

PROFESSIONAL DEVELOPMENT CERTIFICATES // CEUs



**FALL
2016**
Catalog

MESSAGE FROM THE DEAN



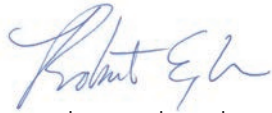
Welcome to Sonoma State University's School of Extended and International Education!

We connect the community with lifelong learning and training opportunities. Our certificate and non-degree courses are components of SEIE's core programs. These certificate and non-degree courses and programs provide continuing education to many professions, a critical need for remaining competitive in fields such as nursing, human resources and construction.

We have a lot of fun classes also, such as our craft beer program, wine business certificates, and our audio and recording production certificate. All our classes involve partnerships, both intramural and beyond the campus and Sonoma County. These partnerships are delivered by our outstanding staff, faculty, and community members with a single focus: the student (you!).

These "extended" classes are here for you in the regional community. Our theme and daily drive is to provide support for lifelong learning to the North Bay and beyond. If you are thinking of a career change or life enhancement, please take a class or two!

Sincerely,



Robert Eyler, Ph.D.

Interim Dean

School of Extended and International Education

Senior International Officer

Sonoma State University

MESSAGE FROM THE DIRECTOR OF PROFESSIONAL DEVELOPMENT



The School of Extended and International Education (SEIE) mission is to support the efforts of the university by serving members of the community through courses on professional and skill development and to provide quality continuing education opportunities. These experiences are intended to meet specific needs within the community that includes, but is not limited to, members of the university community. Our goal is to continue bringing new and innovative educational training and programs to you, your family, and your business.

We look forward to helping you achieve your goals!

Sincerely,



Londa Leveroni

Director of Enrollment Management and Professional Development Programming

School of Extended and International Education

Sonoma State University

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REGISTRATION AND POLICIES

INFORMATION MEETINGS

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

AGILE PROJECT MANAGEMENT & PROJECT MANAGEMENT CERTIFICATE

Tuesday, August 16 @ 6 - 7 pm
Sonoma State University, Schulz 1121

CRAFT BEER APPRECIATION CERTIFICATE

Wednesday, August 3 @ 6 - 8 pm
Lagunitas Brewing Co.
1280 N. McDowell Blvd., Petaluma 94954

CONSTRUCTION MANAGEMENT CERTIFICATE

Tuesday, August 30 @ 6 - 7 pm
Sonoma State University, Schulz 1121

HUMAN RESOURCE MANAGEMENT CERTIFICATE

Tuesday, August 23 @ 7 - 8 pm
Sonoma State University, Green Music Center 1058

PROFESSIONAL SOCIAL MEDIA CERTIFICATE

View it online at: sonoma.edu/exed/psm/faq



View all the latest information meetings online:
sonoma.edu/exed/misc/information-meetings



call customer service at 707.664.2394

BUSINESS AND MANAGEMENT

HUMAN RESOURCE MANAGEMENT CERTIFICATE

PROGRAM INFORMATION

The Human Resource Management Certificate Program is a 12-week course designed to teach the skills and knowledge required to successfully manage the human resources in today's complex business environment. Rather than using one instructor for the course, different accomplished professionals lead the sessions to bring current expertise to each topic. The program combines technical knowledge with skill-building in the following areas:

- The Legal Context of Employment
- Employee and Labor Relations
- Health, Safety, and Security
- Compensation and Benefits Administration
- Workforce Planning, Selection and Placement
- Training, Development and Performance Management

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

REQUIRED TEXTBOOK

Human Resource Management: Functions, Applications, & Skill Development, Second Edition

by Robert N. Lussier and John R. Hendon (ISBN-13: 978-1-4522-9063-8, ISBN: 1-4522-9063-6)

Textbook is required for the first class meeting.



Visit the
Information Meeting:
Tuesday, August 23
@ 7 - 8 pm
Sonoma State University,
Green Music Center 1058



[sonoma.edu/exed/
human-resource](http://sonoma.edu/exed/human-resource)



call customer service
at 707.664.2394

PROGRAM COORDINATOR / INSTRUCTOR



Susan Adams, SPHR, SHRM-SCP, is the Coordinator of the HR Certificate Program, the HR Executive-in-Residence, and a lecturer in the School of Business and Economics at SSU. Susan brings over 20 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.

INSTRUCTORS



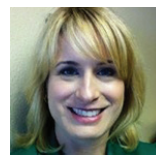
Gary Hochman is founder of The HR Matrix, a consulting business integrating strategy, work systems design, and team and individual performance to enhance organizational effectiveness.



Victor McKnight is a principal of EPIC Insurance, where he leads strategic benefit planning and program design, and the development of employee benefit communication programs.



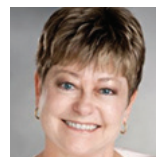
John Hyland, founding partner of employment law firm Rukin Hyland Doria & Tindall LLP, advises clients in all areas of employment law, including wrongful termination, discrimination, harassment, disability law, employee privacy, employee leaves, and wage and hour issues.



