

FOR RELEASE:

IMMEDIATE

Contact: Bob McGill



Mailed March 25, 1985

YOUNGSTOWN, Ohio - The Office of Continuing Education at Youngstown State University will offer a four-week course, "Wardrobe Planning for Women," based on individualized color and figure analysis. Classes will meet from 7-9 p.m. Wednesdays, April 10 through May 1, on the YSU campus.

"Wardrobe Planning" is designed to build personal fashion confidence while saving dollars through a planned investment in the correct colors and styles for the individual. Participants will learn to dress creatively while building a harmonious, interchangeable wardrobe based on the seasonal approach to color.

The teacher will be Leslie Wilks of Franklin, Pa., an associate of the international firm, Color Makes the Difference. She has conducted seminars on color and style communication for several large corporations, including Alcan Aluminum and Ernst and Whinney, accountants.

The fee for the course is \$45, with an additional materials fee of \$20.

For more information, or to register, call the YSU Office of Continuing Education at (216) 742-3358.

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Mailed March 25, 1985

YOUNGSTOWN, Ohio - Youngstown State University's Office of Continuing Education will offer two courses for sales professionals whose work involves contact with the public beginning April 11.

"Psychology of Closing Sales" and "Dealing with the Public," both six-week courses, will be conducted on campus.

"Psychology of Closing Sales," a six-week course, will offer psychological insight into customer motivation and focus on the ability of salespeople to close sales successfully. Pertinent topics will include: sales techniques; how and when to close; how to turn objections into sales; sales interviews; and how to succeed in selling.

Teaching the course will be George Dubec of Warren, who holds a degree in business administration, and is a product control supervisor at the Packard Electric Division of General Motors. Classes will be from 7-9 p.m. Thursdays, April 11 through May 16. The fee is \$75.

"Dealing with the Public" will teach participants how to deal with an angry customer, how to make customers feel more important and how to motivate a staff. The course is designed to provide an awareness of how to establish goodwill in working and personal environments.

Dr. Alfred Owens of Canfield, chairman of the YSU Speech Communication and Theatre Department, will teach this course, which will be held from 6:30-8:30 p.m. Tuesdays, April 23 through May 28. The fee is \$85.

For more information, or to register, call the YSU Office of Continuing Education at (216) 742-3358.

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NEWS BUREAU
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YOUNGSTOWN, Ohio - Stress and its role in our lives, a highly publicized topic, will be the subject of a one-day seminar April 12 conducted by the Office of Continuing Education at Youngstown State University.

"Stress Management" will be held from 8:30 a.m. to 4 p.m. on campus.

The seminar is designed to assist employees at all levels to anticipate, recognize, and cope successfully on a day-to-day basis with stress in both personal and professional settings.

Seminar leaders will be Kathy Chafee, coordinator of Children's Services at the Columbiana County Mental Health Center, and Anthony Cook, assistant administrator for the Health Maintenance Plan.

The fee is \$125 and includes lunch, refreshments, parking, and a certificate of participation. Registration for the seminar should be made no later than seven days prior to April 12.

For more information, or to register, contact the YSU Office of Continuing Education, B087, Cushwa Hall, Youngstown, Ohio 44555, or call (216) 742-3358.

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NEWS BUREAU
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Mailed March 25, 1985

YOUNGSTOWN, Ohio -- James E. McCollum of Youngstown has been appointed to a new position at Youngstown State University, assistant to the president for legislative relations.

Since 1978 he has been assistant director of the Scholarships and Financial Aid Department at YSU. Before that he was the University's coordinator of Veterans Affairs.

In his new position, effective April 15, he will report directly to President Neil D. Humphrey and will serve as the University's liaison with the Ohio General Assembly and state agencies, including the Ohio Board of Regents, Inter-University Council, and others. He will also assist the president in various administrative matters.

McCollum, 37, graduated from YSU, summa cum laude, in 1977, receiving a Bachelor of Science in Education. While attending the University he worked part-time in the mailroom and also as a groundskeeper. From ¹⁹⁷⁵ ~~1977~~ ¹⁹⁷⁷ to 1979 he was an officer in the YSU Campus Security Department.

He has done graduate study at YSU toward a master's degree in education and currently is in his third year of evening classes in the Juris Doctor program at the University of Akron.

McCollum is a son of Mr. and Mrs. James E. McCollum of Youngstown. He graduated from Chaney High School in 1966 and served in the Air Force from 1966 to 1970, attaining the rank of sergeant.

He is a member of Phi Kappa Phi national honor society, the Midwest and National Associations of Student Employment Administrators, the Ohio

MORE

ADD ONE

Association of Veterans Programs Administrators, and the American Bar Association's Labor and Employment Law Section.

He and his wife, the former Donna Klink of Altoona, Pa., have two children, Annemarie, 9, and Eric, 4. They reside at 926 S. Hazelwood Ave.

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Youngstown
State
University
Youngstown,
Ohio 44555
Telephone
742-3521

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