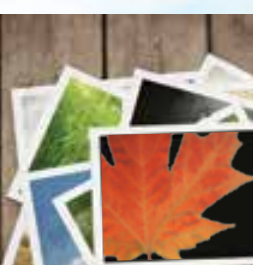




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COMPUTERS and TECHNOLOGY

NEW!

iPad, iPhone and the App Store: Using Apple Products for Your Home and Business

Instructor:
Daren Dillinger

Monday
Sept. 23
6:30 to 8:30 p.m.

OR
Wednesday
Nov. 20
6:30 to 8:30 p.m.

(\$39)

■ Since 1977, Apple electronic devices have changed the world in which we live. From communication and commerce to entertainment and entrepreneurship, the company's products have revolutionized the way homes and businesses function. Explore the unlimited benefits and options available for personal and professional use. Enhance your productivity, efficiency and security with proper applications and portable devices. Learn to use your iPad for more than just entertainment. Topics covered include: Parental controls for home and business, disaster back up, working with Microsoft, cyber safety for the home or business and Apple TV.

NEW!

The Power of Social Media: Expand, Reach and Enhance Engagement

Instructor:
Rosemary Tutt

Mondays
Sept. 16 – Oct. 21
6:30 to 8:30 p.m.

(\$129)

■ The emergence of social media is revolutionizing the way businesses and individuals communicate with their audiences. Learn how to tap into the new consumer-driven environment and gain access to audience intelligence necessary to properly brand and promote an organization or self-interest. With all the social media platforms on the market, which are best suited for your company or personal endeavors? Explore audience research, define goals, determine the most beneficial social media platforms and then apply quantifiable methods to measure success. Develop a voice and become marketable in a world transformed by social technologies.

Required: "Share This: The Social Media Handbook for PR Professionals" by CIPR. ISBN: 978-1118404843



Introduction to Word 2010

Instructor:
Michael Metzler

Wednesdays
Sept. 18 – Oct. 23
6 to 8 p.m.

(\$129)

■ If you are new to Microsoft Word 2010, or just looking to improve your knowledge, learn basic skills and formatting techniques. Explore document basics, editing, formatting, tool bars, menus, incorporating columns and tables and shortcuts. Previous experience is not required. Please bring a USB drive with you to class.

NEW!

Introduction to Excel 2010

Instructor:
Michael Metzler

Mondays
Oct. 28 – Dec. 9
6 to 8 p.m.

(\$129)

No class Nov. 11

■ Learn the skills necessary to develop workbooks from creation to editing, with formatting in between. We'll work with cells, columns, rows and sheets, apply simple formulas, work with functions and hyperlinks, build charts and diagrams, and add comments and pictures. A basic working knowledge of a computer is recommended. Please bring a USB drive with you to class.

NEW!

Introduction to MS PowerPoint 2010

Learn the important features of PowerPoint 2010. Create slide presentations using various design themes and layouts, incorporate texts, pictures, videos and other graphics. Format and edit slides, save and print slide presentations and handouts and present slide shows with transitions and animations. A basic working knowledge of a computer is required. Please bring a USB drive to class.

Instructor: Joseph Adir
Wednesdays, Oct. 30 – Nov. 20
6:30 to 8:30 p.m.
(\$89)



Blogging for Business and Pleasure

Instructor:
Sharon Y. Cobb

Saturday
Dec. 7
9 a.m. to 5 p.m.

(\$99)

■ Do you have a passion you are eager to broadcast to the world? Do you have a business that would benefit from Internet marketing? If so, blogging may be your thing. A blog is a free, do-it-yourself website where you may write about anything you please. Learn all the blogging basics: choosing subjects, locating the best website host, finding readers and adding an Amazon store to sell cool stuff. Incorporate YouTube videos and other sites, using the best keywords to attract readers and maintaining a vibrant schedule of posts. Your blogging possibilities are endless.

Note: Laptops are not required to participate in this workshop. You will not build blogs during the workshop due to time constraints. A detailed workbook used during class will guide you in creating your own blogs after the workshop.

YouTube for Business and Pleasure

Instructor:
Sharon Y. Cobb

Saturday
Dec. 14
9 a.m. to 5 p.m.

(\$99)

■ YouTube is the perfect platform for videos featuring your business's services and products, sharing videos with friends and a worldwide platform to broadcast videos or short films you've produced. Learn to enhance your Internet marketing push with this free service. Discover how individuals and businesses attract an audience. Explore making money with your own YouTube channel. This workshop is for individuals and business owners or managers.



ARTS, CRAFTS and HOBBIES



Introduction to Sewing

Instructor:
Janet Myers

Saturdays
Sept. 7 – 28
10 a.m. to noon

(\$99)

■ Learn to make a simple garment from a purchased pattern of your choice. Explore thread, fabrics and sewing techniques. Discuss use and maintenance of a sewing machine. Please bring in a yard of inexpensive non-stretch cotton material and contrasting thread on the first day. Ages 12 and up with an adult are welcome.

Required: A sewing machine is required for this course.

Making Money from Your Hobby

Instructor:
Jan Spence

Mondays
Sept. 9 – 30
6:30 to 8:30 p.m.

(\$99)

■ Ever thought of making money doing what you love? Have friends and family suggested you charge money for your creations and talent? Join us as we take the mystery out of making money from your passion. Learn the basics of setting up your start-up, options for promoting your products and services, pricing and how to market yourself. Have a purpose for your passion!

