OUR COMMITMENT & PROMISE

Now more than ever, the University of Wisconsin-Superior’s Center for Continuing Education is committed to providing relevant and accessible programs for you – our community. We are making the intentional choice to deliver programming for you, no matter what the upcoming months may bring for all of us. Our commitment includes delivering all planned programming in a format that keeps you both safe and on track with your professional and personal learning goals. We hope to be face-to-face with you, however, where necessary we will social distance or provide your learning experience through a virtual format. Our promise to you: we are making thoughtful plans to deliver the best learning experiences, even in an uncertain time. As always, we will have high quality instructors and thoughtfully developed learning experiences.

We have intentionally chosen program topics that have been identified as learning needs in our service area and they are designed to meet your time, budget, and educational aspirations. New topics this year include: marketing, leadership & management, nonprofit & general business, person-centered care, and even the science of brewing! We continue to offer a full range of lifelong learning programs to help individuals attain a good quality of life, assist the community in developing and retaining a quality workforce, and provide relevant and engaging learning opportunities for all.

To echo our Chancellor, Dr. Renée Wachter: We are proud to be part of this community, and we stand together (even with social distancing). #WeStandTogether

Sincerely,

Kathryn and the entire Center for Continuing Education team

Kathryn Guimond
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CANCELLATION POLICY: The Center for Continuing Education strives to maintain scheduled programming. However, if minimum enrollment is not met ten (10) business days prior to the start of a program, we may need to cancel or reschedule that program. There also may be times when a program needs to be cancelled or rescheduled due to weather, instructor illness, or other unavoidable circumstances. Whether cancelled or rescheduled, you will be notified ASAP and your full fee will be refunded or applied to the rescheduled event, as you prefer.

Have a program idea? Share your ideas on our Facebook page: @uwsupercontinuingeducation
**September**
- Mediation Certificate .......................................................... 9/2020
- Substance Abuse Counselor Program .................................................. 9/2020
- **NEW!** Science of Brewing Sampler .............................................. 9/2/2020
- **NEW!** Music Technology ............................................................ 9/14/2020
- Entrepreneurial Training Program - Hayward ........................................... 9/8/2020
- Entrepreneurial Training Program - Superior ........................................... 9/9/2020
- **NEW!** Marketing Certificate: Building Your Marketing Machine ............ 9/16/2020
- **NEW!** Branding: Crafting Your Identity ........................................... 9/16/2020
- **NEW!** Your Website & Search Engine Optimization ............................ 9/23/2020
- **NEW!** Using Social Media Effectively ............................................ 9/30/2020

**October**
- Human Resource Management Certificate .............................................. 10/1/2020
- Foundations of Human Resources ....................................................... 10/1/2020
- **NEW!** Storytelling for your Business .............................................. 10/7/2020
- **NEW!** Getting Found Locally: Google My Business ............................. 10/14/2020
- **NEW!** Visual Communication: Design Basics .................................... 10/21/2020
- Leadership & Strategic Planning .......................................................... 10/22/2020
- QuickBooks Workshop ............................................................................ 10/27/2020
- **NEW!** Social Media Advertising ......................................................... 10/28/2020

**November**
- **NEW!** DIY Video That Works ......................................................... 11/4/2020
- First Steps to Starting a Small Business - Superior .................................... 11/5/2020
- Talent Acquisition ................................................................................... 11/5/2020
- **NEW!** Building Your Marketing Campaign ........................................... 11/11/2020
- Total Compensation .................................................................................. 11/12/2020
- First Steps to Starting a Small Business - Online ...................................... 11/12/2020
- **NEW!** Future Trends in Marketing ...................................................... 11/18/2020
- Customer Experience & Human-Centered Design ..................................... 11/19/2020

**December**
- Employee Relations ............................................................................. 12/5/2020
- Workforce Planning, Metrics & Analytics .................................................. 12/10/2020

