

Santa Monica College Professional Development

# SMC | Extension

FALL 2016



Career Development and Professional Training and Certification  
Hands-On Workshops and Online Courses

Ongoing Registration at [commed.smc.edu](http://commed.smc.edu)

## A MESSAGE FROM THE PRESIDENT

Thank you for picking up the SMC Extension catalog!

At Santa Monica College, we are proud to offer scores of low-cost continuing education courses and classes for personal and professional enrichment. And we are making a renewed effort to reimagine how to best meet your career training needs in ways that take into account the challenges of time, cost, and competing priorities. To that end, we have developed **SMC Extension**.

Within the pages of this useful catalog, you will find an array of courses to prepare for a new career or help gain a new skill within a field where you are currently working. Among our offerings this semester are certification courses for vocations such as **Home Healthcare Aide, Medical Administrative Assistant, and in 3D Printing, and Avid.**

At SMC, we feel privileged to be a part of this community, a place that attracts the best in so many fields. Whatever your aspiration, we want to support your quest for distinction and reinvention. At Santa Monica College, you will ignite a new passion and discover additional personal talents and skills to reach even higher.

Sincerely yours,

Dr. Kathryn E. Jeffery  
SMC Superintendent/President



## Santa Monica College Extension's "Preferred Partner" Program

Join more than 200 local employers who have partnered with Santa Monica College to promote lifelong learning throughout the community. SMC Extension courses are designed for working professionals and are offered in a variety of convenient formats—evenings, weekends, online, or on-campus—all designed to meet the needs of the community. We are now partnering with businesses, state agencies, and professional associations to develop and deliver a wide variety of employee learning and development programs—from one-day workshops to short-term certificate programs.

### **BENEFITS OF BECOMING A PREFERRED PARTNER**

As a **Preferred Partner**, your employees will receive a minimum 10% discount on all SMC Extension courses and selected SMC Community Education courses. The courses being offered are in high-demand areas, including Art, Photography, Crafts, Dance, Fitness & Relaxation, Business & Finance, Career Enhancement, Certificate Programs, Professional & Career Development, Business Planning, QuickBooks, and Social Media.

### **CUSTOMIZED & CO-BRANDED COURSE OFFERINGS**

Our team is available to assist your organization with structuring customized offerings. Based on your needs, we can create course offerings that are consistent with your organization's goals for employee development. These custom offerings can be made available for a set number of employees and/or available for a set range of time. The cost of these courses can be easily processed as one single transaction that is funded by your company, or offered at a discounted rate to your employees.

### **APPLY TODAY!**

Interested in becoming a **Preferred Partner**? We would welcome the opportunity to learn more about your organization's employee development needs. Becoming a **Preferred Partner** is easy. Please contact Michelle King, Director of Community Education, at 310 434-3400.

Go to [commed.smc.edu](http://commed.smc.edu) to browse the SMC Extension and Community Education offerings.



Santa Monica College Professional Development  
**SMC | Extension**

# Santa Monica College Professional Development SMC | Extension

FALL 2016

## ABOUT SMC EXTENSION

SMC Extension is a self-sustaining department within the Office of Workforce and Economic Development. As part of the Community Education Department, the SMC Extension program is not supported by the College's general fund, and operates on the revenues generated from course registration fees.

The mission of SMC Extension is to offer the broader community opportunities to participate in career-focused lifelong learning courses through a not-for-credit format. Many of the professional development training programs offer industry-recognized certificates of completion. The SMC Community Education Department maintains records of all certificates issued. However, not-for-credit courses do not earn college credit and transcripts or grades are not maintained.

Leveraging educational resources to deliver workforce training resources to the local community is the over-arching goal of the SMC Extension program.



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#### SMC ADMINISTRATION AND STAFF

Dr. Kathryn E. Jeffery, Superintendent/President  
Dr. Patricia Ramos, Dean, Workforce & Economic Development  
Michelle King, Director, Career & Contract Education

#### SMC COMMUNITY EDUCATION STAFF

Alice Meyering; Jocelyn Winn

Schedule prepared by  
SMC Office of Marketing

#### SMC BOARD OF TRUSTEES

Dr. Louise Jaffe, Chair; Dr. Andrew Walzer, Vice Chair; Dr. Susan Aminoff; Dr. Nancy Greenstein; Dr. Margaret Quiñones-Perez; Rob Rader; Barry A. Snell; Laura Zwicker, Student Trustee; Dr. Kathryn E. Jeffery, Superintendent/President

## HOW TO REGISTER FOR CLASSES:



#### ONLINE

[commed.smc.edu](http://commed.smc.edu)



#### PHONE

310-434-3402



#### EMAIL

[smcext@smc.edu](mailto:smcext@smc.edu)



#### FAX

310-434-3409



#### MAIL

SMC Community Education  
1900 Pico Boulevard  
Santa Monica, CA 90405



#### VISIT

SMC Bundy Campus  
3171 S. Bundy Drive,  
Room 112  
Los Angeles, CA 90066  
8:30 am to 5 pm, M-F

# Professional Development

Develop new skills—or expand your current ones—through SMC's Community Education courses. These classes are designed to help you develop the necessary workplace skills and career development plan to get a job, keep a job, or get promoted on the job!

## BUSINESS AND FINANCE

### Property Management 101

Do you have what it takes to manage rental property? If you are actively looking to purchase a piece of income property, or if you have suddenly become the owner of real estate, find out what you need to know about the most important aspect of rental housing management: keeping the unit occupied with paying tenants who don't destroy it or terrorize the neighbors! Learn how to prepare a property for rent, set rents and security deposits, develop a cost-effective marketing campaign, and show your rental unit to prospective tenants. Find out about techniques for good tenant selection, how to meet minimum standards required for a property to be habitable, proper insurance, how to work with contractors for maintenance, and how to deal with tenants who overstay (and don't pay). Materials fee \$15 at class.

\$129 | Angela Young  
SMC Bundy Campus, Room 335

Sat 10:00a – 3:00p Oct 15 – Oct 22

### Blogging for Fun & Profit

Find out what a blog is and where blogs are found, then learn how to create your own blog. Explore how to use blogs to share information, ideas, pictures, and videos with family, friends, organizations, and customers. Discover how to use your blog to make money through affiliate programs and other methods, and how to use your blog

effectively on social media sites. Materials fee \$30 at class.

\$49 | Bob Cohen  
SMC Bundy Campus, Room 240

Tue 6:30p – 9:30p Oct 18

### Make Extra Income: Auto Wholesale Business from Home

Supplement your income through buying and selling wholesale cars from home. In this DMV-approved course, find out what is required to become a licensed auto dealer and operate a profitable used car business from your computer. Discover how and where to buy cars at wholesale prices, and how to sell them at retail prices for good profits. Learn 6 techniques you can use to generate cashflow. You'll receive a list of more than 300 dealer-only auctions across the USA selling cars below wholesale. A DMV certificate of completion—which qualifies you to take the California Vehicle Dealer/Autobroker exam—will be awarded upon successfully completing the course. Materials fee \$20 at class.

\$99 | Wayne Williams  
SMC Bundy Campus, Room 212

Wed-Thu 6:00p – 9:00p Nov 2 – Nov 3

### PROFITABLE CAREER IN IMPORTING/EXPORTING SERIES

You're welcome to attend any or all sessions in the series. The discount rate applies only if you register to attend all four sessions.

Series Pricing: \$129/all four classes;  
\$39/class.

### Become a Successful Entrepreneur in the Import/Export Business

*Introductory Seminar:* If you dream of owning your own profitable and fascinating business venture, explore the wide range of opportunities available in the import/export business. In an information-packed introductory seminar, learn about: international trade shows and fairs; how to find a profitable product and sources of products in the US and abroad; negotiating with foreign and domestic suppliers; US Customs

rules and procedures; international banking procedures; shipping and insurance; and the most profitable ways to sell your products.

\$39 | Sinclair Rimmon  
SMC Main Campus, Math Complex 4

Sat 10:00a – 12:00p Nov 19

### Importing/Exporting

*An Intensive Seminar:* If you're seeking a profitable and fascinating new career, attending this hands-on, in-depth seminar is a must! Gain specific information on importing and exporting as a business or career field. This seminar will include the following topics: how to find a profitable product; sources of products in the US and abroad; international trade shows and fairs; negotiating with foreign and domestic suppliers; how to obtain free samples; US Customs and its procedures; international banking; foreign exchange; terms of payment; shipping and insurance; fundamentals of marketing in the US and internationally; and exciting tools to increase sales and profits.

\$39 | Sinclair Rimmon  
SMC Main Campus, Math Complex 4

Sat 1:00p – 3:00p Nov 19

### Channels of Distribution in Importing/Exporting

Channels of Distribution in Importing/Exporting: If you're looking for specific information to expand your knowledge of the importing and exporting business, you'll find it at this seminar. Topics include the most profitable ways to sell your products; profile of a successful importer and exporter; sources of international marketing information; general international trade procedures; marketing research; channels of distribution; and more!

