



**2010
TRAINING
SEMINARS**

www.RochesterBusinessAlliance.com

In the competitive global marketplace, a well-trained workforce is essential for success.

The Rochester Business Alliance can help you with a comprehensive approach to employee development that includes a variety of training services in a range of skills. Training can even be tailored to your needs.

It's all offered at highly competitive prices. Rochester Business Alliance members get discounts, and we can help you locate grants, scholarships and other programs to enhance your training dollars.

Our **training seminars** in this listing can help your employees improve on a variety of skills. Seminars, designed for individual employees, provide learning experiences as well as opportunities for networking with employees of other companies. Your **discounted member seminar fee** includes materials, lunches (for full day programs) and free parking. All seminars are held at the Rochester Business Alliance. Computer training programs are held at Accent Training. Directions to both locations are provided in the registration information at the end of this seminar listing.

Seminar registration is quick and easy. You'll find a registration form you can fax back at the end of this listing or you can register through our website www.rochesterbusinessalliance.com.

The Rochester Business Alliance also provides a variety of **health and safety seminars and consulting services**. Health and safety seminars are offered throughout the year and are supplemented with special program offerings as "hot" topics arise. Seminars address the latest in regulatory, compliance, and emerging issues. Training programs can be developed to address your company's specific operations, risks, or concerns and can be delivered on site. Our health and safety specialists are available to provide services such as audits, assessments, job design, or other expertise at your request.

The **Human Resource Management Certificate** program is designed to provide human resource skills and knowledge needed to successfully execute the human resource function. The certificate indicates professional certification to individuals completing:

- ★ the Human Resource Management Series (32 hours) AND
- ★ the Employment Law seminar OR the Advanced Employment Law seminar (4 hours each).

The Human Resource Management Certificate program is for

- those who are new to human resources, particularly those working in small companies
- supervisors, office managers, or others who are responsible for day-to-day operations
- those who wish to improve and update their knowledge of the changing and expanding field of human resources

To enroll in this certificate program, check the box for *Human Resource Management Certificate* on the seminar registration form when you register for your first certificate program course.

Let the Rochester Business Alliance help you enhance your employee development needs.

For information, contact:

[Barb Cutrona](mailto:Barb.Cutrona@RBAAlliance.com), Vice President, Business Information and Training Services at (585) 256-4642.

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.

Seminars are held at the Rochester Business Alliance, 150 State Street, Rochester, NY.

For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.

2010 Seminar Schedule

Accident Investigation Fundamentals	<i>May 27</i>	<i>September 17</i>	
Assertiveness	February 24	September 9	
Building A Talent Strategy	February 24	September 15	
Business Writing & E-Mails*	<i>February 2, 9, 16, 23</i>	<i>September 2, 9, 16, 23</i>	
Change – Making It Happen	<i>March 16</i>	<i>September 14</i>	
Coaching, Mentoring & Motivating*	<i>May 3, 5, 7, 10, 12, 14</i>	<i>December 6, 8, 10, 13, 15, 17</i>	
Communication Power	April 26	November 4	
Conflict Management	March 22	October 7	
Creating & Delivering WOW Presentations	March 5	June 4	October 1
Customer Service & Relations	March 16	May 25	October 19
Dealing with Difficult Personalities	May 12	October 14	
Employment Law Basic (morning)	<i>April 16</i>	<i>November 19</i>	
Employment Law Advanced (afternoon)	<i>April 16</i>	<i>November 19</i>	
Finance for Non-Financial Professionals	February 19	June 7	November 16
Gaining the Title, Earning the Respect	February 2 & 9	May 4 & 11	December 7 & 14
GO System (Getting Organized)	March 10	July 15	September 15
How to Work Effectively with Your Boss	February 22	June 17	November 9
HR Management Series Basic*	<i>May 4, 11, 18, 25, June 1, 8, 15, 22</i>		
HR Management Series Advanced*	<i>July 20, 27, August 3, 10, 17, 24</i>		
Improving Trust and Transparency	April 30	September 10	
Leading the Safety Process*	<i>May 24 & 28</i>	<i>September 13 & 17</i>	
Leadership for Managers*	<i>June 4, 11, 18, 25</i>	<i>October 29, November 5, 12, 19</i>	
Managing Emotions in the Workplace	March 30	September 16	
Managing the Emergency	May 26	September 15	
Managing Time & Priorities	February 19	September 24	
Negotiations	April 26	November 4	
OSHA Record Keeping	<i>May 25</i>	<i>September 24</i>	
Performance Management	March 24	October 28	
Personal Effectiveness	March 10	September 23	
Project Management	February 10	August 26	
Safety Committee Operations	<i>May 26</i>	<i>September 14</i>	
Supervision*	March 4, 11, 18, 25, April 1, 8, 15, 22	September 2, 9, 16, 23, 30	Oct 7, 14, 21
Thinking for Innovation	March 23		
Thinking Strategically	<i>June 11</i>	<i>December 3</i>	

Indicates multiple session program

Italics indicate half-day sessions

Seminar dates are subject to change. Check the Calendar of Events (<http://www.rochesterbusinessalliance.com/core/events/events.aspx>) for current information.

2010 Computer Training Course Schedule January – June

Microsoft Windows Vista **\$129**

Feb. 1 and 3	M W	1:00-4:00
Mar 29 and 31	M W	1:00-4:00
May 3 and 10	M M	1:00-4:00
June 7 and 9	M W	1:00-4:00

Microsoft Word 2003 Introduction **\$129**

Feb. 22 and 24	M W	1:00-4:00
April 27 and 29	T Th	8:15-11:15
June 14 and 16	M W	8:15-11:15

Microsoft Word 2003 Advanced **\$129**

March 1 and 3	M W	1:00-4:00
May 18 and 21	T F	8:15-11:15
June 23 and 25	W F	8:15-11:15

Microsoft Word 2007 Introduction **\$149**

January 6 and 8	W F	1:00-4:00
Feb 25 and 26	Th F	8:15-11:15
April 13 and 15	T Th	8:15-11:15
May 17 and 19	M W	8:15-11:15
June 21 and 22	M T	1:00-4:00