**January**
- Mediation Certificate ............................................................................ 1/2021
- Substance Abuse Counselor Program ...................................................... 1/2021
- Accident & Workplace Investigations ...................................................... 1/7/2021
- First Steps to Starting a Small Business - Superior ..................................... 1/14/2021
- First Steps to Starting a Small Business - Online ...................................... 1/21/2021
- Risk & Change Management ..................................................................... 1/21/2021
- **NEW!** Non-Profit Board Engagement and Development ......................... 1/26/2021

**February**
- **NEW!** Organizational Leadership Certificate ......................................... 2/2/2021
- **NEW!** The Inner and Outer Work of Leadership (Day 1) ......................... 2/2/2021
- **NEW!** The Inner and Outer Work of Leadership (Day 2) ......................... 2/3/2021

**March**
- **NEW!** Building Trust ........................................................................ 3/3/2021
- HR Compliance ...................................................................................... 3/4/2021
- **NEW!** Isolation & Loneliness and the Impact of COVID-19 ...................... 3/10/2021
- **NEW!** Cultural Considerations in Aging .............................................. 3/10/2021
- Collaborative Communication for Teambuilding & Conflict Resolution .... 3/11/2021
- **NEW!** Sexuality & Intimacy in Later Life .............................................. 3/24/2021
- Foundations of Motivational Interviewing: The Basics (Day 1) .................... 3/25/2021
- Foundations of Motivational Interviewing: The Basics (Day 2) .................... 3/26/2021
- **NEW!** Creating A Donor-Centered Major Gifts Program (Day 1) .......... 3/30/2021
- **NEW!** Creating A Donor-Centered Major Gifts Program (Day 2) .......... 3/31/2021

**April**
- Entrepreneurial Training Program - Ashland ........................................... 4/1/2021
- Labor Relations & Negotiation .................................................................. 4/1/2021
- **NEW!** Effective Communication ....................................................... 4/7/2021
- **NEW!** Building Collaboration through a Facilitative Mindset ................ 4/20/2021
- **NEW!** Challenges Faced by LGBTQ+ Elders ......................................... 4/21/2021
- **NEW!** Trauma, Aging, and End of Life Care ........................................... 4/21/2021
- Beyond the Basics: Developing Core Skills and Increasing Understanding (Day 1) ......................................................... 4/22/2021
- Beyond the Basics: Developing Core Skills and Increasing Understanding (Day 2) ......................................................... 4/22/2021

**May**
- **NEW!** Strategic and Adaptive Leadership ............................................ 5/5/2021
- QuickBooks ............................................................................................. 5/11/2021
- **NEW!** Aging & Mental Health .............................................................. 5/12/2021
- **NEW!** Aging & Substance Abuse: The Whole Person Perspective ............ 5/12/2021
- **NEW!** Advanced Motivational Interviewing: Moving Toward Expertise .. 5/20/2021
- **NEW!** Functional Movement & Nutrition for Mental Health & Chronic Pain Management .................. 5/26/2021
- Health Coaching Practice ......................................................................... 5/27/2021

**June**
- **NEW!** Organizational Culture & Change ............................................. 6/2/2021
- Healthy Minds, Healthy Bodies Conference .............................................. 6/17/2021

**September - December program registration is open.**

*January - June program registration opens October 1.*

**To register, visit uwsuper.edu/cce**

Workshop information is accurate at time of printing, but is subject to change. In the event that we switch any programming to a virtual format, dates and times may change. Check our listings online for the most current information.
Human Resource Management Certificate
Workshops run October - April; also available for 3 academic credits

Are you looking to develop a solid foundation in the field of human resources (HR)? This certificate will help you build a practical base of knowledge in human resources that is beneficial in a variety of positions and professional settings. Learn the core aspects of human resource management and topics integral to developing a fundamental understanding of the field. The workshops are taught by respected regional experts and provide the opportunity to network with other HR professionals.