\$39 | Sinclair Rimmon  
SMC Main Campus, Math Complex 4

Sun 10:00a – 12:00p Nov 20

### Assertive Communication to Reach Your Goals & Life Fulfillment

This is a practical seminar for communicating powerfully and effectively to achieve win-win results. Learn the

## SMC EXTENSION

delight of communicating assertively with grace and without anxiety. Find out how to express yourself clearly, explain your ideas convincingly, and motivate others to believe in you. You'll learn how to deal effectively with day-to-day situations in your job, business, or profession; how to face difficult or 'ornery' people with confidence, ease, and success; how to realize your potential and develop a more rewarding life and fulfillment; and how to expand the quality of your interpersonal relationships and the magnitude of your achievements.

\$39 | Sinclair Rimmon  
SMC Main Campus, Math Complex 4  
Sun 1:00p – 3:00p Nov 20

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## CAREER ENHANCEMENT

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### Dealing with Difficult and Demanding People

Never again fall victim to those who love to make life miserable for the rest of us. Learn concrete techniques for dealing with difficult people in the workplace and at home. Discover specific strategies to get adversaries to cooperate, bullies to back off, wallflowers to open up, and chronic complainers to quiet down. Find out how you can approach your job with more enjoyment, deal with coworkers and family members with greater confidence, and improve cooperation, collaboration, and compromise to create a more productive and satisfying workplace and home life.

\$99 | Inner Fitness  
SMC Bundy Campus, Room 240

Thu 6:00p – 8:00p Sep 15 – Sep 29

### Assertive Communication Skills for Women

Find out how to stand up for yourself and your ideas, and how to persuade others to see things your way—a must for every woman of today's world. Learn the techniques and strategies you need to get your point across confidently and effectively, and get the results you

Rev. Dr. Louise-Diana

## DEALING WITH DIFFICULT AND DEMANDING PEOPLE

**I**t's unavoidable: there are difficult and demanding people in the world. Sometimes it feels like there are quite a few of them.

There's always one: the toxic coworker or boss that can drive you crazy and question your self worth. They make your work life more difficult and you may feel certain that life would be easier without them. It may be a family member that you just can't resolve an issue with.

Everyone encounters difficult people and experiences the frustrations of interacting with them. But frustration, and the outcomes of conversations with difficult people, are at least partially under YOUR control. By learning and applying various tips and strategies you can make your life easier and have fewer problems.

Although most of us have had our fair share of difficult colleagues, not many of us have mastered the art of dealing with them. Many people feel it is easier to let the hostile behavior slide and hope that it stops. Little do they know, leaving these challenging situations unaddressed will allow the behavior to continue.

The idea in dealing with difficult people is to first look at your role in the situation and then to try the following strategies:

1. When discussing problems with difficult people, keep it short and direct.
2. Generally speaking, it is good to practice starting conversations that create goodwill.
3. Oftentimes, indirect language works because it focuses on the work rather than the person.
4. Learn to admit when you're wrong.
5. Confront problems professionally and with confidence.
6. Keep in mind that how you communicate with others has much to do with how people respond to you.
7. Knowledge is power and it's to our advantage to develop and practice effective conflict management practices that facilitate discussion.
8. Build your self-confidence.
9. If you can't see the problem from the difficult person's point of view, ask them.
10. Remain open to other people's opinions, viewpoints, and ideas.

Dealing with difficult people takes persistence and practice, so don't get discouraged. Although these strategies won't change the difficult people, they will break their ability to interfere with your daily activities. Most important, you'll feel more confident and you'll start to enjoy your life.



Rev. Dr. Louise-Diana

# Eligible Training Provider List

STUDY ONLINE OR IN A CLASSROOM

FALL 2016

## You could be eligible for State funding for career training!

**Santa Monica College is a certified ETPL\* provider.**

Let us be your destination for your employment training needs. Make a commitment to make your dream job a reality.

### How to get started:

1. **Determine Eligibility:** Meet with a case manager at your local branch of America's Job Center—a one-stop shop for employment and training services—to find out if you qualify for training funds.
2. **Referral Notice:** If you qualify, your case manager will send a referral notice to SMC Community Education to confirm your course costs and start date. SMC Community Education must complete, sign, and return the referral notice to your case manager in order to go to the next step.
3. **Training Agreement:** America's Job Center sends a training agreement to SMC Community Education. The agreement states that America's Job Center agrees to pay for your training, and the terms for how payment will be remitted. The training agreement must be signed by SMC's Director of Community Education and returned to your local branch of America's Job Center for final signature.
4. **Fully Executed Training Agreement:** After America's Job Center places its final signature on the agreement, a copy is sent to SMC. The agreement confirms that you can begin training as outlined in the agreement.
5. **Registration in Course:** SMC Community Education will register you in your course and send you a confirmation via email.



want. Discover how to project a credible, self-assured image, express your opinion with authority and tact, and handle conflicts and confrontation with dignity and control.

\$89 | Inner Fitness  
SMC Bundy Campus, Room 240

Thu 6:00p – 8:00p Oct 6 – Oct 13

### How to Overcome Your Fear of Public Speaking

**NEW!** Whether you are giving a formal presentation to an audience, or asking your boss for a promotion, speaking skills are essential to getting ahead in a professional setting. The fear of public speaking is very real, but there are techniques to overcome it. Learn tangible ways to bring out your best self and give you the confidence you need in speaking situations.

\$99 | Inner Fitness  
SMC Bundy Campus, Room 240

Tue 6:00p – 8:00p Nov 1 – Nov 15

## CERTIFICATE PROGRAM

### Home Healthcare Aide

Home Healthcare Aides provide assistance to patients in their homes or in a residential care facilities and is projected by the Bureau of Labor to be the fastest growing occupations in the foreseeable future. If you are interested in a career in healthcare, becoming a Home Healthcare Aide will afford you job opportunities in hospitals, clinics, rehabilitation centers, long term care facilities, hospice and assist living facilities. This 80-hour comprehensive program is a National Association for Home Care & Hospice (NAHC) program, composed of three competency-based elements: training, skills demonstration, and a written examination, and prepares students for a position as a Home Healthcare Aide. Course topics will include, but not limited to: role of the home healthcare aide; client care plan; professional relationship with client; communication & cultural diversity; patient rights, confidentiality and

### ETPL Training Courses offered through SMC Community Education

Social Media Marketing  
Web Analytics  
Online Marketing Certified Practitioner (OMCP) Certification

\* The Eligible Training Provider List was established in compliance with the Workforce Investment Act (WIA) of 1998 and amended by the Workforce Innovation and Opportunity Act (WIOA) of 2014 to provide customer-focused employment training resources for qualifying adults and dislocated workers.



## update your skills

COMMUNITY EDUCATION > SMC

www.updateURskills.com

310.434.3400

Contact Jocelyn Winn at 310.434.3410 or [winn\\_jocelyn@smc.edu](mailto:winn_jocelyn@smc.edu)

HIPAA, personal care and core health-care skills, infection control & emergency care, rehabilitation & restorative care.

Educational Requirements: People who are interested in becoming a certified Home Healthcare Aide must possess a high school diploma or GED equivalent.

\$2,299 | CCI Staff

SMC Bundy Campus, Room 436

#### Mon, Wed, and Sat

Mon 6:00p – 9:30p Oct 3 – Dec 12\*

Wed 6:00p – 9:30p Oct 3 – Dec 12\*

Sat 9:00a – 3:00p Oct 22

Sat 9:00a – 3:00p Nov 19

\*No class on Nov 12 and 26.

### Certificate in Alternative Dispute Resolution (ADR): Mediation, Arbitration, and Negotiation

Learn the skill and art of conflict resolution. If you are a parent, teacher, paralegal, or just enjoy helping friends and family resolve their issues, this class is for you! In a seminar that brings real-life scenarios into the classroom through interaction and role playing, find out about the history of communication and art of language, how to diffuse arguments while being assertive, the importance of active listening, the ethics and strategies of proper conflict management, and more! Gain experience in workplace conflict scenarios, increase your confidence in handling issues with the goal of compromise, and learn to use everyday skills to enhance your own professional development. A certificate of completion is awarded upon satisfactory completion of the course.

#### Week 1: Introduction – History and Ethics

Learn the basics of law and alternative dispute resolution (ADR), and the different career options available in the field of ADR. Gain an overview of the art and the discipline of ADR, find out about the history and philosophy of ethics and conflict management, and learn conflict management techniques that can be used in and out of the classroom. Also, develop your skills in active listening and observation and behavior.

**Week 2: Mediation** Acquire basic strategies of mediation, discover the power of conflict resolution, and learn how to be impartial and unbiased. Through specifically crafted scenarios, role play the various parts of mediation: Be the mediator!

**Week 3: Negotiation** Find out about gender and culture and their role in communication conflict. Acquire and practice basic strategies of negotiation to develop your confidence in handling issues with the goal of compromise. Role play the various parts of negotiation: Be the negotiator!

**Week 4: Arbitration** Explore and acquire basic strategies of arbitration. Learn the ADR rules on ethics, and continue to role play the various parts of arbitration: Be the arbitrator!

**Week 5: Final Assessment** Assess your new skills in a final role play in the various areas of ADR. Find out how to start a career in ADR, and investigate possible new business strategies that incorporate your ADR skills.

