



# CORPORATE SERVICES

## LAWSON STATE COMMUNITY COLLEGE

Volume 1, Number 2

### WHAT IS CORPORATE SERVICES?

The Corporate Services Division of Lawson State Community College provides customized solutions, testing, services, and educational seminars for organizations in the automotive, business, engineering, health, and manufacturing sectors. The goal of Corporate Services is to help companies add measurable value to their daily operations.


 For more information contact Charles Murray, (205) 929-3433 or [cmurray@lawsonstate.edu](mailto:cmurray@lawsonstate.edu).

### LAWSON STATE COMMUNITY COLLEGE AND BMW FORM ALLIANCE

BMW selected Lawson State Community College's Automotive Technician program to be a member of the Post Secondary Alliance whose graduates are eligible to participate in the BMW Service Technician Education Program (STEP). STEP is a prestigious training opportunity available to the top performing graduates of the country's best post secondary automotive technician programs. Lawson State became the 21st college-level program in the nation to participate in BMW STEP. BMW (Bayerische Motoren Werke) is an independent German Company and manufacturer of automobiles and motorcycles. BMW is also the parent company of the MINI and Rolls-Royce car brands.

BMW STEP was conceived by Hans Duenzi, Vice President of Engineering and Aftersales, with advice and input from the BMW network of dealers. BMW selects graduates from affiliated college-level programs who excel in their studies. STEP graduates approximately 340 new BMW service technicians each year. The program builds on the education graduates receive in the Automotive Tech program at Lawson State. BMW's commitment is to "provide an intense download of technology to hand-picked, bright and dependable men and women who have proved to be achievers," said Duenzi. In tandem with STEP the College's Auto Tech program will produce qualified technicians who possess the requisite skills, aptitude and attitudinal qualities of BMW professionals.

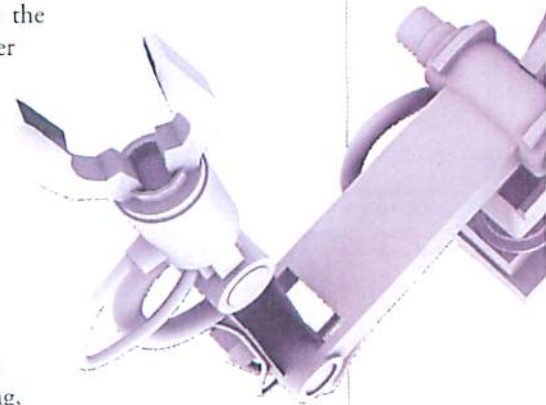



 For more information contact Tom Berryman, 205.929.3483 or Larry Marshall, 205.929.3478.

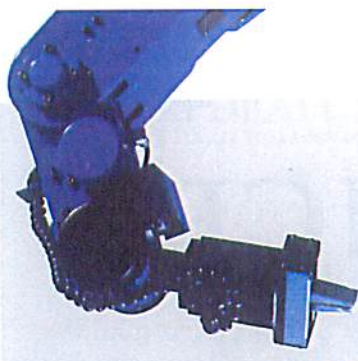
### ADVANCED ROBOTICS CENTER FOR AUTOMOTIVE MANUFACTURING

The Alabama Center for Automotive Excellence is expanding its robotics program with the development of an Advanced Robotics Center (ARC) for Automotive Manufacturing. The Center will house robotic arms, computer based robotics simulations and a nine station modular production line designed to teach students to analyze and troubleshoot the interaction between mechanical, pneumatic, electrical, programmable controllers, and communication systems. The 21st Century production line is the result of a two-year National Science Foundation (NSF) grant to Lawson State.

Instructors in the Advanced Robotics Center will provide both credit and Corporate Services classes through the College. Rich Raymond, Industrial Electronics Instructor, is instrumental in organizing the ARC and coordinating the curriculum. "A typical manufacturing assembly plant uses several hundred robots to build and paint vehicles" said Raymond. Suppliers, who make the parts for an assembly plant, use robots with laser technology for measuring, blanking, trimming, punching, welding and diemaking. Robots are also essential for moving and loading materials and supplies in today's clean-room environment of manufacturing plants.




 For more information about the Advanced Robotics Center classes contact Nancy Wilson, 205.929.3451.



## AUTOMOTIVE MANUFACTURING IN ALABAMA BOOMING

Since 1997, Alabama has become home to Mercedes-Benz, Honda and Hyundai assembly plants. Other automakers have chosen Alabama to build their engines, including Toyota and International Diesel, which produces advanced technology diesel engines. This year, Business Facilities magazine ranked Alabama second in the "Top 10 States for Automotive Manufacturing Growth." Over the last 10 years, the automotive industry, in Alabama has invested over \$7 billion and currently accounts for 44,834 direct jobs (Alabama Department of Industrial Relations).