Workshops (may be taken individually):

- Foundations of Human Resources | 10/1/2020 | 8:30 a.m. - 3:30 p.m.
- Talent Acquisition | 11/5/2020 | 8:30 a.m. - 3:30 p.m.
- Total Compensation | 11/12/2020 | 8:30 a.m. - 3:30 p.m.
- Employee Relations | 12/3/2020 | 8:30 a.m. - 3:30 p.m.
- Accident & Workplace Investigations | 1/7/2021 | 8:30 a.m. - 3:30 p.m.
- Diversity & Inclusion in the Workplace | 2/4/2021 | 8:30 a.m. - 3:30 p.m.
- HR Compliance | 3/4/2021 | 8:30 a.m. - 3:30 p.m.
- Labor Relations & Negotiation | 4/1/2021 | 8:30 a.m. - 3:30 p.m.

Approved to offer SHRM recertification credits.

Fees: $149 per workshop day, or $129 per workshop day if enrolled in the certificate. Plus a $25 certificate transcript fee. (Individual workshop day 0.6 CEUs/Certificate 4.8 CEUs)

Advanced Human Resource Management Certificate
Workshops run October – March

This certificate is designed for those with experience in the human resources field, in leadership positions, or who have completed the Human Resource Management Certificate. Our regional experts will help increase your knowledge in a variety of areas.

Workshops (may be taken individually):

- Leadership & Strategic Planning | 10/22/2020 | 8:30 a.m. - 3:30 p.m.
- Customer Experience & Human-Centered Design | 11/19/2020 | 8:30 a.m. - 3:30 p.m.
- Workforce Planning, Metrics & Analytics | 12/17/2020 | 8:30 a.m. - 3:30 p.m.
- Risk & Change Management | 1/21/2021 | 8:30 a.m. - 3:30 p.m.
- Employee Engagement | 2/18/2021 | 8:30 a.m. - 3:30 p.m.
- Collaborative Communication for Teambuilding & Conflict Resolution | 3/11/2021 | 8:30 a.m. - 3:30 p.m.

Approved to offer SHRM recertification credits.

Fees: $149 per workshop day or $129 per workshop day if enrolled in the certificate. Plus a $25 certificate transcript fee. (Individual workshop day 0.6 CEUs/Certificate 3.6 CEUs)

"This course is an excellent opportunity for those in leadership positions that want to expand their HR leadership abilities and add to their tool chest."

- Kristine Kavajecz, Bayfield County

In the event that we switch any programming to a virtual format, dates and times may change.
NEW! Organizational Leadership Certificate
Workshops run February - June

Do you want to demonstrate leadership? Most of us do, especially in the context of working within an organization. Leadership isn’t just a situational need; our work is what happens in all the moments. Leadership doesn’t simply appear when the script announces it does: it is the hard work of showing up even when we’re not required to, of seeing what’s possible when few are willing to believe. Applying the competencies of positive leadership will strengthen your effectiveness in the workplace as well as within other settings. We will explore what effective leadership is (and is not), and begin developing capacities that affect the success of our organizations. You will learn key elements of establishing clear objectives, working effectively with others, accountability, modeling progress, tapping into your power to create positive change, and more.

Workshops (may be taken individually):

The Inner and Outer Work of Leadership | 2/2 - 2/3/2021 | 8:30 a.m. - 3:30 p.m.
Building Trust | 3/3/2021 | 8:30 a.m. - 3:30 p.m.
Effective Communication | 4/7/2021 | 8:30 a.m. - 3:30 p.m.
Strategic and Adaptive Leadership | 5/5/2021 | 8:30 a.m. - 3:30 p.m.
Organizational Culture & Change | 6/2/2021 | 8:30 a.m. - 3:30 p.m.

