

90% of business professionals regularly make grammar errors in their business documents. *Yikes!* Don't let weak grammar and proofreading skills tarnish your credibility.

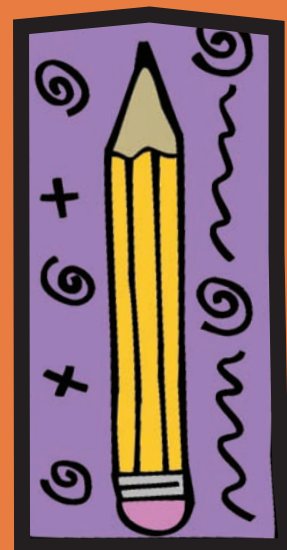
Make plans to attend...

Business Grammar & Proofreading

A CRASH COURSE FOR BUSY PROFESSIONALS

Don't worry... this isn't the snooze-fest you'd expect from a day spent studying punctuation, spelling, grammar, and proofreading. We've taken the dread out of learning these essential business skills and created a course that's actually **INTERESTING** and **FUN** to attend. Check out what people are saying about this course on pages 4-5.

Spend just
ONE-DAY
at this
incredible
workshop
and we
GUARANTEE
you'll write
with more
confidence
**FROM NOW
ON!**



See page 5.

Enroll online at www.NationalSeminarsTraining.com or call 1.800.258.7246

"FINALLY ... a hands-on training session with tips and actions to implement immediately! The training made grammar FUN and ENGAGING. Excellent!"

- S. Therepa

"FABULOUS! Way more than I ever expected."

- R. Kam

"The trainer's fun approach to teaching and her sense of humor made this workshop both useful and entertaining."

- L. Nino

"Wonderful class ... the instructor was excellent."

- K. Alcon

"Great refresher course ... the course content and workbook were excellent."

- C. Bregasmann

"This was the best seminar I've ever attended!"

- L. Aureo

A POWERFUL NEW WAY TO BUILD THE GRAMMAR AND PROOFREADING SKILLS YOU NEED!

DEAR PROFESSIONAL:

Business Grammar & Proofreading is a new one-day workshop that features a phenomenal, "no-fear approach" to business grammar and proofreading skills. This skill-packed program has been designed for busy professionals like you who want a super-fast, easy way to brush up on grammar, spelling, proofreading and business usage.

We've boiled down hundreds of grammar and usage rules to "the most important of the most important," focusing on those contemporary grammar skills that will make the biggest, most immediate impact in your written business communication. This fast-paced, interactive learning adventure presents information in easy-to-grasp concepts that make learning fun – and painless. You'll be startled at how much you'll absorb, retain and enjoy!

An important feature of our exceptional workshop is a special update on the newest standards in business usage. You'll discover how to handle courtesy titles, gender-pronoun problems, terms that may be considered insensitive or even offensive, and fresh alternatives to outdated words and phrases that have fallen out of favor.

Packed with tips, tricks and easy-to-remember techniques, this workshop is a must-attend event for you if any part of your job involves communicating in writing. Whether you prepare formal business reports, proofread business letters, send e-mail to customers or clients or jot memos to your boss, the skills you'll learn will add professional polish – and accuracy – to every sentence you write!

Don't wait any longer to get the crucial grammar and proofreading skills you need to shine like the credible, capable professional you are. Enroll today!

Sincerely,



Susan Enyeart
DIRECTOR OF CURRICULUM

P.S. Give your whole team a grammar and proofreading upgrade and save! When 3 enroll, the 4th attends ABSOLUTELY FREE! Call 1-800-258-7246 and register today, or enroll on our secure Web site at www.NationalSeminarsTraining.com.



GREAT GROUP DISCOUNT! WHEN 3 ENROLL FROM YOUR ORGANIZATION, A 4TH ATTENDS FREE!

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5 MAJOR BENEFITS OF ATTENDING THIS WORKSHOP

1 SAY GOODBYE TO YOUR GRAMMAR ANXIETY ONCE AND FOR ALL!

Spend just one day with us – learning in a fun environment where there's no pressure or stress – and your grammar anxiety will melt away. You'll discover dozens of easy tricks and tips for remembering grammar basics – tools you'll use for the rest of your life!

