



THE Portal

FALL 2007 | VOLUME 7 | ISSUE 3

Never Stop Learning

Dean's Message

Wow! It's that time again. Time for autumn leaves, Halloween, and maybe a break from the temperature and humidity highs!

"Wow" is what education's all about for me. "Wow" experiences help create tomorrows' futures. They provide opportunities for people to learn, to enjoy, to succeed, to grow, to thrive, and to make a difference in their lives and the lives of those around them. Take a moment and think about your own "Wows."



- What "Wows" You?
- What "Wows" Do You Create?
- What "Wows" Would You Like To Create?

As you read through this issue of *The Portal* think of the differences our programs have made in the lives of students, instructors, and staff. If you're not already part of the community we engage through our activities, think about joining others who are already experiencing their own "Wows." Think about "Wows" in your own life and how we might be able to help you achieve them. Think about what it means to:

- Sign a book contract and have your book sell out its first printing. *(SDSU Writers' Conference Just Around the Corner)*
- Complete a professional certificate program in your chosen career field. *(Hundreds of Students Earn Professional Certificates)*
- Learn the business side of the wine industry. *(Wineries seek workers who know both vines, and bottom lines)*

- Launch a series of professional certificate programs in a high demand field such as health care. *(College Rolls Out New Health Care Program)*
- Learn for the sake of learning – no tests, no papers, no reports. *(Osher Provides Fourth \$100,000 Grant to CES)*
- Receive the Best Brochure award for Higher Education. *(CES Earns Best Brochure Award)*
- Be named Emeritus Dean. *(President Weber Awards Byxbee Emeritus Dean Title)*
- Return as an adult to a place where you graduate from high school. *(ALI Names Bill Price Executive Director)*

As the university's portal of opportunity for collaboration with business, education, government, and civil society, the College of Extended Studies is committed to developing high quality programs that reach out to meet the needs of individuals, companies, and groups throughout our extended community.

The College of Extended Studies
Creating Tomorrows' Futures
Creating Tomorrows' Wows!

With best wishes,

Joseph B. Shapiro

College of Extended Studies Rolls Out New Health Care Program

According to the Department of Labor, 18% of today's 30 fastest growing occupations are in the health care industry. Within San Diego County, the health care job demand is predicted to grow significantly by 2010.



See Health Care on page 2

Health Care continued from page 1

With health care being such a major force in our region, San Diego State University's College of Extended Studies (CES) is launching new professional certificate programs in health care beginning this fall.

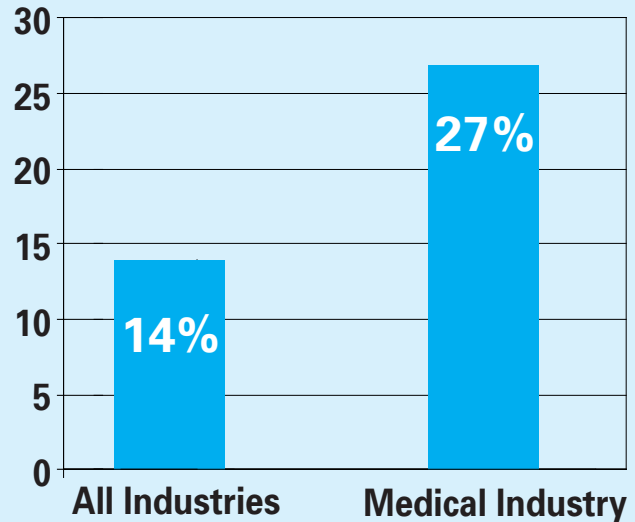
CES will offer both face-to-face and online programs in such health care specialties as EKG technician, medical billing and coding, dental assistant, and medical transcription, among others. Several professional health care certificate programs will be launched in nutrition, fitness and health, women's exercise wellness, and healthy aging.

San Diego Workforce Partnership reports that we are facing a "service crisis" for health care staffing in the U.S. This means there are not enough health care workers to take care of the people who need assistance.

According to the San Diego Workforce Partnership, in 2006, the median annual wage for all health care professionals was \$49,700. For health care practitioners, technologists, and technicians, the median wage was \$62,900.