Microsoft Word 2007 Advanced **\$149**

Feb. 11 and 12	Th F	8:15-11:15
March 9 and 11	T Th	8:15-11:15
April 26 and 29	M T	1:00-4:00
June 28 and 29	M T	8:15-11:15

Microsoft Access 2003 Introduction **\$129**

February 1 and 5	M F	8:15-11:15
April 12 and 16	M F	1:00-4:00
June 10 and 11	Th F	8:15-11:15

Microsoft Access 2003 Advanced Part 1 **\$129**

Feb 25 and 26	Th F	8:15-11:15
May 11 and 12	T W	1:00-4:00

Microsoft Access 2003 Advanced Part 2 **\$129**

March 11 and 12	Th F	1:00-4:00
May 18 and 19	T W	1:00-4:00

Microsoft Access 2007 Introduction **\$149**

January 6 and 8	W F	8:15-11:15
Mar 2 and 5	T F	8:15-11:15
April 19 and 22	M Th	1:00-4:00
June 7 and 9	M W	8:15-11:15

Microsoft Access 2007 Advanced Part 1 **\$149**

Feb 8 and 11	M Th	1:00-4:00
Mar 8 and 12	M F	8:15-11:15
May 3 and 7	M F	8:15-11:15
June 14 and 16	M W	8:15-11:15

Microsoft Access 2007 Advanced Part 2 **\$149**

Feb 15 and 18	M Th	1:00-4:00
Mar 22 and 26	M F	1:00-4:00
May 10 and 14	M F	1:00-4:00
June 21 and 23	M W	8:15-11:15

Microsoft Excel 2003 Introduction **\$129**

Jan. 29 and 31	W F	1:00-4:00
March 2 and 4	T Th	8:15-11:15
April 19 and 21	M W	1:00-4:00
June 7 and 9	M W	8:15-11:15

Microsoft Excel 2003 Advanced Part 1 **\$129**

Feb. 8 and 9	M T	8:15-11:15
Mar 15 and 17	M W	8:15-11:15
June 21 and 23	M W	1:00-4:00

Microsoft Excel 2003 Advanced Part 2 **\$129**

Feb 15 and 16	M T	8:15-11:15
April 12 and 15	M Th	8:15-11:15
June 28 and 30	M W	8:15-11:15

Microsoft Excel 2007 Introduction **\$149**

Jan 5 and 7	T Th	8:15-11:15
Feb 17 and 19	W F	8:15-11:15
Mar 30 and Apr 1	T Th	8:15-11:15
May 4 and 6	T Th	8:15-11:15
June 8 and 10	T Th	8:15-11:15

Microsoft Excel 2007 Advanced Part 1 **\$149**

Jan 26 and 28	T Th	8:15-11:15
March 8 and 10	M W	1:00-4:00
April 19 and 23	M F	8:15-11:15
May 11 and 13	T Th	8:15-11:15
June 15 and 17	T Th	8:15-11:15

Microsoft Excel 2007 Advanced Part 2 **\$149**

February 2 and 4	T Th	8:15-11:15
March 22 and 25	M Th	8:15-11:15
April 26 and 30	M F	8:15-11:15
May 18 and 20	T Th	8:15-11:15
June 22 and 24	T Th	8:15-11:15

Microsoft PowerPoint 2003 Introduction **\$129**

Feb 8 and 10	M W	1:00-4:00
May 12 and 19	W W	8:15-11:15

Microsoft PowerPoint 2003 Advanced **\$129**

Feb 22 and 23	M T	8:15-11:15
June 3 and 4	Th F	8:15-11:15

Microsoft PowerPoint 2007 Introduction **\$149**

January 5 and 7	T Th	1:00-4:00
March 23 and 26	T F	8:15-11:15
April 20 and 22	T Th	8:15-11:15
June 8 and 10	T Th	1:00-4:00

Microsoft PowerPoint 2007 Advanced **\$149**

Feb 1 and 4	M Th	1:00-4:00
April 8 and 9	Th F	8:15-11:15
June 15 and 16	T W	1:00-4:00

QuickBooks **\$149**

January 5 and 7	T Th	8:15-11:15 am
March 1 and 4	M Th	8:15-11:15 am

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Accident Investigation Fundamentals

Course Objective

This program will provide accident investigators with the skills and tools necessary to get to the bottom...the root causes... of any incident.

Skills Learned

From this course, participants will be able to understand and apply the following as part of their daily workplace safety and health efforts:

- The root causes of accidents and the safety culture
- The OSHA guidelines and attributes of excellence for accident investigation
- The accident investigation process...what to investigate, who does it, and why
- Tips and techniques for a thorough investigation and useful report, including TOR™ process
- Accumulating and using accident data
- Determining and presenting costs to drive change

Recommended For

Individuals who conduct accident investigations— supervisors, safety staff, and accident investigation teams. Managers who are committed to cutting accident losses to zero will also find this training invaluable.

Course Length

One half day
8:30 am – 12:30 pm

2010 Dates

May 27
September 17

Cost

\$125 RBA Members
\$165 Non Members

Delivered By

L. H. “Chip” Dawson

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Assertiveness

Course Objective

Enhance your personal and professional success by developing and using an assertive communication style.

Skills Learned

- Identify and compare the four styles of communication
- Identify the personal and professional benefits of developing and using an assertive style of communication
- Heighten awareness of the impact of negative thoughts and words
- Understand the power of non-verbal communication
- Use strategies to improve overall communication

Recommended For

All employees who recognize the need to become more assertive in their relationships.

Course Length

One half day
8:30 am - 12:30 pm

2010 Dates

February 24
September 9

Cost

\$125 RBA Members
\$165 Non Members

Delivered By

Sequetta Sweet

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Building a Talent Strategy

Course Objective

Talent strategy is as important as any other part of an organization's overall strategy, regardless of business conditions. In this course we will discuss the business case for developing a differentiated talent strategy; how to break down organizational strategy to identify the positions and people that have the greatest impact; and use this information to develop a talent strategy that builds sustainable competitive advantage. We will then discuss how to build a workforce philosophy and connect HR practices to the talent strategy. Before you leave the session you will have practical tools to use right now to increase the performance of your organization. This course is eligible for 5.5 HRCI recertification credits.