Texas Hold 'em 101

Instructor:
Alan Lutz

Mondays
Sept. 16 – Oct. 7
6:30 to 8:30 p.m.

(\$99)

■ Texas Hold 'em is among the most popular games played in casino poker rooms. It is the game used to determine the world champion at the World Series of Poker. This course, designed for new players, will help you learn the game from A-to-Z. In this four-week course, you will learn: limit poker, no limit poker, tournament poker, strategies, position and money management. Discover dozens of other techniques to get you into the game!



Beginning Creative Watercolor

Instructor:
Jennie Szaltis

Tuesdays
Sept. 17 – Oct. 22
6:30 to 8:30 p.m.

(\$129)

■ Learn the basic techniques of color blending, mixing and painting on both wet and dry paper. Class exercises will be pre-drawn. No drawing or watercolor painting experience is necessary. **Required:** Purchase your own supplies using the supply list provided (approx. \$80 value) or rent gently used supplies from your instructor for the course duration. All rented supplies must be returned at the end of the course.

Beginning Creative Watercolor – Part II

Instructor:
Jennie Szaltis

Tuesdays
Oct. 29 – Dec. 10
6:30 to 8:30 p.m.

(\$129)

No class Nov. 26

■ Building on basic watercolor techniques and extended color blending, explore watercolor painting techniques, such as negative painting and the use of mastoid, to begin building a platform for creativity in watercolor. Learn how easy watercolor can be. Class exercises will be pre-drawn. No drawing experience is necessary. **Required:** Purchase your own supplies from the supply list provided (approx. \$80 value) or rent gently used supplies from your instructor for the course duration. All rented supplies must be returned at the end of the course.

NEW!

Glas Clas™ with Pixieglas™

Ignite your creativity in a fun and relaxing Glas Clas™. Jump start your imagination and creativity by using a full spectrum of colors and brushes to create fun, whimsical and FUNctional pieces of painted glass. People from all walks of life can enjoy the process of Glas Clas™. Painting can improve your concentration, mental clarity and bring FUN into your life. Just in time for the holidays, paint gifts for loved ones and friends, if you can part with them, that is!

Required: Additional materials fee of \$20 must be paid to the instructor on the first night of class

Instructor: Pixie Larizza
Wednesdays, Nov. 6 – 20
6:30 to 8:30 p.m. **(\$79)**

HEALTH and FITNESS



NEW!

Food for Life: Diabetes Initiative

Instructor:
Heather Borders

Thursdays
Sept. 5 – 26
6:30 to 8:30 p.m.

(\$79)

■ A diet rich in vegetables, fruits, grains and legumes can enhance your health, prevent and reverse disease, and support your wellness and fitness goals. The Physicians Committee for Responsible Medicine (www.pcrm.org) is delighted to bring the Food for Life Diabetes Initiative program to the Jacksonville community. Four, two-hour classes will include plant-based nutrition education and the opportunity to taste plant-based dishes following a cooking demonstration.

The intended audience for this program is people with diabetes, pre-diabetes, a family history or risk factors for developing diabetes, and their adult family members. It is also designed to introduce health care professionals to the basics of plant-based nutrition for preventing and treating diabetes.

Required: Additional materials fee of \$50 must be paid to the instructor on the first night of class.

Class 1: How Foods Fight Diabetes

Class 2: The Power of Your Plate and Grocery Cart

Class 3: Understanding Type 2 Diabetes

Class 4: Designing a Diet for Maximum Weight Control

Join certified Food for Life instructor, Heather Borders, in discovering which foods are optimal for nutritional excellence. You'll be empowered with the practical cooking skills and time-saving food preparation techniques to help you on your journey to better health.

Heartsaver® CPR, AED and First Aid

NEW!

Instructor:
Bob Snell

Thursday
Sept. 5
6 to 9 p.m.

OR
Wednesday, Oct. 23
6 to 9 p.m.

(\$49)

■ Designed for anyone who may respond to a life-threatening emergency in the workplace, home or anywhere people gather, this class teaches the latest American Heart Association® techniques in CPR, including foreign-body airway obstruction (choking). Learn to recognize the signs of cardiac arrest and operate an Automated External Defibrillator (AED). First Aid topics covered include breathing problems, heart attack, stroke and trauma. Upon successful completion of the class, students qualify for an official AHA® course completion card, good for two years. Students who wish to receive a card can purchase one at the end of class for an additional \$10.

Learn to Kayak

Instructor:
Michael Metzler

Saturdays
Sept. 7 – 14
10 a.m. to noon

OR
Saturdays
Sept. 28 – Oct. 5
10 a.m. to noon

OR
Saturdays
Oct. 26 – Nov. 2
10 a.m. to noon

(\$49)

■ Discover the basics of kayaking. Explore in class and on the water. Learn about the different types of kayaking, equipment, safety and the rules and regulations. Everyone will have the opportunity to practice and learn proper maneuvering techniques and how to properly paddle a kayak.

The last class includes 90 minutes of paddling on the water.

Required: Additional materials fee of \$21 to be paid at last session.

