



**GREATER READING  
CHAMBER**  
of Commerce & Industry

**Center for  
BUSINESS EXCELLENCE**  
*Leading Businesses. Leading Communities.*

The Greater Reading Chamber's Center for Business Excellence is the area's premier provider of exceptional **professional training, business growth and leadership development programming**. From incumbent worker training, process improvement, culture change management, the depth and breadth of our offerings and faculty provide world class services for regional businesses, both large and small.

Whether your company is in early stage, growth mode or mature status we offer a pragmatic and highly adaptable approach to transforming business. **Our mission is to offer sustainable, long-term results. Delivering business strategies, training and leadership development that ultimately improves the customer's bottom line.**

The Center incorporates eight areas in its holistic approach as a regional center for learning and development:

- Supervisory-Manufacturing/Service
- Manufacturing
- Seminars
- Business Development
- Professional Development
- Sales & Marketing
- Consulting Services
- Custom Learning & Development

The Center is focused on providing our local companies with the resources to implement a culture change and enhance the leadership and development of their organization.

**Course Catalog 2010-2011**



# Greater Reading Chamber's Center for Business Excellence Course Overview

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SUPERVISORY- MANUFACTURING/ SERVICE	MANUFACTURING	SEMINARS	BUSINESS DEVELOPMENT	PROFESSIONAL DEVELOPMENT	SALES & MARKETING	CONSULTING SERVICES
<a href="#">Fundamentals I</a>	<a href="#">OSHA 10 &amp; 30 Hour</a>	<a href="#">Management &amp; Supervisory</a>	<a href="#">Entrepreneurial Studies for Small Businesses</a>	<a href="#">Lessons In Leadership</a>	<a href="#">Sales Pro</a>	<a href="#">Business Valuations</a>
<a href="#">Fundamentals II</a>	<a href="#">Total Compliance</a>	<a href="#">Customer Service</a>	<a href="#">Rockefeller Habits Institute</a>	<a href="#">Customer Service</a>	<a href="#">Social Media Marketing</a>	<a href="#">Employee Opinion Survey</a>
<a href="#">Interpersonal Communication Skills</a>	<a href="#">Lead Worker</a>	<a href="#">Human Resources</a>	<a href="#">Rockefeller Habits Institute</a>	<a href="#">Professional Service Supervisory</a>	<a href="#">Social Media Marketing</a>	<a href="#">Environmental Services</a>
<a href="#">Psychology for Supervisors</a>	<a href="#">Six Sigma</a>	<a href="#">Health-Safety-Environmental</a>	<a href="#">Rockefeller Habits Institute</a>	<a href="#">Human Resources</a>	<a href="#">Human Resources</a>	<a href="#">Executive Coaching</a>
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<a href="#">On the Job Training</a>	<a href="#">LEAN</a>	<a href="#">Health-Safety-Environmental</a>	<a href="#">Rockefeller Habits Institute</a>	<a href="#">Computer Training</a>	<a href="#">Human Resources</a>	<a href="#">Strategic Analysis &amp; Development</a>

**CUSTOMIZED TRAINING**  
*OUR EXPERTS AT YOUR LOCATION*

# SUPERVISORY-MANUFACTURING/SERVICE

Designed for supervisors/leaders who are **newly promoted** to the supervisory function and for **more experienced leaders**. Program requires completion of four core courses, one elective, and one relevant seminar.

## SUPERVISOR'S CERTIFICATE PROGRAM

Expand your leadership skills and receive your Supervisor's Certificate in as little as 10 months!

### CORE COURSES (all required)

- Fundamentals of Supervision, Level I
- Fundamentals of Supervision, Level II
- Psychology for Supervisors
- Interpersonal Communication Skills

### ELECTIVES (select one, plus any seminar)

- Introduction to Written Communication Skills
- OSHA 10-Hour Certification
- OSHA 30-Hour Certification
- The Supervisor's Role in On-the-Job Training
- Train 2 Retain
- Supervisor and Discipline

### PROGRAM FOCUS

- Supervision and Leadership
- Workplace Behavior
- Safety
- Employee Motivation and Training
- Interpersonal Communication and Listening
- Team Building
- Managing Conflict and Discipline
- Problem Solving and Decision Making



### FALL

Fundamentals of Supervision, Level I	Sept. 22–Nov. 10	Wednesdays, 6:00 PM–8:30 PM
Fundamentals of Supervision, Level II	Sept. 22–Nov. 10	Wednesdays, 9:30 AM–Noon
Interpersonal Communication Skills	Sept. 28–Nov. 16	Tuesdays, 9:30 AM–Noon
Psychology for Supervisors	Sept. 23–Nov. 11	Thursdays, 6:00 PM–8:30 PM
Supervisor and Discipline	Sept. 23–Nov. 11	Thursdays, 9:30 AM - Noon
Intro to Written Communications	Sept. 30–Nov. 4	Thursdays, 6:00 PM–8:30 PM

### WINTER

Fundamentals of Supervision, Level I	Jan. 18–March 8	Tuesdays, 9:30 AM–Noon
Fundamentals of Supervision, Level II	Jan. 19–March 9	Wednesdays, 6:00 PM–8:30 PM
Interpersonal Communication Skills	Jan. 18–March 8	Tuesdays, 6:00 PM–8:30 PM
Psychology for Supervisors	Jan. 18–March 8	Tuesdays, 9:30 AM–Noon
On-the-Job Training	Jan. 12–Feb. 16	Wednesdays, 9:30 AM–Noon
Train to Retain	Jan. 18–Feb. 8	Tuesdays, 6:00 PM–8:30 PM

### SPRING

Fundamentals of Supervision, Level I	April 5–May 24	Tuesdays, 6:00 PM–8:30 PM
Fundamentals of Supervision, Level II	April 5–May 24	Tuesdays, 9:30 AM–Noon
Interpersonal Communication Skills	April 5–May 24	Tuesdays, 9:30 AM–Noon
Psychology for Supervisors	April 6–May 25	Wednesdays, 6:00 PM–8:30 PM
OSHA 10 Hour	April 5–April 26	Tuesdays, 6:00 PM–9:00 PM
Intro to Written Communications	April 6–May 11	Wednesdays, 9:30 AM–Noon

## CORE COURSE DESCRIPTIONS

### Fundamentals of Supervision, Level I

Provides the foundation for excelling as a supervisor in today's business and industry environment. Geared to the needs of the newly appointed or prospective supervisor, the course material covers the key aspects of leading subordinates and clarifies the role of the supervisor in today's organizations.

