful meeting can be met by our talented and professional staff. All of the contact information you need can be found in our article on our new meeting and event facilities.

As you can see, this is a diverse and exciting issue that can stimulate the mind, the body, and the senses, leaving you no excuse to Never Stop Learning.

With best wishes,

William E. Byxbee, Dean

## College Offers Variety of New Rooms for Rent

Are you looking to rent a room for your company's next event or seminar?

The College of Extended Studies offers rooms, equipment, and catering services on a short- or long-term rental basis at SDSU's Extended Studies/Gateway Centers.



The one and a half year-old Extended Studies Center provides attractive, professional, and comfortable conference, seminar, and computer lab rooms with state-of-the-art computer and presentation technology. From small, "smart" executive meeting rooms to large seminar rooms, from a coffee cart

See Rooms to Rent on page 2

# Rooms to Rent continued from page 1

and break room to full catering services, the Extended Studies Center has been designed to deliver complete, professional education, training, and meeting experiences.

**Here are examples of rentals the College has to offer:**

## Versatile Conference Rooms

We have two buildings housing a total of 19 carpeted meeting rooms, 17 of which have full-length windows for natural light and can accommodate groups of 10 to 200. All rooms can be equipped to meet your individual needs with whiteboards, easels and pads, and a full range of audio/visual and computer equipment requirements. All of our rooms have internet access and the rooms in our Extended Studies Center have wireless internet access. Catering can be provided through Aztec Shops,

a division of SDSU.

## High-Tech Seminar Rooms

The Extended Studies Center offers six high-tech seminar rooms, all with state-of-the-art smart podiums.

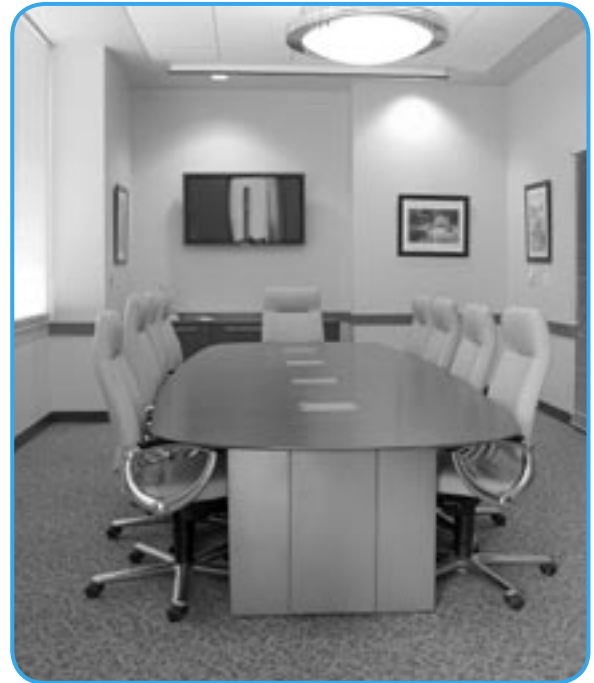


## Computer Lab

The Extended Studies Center Computer Lab features 32 internet-connected workstations with cushioned seating plus instructor PC, and two networked printers. Arrangements can be made to load additional software for instructional purposes.

## Multimedia Room

The multimedia room features an executive smart podium, the latest in wireless technology, and executive furniture that provides the utmost versatility in event design, delivery, space, and comfort.



## Osher Seminar Room

The Osher Lifelong Learning Institute Seminar Room contains an executive smart podium and furniture that provides multiple options for professional seminars, conferences, or meetings.

## Sycuan Conference Room

The Sycuan Conference Room accommodates up to 10 participants in a plush, high-tech executive setting. A large picture window and picturesque balcony overlook the SDSU campus and provide a nice finishing touch to the Sycuan Conference Room.

## Smart Podiums

Rooms equipped with a smart podium provide the latest technological presentation aides. All smart podium rooms have single or dual ceiling-mounted data and image projectors and speakers. A complimentary training session is included for first-time CES smart podium users and on-site technical assistance is available when a smart podium is being used.