Camping, Backpacking and Outdoor Survival

Instructor:
Ken Moncrief

Wednesdays and
Saturdays
Sept. 11 – Oct. 9
times stated at right

(\$129)

■ Whether you are a hunter, boater, fisherman, camper, hiker or backpacker, this course is for you. Explore the physical, mental and technical aspects of staying alive in the outdoors. Learn what to include in a survival kit and how to use it to be found if you're ever lost or injured. Classroom instruction is 6:30 to 8:30 p.m., Wednesdays, Sept. 11, 18, 25, Oct. 2 and 9. Outdoor instruction is Saturdays, Sept. 21 and Oct. 5, 9 to 11 a.m. Please meet in the Herbert University Center parking lot on those Saturdays.

Note: Accompanied by an adult, ages 7 and up are welcome.

Breathing for Self-Healing

NEW!

Instructor:
Pixie Larizza

Wednesdays
Sept. 25 – Oct. 16
6:30 to 8:30 p.m.

(\$79)

No class Oct. 2

■ Our breath is vital for living. Because we do it unconsciously, we tend not to give it much thought. Experience the depth of what your breath can do for you. Relax, rejuvenate, reinvent and restore your life's vital energy. Course includes introduction to aromatherapy, visualization, self-massage techniques and more.

Yoga Basics

Instructor:

El Grabar

Thursdays

Sept. 26 – Oct. 24

6:30 to 8 p.m.

(\$79)

■ Discover how to release inner-body tension and strengthen your core muscles through a guided sequence of stretches, balancing core support system for flexibility and movement. Whether you are in need of deep stretching, or find yourself battling chronic pain or stress, the practice of yoga therapy can help release core body tension, relax the nervous system and bring balance and health back to the body, mind and spirit.

Note: Please bring a mat or towel support for your head. All levels welcome.

Practical Self-Defense and Awareness

Instructor:

Tim Robinson

Mondays

Sept. 23 – Oct. 14

6:30 to 8:30 p.m.

(\$99)

■ The ability to defend yourself and develop strength and confidence does not require years of training. In this four-week course, Tim Robinson, a lifetime practitioner with black-belt certifications in five different martial arts, will teach you a system of practical, proven self-defense techniques and strategies for personal safety and awareness. This system includes powerful street self-defense, unarmed weapons defense, defense from the ground and effective use of your environment and defense tools found in everyday life. Learn to protect yourself and your loved ones.

NEW!

Advanced Self-Defense

Instructor:

Tim Robinson

Mondays

Oct. 21 – Nov. 4

6:30 to 8:30 p.m.

(\$79)

■ This is a continuation of the Practical Self-Defense course and focuses on intermediate techniques of self-defense and awareness. You will learn how to defend against and deal with more aggressive confrontations, how to recover and defend from being pushed to the ground from behind, and how to defend against multiple attacks by the same person. Learn to handle more than one attacker, how to defend yourself when weapons are involved, harsh conditions and how to escape from being pinned on the ground.

Note: Please bring a mat to class with you.

HOME and GARDEN



Organic Vegetable Gardening

Instructor:

Matthew Barlow

Wednesdays

Sept. 4 – 18

6:30 to 8:30 p.m.

(\$79)

■ Learn to grow delicious, nutrient-rich organic herbs and vegetables in your own backyard. Discover how to build, layer and create healthy soil without chemical fertilizers or pesticides. Step-by-step techniques for planting and harvesting remove the guesswork and help you get the most from your garden. Month-by-month planning calendars keep your vegetables producing year-round. Whether you are new to gardening or a seasoned green thumb, expand your horticultural knowledge in organic fertilization and pest management and pick up the tricks and tips for creating a robust garden that thrives rather than just survives.

NEW!

Let's Decorate Together

Instructor:

Ann Gobler

Mondays

Oct. 7 – Nov. 4

6:30 to 8:30 p.m.

(\$109)

■ Explore the basics of decorating through practical application. Each session will give example pictures, instruction, tips and techniques of the trade. Learn how to put a space together, beginning with the art of accessorizing and creating a vignette. Many trade techniques and tips will be covered as you make the room-by-room journey through the house.

Landscape Design for the Homeowner

Instructor:

Matthew Barlow

Wednesdays

Oct. 16 – 30

6:30 to 8:30 p.m.

(\$79)

■ Learn how to draw and implement a landscape plan that creates a professional-looking yard. Avoid costly errors by rooting the right plant in the right place, determining the number and size of plants needed to complete a project and discussing the use of native and unusual plant material. Using basic landscaping principles, learn to select plant material, draw a plan to scale and complete a professional-style landscape design.

Note: A recommended materials list will be distributed the first day of class.

Home Staging and Home Styling

Instructor:
Becky Harmon

Thursday
Oct. 17
6:30 to 8:30 p.m.

(\$39)

■ Explore the important, but often overlooked areas that require attention to sell your home fast and for more money. If you are not selling, discover many ways to update your home without spending a fortune. Learn great DIY tips and tricks. This course includes presentations with before and after pictures on de-cluttering, paint color, furniture placement, curb appeal, remodeling kitchens, baths and more.

Color in the Jacksonville Garden

Instructor:
Matthew Barlow

Wednesdays
Nov. 6 – 13
6:30 to 8:30 p.m.

(\$59)

■ Colorful flowers and foliage can add tremendous appeal to your garden. Forget the tulips and lilacs listed in catalogs. Learn about the best annuals, perennials and shrubs that thrive in our local landscapes. Discover where to find interesting and unusual colorful plants. With a little effort, you can have color in your garden throughout the year.