 For more information about automotive manufacturing careers contact Nancy Wilson, 205.929.3451 and for more information about automotive technician careers contact Tom Berryman, 205.929.3483.


## TOYOTA PROGRAM RECEIVES AWARD OF EXCELLENCE

Lawson State's Toyota T-TEN program is the recipient of a 2007 Award of Excellence from the National Institute for Automotive Service Excellence (ASE). "Each year, the Automotive Industry Planning Council (AIPC) selects deserving automotive educational institutions to receive an ASE Award of Excellence," said Tim Zilke, Chief Operating Officer for the National Institute for Automotive Service Excellence. The awards are given to support the program's efforts in providing qualified, entry-level technicians to the automotive industry. Mr. Keith Littleton, Toyota T-TEN instructor accepted the award which also includes a \$1,000 Snap-On Tool Certificate and a \$2,500 check for the program from Toyota Motor Sales, USA, Inc. The College's Toyota T-TEN program was also named one of Toyota's Top Ten Programs in the nation in the spring of 2007.

 For more information about the Toyota T-TEN program contact Keith Littleton, 205.929.3471.  **TOYOTA**

## LAWSON STATE SETS STATE RECORD FOR CERTIFIED AUTOMOTIVE PROGRAMS

The National Automotive Technicians Education Foundation (NATEF) has certified two additional programs at Lawson State Community College. The programs are Automotive Technology and Medium and Heavy Truck Technician. Both programs are part of the College's Alabama Center for Automotive Excellence. The certifications bring Lawson State's total number of certified programs to five. "We are the only two-year college in the state to achieve this number of certifications," explained Tom Berryman, Director of the Alabama Center for Automotive Excellence. "In fact, there are only four other certified postsecondary programs in Alabama," he added.

 For more information about the programs offered through the Alabama Center for Automotive Excellence contact Tom Berryman, 205.929.3483.

## CDL PROGRAM OFFERED BY CORPORATE SERVICES

The Alabama Center for Automotive Excellence is now offering a six week Commercial Driver's License (CDL) program to prepare students for one of the fastest growing careers in the state and country. The course is designed to help students pass the Alabama CDL test and prepare for a fleet job with a carrier or become an independent owner.

 For more information contact Tommy Hobbs, 205.929.3521.

Lawson State  
Community College  
Supports



## PROGRESSIVE INSURANCE PARTNERS WITH CORPORATE SERVICES

Progressive Insurance and the Corporate Services Division at Lawson State Community College teamed up to develop a seminar for claim adjusters. The curriculum, especially designed for Progressive Insurance, provides first-hand experience on what it takes to repair a vehicle. Alga Gatson and Darryl Rowe, Lawson State's collision repair instructors, provided each participant with a vehicle panel such as a door or fender. The adjusters dented the panels and then participated in a step-by-step process to repair the damage and apply paint. "The seminar was particularly helpful to adjusters because they have to estimate how much time and material it will take to make repairs," said Tommy Hobbs, Business and Industry Liaison with Corporate Services. Hobbs worked with Charles McCombs, Property Damage Manager for Progressive Insurance to design the eight hour seminar. Progressive Insurance is the third largest insurance group in the country.

 For more information on customized seminars contact Tommy Hobbs, 205.929.3521.

## ADMINISTRATIVE ASSISTANT FUNDAMENTALS

\$79 ed2go Online Class

The rapid growth in business and industry has created many new job opportunities for administrative assistants. This course will help you discover and master the essentials of managerial and staff support, information and records management, communications technology, travel and meeting coordination, space planning, and office ergonomics. You'll become an indispensable member of your team by identifying opportunities and implementing solutions to turn your office into a high productivity machine.

Call Claudia, 205.929.3519 for more information.



## BUILDING TEAMS THAT WORK

\$79 ed2go Online Class

Teams are becoming a staple in today's workplace. In this online course, you'll learn the components of a successful team and the stages of its development. You'll master the skills you need to effectively manage projects, make decisions, and solve problems in a team setting. Plus, you'll have a chance to learn the pitfalls of unhealthy group interaction and minimize any of its effects on your team.

Call Claudia, 205.929.3519 for more information.



## EFFECTIVE SELLING

\$79 ed2go Online Class

The goal of Effective Selling is not to teach you how to make a sale today, but to help you discover how you can easily convert a potential customer into a long-term asset. Effective selling will help you lay the groundwork for repeat business and your future success. In sales, there are no quick fixes. However, with the knowledge, planning skills, communication techniques, and the understanding of human nature that you will gain from this online course; your sales will grow as if by magic.