For pricing and other room-rental information, please call (619) 594-2539 or visit [www.ces.sdsu.edu/facilities/index.html](http://www.ces.sdsu.edu/facilities/index.html). ■

## We are Pleased to Recognize our Preferred Partners

ATK Advanced Propulsion and Space Systems Group  
BAE Systems  
Barona Valley Ranch Resort and Casino  
Cardinal Health  
Children's Hospital and Health Center San Diego  
City of San Diego  
Commander Navy Region Southwest  
Cox Communications  
Elsevier  
Fleet and Industrial Supply Center (FISC)

Goodrich Aerostructures Group  
Hamilton Sundstrand  
Harrah's Rincon Resort and Casino  
Helix Water District  
Invitrogen  
Jack in the Box  
KPBS  
Kyocera  
L-3 Communications  
Life Cycle Services  
Marine Corps Base Camp Pendleton, AC/S, Logistics

Marine Corps Base Camp Pendleton, Civilian Leadership Development  
Mission Federal Credit Union  
Northrop Grumman  
Pechanga Resort and Casino  
SAIC  
San Diego County Office of Education  
Sanyo Energy Corporation  
SDSU Associated Students  
Sharp HealthCare  
Southwest Division, Naval Facilities Engineering Command (NAVFAC)

Southwest Marine  
Southwest Region Maintenance Center (SWRMC)  
Sycuan Casino  
Temecula Valley Winegrowers Association  
Tyco Healthcare  
Unified Port of San Diego  
Veterans Medical Research Foundation  
Wardell Builders, Inc.

# CES Cooks Up 'The Art of Persian Cuisine' Course

When Maryam Khatamee Cornejo was a little girl in Iran, she used to help her mother prepare food for such dignitaries as ambassadors and government officials.

She has brought her extensive food background to the United States and will teach a course on *"The Art of Persian Cuisine"* for SDSU's College of Extended Studies this summer.

Cornejo is writing a book titled *"Persian Cuisine: Recipes that My Mother Taught Me,"* which she hopes to have self-published by this Christmas. She will share many of those recipes during her CES course that will include demonstration and sampling, recipe sharing, and post-course guidance by phone.

"Her mother was a No. 1 chef," said Ricardo Cornejo, Maryam's husband. "She prepared food for many guests and family in Iran. Maryam always helped her mother. She has plenty of experience preparing delicious Persian cooking."

Ricardo, a professor in SDSU's School of Teacher Education, has worked for the

university since 1977. He came from Chile to the United States in 1965; Maryam moved here from Iran in 1989.

The couple actually met on an elevator when they resided in the same apartment complex in Pacific Beach. They were married in 1993.

Maryam worked for many years as a hairstylist after coming to the U.S. The Cornejos decided about a year ago that she would switch occupations to writing and concentrate solely on getting her book published this year.

It promises to be something to look forward to; just as her class on Persian cuisine will be.

The class will take place Saturdays, July 8-15, 9 am-1 pm. To register visit us online at [www.neverstoplearning.net](http://www.neverstoplearning.net) ■



CES Instructor Maryam Khatamee Cornejo will teach you how to prepare and enjoy fine Persian cuisine in this exciting new course.

## College Offers New Certificate Program for Sales Professionals

Since the sales department financially makes or breaks countless companies, CES has launched a Professional Certificate in Sales Excellence program.

The curriculum has been developed in response to an overwhelming market need for highly-focused sales training personnel. It is designed to target and impact the key performance measures most important to a company, the individual sales person, and to empower the sales team with specific skills they

*"San Diego State University's College of Extended Studies has developed an excellent reputation in the community for the quality of its certificate programs."*

*- Chuck Dunning, general sales manager, Fox 6, and UPN 13.*

need to meet or exceed their goals and objectives.

"We are continually looking for ways to improve the delivery of the excellent academic programs offered at San Diego State University," said William E. Byxbee, CES dean. "This program reflects our continuing commitment to provide the programs that are most requested by the business community. With our use of experienced professionals in the field of sales, we can provide this new certificate program by using a variety of delivery techniques to our extended community of learners."

The program is designed for sales professionals, sales managers who want to improve their skills and train their staff, sales personnel who want to bring up their revenue and telesales, outside sales reps, telemarketing professionals, marketing executives, and small business owners.

"Unlike law or accounting, there is no licensing process for a sales professional,"

said Chuck Dunning, general sales manager for television stations Fox 6 and UPN 13. "Schools do not offer sales-specific degree programs. Yet, a business without sales will die. San Diego State University's College of Extended Studies has developed an excellent reputation in the community for the quality of its certificate programs. Now there will be a program devoted to sales that will be backed by the reputation of SDSU and the Extended Studies certificates program."

Highlights of the program include:

- Learning strategic techniques to achieve sales objectives and company goals
- Tapping into sales opportunities where none existed before
- Improving your competitive win rate
- Differentiating yourself and neutralizing the competition

For more information, visit <http://www.ces.sdsu.edu/sales.html>. ■

# Bob George Keeps on Building CES Construction Classes

During Bob George's 30 years in the construction business, he has had plenty of time to sit back and enjoy his accomplishments in the field.

