

CLASS CONSCIOUSNESS

Whether you're interested in learning to mambo or gaining entrepreneurial savvy, the Bay Area offers an array of choices for the lifelong learner.

EDUCATION FOR WORKING adults in the Bay Area has come of age. No longer limited to vocational offerings, the field now encompasses everything from multimedia production to Japanese for businessmen and women. The number of schools and organizations offering classes is booming, fueled by a huge, college-educated population seeking to get ahead—or to just keep up with the shifting economy.

A quick look at US Census numbers shows why: Between 1980 and 1990, the number of Bay Area jobs jumped 24 percent, with demand for technical, professional, and executive positions growing by more than 40 percent. It's no surprise that institutions from UC Berkeley Extension to the College of Marin have beefed up their adult education programs.

Of course, after-work education isn't just for those who want to get ahead or get a new job. Taking a class is a foolproof way to shake loose the mental cobwebs.

This is only a sampling of classes available in the Bay Area. UC Extension alone offers more than five hundred courses on both sides of the bay, and there are hidden jewels in every community. But we've interviewed an array of students, career counselors, instructors, and their professional peers for recommendations on some of the best offerings in dance, language, writing, small business, art, and technology instruction in the Bay Area. To get an idea of what's available, read on.

DANCE

Flamenco Flamenco is a passionate dance



and a demanding art. It takes years to master the hand clapping and footwork, to develop the required poise in the upper body, and to master the facial expressions. Alicia Zamora is an excellent teacher for beginners, students say, because she explains every point clearly and concisely. "She has a vast amount of patience and the ability to zero in on your technique and strengthen what's amiss," says Laura Schepps, who has studied flamenco for five years in the Bay Area and in Spain. Zamora's beginning class focuses on Sevillanas, a folkloric dance from Andalusia (southern Spain). Her intermediate class graduates to fiesta *bulerias*, a type of flamenco that's done in family gatherings.

Ongoing beginning classes: Mondays 7–8 pm; four sessions, \$30 (or \$8.50 per class). Ongoing intermediate classes: Mondays 7:30–9 pm; four sessions, \$42 (or \$12 per class).

BY ANITA AMIRREZVANI & ROBERT LUHN

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Cerrito Dance Center, 1534 Kearny, El Cerrito (510) 525-0561.

Mambo Already an institution at the age of twenty-five, Alex da Silva has taught thousands of people how to mambo. Da Silva breaks down dance steps in detail so that even beginners with two left feet can catch on. In intermediate classes, da Silva wows his students with new pieces of choreography, then makes sure everyone walks away with a new vocabulary of turns and dips.

Ongoing classes: Beginning and intermediate classes Tuesdays 9–10 am at The Faultline, 555 San Francisco Blvd, San Rafael; Wednesdays 7–9 pm at 970 Harrison St, San Francisco; Thursdays 7–9 pm at Alberto's, 736 West Dana St, Mountain View; Fridays 8–9 pm, Kimball's Carnival, 5800 Shellmound St, Emeryville; Sundays 5–7 pm, Studio J, 2560 Ninth St, Berkeley; \$8–\$10 per class. (415) 546-1269.

Tango Forget everything you know about tango. "When Americans think of tango, they think of Valentino throwing women around on the dance floor," says instructor Nora Dinzeltacher. "Our authentic tango is soft, warm, and sensual; it's like a conversation between two buddies, not a man pulling a woman like a slave." Dinzeltacher, a native of Buenos Aires, has been dancing, teaching, and choreographing tango for twenty years. Her mixed-level classes feature a warm-up, an overview of the steps, and practice with a partner. "She has a very strong following because she's warm and approachable," says Barbara Garvey of Pinta Communications, a firm in Marin that publicizes tango events. Students can also attend Dinzeltacher's monthly tango party at the Beresford Recreation Center in San Mateo.