Fees: $149 per workshop day, or $129 per workshop day if enrolled in the certificate.
(Individual workshop day 0.6 CEUs/Certificate 3.6 CEUs)

NEW! Marketing Certificate: Building Your Marketing Machine
Workshops run September - November

This certificate program consists of 10 workshops taught by some of the best marketing minds in the region. You will learn the elements that go into a successful marketing strategy. The parts come together as one well-oiled machine to help you achieve your marketing goals.

Workshops (may be taken individually):

Branding: Crafting Your Identity | 9/16/2020 | 5 - 8 p.m.
Your Website & Search Engine Optimization | 9/23/2020 | 5 - 8 p.m.
Using Social Media Effectively | 9/30/2020 | 5 - 8 p.m.
Storytelling for Your Business | 10/7/2020 | 5 - 8 p.m.
Getting Found Locally: Google My Business | 10/14/2020 | 5 - 8 p.m.
Visual Communication: Design Basics | 10/21/2020 | 5 - 8 p.m.
Social Media Advertising | 10/28/2020 | 5 - 8 p.m.
DIY Video that Works | 11/4/2020 | 5 - 8 p.m.
Building Your Marketing Campaign | 11/11/2020 | 5 - 8 p.m.
Future Trends in Marketing | 11/18/2020 | 5 - 8 p.m.

Fees: $75 per workshop day (Individual workshop 0.275 CEUs/Certificate 2.75 CEUs)

"Marketing has always been a fast-paced and now more technology-driven segment of your business. In the business world, now more than ever, we need to stay on top of current trends, new platforms, and ever-changing algorithms. Whether you are a beginner, business owner, or current marketing professional looking to advance your skills, this newly offered marketing certificate is for you. This curriculum has been created by subject matter experts with real-world marketing experience. I would highly recommend you sign up for all 10 workshops."

- Molly Solberg, MAS Marketing, marketing certificate instructor

Mediation Certificate
Courses offered September – December and January – May

Most of us will experience conflict, so why not broaden your personal and career potential by increasing your competence and confidence in effectively resolving those difficult situations? Taught by the region’s premiere resource in mediation training, you will gain knowledge in the core aspects of mediation, as well as develop and practice skills in communication, facilitation and conflict resolution. This certificate can apply to all professions and is a great skill to enhance your resume.

Fees: Ethics & State Regulation of Mediation (15 hours) $199; Civil Law Mediation (30 hours) $399; Family Law Mediation (45 hours) $599

In the event that we switch any programming to a virtual format, dates and times may change.
NEW! Non-Profit Board Engagement and Development
1/26/2021 | 8:30 a.m. - 3:30 p.m.

A strong board consists of dedicated community leaders who contribute their expertise, time, talent, and resources to help ensure that the organization they serve has the capacity and credibility to advance their mission. If you are a leader of a non-profit organization, you have a board that changes over time and moves along a continuum from dysfunctional to exceptional. This interactive and engaging course will focus on three levels of board performance: functional, responsible, and exceptional. We will share concepts and tools on what it takes to elevate your board to the next level. This workshop will be led by Chris Stenberg, CEO of The Superior Douglas County Family YMCA.

Fees: $149 or $129 (if you register for two or more workshops in the Non-Profit/Business Category) (0.6 CEUs)

NEW! Crisis Communications 101: How to Prepare for the Unexpected
2/23/2021 | 8:30 a.m. - 3:30 p.m.

The unexpected happens! But with proper planning and procedures, the risks associated with a crisis can be mitigated and even turned into positives. Jordan Milan, UW-Superior director of strategic communications and special assistant to the chancellor, and Sarah Libbon, UW-Superior marketing manager, have more than 30 years combined experience in strategic communications. They will share their experiences and tips based on real-life scenarios, and offer tools that will help squelch the fire when a crisis hits. Jordan and Sarah will help you develop a crisis communication toolkit that you can immediately put to use in your organization.

