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College of
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Upfront

An eSource from the
College of Extended Studies
San Diego State University

8 Success Stories Students Talk About Success at CES

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HOW TO > Use Google+

> Become a Construction Estimator

COMMUNITY > Sports MBA

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By Kelly McEtchin

Education is one of the most important qualifications one could have in today’s world. In a highly competitive society, knowledge is crucial. Everyone wants to succeed, but one must start at the foot of the ladder to reach the top, and education helps anyone start at a higher rung on the ladder. Continuing education is significant because it helps people find work they enjoy as well gain opportunities to take them where they want to go. [San Diego State’s College of Extended Studies \(CES\)](#) provides its students with the opportunity to refresh their education, thus increasing their success in the workplace.

Continuing education at SDSU reaches out not only to college graduates, but also to veterans, unemployed, and underemployed workers. There are different programs to accommodate the diverse interest and industry – from health care to construction, and everything in between. Courses and certificate programs can round out a resume, provide someone a second chance at another career, or provide incentive to go into business for themselves.

One student, Sally Schuessler, enrolled in the [Human Resources \(HR\) Management Certificate program](#) and decided to start her own business as a result of a class project.

“I was unemployed for a year and a half,” Schuessler says, “There was no longer any need for the type of work I was doing. I was collecting unemployment, and someone suggested that I go through an education program.”

Schuessler enrolled in the CES HR program and afterward created her own business. “During the [Performance Management](#) course, students completed a project where we

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Upfront | Volume 4 | September 2011

A publication of San Diego State University
College of Extended Studies

Upfront is an online source for engaging, informing, and cultivating conversations on workforce topics. It provides up-to-date information, insight, and trends on today’s most talked about topics in professional development.

designed a business. I used a line of stuffed toys that I developed 33 years ago. Today, I have my own business. The class encouraged me to do that, and I've learned a lot about business that will help me."

Education and success go hand-in-hand since students become more knowledgeable about a certain industry. For example, a person may graduate from college with a degree in business management; however, the person might want to know and gain skills in green energy management. They can enroll in a [Green Energy Management Certificate](#) program that would increase their chances in landing a job in the green industry. According to past SDSU CES student, John Paul Davis, the Green Energy Management program was beneficial to moving ahead in that industry.

"Things have taken off for me since the completion of the SDSU Green Energy Management certificate. I am now VP and part owner in Solare Energy Inc., a solar-energy efficiency outfit in San Diego."

Davis happens to be just one of the many successful students who studied at CES and have changed their lives. Take a look inside at more success stories and realize that there

is no reason to stop learning. Success is just around the corner.

Kelly McEtchin is a student assistant at the College of Extended Studies. She is also a senior at SDSU and will be graduating in December.

Courses and certificate programs can round out a resume, provide someone a second chance at another career, or provide incentive to go into business for themselves.



One Student's Affair with Regulatory Affairs

Dina Hamideh – a San Diego native, who recently received money through SDSU's BRIDGE grant – is now pursuing a master's in regulatory affairs.



Dina Hamideh

Right now I'm balancing work and school. I go to work and go to school at the same time. I'm enjoying it. I already took a class on ethics and earned an A! It was really a great class. I'm really excited to learn more about regulatory affairs so it can teach me more about regulations on products, and the pharmaceutical industry.

Five Years from Now

I've had the same goal since high school – to help people by putting products on the market that help with their health. I already have products that I know about that I want to put on the market. There are some natural herbs that I have studied in different countries. I can see myself working at a corporation, but eventually I want to branch out and be my own boss. I'm not looking at the manufacturing side, but rather introducing new products in different markets.

Five Years Ago

Five years ago I was going to college. I graduated from Mission Hills High School and decided to major in kinesiology, because my whole goal in life has been to help and aid people. My parents have diabetes, and I have sick family members who live in Peru and Palestine.

Today

I was working at a bank and I was nominated for a grant by one of my customers. She was working toward an MBA and heard about the BRIDGE grant and wanted to see whether they would accept me.

I called the BRIDGE coordinator, Tracy Thomas, and talked to her. She helped me with all the paperwork. From there she told me that I was a great candidate for the grant. I then learned that I was accepted. It was literally a miracle and blessing. The BRIDGE grant, I believe is going to help a lot of individuals, such as myself, to be successful in the market. I know in the regulatory affairs industry, there's a demand.



To find out more about SDSU's Regulatory Affairs program, go to <http://interwork.sdsu.edu/cbbd/regaffairs/regaffairs.htm>

In One Sentence – The Lowdown on Regulatory Affairs

What is it?

Regulatory affairs (RA) protects public health by governing (for safety and effectiveness) products – e.g., pharmaceuticals, veterinary medicines, medical devices, pesticides, and cosmetics.

Why is it important?

It has a major economic impact on the economy since how long a company can place their product on the market affects the bottom line.

Who should be a RA professional?

Most RA professionals have a bachelor's of science degree – they also have capabilities in data gathering, and communication and analytical skills.

With whom do RA professionals work?

They work with many industry professionals – scientists such as pharmacologists, toxicologists, analytical chemists, pharmacists, medical doctors, veterinarians, engineers, physical chemists and statisticians – but they also have contact with departments such as advertising, marketing, legal, patents, and manufacturing.

Regulatory Affairs – Master of Science

Students Tell Their Stories

I had a great learning experience while pursuing the master's degree. The course material was very practical because the courses were taught by RA professionals. In addition, the discussion boards, as part of the course assignments, were particularly useful for a newcomer like me because I could get a glimpse of the real-world scenarios by reading the posts from my experienced RA classmates.

— *Doreen, Scarborough, Ontario, Canada*

The courses provided a structured balance between the study of regulations, regulatory history, and practical application. The online interaction with fellow students was also an important aspect of the program that provided an opportunity for thought-provoking discussions and learning from direct experience.

— *Valerie, Lynchburg, Virginia*

There is a lot of information that I may not gain from industry experience! It was interesting to know that regulations are sometimes not black-and-white and some are subject to interpretation (e.g., some companies are more conservative than others). And, being a mother, the online program offered me flexibility.

— *Penny, Lawrence, Kansas*

I really liked the flexibility of the master's program. During my program, I had to change jobs and relocate a couple of times, but I was always able to continue with the program without worrying about transferring to another school.

— *Tania, Memphis, Tennessee*



How Wine Brings Career Success



In 1801, Thomas Jefferson's annual salary was \$25,000. That same year, Jefferson spent \$6,500 for provisions and groceries, \$2,700 for servants, and \$3,000 for wine. Most people today may not spend 12 percent of their annual salary on wine, but when looking at America's obsession with wine, we are not that far behind.

The U.S. is the world's leader in wine consumption (take that France!) and the retail value of wine sales rose 4 percent to \$30 billion in the U.S. last year. Wine is a huge industry in this country, and its foundation is in California.

Experts say that the wine industry will not only grow each year, it will also continue to change — so even more reason to study wine. "Wine education is important; since the most interesting thing about the wine industry is that you can never master it. It changes all the time.

You can never know everything about everything, but education helps," says [Lisa Redwine](#), advance sommelier and SDSU wine instructor. "In fact, I study about an hour a day, just so I'm on top of things."