Classes are ongoing; \$8–\$10 per class. Mondays 7:30–9 pm, Roble Studio 42, Stanford University (510) 482-2524; Tuesdays 6–7:30 pm, Dance Room, UC Davis (916) 752-2568; Wednesdays 8:30–10 pm, Candlelight Ballroom, 813 San Pablo Ave, Albany (510) 527-5055; Saturdays 10–11:30 am, Mission Cultural Center, 2868 Mission St, San Francisco (415) 821-1155.

Advanced Modern Frank Shawl has been teaching dance for forty years. How does he stay fresh? "I've never been bored with

teaching, and I've never taught the same class twice," he says. In his advanced modern class, Shawl teaches a combination of Martha Graham and José Limón techniques to develop dancers who are capable of all styles. "He's interested in everyone having a successful experience, no matter what their level," says Sharon Marks, a former dance teacher. "He has a wonderful love of movement, and he's very gracious in verbally acknowledging students when they get something right." The Shawl-Anderson Dance Center offers classes at all levels (Shawl, however, does not teach each class), and most feature live musical accompaniment.

Ongoing classes start the week of September 7, Mon–Fri 10–11:30 am, Saturdays 9:30–11 am; \$9 per class (discounts for four or more classes). Shawl-Anderson Dance Center, 2704 Alcatraz Ave, Berkeley (510) 654-5921.

LANGUAGES

German "As an adolescent, I was absolutely traumatized by a language teacher," says German language student Susan Magnus. "I was tongue-tied, shy, and afraid. When I started classes with Peter, I was very nervous, but all those fears just dropped away." Peter Zykowski, who has taught at the Goethe Institute for ten years, gets rave reviews for creating a class atmosphere that's full of humor, positive encouragement, and enthusiastic participation. Rather than doing repetitive and boring drills, his classes focus on creative assignments that help students think in German. "You'll think he paid me to say this," says Linda Moody, a lawyer, "but he's one of the best teachers I've ever had." Students can also advance their skills by attending German films and discussion panels organized by the Goethe Institute.

September 13–December 16. Beginners: Mondays and Wednesdays 6–7:30 pm or Tuesdays and Thursdays 7:30–9 pm. Intensive intermediate: Mondays, Tuesdays, and Thursdays 4:30–6 pm; \$230 per trimester. The Goethe Institute, San Francisco (415) 391-0370.

Italian Greti Croft's classes in the Trinity Alps, southeast of Eureka, stress conversation and encourage students to take chances. "You work at any level you can," says student Marjorie Baer. "Greti is great at skipping past your resistance and draw-

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ing you out.” Although students learn traditional grammar and go through some exercises and drills, the emphasis is on creative assignments and staying immersed in the language. You may write poems, translate stories where you add your own endings, and so on. Novices are brought up to speed very quickly, and being a native Italian, Croft is especially skilled at helping Americans get their pronunciation down pat. Croft must be doing something right: She has a number of repeat students—including Lawrence Ferlinghetti.

August 27–October 12, seven-day sessions; \$700–\$1000 for instruction, room, and board. Hyampom Intensive Language Center, PO Box 77, Hyampom, CA 96046; (415) 753-3611.

French The Alliance Française offers dozens of classes to improve your proficiency in French. For example, if you’re planning a trip to France, check out “French for Travelers.” This two-month class meets once a week. Muriel Barton, a teacher with twenty years’ experience, combines French instruction with a wealth of travel information, including offbeat places to visit, restaurant tips, practical advice such as when to take the metro, a cab, or the bus, and cultural information such as how to deal with Parisians. Students learn basic vocabulary, simple verb conjugations, and what to say to get around. Unlike most of the Alliance’s other classes, this one is not conducted solely in French. For a deeper understanding of French grammar, take the Level 1 course, which meets twice a week.

October 25–December 13, Mondays 7–8:30 pm; eight sessions, \$120. Alliance Française, 1345 Bush St, San Francisco (415) 775-7755.