Fees: $149 or $129 (if you register for two or more workshops in the Non-Profit/Business Category) (0.6 CEUs)

NEW! Creating A Donor-Centered Major Gifts Program
3/30 - 3/31/2021 | 8:30 a.m. - 3:30 p.m. | Two-day workshop

Major gifts can be a reliable source of income as part of a well-designed fundraising plan, whether for your annual giving program or for a special capital campaign. Yet, most nonprofits aren’t sure where to start and what to expect from a major gifts program. Join Duluth-based certified fundraising executive and consultant Katrina Lynn Pierson for a special two-day workshop aimed to prepare you to start or strengthen your major gifts program. The first workshop day will include planning, logistics, strategy, personnel, goal setting and tools to help bring your board along for the process. The second day will include an opportunity to craft your major gifts case for support, identify best-fit donors and walk through a variety of scenario-based exercises. You’ll leave this two-day workshop prepared to begin securing major gifts to help fund your organization’s future and with a toolkit to use right away.

Fees: $298 or $258 (if you register for two or more workshops in the Non-Profit/Business Category) (1.2 CEUs)

NEW! Building Collaboration Through a Facilitative Mindset
4/20/2021 | 8:30 a.m. - 3:30 p.m.

Developing shared solutions that address complex environments happens through a collaborative process with many voices and perspectives. It takes a facilitative leader to help key stakeholders with different priorities, agendas, and levels of commitment come together. During this workshop, we’ll explore some of the factors that contribute to and get in the way of collaboration. You will learn a set of skills and a facilitative mind-set to lead a diverse group toward a shared solution that will last. You will have a chance to reflect on and build your own facilitative leadership strengths. Understand the basics of collaboration and create an action plan for building collaborative partnerships. Engage with your stakeholders by learning how groups move through three phases while making decisions. Learn how to help your group have a focused conversation and move toward next steps. This will be an interactive workshop that provides opportunity for personal reflection, practice, and peer learning; helping you lead toward sustained change. This workshop is led by Kap Wilkes, MBA and certified facilitator, who has helped organizations with their planning and problem-solving efforts to adapt and innovate for over 20 years.

Fees: $149 or $129 (if you register for two or more workshops in the Non-Profit/Business Category) (0.6 CEUs)

NEW! Achieving Effective Strategic Change within Your Organization
5/5/2021 | 8:30 a.m. - 3:30 p.m.

Effective leadership is the most influential criteria of performance excellence and requires helping your organization set, communicate, implement, and evaluate its strategic course. Strategic planning includes analyzing the environment and thinking strategically about the future of the organization. Using the balanced scorecard methodology, we will look at strategic planning as a cycle of activity and planning that also includes communicating strategic decisions within the organization and with key partners and funders, executing and implementing strategic directions, and evaluating strategic efforts. We will explore effective planning approaches and methods and walk through the strategic planning cycle. This workshop is designed to be interactive with facilitation templates, example planning documents, and peer learning for take-away’s of effective planning. This workshop is led by Kap Wilkes, MBA and certified facilitator, who has helped organizations with their planning and problem-solving efforts to adapt and innovate for over 20 years.

Fees: $149 or $129 (if you register for two or more workshops in the Non-Profit/Business Category) (0.6 CEUs)
This annual conference focuses on keeping our minds and bodies youthful and healthy throughout the second half of life. Our 2021 conference will feature interactive and educational programming provided by our UW-Superior campus partners, including sessions on art and creativity, container gardening, healthy cooking, and low-impact movement. This full-day conference is geared toward those in the second half of life as well as professionals working with older adults. This programming is funded in part by the John Allan Kunz Fund for Reminiscence and Life Review of the Duluth Superior Area Community Foundation. Watch our website in spring 2021 for more details: uwsuper.edu/cce.

Please note that we will be carefully monitoring COVID-19 and will take any necessary precautions to ensure the health and safety of our participants, including postponing the conference if needed.