Skills Learned

- The importance of a talent strategy in driving sustainability and competitive advantage
- How to identify the talent implications of business strategy
- How to develop a differentiated workforce strategy that ensures the “right people are in the right places at the right time”
- How to maximize workforce investments
- Identify current organizational depth
- The value of a workforce philosophy and how to develop one
- Aligning HR policies and practices to support strategy execution

Recommended for

HR leaders and business leaders who want to strengthen the link between their talent investments and their organizational strategy

Course Length

One full day
8:30 am – 4:00 pm

2010 Dates

February 24
September 15

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Deb DeMay

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Business Writing and E-Mails

Course Objective

This workshop will provide techniques and tips for improving written business communication. Participants will learn to write clear, concise, effectively worded notes, memos, e-mails, letters, proposals, and reports.

Skills Learned

- Present a professional image for yourself and your company
- Target writing to the needs and level of the audience
- Write for results
- Make clear, complete, and concise points
- Word difficult messages in positive and effective ways
- Eliminate redundant, flowery/pompous, and inexact wording
- Recognize common grammar errors and how to correct them
- Develop effective format and layout of letters, e-mails, and reports
- Follow a process that eliminates wasted time and writer's block
- Practice editing and proofreading effectively

Recommended For

Those who want to improve the effectiveness of their written communication skills and present a professional image for themselves and their organizations.

Course Length

Four half-days
8:30 a.m. – 12:30 p.m.

2010 Dates

February 2, 9, 16, 23
September 2, 9, 16, 23

Cost

\$ 390 RBA Members
\$ 530 Non Members

Delivered By

Penny Cannon

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Change – Making It Happen

Course Objective

In today's rapidly changing world, many organizations need to prepare the mindset and fire-up the passion of their employees toward change and all its dimensions, especially in creating continuous improvement efforts. In order for individuals, teams, and organizations to reach excellence, they must first embrace and support change efforts that lead to higher performance, productivity, and profitability. This course will foster a deeper understanding of change as it relates to the growth and development of people and business.

Outcomes

- A higher awareness and sense of urgency toward the importance of change
- Understanding the paradigm shift required to create and execute change efforts
- Higher appreciation of the meaning, value and impact of change
- Be ready to deal with unplanned changes by managing and be prepared to deliver planned change by leading
- Learn to use change models, tools, and processes

Recommended For

All individuals looking to gain insight into change and contribute to the growth of others and their organizations

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

March 16
September 14

Cost

\$195 RBA Members
\$265 Non Members

Delivered By
Dan Hedberg

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Coaching, Mentoring & Motivating

Course Objective

An organization can only be as successful as the sum of their employees' success. Today, organizations are relying on fewer people to accomplish more. The most successful organizations realize that their competitive advantage relies on the productivity of those they employ. In short, today's leaders need to have the ability to coach and mentor their people, motivating them to succeed. In this interactive seminar workshop, managers, supervisors and team leaders can now master the latest techniques; innovative tools and best practices to achieve improved team performance and increased productivity.

Skills Learned

- Why leaders need to be coaches
- How to evaluate employees' strengths and weak areas
- Develop a team environment that fosters synergy
- Reinforce and improve the behavior and motivation of peak performers
- Coaching exercises that top coaches employ
- Build the trust and rapport necessary for effective coaching
- Learn how to listen with an empathetic ear and encourage open, two-way communication
- How to sustain trust when confronting poor performance
- How to be confident in the face of a difficult challenge
- Guiding a dialogue on performance
- The delegation process...difficulties of delegation...signs of poor delegation
- Turning all interactions into productive outcomes
- Foster positive attitudes by providing effective feedback
- Acknowledge the emotions and ideas of others to build trust and improve communication in team situations
- Adjust communication behaviors to communicate with different styles
- Listen actively to separate message content from feeling
- The power of questions to accelerate change and bring out new ideas

Recommended for

Employees tasked with coaching or mentoring.

Course Length

Six 4-hour sessions (24 hours)
8:30 am – 12:30 pm

2010 Dates

May 3, 5, 7, 10, 12, 14
December 6, 8, 10, 13, 15, 17

Cost

\$595 RBA Members
\$775 Non Members

Delivered By

Michael Mattie

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Communication Power

Course Objective

A person's ability to communicate clearly and effectively is their most powerful skill. Learn what great communications skills can accomplish.

Skills Learned

- The benefits of improving communication skills
- Effective communication techniques
- How to use proven speaking techniques to win support
- How to defend your position without creating bad blood
- Signals that discourage people from opening up
- How to overcome barriers to communication
- Creating the workplace communication skills that get people to work together
- Persuasion power
- The three step process – listening, clear speech, and clear response

Recommended For

All individuals concerned with effective and professional communication

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

April 26
November 4

Cost

\$195 Members
\$265 Non-members

Delivered By

Michael Mattie

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Conflict Management

Course Objective

Would your organization benefit by improving your employees' ability to deal effectively with conflict in the workplace? Participants in this course will learn how to understand and deal with conflict. Using proven strategies and techniques, participants will learn to anticipate and handle conflict in a positive manner.

Skills Learned

- How to improve two-way communications
- The role of self-confidence in dealing with conflict
- How to make value decisions that culminate in win/win conflict negotiations
- How to improve self-control, by understanding yourself and others
- How to more effectively deal with work related stress
- How to employ highly effective conflict management strategies and techniques
- How to resolve conflict, while building self-esteem for all parties

Recommended For

All individuals concerned with effective and professional communication

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

March 22
October 7

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Michael Mattie

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For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.

Creating and Delivering WOW Presentations

Course Objective

In today's workplace, the ability to speak confidently in front of groups is a critical skill, and the best presenter is always the one who is best prepared. This is a fun session which will provide the tools to develop and deliver a "Wow" presentation.

Skills Learned

Participants will:

- Use a presentation process model to plan, develop and deliver a good presentation
- Learn skills to deal with presentation anxiety
- Discover how to analyze audience and environment
- Identify different presentation types
- Learn how to use visual aids to enhance a presentation
- Become skilled at giving feedback for the purpose of improvement
- Find out how to deal with challenging participants
- Determine some of the best ways to field questions

Recommended For

Employees who interact with customers face-to-face or on the phone

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

March 5
June 4
October 1

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Beth Sears

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.
Seminars are held at the Rochester Business Alliance, 150 State Street, Rochester, NY.
For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.

