Fundamentals of Cost Accounting

October 2-3 Boston
November 7-8 Washington, D.C.

You must have a solid background in cost accounting to use it effectively in:
- Pricing goods and services
- Measuring budgets against results
- Controlling operations
- Utilizing resources

This 2-day intensive seminar will give you the basic tools and techniques that are needed. Emphasis will be placed on developing cost accounting data, performing cost analyses, and constructing cost-based product prices and operating budgets.

Seminar Outline:
- Cost Accounting Systems
- Product Costing
- Cost Measurement
- Budget Planning and Reporting
- Business Decision Application

Seminar Leader:
Timothy R. Wells is the President of Wells & Company, Inc. which provides diversified management and financial services to small and medium size companies. Previously Mr. Wells was on the Management consulting staff of Arthur D. Little, Inc. He holds a Bachelor's degree from Brown University and a Master of Business Administration from Harvard Business School.

Fees:
$250 includes all educational materials, luncheons, and refreshments.

Maximizing Your Investment in Marketing Communications

September 20-21 Boston
October 25-26 Hartford

This intensive seminar/workshop is full of specific, dollar-saving techniques and strategies designed to show you how to increase the return on your advertising and promotion investment. Learn to adapt the most sophisticated marketing techniques to cost-effective uses that will help you get the most out of every dollar you spend.

Seminar Outline:
- What to expect from Marketing and Its Sub-Functions
- The Positioning Concept
- Trends of the Time
- Marketing Planning for the Smaller Business
- Summary of Basic Market Research Forms and Functions
- Seven Ingredients for a Good Advertisement
- Advertising Planning for the Smaller Business
- How to get the most out of your Advertising Budget
- Successful Forms of Direct Mail Advertising
- Preparation of Direct Mail Copy
- Tips for More Effective Printed Pieces
- Program Schedule for Announcing a New Product
- Sales Presentations: Effective Personal Advertising
- Suggested Agency and Company Evaluation Criteria

For Whom:
Marketing, Advertising, Sales, and Public Relations Managers of Small to Medium-sized companies.

Seminar Leader:
Philip M. Johnson is senior vice-president of Creamer, Inc., which ranks among the 30 largest advertising agencies in the United States. He has been guest lecturer in marketing communications at several colleges and universities. Mr. Johnson also conducts seminars on marketing and advertising for the Small Business Association of New England.

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Management Skills Workshop

September 24-25 Boston
September 27-28 Hartford
October 18-19 Washington

An intensive 2-day workshop where you will learn to utilize techniques and skills which can be readily applied to your own area of responsibility. You will learn how to pace yourself, properly balance these new skills with what you already know as a supervisor, so that subordinates will respond to you more quickly . . . and efficiently.

Seminar Outline:
I. Employment Interviewing Techniques
II. Employee Motivation
III. Performance
IV. Management Assertiveness
V. Absenteeism Reduction

For Whom:
All levels of managers facing complex managerial problems in high technology industries.

Seminar Leader:
Gerald Wasserman is president of HCM Personnel Services Division and a member of the adjunct faculty in Suffolk University's Management department. He conducts seminars on this and related topics nationwide.

Matthew W. Blade, Jr. is the co-founder and vice-president of HCM Corporation and a member of the adjunct faculty of University of Rhode Island. He is a regular conference leader in management.

Fees:
$250 includes all educational materials, luncheons and refreshments.

Maximizing Management Effectiveness for the Professional Woman

November 1-2 Boston

For the professional woman who has already mastered operational techniques and skills in her field. To increase effectiveness through personal and group analysis of how attitudes and socialization affect your performance as women managers. Examining organizational structures and functions to clarify career goals and develop plans for more effective career management.

Outline:
I. Sociological influences on women in management
II. Psychological problems of women in management
III. Relating the effects of sociological and psychological influences to the work situation
IV. Diagnosing organizational patterns and barriers
V. Individual skills assessment and career management
VI. Evaluation

For Whom:
Women in middle and upper level management from both public and private industry.

Seminar Leaders:
Joan A. MacVicar, Ph.D., Boston University Counseling Psychologist and Associate Professor, Suffolk University.
Norma Jackman, M.A., Simmons College Regional Federal Women's Program Manager Associate Consultant, Boston Regional Training Center, Office of Personnel Management.
Susan Warshawer, Ph.D., University of Connecticut, Senior Consultant-Trainer, Office of Personnel Development, Massachusetts Institute of Technology.

Fees:
$290 includes all educational materials, luncheons and refreshments.

Limit:
25 participants

Automated Information Systems: A Management Orientation

October 30 – November 1 Boston

This comprehensive, practical, 3-day seminar designed to provide an in-depth analysis of the state-of-the-art in computer management information systems. You will gain an understanding of the capability and techniques available to you through computers in your organizational operations.
Seminar Outline:

Day 1
1. Removing the mystery from computers.
2. Computer Programming Development Process
3. Computer components and capabilities as they relate to aiding the manager in making decisions.

Day 2
1. Hands on experience with a state-of-the-art real-time information system
2. Learn the difference between "data" and "information".
3. Understand the concept of "data base".

Day 3
1. State-of-the-art of minicomputer systems.
2. Terminal applications: dumb vs. intelligent terminals — their strengths and drawbacks in a management environment.
3. Data Entry Systems and Situations

For Whom:
All managers who are current users or prospective users of information systems. Also managers who have previously had bad experiences with information systems.