For more information on the new health care certificate programs, call (619) 594-7078 or visit www.neverstoplearning.net/healthcare. ■

Projected Job Growth by Industry Through 2014



President Weber Awards Byxbee Emeritus Dean Title

SDSU President Stephen L. Weber has awarded William Byxbee the title of Emeritus Dean of Extended Studies.

Byxbee was dean of SDSU's College of Extended Studies from 2000 until summer 2007.

"This honor is in recognition of your many years of exemplary service to San Diego State University and the College of Extended Studies," Weber wrote to Byxbee. "On behalf of the entire San Diego State community, I congratulate you on this honor and thank you for your service to our university and its students."

Said Byxbee: "The opportunity to continue my relationship with SDSU and CES as Emeritus Dean is quite an honor. My time at SDSU has been personally meaningful and professionally rewarding. I look forward to making any contributions that might add to the continued success of SDSU and the College of Extended Studies." ■

Osher Provides Fourth \$100,000 Grant to CES

For the fourth straight year, SDSU's College of Extended Studies has received a \$100,000 grant from the Bernard Osher Foundation.

The Osher grant is exclusively targeted to continuing education programs for individuals 50 years of age and better. CES utilizes its grant in specialized courses where credit is not given. No tests or papers are required in these courses, which take place in the new Extended Studies Center.

David Blazeovich, senior program officer of the Bernard Osher Foundation, wrote a letter commending CES for its professionalism in running the program and increasing membership from 209 people in 2005-06 to 391 in 2006-07.

"Clearly, the University and the Institute have developed a productive partnership which bodes well for the potential long-term success of the Institute," he said. "Further, we find your marketing and communications efforts on the mark, particularly the open houses, outreach to senior-serving organizations, and your



ability to generate coverage through free media."

Fall 2007 Osher courses include *The Impolite Subjects: Sex, Religion, and Politics*; *Islam and the West*; *Survey of World Cinema*; and *Nuclear Arms Race*.

For more information on the Osher program, call (619) 594-2863, email osher@mail.sdsu.edu or visit www.neverstoplearning.net/osher/.

This is an SDSU Research Foundation Program. ■

Network with peers during monthly exchanges

Think about all of those Friday mornings when you would just love to get out of the office and network for a couple of hours.

Maybe you'd like to discover more about making learning stick. Or how about managing high-risk employees? On top of it all, what about networking with your peers in regard to figuring out how to go home without being exhausted from work?

You can join your peers to network and discuss current topics and trends related

to your training responsibilities through the Training & Development exchanges with SDSU's College of Extended Studies. The program takes place the second Friday of each month, September-June, from 8:30-10:30 am.

Here are topics to be presented during the fall semester:

October 12, How to Manage High-Risk Employees: Prevention of Work Place Violence

December 14, How Not to Go Home Exhausted: Work Life Balance

January 11, Making a Business Case Presentation to your Executive Team

For more information, call (619) 594-1138 or visit www.neverstoplearning.net/tde.

This is an SDSU Research Foundation Program. ■

SDSU Writers' Conference Just Around the Corner

Marjorie Hart of La Mesa offers a perfect example of what can transpire after attending the SDSU Writers' Conference. She wrote a book on her adventures in New York City in 1945 titled "*Summer at Tiffany*" that sold out of its first copies after they hit the newsstand in April 2007.

"If not for the SDSU Writers' Conference, this never would have happened," said Hart, 83, who was featured recently in a San Diego Union-Tribune newspaper story on her book.

The SDSU Writers' Conference celebrates its 24th year when it takes place January 25-27, 2008, at the Doubletree Hotel in Mission Valley.

This annual conference is among the largest of its kind on the West Coast. It annually includes one-on-one consultations and hands-on editing assistance. Participants will learn ways to sharpen their writing skills and make connections with editors and agents of fiction, nonfiction, and screenwriting while learning how to publish in the traditional manner or on the Internet.

The conference offers participants workshops on fiction and nonfiction. Industry experts will be on hand to discuss how to produce screenplays from inception to finished product and how to attract the necessary attention to get them produced. Top editors, agents, and industry professionals will be available to meet one-on-one to critique writing and offer specific advice about how to take a project forward.