Japanese Romance languages are relatively easy; not so Japanese. In addition to learning a phonetic alphabet and written characters, you must master a complex set of honorifics for introducing yourself, your business associates, and relatives. Misako Watanabe, a Japanese teacher at Soko Gakuen in San Francisco, delights in her students’ progress with the intricacies of Japanese. “Her love for teaching comes out in every moment,” says student Tom Moran. “It’s because she just loves working with different

people.” Moran and his classmates were inspired enough to practice their Japanese outside of class—over sushi dinners.

October 4–December 22, Mondays or Wednesdays 6–9 pm; eleven sessions, \$110. Soko Gakuen, 1881 Pine St, San Francisco (415) 928-9608.

WRITING

Passport to Literature Some writing teachers march you through drills like a field marshal. Not Anne Lamott in her “Fiction Workshop.” Author of *Operating Instructions: A Journal of My Son’s First Year* and *Hard Laughter*, Lamott is both muse and mentor to her students. “Her comments are right on—whether it’s identifying problems with character development or stylistic twitches—without ever being cruel,” says Leslie Crawford, a writer and former editor at *Frisko*. Open to both new and experienced writers, Lamott’s workshop skips pointless exercises. Instead, students read and discuss works-in-progress, including stories, essays, or novels.

September 22–November 24, Wednesdays 7–9:30 pm; ten sessions, \$200. Book Passage, 51 Tamal Vista Blvd, Corte Madera (800) 321-9785.

Creative Nonfiction Are you a budding feature writer? A wannabe cookbook author? A journalist looking to change genres? Jane Staw’s “Creative Nonfiction Workshop” is the place to start. Instead of listening to lectures, students read their own work in a group session. The emphasis, says Staw, is not on trashing egos but on positive feedback and learning to become a good reader of your own and other writers’ work. “Reading is just as important as writing,” says Staw. “If you can learn to dispassionately analyze anyone’s work, you can use that objectivity in your own work.” Students learn to apply storytelling techniques when writing personal essays, commentary, reviews, memoirs, and more.

September 14–November 23, Tuesdays 7–10 pm; ten sessions, \$260. UC Berkeley Extension, Berkeley campus (510) 642-4111.

Business Writing 101 Margaret Vota’s “Business and Technical Report Writing” class is business writing with a vengeance. You’ll learn the ins and outs of researching, writing, and presenting reports, cover letters, news (Continued on page 115)

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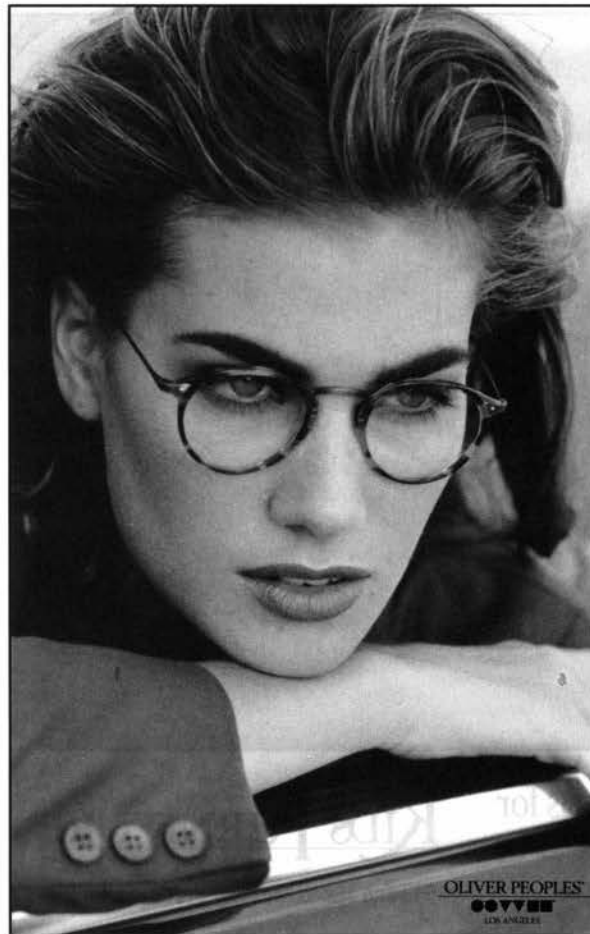
releases, memos, policy statements, proposals, and more. 386 PCs equipped with WordPerfect are available for on-site composition. This is a hands-on class geared toward business fundamentals. "I came out of the class with a spare, tight writing style that left plenty of room for my own stylistic touch—Vota made a real difference in my writing career," says Rex Farrance, an associate editor with *PC World* magazine. Expect to do a lot of writing—and rewriting.