\$299 | Carina Aguirre

SMC Bundy Campus, Room 221

Sat 1:30p – 4:00p Oct 8 – Nov 5

## TEST PREPARATION

### Avid Media Composer Exam Prep Workshop

Avid Media Composer is the industry standard when it comes to professional editing of feature films, documentaries and all forms of broadcast digital media. If you have taken Media Composer Editing Essentials (MC101) and Media Composer Effects Essentials (MC110) or SMC's ET31B or ET60 you are eligible to take this course as preparation for the certification exam. This intensive workshop will provide each student with their own computer work station, access to the latest Avid software, hands-on practice and review of all pertinent points including operational techniques.

For more information, please check: [www.updateurskills.com/ground-classes/avid-exam-prep.html](http://www.updateurskills.com/ground-classes/avid-exam-prep.html)

\$400 | SMC Staff

SMC Bundy Campus, Room 137

#### Wed, Fri, and Sat

Wed 6:30p – 9:30p Jan 11

Fri 6:30p – 9:30p Jan 13

Sat 9:30a – 5:30p Jan 14

## COMPUTER AND INTERNET COURSES

### ADOBE PHOTOSHOP, ILLUSTRATOR, AND WEBSITE DESIGN SERIES

Sign up for workshops that show you how to use Photoshop and Illustrator to create and enhance your photographs and design ideas and/or to design and publish your own websites. These are hands-on classes, with each student working at an individual computer. You're welcome to attend one or more of these workshops. The discount rate applies only if you pre-register to attend two or three workshops.

Series Pricing: \$599/three classes; \$429/two classes; \$249/class

#### Adobe Photoshop (Level I)

Learn to harness your imagination and create your own dreamworlds with Adobe Photoshop. Discover how to turn ordinary photographs into works of art. Gain an understanding of the basic principles of photo management for professional use. This intensive six-week workshop on the world's most popular computer graphic application covers all general categories of digital imaging for use in both print and on the Web.

\$249 | Gregory Van Zuyen

SMC Bundy Campus, Room 127

Tue 6:30p – 9:30p Sep 13 – Oct 18

#### Adobe Illustrator (Level I)

Master the artist inside you. Adobe Illustrator puts all the tools in your hand to render professional graphics and exciting designs for greeting cards, posters, T-shirts, and more! Learn how to use Illustrator to create company logos and colorful artwork for a variety

of uses, including printing and fashion design.

\$249 | Gregory Van Zuyen  
SMC Bundy Campus, Room 127

Thu 6:30p – 9:30p Sep 15 – Oct 20

### Design & Publish Your Own Websites

Prerequisite: Familiarity with Adobe Photoshop. Learn everything you need to create your own website using Adobe Dreamweaver and other programs. In a class that demystifies the Internet and provides a broad base of knowledge on how to begin publishing on the web, gain a basic understanding of HTML, CSS, and formats such as Wordpress, and how to use them to design interactive webpages. Develop the skills to create simple animations, rollovers, and behavior scripts to help you better manage and profit from existing sites.

\$249 | Gregory Van Zuyen  
SMC Bundy Campus, Room 127

Tue 6:30p – 9:30p Oct 25 – Nov 29

### Fundamentals of Microsoft Excel 2013 for the PC – Creating Spreadsheets

Prerequisite: Familiarity with Windows and the mouse. In a one-day professional course on Microsoft Excel 2013, learn how to create a professional worksheet, build formulas on a worksheet, use automatic functions on a worksheet, create professional charts, and sort and filter databases lists. Class combines hands-on experience with lectures and in-class practice exercises. *You will have your own individual computer to use during class.* Bring a USB flash drive (or memory stick; no CDs), a notebook, and a pen to class. Course guide and files of practice exercises included in registration fee.

\$129 | Odemaris Valdivia  
SMC Bundy Campus, Room 127

Fri 9:00a – 4:00p Sep 23

### The World of 3D Printing

**NEW!** Heralded as the next industrial revolution, 3D printing gives homes and businesses the ability to produce three-dimensional objects from com-

puter files. Explore how 3D printing will change the future of manufacturing and provide new opportunities for enterprising inventors, entrepreneurs, designers, engineers, artists, and home hobbyists. Join the 3D printing revolution with a greater understanding of how 3D printing works, what printers and software to buy, and how to get started in profiting from this exciting technology.

\$29 | Gregory Van Zuyen  
SMC Bundy Campus, Room 127

Sat 2:00p – 5:00p Oct 15

### Introduction to 3D Printing

**NEW!** Learn all about 3D printing in a hands-on course that shows you how to create and print 3D files for both career and home-use applications. Find out about the machines, methods, and materials used in the 3D printing industry, learn to use software for rendering 3D shapes, and fashion your own creations using techniques that will unlock your creative and inventive potential in the exciting new field of additive manufacturing and rapid prototyping.

\$549 | Gregory Van Zuyen  
SMC Bundy Campus, Room 127

Thu 6:30p – 9:30p Oct 27 – Dec 8\*

\*No class on Nov 24.

### COMPUTER BASICS FOR THE EVERYDAY & MS WORD AND EXCEL FOR THE JOB MARKET

Sign up for Computer, Internet and E-mail Basics for the Everyday and MS Word and MS Excel for Entering the Job Market and enjoy a discount! Please look under individual class listings for course details.

Series Pricing: \$119/two classes;  
\$69/class

### Computer, Internet, and Email Basics for the Everyday

Attaching photos and documents to your email seems daunting? The Internet seems like an ocean of information you just can't conquer? This introductory computer workshop is ideal if you need everyday computer basics to

cope in the rapidly evolving world of the Internet. Come find out about computer hardware, software, using MS Windows, various browsers for the Internet, email, and file management. Gain an overview of networks, and learn how to bookmark webpages and save files so you can find them later. You will leave the class feeling confident about performing Internet searches for jobs, information, and material items. *This is a hands-on class, with each student working at an individual computer.* Bring to class a USB flash drive, along with a notebook and pen.

\$69 | Richard Utas  
SMC Bundy Campus, Room 127

Sat 9:00a – 1:00p Oct 22

### MSWord and MExcel for the Job Market

Gain confidence to enter or return to the job market by developing your computer skills. Learn the basics for creating MS Word documents and MS Excel spreadsheets. As you create simple Word documents and a sample resume, you will find out how to use bullets and numbering, set margins, make font changes, and set styles. Working in Excel, you will learn the basics of math functions, copy and paste functions, margins, and linking as you create a sample budget sheet. *This is a hands-on class, with each student working at an individual computer.* Bring to class a USB flash drive, along with a notebook and pen.

\$69 | Richard Utas  
SMC Bundy Campus, Room 127

Sat 2:00p – 6:00p Oct 22

## SOCIAL MEDIA

### Facebook, Twitter, and Social Networking for Beginners

Facebook, Twitter, LinkedIn, and blogs have changed how people use the Internet. Whether you want to stay in touch with family and friends or learn how to leverage social networking for your business, this workshop is designed to give you an understanding of these exciting tools, how each one differs,



Gregory Van Zuyen

## Introduction to the World of 3D Printing

Imagine a day when you can repair your car by going on the internet to download the computer file you need for the new part and printing it out on your home 3D printer. That day is here.

The world as we know it is quickly changing, thanks to the innovations of 3D printing. Everything from food to medical surgery to architecture is being affected by the developments made with printers that can produce objects through the precise application of materials in x, y, and z coordinates. What may be most surprising to people is how much these machines will change business and manufacturing as we know it.

For starters, it is already altering the way companies develop new products. The introduction of 3D printing to the field of engineering is already creating light-year leaps in how products are designed, according to Rich Bernard, director of marketing for Fusion Formatics, a company specializing in the newly developed field of rapid prototyping.

Bernard, a Lockheed Martin engineer specializing in material composition, explains how the 3D printing process accelerates the development time of new products, in everything from bicycle parts to running shoes to aeronautical components.

“In the past,” said Bernard, “engineering firms would have to portion a good deal of their development money into hiring specialized engineers whose function was to analyze the loads and stresses based on the blueprints of the proposed new product. Now, with these devices, the products can be made, the stress points can be immediately tested and changes to the product design can be made instantly.

“What used to cost thousands of dollars in product development is now in the hundreds. And getting cheaper,” Bernard said. “And on top of that, the time frame for development is now in terms of days and hours, not weeks and months.”

The reason for these ongoing leaps in advancement is due in part to the continual perfecting of the 3D printers but also to the innovations in the materials these devices are using. Everything from pancake batter to concrete is being poured in unique shapes through the use of precise engineering, creating an array of products.

Credit for pioneering the 3D printer industry belongs to Chuck Hull, who patented the process in 1986. Hull formed the company 3D Systems, represented in southern California by Gary Diulio of 3D Rapid Prototyping in Garden Grove.

“The capabilities of the machines are incredible,” Diulio said. “There are artists who have purchased the machines to turn out these fantastic creations. Shapes and things that weren’t possible before.

Diulio displayed his business card, a two-inch clear plastic machine itself, complete with moving gears. He turned its crank as it spun and pumped pistons on a cam.

Among the leading industries in using 3D printing is medicine. Because of these devices, doctors have made bold moves to apply them in a host of ways.

Boston Children’s Hospital used one to make an exact-size 3D print-out of a child’s brain to help guide the doctors through the difficult surgery. In Italy, scientists for the company Ira3D are working with new compounds that will allow 3D printed parts to replace bones.