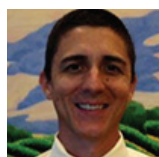
Jessica Jauregui is the HR Director at St. Joseph Health System, leading all functional areas of human resources including employee and labor relations.



golbou ghassemieh is the Assistant Director of Human Resources at the County of Sonoma's central Human Resources Department, where she oversees Workforce Development, Recruitment & Classification, HRIS, Employee Engagement Programs, and EEO.



Mimi Lemanski is recognized as a leader in implementing effective initiatives for improving cultural understanding and awareness in the workplace.



Scott Rhymes Is a highly accredited environmental, health, and safety professional and is a Senior Risk Control Consultant with Wells Fargo Insurance Services

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
HUMAN RESOURCE MANAGEMENT (BUS 800 #4066) 12 meetings: September 6 - November 29 <i>*No Class on November 22 during Thanksgiving break</i>	Tuesday, 6:45 - 9:45 pm	Green Music Center 1058	3.6 CEUs	\$790

BUSINESS AND MANAGEMENT

PROJECT MANAGEMENT CERTIFICATE

PROGRAM INFORMATION

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

(CAN BE PURCHASED AT THE SSU BOOKSTORE)

A Guide to the Project Management Body of Knowledge, Fifth Edition (PMBOK® Guide), Published by the Project Management Institute (ISBN 978-1-935589-67-9)

Microsoft® Project 2016 Step by Step, By Carl Chatfield and Timothy Johnson (ISBN 978-0-7356-9874-1)

Plus one of the following:

Rita Mulcahy's PMP Exam Prep, Eighth Edition, By Rita Mulcahy, PMP, et al. (ISBN 978-1-932735-65-9)
or

Rita Mulcahy's CAPM Exam Prep, Third Edition, by Rita Mulcahy, PMP, et al. (ISBN# 978-1-932735-72-7)

WHO SHOULD ATTEND

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

PROGRAM COORDINATOR / INSTRUCTOR



Jim Robison, D.B.A., CFPIM, PMP, 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 B.S. in Business Administration from San Jose State University, an M.B.A. from Sonoma State University, and a D.B.A. 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. Jim is certified as a Project Management Professional, PMP®, by the Project Management Institute. He is also a Certified Fellow in Production and Inventory Management, CFPIM®, and is Certified in Integrated Resource Management, CIRM®; both certifications awarded by APICS, the Association for Operations Management.



Visit the
Information Meeting:
Tuesday, August 16
@ 6 - 7 pm
Sonoma State University,
Schulz 1121



[sonoma.edu/exed/
pmcp](http://sonoma.edu/exed/pmcp)



call customer service
at 707.664.2394

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
PROJECT MANAGEMENT (BUS 800 #4073) 17 meetings: August 23 - December 13 <i>*Class <u>will</u> be held on November 22 during Thanksgiving break</i>	Tuesday, 6 - 9 pm	Stevenson Hall 2050	4.8 CEUs	\$2050

BUSINESS AND MANAGEMENT

AGILE PROJECT MANAGEMENT CERTIFICATE

PROGRAM INFORMATION

The Agile Project Management Course will combine lecture and discussions with weekly practice quizzes. The intent of the course is to enable an inexperienced student to become an outstanding contributor on an agile project team, while earning his/her required number of work experience hours to take the PMI-ACP exam. For experienced agile team members, the objective of the course is to provide the required number of class hours and a structured learning environment that will enable them to pass the PMI-ACP exam. Course marketing will focus on both experienced and inexperienced individuals, so that lessor-experienced students may benefit from classroom discussions with their more experienced colleagues.

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

REQUIRED TEXTBOOK

(CAN BE PURCHASED AT THE SSU BOOKSTORE)

PMI-ACP Exam Prep, Second Edition (PMBOK® Guide), by Mike Griffiths
(ISBN: 978-1-932735-98-7)



Visit the
Information Meeting:
Tuesday, August 16
@ 6 - 7 pm
Sonoma State University,
Schulz 1121



[sonoma.edu/exed/
pmcp](http://sonoma.edu/exed/pmcp)



call customer service
at 707.664.2394

PROGRAM COORDINATOR / INSTRUCTOR



Jim Robison, D.B.A., CFPIM, PMP, 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 B.S. in Business Administration from San Jose State University, an M.B.A. from Sonoma State University, and a D.B.A. 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. Jim is certified as a Project Management Professional, PMP®, by the Project Management Institute. He is also a Certified Fellow in Production and Inventory Management, CFPIM®, and is Certified in Integrated Resource Management, CIRM®; both certifications awarded by APICS, the Association for Operations Management.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
AGILE PROJECT MANAGEMENT (BUS 800 #4074) 15 meetings: August 31 - December 14 <i>*Class <u>will</u> be held on November 23 during Thanksgiving break</i>	Wednesday, 6 - 9 pm	Stevenson Hall 2050	4.5 CEUs	\$1850



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.

PROGRAM COORDINATOR



Bryan J. Varner, FCSI, CCCA, LEED-AP, is a California attorney with more than 32 years of experience concentrated in construction law representing owners, design professionals, building contractors, and product manufacturers. He is past president of the Redwood Empire Chapter of the Construction Specifications Institute and has served on the board of the North Coast Builders Exchange.