#### Topics

- The role of the supervisor
- Process of management, employee appraisals
- Leadership, motivation and teamwork
- Training employees and communication
- Conflict, complaints and discipline
- Legal and harassment concerns

#### Fee

\$380 Member  
\$430 Non-member

#### Time (8 sessions)

September 22–November 10  
Wednesdays: 6:00 PM–8:30 PM

January 18–March 8  
Tuesdays: 9:30 AM–Noon

April 5–May 24  
Tuesdays: 6:00 PM–8:30 PM



### Fundamentals of Supervision, Level II

Beginning with a brief review of the skills and concepts in FS I, this course expands and adds to the development of supervisors/managers utilizing tried and true management principles.

*Prerequisite: Fundamentals of Supervision, Level I*

#### Topics

- Supervising, managing, organizing and delegating
- Planning, goal setting and time management
- Communicating instructions and interviewing
- Motivating employees and yourself
- Controlling situations, problem solving and decision making
- Team building
- Health and safety issues

#### Fee

\$380 Members  
\$430 Non-members

#### Time (8 sessions)

September 22–November 10  
Wednesdays: 9:30 AM–Noon

January 19–March 9  
Wednesdays: 6:00 PM–8:30 PM

April 5–May 24  
Tuesdays: 9:30 AM–Noon



### Interpersonal Communication Skills

Learning by doing, this course provides key elements of effective communication and techniques to clarify communication within your workforce, supervisors, and management.

#### Topics

- Common methods of communication
- Role of communication in effective motivation
- Understanding individual and group structure
- Communication through feedback and active listening
- Effective communication when training/conducting meetings
- Communicating with difficult people

#### Fee

\$380 Members  
\$430 Non-members

#### Time (8 sessions)

September 28–November 16  
Tuesdays: 9:30 AM–Noon

January 18–March 8  
Tuesdays: 6:00 PM–8:30 PM

April 5–May 24  
Tuesdays: 9:30 AM–Noon



### Psychology for Supervisors

Provides supervisors and human resource managers with an overview of the theories dealing with and understanding employee attitudes and motivation in the workplace. Participants are challenged to take their leadership skills to a higher level by understanding different behavior styles and developing skills to manage individual and team responses to events in the workplace.

#### Topics

- The role of the supervisor
- Behavior profiles
- Psychology on the job and problem solving
- Leadership, communication, training and group dynamics
- Career development

#### Fee

\$380 Members  
\$430 Non-members

#### Time (8 sessions)

September 23–November 11  
Thursdays: 6:00 PM–8:30 PM

January 18–March 8  
Tuesdays: 9:30 AM–Noon

April 6–May 25  
Wednesdays: 6:00 PM–8:30 PM



## ELECTIVES FOR SUPERVISOR CERTIFICATE

### Intro to Written Communications

Focuses on the process of effectively communicating in writing for business situations. A portion of this course is dedicated to communicating effectively using email.

#### Topics

- Purpose/types of business writing
- Planning your writing
- Challenges faced in business writing
- Organizing your written documents
- Constructing sentences and paragraphs, punctuation and grammar
- Drafting, editing and revising process
- Email etiquette

#### Fee

\$325 Members  
\$375 Non-Members

#### Time (6 sessions)

September 30–November 4  
Thursdays: 6:00 PM–8:30 PM



### Supervisor and Discipline

Participants will focus on positive discipline tools consisting of training, correcting, molding, reinforcing, and teaching. This course is valuable to supervisors and managers at any time and produces immediate results if taken after completion of Fundamentals of Supervision, Levels I and II.

#### Topics

- Importance of the supervisor
- What is good discipline
- Hiring good employees
- Training new employees
- Communicating with employees
- Administering discipline
- Keeping written records

#### Fee

\$380 Members  
\$430 Non-members

#### Time (8 sessions)

September 23–November 11  
Thursdays: 9:30 AM–Noon



### Train to Retain

Designed to address the challenges a supervisor faces today in orienting, communicating, training, motivating, and leading employees who face personal and social barriers. Focuses on identifying and understanding individual employee needs to help them be productive in the workplace.

#### Topics

- Diversity in the workplace and obstacles to the learning process
- Hiring, orienting and motivating new employees
- Why employees do not do what they are supposed to do
- Communication coaching and feedback
- Legal considerations

#### Fee

\$275 Members  
\$325 Non-members

#### Time (4 sessions)

January 18–February 8  
Tuesdays: 6:00 PM–8:30 PM



### The Supervisor's Role in On-the-Job Training

Your company can have more skilled workers, less employee turnover, and fewer labor problems with good on-the-job training techniques. For a company to succeed in training employees, its program must be well organized and staffed with on-the-job trainers.

This course will provide supervisors, human resource managers, training managers and those responsible for training employees with practical knowledge for organizing and managing effective on-the-job training.

There will be extensive discussion on how to plan your training, when to out-source, and qualities needed to become a good trainer, as well as demonstrations of training techniques that produce effective results and how to measure them against the objectives.

#### Topics

- The art of training—motivations, task difficulty, trainee dependence
- Selecting and preparing course objectives
- Development of materials
- Measuring and evaluating results

#### Fee

\$325 Members  
\$375 Non-members

#### Time (6 sessions)

January 12–February 16  
Wednesdays: 9:30 AM–Noon



# MANUFACTURING

The Chamber's Center for Business Excellence (CBE) offers a variety of training targeted to specific manufacturing trends and industry standards.



## CERTIFICATE OFFERINGS

### FALL

OSHA 30 Hour	Sept. 20–Nov. 29	Mondays, 1:30 PM–4:30 PM
Team Leadership	Sept. 21–Dec. 14	Tuesdays, 6:00 PM–8:00 PM
Total Compliance	Oct. 26–Nov. 2	Tuesdays, 1:00 PM–5:00 PM

### SPRING

OSHA 10 Hour	April 5–April 26	Tuesdays, 6:00 PM–9:00 PM
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## OSHA 10–Hour Safety Course

The OSHA 10–hour program is designed for both manufacturing and general industry personnel to gain skills to comply with OSHA’s General Industry Standards, avoid costly fines and develop employee training programs that fulfill OSHA requirements. Rights and responsibilities under the OSH Act, as well as the various key components of frequently cited standards are addressed in depth.