Gary Diulio of 3D Rapid Prototyping displays his business card, a two-inch clear plastic machine, complete with moving gears

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### The World of 3D Printing Workshop – October 15, 2016

SMC Community Ed will host a special one-time workshop, “The World of 3D Printing,” devoted to exploring the financial and creative potential of 3D printing for home and business. The workshop will be held from 2 p.m. to 5 p.m. Saturday, Oct. 15 in Room 127 at the SMC Bundy Campus, 3171 S. Bundy Dr., Los Angeles. Join us for this exciting day of discovery as we explore the methods, machines, and materials that visionaries are claiming will become our third industrial revolution. For more information, call (310) 434-3400 or email [commed@smc.edu](mailto:commed@smc.edu)

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*Gregory van Zuyen teaches a variety of design classes, including Photo Shop, Adobe Illustrator, and Design & Publish Your Own Websites. He is an award winning graphic designer and Creative Director for Language Magazine.*

and how they can be used to maximize their effectiveness. Learn how to set up an account, manage privacy, conduct searches, and establish connections using the most popular social networking services. Materials fee \$30 at class.

\$49 | Bob Cohen  
SMC Bundy Campus, Room 240

Tue 6:30p – 9:30p Sep 13

### Facebook & Social Media Marketing

Market your business using Facebook and other social media sites. Find out about proven social-media marketing techniques and tools you can use to get leads, find prospective clients, and attract people to your Facebook page and other websites. Learn how to build a Facebook page for your business, how to create content and use promotions such as coupons and contests to attract fans and followers, how to connect your website to Facebook, and much more! Materials fee \$30 at class.

\$49 | Bob Cohen  
SMC Bundy Campus, Room 240

Tue 6:30p – 9:30p Oct 4

## ENTREPRENEURIAL TRAINING

### BUSINESS PLANNING

#### Creating A Successful Business

Every month 543,000 new businesses get started, with only half of them surviving at least five years. Be a survivor! This essential seminar will help you lay the groundwork for a thriving business, exploring such topics as: identifying opportunity and market size, market analysis, measuring the risk/reward ratio, protecting your ideas, and pricing your goods and services. You'll also learn about financial projections and be introduced to a variety of funding options. **You'll leave this class with a working template for creating a successful business.**

\$59 | Gerald Anderson  
West Los Angeles College  
9000 Overland Ave., Culver City

Sat 9:00a – 12:00p Sep 24 – Oct 1

## Social Media Certificate Training

### Online Marketing Certified Practitioner (OMCP) Classes

#### Search Engine Optimization (SEO) and Web Analytics

Recommended prerequisite: Online Marketing Fundamentals: Find out how to use search engine optimization (SEO) to attract website traffic, and how to improve your ability to collect and make sense of data from multiple channels. Learn what you need to know to take on small, medium, or large SEO projects from start to finish—including on-page fundamentals, keyword research, SEO copywriting, site architecture, link building, and local search optimization strategies—and gain an in-depth understanding of KPIs, segmentation, reports, experimentation, and a lot more! OMCP® Exam Preparatory Certificate awarded upon successful completion of the course.

Open enrollment Fee \$1,699

#### Social Media Marketing and Web Analytics

Recommended prerequisite: Online Marketing Fundamentals: Social media is evolving rapidly, and marketing on social media requires planning to make best use of your time and resources. Find out how to keep up with all the options, platforms, and trends in social media, and how to use web analytics to determine which ones are worth pursuing. Learn about the tools you need to run a successful social media campaign—including how to collect, analyze, and apply data coming at you from multiple channels—how to develop the most effective strategy to promote a particular business or marketing campaign, and much more! OMCP® Exam Preparatory Certificate awarded upon successful completion of the course.

Open enrollment Fee \$1,699

OMCP® Exam Preparatory Certificate (Additional Cost: \$395)  
Exam can be purchased after you successfully complete the precertification.

**Call 310-434-3410 for additional class listings and information.**

#### Creating A Business Plan

Whether just getting started or already in business, developing a sound business plan is essential. It's necessary for obtaining many types of financing and helps evaluate opportunities. Discover the elements necessary to a business plan and how to go about creating one. Learn about defining market opportunities, unique selling advantages, marketing strategies, management structure, corporate culture and financial projections. **You'll leave class with a working template and the knowledge needed to create your own business plan.**

*This class is offered in partnership with Westside Extension.*

\$59 | Gerald Anderson  
West Los Angeles College  
9000 Overland Ave., Culver City

Sat 9:00a – 12:00p Oct 8 – Oct 15

#### Be Your Own CFO

This hands-on training is a must for any business owner. Gain financial empowerment and awareness—if not prowess—in understanding business finances and how to run a business “by the numbers.” Find out how to collect and record financial data and assess operational performance to make

sound business decisions. Explore the balance sheet, profit and loss statement, statement of cash flows and cash management report. Other topics include labor estimating, pricing and job costing, variance analysis, key indicator reporting, and much more. **Attendees will complete an overhead budget during class.**

*This class is offered in partnership with Westside Extension.*

\$59 | Gerald Anderson  
West Los Angeles College  
9000 Overland Ave., Culver City  
Sat 9:00a – 12:00p Oct 22 – Oct 29

## QUICKBOOKS

### QuickBooks I: Mastering the Basics for a Service-Based Business

In Part One of our two-part seminar providing basic hands-on training for managing financial information for a service-based business, learn about invoicing, receiving payments, making deposits, cash memos, cash sales, and estimates. You will have an individual computer to use in class. Bring to class a USB flash drive to save your work. You do not need to own the software to attend this seminar.

\$55 | SMC Staff  
SMC Bundy Campus, Room 127  
Sat 9:00a – 12:00p Sep 10

### QuickBooks II: Mastering the Basics for a Service-Based Business

In Part Two of our two-part seminar providing basic hands-on training for managing financial information for a service-based business, learn how to enter and pay bills, write checks, create reports, and reconcile a bank account. Also, find out how to create a service-based company file using the step-by-step interview, and how to add/edit service items to the item list. You will have an individual computer to use in class. Bring to class a USB flash drive to save your work. You do not need to own the software to attend this seminar.

\$55 | SMC Staff  
SMC Bundy Campus, Room 127  
Sat 1:00p – 4:00p Sep 10

### QuickBooks I: Mastering the Basics for a Product-Based Business

In Part One of our two-part seminar providing basic hands-on training for managing financial information for a product-based business, learn about invoicing, receiving payments, making deposits, cash memos, cash sales, and estimates. You will have an individual computer to use in class. Bring to class a USB flash drive to save your work. You do not need to own the software to attend this seminar.

\$55 | SMC Staff  
SMC Bundy Campus, Room 127  
Sat 9:00a – 12:00p Nov 19

### QuickBooks II: Mastering the Basics for a Product-Based Business

In Part Two of our two-part seminar providing basic hands-on training for managing financial information for a product-based business, learn how to enter and pay bills, write checks, create reports, reconcile a bank account, and keep track of inventory and sales tax. Also, find out how to create a product-based company file using the step-by-step interview, and how to add/edit product items to the item list. You will have an individual computer to use in class. Bring to class a USB flash drive to save your work. You do not need to own the software to attend this seminar.

\$55 | SMC Staff  
SMC Bundy Campus, Room 127  
Sat 1:00p – 4:00p Nov 19

## COUNSELING, SOCIAL WORK, & BEHAVIORAL THERAPY

### Reiki – Level I

**NEW!** Reiki is an energy-based healing modality that helps eliminate stress from the body and promote balance and harmony in body/mind/spirit. In an intensive one-day training session, learn the first degree of Reiki healing for self-care and to help others. Find out how to help unblock stagnant

energies and change negative thought patterns and bad habits that interfere with the healing process. Gain an overview of how to transmit Reiki energy into the body, and an understanding of the endocrine and glandular systems for overall body relaxation. Certificate of completion for Reiki Level I is awarded upon successful completion of the course. Required textbook (please purchase before class): *The Japanese Art of Reiki*, by Bronwen Stiene and Frans Stiene (ISBN-13: 978-1905047024).

\$119 | Laura Luna  
SMC Bundy Campus, Room 123  
Sat 9:30a – 5:30p Oct 15

## CUSTOMER SERVICE ACADEMY

### Customer Service Academy – Stress Management

Did you know 1 million Americans call in sick every day because of stress related reasons? This costs organizations money, especially in lowered productivity. This course defines what stress is and how it affects both our employees and the workplace. Causes of stress are identified and dozens of stress management tips and techniques are delivered and practiced.

\$99 | SMC Staff  
SMC Bundy Campus, Room 235  
Sat 2:00p – 6:00p Sep 17 – Sep 24

### Customer Service Academy – Conflict Management

Conflict gets in the way of good business. Explore the causes and impact conflict can have on customer service. Learn strategies and techniques for resolving tough issues and how to turn a difficult customer into a loyal one.

\$99 | SMC Staff  
SMC Bundy Campus, Room 235  
Sat 2:00p – 6:00p Oct 15 – Oct 22

## MONEY MANAGEMENT

### Passport to Retirement

Many adults feel that the most critical financial concern they face is whether they will be able to afford to retire some day. They fear they may outlive their money and they don't understand the basics of retirement planning and investment management. Learn about the most common roadblocks to retirement-planning success and how to avoid them. Explore how to use stocks, bonds, mutual funds, and other investments to pursue your retirement goals. Find out about proven strategies that will arm you with the information you need to make good retirement decisions. You may bring your spouse or a guest to class at no extra cost.