LANGUAGE



Spanish – Level 1

Instructor:
Adriana Giles

Thursdays
Sept. 5 – Dec. 5
6 to 8:30 p.m.

(\$259)

*No class: Oct. 31
and Nov. 28*

■ In this 12-week course, learn basic conversation skills for travel to Spanish-speaking countries. The course includes greetings and goodbyes, numbers, telling time, airport help, asking directions, hotel check-ins, eating out, basic shopping information and more.



Spanish – Level 3

Instructor:
Adriana Giles

Wednesdays
Sept. 4 – Nov. 20
6 to 8:30 p.m.

(\$259)

■ This course covers the same material as our former six-week course, but in a longer format, which allows more practice. A continuation of Spanish Level 2, increase your vocabulary and become more comfortable speaking and comprehending the Spanish language. Explore intermediate grammar, video comprehension, reading comprehension, verbal enhancement and presentations. **Note:** You must have knowledge of basic Spanish grammar: articles, likes and dislikes (gustar), the verb "to be", simple present tense, present progressive (-ing), future with "ir a", past tense, reflexives and possessive adjectives.

NEW!

Spanish – Level 4

Enjoy this new 12-week format! This course is designed to cover the same material as our former 6-week course but in a longer format, which means more practice. This course is a continuation of Spanish Level 3. The class includes advanced grammar: conditional, subjunctives, imperative and perfect tenses. We also practice reading and video comprehension, verbal enhancement and presentations. The objective of this class is to learn to express in practical situations.

Note: To register for this course you must have knowledge of basic and intermediate Spanish grammar: articles, prepositions, conjunctions, adverbs, comparative adjectives, possessive adjectives, absolute superlatives, irregular comparatives and superlatives, verb "to be," simple present tense, likes and dislikes (gustar), present progressive (-ing), future tense, past tense, reflexives, imperfect indicative tense (aban/ían), present perfect indicative (han + past participle), pluperfect or past perfect indicative (habían + past participle), direct object pronouns and indirect object pronouns.

Instructor: Adriana Giles
Tuesdays, Sept. 3 – Nov. 19
6 to 8:30 p.m.
(\$259)

Introduction to the French Language

Instructor:
Denise Thomas-Baudinet

Tuesdays
Sept. 10 – Oct. 15
6:30 to 8:30 p.m.

(\$129)

■ Discover the basics of the French language, and focus on frequently used words. Emphasis will be placed on mastering word pronunciation and comprehension in simple conversations, reading short stories, and reinforcing what we have learned via games and exercises. Enrich your learning experience by exploring French culture, local customs, expressions and current trends.

Required: "50 Ways to Improve your French," by Marie-Jo Morell and Lorna Wright, ISBN #978-0071746328

Intermediate French

Instructor:
Denise Thomas-Baudinet

Tuesdays
Oct. 22 – Dec. 3
6:30 to 8:30 p.m.

(\$129)

No class Nov. 26

■ A continuation of Introduction to French, expand your French language skills. Master the language by taking the mystery out of grammar, common usage, reading comprehension and confusions. Compare French and English languages for better understanding. Grow confident speaking, understanding and reading French. Enrich your learning experience by exploring French culture, local customs, idiomatic expressions and current trends.

Required: "50 Ways to Improve your French," by Marie-Jo Morell and Lorna Wright, ISBN #978-0071746328

Advanced French

Instructor:
Denise Thomas-Baudinet

Thursdays
Oct. 10 – Nov. 21
6:30 to 8:30 p.m.

(\$129)

No class Oct. 31

■ A continuation of Intermediate French, increase your vocabulary and comfort speaking and understanding the French language. Explore advanced grammar, audio and visual comprehension, verbal enhancement and presentations.

Required: "50 Ways to Improve your French," by Marie-Jo Morell and Lorna Wright, ISBN #978-0071746328

LITERATURE / SCREENWRITING



Creating 3-Dimensional Characters in Fiction

Instructor:
John Boles

Wednesdays
Sept. 4 – Oct. 2
6:30 to 8:30 p.m.

(\$119)

■ Do your characters pop off the page and truly engage your readers? The ability to create believable and compelling characters is often one of the most difficult tasks writers must master. Using valuable handouts, worksheets and both in class and homework assignments, writers will learn techniques to use in developing dynamic, three-dimensional characters. We will build characters from the ground up and discuss ways to give them distinctive voices and unique personalities. Why settle for drab when you can make characters dramatic?

Crash Course in Screenwriting

Instructor:
Sharon Y. Cobb

Saturday
Sept. 7
9 a.m. to 5 p.m.

(\$99)

■ This workshop is an action-packed day for beginning screenwriters. Explore the three-act structure, basics of creating movie characters, film stories and plot construction. Film clips are used as examples. Learn about loglines, synopses and beat sheets. Get ready to kick-start your screenwriting career in this fasten-your-seatbelt introductory workshop. Your instructor, a professional screenwriter, has sold pitches and scripts to studios, and had films produced. We suggest watching the movie Alice In Wonderland (2010), directed by Tim Burton and starring Johnny Depp, before the workshop. This film will be used as a teaching example.



To register, visit
learnjacksonville.com
or call (904) 620-4200.

Creative Writing I: An Introduction

Instructor:
John Boles

Mondays
Sept. 9 – Oct. 7
6:30 – 8:30 p.m.

OR

Wednesdays,
Nov. 6 – Dec. 11
6:30 to 8:30 p.m.