Seminar Leaders:
Michael E. Goldsmith is the Associate Director of the Management Sciences Training Institute of the U.S. Office of Personnel Management in Boston. He is also a member of the faculty at Suffolk University and holds a Master of Business Administration from Boston College.

William J. O'Keefe is a Budget Officer with the Department of Transportation. Mr. O'Keefe has designed and conducted seminars in the use and application of Data Base Management Systems and Computer Information Systems.

Arnold S. Kasher is President of Technogenics Group Inc., a management consulting firm specializing in teleprocessing systems, especially dealing with mini and micro-computer terminals, data communications and distributed processing. He has lectured and chaired programs at the American Management Association.

Fees:
$400 for 3 days, $325 for 2 days or $200 for 1 day. This includes all educational materials, luncheons and refreshments.

Investing in Real Estate
November 17 Boston
Real estate is one of the most lucrative investments in today's economy, but your investment does not stop with the purchase. This course will provide practical tips on locating, financing and managing properties to get the most from your investment. It will also look at the pro's and con's of the various types of property available in the market place and how each impacts your investment goals.

Seminar Outline:
1. What type of property suits YOUR personality and investment objectives
2. How to locate investable property and package it with minimum downpayments
3. How to successfully convert a building into condominiums
4. Risks and rewards associated with investing in various types of real estate
5. Managing the property to maximize your investment
6. Knowing when to sell your property

For Whom:
Potential and current investors in the Real Estate market who are interested in getting the most out of their investment.

Seminar Leader:
Richard S. Kates has extensive experience in the Real Estate field in New York. He is a certified Property Manager and President of the Hotel Division of Data Real Estate Corporation. Mr. Kates has designed and instructed workshops in real estate for the Massachusetts Association of Realtors, the National Association of Home Builders, and Southern Massachusetts University. He is also a Ph.D. candidate in Business Administration.

Fees:
$85 includes luncheon and educational materials.

Planning to Maximize Profitability
October 10-11 Boston
At this intensive 2-day seminar you will learn how to strengthen the financial capacity and structure of your firm. Through early analysis of new opportunities and careful planning your organization can substantially improve its earnings. Investment alternatives and control processes will be explored so you can choose the ones that will yield your firm the best results.

Seminar Outline:
1. How Profits can be planned — discussion of benefits and problems of profit planning
2. Analysis of your firm — development of a framework to analyze the current profitability
3. How to discriminate between the areas which can be managed and those which are fixed
4. Analysis of the Planning Cycle — the strategic decisions that should be made and who should be involved
5. How reporting and follow-up will maximize the effective use of your planning efforts

For Whom:
Chief Executives, Operating Officers, Financial Officers, Treasurers and other officers directly responsible for profitability. This seminar is essential to smaller and medium firms which do not have a financial planning effort.

Seminar Leader:
Dr. H. Thomas O'Hara is the Chairman of the Finance Department at Suffolk University. Prior to joining Suffolk he was a financial consultant working with banks, businesses, and non-profit organizations. Dr. O'Hara also conducts financial seminars for the American Institute of Banking.

Fees:
$250 includes all educational materials, luncheons and refreshments.

Grantsmanship for the 1980's

October 4-5 Boston
A multifaceted, 2-day conference on both private and public funding which will be timely and relevant to the professional practitioner as well as the individuals newly affiliated with the world of obtaining grants.

Outline:
Day 1
1. Overview of Public and Private Funding Sources
   a. Analysis of the Federal Granting System
   b. Analysis of Private Foundations
2. Systems approach to Grantsmanship
   a. Prerequisites to successful grantmanship
   b. Proposal writing
   c. Final elements of the Systems Approach
Day 2
1. State of the Arts
   a. Recent changes in the Federal Granting System
   b. The Governmental Granting System: Federal/State
   c. Luncheon with speaker on federal/state grant solicitations and intergovernmental transfers
   d. Philanthropy Today
2. Conclusion and Question Period

For Whom:
Administrators and directors of not for profit, public service, and human service organizations. Anyone interested in obtaining grants.

Seminar Leaders:
Dr. Donald Levitan is a Professor at Suffolk University in the Public Management department. He has lectured and published extensively in Governmental Financial Administration and Grantsmanship. Dr. Levitan is the senior author of the widely acclaimed book Your Massachusetts Government.

Daniel Donahue is a principal in Resource Management Group and provides management, financial, administrative, and grants services to non-profit organizations, state and local government.

He holds a Master in Public Administration and co-authored The Federal Granting System — A Guide for Local Governments in Massachusetts.

Fees:
$90 for 2 days, $55 for 1 day. This includes all educational materials, luncheons and refreshments.

Continuing Education Units
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- Planning to Maximize Profitability
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- Maximizing Your Investment in Marketing Communications

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Seminar Schedule
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Suffolk University

Suffolk University is a private, urban, co-educational institution located on historic Beacon Hill in Boston. Suffolk is comprised of the Law School, the College of Liberal Arts, and the School of Management. The School of Management offers professional studies in the area of business and public administration through its day and evening programs.

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Name:

Title:

Organization:

Address:

Telephone:

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David
Robbins
Archer