\$79 | Paul Heising  
SMC Bundy Campus, Room 228

Wed 6:30p – 9:00p Sep 14 – Oct 5  
Sat 9:30a – 12:00p Sep 17 – Oct 8

### How to Maximize Your Social Security Benefits

Filing for Social Security benefits can be stressful. Failing to use the right strategy when choosing when and how to claim benefits can cost you a lot of money, and potentially put your surviving spouse at financial risk. Don't leave thousands of dollars "on the table" simply because you don't understand how to optimize your benefits. Join us for an informative and easy-to-understand seminar that explores how you can maximize your Social Security income. Gain the knowledge you need to make an educated and confident election decision. This seminar is designed to assist those who have not yet, but will soon begin receiving their Social Security retirement benefits, and those who have begun their payments within the past year.

\$49 | Searchlight Financial  
SMC Bundy Campus, Room 228

Tue 6:30p – 8:30p Sep 27

### Women & Investing

Did you know that women often make the best investors? Whether you're single, widowed, married, employed, or retired, you need to know how to improve your current financial picture. Learn the importance of portfolio allocation, how to select an investment advisor, and how to select investments for growth, income, and safety. We'll also cover estate planning, college education planning for children and grandchildren, planning for a safe and secure financial future, and much more! Plus, we'll include a forecast of the economy, interest rates, real estate, and the stock market.

\$49 | Searchlight Financial  
SMC Bundy Campus, Room 228

Tue 6:30p – 9:00p Oct 4

### Estate Planning

Did you know that your "Estate" consists of everything of value—cash, clothes, cars, real estate, investment and retirement accounts, pensions, etc.—accumulated throughout your lifetime? Join us for this informative, interactive class to learn how to preserve and manage your assets while you still can, and then transfer it to your loved ones after you pass away. This process involves weighing various personal and financial decisions and creating legal arrangements to carry out those decisions. We will discuss how to properly receive an inheritance as well as how to give one, strategies to avoid expensive delays and legal challenges and intelligent distribution of assets, charitable giving. Wills, trusts, asset protection, probate and family businesses will also be discussed. **Couples should attend together, if possible, for just \$10 more.**

*This class is offered in partnership with Westside Extension.*

\$25 | Samuel Rad  
West Los Angeles College  
9000 Overland Ave., Culver City

Sat 10:00a – 1:00p Oct 8

## NOTARY PUBLIC/ RENEWAL

### Renew as a Notary in One Day!

Do you need to renew your status as a Notary? Do it the easy way! Sign up for this 3-hour, State-approved refresher course, and review all the laws, regulations, and other factors that apply to you as a Notary. If your commission has lapsed you must take a 6-hour approved course before taking the exam. Materials fee \$30 at class. PLEASE NOTE: You will be required to pass the State exam and to submit 'Live Scan' fingerprints (details will be provided at the seminar). If you wish, you can register and take the State exam immediately after completing the seminar. To take the exam, you must be at least 18 years old, have NO felonies on your record, and present: (1) a check made payable to the Secretary of State in the amount of \$40; (2) a current driver's license with photo, state-issued ID card, or other appropriate photo ID; (3) 2x2 passport color photo; and (4) two sharpened #2 pencils. Exam registration takes place from 4:15pm to 5pm. The exam will be from 5pm to 6pm. Exam seating limited—seats will be assigned to those registered first. Materials fee \$30 at class.

\$50 | Carrie Christensen  
SMC Bundy Campus, Room 212

Sat 12:30p – 6:00p Oct 8

### Become a Notary in One Day

Start your own business, become a more valuable employee, provide customer service for your business or organization, earn additional income, or get recommissioned as a Notary Public! Sign up for this intensive one-day seminar designed to equip you with everything you need to know to become an effective Notary. Find out about the laws that all California Notaries are required to know, as well as what you need to know to pass the State exam (required to be taken every 4 years), identify document signers, keep a journal, fill out certificates, and avoid lawsuits. Seminar includes a practice

Notary Public Exam. No admittance to seminar after 8:30 a.m. and you must be on time when returning to the classroom from a break, due to State regulations. If you wish, you can register and take the State exam immediately after completing the seminar. To take the exam, you must be at least 18 years old, have NO felonies on your record, and present: (1) a check made payable to the Secretary of State in the amount of \$40 (for new applicants and renewals); (2) a current driver's license with photo, state-issued ID card, or other appropriate photo ID; (3) a 2"x2" color passport photo; and (4) two sharpened #2 pencils. PLEASE NOTE: Upon passing the exam, you are required to submit Live Scan fingerprints (details will be provided at the seminar). Cooperative Personal Services will begin exam registration takes at 4:00pm with the exam directly following. Materials fee \$35 at class.

\$99 | Carrie Christensen  
SMC Bundy Campus, Room 212

Sat 8:00a – 6:00p Oct 8

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## REAL ESTATE

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These courses meet the California Bureau of Real Estate (BRE) requirements for applicants for California Real Estate License examinations. To apply for and take the BRE examination, you are required to satisfactorily complete Real Estate Principles, Real Estate Practice, and one more class of your choice.

Each course consists of 45 hours of classroom instruction plus a final exam. You must complete the course AND take and pass the final exam to receive credit for the course. The final exam is given at the final class meeting, and there will be NO MAKE-UP EXAM. **To receive the BRE-sanctioned certificate of completion for the course, you must have at least 85% attendance—which means you may not miss more than 3 classes—and you must pass the final exam with a score of 70% or better.**

For all exams (including practice exams), you must bring to class two No. 2 pencils with eraser, a 100-ques-

## D. Angela Young

# THE REWARDS OF PROPERTY MANAGEMENT

**D.** Angela Young is a real estate professional who has actively worked in the property management industry since 1996. And because of her experience in the field and her enthusiasm as an instructor, she will teach you all you need to know in her SMC Community Ed class, Property Management 101.

Here is what she says is the most important aspect of rental housing management: keeping the unit occupied with paying tenants who don't destroy it or terrorize the neighbors!

But you will also learn how to prepare a property for rent, set rents and security deposits, develop a cost-effective marketing campaign, and show your rental unit to prospective tenants. And you'll be given techniques for good tenant selection, how to meet minimum standards required for a property to be habitable, proper insurance, how to work with contractors for maintenance, and how to deal with tenants who overstay (and don't pay).

Young currently manages 729 homes and multi-family properties throughout Los Angeles County. Her real estate career started in 1994 with Century 21. She purchased a few properties and established a management business in 1998.

For 16 years she has grown with the industry, working closely with the Los Angeles Housing Department, Rent Escrow Assistance Program (REAP), Rent Control and Section 8 subsidy, helping property owners navigate the paperwork required by the various County agencies.

"Because I was inspired by the challenge to evolve and create a deeper, more significant experience than just the mere exchange of homes, I am committed to providing information and tools anyone can use to be successful managing one property or 200," she says.

Of the rewards of property management, Young says, "Having the hands on experience to oversee all aspects of your property investment is financially rewarding. Acting as manager you control expenses and build relationships with your tenants."

And the challenges? "Knowing when to be firm and when to loosen the grip. Community polices are necessary to reinforce but at the same time your residents must feel that their rental is a place they can call home."



Property Management 101  
Instructor D. Angela Young

tion Scantron Form No. 882-E (available for purchase at the SMC Bookstore), and a basic 4-function calculator.

### Real Estate Principles (1403-93)

This 45-hour course is required for the California Bureau of Real Estate Licensing Exam in order to work as a real estate salesperson in California; students are mandated by the California Bureau of Real Estate to have an attendance of 85% and pass the final exam with a score of 70% or better. Mandatory non-refundable textbook fee \$50 is not included in tuition and will be collected upon registration; textbooks will be distributed at first class meeting. For subsequent classes, you are expected to read each required chapter(s) PRIOR to the class meeting, to assist you in understanding the materials presented in class. Materials fee \$50 at class.

\$249 | John Anderson  
SMC Bundy Campus, Room 428

Mon 6:30p – 9:30p Aug 29 – Dec 12\*

\*No class on Sep 5.

### Real Estate Practice (1404-93)

This 45-hour course is a practical study of California real estate to assist licensees, property owners or managers, and others interested in the practice of real estate. This course is a requirement for a California Bureau of Real Estate Salesperson's License; students are mandated by the California Bureau of Real Estate to have an attendance of 85% and pass the final exam with a score of 70% or better. Mandatory non-refundable textbook fee of \$50 will be collected at the time of registration and textbooks will be distributed at first class meeting. For subsequent classes, you are expected to read each required chapter(s) PRIOR to the class meeting, to assist you in understanding the materials presented in class. You will be responsible for presenting to the class a periodical article regarding a real estate event. You will also be responsible for completing and presenting a class project that will require basic research, solicitation of public information, preparation outside of class meetings, and maintaining a notebook of all documentation for your

instructor's periodic review. Materials fee \$50 at class.