Health Coaching Practice - Online
Summer 2021

This certificate will boost your ability to help others meet their goals, whether you work in health care, a fitness center, an employee wellness program, or another related occupation. It will introduce you to a wide spectrum of health and behavioral concepts with focus on: behavioral science, nutrition, kinesiology, exercise science, screening and fitness assessments, client program design, and legal and ethical concerns related to allied health professions. You will gain the knowledge required of an entry level health coach. Upon completion, you will have met the main requirement to take the exam to become a certified health coach. Discussions with other students and your instructor and weekly assignments are all online and can be completed at times convenient for you.

Fees: $599 (plus textbook) (90 Contact Hours/9.0 CEUs)

NEW! Essential Oils for Self-Care and in Professional Settings
2/17/2021 | 8 a.m. - 12 p.m.

Learn how you can bring the benefits of essential oils to your home and workplace to promote wellbeing, as well as an adjunct for symptoms such as anxiety, nausea, pain, and sleep. In this workshop, you will learn the evidence-based practices of basic essential oil use and explore how to safely use them in any personal or professional setting. You will have opportunities to work with samples and to discuss best practices with your instructor, Jan Tomaino, DNP, RN; a certified aromatherapist with extensive clinical use of essential oils. This workshop is beneficial to health care professionals, educators, mental health counselors, substance abuse counselors, and many others, including those interested solely in personal use. Registration pricing includes a starter kit of oils you will receive at the workshop.

Fees: $135 / Early Bird: $125 (0.375 CEUs)

Healthy Minds, Healthy Bodies Conference
6/17/2021 | 7:45 a.m. - 4:30 p.m.

This annual conference focuses on keeping the health and safety of our participants, including postponing the conference if needed.

Discovering and Building Motivation for Change Certificate
Workshops run March and April | Two-day workshops

While many people tend to approach change with either resistance or ambivalence, most just need a sense of direction and empowerment to move down that path. Motivational interviewing is a method and skillset that can support people in discovering their own motivation for change and pursuit of a healthier lifestyle. Many relationship-based professions, such as those in counseling, health care, social work, case work, and mental health, find motivational interviewing skills particularly useful with their clients. These workshops are led by Amy LaRue who has been teaching and working in the fields of motivational interviewing, health and wellness, and public health since 2007.

Workshops (may be taken individually):

Foundations of Motivational Interviewing: The Basics
3/25 - 3/26/2021 | 8:30 a.m. - 3:30 p.m.

Beyond the Basics: Developing Core Skills and Increasing Understanding
4/22 - 4/23/2021 | 8:30 a.m. - 3:30 p.m.

Fees: $298 per workshop or $258 per workshop if enrolled in the certificate | Certificate includes the Foundations of Motivational Interviewing and Beyond the Basics workshops. (Individual workshop day 1.2 CEUs/Certificate 2.4 CEUs)

NEW! Advanced Motivational Interviewing: Moving Toward Expertise
5/20/2021 | 8:30 a.m. - 3:30 p.m.

Motivational interviewing is a skillset that takes time and practice to master, use effectively, and get to a point where it feels natural. This workshop is designed for the experienced practitioner who is looking to go deeper in knowledge and practice. In this workshop, you will expand your skills through demonstration of advanced application of motivational interviewing for feedback and further exploration, a focus on improving growth areas, and exploring the specific areas and populations where motivational interviewing is most beneficial.

Fees: $149 / Early Bird: $129 (0.6 CEUs)

Substance Abuse Counselor Program
Courses offered September - December and January – May

Interested in becoming a substance abuse counselor? This completely online, pre-credential education program sets you on the path for a substance abuse counselor career. Our substance abuse counseling program is approved by the State of Wisconsin and fulfills all requirements (360 hours of comprehensive specialized education) necessary to sit for the licensing exam. You could complete the program in less than a year and move into a new career. Credit fees: Please call for more information.
NEW! Social Issues & Well-being in Aging Certificate
Workshops run February - May

We are excited to announce a continuation of our 2019 workshop series on aging. The topics in this series are based on community feedback for additional training in this area. These nine workshops will give you increased knowledge and awareness of social issues and well-being in aging, as well as tools you can use to engage and connect with the older adults around you. This programming aims to make a difference and improve the lives of older adults by supporting the professional development of those who work with them. This series is supported through a grant from the Bader Foundation and we’ve been able to build a discount into the workshop pricing. Scholarship assistance is available.