Visit the
Information Meeting:
Tuesday, August 30
@ 6 - 7 pm
Sonoma State University,
Schulz 1121



sonoma.edu/exed/construction



call customer service
at 707.664.2394

COURSES

INTRODUCTION TO CONSTRUCTION DRAWINGS (ES 800 #4071)

The ability to read, understand, and analyze construction drawings is a critical skill set for construction managers. To be effective, construction managers must understand drawing organization, drawing elements and relationships, drawing conventions, details, line types, notes, symbols, building systems, and relationship to specifications.

Classwork consists of understanding how drawings are developed and used in construction processes. Students will analyze relationships between drawing elements and building systems and employ a variety of techniques and tools to analyze drawings, details, and building systems. Class examples include both residential and commercial building types. Upon completion, students will be able to interpret basic drawings, visualize basic building elements, and analyze simple building systems contained in construction drawings.

INSTRUCTOR



Matthew Cardle, AIA, CSI, is Principal Architect and Founder of SOLV Architecture Studios in Rohnert Park, California. For more than 20 years he has focused on preserving the energy embodied in the built environment through specialized solutions. He began his career as a draftsman and participated in the digital reformation of architecture as a discipline. Matthew is also an expert on professional standards of care, building envelopes, and waterproofing.

COURSE/SCHEDULE

DAY/TIME

LOCATION

UNITS

FEE

INTRODUCTION TO CONSTRUCTION DRAWINGS (ES 800 #4071)

10 meetings: September 14 - November 16

Wednesday,
7 - 10 pm

Darwin 29

3.0 CEUs

\$300



CONSTRUCTION AND SUSTAINABILITY

CONSTRUCTION MANAGEMENT CERTIFICATE

RISK MANAGEMENT FOR THE RESIDENTIAL REMODELER (ES 800 #4131)

Residential remodeling contractors are subject to a higher degree of risk than most. It's no wonder that the failure rate in the construction industry is highest in this, the largest market segment of the industry populated with a high proportion of small businesses. This course addresses the risks across the full scope of the residential remodeler's business and provides strategies and tools to manage those risks. Topics include: types of risk, construction complaints and dispute avoidance/resolution.

INSTRUCTOR



Peter Daly, B.A., combines a 31-year construction background with 21 years of experience in dispute resolution. As a builder, he has constructed over \$150-million of residential and light commercial projects. He has extensive knowledge of wood frame construction, cast-in-place concrete structures, and of the application of high-end materials and finishes. He has expertise in all aspects of the management and construction of residential construction projects with particular expertise in the areas of planning & approvals, bidding & estimating, scheduling, contract compliance, change orders, subcontract management, workplace safety, and standards of care. As a certified arbitrator and mediator, Peter has assisted in the resolution of over 750 construction, homeowner association, real estate, insurance, commercial, consumer, and other disputes since 1991. He is a recognized authority on construction disputes through his articles in local and national publications and through his participation in industry organizations.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
RISK MANAGEMENT FOR THE RESIDENTIAL REMODELER (ES 800 #4131) 10 meetings: September 13 - November 15	Tuesday, 7 - 10 pm	Darwin 29	3.0 CEUs	\$300

FUNDAMENTALS OF SUSTAINABLE BUILDING (ES 800 #4132)

The design and construction industries now assume a working familiarity with a wide range of "green" features and strategies such as cool roofs, rainwater catchment, heat recovery ventilation systems, etc., that have come about in response to the global mandate for buildings that consume fewer resources and provide healthier indoor environments.

This course presents both the large-scale environmental context within which buildings are designed, built, and operated, with specific attention to critical 'source and sink' environmental limits, and the emerging understanding that green buildings are also 'high-performance' buildings that operate more efficiently and more profitably than their conventional counterparts.

Structured in accordance with the organization of the LEED rating systems, this course surveys the full range of green building issues addressed in green building codes (CalGreen, International Green Construction Code) and in green building programs such as LEED, GreenPoint Rated, Living Building Challenge, and others.

COURSE OUTLINE

- Understand the environmental arguments in favor of green, sustainable, and high-performance building.
- Understand the financial benefits and costs of green, sustainable, and high-performance building.
- Be familiar with the issues and strategies referenced in the LEED v4 credits and in CalGreen, California's Green Building Standards Code, Title 24, Part 11.
- Understand current green building design and construction 'best practices' and how they differ from conventional practices.
- Understand the design systems and strategies that can significantly reduce inputs of energy, water, and materials, reduce outputs of wastewater, solid waste, and air pollutants, and reduce negative health effects on building occupants.

INSTRUCTOR



Pete Gang, Architect, LEED-AP, is a California-licensed architect and general building contractor with over 30 years of experience. Specializing in "spirited green design," his firm, Common Sense Design, has completed several hundred residential and small commercial projects since 1991. In 2003, Pete co-founded the year-long Green building Professional Certificate Program at SSU where he taught through 2008. He is a LEED-Accredited Professional, a BPI Building Analyst Professional, a certified HERS Rater, and a Fellow of the Leadership Institute for Ecology and the Economy.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
FUNDAMENTALS OF SUSTAINABLE BUILDING (ES 800 #4132) 10 meetings: September 15 - November 17	Thursday, 7 - 10 pm	Darwin 29	3.0 CEUs	\$300

CRAFT BEER

CRAFT BEER APPRECIATION CERTIFICATE

PROGRAM INFORMATION

The Craft Beer Appreciation Certificate program 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.