George, who is responsible for 15 online construction classes through SDSU's College of Extended Studies, takes a lot of pride in his work.

"It's the old thing about standing back and looking at what you did with your hands," George said. "When you see a building that you helped build, a lot of pride comes from that."



A certified professional estimator (CPE), George takes a lot of pride in the classes he teaches through CES. His current classes are organized into online certificate programs including Construction Estimating, Construction Practices, and Construction Supervisory Series.

George, 60, has worked in high-rise, commercial, and residential construction, as well as performing civil work. He moved to San Diego from Illinois more than 30 years ago after beginning his undergraduate work at Southern Illinois University in Carbondale, Ill.

He has since earned two Master's degrees: a Master's of Business Administration (MBA) degree in finance through National University and a Master of Science (M.S.Ed.) degree in online teaching and learning through Cal State Hayward. He took the online program at Hayward to help enhance what is now a 20-year teaching career through CES.

"At one point, we found that we were dwindling in students," George said. "The reason was because they couldn't find the time to come to class and hated sitting in a classroom. When we went online, we had a resurgence in our program."

While at Hayward, George became one of the first students in the United States to complete an online teaching master's degree program. Little did he know what was to come.

"Building a program online is not as simple as doing it in a classroom," he said. "There's a whole new approach to learning methodology. In class, the focus is on the teacher. Online, the focus is on the student. You have to think about what students can do to learn things. PowerPoint works in the classroom; not online."

But online classes certainly work in drawing students. In fact, George noted that there were 120 students enrolled in spring 2006 in his Construction Practices online class.

Students are from virtually all 50 of the United States of America, plus such far away places as Australia, Germany, and Pakistan. The program also includes military personnel in Iraq and Guantanamo Bay, Cuba.

"The courses are widely popular," George said. "Students give us a lot of

**"Students give us a lot of feedback saying the courses make a difference in their careers."**

feedback saying the courses make a difference in their careers.

"International students look at American courses as being very high quality," George added. "The courses are very special to them. They receive a chance to participate in American education without the high cost of coming here."

CES also offers a Professional Certificate in Construction Inspection Technology through an in-class curriculum. This program has been redesigned to provide the student with a variety of inspection skills. Students become familiar with the specific or recognized code sections that apply to each discipline.

Courses are offered in cooperation with the San Diego Chapters of the Associated General Contractors of America, the International Conference of Building Officials, and the San Diego Council of Engineering Laboratories.

Meanwhile, George plans to continue teaching the online courses.

"I'm getting a lot of enjoyment out of it," he said. "I haven't retired from construction. I'm at a point in time where the classes are a lot more fun and rewarding. I'm strictly an online teacher and am happy about that." ■

## **NEW!** SDSU Offers Graduate Certificate in Children's Literature

If you love children's literature, there is a new course just for you.

Through the Open University program, SDSU's curriculum now includes a Graduate Certificate in Children's Literature.

SDSU's Department of English and Comparative Literature offers the 12-unit certificate in children's literature. It allows educational professionals, editors, librarians, parents, and others to study children's literature to meet their professional development requirements

and acquire graduate credit as a means to career advancement, or to enhance an appreciation of this literature.

Courses are offered once a week in the evenings to accommodate working students. For more information visit us online at [www.neverstoplearning.net](http://www.neverstoplearning.net) ■

# See the World Through CES Travel Study Programs

Travel study courses through CES offer a little bit of everything for those who enjoy going places.

**"I wanted to travel abroad again after having fabulous experiences on a SDSU College of Extended Studies immersion program."**

**- Aaron Pratts, SDSU student**

From wilderness adventures to semesters in Spain to criminal justice programs in Russia ... and even a cowboy college in New Mexico ... the CES travel study department has something for any adventurous individual.

Participants push back the classroom walls and move into the world beyond to experience adventures such as learning the language and culture of another country, or studying the natural habitat and breeding of whales. Some programs offer SDSU resident credit – others are taken for knowledge and experience.

Students and the general public are welcome to participate in travel study programs, and are limited only by their desire to learn and ability to meet the physical demands of some travel study excursions. For more information, visit <http://www.ces.sdsu.edu/travel/>.

During the recent SDSU Month, the

university's personnel throughout the world wrote blogs on the [sdsumonth.com](http://sdsumonth.com) web site. Among the students was Aaron Pratts, who studied through CES at a Spanish Language Immersion program in Costa Rica.