Wine study is a great way to break into the industry or keep up to date with this ever-changing product. Most people don't realize that they don't even need to know that much before embarking on a wine path. Redwine adds, "I remember a young student named Juan. He didn't know the difference between Chardonnay and Cabernet when he started his wine study. He now owns his own wine import company."

Juan is not the only one who changed his life after studying wine. "I recently got a phone call from a former student. He was in his 60s and he went on to open his own wine consulting business after earning his certificate, and I can name at least two students who now own their own wine stores," says Redwine.

Those two students, Traci Smith (owner of [Splash Wine Bar](#) in North Park) and Sandy Hanshaw (owner of [The Wine Pub](#)) reflect on how studying wine led them to owning their own businesses. "I was already on track for a career change, that being to open a wine bar. Taking wine classes did give me a lot of much-needed wine knowledge that was a must in opening and running my wine bar and restaurant. I wouldn't have felt at all comfortable taking on such a business without the education," says Smith.

Hanshaw adds, "Taking the classes gave me the confidence and knowledge I needed to realize that I could have my own wine business some-

time in the future. And now I do! About a year after I completed the certificate program, I was laid off from my career job, hotel sales. It was at this time that I made the change and opened up [The Wine Pub](#). The certificate program was a stepping stone to the success of [The Wine Pub](#)."

Even if you don't plan on opening a wine business, there are many other benefits to taking up wine study. For instance, you learn much more than tasting, you get real-life wine experience. "I really enjoyed the hands-on class at [Stuart Cellars](#) in Temecula. It was interesting to be in the barrel room and gaining firsthand knowledge on things that were happening with the wine right there in that room," says Hanshaw. Smith agrees, "We walked around the vineyards. We learned about what the vines need to grow well and produce good grapes. This helped me to better understand what goes into the wine before it even ends up in the bottle."

So whatever you want to do with your study, anything is attainable with wine.

NEW Courses

Influence of Terroir Intensive

Dates and Time: Mondays, Oct. 10-24, 6-9 pm

This course examines wine terroir — the land from which the grapes are grown — which imparts a unique quality that is specific to that region.

California Intensive

Dates and Time: Mondays, Nov. 14-28, 6-9 pm

This course focuses on California wine, which has attained a prominent place on the international wine stage and has many interpretations of classic varietals such as Cabernet Sauvignon, Pinot Noir and a California original, Zinfandel.

Two Women, Two Experiences

Traci Smith – Owner of Splash Wine Bar | Sandy Hanshaw – Owner of The Wine Pub

What inspired you to enter the program?

Traci: I found that SDSU offered a program that suited working adults at an affordable price. Also, the classes that were offered were perfect for the knowledge that I was looking to gain.

Sandy: I've taken quite a few educational courses in wine but was looking for something with a little more variety. And also something that wasn't a fluffy wine class, but had credibility to it. I was looking for exactly what SDSU had to offer, a certificate program in the Business of Wine.



Traci Smith

Tell me about your experience in wine study?

Traci: I liked the actual wine tasting and teaching of the aromas and flavors of the wines. The best experience for me was being able to discover, first-hand, that not all red wine does pair well with chocolate. Whether or not it paired well, a class that serves wine and chocolate is a great class in my eyes!

Sandy: I think I was surprised by how much I learned. Since I had taken courses before, I thought I knew a fair amount, but the courses really opened my eyes up to a lot of things I didn't know much about.



Sandy Hanshaw

What advice would you give new students?

Traci: Always make the most of the time you are being educated. Anytime someone is sharing an experience or knowledge is a gift that should be embraced. I try to absorb what I can and encourage others to do the same because you never know when you might recall that information and use it to your benefit.

Sandy: Approach classes with an open mind. You're able to gain a lot of knowledge in wine without being in an intimidating environment. In the tasting parts of the class, don't be scared to share what you feel you taste and smell, it is the best way to learn and really there are no wrong answers. Everyone's senses pick up different things in wine and that's what makes it fun.

To register for SDSU' College of Extended Studies Business of Wine Certificate, visit www.neverstoplearning.net/wine



Wine is one of California's signature industries.

Let's take a look at wine's influence and impact on California.

- 90% percent of the wine made in the U.S. is produced in California
- \$18.5 billion is the retail value of California wine sales
- 3 of every 5 bottles of wine sold in the U.S. is a California wine
- \$61.5 billion state economic impact
- 330,000 wine-related jobs in California
- 20.7 million tourists visit California wine regions per year



Note: Figures from www.wineinstitute.org.

Changing Your Life Can Change Many Other Lives

If you're like most people, you are probably wondering how you can travel the world, make a difference, and still make a living doing so. One way to see the world, teach the world, and pay the bills is through teaching English overseas. A way to start is completing a [TEFL certificate](#) program. This program focuses on the development of effective and innovative teaching methods for an international classroom, with the added benefit of helping graduates find jobs overseas.

One person, Alicia Wszelaki, who completed the TESL/TEFL program at SDSU's American Language Institute (ALI), then traveled the globe teaching English. She shares her experiences here.

The Program

The program teaches you how to be a teacher. They prepare you to go someplace where you are a foreigner and now you have to become a part of that culture. So the program goes over, not only the essentials of how to teach students a language, but also how to be a part of, and respect that culture. You learn methodologies about teaching and you go through a lot of the theories. This helps you not only in the classroom, but also outside the classroom since you're communicating everywhere that you go. I recommend the program at ALI to anybody



Alicia Wszelaki finding peace in Japan.

thinking of changing their career because it gives you a chance to change yourself too, to challenge yourself. The program builds a lot of confidence in people. Before I took it, I was totally afraid to speak in front of a group of people. It became my vehicle to change my life.

Best Candidates for Success

I think the program is a great opportunity for somebody who is willing to take a challenge and willing to step out of their safety role. The program can be for everyone. And I think, in general, if someone is looking into the program, they already have what it takes to go because they've already thought about it. Somewhere the seed has been planted and they have what it takes to do it.

Change Your Life

I feel like I started again. I felt like I was going to school for the first time and I really wanted

to be there. It empowered me to go out and do something different. Those four weeks really changed my perspective and gave me a lot of confidence. I think that's the main thing. I think the program gives you confidence because I've never taught before. They give you everything that you need; all of the tools. In the morning, you're in the classroom, then in the afternoon you are in another classroom where you're actually watching a teacher firsthand and you are interacting with the international community.

Proudest Moment

I was teaching in Japan. I had a group of about 30 kindergartners. Teaching kindergartners involves a lot of songs and activities. There was one girl that would sit in the back of the room and stare at me. She didn't sing a word, she didn't clap her hands, she didn't do 'head, shoulders, knees and toes;' nothing. I didn't know how to break through. Then one day the girl was

screaming at the top of her lungs. Every single word that I ever taught in the class – every single word to every single song, and doing all the motions. I was like, “Wow, everybody gets it when they’re ready to get it.”

Partnerships

I still keep in touch with some of the other teachers from Poland and my old boss from Japan – she helps me translate some of my Japanese videos. I have constant contact with them, and I consider them some of my best friends.