### Fee

\$395 Members  
\$445 Non–members

### Time (4 sessions)

April 5–April 26  
Tuesdays: 6:00 PM–9:00 PM

### Topics

- Introduction to the OSHA Employer and Employee Rights and Responsibilities
- Recordkeeping
- Inspections, Citations and Penalties
- WebSite and Available Resources
- Walking and Working Surfaces
- Exit Routes, Emergency Action Plans, Fire Prevention Plans and Fire Protection
- Electrical
- Personal Protective Equipment
- Hazard Communication
- Machine Guarding
- Materials Handling, Including Powered Industrial Trucks
- Ergonomics–Back Safety

Attendees who complete the program will receive a **course completion card** from the **OSHA Training Institute in Chicago.**



## OSHA 30 Hour

This 30–hour course will help you gain an in–depth understanding of OSHA’s General Industry Standards, avoid costly fines and develop employee training programs that fulfill OSHA requirements. Attendees who complete the program will receive a course completion card from the OSHA Training Institute in Chicago.

### Fee

\$ 945 Members  
\$ 995 Non–members

### Time (11 sessions)

September 20–November 29  
Mondays: 1:30 PM–4:30 PM

Attendees who complete the program will receive a **course completion card** from the **OSHA Training Institute in Chicago.**



### Topics

- Introduction to the OSHA Employer and Employee Rights and Responsibilities
- Recordkeeping
- Inspections, Citations and Penalties,
- WebSite and Available Resources
- Walking and Working Surfaces
- Exit Routes, Emergency Action Plans, Fire Prevention Plans and Fire Protection
- Electrical
- Personal Protective Equipment
- Materials Handling
- Hazard Communication
- Hazardous Materials (Flammable and Combustible Liquids, Spray Finishing, Compressed Gases, Dipping and Coating Operations
- LockOut/TagOut
- Welding, Cutting and Brazing
- Intro to Industrial Hygiene
- Machine Guarding
- Fall Protection
- Permit–Required Confined Space
- Ergonomics, Lifting and Back Safety
- Powered Industrial Vehicles–Including Cranes
- Bloodborne Pathogens
- Safety and Health Programs



## Total Compliance

Total Compliance is designed for any employee exposed to hazardous substances, including hazardous waste, or who ships and/or receives hazardous materials.

These employees may be subject to the mandatory requirements set forth by the Occupational Safety and Health Administration (OSHA), the Environmental Protection Agency (EPA) Resource Conservation and Recovery Act (RCRA), and the U. S. Department of Transportation (DOT).

This training is unique because it covers the mandatory requirements for OSHA, RCRA and the DOT in one course. This comprehensive course teaches your employees how to perform their jobs in a safe and compliant manner and fulfills the following regulatory requirements.

### Topics

- Hazard Communication Training (OSHA 29 CFR 1910.1200)
- Hazwoper Training (OSHA 29 CFR 1910.120)
- Hazardous Waste Generator Training (EPA 40 CFR 265.16)
- DOT Hazardous Materials Training (DOT 49 CFR 172.704)

### Fee

\$500 members

### Time (2 sessions)

October 26–November 2  
Tuesdays: 1:00 PM–5:00 PM

## Lead Worker

The Lead Worker Certificate provides a Lead Worker with the effective tools necessary to implement and understand the required skills needed to accept their role, their responsibilities to management and peer workers.

### Topics

- **Team Lead Level One**
  - Introduction and expectations of a Team Lead
  - Understand your responsibility and authority levels
  - What has changed: Yesterday versus Today
  - Definition of a good leader
  - Your sources of power and authority
- **Team Lead Level Two**
  - Characteristics of a good coach
  - Examples of productive feedback
  - Foundations of teamwork
  - Communication & listening
  - Safety considerations
- **Communicating UP**
  - Understand the importance of framing all communication with management in terms of their self interest
  - Clearly link your objective with facts that support your goals
  - Move conversation towards agreement and focus on benefits to be gained
  - Clearly and concisely restate decisions met with your manager to insure mutually acceptance

### Improving Work Habits

- Distinguish between job performance and work habits
- Understand the importance of dealing with unsatisfactory work habits quickly to avoid disciplinary action
- Learn to explain clearly and specifically the nature of unsatisfactory work habits, focusing on behavior not personality or attitude
- Learn how to gain a team members commitment and acceptance of their responsibility and accountability

### Conflict and Resolutions

- Understand the difference: is conflict useful or damaging?
- Learn how to positively influence difficult behavior
- Demonstrate how to conduct a conflict resolution meeting

### Business Reporting Skills

- Identify the criteria needed for effective business reporting
- Develop a writing plan
- Use language that communicates clearly
- Short and to the point–concise messages

### Fee

\$610 per person

### Time (13 sessions)

September 21–December 14  
Tuesdays: 6:00 PM–8:00 PM



## SEMINARS

The Chamber's CBE offers a variety of seminars for regulatory compliance and professional development needs.



The Greater Reading Chamber of Commerce & Industry is pleased to announce that we are an "HRCI Approved Provider" from SHRM.



Most seminars are covered by Wednet.  
Please contact the Chamber for details.



### AT A GLANCE

Title	Date	Time
Hazard Communication Training (OSHA 29 CFR 1910.1200)	10/26/2010	1:00–3:00 PM
Hazwoper Training (OSHA 29 CFR 1910.120)	10/26/2010	3:00–5:00 PM
Hazardous Waste Generator Training (EPA 40 CFR 265.16)	11/2/2010	1:00–3:00 PM
DOT Hazardous Materials Training (DOT 49 CFR 172.704)	11/2/2010	3:00–5:00 PM
Managing Difficult People	11/11/2010	8:30–11:30 AM
Situational Leadership	2/16/2011	8:30–11:30 AM
What Customers Want	2/23/2011	8:30–11:30 AM
Critical Thinking and Problem Solving	2/23/2011	8:30–11:30 AM
Communicating Effectively With Customers	3/2/2011	8:30–11:30 AM
Business Writing	3/2/2011	8:30–11:30 AM
Critical Conversations: "Having the Hard to Have Conversations"	3/3/2011	8:30–11:30 AM
Goal Setting and Prioritization Skills	3/9/2011	8:30–11:30 AM
Creating a Service Excellence Organization	3/9/2011	8:30–11:30 AM
Sharpening People Skills	3/16/2011	8:30–11:30 AM
Sensitivity & Harassment	3/23/2011	8:30–11:30 AM
HR Recordkeeping and Essential Federal Employment Laws	4/20/2011	8:30–11:30 AM
Recruitment, Hiring and Retention Techniques	4/27/2011	8:30–11:30 AM
Employee Management/Counseling Performance	5/4/2011	8:30–11:30 AM
Overview of Compensation and Benefits	5/11/2011	8:30–11:30 AM
Dealing Effectively with Conflict	6/2/2011	8:30–11:30 AM