August 23–December 10, Mondays, Wednesdays, and Fridays 9–10 am; \$60 per unit if you have a BA or higher; otherwise \$33. City College, 50 Phelan Ave, Cloud Hall, Room 115, San Francisco (415) 239-3836 or (415) 239-3835.

Sell Now, Write Later The ultimate how-to author shows you *how* in his one-day seminar, "How to Write and Sell a Nonfiction Book." "Actually, it's more like 'How to Sell a Nonfiction Book First—Then Write It,'" says instructor Duane Newcomb. Newcomb has written numerous business and gardening books and thousands of articles for trade magazines. Although students don't give Newcomb high marks for being warm and cuddly, he's praised for successfully motivating students. By the end of the day, says one former student, you'll know how to write a book outline that a publisher will buy.

October 16, 9 am–3 pm; \$50. College of Marin, Community Education, Harlan Center, Number 129, Kentfield (415) 883-2211.

Writing for the Inner Child Some writing classes emphasize composition, others *tsk-tsk* if you misplace a comma. Not Clive Matson's much-talked-about "Let the Crazy Child Write!" workshops. In Matson's view, we pay too much attention to the editor within, the voice that says *should*. Matson's goal is to throw off our mental shackles, to let the crazy, creative child within loose. "I'm talking about the unconscious, the impulse to write, where the textures, the light, the grit, come from," says Matson, who has taught his workshop for nearly a decade. Students write to please themselves, and Matson helps their creative urges along, giving them images to play with or hav-



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ing them write about powerful childhood moments. Although you can write about anything, students tend toward fiction and autobiography.

October 24 and October 31, Sundays 10:30 am–4 pm; \$154 (full-time students), \$107 (auditing). JFK University, 12 Altarinda Rd, Orinda (510) 254-0200.

The Business of Writing “A lot of people don’t know how the publishing business works,” says author and teacher Robert Pollock, who tackles the topic head-on in his “Creative Writing” class. Students learn the practical side of writing, selling, and publishing their work, from finding an agent to writing on a regular schedule. Students also tackle inventive exercises (“Write one side of a telephone conversation”) and read the results in class.

September 13–December 17; Tuesdays 7–10 pm and Thursdays 9 am–noon; thirteen sessions, \$70. Acalanes Adult School, Lafayette (510) 935-0170. October 13–December 1, Wednesdays 7–9:30 pm; seven sessions, \$65. Civic Park Community Center Conference Room, 1375 Civic Drive, Walnut Creek (510) 943-5858.

SMALL BUSINESS

Plan Your Entrepreneurial Strategy If you’re tired of the nine-to-five—and who isn’t?—help is at hand. As director of the Bay Area Entrepreneur Association, Catherine Marshall has her finger on the pulse of small business in the Bay Area. “She’s a great resource,” says student Molly Padilla, owner of Four Corners Travel in San Ramon. “Even after the class ended, her newsletter has helped me discover things I would never have known about otherwise.” Marshall has owned her own business or managed other people’s businesses since 1976. Her “Exploring Self-Employment” class helps people determine if they’re ready for the challenges of working for themselves. Her “Entrepreneur Strategy Groups” are four-week sessions on business planning. Marshall, whose style is described as low key, says her philosophy is “to be a facilitator and to promote student interaction and brainstorming.”