Advice

Just do it. It’s a bit scary to change your life, to say I’m going to leave everything behind and try this without having a safety net. It’s so easy once you do it. People want everything answered for them when they go abroad and start teaching. And sometimes, you just can’t do that because everybody is going to have

a different experience. Answers will come when you get there. Put yourself out there and everything will come to you. I encourage anybody to try the program, because even if you never leave the country, the program gives you tools to being a successful communicator. In our country, you still have to work with international people, so even if you don’t step outside or get a stamp in your passport, the program still makes you change.



Students about to enter class.



One of Wszelaki’s memorable visits was to Dragon’s Backbone Rice Terraces, Longsheng, Guangxi, China.

To register for SDSU’s American Language Institute’s Teaching English as a Foreign Language program, please visit www.ali.sdsu.edu/tesl/teflcertificate.



TEFL student, Alicia Wszelaki, spent many years traveling and teaching. Here is a list of countries that Alicia was able to see and experience:

Austria	Japan
Caribbean	Korea
China	Lithuania
Croatia	Morocco
Cuba	Nicaragua
Czech Republic	Philippines
France	Poland
Fiji	Portugal
Germany	Singapore
Hong Kong	Taiwan
Hungary	Thailand
Indonesia	Turkey
Italy	Yucatan

If you want to learn more about Alicia’s international experiences, go to www.path88productions.com to view her photos and watch her videos. Read her blog at www.wayfared.com

Student Experience | Prashanth Govindaraj From CES Classroom to Apple Office

Web and mobile application development is a sizzling hot profession – the job demand is so high that companies often contact students regarding job openings. “Employers are calling to ask about our program’s students – one even waited outside of the classroom to offer my students jobs,” said Roger Whitney, an SDSU associate professor who teaches courses in Mobile Applications Development and Emerging Web and Mobile Technologies.

One student, Prashanth Govindaraj, landed a job with one of today’s top tech companies – Apple – after completing SDSU courses in [web and mobile applications development](#). When asked if taking courses helped him with his job search, Govindaraj explained that learning the programming language used by Apple is what gave him a competitive edge. “Apple uses a language called Objective C, and not very many people use this language, unlike Java. The course helped me learn the language. Learning a new language and adapting to it, always helps you get a challenging job.”

Other students have described the key program strengths as the firsthand experiences gained through projects. Discussion boards, chats, blogs, and other interactive online technologies allow students to engage with the program’s instructors and other students in courses such as

Human Computer Interfaces, Mobile Application Development, and Emerging Web and Mobile Technologies. “The most interesting part of web and mobile application development is students get to learn emerging stuff. It’s not like other programs offered; it lets you have a peek at emerging technologies,” says Govindaraj.

Almost everyone in the industry believes that Silicon Valley is five years ahead of the rest of the world in technology, and Govindaraj believes working at Apple is a great opportunity to be a part of the next world-changing developments in technology. “A lot of things come up, and it’s really up to the people what becomes successful. It’s difficult to predict what the next big thing is, maybe the iPad 3 will be a game changer. You never know, right?”

Many describe the iPad tablets as “game changers,” while the iPhone and iPod both hold large

“Learning a new language and adapting to it, always helps you get a challenging job.”



Prashanth Govindaraj visits San Francisco, after moving to the Bay Area near his new job at Apple.

Top earners in mobile applications development can expect to earn \$115,000.

percentages of their respective market shares. And the good news is that Apple won't be the only employer hoping to hire individuals who can program applications for web or mobile devices. According to the Bureau of Labor Statistics, there will be a 34 percent increase in computer software engineers between 2008 and 2018, making this one of the fastest-growing occupations in the nation. The high-starting pay in this field reflects the shortage of qualified employees – top earners in mobile applications development can expect to earn \$115,000.

Govindaraj, who is already enjoying notable success as a result of his education, has some words of advice for those who are interested in the profession, "If you're a tech-savvy person, it would make sense to take a course. The thing you will learn in the classroom is that when a professor lectures, he might not always focus on the subject. Anyone can Google a language online, and you don't need a lecture on it. However, the professor goes over techniques and the best way to do things. And, in this field you need a strong foundation, and the classes build on it."



Arabic – Language Study Demand Is High, The Reward Is Greater

Arabic ranks fifth in the world of most spoken languages, and there are an estimated 200-225 million native speakers. It is the language of Islam's holy book, the *Qur'an*, and it is the prevalent language in the Muslim world.

Recent worldwide events have placed importance on more Americans understanding and using the language – reading, writing, speaking and listening. In fact, the U.S. government now defines Arabic as a critical language and the military, the FBI, and the CIA all have increased recruiting people who speak the languages.

The need for Arabic speakers is great; in 2009 at the U.S. State department there were only about 10 out of its 34,000 employees who were fully fluent in Arabic. To address this issue, the

government continues to push a million-dollar program to fund language instruction.

Many individuals in the U.S. military are taking advantage of those dollars and are enrolling in Arabic classes. "There are many opportunities for those who speak Arabic and I enjoy learning about and working in the Middle East," says Marine John Tempone.

Madison Scaccia, second lieutenant, U.S. Air Force says, "I'm in the Air Force and I want to make myself as useful as possible in the current political climate. I'm also very interested in Middle Eastern culture and am interested in traveling. I like to be prepared."

San Diego State University is creating future success stories with its summer institutes that are a major part of the [Language Acquisition Resource Center \(LARC\)](http://www.neverstoplearning.net/larc) in accordance with U.S. Department of Education Title VI grant funding. There are more than a dozen workshops and

intensive language courses being offered at SDSU during the summer months.

"The Arabic course provided me with a deeper understanding of Arabic grammar and vocabulary, and boosted my confidence in my speaking ability. I took basic Pashto at SDSU and I was impressed with the LARC in general. The timing and location were perfect," says Tempone.

"The Air Force ROTC paid for [my study]. I've also visited San Diego before and I think the city is beautiful. I went to school in Arizona, so the idea of being close to the beach really sold me," says Scaccia.

The LARC's highly successful intensive summer format has expert instructors who guide students in achieving practical language skills and cultural awareness through conversations, games, writing, multimedia, and other activities based on today's latest language learning theories and practice.

Overheard in the Classroom



Erik

Why take intensive Arabic?

Erik Herrera: In intensive you learn a lot more. I tend to comprehend more. In intensive, you retain it, use it, and practice it every day.



Preston

Why are you studying Arabic?

Preston Radford: I know I will be deployed at some point to the Middle East. Studying Arabic gives me a perspective of what it means to be Arab. It also gives me insight on why things are happening in the world.



Kylie

What do you find interesting about Arabic?

Kylie Schubert: The culture is extremely interesting. It's based on hospitality. It's based on friendship. Americans have misconceptions about the culture. That's why I love this class. It's more than learning the language. It's learning the culture as well.



Ryan

What is your Arabic instructor like?

Ryan Schuetz: My teacher is great. She's passionate and reasonable. She makes us speak as much as possible, which helps us with our development and learning the language.