"No other conference gives you as many opportunities to meet so many top editors and agents in one weekend. It's an incredible way to jump start your career," said Erin Grady, past participant and author of *Whispers, Echoes, and Web of Smoke*.

Advance registration is now available. The fee to attend the conference is \$365 through Jan. 2 and \$399 after Jan. 2. Each conference participant may schedule up to three consultations. Consultations do

not require pages submitted in advance of the meeting and must be scheduled prior to Jan. 8.

The advance reading appointment fee is \$40 each and it must be received with your appointment form and your work no later than Jan. 2. Advance reading appointments are not accepted after Jan. 2.

For more information, call (619) 594-2517 or visit www.neverstoplearning.net/writers.

This is an SDSU Research Foundation Program. ■

"No other conference gives you as many opportunities to meet so many top editors and agents in one weekend."

~ Author Erin Grady



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.

Medical Billing and Coding,
Begins Oct. 2

Creativity and the Media*,
Begins Oct. 3

Advanced Lean Certificate*,
Begins Oct. 4

Importing As a Small Business,
Oct. 6

Travel Writing Workshop,
Oct. 6

Exceptional Guest Service*,
Begins Oct. 8

**Gaming Regulations on
Sovereign Soil*,** Begins Oct. 8

**Wine Making Behind the
Scenes*,** Oct. 13

How to Keep Employees Safe*,
Oct. 18

**Exercise and Aging for Special
Populations*,** Begins Oct. 29

American Youth Gang Culture,
Nov. 2 and Nov. 10

Creating Web Pages (Online),
Begins Nov. 14

**Fundamentals of Technical
Writing (Online),** Begins
Nov. 14

Speed Spanish (Online),
Begins Nov. 14

SDSU Writers' Conference*,
Jan. 25-27, 2008

**SDSU Research Foundation Program*

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 learningsm

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
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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:

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Phone: (619) 594-5704 | **Fax:** (619) 594-8566 | **Email:** extended.std@sdsu.edu | **Web site:** www.neverstoplearning.net

Hundreds of Students Earn Professional Certificates

About 300 students received professional certificates from SDSU's College of Extended Studies during the Certificate Programs Annual Graduation ceremony for the past academic year.

Certificates are recognized by most employers as a significant academic accomplishment and can lead to new jobs, as well as promotions for those who obtain them. They are typically more focused for

today's workforce than academic degrees and can be completed in a much shorter period of time.

Following is a list of students who received professional certificates.

Accounting

Erin Sacco
Pineda
Brian Sandro

Advanced

Personal

Fitness Trainer

Catherine Lum
Kong

Business of Wine

Thomas Brown
Paula Cutting
Phillip Cutting
Carolyn Dougharty
Panita Phongthananan
Ott
Mitchel Price
Sharon Sherman
Ryan Tarzy
Gil Telles

Business Skills

Saranya O'Hagan

Casino Gaming

Luis Gracia
Erich Hannon
Rosa Lamas
Tanya Metzler
Monica Munill
Ramona Walker
Donna Wilkins
Steve Yang

Casino Gaming Online

Karen Adams
Twylla Alle
Victor Alsayeghe
Eric Barela
Gregory Bentall
Kevin Bower
Donald Gregory
Bye
Melissa Creek
Daniel Dela Vega
Joey Duenas
Harold Ellebracht
Sandra Elliott
Debbie Emert
Silver Espinoza
Robin Foutz
Cheebo Frazier
Calvin Garber
Barbara Griffin
Sherry Hansen

Michelle Hettergott
Rhonda Holloway
Hi Hua
Mary Hunt
Amanda Ives Ringstad
Linda Johnson
George Matteoli
Dennis Mitchell
Jennifer Orlando
Debby Pacheco
Tim Parker
Richard Parks
Tina Peters
Melissa Robertson
Sandra Roope
Sophia Sanz
Shelly Simon
James Stuart
Percival Veloro
Magdalena Villarreal
Vicki Wattles
Kimberly Whitfield

Coaching for Organizational Excellence

Sue Fox
Gail Hall

Construction Estimating

Ahmad Al Qasieer
Jay Caldwell
Juli Campbell
Kathleen Frederick
Chad Funk
Gerald Gross
James Holtslag
John Jojo
Michael Mejia
Carl Miller
Leigh Ann Monk-Reyes
Brian Sliter