Exploring Self-Employment: September 7, Tuesday 6–8 pm; one-day workshop, \$30 for nonmembers. Alumnae Resources, 120 Montgomery St, Suite 1080, San Francisco (415) 274-4700.

Entrepreneur Strategy Groups: October 28–November 18, Thursdays 6–8 pm; four sessions, \$85–\$95. Career Action Center, 445 Sherman Ave, Palo Alto (415) 324-1710.

Classes for minorities: October 13–November 3, Wednesdays 4–6 pm; four sessions, \$50. Minority Business Development Center, 221 Main St, San Francisco (510) 806-8686.

Small Business 101 for Women Want to develop your business idea with a small, supportive group of like-minded women? The Women’s Initiative for Self-Employment (WISE) offers highly acclaimed workshops for female entrepreneurs. The four-week “Business Assessment” class helps women examine their personal goals and determine their readiness to start a business. The eight-week “Business Planning” workshop focuses on the nitty-gritty of operational issues and cash flow. Homework assignments are hands-on and practical. Best of all, WISE staffers are available for help even *after* the workshop ends. “Women don’t usually have mentors to help them through the process,” says Dorothy Lipton, a workshop participant who owns a bookkeeping and tax service. “WISE has given me solid support throughout.”

Classes start every month, days of the week vary; \$25–\$70 sliding scale. WISE, 450 Mission St, Suite 402, San Francisco (415) 442-7983.

Become an Entrepreneur Want to launch your own business? Golden Gate University’s Entrepreneurship class can get you started. Taught by Godwin Wong, who holds a PhD from Harvard Business School, the class stresses brainstorming sessions and hands-on exercises such as building a business plan. One of the most valuable parts of the class, according to students, is the rich variety of outside speakers who are invited to discuss the everyday challenges of running their own businesses. Wong also recently founded a university-affiliated Entrepreneurship Center to provide help to small businesses.

September 9–December 16, Thursdays 4–6:40 pm; \$978. Golden Gate University, 536 Mission, San Francisco (415) 442-6524.

Marketing and Sales for Service Businesses If you’re a self-employed professional—

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or you want to be—Action Plan Marketing offers sales and marketing workshops specifically tailored to the needs of consultants, professionals, sole proprietors, and even writers. Instructor Robert Middleton knows the ropes, having been self-employed for most of his twenty-year career. “People often come in feeling grim because they’re scared to death about marketing themselves,” says Middleton. His classes fight inertia by including hands-on marketing techniques and motivational tips such as goal-setting, affirmations, and visualization. “People tend to think about strategy and to underestimate the value of making changes in behavior,” says Ann Peckenpaugh, executive search consultant with Schweichler Associates in Greenbrae. “The important part is actually implementing your ideas, and that’s where Robert excels.” The instructor also facilitates an ongoing group called The Winner’s Circle, which meets once a month to brainstorm and solve problems.

Successful Service Business Marketing: 8:30 am–5 pm, second Monday of each month; Effective Personal Marketing and Sales Skills: 8:30 am–5 pm, fourth Monday of each month; \$100 per class, \$150 for both. Action Plan Marketing: 560 Commercial St, Number 405, San Francisco (415) 956-3789.

Sell, Baby, Sell You may hate marketing, but if you’re running a small business you’ve got to know it cold. “Essentials of Marketing” is a demanding and intensive introduction to the topic and includes lots of homework. “Your dollar commitment to the course is minuscule compared to the challenges you’ll be facing in this class,” says instructor Jim Prost. As a marketing consultant, Prost is especially good at relating marketing problems to real life. “I don’t have time for fluff or theory,” says Catherine Anderson, a professional sign-language interpreter who took the class. “I got real-world information and a sense of confidence about my business decisions that I didn’t have before.” Class units are also transferable to many degree programs. Prost says he tries to give “\$1500 of value for the \$295 course fee.” Is that good marketing or what?