Salaries* Nationwide

(September 1, 2011)

Arabic Tutoring Teaching | **\$57,000**

Arabic Tutor Teacher | **\$56,000**

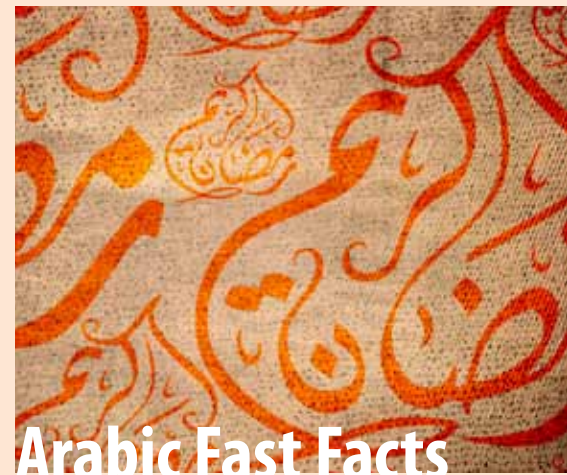
Arabic Translator Specialist | **\$110,000**

Arabic Linguist | **\$88,000**

Cryptologic Linguist | **\$69,000**

Army Linguist Cryptologic | **\$67,000**

*Salaries from indeed.com



Arabic Fast Facts

- The writing system is called abjad
- The direction of writing is that the words are written in horizontal lines from right to left, numerals are written from left to right.
- There are 28 letters in Arabic, additional letters are used in Arabic when writing place names or foreign words.
- Most letters change form – it depends on whether they appear at the beginning, middle or end of a word, or on their own.

Student Experience | Joy Liu

From Restaurants to Yachts

People change careers for different reasons. For one woman, Joy Liu, it was fatigue. “I was working in restaurants, and it was physically exhausting. I loved it, but working 10 or 12 hours a day is hard on the body.” She was 32 and decided that she didn’t want to stand on her feet all day. “I wasn’t holding up well. I was having physical problems with my feet and knew that I had to do something different.”



Liu decided to enroll in [meeting and event planning classes](#) and went from the restaurant to becoming the national field manager for

[Hornblower Cruises](#) in San Diego. “Studying meeting and event planning seemed like a reasonable transition – an opportunity to see different options that might be available given my professional and educational background. The program was affordable, and the classes were interesting.”

After several years with Hornblower, Liu adds that she still uses what she learned in the classroom today, “I think that probably one of the best preparations that I had coming to this job was the fact that I was a restaurant manager. My instructors stressed using your past experience to help you with your current job. I had a lot of food and beverage experience and I had

to deal with difficult people in that industry. My job is a walk in the park compared to those restaurant years.”

More advice is to continue learning as much as you can about the industry. For example, there are many industries and organizations that also offer opportunities for planners. “My favorite is Professional Conference Management Association or PCMA. PCMA will host a conference in San Diego in 2012. I recommend any students that are in the meeting and event planning program to participate in that conference. It’s three days of extreme meeting and planning and leadership skills. It’s an educational rich conference,” Liu adds.

To get more information on SDSU’s College of Extended Studies Meeting and Event Planning Certificate, please visit www.neverstoplearning.net/meeting.



MEP Student Success Profile | **Melissa Abeyta** Yesterday, Today, Tomorrow

Where were you five years ago?

I worked in the community and media relations field. My work consisted of PR, advertising and by default, event planning. I finished writing our current annual report, but I couldn't wait to get started on planning the next event for our organization. Soon after I came across the following quote, "Life is too short to be scared of trying new things." And, there it was, I had an epiphany. My epiphany brought me to SDSU College of Extended Studies where I earned a certificate in meeting and event planning. Before taking the [Meeting and Event Planning program](#) all my event planning experience was self-taught and from trial and error. The program allowed me to learn from instructors who are working professionals in the hospitality industry with great hands on event planning experience.

Where are you now?

A few short years later, I have successfully planned a sold out gala for 480 guests. The gala included a silent and live auction, cigar rollers, steel drummers, salsa dancers, a live band, in addition to a traditional program. Throughout the planning every time my clients wanted to add another

component, I would joke with them that we were "an elephant away from making it a circus." I have also had the opportunity to plan nearly two dozen weddings, participate in and win tabletop design competitions, and I was voted one of San Diego's Top 5 Wedding Planners through the 10news.com A-List. Through all of this I've had the opportunity to discover and develop my brand, so that my business can thrive.

Where are you going?

Looking ahead, we are rebranding my company, Epiphany Events.

In addition to new design and marketing material, we plan to unveil a customized website. I would also like to continue to instill what I learned through education: the importance of client experience. It is always exciting when a client trusts you to plan a milestone event for them.



Melissa Abeyta



"And, there it was, I had an epiphany. I wanted to start my own event planning business."

Two Project Management Students Share Their Successes

UNITED STATES GREEN BUILDING COUNCIL



The very last class in the Project Management program comprises students joining together to form a project team. They spend weeks meeting and working on a procurement plan, risk analysis, and time, scope and cost, while using Microsoft Project and recording all meetings via minutes and action items. Click the icon above to see a recent team's (Sean Canning, Santiago Romo, Reginald Johnson, Cynthia Mertes, and Sabrina Delgado) final presentation* to earn their Project Management certificate.

*Please note that this is a part of the oral presentation and not the final deliverable.

What is a couple from New Jersey doing in San Diego studying project management at SDSU?

Sean Canning, who is a LEED-accredited professional specializing in building design and construction, has managed over 20 NAVFAC and USACE design projects and owns his own company, [10|70 architecture](#). His girlfriend, Margaret Gonzalez, also a LEED-accredited professional, has a master's in civil engineering and researches and provides oversight on sustainable green building techniques and energy-efficient construction technologies. They both recently completed the [Professional Certificate in Project Management program](#).

"The program helps with my chosen industries – architecture and green. Architecture in the real world is project management so it gives me an edge over colleagues," says Canning. As for Gonzalez, "I was just hired as a home energy inspector. During the interview process, I mentioned I was in the project management program. I believe it

gave me an edge over other candidates."

Having an advantage at work or during an interview is typical. In fact, project managers who are certified make 12 percent more

than noncertified project managers. And, more and more companies – regardless of industry – prefer that their project managers are trained and certified. Training or education is an important factor before taking the certification exam, so both Canning and Gonzalez decided to enroll in the program to learn more about project management and prepare for the exam.

"The instructors in the program were excellent. One instructor, Paul Morris, has been very influential and helpful in my moving forward. The classes were challenging and gave me insight of

what to expect when taking the exam," says Canning. "Yes, always keep an open mind in the classes. They are structured and there is a lot of teamwork – just like the real world," adds Gonzalez.

As for life and success after the program, "I started my own business, so I've been busy working and using my project management skills, and Margaret is busy with her new job" says Canning.



Sean



Margaret

To get more information on SDSU's College of Extended Studies Project Management Certificate, please visit www.neverstoplearning.net/pm.

Students in the Classroom

Question: What was the best part of this program?