## MANAGEMENT & SUPERVISORY

### Business Writing

In addition to the general discussion of objectives and challenges of contemporary business writing, this seminar will present a compact approach to the process of writing...an approach designed to assist administrative personnel to start, expedite, create, complete, and achieve results.

Time will also be spent on the nuances of email, including a checklist of do's and don'ts for communicating in the electronic world.

#### Topics

- Today's business writing (challenges, criteria and opportunities)
- How to get started
- Process and mechanics for writing
- Professional proofreading and editing
- Contemporary writing issues (collaborative and Internet-based writing help)

#### Who Should Attend

Those who would like to improve their writing skills.

#### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

#### Time

March 2, 2011  
8:30 AM–11:30 AM

### Critical Conversations: Having the "Hard to Have" Discussions

Communication is the most powerful tool we have in the workplace. Whether you are preparing for a "hard to have" conversation or discover yourself in the middle of one, you can influence the outcome. Take charge and responsibility today for the effectiveness of your conversations. Also included: How do you learn from your mistakes?

#### Topics

- When is a conversation critical?
- Identify the key skills to master "Hard to Have" discussions
- Position yourself—what are you looking to accomplish?
- How to speak to influence rather than control
- Recover from mistakes
- Recognize the lessons learned

#### Who Should Attend

Managers, supervisors and those looking to build skills to manage their communication with tact and professionalism.

#### Fee

\$115 for Members  
\$140 for Non-members  
Price includes all training materials and morning beverage.

#### Time

March 3, 2011  
8:30 AM–11:30 AM

### Critical Thinking & Problem Solving

In today's fast paced business environment, many employees are faced with making decisions based on information that they gather or information that is obtained from others. Sometimes, there is too much information, and it is important to sort out the relevant from the unimportant.

Critical thinking is a skill that helps with making choices. If your employees need to improve in how to sort through and find the most important facts, examine evidence and reach sound conclusions, analyze issues from different points of view, or consider the consequences of certain approaches, they will benefit from learning techniques to think critically.

#### Topics

- How to evaluate information—what can I trust to be true?
- Forming conclusions based on evidence
- Explaining how you got to your conclusion or decision—a logical approach
- Self monitoring—am I using critical thinking properly?

#### Who Should Attend

Those who would like to improve critical thinking and problem solving.

#### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

#### Times

February 23, 2011  
8:30 AM–11:30 AM

### Dealing Effectively with Conflict

Supervisors and managers know that conflict in the workplace is common, is very natural, and is potentially a positive force. But it can also disrupt the work process, hurt morale and interfere with productivity if it is not addressed quickly, effectively and sensitively.

This seminar will provide participants with basic knowledge, insights, examples and practical techniques for resolving conflicts. Participants are encouraged to bring their own examples of past or present conflicts to be used in practical exercises.

#### Topics

- Sources of conflict
- Healthy vs. unhealthy conflict
- The stages of conflict
- Acting as a catalyst in resolving conflict
- Steps and guidelines of conflict resolution
- Practical examples

#### Who Should Attend

Managers, supervisors, team leaders.

#### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

#### Times

June 2, 2011  
8:30 AM–11:30 AM

## Goal Setting & Prioritization Skills

In this day of fiscal accountability, increased productivity, expectations and workloads, the adage those who fail to plan, plan to fail sums the necessity for effective planning and plan management.

This seminar will help participants develop framework for setting goals and objectives, establishing priorities and managing one of the greatest resources—time. Participants will learn how to develop manageable plans in which objectives can be measured. Learning how to prioritize goals and objectives will help participants gain control over projects and make more efficient use of time and limited resources.

### Topics

- Defining goals and objectives
- Creating action plans
- Seminars/Workshop Offerings
- Setting priorities
- Gaining control of your time
- Time Management

### Who Should Attend

Managers, supervisors and team leaders

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

March 9, 2011  
8:30 AM–11:30 AM

## Managing Difficult People

Whether you manage a group or work in a group, you work with internal or external customers, or you work in a large or small organization—it seems to be inevitable that you encounter difficult people.

This seminar will explore this workplace reality and will help you to understand the drivers behind the behaviors that create difficult situations. You will learn to diagnose particular behavioral styles, as well as the coping strategies you can use to diffuse tensions that these styles create.

### Topics

- Defining and understanding difficult behavior
- Identifying root causes of behavior
- Coping with various types of behavior
- Understanding behavior blindness

### Who Should Attend

Those who must deal with difficult behavior in the workplace whether it is a direct report, a co-workers or a customer over the phone.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

November 11, 2010  
8:30 AM–11:30 AM

## Sensitivity and Harassment

Despite widespread publicity about the perils of harassment and cultural sensitivity concerns, surveys demonstrate that many businesses operating in the United States have yet to address the problem.

Failure to adopt a pro-active and aggressive stance on this issue, however, can result not only in costly lawsuits, but also in a loss of employee morale, decline in productivity, and an erosion of a company's public image.

Sensitivity to other cultures, race and sexual harassment in the workplace, presents a clear and present danger to businesses. Companies need to understand the whole issue of sensitivity/sexual harassment. They need to consider the disturbing statistics behind an often hidden problem, the legal grounds available to victims, the current trends in the law, and the ways that companies can protect themselves.

### Key Learning Points

- **CONSIDER:** Listen, empathize, and follow the "platinum rule" by treating others as they'd like to be treated.
- **RESPECT:** Show regard for all races, religions, cultures and ages and value the talents each person brings to the workplace.
- **LEARN:** Be open to information about different cultures, customs and perspectives of your co-workers. Learn to communicate with kindness and clarity.