Customer Service and Relations

Course Objective

You don't get a second chance to be your customer's first choice. In reality, today a company's only sustainable competitive advantage is in the relationships they build with their customers.

Skills Learned

- How to create a winning customer service mentality
- How to constantly exceed customers expectations
- How to recognize customer styles and use them to your advantage
- How to win over a difficult customer
- How to soothe even the angriest customer
- How to profit from customer complaints

Recommended For

Employees who interact with customers face-to-face or on the phone

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

March 16
May 25
October 19

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Michael Mattie

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Dealing with Difficult Personalities

Course Objective

This course will focus on identifying different types of personalities and behaviors using on strategies for dealing positively with the emotionally charged environment at work.

Skills Learned

- Ability to identify many different types and styles of personalities
- Assessing situations and determining the appropriate response
- Understanding the power of perceptions
- Using respect in emotional situations
- Staying focused on the issue while dealing with emotion , tension, and anxiety
- Enhanced communication skills and strategies

Recommended For

People interested in interacting more effectively with others

Course Length

One half day
8:30 am – 12:30 pm

2010 Dates

May 12
October 14

Cost

\$125 RBA Members
\$165 Non Members

Delivered By

Sequetta Sweet

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Employment Law - Basic

Course Objective

To provide a broad understanding of laws applicable to New York State employers/employees

Skills Learned

- The concept of employment at will
- Federal anti-discrimination laws
- State anti-discrimination laws
- The EEOC and the New York State Division of Human Rights
- Other employment related claims (defamation, lawful activities bill)
- Basic wages/hours law
- Evaluation, discipline and termination

Recommended For

Managers, directors, assistants or anyone who deals with Human Resource issues from time to time; those new to the Human Resource function

Course Length

One half day
8:00 am – 12:00 pm

2010 Dates

April 16
November 19

Cost

\$125 RBA Members
\$165 Non Members

Delivered By

Sharon Stiller, Esq.
Boylan, Brown, Code, Vigdor & Wilson LLP

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Employment Law - Advanced

Course Objective

An in-depth discussion of significant Human Resource topics relating to current employment law, with an opportunity to address other questions of concern to the participants

Skills Learned

Participants will be able to ascertain if they are providing legally correct responses to Human Resource issues and to take other proactive routes to prevent employment litigation.

- The interrelationship between the ADA/FMLA and New York Human Rights law involving disabled individuals
- Special issues involving disabled employees, such as mental disabilities
- E-mail and other monitoring issues
- The newest ways to prevent sexual harassment liability and liability relating to harassment in general
- Conducting legally permissible investigations, including sexual harassment investigations
- Compensatory time, deductions from wages and other wage/hours issues

Recommended For

HR directors, managers, or specialists with experience in Human Resource issues.

Course Length

One half day
12:30 pm – 4:30 pm

2010 Dates

April 16
November 19

Cost

\$125 RBA Members
\$165 Non Members

Delivered By

Sharon Stiller, Esq.
Boylan, Brown, Code, Vigdor & Wilson LLP

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Finance for Non-Financial Professionals

Course Objective

To help non-financial managers understand key financial terms and financial reports. To learn how to analyze financial statements, understand profit, financial condition and cash flow. To understand what drives the budgetary process and financial control processes. Participants will need to bring a calculator to this course.

Skills Learned

- Understand financial terminology by definition and application
- Read financial statements and analyze the results and interpreting their meaning
- Understand cash flow and its relationship to the financial condition of an organization
- Identify the role and responsibility of managers in relation to profitability, cash flow, and the financial condition
- Understand capital budgets, operating budgets, return on investment, return on assets, and depreciation
- Understand cost-volume-profit and break-even analysis
- Understand how income tax and sales tax liabilities impact a business

Recommended For

Professionals, managers and supervisors

Course Length

One full day
8:30 am - 4:30 pm

2010 Dates

February 19
June 7
November 16

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Michael Mattie

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Gaining the Title, Earning the Respect

Course Objective

To provide useful tools for the new supervisor to enhance job performance and effectiveness of employees and teams.

Skills Learned

- Understand your role as supervisor and the impact perceptions and the expectations others have on your effectiveness
- Build new relationships with management, peers, and staff members.
- Sharpen your role as leader
- Establish yourself as the supervisor
- Strengthen communications at all levels
- Manage your time effectively
- Develop your employees, which includes motivating and delegating.
- Interview and hire the best candidates
- Evaluate employee performance and determine future professional development

Recommended For

The newly promoted supervisor (in the position less than twelve months) who needs to establish and polish supervisory skills, or someone who is assuming supervisory responsibilities within their job description.

Course Length

Two full days
8:30 am - 4:30 pm

2010 Dates

February 2 & 9
May 4 & 11
December 7 & 14

Cost

\$390 RBA Members
\$530 Non Members

Delivered By
Dan Hedberg

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.
Seminars are held at the Rochester Business Alliance, 150 State Street, Rochester, NY.
For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.

GO System (Getting Organized)

Course Objective

Don't just tell people to work harder - provide them with simple, specific and effective solutions that offer quick relief to workplace stress, frustration and anxiety. GO stands for Getting Organized! The GO System, a proven course that helps you become more focused, organized and productive, addresses seven major issue that help significantly improve workplace results.

Skills Learned

- Establishing strong foundational habits
- Processing incoming items
- Prioritizing
- Using time rationally
- Effectively managing projects
- Understanding personality issues
- Understanding psychological issues
- How to ensure that time spent at work is quality, productive time
- Decreasing productivity-killing stress and anxiety
- Following up and following through on assignments
- Quickly recovering from unexpected interruptions
- Increasing contributions to the bottom-line results of your organization

Recommended For

All employees

Course Length

One half day
8:30 am – 12:30 pm

2010 Dates

March 10
July 15
September 15

Cost

\$169 Members
\$199 Non-members

Delivered By

Ann Michael Henry

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.
Seminars are held at the Rochester Business Alliance, 150 State Street, Rochester, NY.
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How to Work Effectively with Your Boss

Course Objective

How do you and your boss view success? Are there differences in how the two of you communicate? Do you handle pressure, stress and conflicts in the same ways? Are there times when you feel that your boss might not be pleased with your efforts or decision making? Are you ever unsure what your boss thinks about your work? Learn secrets of communicating with your boss in ways that can dramatically improve your ability to be successful. You will learn how to communicate more effectively, improve decision making and problem solving, and insure you are on the same page with your boss more often. Turn your management relationship into a mutually beneficial and productive force.