2 BE "IN THE KNOW" ON THE NEWEST STANDARDS FOR BUSINESS USAGE, INCLUDING NONSEXIST LANGUAGE.

Forget "Dear Gentlemen." You'll learn up-to-date business usage for courtesy titles, salutations and more. Find out how to handle those sticky gender-pronoun issues and learn which words and terms may be considered insensitive or offensive.

3 AVOID MAKING EMBARRASSING WRITTEN ERRORS THAT COULD DAMAGE YOUR CREDIBILITY.

Grammar blunders and spelling errors scream "unprofessional!" Such mistakes can tarnish your image fast. This workshop will give you the important grammar skills you need to succeed, plus the confidence that comes from knowing that your written communication is error-free.

4 PROOFREAD LIKE A PRO – AND BECOME THE OFFICE HERO!

By learning the foolproof techniques professional proofreaders use, you'll build a safety net for catching errors that would otherwise slip past. You'll become the "eagle eye" in your office, proofreading quickly without sacrificing accuracy, as you spot even the smallest errors.

5 CONTINUE TO IMPROVE YOUR SKILLS WITH YOUR TAKE-HOME DESKTOP REFERENCE.

You'll keep honing your business grammar and usage skills long after this workshop is over, thanks to the valuable take-home materials you'll receive as a participant. This valuable desktop reference is filled with grammar rules, tips and tricks and will become a trusted resource you'll keep close at hand.

Do you REALLY need this workshop?

Spot the grammar and spelling errors in the following sentences.

1. *Every employee is urged to turn in their expense reports on time.*
(Employees are urged to turn in their expense reports on time.)
2. *Who would you prefer to complete the report – Todd or I.*
(Whom would you prefer to complete the report, Todd or me?)
3. *We need your insurance that the workmen will finish by Friday.*
(We need your assurance that the workers will finish by Friday.)
4. *Our company use to file all their memoes.*
(Our company used to file all its memos.)
5. *The stern reprimand you delivered did not phase him.*
(The stern reprimand you delivered did not faze him.)
6. *If it was up to me I'd fire Dara immediately.*
(If it were up to me, I'd fire Dara immediately.)
7. *Its my recomendation that we conduct business with him.*
(It's my recommendation that we conduct business with him.)
8. *We need to keep this problem from reoccurring again.*
(We need to keep this problem from recurring.)
9. *The team should run it's own meetings.*
(The team should run its own meetings.)
10. *The proposed change should have positive affect on employes.*
(The proposed change should have a positive effect on employees.)

If you missed even one of these errors, you're at risk for letting embarrassing mistakes slip into your work – and damage your professional credibility. Enroll in this workshop today and gain the skills and confidence you need to produce error-free business communication that makes you shine!

CONQUER GRAMMAR WITH OUR NO-RISK GUARANTEE!

When you communicate in writing on the job, your professional credibility is on the line. When you attend this grammar and usage workshop, our professional credibility is on the line.

That's why we back this powerful program with our no-risk, money-back guarantee. If you're not satisfied with the grammar and usage training you receive during your day with us, we'll refund your enrollment fee down to the last penny. In other words, when you enroll in **Business Grammar & Proofreading**, you have absolutely nothing to lose – and everything to gain. GUARANTEED!

WORKSHOP BONUS

YOUR GRAMMAR & PROOFREADING GUIDE BECOMES A HANDY DESKTOP REFERENCE!

Stumped over a grammar question and can't get a document out the door until you know the answer?

You'll never again have that problem thanks to the desktop reference guide you'll receive free as a participant of this workshop. This user-friendly, softbound guide contains the business grammar and proofreading basics you'll learn, plus dozens of other tricks, tips, and techniques for error-free written communication.

Available only through National Seminars Group, this information-packed tool will help you continue to hone your skills long after the workshop is over. Expect it to become a well-worn resource that you'll refer to again and again for fast answers to tricky grammar and proofreading issues.

