



"ONE DEGREE MAKES ALL THE DIFFERENCE"

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For more information contact:
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Center for Training Innovations is now Selsius™ *SWIC Corporate & Career Training Unit Evolves Into Full-Service Agency*

Belleville, IL, Jan. 2, 2008 – Born in 1987 as the Business Assistance Center for Belleville Area College, the Southwestern Illinois College unit formerly known as Center for Training Innovations is now Selsius™ Corporate and Career Training at www.selsiustraining.com.

“Selsius™ is a memorable brand name that helps us reinforce a universally accepted, modern-day business message that ‘One Degree Makes All the Difference,’” said Selsius™ Director Lynette Rienbolt. “Over the past two decades, we’ve made the functional shift from being a niche-services ‘broker’ to becoming a full-service, corporate and career performance-improvement ‘agency,’ and we wanted to communicate that evolution.”

Selsius™ helps companies translate business strategies into performance and sales results through customized training for corporate groups, and open enrollment seminars for individual employees. With state-of-the-art training facilities at the SWIC Belleville Campus, 2500 Carlyle Avenue, Selsius™ also offers off-campus, on-site training for corporate customers, including a mobile computer-training lab.

“From day one, Center for Training Innovations has been charged with serving the learning and economic development needs of the region’s business community,” said SWIC President Elmer H. Kirchoff, Ph.D. “Serving more than 300 companies and 4,300 employees annually confirms that our initial concept, now called Selsius™, remains a viable and affordable corporate training resource today.”

Satisfied CTI – now Selsius™ – customers agree.

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SELSIUS - add one

“CTI (Selsius™) has always customized its training programs to meet our specific needs,” said Midcoast Aviation Training Manager Tammy Gillette, adding the Cahokia-based company has enjoyed a mutually beneficial relationship with Southwestern Illinois College, where Selsius™ is headquartered, for more than 30 years. “For example, we helped SWIC develop its Aviation Maintenance Technology curriculum, and we provide internships and scholarships for that program. In turn, we continue to rely on Selsius™ training professionals to make sure our business runs as efficiently as the corporate and private jets we customize and service.”

From hangars to hospitals, the Selsius™ reputation for quality and flexible service remains the same.

“Nursing has historically been a high-turnover field, and we’ve worked closely with CTI (Selsius™) since 2004 to specifically address that issue,” said Belleville Memorial Hospital Director of Personnel Barbara Schneider. “In partnership, we’ve developed a customized process improvement training program to gain efficiencies in workflow management, and developed a complementary leadership skills assessment and improvement program for our nursing managers. Bottom line: it’s working.”

Of course, if client testimonials and the “one-degree-of-difference” laws of physics aren’t convincing enough, there’s this input from the Massachusetts Institute of Technology Performance and Consulting Training Team web site: “Performance consultants help organizations find systematic-based performance solutions that advance business goals, providing a set of ‘keys’ for some of the ‘locks’ that challenge them in today’s environment.”

Selsius™ training professionals couldn’t agree more.

On the heels of America’s Industrial Revolution, “American Humorist Will Rogers always used to say: ‘Even if you’re on the right track, you’ll get run over if you just sit there,’” said Rienbolt. “Our client endorsed perspective is, if you’re not constantly helping your workforce improve and update its skill sets, you’re liable to get run over by change, your competition, or both.”