September 8–October 4, Mondays and Wednesdays 6:30–9:30 pm; also September 18–November 6, Saturdays 9–4 pm;

eight sessions plus one all-day workshop, \$295. UC Berkeley Extension, Atherton, Berkeley, San Francisco, and San Ramon locations. (510) 642-4111. (Prost teaches only at the San Francisco campus.)

ART

Inside Painting To Larry Robinson, painting isn’t about pushing pigments around a canvas. “We attack predictability—we challenge students to take risks,” says Robinson, who leads UC Extension’s popular “Painting Workshop” for both beginners and pros. “And it’s not New Agye—this is a bread-and-butter class. You’ll come out knowing how to paint.” Through studies, collages, sketches, and painting, students learn everything from mixing colors to conceptualizing a painting. Class discussion and group critiques are common, but Robinson adds, “It’s easy to find fault. I try to show a student how to build on their strengths.” A passionate, enthusiastic teacher, Robinson is former Director of Graduate Studies at the Academy of Art College, where he taught for eleven years.

September 20–December 20, Mondays 6:30–9:30 pm; fifteen sessions, \$250 (supplies not included). UC Berkeley Extension, Kroeber Hall, Berkeley (510) 642-4111.

Raku for You, Too Nationally acclaimed *raku* master Skip Esquiedo introduces new and experienced students to the craft, from glazing pots to preparing a pit with dry pine needles to thrusting the red-hot pots into the pit so their glazes can “fire” in almost explosive fashion. The result? Wild metallic sheens and patterns that can’t be produced any other way. Esquiedo is a tough taskmaster, say former students and fellow instructors, but if you’re serious about pottery, this workshop is worth the money. No *raku* experience necessary, but students must bring bisque-fired pots to *raku*.

November 7, 10 am–5 pm; one-day workshop, \$38. Walnut Creek Civic Arts, Studio E, Walnut Creek (510) 943-5846.

Photo Finish San Francisco is the only city in the state that publicly funds photography as a recreational activity, and that means great deals for new and experienced photographers. The Photography Center offers several inexpensive black-and-white photography classes, plus fully

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equipped darkrooms open to the public for reasonable fees. Ken Gaghan's "Print Matting" class on mounting photographs is a typical offering. Instead of lecturing, Gaghan demonstrates a procedure, then students do it themselves, with Gaghan offering constructive criticism along the way. Although students learn basic compositional techniques, you aren't forced aesthetically. The center's darkrooms sport forty enlargers, and the staff will dry your prints, offer advice, and even let you exhibit your work on-site.

Ongoing classes, one night a week, two to two and a half hours; \$50-\$85. SF Photography Center, 50 Scott St, San Francisco (415) 554-9522.

Zen and the Art of Creativity Have you always yearned to paint? Did your grammar school teacher dismiss your early dabblings? Catherine Firpo's "Meditation and Art" watercolor and pastels class will tap your hidden (and suppressed) creativity. Firpo, a longtime professional artist and meditator, not only shows newcomers how to work with watercolors but how to "reconnect with your feelings, insight, and creativity." Firpo first leads the class through a "shamanic journey"—a group meditation that involves imagery and sound. Then students go immediately to their drawing and painting. Firpo provides artistic feedback throughout the evening, and students share their work at the end of the session.

September 16, Thursdays 7-10 pm; ten sessions, \$61 for Oakland residents, materials included. Studio One Art Center, 365 Forty-fifth Ave, Oakland (510) 655-4767.

TECHNOLOGY

The ABCs of Computing Before programming, before databases, before you even turn your PC on, check out Bert Riley's "Concepts of Data Processing" course. "It's a big-picture class," says computer veteran Riley, who has taught the class for eight years and is a technical director at Pacific Bell. "We cover the waterfront, from concepts to vocabulary, from mainframes to the processor in your PC." In short, if you have to work with computers and want to understand them, this is the ultimate introduction. It's also the first class in UC Extension's Certificate of Business Data Processing program.

