

FOR RELEASE: IMMEDIATE

Contact: Susan K. Moore



Mailed February 25, 1981

YOUNGSTOWN, Ohio - Youngstown State University's Department of Continuing Education, Business and Industrial Programs Division, is sponsoring five one-day workshops, March 10-18. All workshops will be held between the hours of 8:30 a.m.-4:00 p.m. on the YSU campus. Notice of building and room number will be provided upon confirmation of registration.

The five workshops, dates, and fees are as follows: "Capital Budgeting" Tuesday, March 10, \$80.00 per person; "Leadership Style and Productivity" Wednesday, March 11, \$80.00 per person; "How to Make More Profits in Recession, Inflation and Hard Times" Friday, March 13, \$75.00 per person; "Decision Making, Tuesday, March 17, \$80.00 per person.

Guest parking will be available on campus for participants and information on parking will be provided with the confirmation of pre-registration. Registration fees can not be refunded when a cancellation is made after 14 days prior to the workshop, or when the registrant does not attend.

"Capital Budgeting" is designed to cover the fundamental concepts of capital budgeting and includes such topics as: payback period, cumulative form of payback, payback reciprocal, the bail-out factor and advantages and disadvantages; rate of return, the concept and its variations, advantages and disadvantages; discounted cash flow, fundamental concepts, discount rates, time-adjusted rate of return, net present value; and further considerations, screening decisions, preference decisions capital rationing, income taxes and capital budgeting, the problem of uncertainty and sundry topics.

The "Capital Budgeting" workshop leader will be Dr. Frank Urbancic, associate professor of accounting and finance at YSU. Dr. Urbancic is a former senior

MORE

accountant on the audit staff of Peat, Marwick, Mitchell & Co., during which time he became a Certified Public Accountant in the State of Ohio. Prior to joining the faculty at YSU, Dr. Urbancic served on the accounting faculty at the University of South Carolina and at Kent State University. He received his doctorate in accounting from Kent State University. He is a member of the American Institute of Certified Public Accountants, the American Accounting Association and the International Accounting Section of the American Accounting Association. He completed his undergraduate degree in accounting from Cleveland State University.

"Leadership Style and Productivity" is designed to help participants improve their effectiveness and their staff's productivity. The seminar's main objectives include how to: motivate and influence others; overcome resistance to change; use organizational relationships (both formal and informal to your advantage); analyze your present leadership style; to select the best leadership style for each situation; make decisions systematically and with confidence; improve staff cooperation to back those decisions and delegate to develop employee potential and free yourself for other responsibilities.

The "Leadership Style and Productivity" workshop leader is Joseph C. Latona, D.B.A., professor of management and Director of the Bureau of Organizational Development at the University of Akron. Dr. Latona conducts both graduate and undergraduate courses in the areas of leadership, motivation and decision-making. He has served as consultant to business, government and industry including Borg-Warner, Firestone Tire and Rubber Company, Goodyear Tire and Rubber Company, The State of Ohio, The Ohio Hospital Association, and the U.S. Veterans Administration. Dr. Latona is also the author of numerous articles in the field of management and organizational behavior.

"How to Make More Profits in Recession, Inflation and Hard Times" is a workshop designed to help participants examine their businesses and teach them how to become lean and mean if they're already not. Course objectives include: motivating employees to higher productivity; using correct leadership style to motivate em-

ployees; money rewards verses intangible rewards; cutting costs the right way; how to set up optimum sales territory; when to put the lid on expense accounts; sales-increasing ideas; how to double or triple the sales-power of every ad you run; how to avoid price wars; how to negotiate with a buyer; knowing when and where to introduce new products and services; how to pick the right trends; and how to get ideas for new strategies.

Dr. Donald W. Hendon, Professor of Administration at the College of Business Administration at Creighton University in Omaha, Nebraska, will be the workshop leader. Dr. Hendon holds Ph.D. and B.B.A. degrees from the University of California at Berkeley. Prior to teaching, he was in sales and brand management for Armour-Dial and Standard Brands. His research explores management, training, consumer behavior, advertising, retailing, sales management and international marketing. The results of this research have been published in many nationally recognized trade journals.

"Decision Making" is a workshop designed to help participants improve the quality of the decisions with a focus on developing skills. Workshop objectives include: identifying and defining the problem; gathering information; determining the cause; generating alternative solutions; selecting the best solution; putting the solution into action. Joseph C. Latona will be the workshop leader.

"Improving Personal Effectiveness" is designed as a series of exercises to help participants examine their skills as well as developing new skills. Workshop topics include: organizational communications; organizational effectiveness grid; priorities; how personal behavior styles affect organizations; and how attitudes get positive results while negative attitudes get negative results.