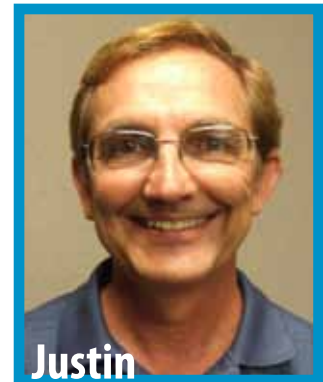
Santiago Romo

The highlight for me was without a doubt the Capstone course. It was very demanding and intense but worth going through it. Not only that it calls you into action to apply all that you have learned but it mirrors real-life situations - writing agendas, leading meetings, approving minutes, working on weekly deliverables, preparing a presentation, and dealing with team issues and problems on a daily basis. I have learned and grown not only as a professional but as a human being.



Justin Hoff

Everything. From the beginning to the last day of class "Team" was emphasized and developed continuously. It's through teamwork that we all were able to finish this fantastic program and when I say "Team," I mean teamwork between the instructors and the students and the administration. The program is totally a collaboration between everyone.



**Ride the
Biggest Wave
Successfully**

Take a Look

Learn **Project Management** at **SDSU**



David Craven

Administrative Medical Specialist – David Craven

Five Years Ago

I was selling exotic luxury automobiles. I also worked at KPBS for many years and broadcast television, in video production. I'm the kind of person who likes new challenges. I always ask, "What's the next challenge?" When I was deciding what to do next it came down to helping people. I became refocused after thinking about the whole revolution of health information data in electronic form. Another factor was that we have an aging population, more and more people needing medical care, and the fact that health care costs are rising. All of it sounded fascinating to me. I wanted to study and move into a career that was manageable for me to accomplish in a relatively short period of time. There were a lot of moving parts that came together and interestingly enough at one place, SDSU.

Today

I finished my bundled program, [Administrative Medical Specialist with Medical Billing and Coding + Medical Terminology](#).

I was eligible for [Workforce Partnership](#) scholarship money for tuition. I went to the East County Career Center, where they were fast tracking people who wanted training. Everything happened so fast. It turned out that I had [veteran status](#) and that helped as well. It all happened within four weeks – from the time I decided I wanted to change careers to signing the paper to begin the course. When talking to a program coordinator she advised

me to consider the administrative medical specialist path, since it was a broader and more comprehensive program. When I decided on that direction, I also decided to enroll in on-line training primarily because you can move at your own pace. The program was extremely well designed and very comprehensive.

The course also included a voucher for certification and I took that exam a week ago and I got the result yesterday. I scored extremely well. The exam was challenging – it was 200 questions. I think the combination of courses and the study guide helped. I'm actually studying right now for the Certified Coding Associate exam, which is a separate certification.

In Five Years

I want to be in coding management or another form of information management. There are a fair amount of employers who support professional development training. In fact, the direction that I'm going in actually requires continuing education units. It's a requirement to maintain your certification. So one way or the other, I will continue to do a lot of study and keep currently approved.

Ultimately, I would like to be in a hospital environment. Whether or not that's manageable at this stage, I don't know. It may be more logical to try to start at a small medical office. I don't have a black-and-white answer to where I will be, but I do have a plan – and I'm implementing it.

To get more information on SDSU's College of Extended Studies Health Care programs, please visit www.neverstoplearning.net/health.



Health Care Student Sound Off

*"I was a graduate of the **EKG certificate** class and with the knowledge gained, I was able to land a job working as an assistant for the director of cardiology at Scripps Mercy Hospital. The experience I gained has certainly paid off in my new career. The first day on the job, I successfully completed five EKGs."*

— Lindsay Collins

"Even though there was a lot to learn, we were able to get through all of the material without any issues. I feel that I am much better prepared to take the Pharmacy Technician Certification Board exam and have a pretty good idea of what to expect when I find a job as a pharmacy technician. I am really looking forward to working in this exciting field."

— Isabella Burgan

Health Care Job Statistics

- *Monster.com* reports that health care continues to be the career success story of the past few years.
- From the start of the downturn in December 2007 until September 2010, the health care sector grew by 720,000 jobs while all other industries lost nearly 8.5 million jobs.
- *U.S. News and World Report* projected at the beginning of the year that 13 of the 50 best careers for 2011 are in the health care industry.
- The most recent Department of Labor report stated that health care will generate 3.2 million new wage and salary jobs between 2008 and 2018, more than any other industry, largely in response to rapid growth in the elderly population.
- Medical transcriptionists are expected to experience a 10.5% job growth, according to the Bureau of Labor Statistics, which also says that medical receptionists are projected to grow by 22% from 2008-18.
- The Bureau of Labor Statistics further predicts a growth of 9-18% for dietitians and nutritionists from 2008-18.
- San Diego Workforce Partnership reports that total health care jobs in San Diego County are expected to rise by 55% from 2000 to 2020.

HOW TO >

Become a Construction Estimator

By Bob George

It would seem that estimating is a natural career progression for someone who has worked in the trades (carpenter, electrician, etc.), and is now getting to the stage of life where the tools are a bit heavier and the ladders several rungs taller.

The interesting thing about the [construction estimating](#) profession is that there are no set qualifications. It would be nice if you had an engineering degree but there are many very successful estimators with little more than a high school education. It would also be nice if you had ten years of field experience but there are successful estimators with no field experience.

A lot of what you need to do to become an estimator depends on what you want to estimate. If you are looking for a job estimating carpentry or concrete work, the requirements will be less

demanding than if you want to estimate the cost of \$100-million high-rise towers or nuclear power plants.

Employers interviewing estimators will look for three specific areas of credentials to satisfy: education, experience, and presentation (how you present yourself).

Education

If you have a degree in construction engineering, civil engineering or architecture then you are starting with a big advantage. If you don't have a construction-related degree, then it would benefit you to complete a [Professional Certificate Program in Construction Estimating](#).

Experience

Either you have it or you don't. Field experience doing the type of work you will be estimating is very good to have. Experience producing successful estimates is the gold standard. If you don't have experience then make darn sure you satisfy the other two requirements listed here (education and presentation).

Presentation

How you present yourself is important on several levels. The personality traits of good estimators are considered by some to be at least as important as education. Estimators must have an eye for detail, and they must understand the value of money, be competitive and have an aptitude for mathematics. They also must be analytical, adaptable, and technically oriented. Estimators often meet with clients and company management so they need people skills too.

Robert R. George, MsEd, MBA, CPE, is a 30-year construction industry veteran holding positions from craft-person to vice president of operations. He has been teaching construction classes online since 1994 and is currently the coordinator of the various construction certificate programs offered through SDSU CES. He is the president of [ConstructionClasses.com](#) and Construction Experts, Inc.

The Advantages of Online Construction Classes

Student Perspectives

Studies have shown that online construction classes are as effective as in-classroom classes. Some students, especially adult students, learn more with online education since there is no intimidation factor of speaking in front of the classroom. Many feel that this type of learning experience allows them to organize thoughts before sharing them, which adds to more participation.

Many women also find online learning to be preferable to sitting in a classroom with a group of male construction workers. Older workers prefer online learning so they don't have to sit in a class filled with younger students. A few more benefits offered are the availability of the instructor, students can study at home or anywhere, and the online aspect allows students the opportunity to meet construction people from all over the world.