September 20-January 24, Mondays 7-

10 pm; fifteen sessions, \$325. UC Extension, 55 Laguna St, San Francisco (510) 642-4111.

Lights, Camera, Hard Disk! San Francisco State's multimedia studies program got off to a shaky start last year, but professionals around the Bay Area agree that the college is beginning to get it right—and attracting the kind of instructors you don't find in typical evening classes. Among the recommended courses: "Introduction to Interactive Multimedia" (Brian Blum), "Multimedia in Education" (Helayne Waldman), and "Careers in Multimedia" (Hal Josephson).

Blum is a producer at The Software Toolworks, a multimedia entertainment company, and international president of the International Interactive Communications Society. Helayne Waldman's two-day hands-on class is aimed at showing educators how to create and use effective interactive multimedia programs for the classroom. Waldman ought to know how—she's one of the top technical consultants to Apple Computer, Scholastic Inc., and the National Educational Film and Video Festival. And if you're interested in pursuing a career in interactive media, there's no better guide than Hal Josephson, director of business development at 3DO Company, the hot multimedia company working with Time/Warner. Past students praise Josephson for avoiding techno-jargon and speaking plainly about careers in the field, from video producer to writer.

Introduction: September 27-November 15, Mondays 6-9:30 pm; eight sessions, \$295. Multimedia in Education: October 22, 4-9 pm and October 23, 9 am-5 pm; \$125. Careers: September 18, 9 am-5 pm; \$75. San Francisco State University Extended Education, Downtown Center, 425 Market St, San Francisco (415) 904-7700.

Databases for the Rest of Us Using computers—or at least getting along with them—often means grappling with databases of some sort. Andy Oppel's "Concepts of Database Management Systems" class will give you the scoop on these common, if cranky, software tools. Although databases are typically a dry, forbidding subject, Oppel (who's been teaching the class for ten years) wins high marks from students for making database

management comprehensible and even memorable.

"Andy has it down to a science. His experience, examples, and imagery help you connect with the material," says Judy Dinglasan, a financial analyst. "He's laid-back, and he's not a buzzword freak," adds Jameela Lanza, a business systems analyst for a Bay Area insurance company. "He doesn't teach to the two programmers in the class. He teaches to everyone, and he clarified a lot of concepts for me that were poorly presented in other classes." The class includes reading and hands-on assignments, such as designing a network database. The class is part of UC Extension's Certificate in Business Data Processing program, so taking several prerequisite classes is advised.

September 21-January 18, Tuesdays 6:30-9:30 pm; fifteen sessions, \$325. UC Extension Center, 55 Laguna St, San Francisco (510) 642-4111.

PC meets TV Like SF State, the Bay Area Video Coalition is a one-stop shop for multimedia education and, especially, for video and audio production. If you're a neophyte who needs an introduction to the burgeoning field of multimedia, a manager who oversees technical workers, or a professional anxious to expand your skills, BAVC is a good place to get quick, to-the-point education. Classes and workshops take place after-hours and on weekends, with no course lasting longer than two weekends. Among the most popular introductory offerings: "Quicktime for Video Producers," "Introduction to Interactive Video Production," and "Careers in Multimedia." Dozens of professional-level classes, such as digital audio, mixing, time coding, lighting, and more, are available year-round.

Schedule to be announced; \$25 for overview classes, \$95-\$160 for one-day workshops, \$250-\$350 for professional classes. BAVC, 1111 Seventeenth St, San Francisco (415) 861-3282. ♦

Anita Amirrezvani and Robert Luhn are Berkeley-based authors working on an adult-education book. If there's a class or teacher you would like to recommend, please address your comments or questions to "Smart Learning," c/o Focus magazine. Fax: (415) 553-2470.