

# NWTC Seminar Registration – Human Capital as a Strategic Organizational Lever

**Company Information:** Company Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_  
Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Company Representative (please print) \_\_\_\_\_ Title \_\_\_\_\_  
Signature of Representative **(Required)** \_\_\_\_\_

**Attendance Information:** Name of Registrant \_\_\_\_\_ Title \_\_\_\_\_  
Social Security No. \_\_\_\_\_ E-Mail Address \_\_\_\_\_  
(optional)

\*This agreement involves services provided by NWTC to participants from several organizations (Multiple Service Recipients) all participating in the same services. As a participant, it is the understanding of the undersigned that he/she/they will receive the services outlined above. The financial obligation for this addendum is the responsibility of the company listed above in the amount of

\$ \_\_\_\_\_ (per person) x \_\_\_\_\_ (# of people) = \_\_\_\_\_ Total.

Additional Registrants 2.) \_\_\_\_\_ 3.) \_\_\_\_\_

To comply with Wisconsin state statutes, it is possible that fees will be higher for out-of-state participants.

Reserve your space today by faxing registration to (920) 498-6313, or mail to:

NWTC/Corporate Training & Economic Development, P. O. Box 19042, Green Bay, WI 54307-9042.

## Method of Payment

- Registration fee enclosed  
Check # \_\_\_\_\_  
(make checks payable to NWTC)
- Invoice/Company \_\_\_\_\_  
Rep \_\_\_\_\_
- PO # \_\_\_\_\_
- Credit Card –  
VISA, MC, Discover (circle one)  
# \_\_\_\_\_
- Cardholder Name: \_\_\_\_\_
- Corporate Card: Yes  No
- Exp. Date \_\_\_\_\_

CORPORATE TRAINING & ECONOMIC DEVELOPMENT  
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## Corporate Training & Economic Development

# **NEW** Human Capital as a Strategic Organizational Lever

**April 2, 2009**

 **Northeast**  
Wisconsin Technical College

# Corporate Training & Economic Development

## Human Capital as a Strategic Organizational Lever

### Overview

What is Human Capital? Human capital refers to the stock of knowledge and skill, embodied in an individual as a result of education, training, and experience, that makes him or her more productive. Companies and individuals can and should invest in this 'capital' just as they invest in technology and buildings or in finances. In this one-day seminar you will learn what human capital means as it relates to your organization and how your business can use human capital as a strategic marketing tool to gain a competitive edge. Attendees participate in group discussions and class exercises that provide scenarios that can be taken back to the workplace.

### You Will Learn:

- The concepts of human capital
- How to identify human capital in your organization
- How to properly invest in human capital
- To use the human capital concept as a marketing strategy

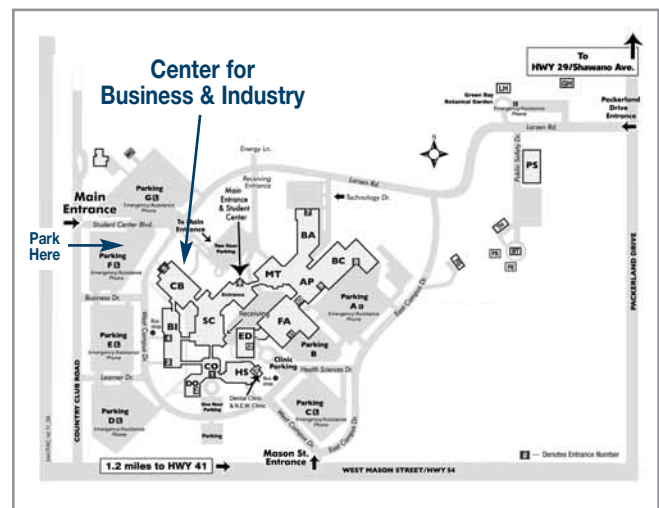
### Presenter



**Riccardo Paterni** is the founder and president of a management services and consulting company operating in the US and Europe which focuses on advanced and innovative Human Capital training and consulting programs for companies ranging from small innovative enterprises to large global corporations. He has worked with organizations in Italy, Germany, Poland, Spain, Finland and the United States. Riccardo graduated summa cum laude with a personalized bachelor's of science degree in Dynamics in Organizational Environments from the University of Wisconsin- Green Bay. He has authored several articles for professional journals in Italy on organizational issues and Human Capital. He also facilitates Executive Master sessions on Human Capital at the University of Pisa and is a frequent speaker at the Italian National Federation of Industrialists. Riccardo's new book, Rugby. From the Game Field to the Company, was just published in Italy by the leading management publisher in the country.

### Session Information

- Date:** April 2, 2009  
**Time:** 8:00 a.m. – 4:00 p.m.  
**Cost:** \$155 (out-of-state higher)  
\$140 for each additional person from the same company  
Price includes material, lunch and refreshments
- Location:** Northeast Wisconsin Technical College  
Green Bay Campus  
Center for Business & Industry
- Registration:** Mail or fax attached registration form to:  
Northeast Wisconsin Technical College  
Corporate Training &  
Economic Development  
Attention: Marlene Gauthier  
P O Box 19042  
Green Bay, WI 54307-9042  
Fax (920) 498-6313
- Register Online:** <http://corporatetraining.nwtc.edu>
- Questions:** Contact Marlene Gauthier at (800) 422-6982, extension 6971 or (920) 498-6971 or e-mail [marlene.gauthier@nwtc.edu](mailto:marlene.gauthier@nwtc.edu)



*The College reserves the right to cancel classes in the event of insufficient enrollment. If a class cancels, you will be notified prior to the class start date. All fees will be reimbursed.*

For directions to NWTC please access our website at [www.nwtc.edu](http://www.nwtc.edu) and click on "About Us".

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