When studying online, students have access to the Internet, which is a wonderful resource – having it at hand is a tool that is not available in most regular classrooms. Surfing websites often helps to reinforce the lessons and give students a chance to further study topics of interest.

Online classes also give students the opportunity to attend class when it would be impossible any other way due to work and family obligations.

Average Estimator Salaries in San Diego*

Chief Construction Estimator | **\$108,000**

Senior Estimator Construction | **\$84,000**

Concrete Estimator | **\$82,000**

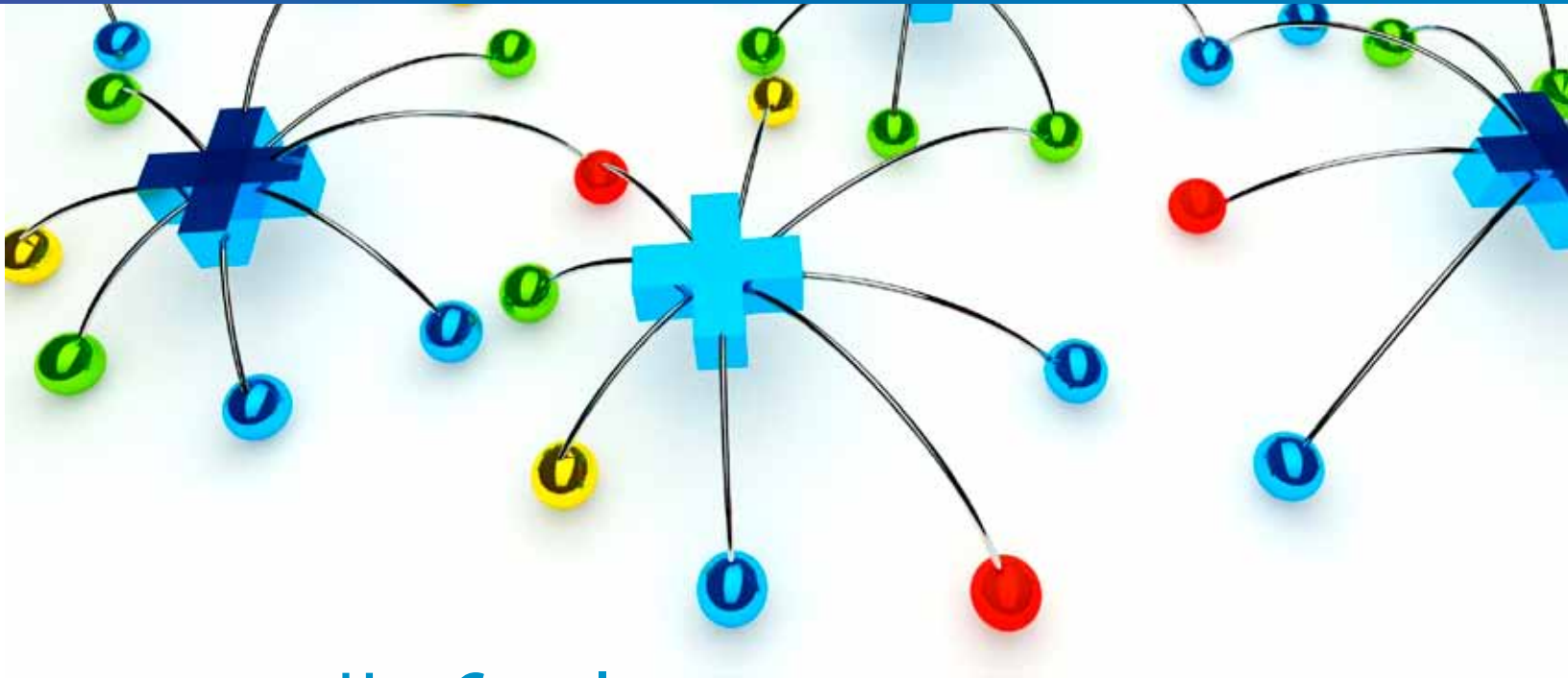
Electrical Estimator | **\$78,000**

Commercial Roofing Estimator | **\$74,000**

Trade In Your Work Boots Earn a Construction Certificate Online



*Salaries are from Indeed.com from August 2011



HOW TO > Use Google+

By Greg Block

The question I always hear when it comes to new media/social networking is “What’s next?”

People want to know how long Facebook and Twitter will be around and what will replace them.

Well, in July, Google launched its effort to be that “Next Big Thing,” with Google+ (G+). Since its launch it has become the fastest growing social network in history (despite initially only allowing users to join with an invitation, which were limited). As of this writing, more than 25 million people have signed up for a G+ account.

But will it really supplant Facebook as the ubiquitous social networking platform?

The Good

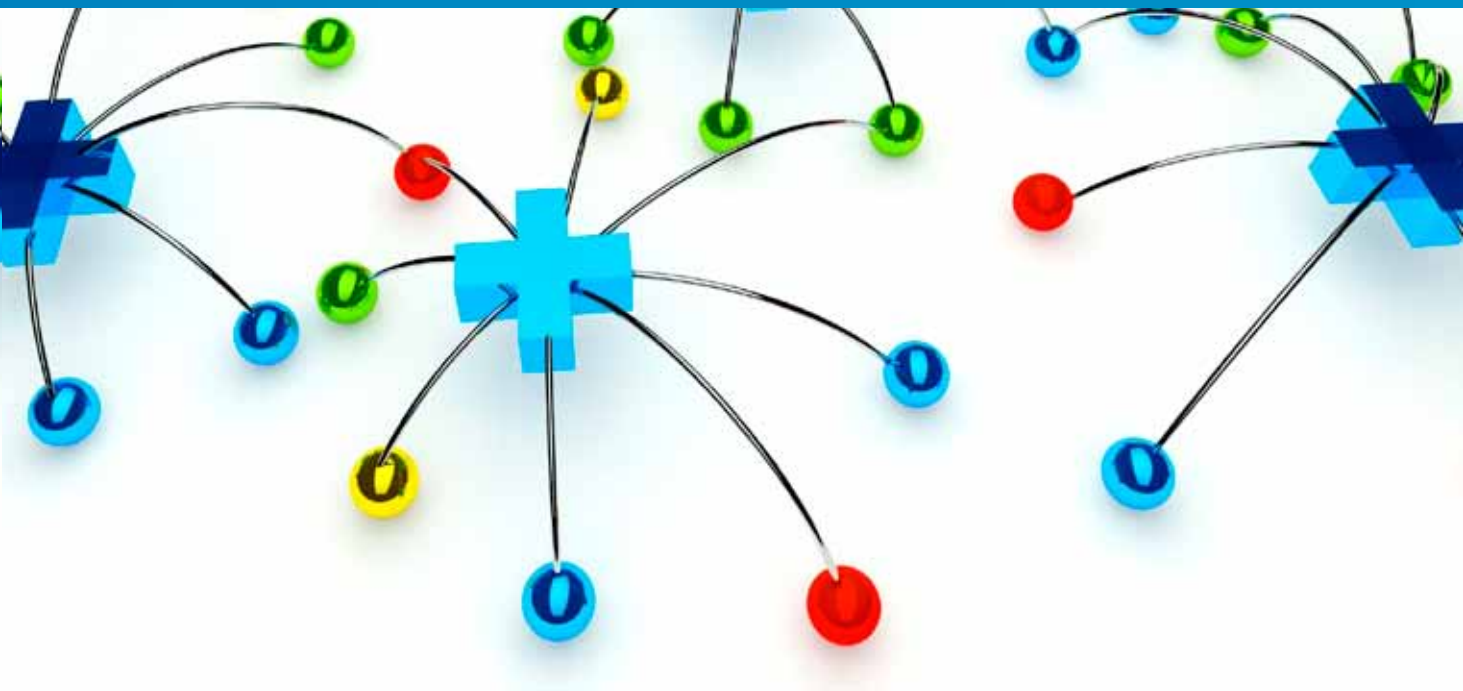
The functionality is much like Facebook, so it’s very comfortable, intuitive. You post links, comment on other people’s posts, get into discussions and you can “+1 something,” similar to a “like.” I also really like the fact that you can follow people without their permission, a la Twitter. Google+ is a sort of hybrid of all the other social media platforms out there. Some have called it the next evolution of social media.