Dr. Dan O'Neill, YSU professor of Speech Communication and Theatre will be the "Improving Personal Effectiveness" workshop leader. Dr. O'Neill received his Ph.D from Michigan State University. He serves as chairman of the YSU Speech Communication and Theatre and is active within the business community serving as a communication specialist.

ADD THREE

Guest parking will be available on the YSU campus for participants and information on parking will be provided with the confirmation of pre-registration. A certificate of participation will be provided to individuals completing any of the workshop programs. For further information contact Debbie Andrews in the YSU Department of Continuing Education, Business and Industrial Programs Division at (216) 742-3358.

###

NEWS BUREAU
80 - 225

FOR RELEASE: IMMEDIATE

Contact: Susan K. Moore



Mailed February 25, 1981

YOUNGSTOWN, Ohio - Youngstown State University's Department of Continuing Education, Business and Industrial Programs Division, is sponsoring five one-day workshops, March 10-18. All workshops will be held between the hours of 8:30 a.m.-4:00 p.m. on the YSU campus. Notice of building and room number will be provided upon confirmation of registration.

The five workshops, dates, and fees are as follows: "Capital Budgeting" Tuesday, March 10, \$80.00 per person; "Leadership Style and Productivity" Wednesday, March 11, \$80.00 per person; "How to Make More Profits in Recession, Inflation and Hard Times" Friday, March 13, \$75.00 per person; "Decision Making, Tuesday, March 17, \$80.00 per person.

Guest parking will be available on campus for participants and information on parking will be provided with the confirmation of pre-registration. Registration fees can not be refunded when a cancellation is made after 14 days prior to the workshop, or when the registrant does not attend.

"Capital Budgeting" is designed to cover the fundamental concepts of capital budgeting and includes such topics as: payback period, cumulative form of payback, payback reciprocal, the bail-out factor and advantages and disadvantages; rate of return, the concept and its variations, advantages and disadvantages; discounted cash flow, fundamental concepts, discount rates, time-adjusted rate of return, net present value; and further considerations, screening decisions, preference decisions capital rationing, income taxes and capital budgeting, the problem of uncertainty and sundry topics.

The "Capital Budgeting" workshop leader will be Dr. Frank Urbancic, associate professor of accounting and finance at YSU. Dr. Urbancic is a former senior

MORE

accountant on the audit staff of Peat, Marwick, Mitchell & Co., during which time he became a Certified Public Accountant in the State of Ohio. Prior to joining the faculty at YSU, Dr. Urbancic served on the accounting faculty at the University of South Carolina and at Kent State University. He received his doctorate in accounting from Kent State University. He is a member of the American Institute of Certified Public Accountants, the American Accounting Association and the International Accounting Section of the American Accounting Association. He completed his undergraduate degree in accounting from Cleveland State University.

"Leadership Style and Productivity" is designed to help participants improve their effectiveness and their staff's productivity. The seminar's main objectives include how to: motivate and influence others; overcome resistance to change; use organizational relationships (both formal and informal to your advantage); analyze your present leadership style; to select the best leadership style for each situation; make decisions systematically and with confidence; improve staff cooperation to back those decisions and delegate to develop employee potential and free yourself for other responsibilities.

The "Leadership Style and Productivity" workshop leader is Joseph C. Latona, D.B.A., professor of management and Director of the Bureau of Organizational Development at the University of Akron. Dr. Latona conducts both graduate and undergraduate courses in the areas of leadership, motivation and decision-making. He has served as consultant to business, government and industry including Borg-Warner, Firestone Tire and Rubber Company, Goodyear Tire and Rubber Company, The State of Ohio, The Ohio Hospital Association, and the U.S. Veterans Administration. Dr. Latona is also the author of numerous articles in the field of management and organizational behavior.

"How to Make More Profits in Recession, Inflation and Hard Times" is a workshop designed to help participants examine their businesses and teach them how to become lean and mean if they're already not. Course objectives include: motivating employees to higher productivity; using correct leadership style to motivate em-

ployees; money rewards verses intangible rewards; cutting costs the right way; how to set up optimum sales territory; when to put the lid on expense accounts; sales-increasing ideas; how to double or triple the sales-power of every ad you run; how to avoid price wars; how to negotiate with a buyer; knowing when and where to introduce new products and services; how to pick the right trends; and how to get ideas for new strategies.

Dr. Donald W. Hendon, Professor of Administration at the College of Business Administration at Creighton University in Omaha, Nebraska, will be the workshop leader. Dr. Hendon holds Ph.D. and B.B.A. degrees from the University of California at Berkeley. Prior to teaching, he was in sales and brand management for Armour-Dial and Standard Brands. His research explores management, training, consumer behavior, advertising, retailing, sales management and international marketing. The results of this research have been published in many nationally recognized trade journals.