"Thanks for offering this class."

— A. Banks, Cintas

"A wake-up call! Taught me that I needed to update my writing ... what's acceptable today has changed since way back when I learned grammar rules."

— P. Realy

"I was very surprised with how much I didn't know ... what a valuable course!"

— S. Griffin

Your Comprehensive Workshop Agenda

Program hours: 9 a.m. to 4 p.m.
Registration begins at 8:30 a.m.



I. OUT WITH THE OLD BUSINESS COMMUNICATION RULES AND IN WITH THE NEW!

- Still clinging to "old" business writing and usage ideas? Professional examples of how modern written business communication should sound
- Why a casual, friendly tone is key to contemporary business communication
- Strategies for eliminating stiff, formal language and avoiding wordiness
- Understanding why concise communication is imperative today, whether you're writing a formal report or an e-mail
- Most-often misused words in business documents, including words that don't exist

II. "MUST-KNOW" GRAMMAR BASICS FOR BLUNDER-FREE WRITING

- Image-crippling mistakes to avoid: Grammar blunders professionals most frequently make
- What a misplaced modifier is and how it can wreak havoc with your meaning
- A simple way to make sure your subjects and verbs agree – guaranteed!
- That's up to you and I or that's up to you and ME? How to choose the right pronoun
- Handy grammar resources that will provide answers to even your trickiest questions

III. SMART WAYS TO REV UP YOUR SENTENCES – AND POLISH YOUR PROFESSIONAL IMAGE!

- How to use active verbs and voice to communicate more powerfully

- Wake up your readers by slashing adjectives and dumping unnecessary adverbs
- Tips for using varying sentence patterns and sentence lengths to express your ideas
- Less is more: "how-to's" for trimming the fat from your documents
- Pointers for adding zing to your written communication

IV. HANDY "CHEAT SHEETS" FOR CAPITALIZATION, NUMBERS AND ABBREVIATIONS

- The 10 Commandments of Capitalization for business communication
- Rules for capitalizing professional titles and names of things
- The Rule of 10 for spelling numbers and expressing them in figures
- When – and how – to abbreviate and when to spell it out

V. PUNCTUATION MADE EASY FOR THE SEMICOLON-CHALLENGED!

- Punctuation mistakes that are instant credibility killers – ones you'll never again make!
- Avoid "comma-itis" by knowing when a comma is essential
- Easy ways to keep semicolons and commas straight
- Correctly using apostrophe-"s" or "s"-apostrophe to keep your meaning clear
- When (and why) to use parentheses
- Understanding when you need quotation marks and how to use them with other punctuation

- Punctuation rules that were made to be broken and when it's a good idea to break them

VI. SECRETS OF GOOF-PROOF SPELLING

- A list to keep at hand from now on: the 100 most-often misspelled words in business communication
- 5 golden spelling rules every professional should memorize
- "Occuring" or "occurring"? The handy rule for adding word endings
- Hear an example of why you can't depend on spell-check to get your spelling write all the thyme
- Resources to check for the correct spelling of the newest words in our ever-evolving language

VII. NEW BUSINESS USAGE STANDARDS: R.I.P. TO "DEAR GENTLEMEN"

- Guidelines for handling courtesy titles in business communication
- Fresh, new options for salutations in business correspondence
- Nonsexist alternatives guaranteed to help you steer clear of offensive language
- Solutions to gender-based pronoun problems
- Pet phrases and outdated words that need to be put out to pasture

VIII. PROOFREAD LIKE A PRO TO CATCH EMBARRASSING ERRORS BEFORE THEY "GO PUBLIC"

- Are you proofreading or editing? Why it's important to know the difference before you start reading
- Tips for proofreading quickly without sacrificing accuracy
- Visual tricks that will help you catch hard-to-find errors such as duplicate words and omitted letters
- The secret to spotting your own typos and grammatical errors
- How to proofread numbers with 100 percent accuracy every time
- A proofreading checklist that will serve as your "safety net" so you can rest easy, knowing you've caught every error

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The Standard in Training Excellence

From Our Resource Center ...