(\$119)

No class: Nov. 27

■ This five-week course will be a combination of lecture and writing assignments for beginning to intermediate writers. We will address problem areas many writers encounter, such as point of view, voice, characterization, conflict and exposition vs. dialogue. Whether you are interested in fiction or nonfiction, become a better writer. Your instructor, an award-winning author, and your classmates will provide invaluable feedback on your work.

Memoir Writing: Telling Your Story

Instructor:
Judith Erwin

Mondays
Oct. 7 – 28
6:30 to 8:30 p.m.

(\$99)

■ Study the scope and characteristics of a memoir in this four-week course. Select and capture one or more meaningful moments in your life for purposes of personal enrichment, preservation or publication. Using lessons learned, tap into your past to retrieve childhood memories, relationships, challenges and accomplishments. Once discovered, add fire and color to the page. By the end of the course, you will have written one or more sections of a memoir and gained the skills to further develop a project of any chosen length.

How to Sell Your Books and Scripts to Hollywood

Instructor:
Sharon Y. Cobb

Saturday
Sept. 14
9 a.m. to 5 p.m.

(\$99)

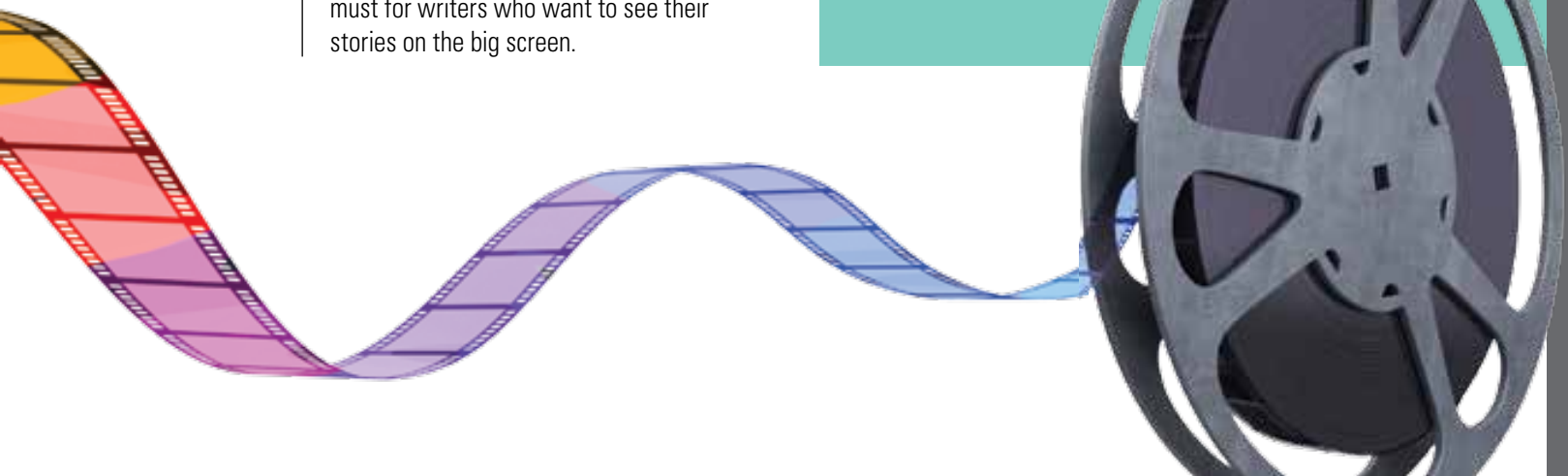
■ Hollywood is looking for books and scripts to buy. Film deal trends in 2012 showed 32 percent of all deals made in the first six months were for books to adapt into movies. Another 28 percent were deals to purchase spec scripts, screenplays written on speculation that they will sell. In this one-day workshop, learn where to find information about contacting producers and how to get your books and scripts directly to them without agency representation. Discover how to choose production companies that most likely want to read your scripts and with whom to speak at the selected companies. Explore websites used by professional Hollywood writers to keep up with what's selling. Find out what happens when a producer wants to option or buy your scripts. This workshop is a must for writers who want to see their stories on the big screen.

NEW!

Plot and Story Structure

Plot and story structure are two areas where many writers struggle. We often know the beginning and end of a story. But weaving a compelling tale from start to finish can be a challenge. Learn how to train the left and right sides of your brain to work together. Answer a list of questions and use creative templates to master the art of plot and story structure in a way that will allow your creativity to fill in the blanks — both in the mind and on the page.

Instructor: John Boles
Wednesdays, Oct. 9 – 30
6:30 to 8:30 p.m.
(\$99)



Creating the Hero's Journey

Instructor:

John Boles

Mondays

Oct. 14 – Nov. 18

6:30 to 8:30 p.m.

(\$119)

No class Nov. 11

■ Writers are storytellers and the best often use elements of myth to create compelling narratives. Based on the highly acclaimed works of Joseph Campbell and Christopher Vogler, this course provides writers with the tools to utilize mythic structure to formulate masterful stories. Through the examination of popular works, discover effective principles for structuring plots and creating believable characters. Practice these methods to analyze and improve your work through exercises. Why settle for mundane when you can infuse your writing with the magic of myth?

Writing FUNNY!

Instructor:

Sharon Y. Cobb

Saturday

Oct. 19

9 a.m. to 5 p.m.