### Who Should Attend

Managers, supervisors, team leaders and HR professionals.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

March 23, 2011  
8:30 AM–11:30 AM



## Sharpening People Skills

Successful managers must create positive relationships with numerous customers, employees, and superiors. The “people skills” needed to establish and maintain these relationships include active listening skills, effective communication, the ability to give and receive feedback, fostering trust and a sense of humor. This seminar will include tips for understanding non-verbal cues, dealing with difficult people and how to be positive when you aren’t having a good day!

The seminar will be highly interactive, including role-playing.

### Topics

- Active listening—do you hear what I hear?
- Effective verbal communication—say what you mean, mean what you say
- Constructive feedback—How to give it and how to receive it
- Nonverbal cues—if looks could kill
- Difficult people—making their day
- Positive attitude adjustment—making your day

### Who Should Attend

Managers, supervisors, team leaders and anyone who deals with people

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

March 16 2011  
8:30 AM–11:30 AM

## Situational Leadership

Designed to give participants an introduction to several different leadership models, this seminar will focus on the use of situational leadership. Participants will engage in hands on activities and lively discussion.

### Topics

Participants will learn several leadership styles and the application of each to working with groups or in supervisory roles. Participants will learn from real examples how to adjust leadership style to meet the motivational and developmental needs of employees.

### Who Should Attend

Managers, supervisors, team leaders

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

February 16, 2011  
8:30 AM–11:30 AM

## CUSTOMER SERVICE

### Communicating Effectively with Customers

One major study shows that 94% of customer service problems are based at least in part on faulty communication. So what are the best proven ways for communicating effectively with members? Come learn.

### Topics

- Reading personality types and how to deal with them
- How to communicate by phone, in person and in writing
- Dealing with difficult customers

### Who Should Attend

Any individual who has direct or indirect customer contact.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

March 2, 2011  
8:30 AM–11:30 AM

### Creating a Service Excellence Organization

How do organizations like Disney or Southwest Airlines create consistent service excellence? What are the seven secrets to creating a culture of service excellence? Come learn these and the following:

### Topics

- Diagnosing your organization
- Creating the right culture and processes
- Auditing and measuring customer satisfaction

### Who Should Attend

Any individual who has direct or indirect customer contact.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

March 9, 2011  
8:30 AM–11:30 AM



## What Customers Want

Some research shows that more than two-thirds of customers leave due to how they perceive they were treated. What are the five absolute "Do's" and five absolute "Don'ts" of customer interactions?

### Topics

- Why customers leave
- The most common customer complaints
- What the research shows
- What customers really want

### Who Should Attend

Any individual who has direct or indirect customer contact.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

February 23, 2011  
8:30 AM–11:30 AM

## HUMAN RESOURCES PROFESSIONAL

### Employee Management/ Counseling Performance

Simply put, performance management includes activities to ensure that goals are consistently being met in an effective and efficient manner. A formal system for evaluating employee performance can help the employer identify and correct performance problems. Information in this topic will give you some sense of the overall activities involved in employee performance management.

### Topics

- Overview of employee performance management
- Establishing performance goals
- Observing and providing feedback
- Evaluating performance (performance reviews/appraisals)
- Rewarding performance
- Recognizing performance problems
- Performance improvement/development plans

### Who Should Attend

Professionals who have recently assumed an HR position, HR managers, HR specialists who want to understand other HR functions; and supervisors and managers who oversee HR activities.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

May 4, 2011  
8:30 AM–11:30 AM

**2.5 HRCI credits**



### HR Recordkeeping and Essential Federal Employment Law

Employers are required to follow and administer many employment laws. We will identify the primary laws that have the greatest impact on employers today. Participants will leave with a working knowledge of the laws and better ability to defend the organization's position. One consideration often overlooked by companies is the safeguarding of their human resource records. Participants will learn what documents should be included in the personnel file and how to maintain confidentiality of such records.

### Topics

- Overview of key federal employment laws
- Record retention requirements for employers under Federal and PA laws
- Maintenance of personnel files and records
- Purging documents

### Who Should Attend

Professionals who have recently assumed an HR position, HR managers, HR specialists who want to understand other HR functions; and supervisors and managers who oversee HR activities.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

April 20, 2011  
8:30 AM–11:30 AM

**2.5 HRCI credits**



### Overview of Compensation & Benefits

This seminar will focus on the general issues for compensation when developing a competitive compensation and benefits program. Participants will get an overview of the steps to follow in developing, designing and implementing the major components for compensation and benefits programs.

### Topics

- Current compensation trends
- Compensation policy
- Alternative compensation programs
- Types of benefits
- Issues that impact benefits
- Benchmarking benefits

### Who Should Attend

HR professionals, mid-management and financial managers

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

May 11, 2011  
8:30 AM–11:30 AM

**2.5 HRCI credits**



## Recruitment, Hiring, Retention Techniques

Recruiting, hiring and retaining your employees can be challenging in these times. Recruiting and hiring the right person for the job can be easy—if you know how. Help your organization retain seasoned employees. The seminar will include a discussion on basic ideas and steps to take to encourage employee retention.

### Topics

- Developing a recruitment/hiring process
- Negligent hiring
- Cost of poor hires
- Top ten reasons to terminate
- Replacement cost
- Retention process

### Who Should Attend

Professionals who have recently assumed an HR position, HR managers, HR specialists who want to understand other HR functions; and supervisors and managers who oversee HR activities.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

April 27, 2011  
8:30 AM–11:30 AM

**2.5 HRCI credits**



## HEALTH–SAFETY–ENVIRONMENTAL

### First Aid/CPR and AED

“In the absence of an infirmary, clinic, or hospital in near proximity to the workplace... a person or persons shall be adequately trained to render first aid...” (OSHA: General Industry Stds., Subpart K, Sec. 1910.51)

This seminar satisfies OSHA training requirements. Graduates will receive an American Heart Association Heartsaver First Aid two-year certification, along with American Heart Association Heartsaver Adult CPR & AED two-year certification.

