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## Assertive Management Skills for Women December 11

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# NEWS RELEASE

# UNIVERSITY OF SAN DIEGO



OFFICE OF PUBLIC INFORMATION

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## ASSERTIVE MANAGEMENT SKILLS FOR WOMEN

DECEMBER 11

FOR IMMEDIATE RELEASE

A six-hour seminar to sharpen the management skills of women will be offered by the University of San Diego Conference Center on Saturday, December 11 from 9 AM to 4:30 PM. It will be held in the Board Room, lower level DeSales Hall. The \$25 registration fee will cover the cost of the seminar, lunch and materials. Registration is through the Conference Center office 291-6480, ext. 222.

Faculty members for the all-day seminar are Dr. Tony Alessandra, Associate Professor of Marketing at USD and Ms. Jacqueline Davis, manager of the Los Angeles office of Western Creative Concepts, a management and sales training consulting firm with offices in Los Angeles, San Diego, and Atlanta.

According to Alessandra, "Through learning these assertive management skills, a woman can increase her chances for upward mobility in business. She will, through the analysis of personality profiles, more effectively interact with people. This is a 'bottom line' course."

Ms. Davis will teach the psychological, verbal and physical aspects i.e. body language, dress, and voice.

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