Construction Inspection Technology

Michael John Bell
Somneuk Bouakham

Construction Practices

Jennifer Jouan
Gail Kindred

Construction Supervisory Series

Antonio Castillo
Ryan Bohnert
Jeffrey Braasch
Charles Dewsnup
Juddson Hagans
Gary Hammond
Edgar Hinojosa
Jennifer Jouan
John Kellogg
Mark McWain
Roy Moesta
Blake Monroe
Charles Rutherford
James Treiber
Mark Unverferth
Jodi Valind

Contract Management

Raul Arzola
Holly Axe
Tracey Bowers-Stidham
Michael Cameron
John Charbonneau
Claudia Cole
Mark Cook
Kevin Cooper
Jeanette Coté
David DeForrest
Lily Duong
Susan Echols
Ronald Edgerton
Marjorick Foisy
Sheila Grela
Samantha Guzzardo
Jamie Hewitt
Elizabeth Horan
Robert Kirk
Renee Larimer
Janet Larson
Jennifer Mah
Charles Marshall
Eric Mastromatteo
Deanna Mellott
Audrey Mendiola

Robert Perrino
Ben Powers
Lisa Riley
Rian Risley
Mark Roccoforte
Lisa Schneeloch
Jamie Stein
Ruth Stoffel
Samantha Treedwell
Melissa Vannocker
John Williams

Environmental Studies

Laura Parsons
Marilyn Reed

Gerontology

Vicky Surash

Hospitality

Joy Hodson
Vanessa Lima
Mitchel Price

Human Resource Management

John Beck
Tamaryn Boston
Maria Brown
Eli Cash
Mylaine Cooper
Julie Hecht
Perla Hernandez
Mara Linges
Marcy Madix
Kristin Mercado
Melissa Miller
Maria Orozco
Sandra Parde
Jevon Parks
Elizabeth Reynolds
Lisa Marie Rougeau
Amy Schultz
Kathryn Shane
Rebecca Sperling
Marceelle Springer
Lucinda Stella
Kristen Teeter
Lynette Toves
Stanford Tuupo
Scott Wright

Lean Enterprise

Jose Aguayosantiago
James Alexander
Richard Bauer
Tabathia Burt
John Carnes
Frank Easley
Joseph Falkner
Christine Fragazi
Anne Goldenberg
Jose Gomez
Debbie Gordon
Jennifer Heitman
Chani Hoban
Jay Koppelman
Erik La Com
Allen Lax
Gary Martz
Reid Mimaki
Rich Morrison
Eric Parks
Francisco Rodriguez
David Ropp
Tawny Schendel
Julie Schmidt
Douglas Stark
Joann Sulfaro
Vahid Taj
Palmer Taskerud
Joe Vachon
Diahann Viada
Alfredo Vitug
Tony Wells
Terreaux Williams
Gloria Woodley
Clifford Wortham

Lean Six Sigma

Robert Beireis
John Brumey
Kenneth Christian
Benny Delariva
John Douthitt
Nicholas Goodman
Kara Hatter
Deanna Martin
Derrick Miller
Sumito Nishimura
Truc Nguyen
Stephen Pentoney
Gerald Raabe

Marketing and Media Specialist

Genoveva Arroyo
Naima Aupperle
Antonia Banuelos
Marlino Bitanga
Maurissa Bornstein
Maria Gonzalez
Star Juarez
Mary Kidd
Jacqueline Saucedo
Eileen Schuster
Andrea Sweeney
Cecilia Whitwer

Meeting and Event Planning

Kasey Aceituno
Graziele Asanuma
Lindsay Backer
Nicole Bengtsson
Johanna Marie Blevins
Rose Bolduc
Jessica Brandon
Wachiraporn Choongphon
Kelly Coy
Jenna Marie Davis
Rochelle Deems
Nadia Ferrari
Meredith Grier
Cassandra Heye
Emma Josephson
Lauren Lisker
Aja LiVigni
Anna-May Naanos
Nousha Navaie
Karen Tee
Teresa Isabel Torres Serrano
Melissa Varriano
Brooke Walter