\$249 | John Anderson  
SMC Bundy Campus, Room 428

Wed 6:30p – 9:30p Aug 31 – Dec 7

### Legal Aspects of Real Estate (1406-93)

Real estate is the most valuable asset most people will ever own, yet many real estate agents receive inadequate training in how to avoid potential legal problems related to its sale and/or purchase. Doing an honest job for clients and staying out of litigation is important! This 45-hour course is designed to provide a basic introduction to contract law and what makes a real estate contract valid. Class also provides an overview of disclosure laws and what real estate agents should and should not reveal; how to handle ethical problems and laws regarding racial discrimination and "steering"; potential problems to be on the watch for; and how to use negotiation as a means to avoid conflict. The course fulfills a basic real estate course requirement for a California Real Estate License, but is also suitable for anyone seeking insight before making a real estate purchase. Materials fee covers the cost of textbook that will be distributed at first class meeting. For subsequent classes, you are expected to read each required chapter(s) PRIOR to the class meeting, to assist you in understanding the materials presented in class. Materials fee \$50 at class.

\$249 | Ronald Vitale  
SMC Bundy Campus, Room 428

Thu 6:30p – 9:30p Sep 1 – Dec 15\*

\*No class on Nov 24.

## On the Net

SMC Community Education offers a wide variety of courses online. These classes are especially convenient for those with work, school, or childcare commitments, physical disabilities, limited access to transportation, or other circumstances that make it difficult to participate in a traditional classroom setting. Our online business and professional courses are designed to increase your success in the business world.

## BARTENDING

### Bartending the Easy Way – Online

Be the bartender managers want to hire! In a self-paced online course using the Master Code of Mixology™—a branded instruction method for the beverage industry—learn to see the business from three points of view: the bartender, the customer, and the manager. Find out how to practice making cocktails and what you need to know about glassware, tools, recipes, pouring a perfect shot using the "tail," wine and champagne service, and more! Learn about high-volume sales techniques, laws, and responsible beverage service. Also, pick up tips on job interviews and resumes, as well as how to start your own bartending service, and alternative ways to make money in the beverage industry.

Open start date Fee: \$100

## DRIVER EDUCATION

### Driver's Ed Online!

Prerequisite: Must be age 15½ or older. Are you a teen or adult who wants to learn how to drive? Before you get behind the wheel, sign up for this online course—approved by the California Department of Motor Vehicles (DMV)—and find out about the rules of the road and how to stay safe under a wide range of driving situations. This comprehensive course is a 100% safe, secure, and convenient way to learn safe driving and accident prevention.



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Us on Facebook.

A certificate of completion is awarded upon successfully completing the course and passing the exam. Open to both Windows PC and Mac users. You may start this course whenever it's convenient for you to do so. Additional details and information will be provided at registration. To register for this class, go to [smc.driversedonline.com](http://smc.driversedonline.com).  
 Open start date                      Fee: \$29.50

**Traffic School Online!**

Got a ticket? Here's a way to help you get it dismissed, stay point-free, and reduce insurance costs! Sign up for online traffic school—approved by the California Department of Motor Vehicles (DMV)—and gain a comprehensive review of the rules of the road, safe driving techniques, and how to prevent accidents. A certificate of completion is awarded upon successfully completing the course and passing the exam. Open to both Windows PC and Mac users. You may start this course whenever it's convenient for you to do so. Additional details and information will be provided at registration. Go to [trafficschoolonline.com](http://trafficschoolonline.com) to register for this class.  
 Open start date                      Fee: \$29.97

**NOTARY**

**Become a Notary Public Online!**

Learn everything you need to know—in an online course approved by the State of California—to take the State exam and be on your way to becoming a new or recommissioned Notary Public. All materials—including our Notary Public Sourcebook, which presents practice exams after each section, sample notary scenarios and certificates, marketing solutions, and the laws and regulations that apply to notaries—are included in the course fee. A certificate of completion is awarded upon receipt of an affidavit indicating the student has read all course materials. Open to both Windows PC and Mac users. You may start this course whenever it's convenient for you to do so. Additional details and information on when and where to take the State exam will be provided at registration.  
 Open start date                      Fee: \$75

**HEALTH CAREERS**

**Medical Administrative Assistant Training & Certification**

This program prepares students to function effectively in many of the administrative and clerical positions in the healthcare industry. The course covers key areas and topics such as history and background of the medical assisting profession; interpersonal skills, medical ethics, and basic medical law; telephone techniques and skills for scheduling appointments; medical terminology; basics of insurance billing and coding; medical records management and management of practice finances. Class is conducted entirely online, tuition includes textbooks. Students get 4-months online access to complete the course.

Medical administrative assistants should have or should be pursuing a high school diploma or GED.  
 Open enrollment                      Fee: \$1,999

**PERSONAL FITNESS TRAINING CERTIFICATE**

The Personal Fitness Training Professional Certificate program—**offered as an online series of interactive courses**

with an optional field internship—is designed for individuals seeking an exciting new career in the emerging field of personal training, as well as established allied health and fitness professionals from all fields—including athletic trainers, wellness consultants, and registered dietitians—seeking continuing education.

The Web-based program makes it convenient for you—regardless of where you are or the time of day—to fit the program's courses into busy work and home schedules. You can earn your certificate in as little as five months or (if necessary) as long as two years.

To qualify for the program certificate, you must enroll in the Personal Fitness Training Professional Certificate program and complete all 5 core courses. There is also an optional field internship. A certificate of completion is awarded upon successful completion of each course.

Students who have completed the core Certificate may then register for the Advanced Professional Certificate program, which requires three additional courses. The Advanced Professional Certificate is designed for students interested in furthering their education in personal training by learning how to incorporate specialized resistance training, functional movements, and nutritional guidance into programs for their clients.

Santa Monica College

**CAREER COACH**

- Find Training Programs at SMC
- Compare Wages and Employment Trends
- Find “Live Jobs” in Your Field
- Build a Professional Resume in Minutes

**THIS SERVICE IS OPEN TO OUR COMMUNITY.**

[www.smc.edu/careercoach](http://www.smc.edu/careercoach)

# Taking Courses on Your Terms



**ONLINE**  **ed2go**

Taking courses on your terms

- ✓ Convenient
- ✓ Affordable
- ✓ Effective

**ed2go** courses use an attractive, image-laden Web interface, and can be completed entirely from your home or office at any hour. Instructor-Led courses run for 6 weeks (with a 2-week grace period). Our Career Training Program is designed to prepare students for developing expertise in their desired career field and/or for career certification exams, these courses usually run from 3–6 months. A certificate of completion is awarded upon successful completion of a Career Training course.

## Instructor-Led Courses

Instructor-Led courses are designed around a project-oriented curriculum, including lessons, quizzes, hands-on assignments, discussion areas, supplementary links, and more.

- Expert Instructors
- 24-Hour Access
- Online Discussion Areas
- 6 Weeks of Instruction
- Select from hundreds of courses
- New sessions begin each month

Browse for an Instructor-Led course at [www.ed2go.com/smce](http://www.ed2go.com/smce) that meets your personal needs.

## Career Training

Our programs are designed by a team of professionals from each respective field. Instructors/mentors are actively involved in your online learning experience, responding to any questions or concerns, as well as encouraging and motivating you to succeed.

- Facilitators are available to answer questions and help you through your studies
- Most courses take 3–6 months to complete
- No additional charges – all course materials are included in the course fee
- Financial assistance available

Visit [careertraining.ed2go.com/smce](http://careertraining.ed2go.com/smce) to learn more about our career training and certification programs.

## Instructor-Led Courses

**Courses start: September 14, November 9, December 14**

### How to begin your class:

1. Go to [ed2go.com/smce](http://ed2go.com/smce)
2. Browse for a class you would like to take, then click the **Add to Cart** button
3. When you are ready, click on the **Continue to Checkout** button. You will be prompted to login or create a new student account

### SELECTION OF POPULAR INSTRUCTOR-LED COURSES

Beginning Writer's Workshop	\$100
Effective Business Writing	\$100
The Keys to Effective Editing	\$100
A-to-Z Grant Writing	\$100
Grammar Refresher	\$100
Marketing Your Nonprofit	\$100
Learn to Buy and Sell on eBay	\$100
Secrets of the Caterer	\$100
Accounting Fundamentals	\$100
Real Estate Investing	\$100
Secrets of Better Photography	\$100
Music Made Easy	\$100
Intro to Java Programming	\$100
Prepare for the GED	\$100
Become a Veterinary Assistant	\$100
Using Social Media in Business	\$100
Microsoft Access 2016 Series*	\$174
Microsoft Excel 2016 Series*	\$324
Web Design Value Suite*	\$261
Speed Spanish Series*	\$261
SQL Series*	\$174
Accounting Fundamental*	\$174
Creating Wordpress Websites*	\$174
Writing and Editing Value Suite*	\$261

\* Series & Suites are bundled courses offered at a discount



## Career Training

**COURSES START ANYTIME**  
**Begin at Your Convenience!**

### How to get started:

1. Browse the courses at: [careertraining.ed2go.com/smce](http://careertraining.ed2go.com/smce)
2. Select a **Course** and then click on the **Enroll** button to fill-out the enrollment form, or contact us at (877) 221-5151

### SELECTION OF POPULAR CAREER TRAINING PROGRAMS

Certified Bookkeeper	\$1995
Certified Wedding Planner	\$1595
Chartered Tax Professional	\$1895
Event Management and Design	\$1995
Forensic Computer Examiner	\$3095
Freight Broker/Agent Training	\$1895
Grant Writing	\$2295
Human Resources Professional	\$1795
Optician Certification Training	\$1895
Microsoft Project 2010	\$795
Search Engine Optimization	\$1495
Physical Therapy Aide	\$1895
Principles of Green Buildings	\$795
Professional Interpreter	\$995
Search Engine Marketing	\$1895
Start Your Own Business	\$1895
Technical Writing	\$1795
Webmaster	\$1995
Travel Agent Training	\$1795
Medical Billing and Coding	\$1795
Medical Terminology	\$795
Legal Secretary	\$2295
Adv. Personal Fitness Trainer	\$2795
Fitness Business Management	\$2595
Certified Personal Trainer	\$995
AutoCAD 2015	\$2595
Mobile Web Developer	\$2295

Payment plans and financial aid available.