(\$99)

■ Can you learn to write funny? Great comedy writing could be considered a natural gift, but it can be learned, too. This one-day workshop is for all writers — from the novice to the pro — and screenwriters. Get the basics of creating funny characters and constructing a comic storyline. Learn to create comedy from character opposites, the comedy rule of three, slapstick vs. satire, dark comedy, humorous story construction and more. Most material will refer to comedy writing for fiction books and film. Practice techniques with in-class demonstrations. Learn to write funny: It'll be a hoot!

The ABC's of Publishing Your Children's Book

Instructors:

Frances Keiser and
Jane Wood

Tuesday

Oct. 22

6 to 9 p.m.

(\$49)

■ Do you have an idea for a children's book, but don't know how or where to start? Turn your story into a book. Course topics include: writing objectives and genres, book essentials and credentials, publishing options and marketing strategies. From A-to-Z, learn everything you need to put your book on the right track.

How to Publish Your e-Book

Instructor:

Sharon Y. Cobb

Saturday

Oct. 26

9 a.m. to 5 p.m.

(\$99)

■ Forget sending cold query letters to agents and publishers. Stop getting form rejection letters in the mail. Publish your book yourself! E-books are hot, and if you are a writer, you should consider this new path to becoming a published author. This workshop teaches everything you need to know about publishing your e-book: editing, cover design, choosing the best e-publishing outlets and preparing your manuscript for e-book distribution. Take control of your writing career. Become an e-author now.

Marketing Your Books Workshop

Instructor:

Sharon Y. Cobb

Saturday

Nov. 2

9 a.m. to 5 p.m.

(\$99)

■ Whether your books are traditionally published, self-published or e-published, to sell your books, you must market your books. This one-day workshop will give you all the tools needed to promote your books, starting with branding and a marketing plan. As we develop the marketing plan, we will cover new media, traditional media, local media and national media. Learn to write and distribute a news release. Discover your "author platform" and how to optimize your Internet presence. Discuss book signings for authors who have "tree books" to sell. It's not enough to write a great book. To be a successful author you must also effectively market your book.

The Business Side of Self-Publishing

Instructors:

Frances Keiser and
Jane Wood

Tuesday

Nov. 19

6 to 9 p.m.

(\$49)

■ Learn how to start an independent publishing company. Topics include: naming your business and obtaining licenses, bank and merchant accounts, software and hardware, taxes and record keeping, shipping and fulfillment, promotional marketing and outsourcing the jobs you don't want to undertake yourself.

Creative Writing Workshop

Instructor:
John Boles

Mondays
Nov. 25 – Dec. 16
6:30 to 8:30 p.m.

(\$99)

■ The best advice new writers often receive from professionals is to join a workshop to get feedback on their writing. Led by an award-winning author and professional writing coach, this course allows you that opportunity. Each workshop member will submit weekly pages via e-mail. All writers will be responsible for reading members' work and providing their own critique. At each workshop meeting, the group will engage in a supportive critical discussion of the week's submissions. This offers each writer feedback from the instructor and fellow authors, as well as the invaluable experience of honing each writer's own editing skills.

Investment Basics

Instructor:
Chuck Drysdale

Tuesday
Sept. 17
6:30 to 8:30 p.m.

OR

Tuesday
Nov. 12
6:30 to 8:30 p.m.

(\$39)

■ Interested in investing, but not sure where to start? Get a broad overview of the investment process and its vehicles, e.g., stocks, bonds, cash equivalents, funds. Discuss key points regarding stock evaluation.

MONEY MATTERS

NEW!

Clarifying Medicare

Get a broad overview of Medicare, how it works, when to enroll and available options. Examine the differences between Medicare advantage plans and supplements. Understand individual needs and examine available tools and resources.

Instructor: Karen O'Brien

Tuesday, Sept. 10
6:30 to 8 p.m.

OR

Tuesday, Nov. 5
6:30 to 8 p.m.

(\$29)



Instructor:
Hank Swiencinski

Wednesdays
Sept. 18 – Oct. 2
6:30 to 8:30 p.m.

(\$149)

■ Learn about trading and managing your portfolio. Discover how to identify stocks that go up and how to avoid those that go down. Learn to do this yourself, without the aid of a broker. This is not a typical financial planning course. Take control. Manage your investments.

Note: Some basic knowledge of the stock market is recommended.

Students attending the course will receive a copy of "The Professor's One-Minute Guide to Stock Management." This 150-page book was written in direct response to student requests for a reference manual. The book expands on the concepts of the Professor's methodology and covers everything discussed in the six hours of class, including the charts and PowerPoint slides. It also contains a helpful glossary defining the key terms used, a subject index of the topics covered and where they can be found in the book.



Savvy Social Security Planning

NEW!

Instructor:
Karen O'Brien

Tuesday
Oct. 8
6:30 to 8:30 p.m.

OR

Monday
Nov. 4
6:30 to 8:30 p.m.

(\$39)

- Social Security is far more complicated than most people realize. The decisions you make now can have a tremendous impact on the total amount of benefits you stand to receive over your lifetime. This informative seminar covers the basics of Social Security and reveals innovative strategies for maximizing your benefits. Learn the answers to your questions:
 - Will Social Security be there for me?
 - How much can I expect to receive?
 - When should I apply for Social Security?
 - How can I maximize my benefits?
 - Will Social Security be enough to live on in retirement?