Skills Learned

- Anticipate and effectively deal with competing interests and conflicts
- Increase motivation, morale, recognition, confidence and work satisfaction
- Be able to communicate insights and ideas more clearly
- Make a more compelling and persuasive presentation of important thoughts
- Become more proactive vs. reactive
- The benefits of working collaboratively and how to take advantage of them
- Identifying expectations and communication goals
- Know how, when, what—and what not—to communicate to your boss
- Reading your boss's distinct styles and understand how to communicate more effectively
- How to communicate upward and handle conflicts
- Developing an action plan to improve performance

Recommended For

Everyone who has a boss will benefit from this course

Course Length

One full day
8:30 a.m. – 4:30 p.m.

2010 Dates

February 22
June 17
November 9

Cost

\$195 RBA Members
\$265 Non-members

Delivered By

Michael Mattie

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Seminars are held at the Rochester Business Alliance, 150 State Street, Rochester, NY.
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Human Resource Management Series - Basic

Course Objective

A pragmatic update of the basic and current issues in human resource management, this seminar will prepare practitioners on the roles and responsibilities of the HR function. This seminar is particularly useful as a refresher class or for newer professionals wanting to strengthen and expand their knowledge of this growing, dynamic field. Employees who are the solely responsible for the day-to-day operations of Human Resources will also find this beneficial. The program is delivered in eight 4-hour interactive sessions, with the option to attend all or individual sessions.

Session 1: **Overview of the HR Role**

May 4

HR management, the emerging role of HR, the strategic planning process, developing the organization culture, diversity, succession planning, overview of employment law

Session 2: **Staffing and Recruiting**

May 11

Applicant sourcing, recruiting on the Internet, interviewing, selection, applicant communications, applicant tracking, reference and background checks, pre-employment testing, turnover and retention

Session 3: **Employee Rights and Discipline**

May 18

Performance management and appraisal, dispute resolution, maintaining morale, team building, the disciplinary process, termination, content and use of an employee handbook

Session 4: **Compensation**

May 25

Job descriptions, job analysis, Fair Labor Standards Act, salary surveys, wage and salary structures, broad banding

Session 5: **Benefits**

June 1

Linking pay to performance, incentive plans, merit plans, basic benefit plans, trends in benefits, benefits communications

Session 6: **Health, Safety and Security**

June 8

Legal requirements for workplace safety and health, worker's compensation, ADA, OSHA overview and record keeping requirements, workplace violence, life threatening illnesses

Session 7: **Training and Development**

June 15

New hire orientation, training needs assessment, approaches to training, training media, the psychology of learning, evaluating training effectiveness

Session 8: **HR Effectiveness**

June 22

Employee attitude surveys and exit interviews, benchmarking and assessment, HR audits, employee suggestion programs, HRIS as a measurement tool, using the internet as a resource, networking through professional organizations

Recommended For

Individuals desiring to expand their knowledge of the general HR function.

Course Length

Eight four-hour sessions (32 hours) for the series OR Four-hour individual sessions

Cost

<u>Series</u>		<u>Individual Sessions</u>	
\$695	Members	\$125	Members
\$845	Future Members	\$165	Future Members

Delivered By

Toni R. Zeiser, SPHR

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.

Seminars are held at the Rochester Business Alliance, 150 State Street, Rochester, NY.

For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.

Human Resource Management Series - Advanced

Course Objective

These workshops are a continuation of the Basic Human Resource Management Series with emphasis on practicing and applying concepts, tools, and techniques used in the human resource function. The series is delivered in six 4-hour interactive sessions, with the option to attend all or individual sessions. The practicum component of each session allows participants to work on active issues with feedback from the group.

Session 1: **Staffing and Recruiting**

July 20

Recruiting initiatives, candidate profiling, screening and selection of candidates, interviewing techniques, retention efforts

Practicum: Develop a standardized list of interviewing questions for your organization

Session 2: **Human Resource Development**

July 27

Orientation, training, employee development, succession planning, career planning, performance evaluation

Practicum: Review current performance evaluation(s) for your organization and develop recommendations for change.

Session 3: **Employee and Labor/Management Relations**

August 3

Human resource policies, employee rights, health, safety, and security, union/management relations, grievance processes

Practicum: Review current policies and procedures for your organization and develop recommendations for change.

Session 4: **Benefits Administration**

August 10

Incentive plans, reward and recognition programs

Practicum: Review a proposed benefit package and develop a cost analysis and recommendation for changes

Session 5: **Compensation Plan Designs**

August 17

Wage and salary administration

Practicum: Review job descriptions provided and use a point factor analysis plan for grading jobs

Session 6: **Labor Law Updates**

August 24

Review recent law and mandated changes and their impact, challenges of implementation

Practicum: Design implementation and communication plans for changes and adjustments required.

Recommended For

Individuals desiring to expand their practical knowledge of human resources

Course Length

Six four-hour sessions (24 hours) for the series. 8:00 am – Noon. Sessions can be taken independent of the series.

Cost

<u>Series</u>		<u>Individual Sessions</u>	
\$595	Members	\$125	Members
\$745	Future Members	\$165	Future Members

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Improving Trust and Transparency

Course Objective

Organizations need top performance from their workforce to survive. Yet some of the draconian actions needed to remain alive destroy the hard-earned trust within organizations, which greatly reduces productivity. There is a clear pathway for enhancing trust and transparency in organizations, even in the tough times.