"Decision Making" is a workshop designed to help participants improve the quality of the decisions with a focus on developing skills. Workshop objectives include: identifying and defining the problem; gathering information; determining the cause; generating alternative solutions; selecting the best solution; putting the solution into action. Joseph C. Latona will be the workshop leader.

"Improving Personal Effectiveness" is designed as a series of exercises to help participants examine their skills as well as developing new skills. Workshop topics include: organizational communications; organizational effectiveness grid; priorities; how personal behavior styles affect organizations; and how attitudes get positive results while negative attitudes get negative results.

Dr. Dan O'Neill, YSU professor of Speech Communication and Theatre will be the "Improving Personal Effectiveness" workshop leader. Dr. O'Neill received his Ph.D from Michigan State University. He serves as chairman of the YSU Speech Communication and Theatre and is active within the business community serving as a communication specialist.

ADD THREE

Guest parking will be available on the YSU campus for participants and information on parking will be provided with the confirmation of pre-registration. A certificate of participation will be provided to individuals completing any of the workshop programs. For further information contact Debbie Andrews in the YSU Department of Continuing Education, Business and Industrial Programs Division at (216) 742-3358.

###

NEWS BUREAU
80 - 225

FOR RELEASE: IMMEDIATE

Contact: Susan K. Moore



Mailed February 25, 1981

YOUNGSTOWN, Ohio - Youngstown State University's Department of Continuing Education, Business and Industrial Programs Division, is sponsoring five one-day workshops, March 10-18. All workshops will be held between the hours of 8:30 a.m.-4:00 p.m. on the YSU campus. Notice of building and room number will be provided upon confirmation of registration.

The five workshops, dates, and fees are as follows: "Capital Budgeting" Tuesday, March 10, \$80.00 per person; "Leadership Style and Productivity" Wednesday, March 11, \$80.00 per person; "How to Make More Profits in Recession, Inflation and Hard Times" Friday, March 13, \$75.00 per person; "Decision Making, Tuesday, March 17, \$80.00 per person.

Guest parking will be available on campus for participants and information on parking will be provided with the confirmation of pre-registration. Registration fees can not be refunded when a cancellation is made after 14 days prior to the workshop, or when the registrant does not attend.

"Capital Budgeting" is designed to cover the fundamental concepts of capital budgeting and includes such topics as: payback period, cumulative form of payback, payback reciprocal, the bail-out factor and advantages and disadvantages; rate of return, the concept and its variations, advantages and disadvantages; discounted cash flow, fundamental concepts, discount rates, time-adjusted rate of return, net present value; and further considerations, screening decisions, preference decisions capital rationing, income taxes and capital budgeting, the problem of uncertainty and sundry topics.

The "Capital Budgeting" workshop leader will be Dr. Frank Urbancic, associate professor of accounting and finance at YSU. Dr. Urbancic is a former senior

MORE

accountant on the audit staff of Peat, Marwick, Mitchell & Co., during which time he became a Certified Public Accountant in the State of Ohio. Prior to joining the faculty at YSU, Dr. Urbancic served on the accounting faculty at the University of South Carolina and at Kent State University. He received his doctorate in accounting from Kent State University. He is a member of the American Institute of Certified Public Accountants, the American Accounting Association and the International Accounting Section of the American Accounting Association. He completed his undergraduate degree in accounting from Cleveland State University.

"Leadership Style and Productivity" is designed to help participants improve their effectiveness and their staff's productivity. The seminar's main objectives include how to: motivate and influence others; overcome resistance to change; use organizational relationships (both formal and informal to your advantage); analyze your present leadership style; to select the best leadership style for each situation; make decisions systematically and with confidence; improve staff cooperation to back those decisions and delegate to develop employee potential and free yourself for other responsibilities.

The "Leadership Style and Productivity" workshop leader is Joseph C. Latona, D.B.A., professor of management and Director of the Bureau of Organizational Development at the University of Akron. Dr. Latona conducts both graduate and undergraduate courses in the areas of leadership, motivation and decision-making. He has served as consultant to business, government and industry including Borg-Warner, Firestone Tire and Rubber Company, Goodyear Tire and Rubber Company, The State of Ohio, The Ohio Hospital Association, and the U.S. Veterans Administration. Dr. Latona is also the author of numerous articles in the field of management and organizational behavior.

"How to Make More Profits in Recession, Inflation and Hard Times" is a workshop designed to help participants examine their businesses and teach them how to become lean and mean if they're already not. Course objectives include: motivating employees to higher productivity; using correct leadership style to motivate em-