Interested in earning a certificate? Complete all nine workshops in this series to earn your certificate in person-centered care: social issues & well-being in aging in just four months.

Workshops (may be taken individually):

Essential Oils for Older Adult Well-being, Symptom Management, and End-of-Life Care *
2/17/2021 | 12:30 - 3:45 p.m.

Isolation & Loneliness and the Impact of COVID-19 | 3/10/2021 | 8:30 - 11:45 a.m.

Cultural Considerations in Aging | 3/10/2021 | 12:30 - 3:45 p.m.

Sexuality & Intimacy in Later Life * | 3/24/2021 | 8:30 a.m. - 3:30 p.m.

Challenges Faced by LGBTQ+ Elders | 4/21/2021 | 8:30 - 11:45 a.m.

Trauma, Aging, and End of Life Care | 4/21/2021 | 12:30 - 3:45 p.m.

Aging & Mental Health | 5/12/2021 | 8:30 - 11:45 a.m.

Aging & Substance Abuse | 5/12/2021 | 12:30 - 3:45 p.m.

Functional Movement & Nutrition for Mental Health & Chronic Pain Management
5/26/2021 | 8:30 - 11:45 a.m.

Fees: $29 for most workshops. Workshops indicated with an asterix (*) are $59 per workshop due to workshop materials or length of session. (Half-day individual workshop 0.3 CEUs/Full-day individual workshop 0.6 CEUs/Certificate 3.0 CEUs)

NEW! Music Technology: Create your own home studio!
9/14/2020 – 12/2020 | Mondays, 5 - 6:50 p.m.

Do you have a passion for creating music? Wish you could do this right from your own home? This virtual course is designed for budding musicians and anyone with a home computer who is interested in making music. Learn from an experienced composer and arranger on how to set up your own home studio for recording, mixing, editing, dropping beats, making music and adding sounds and visuals to your work. Limited spots available.

Fee: $199

NEW! Science of Brewing Sampler
9/2/2020 – 12/2020 | Wednesdays, 6 - 7 p.m.

This new virtual course is for anyone 21 years or older with an interest in beer and science. It will sample a variety of brewing topics, including the history of beer making, basic brew ingredients, discussion of the brewing process, and the parameters (aroma, flavor, color, mouthfeel) that define differences in beer styles.

Fee: $199

If this course leaves you wanting more than just a taste, watch for the new two-course (6 academic credits) Science of Brewing Certificate that will launch in spring 2021 on the UW-Superior campus. Stay tuned to our website for more community education on brewing coming in summer 2021!

NEW! Coffee Break Courses with Continuing Education
At just 10-15 minutes in length, these short virtual courses are designed to provide you interesting educational opportunities as you find the time to enjoy your coffee, tea, or take that well-deserved break! Our Coffee Break Courses are hosted by local professionals via our UW-Superior YouTube channel on a variety of topics. For an upcoming schedule or for more information, visit uwsuper.edu/cce.

September - December program registration is open.
January - June program registration opens October 1.

To register, visit uwsuper.edu/cce

Have a program idea? Share your ideas on our Facebook page: @uwsupercontinuingeducation
Wisconsin’s Small Business Development Center (SBDC) at UW-Superior is part of a statewide network supporting entrepreneurs and business owners through no-cost, professional, confidential consulting and targeted educational programs. Regional SBDC experts facilitate improvement and growth for small and emerging mid-size companies and help launch successful enterprises.