**Note: all participants should wear comfortable clothing.**

### Topics

- Standard first aid is designed specifically to fit the needs of business and industry
- Adult CPR covers how to recognize and care for breathing and cardiac emergencies in adults
- Automated external defibrillator covers how to use an AED to analyze a victim’s heart rhythm and, if necessary, how to deliver a shock that may re-establish an effective rhythm

### Who Should Attend

Non-professional first responders and rescuers required to obtain course credentials documenting completion of First Aid/CPR and AED training.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and lunch.

### Time

Offered as needed, please call Training Department at 610.898.7780.

### Forklift Operator Training

OSHA standards require training and evaluation of employee forklift operators. This program will provide required classroom training for operators of powered industrial trucks to comply with OSHA. Employers must also provide their employees with hands-on training and evaluation with their equipment at their work site.

The formal training utilizes videos, written tests and other visual aids to help decrease the employer’s potential liability from an operator’s mistake which could damage materials and property or cause serious injury or death. Upon successful completion of this program, each student will receive an operator’s manual, certificate of completion of the classroom training and an operator’s identification card to be signed by their employer upon completion of the hands-on training and evaluation of competency.

### Topics

- General safety and truck inspection
- Operation of the truck including the recommended 3-point dismount to prevent leg injury
- Updated safety rules that will provide new operators with the latest training to help achieve OSHA compliance

### Who Should Attend

Operators of powered industrial trucks.

### Fee

\$115 Members  
\$140 Non-members  
Price includes all training materials and morning beverage.

### Time

Offered as needed, please call Training Department at 610.898-7780.

### Forklift: Train the Trainer

This course is for companies that want their own training personnel. This seminar will train your employee(s) to become a “Fork Lift Operator Trainer.” As amended, 29 CFR 1910.178L (b) iii states ... “that the person selected should have the knowledge, training, and experience to train powered industrial truck operators and evaluate their competence.”

### Topics

- Organization of the training session
- Steps to effective training
- Practical applications
- The use of media presentations
- OSHA requirements per 29 CFR 1910.178
- New OSHA regulations and S.O.P’s
- Presentation of driver training program
- Trainers’ obstacle course
- Obstacle course performed by students
- Classroom presentation by students

### Who Should Attend

Employees selected to be an internal forklift trainer in their organization.

### Fee

\$495 Members  
\$520 Non-members  
Price includes all training materials, catered lunch, certificate of completion and trainer’s manual.

### Time

Offered as needed, please call the Training Department at 610.898-7780.

## Hazard Communication Training–OSHA 29 CFR 1910.1200

This topic covers hazard evaluation, determination and communication including development of a Hazard Communication Program including labeling and other forms of warning, material safety data sheets and employee training.

### Fee

\$160 Members  
\$185 Non-members  
Price includes all training materials and afternoon beverage.

### Time

October 26, 2010  
1:00 PM–3:00 PM

## Hazwoper Training–OSHA 29 CFR 1910.120

This topic covers the annual refresher which is designed to train employees involved in hazardous waste operations, critique incidents that have occurred in the past, and review other relevant topics.

### Fee

\$160 Members  
\$185 Non-members  
Price includes all training materials and afternoon beverage.

### Time

October 26, 2010  
3:00 PM–5:00 PM

## Hazardous Waste Generator Training–EPA 40 CFR 265.16

This topic covers defining hazardous waste according to EPA regulations including: hazard identification, handling and required RCRA hazardous waste generator training.

### Fee

\$160 Members  
\$185 Non-members  
Price includes all training materials and afternoon beverage.

### Time

November 2, 2010  
1:00 PM–3:00 PM

## DOT Hazardous Materials Training–DOT 49 CFR Part 172.704

This topic covers safety training for HAZMAT employees including emergency response information, HAZMAT protection methods (including specific measures the HAZMAT employer has implemented to protect employees from exposures), and methods and procedures for avoiding accidents. It is directed at Receiving and Shipping Employees.

### Fee

\$160 Members  
\$185 Non-members  
Price includes all training materials and afternoon beverage.

### Time

November 2, 2010  
3:00 PM–5:00 PM



Training that provides long term, results driven learning in a collaborative environment that focuses on developing your business from early stage to growth mode.

## BUSINESS-PLAN



### Entrepreneurial Studies for Small Business

Expressly created to assist the small business owner who needs to move to an Owner Mind-Set, this program will help you learn the fundamentals of structuring your business for sustainability and success. It addresses the five key components necessary for a solid business foundation—people, strategy, operations, cash and growth planning. This program is perfect for the sole proprietor or small business that has less than one million in annual sales.

National speaker, author, trainer and serial entrepreneur Steven Rowell has had diverse leadership and training roles with Fortune 100 Companies such as Marriott International, The Walt Disney World Company and Compass Group. Founder of ReConnect Consulting, Steven provides results driven solutions to grow your small business to new heights.

Steven Rowell has helped business owners just like you grow the business of their dreams in record time with priceless insights that you will learn. Tested, proven strategies that are simple, powerful—real world solutions that are proven to work.

This Program will include:

- Five full days of classroom training
- Assignments between sessions
- Assessments for students to take prior to Program
- Free webinars on subject matter discussed in class
- Personal one-on-one with Steven between classroom sessions

Entrepreneurial Studies gives you all the tools to structure your business, grow your revenue and will guarantee to move you from ideas to implementation in record time.

The Program will cover the five most important topics you need to understand in order to sustain and grow a profitable business. It includes:

- **Strategic Management**—build from your business plan, learn how to create and implement “TOPS” and “SMARTS”. Start to break free from doing a job and create a business that you manage and OWN.

- **People Management**—Discover the best proven method for interviewing (getting the right people is essential to your success). Learn how to recruit the best people and keep them. Understand coaching vs. progressive discipline.
- **Organizational Management**—Learn proven methods for building effective organizations regardless of size. Discover proven strategies that align your entire company around metrics that achieve results. You will come away from this session with a solid structure that allows to you build upon for a sustainable future. No more flying by the seat of the pants strategy.
- **Financial Management**—Discover the financial metrics that must be tracked and monitored for success. Find funding sources; use cash flow strategies of the best turn-around minds around. Learn to empower yourself with the money side of your business.
- **Growth Management**—Discover how easy it is to double your sales. Identify proven customer retention and add-on value strategies for a tough economy. Learn the secrets to Guerrilla Marketing in the New Economy.

This Program gives you the tools to structure your business, it will empower you to make the decisions necessary to grow each year and build the business faster!