Choosing Investments for Your 401k

Instructor:
Jerald Seebol

Tuesday
Oct. 22
6:30 to 8:30 p.m.

(\$39)

- As companies have shifted more of the burden of saving and investing for retirement to individuals, it is increasingly important that individuals better understand their 401(k)s and the investments available to them. This seminar provides an overview of the types of investments available in your 401(k) and the factors you should consider when choosing investments. Among other things, understand the primary asset classes, review the risks associated with the primary asset classes, define mutual funds, identify the types of mutual funds, describe benefits and considerations associated with investing in mutual funds and describe factors you should evaluate when selecting investments for your 401(k).

PHOTOGRAPHY

All photography courses are instructed by John Reed.

NEW!

Photographing Nature in Autumn

Get ready for your fall getaway with these lessons on how to capture the types of images you want to take home, share with friends or hang on your wall! Autumn foliage, waterfalls, sunrises, sunsets and more are on the agenda. This course will use example photos and uncomplicated explanations so you can get the full potential from your digital camera to create the landscape, scenic and nature photos you want. Review camera functions and controls, as well as accessories such as filters and tripods. Learn the basics of composition and how to arrange your image, no matter what kind of camera you have.

Note: A DSLR camera or advanced point-and-shoot camera will have more of the capabilities needed to apply all the instructions in this course. While there are no planned hands-on exercises, please bring your camera and manual to class.

Mondays, Sept. 9 – 16
6 to 8:30 p.m.

(\$69)



To register, visit
learnjacksonville.com
or call (904) 620-4200.

Digital Photo Editing Basics Using Adobe Photoshop® Elements

Thursdays
Sept. 12 – Oct. 3
6 to 8:30 p.m.

(\$109)

■ Understand the fundamentals of editing your digital images. Learn the layers-based method, using Photoshop® Elements 11. Techniques used will work in earlier versions of Elements from 7 through 10, as well as the full version Photoshop (CS4, 5, 6) and other layers-based programs. Lightroom and Aperture are not suitable for this approach. All levels of experience welcome, but those with Elements or Photoshop and a basic working knowledge of computers, files, file organization and common program conventions will gain the most benefit. This is not a hands-on computer lab, but a live demonstration presentation as the instructor illustrates the techniques. You are welcome to bring your own laptop to follow along, but it is not a requirement.

Digital Photography – The Camera

Formerly Level 1

Mondays
Oct. 21 – Nov. 4
6 to 8:30 p.m.

(\$89)

■ Get the basics on DSLR cameras with interchangeable lenses. If your camera is new or confusing, this is the course for you. Get a solid foundation upon which to build on with more advance courses such as Light and Exposure. There will be some hands-on work in the classroom, so you should be somewhat familiar with your camera's capabilities and controls. Advanced point-and-shoot cameras with adjustable controls can benefit, but may not be able to apply 100-percent of the course material.

Note: No prior knowledge of cameras or digital photography is required. This course provides a solid foundation for anyone wishing to learn more in the following Light and Exposure course.

Required: Please bring your camera and its manual to class.

Composition in Photography

Thursday
Oct. 24
6 to 8:30 p.m.

(\$39)

■ Learn to create pleasing and interesting photos using the concepts of photo composition, regardless of what type of camera you own. Concepts covered include what to exclude or include in your photo and how you arrange it. This is a function of the image maker, his or her position and vision, and has nothing to do with how sophisticated the camera. Line, form, shape, color and much more are covered. Rules are explained and provided so they can then effectively and knowledgeably be broken.

Note: There is no need to bring a camera to this class.

Digital Photography – Light and Exposure

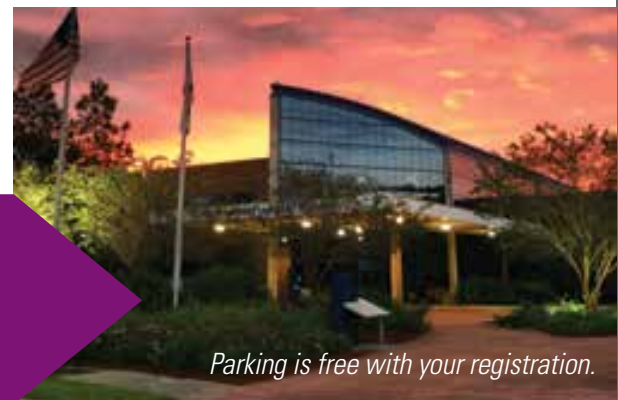
Formerly Level 2

Thursdays
Nov. 7 – 21
6 to 8:30 p.m.

(\$89)

■ Learn the fundamentals of digital photography. You should be familiar with your camera controls, either via experience or through the Digital Photography – The Camera course. Know how to: change shooting mode; change metering mode; set aperture, shutter speed, ISO, white balance in all modes; adjust exposure compensation; and be familiar with using menus. Learn how and when to make these changes. Get the basics of creating technically correct photos. This course is best suited for camera types from advanced point-and-shoot up to DSLR.

Required: Please bring your camera and its manual to class.



Classes take place at

**University of North Florida
Adam W. Herbert University Center**

12000 Alumni Drive
Jacksonville, FL 32224

Parking is free with your registration.

Digital Photography – Fine Points and Refinements

Formerly Level 3

Mondays
Dec. 2 – 16
6 to 8:30 p.m.