Our center serving Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer, and Washburn counties contributed to the following in 2019:

- 17: New businesses created
- 718: Jobs supported
- $4.21M: In capital investment
- 180: Clients receiving consulting (54% pre venture and 46% existing)
- 980: Hours spent working with clients
- 140: Business education participants

**Entrepreneurial Training Program**

9/8/2020 – 11/3/2020 (Tues evenings) | 6 - 8:30 p.m. | Hayward
9/9/2020 – 11/4/2020 (Wed evenings) | 6 - 8:30 p.m. | Superior
2/3/2021 – 3/31/2021 (Wed evenings) | 6 - 8:30 p.m. | Superior
4/1/2021 – 5/20/2021 (Thur evenings) | 6 - 8:30 p.m. | Ashland

The Entrepreneurial Training Program (ETP) provides the tools you need for business idea testing and business model improvement. Through instruction, guest speakers, and coaching, this program serves those who are considering starting a business, owners of existing businesses, and those with successful companies that they want to grow. ETP is an eight-week program that offers an easy to follow step-by-step process based on the lean startup framework that shows you how to answer the question, “Will people buy my product or service?” During this training program, you will:

- Grasp your true operations, growth and staffing costs
- Gain knowledge of resources to start or expand
- Quickly develop an investment-ready business plan
- Better manage your business by analyzing key details

After the program, receive one-on-one consulting at no charge to help complete your business plan along with final steps to start your business.

Fee: $250

**QuickBooks Workshop**

10/27/2020 | 9 a.m. - 4:30 p.m.
5/11/2021 | 9 a.m. - 4:30 p.m.

QuickBooks is a set of software solutions designed to manage payroll, inventory, sales, and other needs of a small business. Features include marketing tools, merchant services, product and supplies, and training solutions. In this session, you will learn:

- The basics of getting started with QuickBooks Online (QBO) software
- Navigating the basics of QBO and its functions
- Record transactions in QBO
- Reconcile and utilize reporting functions in QBO
- Expand usability in QBO through credit card processing, payroll, and other applications

Fee: $99

**First Steps to Starting a Small Business**

11/5/2020 | 6 - 8 p.m. | Superior
11/12/2020 | 6 - 8 p.m. | Online
1/14/2021 | 6 - 8 p.m. | Superior
1/21/2021 | 6 - 8 p.m. | Online

First Steps to Starting a Small Business will walk you through many of the steps involved in starting a new business. We will begin with helping participants develop a lean or visual business plan, to help clarify your business idea. We will also talk about licensing and taxes, as well as an introduction to market research, branding, and marketing.

Free Workshop

**Frank P. Saladis Certificate in Project Management**

Complete certificate online and at your own pace. Register Anytime

The Frank P. Saladis Certificate in Project Management is a professional development certificate offered through universities who have collaborated with successful projects to provide a large pool of excellent project management instructors who are also industry experts. Participants in this program are not only able to select and customize their own short course, they are able to select their instructor and get personal, one-on-one attention from someone who can help advance their career. This certification has flexible registration, so you can complete it on your own schedule.

Fee: $2,000 per person, or $1,700 per person when three or more participants from the same company register.

To register for SBDC programming visit: wisconsinsbdc.org/superior
Take the next step in your education
Whether you’re just starting your college education or jumping back in, UW-Superior’s online bachelor’s and master’s degree programs are versatile enough for your ideal career path. These fully online programs are perfect for those who need flexibility to balance work, life and education.

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Why choose UW-Superior for your degree?

Get ahead in your career
UW-Superior’s online degree programs are an excellent option for students who want to achieve success personally, socially and professionally.

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A flexible choice
Our fully online programs are perfect for those who need the flexibility to balance work and education. Complete your degree from anywhere at your own pace.

For more information: uwsuper.edu/dl

Most workshops are held at the Yellowjacket Union with convenient parking.

For more information: uwsuper.edu/maps
In the event that we switch any programming to a virtual format, dates and times may change.