There are some new bells and whistles, like “Hangouts,” which are, in essence, a video chat with up to 10 people. I see some really interesting uses for higher education with this, including distance lectures, debates, and discussions. Just like commenting on a story someone posted, you can join a hangout without being

invited. So the opportunity to meet new people from around the world is exciting.

And Circles are like Twitter lists, but instead of just following the people in that circle; you can share specifically with that group as well - kind of a combination of a Facebook group and a list.

And of course, being a Google product, Google+ will be the beneficiary of all the Google applications. Integration with all the Google products will be a major selling point for a lot of people. So too is the mobile app. They’ve done a good job of making the mobile version of G+ almost as functional as you’ll find it on your desktop. In fact, when I first got my G+ invitation, I was away from a computer and signed up, set up my profile and began posting all from my smart phone.



Finally, so far most of the people I've encountered on Google+ are techie insiders who are "over" Facebook. They are thrilled at the idea of discussing and learning about the next evolution of social media. So the learning environment is hyper charged right now.

The Bad

So far most of the people I've encountered on Google+ are techie insiders who are "over" Facebook. The majority of the conversations taking place on Google+ are about Google+.

It's great that the network is filled with first adopters. And there is a real excitement among those using G+ right now, almost an idealistic view of what it is and what it will become. But right now it is a niche social network with lots of high-level discussion and naval gazing.

In order for Google to really, truly achieve global domination (which is what I believe is in a plan written on parchment paper, buried in a 10-inch thick steel lock box under the Googleplex in Mountain View, Calif.), it needs

more people. It needs more people that do not think about Google+ all day. It needs more people that just want to know what's going on. More people that want to share pictures of their kids. More people like my mom. Unless that happens, it may remain a niche site, which would suit some current users just fine.

Additionally, currently for those of us who use these sites professionally on behalf of our companies and institutions, there's really no replacement for an [active Facebook page](#) to connect with a large group of like-minded people. Google has plans to accommodate for that type of communications effort. But to date, very few details have emerged. So we wait.

It's important to note that this is not Google's first foray into social media. You all remember Buzz, don't you? It launched last year with a thud. But Google+ is different. It's a combination of all the things we all love about the other social networking sites out there. It has a lot of potential. And, momentum.

I'm not yet ready to drop Facebook and Twitter. And, quite frankly, until those sites go the way of the [do do bird](#) – or MySpace – I'm not sure I ever will. But what I do know is that Google+ has a lot more steam behind it than any of the other platforms I've dabbled with (see Ning, Sprouter, Digg, Delicious, etc.).

So for now, I'm going to keep exploring its options, expanding my Circles and figuring out how I can use it professionally for SDSU, as well as personally. I suggest you do too.

Greg Block is the director of media relations and new media at San Diego State University. He has managed the public relations and communications outreach for companies in a variety of industries, including higher education, real estate, land development, construction, law, technology, hospitality, restaurant, and entertainment. He is a student of social media and has been featured in the book Groundswell for his effective use of social media at San Diego State University.

COMMUNITY >

How Baseball Makes a Difference

Sports Management MBA Program Annual Trip

The San Diego State University *Sports Management MBA* class of 2012 recently spent ten days in the Dominican Republic. The students received a firsthand education in the operations of Major League Baseball (MLB) on the island – through visits to MLB’s team training facilities and seminars conducted by league officials. And, they used the national passion for baseball to create positive change in Dominican society – students interacted closely with community members and observed their greatest needs.

“The class attached to the trip is called International Human Resource Management and the objective is to look at how you acquire, develop, and recruit international talent. And, baseball is the sport that the majority of the population is attracted to, so it becomes a primary focus of many parents and education,” says Gangaram Singh, Associate Dean for Academic Affairs and Professor, College of Business Management department.

The primary goal of the trip is to see firsthand how a country’s sport, business, and economic

culture all play a role in individual success.

“The trip was unique. We got hands-on experience and did community work, but also saw

how the business of baseball affects people.

We got the opportunity to help and rebuild a park that was not in great condition. Just seeing the reaction of the kids was excellent,” said student Hugo Coreas.

To gain an understanding of the Dominican’s sport culture, the students visited the New York Mets and San Diego Padres facilities. They explored the economic environment, and supported the program’s ongoing initiative with local businesses and non-governmental organizations. The students also visited historical



Watch Video

and cultural locations, and a factory where they provide living wages to employees.

“Our visit to the Alta Gracia factory was incredible. The factory is doing so much in the community and giving people opportunities. We saw an employee’s house that he built. His full-time job empowered him. . . I’ll take that anywhere I go,” said student Nate Kassalow.

Along with their factory visit, students also spent time helping to renovate local schools

and play areas. They met with a MLB executive where they heard how baseball has a great economic and cultural impact. The discussion was then synthesized by Singh, where he related class learning to this global business model.

“We learned about the economic impact that baseball has on family and individuals – those who make it, and those who don’t make it, and also how the business is run. How players are signed. How they develop talent. How to

manage players. And, how the business of baseball affects everything on the island,” said Kassalow.

The students return from their trip to complete long-distance sustainable plans for the people they met in the Dominican Republic. “From our perspective, the trip really brought it together. It’s how sports and business can have an impact on people, and our work with Alta Gracia shows that relationship,” said Corea.