Michelle Wastaferro
Catherine Youngholm

Operations Resource Management

Earl Geary
John Holland
Christy Mitchell
Naomi Skolmutch

Personal Fitness Trainer

Felicia Alvarez
Danita Boudreau
Cynthia Freedman
Lora Heiner
Larry Marshall
James McElwain III
Kati Miller
Mark Reese
Joi Riddle
Michael Sakover
Emily Sherrill
Warren Stanley
Penelope Stryzek
James VanAllen
Nancy Wile
Tad Wuertz

Project Management

Arirat (Annie) Abrams
Grant Barkdull
Bradford Benjamin
Karen (Kerry) Delaney
Mitch Freshour
Rajesh George
David Manchester
Tim Murray
Fred Rucinski
Christine Salvi
John Shelby
Alan Snyder

Sales Excellence

Donald Gillis
Mary Kidd
Sean McHenry

Women's Studies

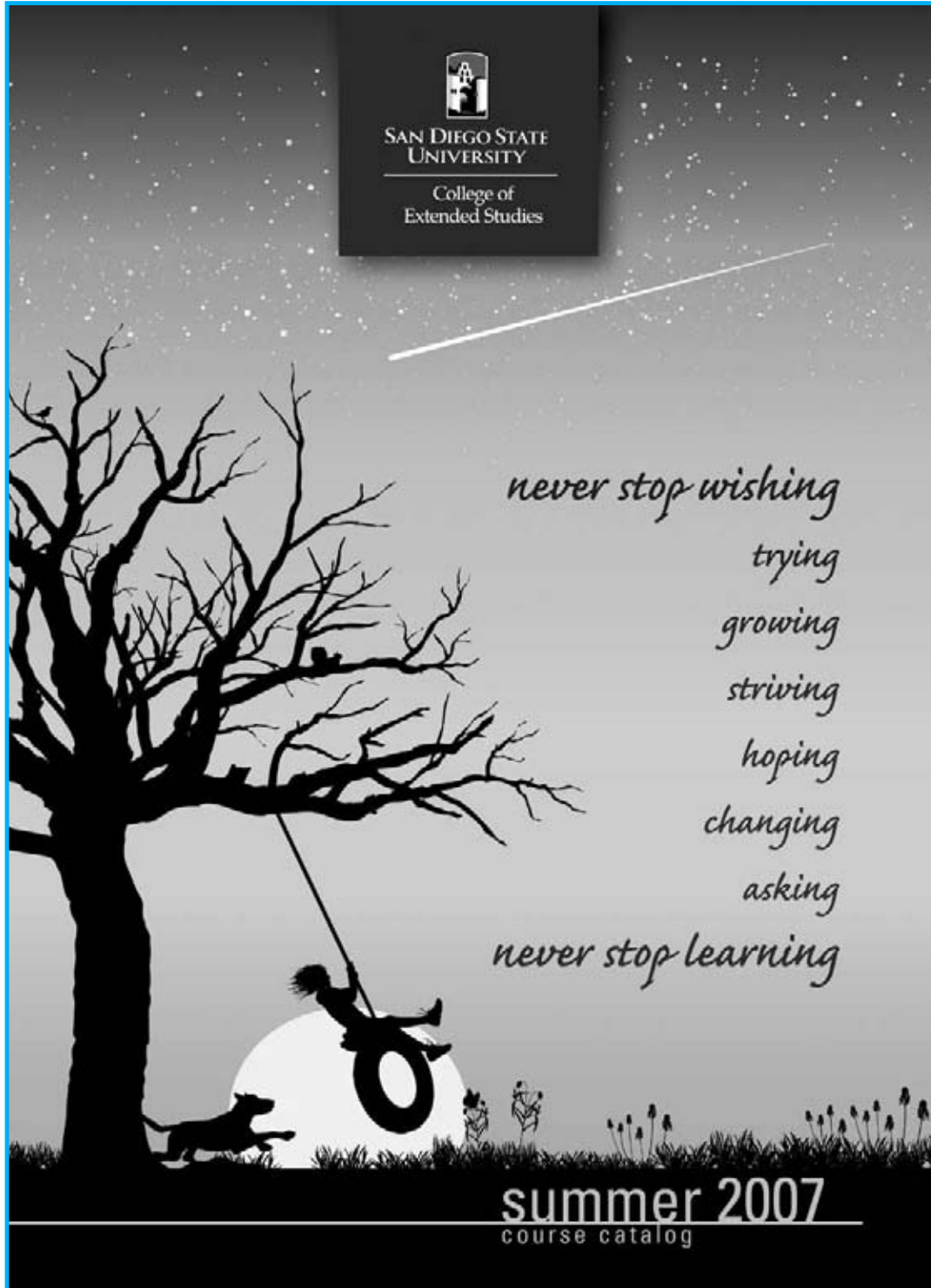
Sylvia Mendoza

CES Earns Best Brochure Award

SDSU's College of Extended Studies has been honored with the Best Brochure award for Higher Education from LERN

Magazine for the cover on the CES Summer 2007 Course Catalog.

The cover was designed by CES graphic artist Lori Clabaugh. ■



ALI Names Bill Price Executive Director

Bill Price, who has taught and been an administrator in English as a Second Language (ESL) programs for more than two decades, has been named executive director for the American Language Institute (ALI).

He comes to ALI, a division of Extended Studies, after spending the last 18 years as a teacher, academic director, and executive vice president of Osaka Sangyo University in Los Angeles.

"It's a quality program here," Price said. "There is a great reservoir of talent and enthusiasm among our teachers. After all, that's what our customers come here for. It's a great fulfillment for our students."

Price, a graduate of Coronado High School, was born in Salt Lake City and moved to Los Angeles as a toddler. His family relocated to Coronado when he was five years old.

After high school, he went to UC Riverside and majored in anthropology. He attended graduate school at Washington State University then went from there to his field work in Texas.

Two years later, he became a part-time teacher at the Alamogordo branch of New Mexico State University. A turning point occurred in his career there when he was asked to teach Spanish because he knew the language.

"I enjoy teaching language because it is so immediate," Price said. "You find out right away what the impact is. Students take it out the door then they will come back with questions right away."