This class is designed to give students a broad understanding and overview of the brewing industry. The 36 hours of class time are divided each week into three one-hour sessions where industry professionals will present to students in their area of expertise and experience. The course is also divided into three tracks, with the first one to discuss the brewing process and the primary ingredients. The second track will cover the business of beer from ground to glass and the many types of businesses necessary for that journey to occur, along with the legal and regulatory structure one must navigate. The third track will enhance the student's appreciation of beer with sensory analysis, pairing beer with food, and specifically cheese and chocolate, along with at least one in-class tasting per class, usually in the final hour. Most weeks will include one session from each track so there's always something interesting every week, regardless of your own personal focus.

Throughout the ten weeks, students will be exposed to many of the most influential and experienced people in the brewing industry and its related fields. In addition to learning their personal stories and their professional trials and tribulations, students will also make valuable contacts to help guide them through the next phase of their careers or simply become more knowledgeable about the modern brewing industry today.

For questions please contact the program coordinator, Herlinda Heras at herlindaheras@gmail.com.

RECOMMENDED TEXTBOOKS

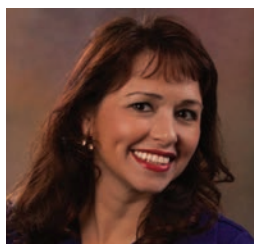
Tasting Beer: An Insider's Guide to the World's Greatest Drink by Randy Mosher (ISBN 978-1-60342-089)

Brewing Quality Beers: The Home Brewers Essential Guidebook by Byron Burch (ISBN 978-0960428427)

So You Want to Start a Brewery? The Lagunitas Story by Tony Magee (ISBN 978-1556525629, also available at Lagunitas Brewing Co.)

The Audacity of Hops: The History of America's Craft Beer Revolution by Tom Acitelli (ISBN 978-1613743881)

INSTRUCTORS / PROGRAM COORDINATORS



Herlinda Heras, CTA, is a big fan of all things fermented and has established her name in the beer industry and in the community. You may have heard her on the radio as the co-host of Brew HaHa, the craft beer radio show, and host of Brews News with Herlinda on KSRO. Her understanding of great beer and food has made her a well-esteemed beer and food judge for the Sonoma County Homebrewers Competition, Battle of the Brews, Ibeerian Beer Awards in Portugal, and not to mention, the first and only American to judge the British Pie Awards in England. Ms. Heras is also a member of the Pink Boots Society for women beer professionals, an avid homebrewer, rabid bookworm, and cultural experiences and history seeker.



Michael Visser, Ph.D., joined Sonoma State University in 2005 after receiving his Ph.D. in Economics from the University of Oregon. He offers courses in microeconomics areas, including game theory, industrial organization, and behavioral and experimental economics. He has included undergraduates in his research, which is primarily on the topic of social preferences (e.g. altruism, fairness), and involves the design and execution of economic experiments. Professor Visser has also been involved in offering short-term study abroad courses to examine the interaction between cultural variation and business strategies and management. His teaching philosophy involves creating rich learning opportunities for students while holding them responsible for taking ownership of their own education.



Visit the
Information Meeting:
Wednesday, August 3
@ 6 - 8 pm
Lagunitas Brewing Co.
1280 N. McDowell Blvd.
Petaluma, CA 94954



sonoma.edu/exed/beer



call customer service
at 707.664.2394

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
CRAFT BEER APPRECIATION (SCI 800 #4075) 10 meetings: August 24 - November 2 <i>*No class on October 5</i>	Wednesday, 6 - 9 pm	Lagunitas Brewery, 1280 N. McDowell Blvd. Petaluma, CA 94954	3.0 CEUs	\$995

DIGITAL TECHNOLOGY

PROFESSIONAL SOCIAL MEDIA CERTIFICATE

PROGRAM INFORMATION

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

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



View the
Information Meeting online:
sonoma.edu/exed/psm/faq



sonoma.edu/exed/psm



call customer service at
707.664.2394

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

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

PROGRAM COORDINATOR / INSTRUCTOR



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.

INSTRUCTORS



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



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



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

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
PROFESSIONAL SOCIAL MEDIA (LIBS 800 #4076) 14 meetings: September 7 - December 14 <i>*No class on November 23 during Thanksgiving break</i>	Wednesday, 6 - 9:30 pm	Salazar 2013	4.9 CEUs	\$1050

EDUCATION

MAKER CERTIFICATE

PROGRAM INFORMATION

Working with Maker educators from throughout the Bay Area and with support from Maker Media, Inc., Sonoma State University, School of Extended and International Education (SEIE) and the Sonoma County Office of Education (SCOE) have collaborated to create the Maker Certificate Program, the first such program of its kind. The program offers a series of mini-courses designed for people seeking to lead Maker activities in schools, clubs, community centers, libraries, and other organizations. Mini-courses are offered in a variety of formats: face-to-face, hybrid, and online. The pathway to certification is based on a 50-hour requirement and educators can “mix and match” from the mini-courses offered or from approved workshops and courses offered by outside organizations. In order to earn the Maker Certificate, educators must meet the 50-hour requirement and complete two assessments: Maker Portfolio and Maker Design Project. Courses run during Fall, Spring, and Summer. Please note that while educators can enroll in individual courses even if they are not interested in earning a Certificate, the Maker Professional Development course is only available to learners who are completing the entire certificate program.