Skills Learned

- Why trust is the critical issue facing most organizations
- How to maintain trust, even when draconian things must be done
- Local and national case examples of poor transparency leading to loss of trust
- The relationship between trust, ethics, and morality
- Two models for how to build higher trust that work in today's environment
- The impact of technological trends on the nature of trust
- The relationship between trust and fear
- The relationship between transparency and respect

Recommended For

Leaders and managers

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

April 30
September 10

Cost

\$195 Members
\$265 Non-members

Delivered By

Robert Whipple

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.
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Leading the Safety Process

Course Objective

This program will provide participants with information about the strategic role of safety and health in organizational operations and their role in the process. It will allow participants to lead their organization to safety and health excellence as measured by significantly lower loss costs and markedly improved employee safe behaviors.

Skills Learned

From this course, participants will be able to understand and apply the following as part of their daily leadership efforts:

- The safety and health process as suggested by academic research and industry best practices
- The strategic role of occupational safety and health in operations, employee development and financial return
- Safety and health program management guidelines and attributes of excellence
- Safety and health tools and techniques from the leaders perspective

Recommended For

Executives and managers with the power to establish and change the direction and application of key business processes

Delivery Method

In the opening session, participants will learn and discuss core course material. The book *Safety for the Leader/Manager* will be provided and a workplace-specific survey and research tasks will be assigned.

Participant Expectations

Participants will be expected to undertake self-study and conduct a basic employee survey during the period between the two class sessions.

Course Length

Two half days
8:30 a.m. – 12:00 p.m.

2010 Dates

May 24 & 28
September 13 & 17

Course Value

\$195 RBA Members
\$265 Non Members

Delivered By

L. H. “Chip” Dawson

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.
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Leadership for Managers

Course Objective

This program presents the practical concepts, strategies, and skills needed to enhance a leader's performance. Create an environment of trust where people do better work. Leverage skills and resources to improve effectiveness.

Skills Learned

- Improve interpersonal skills
- Understand values and build trust
- Understand the power of vision
- Lead change
- Use the keys to leadership: style, trust, strength, outlook, passion, communication
- Understand and manage personal style
- Use mentoring and strategic goal setting to amplify results
- Sharpen communication skills – speaking, listening, writing, and non-verbal
- Enhance presentation and negotiating skills
- Reduce stress and conflict in the workplace
- Ask for feedback
- Use positive teamwork
- Master corporate etiquette and avoid political mistakes
- Understand improvement efforts: Lean thinking, empowerment, diversity

Recommended For

Leaders desiring improvement in their performance

Course Length

Four four-hour sessions (16 hours total)
8:30 am – 12:30 pm

2010 Dates

June 4, 11, 18, 25
October 29, November 5, 12, 19

Cost

\$385 RBA Members
\$465 Non Members

Delivered By

Robert Whipple

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Seminars are held at the Rochester Business Alliance, 150 State Street, Rochester, NY.
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Managing Emotions in the Workplace

Course Objective

Understand how emotions affect your job performance—and your ultimate ability to succeed. Most people are surprised to find out how those around them perceive them on an emotional level. Many are surprised to find out how many different types of emotions are considered to be negative. Everyone displays some negative emotions at various times. Ultimately, displaying the wrong emotion, at the wrong time, can dramatically alter your ability to succeed.

As you face the pressures of doing more work with more stressful deadlines and workplace demands on personal time, you're likely to find yourself in situations where it's critical to control your emotions. In this seminar, you will learn practical techniques to manage emotions.

Skills Learned

- Understand the connection between emotions and stress in the workplace
- Recognize the ways you may be contributing unintentionally to your own levels of stress in the workplace
- Identify feelings and the reasons why people feel the way they do
- Understanding how your boss and others perceive you on an emotional level
- Improve your skills at managing emotions in the workplace and maximizing work relationships
- Understand the role of assertive communication skills
- Create less stress in the workplace by fostering work environments where emotional honesty and emotional energy are accepted
- Control your emotions when faced with stress in the workplace and achieve positive interaction in teams and work groups
- Understand what you can do so that your emotions do not sabotage the results you want
- Damage control. How to evaluate your emotional debt and discover ways to pay it off
- Create a personal action plan to implement what you have learned when back at work

Recommended For

Any business professional who is experiencing emotional and/or stressful situations at work

Course Length

One full day
8:30 a.m. – 4:30 p.m.

2010 Dates

March 30
September 16

Cost

\$195 RBA Members
\$265 Non-members

Delivered By

Michael Mattie

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Managing the Emergency

Course Objective

This program will provide participants with information necessary to assess threats, prepare a comprehensive emergency plan, organize and train internal response teams, manage any emergency, coordinate with community emergency responders, and direct an effective recovery.

Skills Learned

From this course, participants will be able to understand and apply the following to prevent or minimize the impact of natural and man-made emergencies:

- Regulatory overview of emergency management and business continuity requirements
- *Disaster/Emergency Management and Business Continuity Programs (NFPA 1600)*
- *National Incident Management System (NIMS)*
- *Integrated Emergency Response Plan (One Plan)* guidance
- DHS Private Sector Preparedness *Corporate Crisis Certification* law
- Tips and techniques covering specific elements of emergency response and business continuity plans
- The attributes of excellent emergency plans and emergency resources developed under the *OSHA Safety and Health Program Management Guidelines*
- Emergency management resources
- Team training approaches and practical application of learning with group exercises

Recommended For

Executives and senior managers, emergency managers, security managers, safety and health staff, emergency response team leaders and members

Course Length

One full day
8:30 am – 4:00 pm

2010 Dates

May 26
September 15

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

L. H. “Chip” Dawson

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Managing Time and Priorities

Course Objective

Develop the skills and knowledge necessary to manage tasks and responsibilities to maximize the potential of work time.

Skills Learned

- Assess which tasks and responsibilities their time and personal resource are presently being invested in
- Identify and use important principle to increase the availability of time for “important” tasks
- Organize and priorities their tasks and assignments to use their time more efficiently
- Use an eight-step model to organize themselves

Recommended For

All employees

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

February 19
September 24

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Robert Brancato

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Negotiations

Course Objective

This course will provide participants with the skills and tools needed to become a great negotiator with the ability to build strong, lifelong, win-win relationships. Participants will learn negotiating tactics and understand how to use them through real-life examples and exercises.