### Investment for the total program

*Including classroom training, workbook, webinars, coaching calls, 11-hours of video training and several add-on bonuses such as “Success from the Inside Out” by Steven Rowell, the Glossary of Venture Capital Dictionary and IPO Terms — \$1,500 per person*

## Rockefeller Habits Institute

Based on the book "Mastering the Rockefeller Habits" by Verne Harnish, contributing editor of Fortune Magazine and founder of Gazelles Inc. this program is designed for the business that has an identified management team in place.

This one-year course of study focuses on aligning your company on the four critical elements of business success (strategy, people, execution and cash), and the three key execution disciplines (priority setting, gathering the best data/metrics, and optimizing the company's meeting rhythms). Rockefeller Habits Institute helps executive teams grow its revenue and bottom line profitability.

### Who will the program help

CEO's, C-Level Execs and Management teams who....

- Are dissatisfied with how they're managing growth or not sure how to grow in the current economic conditions
- Aren't getting the rate of return on their efforts and want to improve profitability
- Have too many competing priorities and are struggling to get things done
- Have a management team that often is pulling in opposite directions
- Are struggling to find the cash to operate more smoothly

### Costs

\$16,000 for a management team of four, scaled based on number of participants.

Total of 58 classroom hours.

### Schedule

#### Boot Camp

Three six-hour days designed to develop the initial plan and learn the complete business framework

#### One full day session

Annual planning for 2011 (6 hours)

#### Four half-day sessions

Three-hour "content" sessions on:

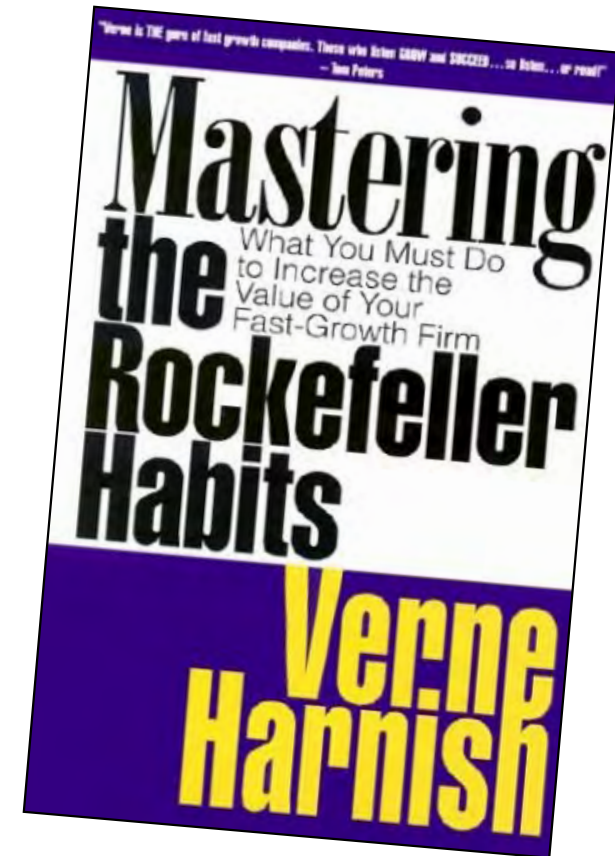
- Attracting, hiring, developing and retaining "A" players
- Developing a meeting "rhythm" that supports plan execution and increase individual accountability
- Designing metrics and determining the key indicators that will help you develop "predictability"
- Creating a strategy that will enable you to grow revenues

#### Four half-day sessions

Three-hour quarterly planning session

#### One full day session

Six-hour long-term strategic planning



# PROFESSIONAL DEVELOPMENT

Professional development programs are meant to foster Executive Team Development, helping your management team stay up to date on the latest innovations in employee development across all departments.



## Lessons In Leadership

Lessons in Leadership is a six-month, unique developmental program tested and proven to work. An integrated approach that includes the following elements of leadership:

- Understanding the difference between leadership and management
- Creating a motivational environment
- Leading by understanding behavioral styles
- Building effective teams
- Setting expectations and accountability
- Thriving during change
- Coaching for results
- Interviewing for success
- Strategic thinking for leaders

### Fee

\$1,500 per member

### Time (6 days)

8:00 AM–4:00 PM

October 19, November 16, December 7,  
January 19, February 23, March 23

## CERTIFICATE OFFERINGS

### Customer Service Certificate

The objective of this Certificate Program is to understand the importance of a customer-focused organization and how to deliver exceptional customer care. Any employee in your organization who interacts with customers will benefit by attending.

#### Fee

\$325 Members  
\$375 Non-members

#### Time (4 sessions)

February 23–March 16  
Wednesdays: 8:30 AM–11:30 AM

#### Topics

- **What customers want**
  - Why customers leave
  - The most common customer complaints
  - What the research shows
  - What customers really want
- **Communicating effectively with customers**
  - Reading personality types and how to deal with them
  - How to communicate by phone, in person and in writing
  - Dealing with difficult customers
- **Creating a service excellence organization**
  - Diagnosing your organization
  - Creating the right culture and processes
  - Auditing and measuring customer satisfaction
- **Sharpening People Skills**
  - Active listening—do you hear what I hear?
  - Constructive feedback—how to give it and how to receive it
  - Nonverbal cues—if looks could kill
  - Positive attitude adjustment—making your day

### Professional Services Supervisory Training

This program focuses on the critical leadership skills needed for new and experienced employees in service organizations. Leaders in service organizations are usually required to manage staff, as well as perform critical tasks. This program will give service leaders the essential skills to effectively guide other employees while efficiently performing their day-to-day responsibilities.

#### Fee

\$395 Members  
\$445 Non-members

#### Time (6 sessions)

February 16–March 23  
Wednesdays: 8:30 AM–11:30 AM

#### Topics

- **Situational leadership**
  - Participants will learn several leadership styles and the application of each to working with groups or in supervisory roles
  - Participants will learn from real examples how to adjust leadership style to meet the motivational and developmental needs of employees
- **Critical thinking and problem solving**
  - How to evaluate information—what can I trust to be true?
  - Forming conclusions based on evidence
  - Explaining how you got to your conclusion or decision—a logical approach
  - Self monitoring—am I using critical thinking properly?
- **Business writing (includes email writing)**
  - Today's business writing (challenges, criteria and opportunities)
  - How to get started
  - Process and mechanics for writing
  - Professional proofreading and editing
  - Contemporary writing issues (collaborative and Internet-based writing help)
- **Goal setting and prioritization skills**
  - Defining goals and objectives
  - Creating action plans
  - Setting priorities
  - Gaining control of your time
- **Sharpening People Skills**
  - Constructive feedback
  - Nonverbal cues
  - Difficult people
  - Positive attitude adjustment
  - Sensitivity & harassment



## Human Resource Administrator Certificate

The objective of this program is to understand the critical functions of the HR role and perform primary HR responsibilities with minimal assistance. Today many HR departments are understaffed. This program is an HR building block for new employees and an HR refresher for experienced employees.