For questions, contact the Program Coordinator, Dan Blake at dblake@scoe.org.

Please check the Maker Certificate Program website (sonoma.edu/exed/maker-certificate) to view the Fall course offerings.

PROGRAM COORDINATOR



Dan Blake, M.S., leads the Sonoma County Office of Education’s efforts to promote 21st Century Teaching and Learning in local schools in his role as Director of Innovation & Partnerships. He was instrumental in the development of ieSonoma: innovate | educate, Cradle to Career Sonoma County, and the Maker Certificate Program in partnership with Sonoma State University. Prior to his current role, he spent six-and-a-half years as SCOE’s Career Development Specialist.

Dan has 14 years of teaching experience, including 13 years as a teacher at Elsie Allen High School in Santa Rosa, California. He is Vice-Chair of the North Bay Makers Board of Directors, Vice-Chair of the Cradle to Career Sonoma County Operations Team, and a Board Liaison to the Sonoma County Career Technical Education (CTE) Foundation. Dan holds a B.A. in Political Science from the University of California at Santa Barbara and an M.S. in Educational Administration from Purdue University’s Calumet School of Education.



Visit the
Maker Certificate
website to see the
Fall course offerings



[sonoma.edu/exed/
maker-certificate](http://sonoma.edu/exed/maker-certificate)



call customer service
at 707.664.2394



MUSIC

AUDIO AND RECORDING PRODUCTION CERTIFICATE PROGRAM

PROGRAM INFORMATION

The Certificate in Audio and Recording Production is open to the local community and existing Sonoma State 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.



You must apply to the Audio & Recording Certificate Program before registering for the class.



sonoma.edu/exed/carp



call customer service at 707.664.2394

PROGRAM COORDINATOR



Brian S. Wilson, D.M.A., Composer/Conductor, is a native of Lynn, MA, and a graduate of New England Conservatory (B.M.), the University of Chicago (M.A.) and the University of Arizona (D.M.A.). Wilson is Chair of the Department of Music at Sonoma State University, where he also teaches Music Theory and Composition. Finding inspiration in the music of Stravinsky, Mingus and Varese, Wilson's eclectic style is a masterful blend of classic and jazz idioms that feels simultaneously familiar and new. Equally at home in symphonic, chamber, choral, and wind band milieus, Wilson's jazz-inflected harmonies are as evident in the whimsical Modes of Transportation for Orchestra as they are in the elegiac Orange Was Her Color for Wind Band. His deep spirituality finds expression in ways that are both obvious (Avinu Malkaynu setting for cantor and chamber ensemble) and unexpected (the award-winning Avanti for solo trombone and percussion).

MUSIC TECHNOLOGY: TOOLS AND APPLICATIONS (MUS 800 #4077)

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



Thomas Limbert, Ph.D., comes with a wealth of training and experience in teaching music technology, composition and world music. Originally from the Baltimore area, he graduated from the University of North Carolina at Chapel Hill (B.A., Music & Philosophy, 1997), receiving the Thelma Thompson award for composition. He subsequently served on the percussion faculty of UNC-CH and worked as an audio engineer before starting graduate work in composition at Duke University on fellowship from which he received an M.A. (2006) and Ph.D. (2010) in composition. In addition to his ongoing work as a composer of both acoustic and electronic music, Dr. Limbert is active as a percussionist, audio engineer, and researcher with interests in temporality, the intersections of technology and performance, non-western and popular music aesthetics, and acoustic ecology, concerns which continually inform his creative work

COURSE/SCHEDULE

DAY/TIME

LOCATION

UNITS

FEE

MUSIC TECHNOLOGY: TOOLS AND APPLICATIONS (MUS 800 #4077)

16 meetings: August 23 - December 6

**Class will be held on November 22 during Thanksgiving break*

Tuesday,
7 - 8:40 pm

Ives 32

2.0 CEUs \$285

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



sonoma.edu/exed/extension-courses



call customer service
at 707.664.2394

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

INTUITION: THE LIGHT OF INNER GUIDANCE (PSY 490 #4126 AND PSY 800 #4127)

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.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
INTUITION: THE LIGHT OF INNER GUIDANCE— ACADEMIC CREDIT (PSY 490 #4126) 2 Meetings: October 1 and 8	Saturday, 9 am - 5 pm	Stevenson 2079	1 Unit	\$205
INTUITION: THE LIGHT OF INNER GUIDANCE— CEU CREDIT (PSY 800 #4127) 2 Meetings: October 1 and 8	Saturday, 9 am - 5 pm	Stevenson 2079	1.4 CEUs	\$205

WINE INDUSTRY

WINE BUSINESS INSTITUTE

PROGRAM INFORMATION

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

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



sonoma.edu/winebiz



call Wine Business at
707.664.3235



call customer service
at 707.664.2394

DIRECT TO CONSUMER CERTIFICATE | CORE SEMINARS

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 #4078)

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.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 3	Thursday, 8:30 am - 12:30 pm	Schulz 1121	0.4 CEUs	\$180*

HANDS ON INTRO TO eCOMMERCE FOR SMALL AND BOUTIQUE WINERIES (BUS 814W #4108)

Instructor: Pamela Snyder

Interested in taking your Direct to Consumer function to a higher level by tapping into the growing wine eCommerce channel? If so, this engaging hands-on seminar is perfect for you and other employees involved in online SDTC tasks. 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.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 3	Thursday, 1:30 - 5:30 pm	Schulz 1121	0.4 CEUs	\$180*

SELLING THROUGH THE TASTING ROOM (BUS 811W #4088)

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.