Price spent 11 years at New Mexico State. In the meantime, he was also able to return to Washington State and finish his Ph.D.



He next taught ESL at Science Applications International Corporation (SAIC) in El Paso before moving to Abu Dhabi, United Arab Emirates for five years.

While there, he answered a newspaper ad that led to his ESL position at Osaka Sangyo University.

"I like ESL because I enjoy working with languages," Price said. "It's a fundamental part of human conditions and being involved in other cultures."

Price and his wife, Mara, have four children: Aram, 32; Tyler, 31; Jeff, 28; and Alena, 12. Bill's brother, Dan Price, lives in Coronado.

While the family was in the UAE, Price spent his spare time in water activities such as boating, fishing, and scuba diving. "I have not been in that environment for a while," he said. "Now that I'm closer to the water in San Diego, I'm looking forward to it."

He's also anticipating a great run with ALI.

"I'm coming into a well-oiled machine," he said. "I want to make sure it runs and functions as well as it can when I get up to speed."

The ALI is considered one of the premier and most internationally respected university-based English programs in the United States. Each year, it welcomes up to 3,000 students from more than 70 countries. ■

We are Pleased to Recognize our Preferred Partners

Don't see your company listed? To find out how your organization can benefit through our Preferred Partner program, contact the Professional Development Division at (619) 594-5640 or send an email to tmcleod@mail.sdsu.edu.

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and Casino

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Group

Harrah's Rincon Resort and
Casino

Jack in the Box

KPBS

Kyocera

L-3 Communications

LPL Financial Services

La Jolla Beach and Tennis
Club

Marine Corps Base Camp
Pendleton, AC/S, Logistics

Marine Corps Base Camp
Pendleton, Civilian Leadership
Development

Mission Federal Credit Union
NASSCO

Northrop Grumman

Overland Storage, Inc.

Pacific Southwest Structures,
Inc.

Pechanga Resort and Casino
REMEC Defense and Space,
Inc.

SAIC

SDSU Associated Students

Sharp Healthcare

Southwest Division, Naval
Facilities Engineering
Command (NAVFAC)

Southwest Region
Maintenance Center
(SWRMC)

Sycuan Casino

Symitar, a Jack Henry &
Associates Company

TaylorMade—adidas Golf
Temecula Valley
Winegrowers Association

Tyco Health Care

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