[careertraining.ed2go.com/smce](http://careertraining.ed2go.com/smce)

*The cost of any books or other materials required for a course is NOT included in the course registration fee.*

Information about textbooks and course materials will be provided when you register. For more information about the program and the jobs and careers it can lead to, please send email to the program coordinator, Ken Baldwin, M.Ed ([kbpft@yahoo.com](mailto:kbpft@yahoo.com)). Please visit [www.efs.pageout.net](http://www.efs.pageout.net) for full course descriptions and an online demo. Classes are set up for open enrollment.

### PROFESSIONAL CERTIFICATE PROGRAM

#### Introduction to Exercise Science – Level I

This **online** course helps students gain an understanding of musculoskeletal and functional anatomy and the effects of exercise placed on joint structure during exercise movements.  
 Open enrollment Fee: \$249

#### Introduction to Exercise Science – Level II

This **online** course teaches the personal trainer how the muscular, skeletal, and cardiorespiratory systems function with and without exercise conditioning.  
 Open enrollment Fee: \$249

#### Health Risk Profiles and Fitness Assessment Techniques

This **online** course teaches the personal trainer how to assess and evaluate cardio respiratory endurance, muscular testing techniques, flexibility, body-fat analysis, blood pressure, and body measurements based on ACSM guidelines.  
 Open enrollment Fee: \$249

#### Business Administration and Management Aspects for Personal Trainers

This **online** course provides the personal trainer with a solid background in developing or starting a personal training business, and covers topics such as financial management, marketing strategies, and business plan development.  
 Open enrollment Fee: \$249

#### Designing Exercise Prescriptions for Normal/Special Populations

This **online** course teaches the personal trainer how to develop an exercise prescription in relation to health implications for normal/special populations due to age, medical condition, and fitness level.

Open enrollment Fee: \$249

#### Optional-Field Internship in Personal Fitness Training (60 hours)

Prerequisite: Completion of 5 core courses and CPR certification. This is an optional course, and is not required for the Professional Certificate program. Students will work with professionals in the fitness and health industry at fitness facilities and health centers.

Open enrollment Fee: \$249

### ADVANCED PROFESSIONAL CERTIFICATE COURSES

#### Nutritional Analysis and Management

This **online** course teaches basic nutrition principles and how to apply them when designing structured nutritional programs for clients in collaboration with registered dietitians and nutritionists.

Open enrollment Fee: \$249

#### Functional Flexibility, Core, and Balance Training

This **online** course examines principles and techniques for evaluating and implementing exercise prescriptions that include instruction in flexibility, core, and balance training.

Open enrollment Fee: \$249

#### The Science and Biomechanics of Resistance/Weight Training Techniques

This **online** course provides a systematic educational approach to teaching resistance/weight training movements.

Open enrollment Fee: \$249

# EXAM PREP WORKSHOP

## AVID MEDIA COMPOSER CERTIFICATION



### The course will review the following:

- Interface
- Workflow management
- Multi-cam and audio mixing
- Editing techniques
- Title treatment
- Color correction
- Filters effects and uses
- Layering
- Output and exporting

Get the professional recognition you deserve!

### Avid Media Composer Certification Prep Workshop

Avid Media Composer is the industry standard when it comes to professional editing of feature films, documentaries and all forms of broadcast digital media

Be acknowledged by AVID as having mastered industry standards.

To gain the title of Avid Certified User for Media Composer, you must take two foundational courses, before sitting for the certification exam.



### This intensive workshop will provide each student with

- Their own high-end computer work station
- Access to the latest software from Avid
- Digital High Definition media will be supplied
- Hands-on practice and review of all pertinent points and operational techniques

Santa Monica College is an Avid Learning Partner qualified to offer these courses.

Santa Monica College Professional Development

# SMC | Extension



Avid Learning Partner  
Academic

2017 WINTER SESSION

January 11 • 13 • 14, 2017

Airport Campus, Room 137

### Times:

Wednesday & Friday  
6:30 pm - 9:30 pm

Saturday  
9:30 am - 5:30 pm

**Complete in 1 week**

Fee: \$400 + \$30 Lab fee\*

**Total: \$430**

*\*includes Lab fee, the required Avid Training Manuals, and taking the 60 minute exam at the end of the workshop, with one free retake, if needed.*

**Questions? Contact**

SMC Extension

(310) 434-3402

smcext@smc.edu



# Ever dreamed of a career in banking?

*Great opportunities for professional growth and excellent earnings potential.*

This intensive 8-week course prepares job seekers to enter the growing financial services industry. Program includes job training, placement support and post-employment coaching. Graduates will be considered for positions ranging from entry-level tellers to personal bankers.

**NEXT TRAINING SESSION  
BEGINS NOVEMBER 21, 2016**  
Apply at [www.jvsla.org/bw](http://www.jvsla.org/bw)  
or contact Lisa Meadows  
(310) 273-6633 ext. 5420  
[bankworks@jvsla.org](mailto:bankworks@jvsla.org)

You **MUST** apply no later than Monday, November 14

**ELIGIBILITY GUIDELINES\***

- Minimum age 18 • High School Diploma or GED
- Must speak and write English • Basic computer skills
- No adult felony convictions

*\*Additional eligibility requirements will apply*

CLASSES HELD AT  
**SANTA MONICA COLLEGE**  
BUNDY CAMPUS



Building better lives. One job at a time.  
[www.jvsla.org](http://www.jvsla.org)

JVS BankWork\$<sup>®</sup> is offered at no cost to eligible applicants thanks to the generous support of our sponsors.

			Marled Foundation
			Michael & Irene Ross Endowment Fund
			The Jay and Rose Phillips Family Foundation of California
			Winnick Family Foundation
			Safeway Foundation

# TRAINING & CERTIFICATION

## Medical Administrative Assistant



### Course topics will include the following:

- Role of the medical administrative assistant
- History of medicine and the law, medical malpractice, medical ethics, fraud abuse, and compliance
- Office and patient communication techniques, appointment scheduling and general office duties
- Patient rights, confidentiality and HIPAA
- and more...

## Healthcare Career. Self-Paced, Online Training!

### The Medical Administrative Assistant Profession

Medical administrative assistants, medical secretaries, and medical records clerks are all positions in great demand.

Employment of a medical assistant is expected to grow an impressive 34% by 2018.

### The Medical Administrative Assistant Program

This program prepares students to function effectively in many of the administrative and clerical positions in the healthcare industry.

This course covers the following key areas and topics:

- History and background of the medical assisting profession
- Interpersonal skills, medical ethics, and basic medical law
- Telephone techniques and skills for scheduling appointments
- Medical terminology
- Basics of insurance billing and coding
- Medical records management and management of practice finances

### Education & Certification

Several national certification options are available to students who complete this course.

*Medical administrative assistants should have or be pursuing a high school diploma or GED.*

### 2016 FALL SESSION

### ONLINE - SELF PACED

**Student Tuition: \$1,999\***

*\*includes textbooks*

**Duration: 4 Months Access**

**Register at  
commed.smc.edu  
or email us  
smcext@smc.edu**

Santa Monica College Professional Development

**SMC | Extension**

**Questions? Contact**  
SMC Extension  
(310) 434-3402  
smcext@smc.edu

# TRAINING & CERTIFICATION

## Home Healthcare Aide



### Course topics will include the following:

- Role of the home healthcare aide
- Client Care plan
- Professional Relationship with client
- Communication & cultural diversity
- Patient rights, confidentiality and HIPAA
- Personal care and core healthcare skills
- Infection control & Emergency Care
- Rehabilitation & restorative care
- and more...

## Start a New Career in the Healthcare Profession!

### The Home Healthcare Aide Profession

Home Healthcare Aides provide assistance to elderly, disabled, ill, and mentally disabled persons who live in their own homes or in a residential care facility.

The Bureau of Labor states that the Home Healthcare Aide is projected to be the fastest growing occupation through 2014.

Job opportunities will be prevalent in hospitals, clinics, rehabilitation centers, home care, long term care facilities, hospice and assisted living facilities.

Home Healthcare Aides assist patients in their homes by focusing on their specific health and personal needs including:

- Personal Care and Homemaking
- Coordination with patients' occupational therapists, physical therapists, etc.
- Ensuring the patient is reaching optimal physical, mental and social well-being

### Education & Certification

This 80-hour comprehensive program prepares students for a position as a Home Healthcare Aide.

This program will prepare students to sit for the National Association for Home Care & Hospice (or the "NAHC").