Skills Learned

- Know the outcomes and elements of the negotiation process
- Use the key principles to negotiation strategy
- Build trust
- Understand the role of nonverbal behavior
- Uncover counterparts needs, clarify issues
- Listen!
- Analyze different negotiating styles
- Identify negotiating pressure points
- Recognize unethical tactics

Recommended For

All employees

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

April 26
November 4

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Michael Mattie

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OSHA Record Keeping

Course Objective

This program will provide participants with a detailed working understanding of the regulation, including all-new forms, new definitions of work-relatedness, new recording criteria, new criteria for first aid and medical treatment, new approaches to illness recording, mandatory privacy cases, expanded employee access to records, longer posting provisions and executive certification.

Skills Learned

From this course, participants will be able to understand and apply the following in order to fulfill their recordkeeping responsibilities under OSHA:

- The recordkeeping requirements for employers set forth in the 2001 OSHA recordkeeping regulation
- Modifications and changes to the rule since implementation
- Issues, concerns, and questions raised by the rule
- Recordkeeping requirements placed on the employer by other OSHA standards

Recommended For

Individuals who are responsible for preparing and maintaining records of occupational injuries and illnesses under the OSHA Recordkeeping Regulation, Part 1904. Senior managers who must certify annual summaries should also consider participating.

Course Length

One half day
8:30 am – 12:30 pm

2010 Dates

May 25
September 14

Cost

\$125 RBA Members
\$165 Non Members

Delivered By

L. H. “Chip” Dawson

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Performance Management Basics

Course Objective

For obvious reasons, one of managers' most disliked tasks is performance appraisals or annual reviews. Performance management removes performance appraisals or annual reviews as the focus of employee performance. The focus then becomes the entire spectrum of performance improvement strategies to influence employee behavior and results. Performance management involves, among other things, effective employee performance improvement strategies, development of performance measures and expectations, regular performance feedback, goal setting, coaching, performance development, training, cross-training, challenging assignments and 360° feedback. The manager/employee relationship is the focal point of effective performance management strategies. The ultimate result of the implementation of effective Performance Management strategies is the creation of a high-performing organization.

Skills Learned

- What Performance Management is and differences between Performance Management and traditional management and human resources practices
- The skills and knowledge necessary for managements to implement Performance Management strategies
- How to manage different levels of employees: high, marginal & low performers
- How to develop and communicate better performance measures
- Understanding the relationship between employee performance and manager/leader performance
- Improving employee performance by developing/improving manager/employee relationships
- Employee coaching strategies

Recommended For

All individuals concerned with improving organizational performance through improving individual performance including: Managers and all levels, Human Resource Managers and Supervisors

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

March 24
October 28

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Sequetta Sweet

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Personal Effectiveness

Course Objective

Leadership begins with leadership of self. Formal leadership is the outgrowth of self-leadership. Self-leadership involves the ability to set a specific direction for yourself and proceed in that direction with self-confidence. This seminar will introduce the components of self-leadership and provide techniques to determine and establish a base to improve effectiveness.

Skills Learned

- Developing a positive self-image
- Motivating yourself
- Building success attitudes
- Capturing the power of mistakes
- Managing time
- Communication and interpersonal skills
- Setting goals
- Valuing excellence and hating mediocrity
- Seeing visions and envision possibilities
- Self-discipline and self-control
- Stretching yourself – getting out of your comfort zone

Recommended For

Anyone who aspires to a leadership position or provides leadership

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

March 10
September 23

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Sequetta Sweet

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Project Management

Course Objective

Effective management of projects is essential in today's ever-changing business environment. This program will help participants gain a broad understanding of the basic core concepts of the project management process. Each stage of the project life cycle will be explored. Approaches that aid the project manager to complete the project on time and within budget will be identified and discussed. All the elements of project management, as prescribed by the Project Management Institute®, will be reviewed using interactive lecture and class exercise.

Skills Learned

- Develop customer requirements
- Formulate project objectives
- Organize a project plan
- Develop a work breakdown structure
- Create network diagrams
- Use critical path methodology
- Develop project schedules
- Prepare estimates for project costs, work to be performed and required resources
- Analyze and control the impact of project changes
- Develop project boundaries and success criteria
- Develop risk mitigation strategies
- Effectively close a project

Recommended for

Anyone who regularly participates on projects, including project leaders, team members and support people.

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

February 10
August 26

Cost

\$245 RBA Members
\$325 Non Members

Delivered By

Sequetta Sweet

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Safety Committee Operations

Course Objective

This program will provide participants with the essential information required to effectively guide the workplace safety and health process using a safety committee approach

Skills Learned

From this course, participants will be able to understand and apply the following to ensure a successful and productive safety committee process:

- Core concepts and essential elements of safety committee operation
- Examination of the operational, cultural and strategic relationship between safety and the workplace
- Practical tools to facilitate committee operations, including inspection and investigation techniques, training approaches, and data collection
- An introduction to hazard control, including the hierarchy of controls, OSHA regulations for hazard control, and an introduction to ergonomics and personal protective equipment

Recommended For

Safety committee members from all levels of the organization *Note: It is essential that senior management members of the committee participate in this course.*

Course Length

One half day
12:30 p.m. – 4:30 p.m.

2010 Dates

May 26
September 14

Course Value

\$125 RBA Members
\$165 Non Members

Delivered By

L. H. “Chip” Dawson

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For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.

Supervision

Course Objective

Provides participants with an understanding of the role of the immediate supervisor and the skills and knowledge necessary for successfully directing the actions of others. Participants will gain an understanding of the leadership skills and techniques that are critical to the increased development of employee performance and overall effectiveness.

Skills Learned

Using case studies and discussion groups, participants will explore the topics below.

- The role of the supervisor The management process of planning, organizing, and controlling
- Leadership Characteristics most effective in gaining and maintaining the respect of employees
- Motivation The basics of human relations and the skills in motivating employees
- Communications Methods that reduce misunderstandings in the workplace and encourage open communication
- Performance Management The evaluation process, coaching, performance improvement strategies, workplace behavior problems, progressive discipline actions
- Interviewing Techniques Selecting, hiring, and promoting employees
- Laws State and federal laws that cover discrimination, wages, safety, etc.
- Labor Relations Similarities and differences between non-union and union employees

Recommended For

All levels of supervision, especially those promoted to supervisory positions for the first time and those who could benefit from a refresher program.