(\$89)

■ Explore new areas including: depth of field in detail, sharp images, explanation of RAW files and flash basics. You should be comfortable with your camera, the use of controls and adjustments without having to refer to the manual. More advanced point-and-shoot models or digital SLRs are best suited for this course. Anyone is welcome, but you will gain the most if your camera has adjustable exposure settings, multiple metering modes and/or advanced shooting modes. Having taken the Light and Exposure course or other previous photography courses is a plus, but not a requirement if you are familiar with photo exposure.

Required: Please bring your camera and its manual to class.

Mastering Zoo Photography

Thursday
Dec. 5
6 to 8:30 p.m.

(\$39)

■ Through instruction and examples, learn to take wonderful photos at the zoo without looking like you're at a zoo! Discover catch shots you can make while you're there with others, as well as more serious work you do alone. Topics covered will include a detailed explanation of depth of field and using it to make fences and glass disappear. Make images to be proud of no matter what your photo kit: long lenses, short lenses and everything in between.

Shooting subjects will include: large and small mammals, reptiles, birds, flower and even indoor photography. Learn the best camera settings to use for all situations, tips on composition.

Note: A DSLR camera or very advanced point-and-shoot camera will have all the capabilities to apply the instructions given in this course. Those with more basic cameras are more than welcome to attend, but should be aware of limitations in the lessons.

Required: Basic understanding of photographic concepts of exposure, exposure compensation and metering. While there are no planned hands-on exercises in class, please bring your camera and its manual to class.

NEW!

Photo Safari at the Jacksonville Zoo and Gardens

This is a four-hour, totally hands on workshop in the field. The primary goal is to apply the lessons provided in the classroom, though the class is not a prerequisite. We will concentrate on a few specific areas to reinforce the techniques needed to shoot through fences, glass and other obstructions so your photos look like they were taken in the wild outdoors. Learn to use whatever camera/lens combination you have for maximum enjoyment and efficiency. Determine the limitations, if any, of your gear so you won't be disappointed with your results. Class size is limited to 20 people to provide ample individual assistance. Tips and help will be provided throughout the workshop rather than any formal sit down lessons. When the workshop is over, continue on your own for the rest of the day practicing what you've learned so it becomes firmly set in your mind. As a bonus, receive early admission, as the class has access one hour, from 8 to 9 a.m., prior to the public. Course fee includes admission price.

Saturday, Dec. 7
8 a.m. to noon **(\$59)**

*Sign up for this class AND Mastering Zoo Photography to receive a discounted rate of **\$89** for both.*



WINE TASTING



Participants must be at least 21 years of age for all classes.

All wine courses are instructed by Richard Park.

Wine Essentials, Part 1: Understanding Taste, Aromas and Flavors, Balance and Quality

Wednesdays
Sept. 11 – 25
6:30 to 8:30 p.m.

(\$109)

■ Whether you're new to wine or a frequent consumer seeking more wine knowledge, this course is an essential guide to the basic knowledge you need for a lifetime of wine enjoyment. Combine tastings, lively seminar-styled discussions and spirited opinions in an attempt to answer the age-old questions: "What is quality?" and "Is this wine great, good, or merely average?" We will sample six wines each week and the cost of the wine is included in the fee.

Wine Essentials: Rising Stars

NEW!

Wednesdays
Oct. 16 – 30
6:30 to 8:30 p.m.

(\$109)

■ Are you an open-minded individual who sees tasting new and unfamiliar wines as important and exciting? Explore the regions, grape varieties and wines that are causing quite a stir amongst the sommeliers and wine cognoscenti of the world. We will taste six wines each week and wine cost is included in the registration fee.

Wine Essentials Focus on the Region: The Wines of Sardinia & Sicily

NEW!

Wednesday
Nov. 13
6 to 8:30 p.m.

(\$69)

■ The two largest islands in the Mediterranean Sea have quietly undergone a qualitative revolution in regard to the wines they produce. Once seen as remote outposts of the wine industry, they are now media darlings with countless articles appearing in wine publications throughout the world. Taste seven wines from Italy's up-and-coming world-class wine-producing islands.

Note: This is a one-night session. Wine cost is included in the registration fee.

Wine Essentials Focus on the Grape: Malbec

NEW!

Wednesday
Dec. 11
6 to 8:30 p.m.

(\$69)

■ Wines produced from the Malbec grape — especially those from Argentina — have been experiencing off-the-charts sales growth for the last five-plus years in the U.S. Examine this grape that runs the gamut stylistically, from rustic and chewy to juicy, rich and refined. We will taste seven wines during this one-night session.

Note: Wine cost is included in the registration fee.

Registration is Easy! *There are six simple ways to register below.*

Mail: UNF Continuing Education
12000 Alumni Drive
Jacksonville, FL 32224

Fax: (904) 620-4244

Call: (904) 620-4200

Visit: UNF Herbert University Center
(Bldg. 43, Rm. 2110)

Email: unfce@unf.edu

Online: www.learnjacksonville.com

Cancellation Policy

Your cancellation and/or refund request must be received no later than five (5) business days prior to the first day of class in order to receive a 90% refund.* No refunds are given for requests made within five (5) business days or if you do not attend. A credit memo can be requested in the full amount and used for a future course that is scheduled within the same calendar years as your original course. Once a credit memo is issued, you cannot receive a refund.

*A 10% administrative fee is retained by the University.

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