

# Barbara J. Watson

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## High School Educator—Small Business Marketing and Management

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### ***Professional Highlights and Qualifications***

- Twenty-one years of experience as an effective educator.
- Consistently receives top student evaluations; strong record of student retention.
- Eclectic professional background—personal experiences range from traditional educational curriculum to international, private “train the trainer” programs.
- Superb communicator—rapidly connects with students, staff/team, community members.
- Outstanding marketing background.

### ***Relevant Accomplishments***

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#### ***Education***

- Developed and delivered multiple course offerings covering wide range of topics (*see Page Two*).
- Consistently commended by administration for high level of teaching; noted for unique ability to rapidly bond with students, creating atmosphere of respect and excitement for learning.
- Well-versed in both faculty and management responsibilities—able to function comfortably in either arena.
- Created highly successful placement program for hard-to-place students (public assistance recipients); placement rate included turning unpaid work experience sites into paid employment for 90% of students served.
- Rapidly established strong working relationships with business and industry, including major employers such as *Strong Medical Center, Carter Restaurant, Physicians’ Hospital, Taft Hospitals Association, General Ray’s Restaurant, Shepherd Hills Winery*.
- Great strength in facilitating/conducting team building, conflict resolution, and numerous other staff development workshops/activities.
- ***Philosophy of Education:*** “*Teaching must be enthusiastic, dynamic, and content-driven (backed up with support material), based on integrity and provide tools for students to take to the workplace.*”

#### ***Marketing***

##### **As Extended Education Specialist III, Antioch State University—Antioch, CA:**

- Created Business Consulting Program which grossed \$179K during fiscal year 2001-2002.
- Promoted from entry-level to top position in 18 months.
- Extremely strong connection/network with business and industry (*please see listing, Page Two*).

##### **As Principal of Little Folk’s Country School:**

- Increased school enrollment from 62 to 168 students, resulting in the establishment of a new site.
- Successfully expanded school’s image from that of pre-school to elementary, vastly increasing target market.

##### **As Owner of “Helping Hands” for client, Southern California Assn. Of Retarded Citizens:**

- Designed and produced promotional materials including brochures, flyers and press releases.
- Raised in excess of \$250K for SCARC operations.
- Staged grand openings and health fairs.

##### **As Principal/Dean of Academics, Turlock Parochial School:**

- Designed, established and hosted community-wide financial aid workshops.
- Raised over \$1.2M in grants and scholarships.
- ***Philosophy of Marketing:*** “*People like to buy, not ‘be sold’; marketing should be based on the real needs of the client, giving them their dollars’ worth. The bottom line is getting dollars for the client—this results in repeat business and referrals for the marketer.*”

*Please see Page Two*

**Education**

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- Bachelor of Vocational Education, Communication Studies Minor—Antioch State University, 2001
- Jennings (James & Associates)—“Train the Facilitator” Certification, 1998
- Grand Rapids Manufacturing Technical College—“Manufacturing Technology Training”, 1998
- Harry Branch Trainer Certification—*includes Time Management, Conflict Management, “Work Place Typing” (Psychological Associates), Facilitation*, 1993

**Professional History**

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|---------------|--|---|
| 4/01–present  | <b>Extended Education Specialist III</b>       | <i>Antioch State University, Antioch, CA</i>  |
| 11/00–4/01    | <b>Extended Education Specialist II</b>        | <i>Antioch State University, Antioch, CA</i>  |
| 5/00–11/00    | <b>Extended Education Specialist I</b>         | <i>Antioch State University, Antioch, CA</i>  |
| 1/99–5/00     | <b>Sales/Marketing Specialist</b>              | <i>Community College, Training Center</i>   |
| 10/97–1/99    | <b>Small Business Development Instructor</b>   | <i>Community College, Trade/Tech Division</i>   |
| 12/97–present | <b>Keyboarding Instructor</b>                  | <i>Community College, Business Division</i>   |
| 1/94–10/97    | <b>Learning Center District Manager</b>        | <i>Children’s Center, Sacramento, CA</i>  |
| 7/93–1/94     | <b>Principal</b>                               | <i>Little Folk’s Country School, Benson, CA</i>   |
| 7/92–6/93     | <b>Principal/Dean of Academics</b>             | <i>Turlock Parochial School, Turlock, CA</i>  |
| 7/79–7/92     | <b>Multiple Part-time Instructor Positions</b> | <i>Southern CA Community College, George<br/>Community College, Jensen College<br/>Helping Hands (fund raising, grants)</i> |
| 1/75–6/79     | <b>Owner</b>                                   |   |

**Certificates Held**

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**California Designated Subjects Credentials:**

Marketing; General Education; Administration (*all applied for and are pending; 11/03 effective date anticipated*).

**California Life Credentials:**

Marketing Skills (1998); Creative Foods (1988); Tutorial Biology (1988); Physical Fitness & Conditioning (1988); Practical Science (1988); Creative Activities (1988); Design Crafts (1988); Nutrition & Exercise (1988); Computer, Beginning & Advanced (1987); Arts & Crafts for Seniors (1987); Business Skills (1987); Physical Fitness (1979).

**Courses Taught**

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**Employability**–Consumer Sciences Division (Culinary Arts, Entrepreneurship) ♦ **Employability**–Trade/Technical Division (Job Skills Institute) ♦ **Grant Writing** ♦ **Computer Technology** ♦ **Multiple Management Courses including:** *Supervisory Development; Basic Time & Space Management; Communicating with People; Attitudes & Job Satisfaction; Decision Making & Problem Solving; Managing Human Resources; Orienting & Training Employees; Motivation & Morale; Leadership; Evaluation & Performance Appraisal; Disciplinary Actions & Grievances; Conflict Management; Stress Management; Planning for Managers; Writing Skills for Managers; Successful Business Speaking; Managing Organizational Change; Employee Recruiting, Interviewing & Hiring; Business Law for Managers–Contracts; Labor Law for Managers.*

**Partial List of Clients & Courses Taught**

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**Community College**–Train the Educator; Marketing; Grant Writing; Summer New Faculty Institute; Customer Service; Conflict Management; Time Management; Team Building; Change ♦ **Antioch State University**–Performance Appraisals; Strategic Planning ♦ **Chambers of Commerce (Cities of Holt, Turlock, Clayson, Randolph)**–Leadership; Customer Service; Communication Skills ♦ **Department of Employment & Training**–Workforce Training; Employability Skills ♦ **Feed & Seed Company**–Project Management; Customer Service ♦ **County Community Services Agency**–Need for Education & Training ♦ **The Trumpeter Newspaper**–Coaching; Team Building ♦ **Strong Medical Center**–Customer Focus; Patient Care; Strategic Planning ♦ **Carter Restaurant**–Computer Training (Basic Skills, Office ’97, 2000 XP) ♦ **Allen Insurance Agency**–Business Writing ♦ **Shepherd Hills Winery**–Finance for Non-Financial Managers.