Call Claudia, 205.929.3519 for more information.

## ADVISORY COUNCIL MEETS

The Corporate Services Advisory Council exists to create a network of involvement between Corporate Alabama and Lawson State Community College. The Advisory Council meets quarterly to discuss education opportunities, needs of the business community, and ways the College can promote economic development.

For more information about the Corporate Services Advisory Council contact Tommy Hobbs, 205.929.3521.



Those attending the 2007 fourth quarter meeting included: (back row, l-r) Dr. Perry Ward, President – Lawson State Community College, Mr. Don Holms, President – Holmes Oil Company, Mr. Vaughn Burrell, President – Long Lewis Sterling, Mr. Tommy Hobbs, Business and Industry Liaison – Lawson State Community College, Mr. Mark Parker, Director of Personnel – Medical Center West UAB, Mr. Anthony Underwood, President – Anthony Underwood Automotive, Dr. Bruce Crawford, Vice President of Instructional Services – Lawson State Community College, (front row, l-r) Mr. Patrick Higginbotham, President – Energy Systems Southeast, Ms. Sally Wallace, Human Resource Director – Plastipak Packaging Inc., Ms. Tamara Thomas, Birmingham-Jefferson County Transit Authority, Mr. Lee McCombs, Property Damage Manager – Progressive Insurance, Ms. Allison Estep, Human Resource Director – Flex-n-Gate Alabama, Ms. Claudia Burgin, Corporate Services Administrative Assistant – Lawson State Community College.

## FUNDAMENTALS OF SUPERVISION AND MANAGEMENT

\$79 ed2go Online Class

Learn how to be an effective manager or supervisor. Master the basics of business and organizations, discover the people skills required to motivate and delegate, and learn tools for solving problems and resolving conflicts.



Call Claudia, 205.929.3519 for more information.

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3521

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Birmingham, AL 35221

## LAWSON STATE COMMUNITY COLLEGE AND JEFFERSON COUNTY COMMISSION EXCHANGE GEOGRAPHIC INFORMATION SYSTEM (GIS) DATA AND TECHNOLOGIES

The Jefferson County Commission and Lawson State Community College signed a formal Cooperative Agreement to share Geographic Information Systems (GIS) data which is used to support decision-making and citizen services. GIS helps companies and governments look for patterns in both the man-made and natural realms so they can better understand the world. This new technology in mapping is booming and Lawson State offers a premier program for both traditional students and employees needing to update or learn new GIS skills. "By sharing the data the College can assist the County with mapping and our students

will have a plethora of data on which they can apply their skills in the learning process," explained GIS instructor, Donnell Perry. "We are appreciative of Commissioner Smoot and the entire Jefferson County Commission for entering into this agreement with Lawson State," said Perry.

The Geographic Information System takes the numbers and words from the rows and columns in databases and spreadsheets and places them on maps. This process highlights characteristics such as the location of new customers, where environmental degradation is occurring, the identification of roads and water systems needing repairs, and

identifies ways to increase farm production and manage land more efficiently. Mapping geologic features and ground temperatures can assist exploration geologists look for minerals, gas, oil, and other materials underground. If companies can identify patterns of likely locations, they save money and reduce the environmental impact of drilling.

The College offers a GIS certificate with 3D printing for students seeking college credit and the Corporate Services Division hosts seminars and specialty training for businesses and municipalities.



For more information contact Donnell Perry, 205.929.3475 or Nancy Wilson, 205.929.3451.

## ALABAMA CLEAN AIR CORRIDOR INITIATIVE

The Alabama Center for Automotive Excellence at Lawson State was one of the hosts for the recent I-65 Clean Corridor Workshop which introduced grant opportunities of \$50,000 to help companies with infrastructure costs associated with adding B-20 Biodiesel or E-85 Ethanol fueling stations. Mr. Tom Berryman, Director of the Alabama Center for Automotive Excellence was one of the guest speakers at the three events which were held in Birmingham, Huntsville and Montgomery.

The availability of E-85 Ethanol as a motor fuel is rapidly spreading across the country. A large number of automobiles and trucks are

now Flex Fuel Vehicles (FFV's) which enables them to use either E-85 Ethanol or unleaded gas. However, none of the stations currently exist in Alabama. B-20 Biodiesel can be used in any diesel vehicle today. While there are more than 20 stations currently offering B-20 in Alabama additional stations are needed especially along I-65.

The Alabama Center for Automotive Excellence regularly holds seminars for technicians to learn about Flex Fuel Vehicles developed by Ford, General Motors and Toyota.



For more information contact Tommy Hobbs, 205.929.3521.