Projects in Action

Pasitos (home for orphaned and abandoned girls)

- Contact MLB training facilities to send their uneaten food to the home on a rotating basis
- Have local libraries send Spanish language and basic English language books that are being taken out of circulation
- Provide them with a computer so the girls can learn job skills when it comes time to leave the home
- Create a scholarship for the older girls to take vocational classes at the Padres facility
- During baseball games, have children in attendance take educational classes
- Incentivize attendance by handing out Padres branded toys and other items that would be useful not only to the child but also to the household

MLB

- Set up a fund for players who don’t make it to the big leagues – money to be used to send them to obtain education or vocational skills that will allow them to find employment

Microfinance

- Set up a system by which local entrepreneurs can start their own businesses with small seed money
- Stimulate the local economy on a small scale, and give locals a sense of ownership over their ventures

Alta Gracia

- Market Alta Gracia products in the SDSU bookstore



Teamwork | Making a Difference

Alta Gracia is a clothing company dedicated to providing wages that allow employees to have adequate food, clean water, clothing, shelter, health care, child care, and education for themselves and their families. SDSU students visited the typical homes of locals in the community surrounding Alta Gracia, and they experienced sparse living conditions. By contrast, when students visited the home of an Alta Gracia employee, they saw that the family had a full kitchen, electricity, and even a computer. The Alta Gracia clothing company takes pride in success stories because it is tangible proof that by paying a fair wage, the quality of life for their employees can increase drastically.

Executive Financial Planner Advanced Certificate

Individual Insurance Management	Oct. 25, 2011-Jan. 24, 2012	Thursdays
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For details, contact emoore@mail.sdsu.edu or www.neverstoplearning.net/finplan

Professional Certificate in Digital and Social Media

Video Production for the Web I	Sept. 10-Oct. 1, 9 am -1 pm	Saturdays
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Beginning Social Media	Sept. 20-Oct. 11, 6-9 pm	Tuesdays
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Video Production for the Web II	Oct. 8-Nov. 5, 9 am-1 pm	Saturdays
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Increasing Traffic to Your Website	Oct. 20-Nov. 10, 6-9 pm	Thursdays
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Advanced Social Media	Nov. 15-Dec. 13, 6-9 pm (no class Nov. 22)	Tuesdays
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For details, contact mabeyta@mail.sdsu.edu or www.sdsudigimedia.org

Professional Certificate in Marketing & Media

The Marketing Plan	Sept. 8-29, 6-9 pm	Thursdays
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Media in the 21st Century	Oct. 5-Nov. 2, 6-9 pm (no class Oct. 12)	Wednesdays
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Media Sales and Promotion	Nov. 9-Dec. 7, 6-9 pm (no class Nov. 23)	Wednesdays
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For details, contact mabeyta@mail.sdsu.edu or www.neverstoplearning.net/marketing

Professional Certificate in Lean Six Sigma Green Belt

Lean Six Sigma Green Belt	Sept. 8-Dec. 9	Thursdays/Fridays
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For details, contact lss@sdsu.edu or www.neverstoplearning.net/leansixsigma

Professional Certificate in Lean Enterprise

Lean Enterprise	Sept. 15-Dec. 15	Thursdays
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For details, contact lean@sdsu.edu or www.neverstoplearning.net/lean



ment Fall Course Calendar

Professional Certificate in Human Resources		
Capstone: Applying Human Resource Management	Sept. 26-Dec. 12, 6-9:30 pm	Mondays
Performance Management	Sept. 29-Dec. 15, 6-9:30 pm	Thursdays
Introduction to Human Resources	Oct. 3-Dec. 12, 6-9:30 pm	Mondays
Health and Safety Management	Oct. 4-Dec. 13, 6-9:30 pm	Tuesdays
Human Resources Training and Development	Oct. 5-Dec. 14, 6-9:30 pm	Wednesdays
Talent Management and Development	Oct. 5-Dec. 14, 6-9:30 pm	Wednesdays

For details, contact rbeard@mail.sdsu.edu or www.neverstoplearning.net/hrm

■ Master of Arts in Educational Technology ■ Advanced Certificate in Instructional Design ■ Certificate in Instructional Technology Online	
■ ■ ■ EDTEC 540, Educational Technology	Check with instructor for meeting times
■ ■ ■ EDTEC 541, Educational Web Development	
■ ■ ■ EDTEC 544, Instructional Design	
■ ■ ■ EDTEC 561, Advanced Multimedia Development	
EDTEC 570, Advanced Teaching with Technology	
■ ■ EDTEC 670, Exploratory Learning Through Simulation and Games	
■ ■ EDTEC 685, Informational and Instructional Technologies for Organizations	
■ EDTEC 775, Directed Internship in Educational Technology	
■ EDTEC 795A, Seminar	
■ EDTEC 798, Special Study	

For details, contact dritchie@mail.sdsu.edu or www.neverstoplearning.net/edtec


Professional Certificate in Contract Management | All courses from 6-9 pm

Financial Management of Government Contracts	Sept. 7-Oct. 12	Wednesdays
Principles of the Acquisition Process and Contract Management	Sept. 8-Oct. 13	Thursdays
Effective Proposal Writing and Communication	Sept. 12-Oct. 17	Mondays
Teaming, Partnering and Subcontracting	Oct. 11-Nov. 15	Tuesdays
Sourcing and Cost/Price Analysis	Oct. 26-Dec. 7	Wednesdays
Legal Aspects of Contracts	Oct. 27-Dec. 8	Thursdays
Essential Contract Management Techniques	Nov. 7-Dec. 12	Mondays

For details, contact cm-ces@sdsu.edu or www.neverstoplearning.net/contract

Professional Certificate in Project Management | All courses from 6-9 pm

Introduction to Project Management: Framework and Integration	Sept. 6-Oct. 4	Tuesdays
Team Building	Sept. 8-Oct. 6	Thursdays
Scope, Time and Cost	Oct. 11-Nov. 8	Tuesdays
Microsoft Project for Project Managers	Oct. 13-Nov. 17	Thursdays
Project Risk Management	Nov. 14-Dec. 12	Mondays
Human Resources and Communications	Nov. 15-Dec. 13	Tuesdays

For details, contact pm-ces@sdsu.edu or www.neverstoplearning.net/pm

Web & Mobile Applications Development Advanced Certificate Online | Fall 2011
 August 30 -Dec. 17

CS545, Introduction to Web Application Development	See website for details
CS546, Human Computer Interfaces	
CS646, Mobile Application Development	

For details, contact beck@cs.sdsu.edu or www.neverstoplearning.net/mobile.

ment Fall Course Calendar

Construction Certificates Online All courses Sept. 12-Nov. 19	
Professional Certificate in Construction Estimating	
Introduction to Construction Estimating	
Essential Construction Math	
Construction Blueprint Reading	
Estimating and Bidding II	
Construction Materials and Processes	
Professional Certificate in Construction Practices	
Introduction to Construction Estimating	
Essential Construction Math	
Construction Blueprint Reading	
Estimating and Bidding II	
Construction Materials and Processes	
Professional Certificate in Supervisory Series	
Accident Prevention and Loss Control	
Construction Productivity Improvement	
Project Management for Construction Supervisors	
For details, contact construction-ces@sdsu.edu or www.neverstoplearning.net/construction	

Professional Certificate in Green Energy Management Online	
Energy, Efficiency, Evaluation, and Design	Oct. 10-Dec. 11
Professional Certificate in Residential and Commercial Sustainability Practices Online	
Overview of Sustainability	Sept. 12-Nov. 13
Professional Certificate in Green Building Construction	
Fundamentals of Green Building Construction	Sept. 12-Nov. 19
Green Building Commissioning	
Construction Materials and Processes	
For details, contact ydevlin@mail.sdsu.edu or www.neverstoplearning.net/green	