### Topics

- **HR recordkeeping and essential federal employment laws**
  - Overview of key federal employment laws
  - Record retention requirements for employers under Federal and PA laws
  - Maintenance of personnel files and records
  - Purging documents
- **Recruitment, hiring and retention techniques**
  - Developing a recruitment/hiring process
  - Negligent hiring
  - Cost of poor hires
  - Top ten reasons to terminate
  - Replacement costs
  - Retention process
- **Employee management/counseling performance**
  - Overview of employee performance management
  - Establishing performance goals
  - Observing and providing feedback
  - Evaluating performance (performance reviews/appraisals)
  - Rewarding performance
  - Recognizing performance problems
  - Performance improvement/development plans
- **Overview of compensation and benefits**
  - Current compensation trends
  - Compensation policy
  - Alternative compensation programs
  - Types of benefits
  - Issues that impact benefits
  - Benchmarking benefits

### Fee

\$325 Members  
\$375 Non-members

### Time (4 sessions)

April 20–May 11  
Wednesdays: 8:30 AM–11:30 AM

## Computer Training

Rolling registrations are taken for computer training with classes scheduled on an ongoing basis. They can be scheduled for morning, afternoon or evening sessions. Call the training department at 610.898.7780 for details.

- QuickBooks
- Word
- Excel
- PowerPoint
- Access
- Project
- Visio

### Fee

\$180 for Members (classroom setting)  
\$300 for Members (one-on-one learning)



# SALES & MARKETING

Comprehensive Sales & Marketing training offered in one day events and extensive, on-going programming.



## Sales Pro

Sales Pro is sales effectiveness development. It's not about you learning manipulative techniques and repeating back canned sales lines like a robot. This program is about thinking like a sales professional, a Sales Pro! Here is how the program is different:

- It is a process not an event.
- You will learn concepts and apply them over a four month period including 4 days of classroom training.
- You will learn real world tools and approaches.
- The program covers every step in the process as it works in real life. No goofy scripted answers or "tactics" are covered.
- The program is taught by an expert who has 20 years of sales training experience, is the author of 10 books and sold for 6 years before going into training.
- The program is highly interactive.
- You don't learn with lecture—you learn by applying. The course is full of all sorts of exercises, tools, worksheets and activities to apply it right away and discuss it in class.
- You will share best practices.
- Your facilitator will share what other companies around the country are doing, but you will also share with other members of the group what they are doing. The best ideas may come from the person sitting next to you.

### Fee

\$900 per person  
\$800 per person (3 or more from one company)

### Time (4 sessions)

October 20, November 17, December 8, 2010  
and January 28, 2011  
8:00 AM–4:00 PM

## Social Media Seminar/One Day Event

This seminar is offered as a half-day event where you will learn about Social Media and how it can be used to market your business. We will begin the day with a keynote speaker, Powell Arms—owner of Brave Spirits, who uses twitter to market and grow his business. We will offer two sets of workshops (workshops are not confirmed):

### Workshop I

- Social Media 101: How to incorporate Social Media into existing marketing efforts
- Learn how to set-up and manage a Facebook account
- Internal Policies & Procedures for use of Social Media in the workplace
- SEO Optimization/Google Ad words/Google Analytics

### Workshop II

- Social Media 101: How to incorporate Social Media into existing marketing efforts
- Using social media as a PR tool—getting your news in front of online reporters and bloggers
- How to set up and keep your social networking secure—best practices to prevent hackers from stealing your identity or data
- Learn how to set-up and manage accounts for YouTube, LinkedIn and Twitter (BYOL—bring your own laptop)

### Time

November 3, 2010  
7:30–11:45 AM

LinkedIn

YouTube



facebook

## CONSULTING SERVICES

Starts with a consultation between our staff and yours, at no charge, to ensure the right fit for your company's culture and specific needs. This program is geared to assist your business with a variety of experts, our Professional Business Advisors, trained in the following fields.

- Business Valuation
- Employee Opinion Survey
- Environmental Services—Audit, Compliance
- Executive Coaching
- Human Resource (HR) Administration
- Market Analysis
- Project Management
- Strategic Analysis & Development
- Workforce Cultural Analysis
- And More

## CUSTOMIZED TRAINING

### *Our Experts At Your Location*

Provides customized training on-site at your business, tailored to your needs. The Center specializes in developing in-house training programs at your facility that enhances the knowledge and skills that are specific to your business, industry or workplace.

### **Customized training offerings:**

- Critical Thinking & Problem Solving Skills
- Customize Supervisory Training
- Customer Service
- Diversity Training
- Health & Safety Training
- Management Development
- Process Improvement—Lean, Five-S
- Executive Team Coaching/Strategic Planning

## TRAINING FUNDS MAY BE AVAILABLE TO ASSIST YOU

If your available training budget does not cover your training needs, you may be eligible to access financial assistance by contacting [www.wednetpa.com](http://www.wednetpa.com) or your local **Workforce Investment Board (WIB)**.

### **REGISTER ONLINE**

[GreaterReadingChamber.org](http://GreaterReadingChamber.org)

### **CONTACTS**

**Marlene Price, PHR**  
*Manager, Employer Services*  
610.898.7780

[mprice@GreaterReadingChamber.org](mailto:mprice@GreaterReadingChamber.org)

**Jennifer Thompson**  
*Director of Training & Business Development Services*  
610.898.8387

[jthompson@GreaterReadingChamber.org](mailto:jthompson@GreaterReadingChamber.org)

### **TRAINING LOCATION**

The Center for Business Excellence  
49 Commerce Drive  
Spring Ridge, PA 19610  
610-898-8197  
610-376-6766