- Learning to engage and disengage
- Are we selling at the right time?
- How what you say encourages a buying response
- What have you done for your visitors today?

All these sales techniques and more will be thoroughly explored during this session. Learn the sales process and enjoy selling!

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 4	Friday, 8:30 am - 12:30 pm	Salazar 2015	0.4 CEUs	\$180*

WINE INDUSTRY

WINE BUSINESS INSTITUTE

DIRECT TO CONSUMER CERTIFICATE | CORE SEMINARS (CONT.)

HOW TO BUILD A PROFITABLE WINE CLUB (BUS 812W #4087)

Instructor: Elizabeth Slater

Over the last few years, wine clubs have emerged as an effective tool to connect with consumers and a strong profit center for many wineries. With the proliferation of wine clubs and a soft economy, it is becoming harder to attract and retain members.

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. Session to include:

- Positioning the wine club in the minds of consumers
- Value-adds—what wine club customers really want
- Sales strategies to bring in new members
- Differentiation—making a wine club stand out

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 9	Wednesday, 8:30 am - 12:30 pm	TBA	0.4 CEUs	\$180*

HOW TO CREATE AND EXECUTE SUCCESSFUL WINERY EVENTS (BUS 813W #4096)

Instructor: Pilar Mustafa

How can you create unforgettable events that are successful at satisfying your guests as well as your CFO? When it comes to planning successful events, there are two parties to please—your guests and your winery. 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

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 9	Wednesday, 1:30 - 5:30 pm	Schulz 1121	0.4 CEUs	\$180*



WINE INDUSTRY

WINE BUSINESS INSTITUTE

WINE INDUSTRY FINANCE & ACCOUNTING CERTIFICATE | CORE SEMINARS

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.

FINANCIAL PLANNING & STRATEGY FOR WINE BUSINESS (BUS 826W #4117)

Instructor: Jeanette Tan

Explore the challenges and recent updates in winery accounting and finance issues. This seminar covers industry specific accounting and reporting for winery profit and loss statements and balance sheets, including tasting room accounting, sales discounts and promotions, winery assets and depreciation, winery intangibles, cost segregation, and inventory costing.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 10	Thursday, 8:30 am - 12:30 pm	Schulz 1121	0.4 CEUs	\$180*

BUDGETS, FORECASTING AND BEST PRACTICES IN THE WINE INDUSTRY (BUS 823W #4094)

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.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 16	Wednesday, 1:30 - 5:30 pm	Schulz 1121	0.4 CEUs	\$180*

FINANCIAL ACCOUNTING FOR THE WINE INDUSTRY (BUS 820W #4118)

Instructor: Corinne Meddaugh

Explore the challenges and recent updates in winery accounting and finance issues. This seminar covers industry specific accounting and reporting for winery profit and loss statements and balance sheets, including tasting room accounting, sales discounts and promotions, winery assets and depreciation, winery intangibles, cost segregation, and inventory costing.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 17	Thursday, 8:30 am - 12:30 pm	Schulz 1121	0.4 CEUs	\$180*

MANAGERIAL ACCOUNTING FOR THE WINE INDUSTRY (BUS 822W #4119)

Instructor: Corinne Meddaugh

Explore the challenges and recent updates in winery accounting and finance issues. This seminar covers industry specific accounting and reporting for winery profit and loss statements and balance sheets, including tasting room accounting, sales discounts and promotions, winery assets and depreciation, winery intangibles, cost segregation, and inventory costing.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 17	Thursday, 1:30 - 5:30 pm	Schulz 1121	0.4 CEUs	\$180*

WINE INDUSTRY

WINE BUSINESS INSTITUTE

ELECTIVE SEMINARS

WINE MARKETING BASICS (BUS 832W #4095)

Instructor: Paul Wagner

Marketing is a blend of science and art, but most wineries make certain fundamental mistakes that doom them to an endless battle to sell a few more cases. Paul Wagner 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.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 2	Wednesday, 8:30 am - 12:30 pm	TBA	0.4 CEUs	\$180*

INNOVATIVE WINE MARKETING AND BRAND MOMENTUM (BUS 854W #4093)

Instructor: Marie Gewirtz

What makes one brand more successful and dynamic than another? Why does a consumer reach for a specific bottle of wine on an overcrowded shelf? The look, the feel, the appeal--what is the secret of creating clear, concise, and authentic branding to achieve consumer loyalty? Increased worldwide competition offers consumers more choices than ever before. Learn how to differentiate your brand and build momentum. As business expands and changes, learn effective ways to introduce new practices, launch new products, and explore new markets. The wine industry is coming of age with increased awareness of responsible farming practices, good neighbor policies, and sustainable communities. 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.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 2	Wednesday, 1:30 - 5:30 pm	Schulz 1121	0.4 CEUs	\$180*