Course Length

Eight four-hour sessions (32 hours)
1:00 pm – 5:00 pm

2010 Dates

March 4, 11, 18, 25, April 1, 8, 15, 22
September 2, 9, 16, 23, 30, October 7, 14, 21

Cost

\$795 RBA Members
\$995 Non Members

Delivered By
Dan Hedberg

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Thinking for Innovation

Course Objective

Everyone today needs to be an innovation leader. Learn how to become a catalyst for an innovative workplace culture. Dive into the mindset, toolset and skill set necessary for innovation to become sustainable in all areas of your workplace. Expect usable strategies you can apply and share immediately to make a difference.

Skills Learned

- Develop at least 5 Essential *Creative Leadership* skills
- Discover the underlying principles of applied creativity
- Explore a framework and tools for developing new & useful solutions
- Learn strategies for driving creativity throughout the entire value chain
- Walk away with tricks for building effective “Innovation Teams”
- Play with new strategies using REAL Challenges
- Preview web based tools to boost collaboration and innovation.
- Leverage your creative talents
- Reduce the time it takes to solve problems and implement solutions
- Spot valuable opportunities and solve costly problems more often

Recommended For

All employees

Course Length

One full day
8:30 am – 4:30 pm

2010 Dates

March 23

Cost

\$195 RBA Members
\$265 Non Members

Delivered By

Cory Wright

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.
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For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.

Thinking Strategically

Course Objective

To develop an understanding and appreciation of the strategic plan process, so participants can work with their teams (at all levels of the organization) to “think more strategically” in planning for their future

Skills Learned

- Applying the strategic thinking process throughout the organization
- Defining the present state “Where we are now” strengths, limitations, initiatives
- Understanding the values by which the business is run
- Determining the vision/desired future state ~ “Where we want to be”
- Identifying the GAPS ~ “What prevents us from being there now?”
- Identifying the critical success factors to reach the vision ~ “80-20 Rule”
- Defining critical success factors in key result areas
- Determining how present initiatives support vision & key result areas
- Creating the strategic plan and defining objectives & activities

Recommended For

All employees

Course Length

One half day
8:30 am – 12:30 pm

2010 Dates

June 11
December 3

Cost

\$125 RBA Members
\$165 Non Members

Delivered By

Robert Brancato

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Seminar Registration

Seminar Title: _____ Fee: _____

Seminar Date: _____ Time: _____

Participant(s): (1) _____ (3) _____
 (2) _____ (4) _____

Organization: _____

Mailing Address: _____

Contact Person: _____

Telephone: _____ Fax _____ E-mail _____

All registrations will be confirmed by e-mail.

Registrants canceling less than five working days prior to the start of the seminar will be billed for the entire seminar fee.
Cancellations must be made in writing. "No shows" will be billed the full seminar fee. Substitutions may be made at any time.

Select Payment Option

_____ Enclosed is **Check #** _____ made payable to **RIEF** (Rochester Industries Education Fund Inc.)

_____ **Credit Card #** _____ Exp. Date _____ CID # _____

Circle One: Visa Master Card 3-digit number on back of card

Name as it appears on card: _____

Billing Address: _____

(if different than above) _____

_____ Send **Invoice** referencing Purchase Order # _____

Send/Fax completed registration to:

Fax: (585) 244-4864 Phone: (585) 256-4614
Mail: RBA Training & Development
 Attn: Michele Hefferon
 150 State Street, Suite 400
 Rochester, NY 14614

<input type="checkbox"/>	Invoice code _____
<input type="checkbox"/>	Process credit card
<input type="checkbox"/>	Amount \$ _____

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 For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.

Registration Information

There are 3 easy ways to register for RBA seminars. Register Early!

1. FAX

Copy and complete the *RBA Registration Form* and fax to (585) 244-4864. Confirmation of registration will be faxed or e-mailed to you.

2. MAIL

Copy and complete the *RBA Registration Form* and mail to RBA Training, attention Michele Hefferon, 150 State St., Suite 400, Rochester, N.Y. 14614. Confirmation of registration will be faxed or e-mailed to you.

3. ON-LINE

Register on-line through the RBA website www.RochesterBusinessAlliance.com or contact Michele.Hefferon@rballiance.com. Confirmation of registration will be e-mailed to you.

Cancellation Policy

Register early! Seminars are cancelled if minimum enrollment is not reached one week prior to the start date. **Registrants canceling less than five working days prior to the start of the seminar will be billed for the entire cost of the program.** Cancellations must be made in writing – email is fine. “No shows” will be billed the full seminar fee. Substitutions may be made at any time.

Directions to the Rochester Business Alliance

Training seminars are held at the RBA at 150 State St., Rochester. The RBA is located at 150 State Street in downtown Rochester at the corners of State and Andrews Streets. The entrance to the parking lot is on Andrews St. Parking is free. Phone (585) 244-1800.

From the east

Take 490 heading west. Exit at Clinton Avenue. Take Clinton north to Andrews Street. Turn left (west). Follow Andrews Street almost to the end. The parking lot entrance to 150 State Street will be on your right.

From the west

Take 490 heading east. Exit at Plymouth Avenue. Turn right onto Plymouth Avenue. Take the immediate left onto Church Street. Church Street ends at State Street. Turn left onto State Street. Turn right onto Andrews Street. The parking lot entrance is on your left.

Computer training programs are held at Accent Training facility, Gateway Plaza, 2352 Lyell Avenue, Rochester. Phone (585) 247-6310.

From the east

Take 490 heading west. Merge onto 390 North. Immediately exit at Lyell Ave. Turn left onto Lyell Ave. Gateway Plaza is on your right (Wegmans will be on your left).

From the west

Take 490 heading east. Take the Gates Center exit. Merge onto Buffalo Road. Turn left onto Howard Road. Turn right onto Lyell Avenue. Gateway Plaza is on your left (Wegmans will be on your right).

Register on-line at www.RochesterBusinessAlliance.com or email Michele.Hefferon@RBAAlliance.com.

Seminars are held at the Rochester Business Alliance, 150 State Street, Rochester, NY.

For directions, go to www.RochesterBusinessAlliance.com or call (585) 256-4614.