SAY GOODBYE TO EMBARRASSING AND COSTLY GRAMMAR ERRORS!

In business, impressions are everything. Unfortunately it's the first impression you make that lasts the longest. So why not make sure it's a positive impression you leave with every written piece of correspondence. With the **Grammar Ease Collection**, you'll have handy guides and references at your disposal to quickly and confidently look up any uncertainties you may have in your business communications. Order your set today!

THE GRAMMAR EASE COLLECTION INCLUDES:

- ✓ *Better Business English* series (5 book set)
- ✓ *Franklin Covey Style Guide*
- ✓ *The Essentials of Business Writing* handbook

Item No. YGPRF0908 ... Retail Price: \$119
YOUR PRICE ONLY: \$99
YOU SAVE: \$20



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Call toll-free
1-800-258-7246



Fax the completed
 registration form to
1-913-432-0824



or Mail the registration form to:
National Seminars Group
P.O. Box 419107
Kansas City, MO 64141-6107

REGISTRATION INFORMATION

Our **REGISTRATION CENTER** is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

GROUP DISCOUNT: When 3 enroll from your organization, a 4th may attend for FREE!

CHECK-IN begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

CANCELLATION: If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEUS: Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

CNE: Rockhurst University Continuing Education Center, Inc. is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

TAX DEDUCTION: The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

FED ID #43-1576558

REGISTRATION FORM

1. Enrollment Fees

Group Discount: When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to seminar registrations only, and cannot be used for STAR12 memberships.

- Join **STAR12 – Gold Membership***: ~~\$599~~ \$499 **Best Value!**
STAR12 Members Attend This Event for FREE!

*\$499 qualifies you for a Gold-level STAR12 membership, and entitles you to a full year of unlimited FREE access to every seminar in the STAR12 learning collection. Your membership will be activated upon receipt of your membership dues. For more information, visit www.natsem.com/STAR12.

2. Names of Attendees (Please Print)

(Please list additional registrations on a separate sheet and attach.)

1. Mr./Ms. _____ Title _____
 E-Mail Address _____
 City/Event #: _____
2. Mr./Ms. _____ Title _____
 E-Mail Address _____
 City/Event #: _____

- Please send me _____ copies of **The Grammar Ease Collection** (Item No. YGPRF0908) at \$99 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$6 for first item; \$1.50 for each additional item; express extra. Method of payment is indicated in step 4.

3. Company Information (Please Print) *Phone required in case of last-minute changes.

Organization _____
 Address _____ Mail Stop _____
 City _____ State _____ ZIP _____

Approving Supervisor: Mr./Ms. _____
 E-Mail Address _____
 *Phone _____
 **Fax _____

Sign here _____

***This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCCEC to use your fax number for these purposes.*

4. Method of Payment

- If you have registered by phone, please record your confirmation number here:

- Check payable to National Seminars Group is enclosed
- Charge to: MasterCard VISA American Express Discover Diners Club
 Card No. _____ Exp. Date _____
 Signature _____
- Bill my organization; Attn: _____
 (Note: Full registration fee due and payable prior to start of workshop)
- Our purchase order is attached (government, educational, and health-care organizations only)

5. Important: Your VIP Customer Number

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Fill in your VIP Customer Number as it appears above the name on the mailing label. (Record the number even if the label is addressed to another individual.)

SD, WV and CT residents, please add applicable sales tax to your payment. If you are tax-exempt, enter your tax-exempt number here: _____ and attach a copy of your tax-exempt certificate.

Program hours: 9 a.m. to 4 p.m. Registration begins at 8:30 a.m.



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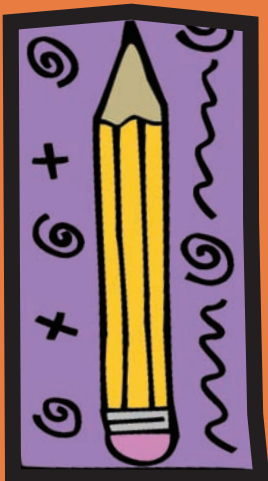
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