TASTING ROOM MANAGEMENT (BUS 815W #4092)

Instructor: Jil Child

A properly functioning tasting room is a key component to a winery's success. Whether you're currently a winery owner seeking to optimize sales and profitability, or a member of the tasting room staff looking to advance into management, this seminar will provide you with a review of the key components to meet those goals. The class will focus on physical facilities management, inventory control, employment and compensation issues, wine education and salesmanship training, promotion, and merchandising.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 4	Friday, 1:30 - 5:30 pm	Salazar 2015	0.4 CEUs	\$180*

WINE INDUSTRY

WINE BUSINESS INSTITUTE

ELECTIVE SEMINARS (CONT.)

USING QUICKBOOKS IN THE WINE INDUSTRY (BUS 824W #4091)

Instructor: Jeanette Tan

The cover of the box says you will be up and running in no time. And yes, many people simply print checks then hand the file off to the CPA at tax time. The smart business owner, however, should learn how to use the many powerful tools in QuickBooks® to help manage the day-to-day decisions of running the business. And in the complex world of wineries where you won't see a profit from this year's harvest for another two years or more, it is essential to monitor the business to ensure it is on track. We will explain some special accounts needed for wineries and give you a chart of accounts you can implement the next day. We will also demonstrate the most common processes built into QuickBooks® that will save you time plus other tasks such as setting up budgets, running reports (including the most critical ones), using the credit card feature, and more. QuickBooks® has a wonderful feature that dumps reports into Excel, so we will also show you some Excel tips. For those wineries with tasting rooms, we will show how to manually integrate your point of sale information with QuickBooks®. And finally, we will discuss the best practices to deter fraud and embezzlement. You will leave with checklists, templates, and diagrams of procedures to start unleashing the full power of QuickBooks®.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 10	Thursday, 1:30 - 5:30 pm	Schulz 1121	0.4 CEUs	\$180*

CALCULATING THE TRUE COST OF YOUR WINE (BUS 821W #4089)

Instructor: Jeanette Tan

The reason most small businesses, especially wineries, fail is because they do not know their true Cost of Goods. This class is a must for winery owners and their accounting staff and will demystify the most complex aspect of winery accounting. Knowing the COGs will enable the management team to build a sustainable and profitable business. After attending this class you will be able to calculate the true costs of both bulk wine and bottled wine. Just as important, you will be able to forecast the actual cost of a finished bottle of wine, even when the release date is years away. With that knowledge you can build a pricing structure and marketing program that will ensure profit at the end of the day. We will show you how to setup your chart of accounts so that you identify the administrative costs and the winemaking and production costs. We will detail what information you need from your winemaker. Then we will show how to merge the financial information with the cellar information on a spreadsheet to run the calculation. In essence you will learn about Capitalized Costs, Overhead Cost Allocation, Cost Pools and Standard Costing, but we will do it using plain, unintimidating language to demonstrate how to calculate both the bulk wine cost and the final bottling cost.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 16	Wednesday, 8:30 am - 12:30 pm	TBA	0.4 CEUs	\$180*

VINEYARD TAXATION (BUS 828W #4097)

Instructor: Toni Moheng

This seminar will cover tax accounting for vineyards, from the development phase through production. We will cover many of the special farming provisions, tax elections and vineyard depreciation methods.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 18	Friday, 8:30 am - 12:30 pm	Salazar 2015	0.4 CEUs	\$180*

WINERY TAXATION (BUS 825W #4086)

Instructors: Michael Ricioli, Moss Adams LLP

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.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
1 Meeting: November 18	Friday, 1:30 - 5:30 pm	Salazar 2015	0.4 CEUs	\$180*

WINE INDUSTRY

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 M.B.A. in Wine Business, successfully completing the first two levels of the Wine Business Management Certificate waives the wine industry experience admission requirement. This will enable professionals in other fields to access to the Wine MBA program more readily. Two years of professional work experience in any industry is also required along with meeting the other basic admission criterion.

COURSES

FOUNDATION: INTRODUCTION TO WINE BUSINESS (BUS 840W #4124)

Instructors: Geralyn Brostrom, Patrick Baker

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

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
4 Online Meetings: September 8 - October 6	Thursday, 5:30 - 6:30 pm	Online	1.6 CEUs	\$710 (Reg by 8/25: \$590)

INTERMEDIATE: A SURVEY OF THE KEY DRIVERS IN A WINE BUSINESS (BUS 841W #4139)

Instructor: Patrick Baker

Prerequisite: Successful completion of Foundation: Introduction to Wine Business

Building on the concepts developed in the Introduction to Wine Business, this eight week course expands the project-based learning focused on the business of making and selling wine. The class surveys the key drivers of a wine business and the necessary decisions when a wine business goes to market, providing a deeper understanding of the entire value chain. The subject of marketing, distributing and selling expands to include both a primary brand as well as a range of products, including options for negociant brands.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
8 Online Meetings: October 20 - December 16	Thursday, 5:30 - 6:30 pm	Online	2.4 CEUs	\$960



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WINE BUSINESS INSTITUTE WINE BUSINESS MANAGEMENT CERTIFICATE (ONLINE)

COURSES (CONT.)