This NAHC program is composed of three competency-based elements: training, skills demonstration, and a written examination.

*Educational Requirements: People who are interested in becoming a certified Home Healthcare Aide must possess a high school diploma or GED equivalent.*

### 2016 FALL SESSION

**Oct. 3 - Dec 12, 2016**

**Student Tuition: \$2,299\***

*\*includes textbooks*

**Course Contact Hours: 80 hrs.**

#### **Times:**

Mondays & Wednesdays  
6:00 pm - 9:30 pm

Saturdays\*  
9:00 am - 3:00 pm

*\*including 2 Saturdays  
(Oct. 22 & Nov. 19)*

**Register at  
[commed.smc.edu](http://commed.smc.edu)  
or email us  
[smcext@smc.edu](mailto:smcext@smc.edu)**


Santa Monica College Professional Development


**SMC | Extension**

**Questions? Contact**  
SMC Extension  
(310) 434-3402  
[smcext@smc.edu](mailto:smcext@smc.edu)


# To Register


All major credit cards accepted. We will e-mail or send you confirmation within two days after receiving your request. If the course is full, we tell you immediately. If you don't hear from us, please call for confirmation.


 **ONLINE:** Go to [commed.smc.edu](http://commed.smc.edu)  
All major credit cards accepted.

 **BY PHONE:** (310) 434-3402  
Telephone Registration Hours are 8:30 am to 4 pm Monday through Friday.  
All major credit cards accepted.

 **BY EMAIL:** [smcext@smc.edu](mailto:smcext@smc.edu)

 **BY FAX:** (310) 434-3409  
All major credit cards accepted.

 **BY MAIL:** Use the Registration Form in this schedule. Please write check payable to Santa Monica College. Mail your registration form and check(s) to SMC Community Education, 1900 Pico Blvd., Santa Monica, CA 90405. We will send you maps, lists of materials, etc.

 **IN PERSON:** The SMC Community Education office is located at the SMC Bundy Campus, 3171 S. Bundy Dr. (at Airport Ave.), Room 112, Los Angeles, CA 90066.

**OFFICE HOURS:** 8:30 am to 5 pm  
Monday through Friday.

**HOLIDAYS:** Classes do not meet on September 4–5, November 11–12, and November 24–26.

**ACADEMIC CREDIT:** SMC Community Education classes are not equivalent to credit classes, and cannot be used to meet prerequisites in the SMC credit program.

## CLASS LOCATIONS/PARKING:

**SMC Main Campus – 1900 PICO BLVD.**  
PERMIT/PAID PARKING – Parking on SMC's main campus requires a decal or temporary parking pass at any hour Monday through Thursday, and until noon on Friday. Public parking on SMC's main campus during those times is ONLY available in Lot 6 and costs \$10 for the entire day/evening (no in-and-out privileges). Head-in parking ONLY.  
FREE PARKING – On Fridays AFTER noon (12 pm) and on the weekends, parking on SMC's main campus is FREE and no decal is required. Head-in parking ONLY.

**SMC Airport Arts Campus –**  
2800 AIRPORT AVE.  
Parking is free, but requires a decal, available from the SMC Campus Police truck onsite. Head-in parking ONLY.

**SMC Bundy Campus –**  
3171 S. BUNDY DR.  
Parking is free, but requires a decal, available from the SMC Campus Police truck onsite. Decal is for Student Parking only – DO NOT PARK IN STAFF PARKING – YOU WILL BE TICKETED. Head-in parking ONLY.

**SMC Performing Arts Center –**  
1310 ELEVENTH ST.  
Parking is free, but requires a decal, available from the parking attendant onsite. Decal is for Student Parking only – DO NOT PARK IN STAFF PARKING – YOU WILL BE TICKETED. Head-in parking ONLY.

**SMC Emeritus College – 1227 SECOND ST.**  
Parking is available in the City parking structure #2, located at the corner of Second St. and Wilshire Blvd. Parking is free for the first 90 minutes, \$1 for the next hour, and \$1.50 for each additional 30 minutes, up to a maximum of \$14. Evening rates after 6pm may vary. Head-in parking ONLY.

**West Los Angeles College –**  
9000 OVERLAND AVE., CULVER CITY  
Parking is available in Parking Structure and Overflow Lot 8, Lot 5 (off Freshman Dr.), and Lots A, 1, 2, and 4A near the PE Complex (PEC). Students may purchase a daily parking permit for \$2 from permit dispensing machines (use one dollar bills or quarters only) located in each parking lot. For your convenience, you may buy a semester-long WLAC parking permit for \$20 (strictly cash only, in person) from the Westside Extension Office, or \$23 online at [westlac.augusoft.net](http://westlac.augusoft.net) (click on the "Forms & FAQs" link).

## CANCELLATION AND REFUND POLICIES

**NO CANCELLATIONS AFTER A CLASS HAS BEGUN, so choose courses carefully!**  
Requests for withdrawal from a class must be submitted in writing via email at least seven business days before the start date of the class; receipt of requests made via other methods, such as phone messages, cannot be guaranteed. You may receive a credit voucher applicable to future Community Education classes, which is valid for two years from the date of issue. A minimum service charge of \$10 per class

cancellation will be withheld. Refunds are granted ONLY if a class is cancelled, discontinued, or rescheduled. In the instance of cancelled classes, the course fee is automatically refunded. Credit card refunds are processed within seven business days, check and cash refunds will be issued by check within 45 business days.

## Transfers

To transfer to another class, requests must be submitted in writing via email at least **seven** (7) business days before the original class meets. A minimum service charge of \$10 per class transfer will be deducted.

**Important Information:** Refunds are NOT issued for absences nor prorated for late registrations. Missed class meetings may not be made up in another class. There is no auditing of classes. Students are highly encouraged to register before class begins. Returned checks will be subject to a \$25 handling charge.

## DISABILITY ACCOMMODATION:

SMC Community Education provides support services to students with qualifying and documented disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you require accommodations, please contact SMC Disabled Student Programs and Services (DSPS) at (310) 434-4265 or Video Phone (310) 238-1642 prior to the start of your class.

## PROGRAM POLICIES

To ensure a quality and efficient program, the following policies have been adopted:

- Courses may be cancelled due to low enrollment;
- The program reserves the right to change the course schedule and/or instructors;
- Non-registered students, including spouse, parents, or child, are not permitted to audit/attend a class;
- The program has the right to remove students whose conduct is deemed disruptive.

**PRIVACY POLICY:** SMC Extension is committed to protecting student information and will not sell, trade, or rent student's personal information to other internal or external parties. The program may use information collected to contact students regarding course information, promotional updates, specials and/or new additions to the program offering.

Student credit card information is never stored in our registration system.

# NEW LEARNING OPPORTUNITIES

## Join the 3D Printing Revolution



Already heralded as the next industrial revolution, 3D printing gives homes and businesses the ability to produce 3-dimensional objects from computer files.

## SMC Extension offers you the opportunity to explore this cutting-edge technology

Join the 3D printing revolution, gain a greater understanding of how 3D printing works and how to get started in profiting from this exciting technology.

### The World of 3D Printing

In this preview course, gain an understanding of how 3D printing works, what printers and software to buy, and how to get started in profiting from this exciting technology.

Explore how 3D printing will change the future and provide opportunities for:

- Manufacturing
- Enterprising inventors
- Entrepreneurs
- Engineers
- Designers & Artists
- Home Hobbyists

### Introduction to 3D Printing

Learn all about 3D printing in this hands-on course that shows you how to create and print 3D files for both career and home-use applications. Students will learn how to use software for rendering 3D shapes, and have an opportunity to fashion a 3D creation.

This course will examine 3D printing components including:

- Machines
- Materials
- Methods
- Software

**October 15, 2016**  
**2:00 pm - 5:00 pm**

**Cost: \$29.00**

**Location:**  
SMC Bundy Campus  
Room 127

**Register at**  
**[commed.smc.edu](http://commed.smc.edu)**

**Oct 27 - Dec 8, 2016\***  
**6:30 pm - 9:30 pm**  
**Thursdays**

*\*No class November 24*

**Cost: \$549.00**

**Location:**  
SMC Bundy Campus  
Room 127

Santa Monica College Professional Development

# SMC | Extension

**Questions? Contact**  
SMC Extension  
(310) 434-3402  
[smcext@smc.edu](mailto:smcext@smc.edu)



## SMC Extension – Fall Featured Classes

SMC Extension offers professional development courses to advance your career objectives! Take a look at just a few of the courses we offer:

- **Home Healthcare Aide** (page 6)
- **Avid Media Composer Exam Prep Workshop** (page 7)
- **The World of 3D Printing** (page 8)
- **Medical Administrative Assistant** (page 20)

## Coming Winter 2017

### World Class Manufacturing through SMC Extension

Gain the skills to enhance asset utilization and learn the tools and methodologies needed to achieve manufacturing excellence.

#### Get employees involved in the pursuit of

- Improved Manufacturing Performance
- Improved Business Performance
- Achieving Global Market Resilience

**Training topics will include:** Lean Thinking, Six Sigma, Theory of Constraints, Total Quality Management, Quality Function Deployment, and Seven Basic Quality Tools



SMC Extension  
Online Registration

[commed.smc.edu](http://commed.smc.edu)

Classes fill up quickly, sign up today!