

**SEPTEMBER 2009**

# FREE iPhone Application Development Course Begins October 19

Have an idea for an iPhone App but don't know how to develop it? [North Jersey Partners](#) has teamed up with the New Jersey Institute of Technology (NJIT) to offer FREE tuition for an online iPhone Application Development course. The 10-week, 30-hour online course begins on October 19, 2009.

Students, who are computer literate, will be taught what they need to know to design and implement iPhone and iPod Touch software using the Apple Software Development Kit. Participants practice submitting their applications (Apps) to the Apple App Store so the Apps can potentially be offered by Apple as paid, downloadable commercial software packages.

Those interested in applying for this very popular course are required to text IPHONE to 35350 and will be given access to the application. The application process runs from October 5-16. All applicants must have broadband access to the Internet and a Macintosh computer capable of running SDK-OSX Leopard 10.5.7 or higher and an iPhone or iPod Touch.

Fifteen applicants will be selected and preference will be given to those unemployed and underemployed in the northern New Jersey region. For more information, log on to [NJIT iPhone Apps Development Course](#).

## Four Courses Developed to Train-the-Trainer in Transportation

Union County College (UCC), through support from [North Jersey Partners](#), is offering community colleges three FREE Train-the-Trainer courses with materials in Transportation, Logistics and Distribution (TLD) on Thursday, October 8, 2009. This training session runs from 9 a.m. to 4 p.m. and the courses covered are *Introduction to TLD* (three hours); *TLD Career Planning* (20 hours); and *Customer Service and Communication Skills for TLD Workers* (40 hours). Instructors who teach workplace readiness and customer service are good candidates for this training session.

The fourth Train-the-Trainer session, *TLD 101* (48 hours), is being offered on Wednesday, October 28, 2009 from 8:30 a.m. to 12:30 p.m. This course was developed by and will be delivered by Middlesex County College. Instructors who can teach basic math and have some industry experience in logistics or supply chain management are good candidates for this course.

Both Train-the-Trainer sessions will be held at the Executive Education Center at UCC's Cranford campus. For more information or to register, please contact Eileen Mallor at [mallor@ucc.edu](mailto:mallor@ucc.edu) or (908) 965-2358.

## FREE Project Management Training Customized for Healthcare Industry

Like managing projects? Have you thought about getting certified? [North Jersey Partners](#) is offering two separate, FREE three-hour Project Management training courses tailored to the Healthcare Industry. Each of the two sessions, Tuesday, October 13, 2009 or Thursday, October 15, 2009 will be held at the New Jersey Institute of Technology (NJIT) in Newark from 9 a.m. to noon. In addition, NJIT will award a .3 CEU certificate upon course completion.

NJIT's instructor is an approved member of the Project Management Institute (PMI®) and a Registered Education Provider with Global Provider Status. For more information or to register, please contact Gwendetta Scantling at (973) 596-3063 or [scantlin@adm.njit.edu](mailto:scantlin@adm.njit.edu). Registration is required due to limited seating.

## Celebrate Entrepreneurship Day at the NJ Performing Arts Center

The [Institute for Entrepreneurial Leadership \(IFEL\)](#) with support from [North Jersey Partners](#) is celebrating Entrepreneurship Day 2009 on Wednesday, October 7 from 9 a.m. to 4 p.m. at the NJ Performing Arts Center in Newark. In addition, the launch of the 3rd Annual IFEL Business Plan Competition in collaboration with Randal Pinkett's Campus CEO Challenge will take place.

The all day event will include roundtable conversations, expert presentations, motivational speakers, and resource provider displays. Registration fee required. To register, go to [IFEL](#).

## Learn How to Build a Sound Financial Plan and Pitch to Raise Capital

Developing a sound financial plan and understanding what to focus on when pitching your plan to investors is key in today's tight lending market. That is why the New Jersey Center for Innovation Acceleration, funded by [North Jersey Partners](#), is presenting [Build Your Financial Model and Valuation of Early Stage Companies](#). These two hands-on, intensive training programs were created to assist small businesses and entrepreneurs in raising capital.

[Financial Modeling Essentials for Raising Capital](#), a two-day workshop, covers all the key aspects of developing a financial model including profit and loss, balance sheets, cash flow statements, and applying valuation techniques for your business. [Valuation of Early Stage Companies](#), a one-day workshop, will strengthen the key elements of your business financial model and enhance the focal points that venture capitalists evaluate for funding.

[Financial Modeling Essentials for Raising Capital](#) will be held Thursday and Friday, October 1-2, 2009 at the New Jersey City University Business Development Incubator in Jersey City. A second session is being held on Thursday and Friday, October 8-9 at Sussex Community College in Newton. [Valuation of Early Stage Companies](#) is scheduled for Friday, October 30, 2009 at the New Jersey Institute of Technology in Newark.

The registration fee is \$50 for each workshop. To register, go to [The Globetron Group](#), a leading provider of professional development for corporate and investment banking institutions or call Judith Sheft at (973) 596-5825 or [sheft@njit.edu](mailto:sheft@njit.edu). Class size is limited to 25 participants.

To see the entire list of small business/entrepreneur training programs, please to go [North Jersey Partners](#).

## SAVE THE 2009 DATES!

Thursday, November 12 – **NJ Innovators Conference**, Moderator – JJ Ramberg, host of *MSNBC's Your Business*, Eisenhower Corporate Campus, Livingston, NJ, 7:30 a.m. to 3 p.m. To register go to [North Jersey Partners](#) or contact Judith Sheft at (973) 596-5825 or [sheft@njit.edu](mailto:sheft@njit.edu).

Tuesday, December 1 – **Navigating the Resources for Small Businesses** co-sponsored with Senator Frank R. Lautenberg, Campus Center Atrium, New Jersey Institute of Technology, Newark, 9 a.m. to 3 p.m. For more information contact Judith Sheft at (973) 596-5825 or [sheft@njit.edu](mailto:sheft@njit.edu).

Thursday, December 3 – **Building Lifelong Learning Organizations: Best Practices from the Frontline**, Featuring NJ Commissioner of Labor and Workforce Development David J. Socolow and CEO of Hatch Matt MacDonald Nicolas DiNicholi, New Jersey Institute of Technology, Newark, 9 .m. to noon. For more information or to register, contact Gwendetta Scantling at (973) 596-3063 or [scantlin@adm.njit.edu](mailto:scantlin@adm.njit.edu).

In addition to these dates, [North Jersey Partners](#) supports and promotes a variety of additional training sessions and workshops. Please visit our [Calendar of Events](#) or [Current News](#) for the updates and the latest information.