Following is his blog as it appeared Feb. 20 on [sdsumonth.com](http://sdsumonth.com):

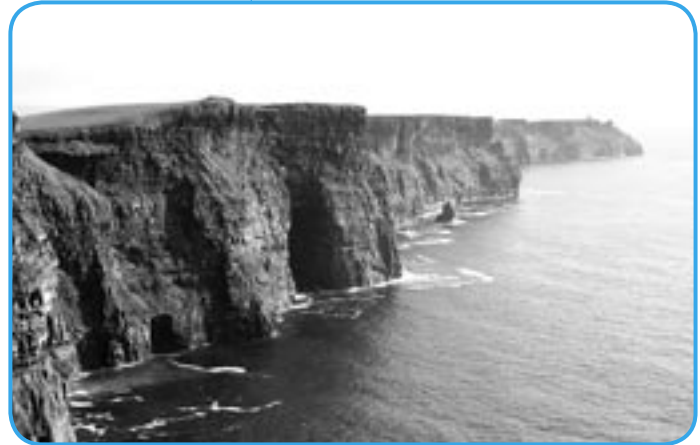
## Why I'm Doing What I'm Doing

I am a Fulbright ETA in Malaysia because I wanted to travel abroad again after having fabulous experiences on a SDSU College of Extended Studies (CES) immersion program and SDSU international student exchange programs in Costa Rica and Sweden.

The desire to travel abroad again and gain more international experience was a key element that fueled my interest in wanting to do this where I am doing it. I considered a few other locations (Indonesia was one) to apply for this ETA grant, but I chose Malaysia for several reasons.

I wanted to come to a location in Asia, and more geographically specific, Southeast Asia. I also noticed that this ETA grant was (is) in its initial year and I thought it would be an even more interesting experience to be part of this first group to go on this program.

Further, I also found that during the ETA grant



application process, which began around September 2004, and during research of everything, I wanted to learn more about Muslim people and Islam by being immersed in a society where it is practiced.

Being a participant in an SDSU CES Spanish language immerse program to Costa Rica really showed me the benefits of immersion learning and I thought it would work just as well if I wanted to learn more about the culture and people in Malaysia, and also the language and geography too. It is proving to be a good choice; I am learning different, new things every day from a number of people I encounter and places I explore. ■



# College of Extended Studies Upcoming Programs and Classes

Below you'll find some of the upcoming courses at the College of Extended Studies.  
For a complete schedule, please visit our web site at [www.neverstoplearning.net](http://www.neverstoplearning.net).

**CBEST California Basic Educational Skills Test Prep,**  
Begins May 13

**Management of Urban Governments,** Begins May 17

**How to Start and Manage a Small Business,**  
Begins June 1

**Casino Surveillance and Security – Online,**  
Begins June 12\*

**Construction Estimating Online,**  
Begins June 19

**Construction Practices Online,**  
Begins June 19

**Creating Web Pages (online),**  
Begins June 21

**Real Estate Investing (online),**  
Begins June 21

**Speed Spanish (online),**  
Begins June 21

**Summer Creative Writing in Ireland,** Begins June 29

**Summer Study in Paris,**  
Begins July 1

**The Art of Persian Cuisine,**  
Begins July 8

**Nuts and Bolts of Sales,**  
Begins July 11\*

**Exploring Wine,**  
Begins July 17\*

**Travel Writing Workshop,**  
Begins Aug. 5

\*SDSU Research Foundation program managed by the SDSU College of Extended Studies.

## Vision

To be recognized as the portal of opportunity at SDSU for collaboration with business, education, government and civil society.



SAN DIEGO STATE  
UNIVERSITY

College of  
Extended Studies  
*never stop learning<sup>sm</sup>*

## Mission

The mission of the College of Extended Studies is to provide self-support education and training to enhance careers and transform lives and organizations.

San Diego State University, College of Extended Studies  
Volume 6 | Issue 2 | Summer, 2006

The Portal is published three times annually by SDSU's College of Extended Studies. This publication is free and available to any interested parties. To contact the editor, or to be added or deleted from our mailing list, send correspondence to:

**Mail:** San Diego State University, College of Extended Studies, Attn: Marketing Department, 5250 Campanile Drive, San Diego, CA

**Phone:** (619) 594-5704 **Fax:** (619) 594-8566 | **E-mail:** [extended.std@sdsu.edu](mailto:extended.std@sdsu.edu) | **Web site:** [www.neverstoplearning.net](http://www.neverstoplearning.net)