ADVANCED: STRATEGIC WINE MARKETING (BUS 842W #4162)

Instructor: Rob Izzo

Prerequisite(s): Successful completion of both Foundation and Intermediate courses

Building on the concepts developed in the Introduction to Wine Business, this eight week course expands the project-based learning focused on the business of making and selling wine. The class surveys the key drivers of a wine business and the necessary decisions when a wine business goes to market, providing a deeper understanding of the entire value chain. The subject of marketing, distributing and selling expands to include both a primary brand as well as a range of products, including options for negociant brands.

COURSE/SCHEDULE	DAY/TIME	LOCATION	UNITS	FEE
8 Online Meetings: August 24 - October 20	Thursday, 5:30 - 6:30 pm	Online	2.4 CEUs	\$960



WINE INDUSTRY

WINE BUSINESS INSTITUTE

INSTRUCTORS



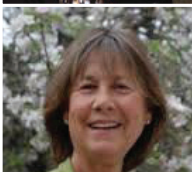
Patrick Baker spent his first career in corporate America in the finance field. Upon purchasing his first vineyard in Carneros AVA he has obtained hands on experience in nearly every aspect of the wine business. He's been a winegrape grower since 2003, a winemaker for his own brands, consulting and on staff, and has operated as General Manager for both small and very large wineries in California. Coming from a business background, his approach has focused on 'the business of wine,' helping new and established wineries and brands with everything from ground up winery design to brand marketing strategies.



Geralyn Brostrom is a seasoned professional with executive-level management experience in the wine industry, training and marketing fields. She has experience working in multiple wine industry channels including winery, import, distribution, retail and education. Geralyn Brostrom is the co-founder and education director of the Italian Wine Central and the Italian Wine Professional from 2013 to present.



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 three decades and as many continents. Her namesake-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.



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



Rob Izzo received his Ph.D. in Education Leadership from the University of Virginia in 2012. His research interests include leadership, organizational change, assessment and evaluation, and most recently, wine marketing. He has worked as Wilson Artisan Wineries' Director of Wine Sales and Marketing since 2012, overseeing the direct to consumer experience for the portfolio of wineries.



Toni Moheng serves as the Tax Senior Manager overseeing services delivered to BPM's winery and vineyard land client engagements throughout the North Coast. With over 25 years of experience, Toni serves a diverse group of clients, with particular emphasis on taxation for closely-held businesses and their owners, high net worth individuals, estates, and fiduciaries. Her primary area of expertise is financial, tax planning, and compliance focusing on the winery and vineyard industry.



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



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

WINE INDUSTRY

WINE BUSINESS INSTITUTE

INSTRUCTORS (CONT.)



Michael Ricioli has been in public accounting since 2000. He leads the firm's tax practice in the Santa Rosa office, with a focus on serving wineries, agricultural businesses, food processors, manufacturers, and retailers. His experience includes complex, consolidated, multistate tax returns, quarterly tax projection calculations, federal and state tax credits, FAS 109 deferred tax calculations. Michael earned his B.S. in Business Administration (accounting emphasis), from Sonoma State University.



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



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



Pamela Snyder, M.B.A., 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.



REGISTRATION AND POLICIES

Welcome to the Sonoma State University School of Extended and International Education (SEIE)! For more information, please contact customer service at 707-664-2394 or go to our website: www.sonoma.edu/exed

REGISTRATION & ENROLLMENT

REGISTRATION METHODS

Online: www.sonoma.edu/exed

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

ENROLLMENT POLICY

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

PAYMENT

PAYMENT METHODS

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

FEE SUBSIDIES

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

COURSE CANCELLATION

COURSE CHANGES & CANCELLATIONS

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

SEIE RESERVES THE RIGHT TO:

1. Cancel courses due to low enrollment;
2. Change the day and/or time of classes;
3. Close courses to additional enrollment;
4. Change instructors of a course;
5. Move class locations.

DROPS AND REFUNDS

REFUND POLICY

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

REFUND SCHEDULE

All fees are refunded when a Class Drop and Refund Request form is received one day before the first class meeting.

65% of fees are refunded when a Class Drop and Refund Request form is received on or after the first class meeting and before 25% of the course time has elapsed.

No fees are refunded after 25% of course time has elapsed.

NON-DISCRIMINATION POLICY

The California State University does not discriminate on the basis of sex, gender, or sexual orientation in its education programs or activities. Title IX of the Education Amendments of 1972, and certain other federal and state laws, prohibit discrimination on the basis of sex in all education programs and activities operated by the university (both on and off campus). Title IX protects all people regardless of their gender or gender identity from sex discrimination, which includes sexual harassment and violence.

For more information, please visit: www.sonoma.edu/hr/erc/title-ix/.

SSU FALL 2016 HOLIDAY SCHEDULE

The Sonoma State University Campus will be closed on the following days:

Monday, September 5 (Labor Day)

Friday, November 11 (Veteran's Day)

November 24-25 (Thanksgiving Holiday)

HOW TO CONTACT US

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Program Coordinator
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See pages 5-8 for more information about these programs.