

Be

A

Part

Of...

***Business,
Management
& Information
Systems***





Mark Hartig and Anthony Messier, Scott McElveen, L.L.P.

Business Careers

Are you interested in a career in business? That's a big question. The term "business" covers a nearly limitless range of activities in an equally diverse number of enterprises, from one-person operations to the world's largest corporations.

The common denominator for entry into a career in business, regardless of what and where, is education. A sound education that includes both skills and theory will give you the confidence and tools you need to get off to a good start.

To help you think about some of the educational options and career opportunities ahead of you, this brochure will tell you about four different career clusters and their related majors. They represent some of the most common areas of business activities and help give you an idea of what the jobs involve on a daily basis, and what specific skills and training you might want to acquire before heading down that pathway.

The first cluster presented is the Business, Management and Administration Career Cluster and the majors it offers, such as Human Resources and Business Analysis. Then we will look at the Information Technology Career Cluster and its majors, such as Network Systems and Interactive Media. The Finance Career Cluster follows, with a look at such majors as Financial and Investment Planning and Insurance Services. Then, there is the Marketing, Sales and Service Cluster, where the seven majors include such activities as Buying and Merchandising and E-Marketing.

It is important to remember that devoting your current educational efforts to one of these majors does not restrict you to a lifetime of working in that field. Instead, you are given a base to either develop in that field or use your skills and experience to grow in other directions as your interests, options and requirements change over time.

"A very big and common misconception is that accounting is a boring profession. That's simply not the case. In a single day an accountant may be dealing with a client's attorney over a legal matter; meeting with a client concerning implication of fraud or insurance matters, and assisting a client in determining the value of his/her business."

—Randy Scott, CPA
Managing Partner
Scott McElveen, L.L.P.

How far you go in a business career and how much you earn are up to you.



Yvette Sumter and Cory Chambers with UPS.

Want to Begin a Career in Business, Management and Administration?

The job opportunities in the world of Business, Management and Administration are as endless as the number and varieties of businesses, industries, non-profit organizations and agencies of all kinds that make up the global workplace of today—from the insurance agency on the corner to the multinational retailer or manufacturer that employs tens of thousands.

Those who succeed as business managers and administrators will have a good background in math and science, language and technical skills. They will have gotten that education in high school, two- and four-year colleges, technical institutes and career schools of all kinds.

Each of those educational institutions has guidance professionals who can help students decide which major might best suit their goals, interests and abilities. Schools also strive to provide opportunities for learners to get on-the-job perspectives and training through visits, job shadowing and internships. Students can often choose to earn certifications (along with degrees) that show they have taken specific training in a certain professional or technical area and passed examinations testing their knowledge and understanding. Such certifications, even if not required, often help a candidate land a job or earn higher pay or faster promotions.

A Look at Career Majors

The Business, Management and Administration Career Cluster can be divided into six general majors based on the skill set and knowledge that they require. The education and training required to go into each major also can provide the basis for taking different paths to success later on as careers evolve and interests and opportunities change. Those majors are as follows: Management, Financial Management and Accounting, Human Resources, Business Analysis, Marketing and Administration and Information Support.

Management Major

Managers are responsible for preparing and executing business activities, the core reason for the enterprise's existence. That can include various combinations of supervising others, maintaining facilities, keeping up with equipment and supplies, and overseeing operations and productions. Responsibilities also can include marketing, accounting and financial responsibilities, customer and client service and use of outside professionals and other services. The smaller the organization, the more varied the responsibilities are likely to be; larger organizations tend to use people who specialize in tasks and areas of responsibility.

Sample Occupations

Self-Employed Business Owner
 Chief Executive Officer
 General Manager
 Human Resources Manager
 Controller/Chief Financial Officer
 Public Relations Manager
 Risk Manager
 Consultant

Financial Management and Accounting Major

People who pursue the Financial Management and Accounting career major use math, reasoning and organizational skills to design and use general and specialized accounting systems to keep financial books in order. That includes receiving and processing payments from customers and clients and paying employees and suppliers. Being able to work with computer software and with people are both required to succeed in this major.

Sample Occupations

Chief Financial Officer
 Accountant
 Certified Public Accountant (CPA)
 Insurance Adjustor
 Auditor
 Billing Clerk/Supervisor
 Bookkeeper
 Treasurer

10 Highest-Paying Business, Management and Administration Professions

Occupation	Average Salary in SC
General Manager and Top Executive	\$70,985
Actuary	\$60,090
City Manager	\$55,937
Public Administrator	\$55,937
Credit Manager	\$55,720
Financial Manager	\$55,720
Market Research Analyst	\$54,000
Stockbroker	\$50,860
Management Analyst Consultant	\$49,070
Budget Analyst	\$49,050

Based on median salary in South Carolina. Source: SCOIS

Career earnings will vary depending upon training, job performance, experience and positions held. Educational majors will also vary depending on your career ladder plan. Salary figures do not include potential overtime or benefits package.

10 Fastest-Growing Business, Management and Administration Professions

Occupation	Job Growth
Technical Writer	30.43%
Stockbroker	19.86%
Cashier	19.60%
Receptionist and Information Clerk.....	18.97%
Court Reporter	18.51%
Loan Clerk and Credit Authorizer	18.38%
Collection Worker.....	17.95%
Counter and Rental Clerk.....	17.44%
Market Research Analyst	16.28%
Human Resources Specialist/Manager	13.97%

Based upon expected growth in percentage of jobs available from 2001 to 2008 in South Carolina. Source: SCOIS

Human Resources Major

Working in the Human Resources major primarily focuses on recruiting, interviewing and hiring employees and often includes helping to administer their benefits and other programs. Compliance with employment laws and regulations generally fall under human resources, as does training and other activities aimed at helping employees to be more satisfied with their jobs.

Sample Occupations

Human Resources Manager
Personnel Recruiter
Compensation and Benefits Manager
Training and Development Specialist
Labor/Personnel Relations Specialist
Equal Employment Opportunity Specialist
OSHA/ADA Compliance Officer
Meeting and Convention Planner
Human Resources Assistant/Clerk

Business Analysis Major

Statistics and other research methods are the tools of people who make their careers in the Business Analysis major. They analyze business problems and situations and propose solutions, using the data available to determine the most cost-effective resolution while adhering to and/or promoting the organization's strategies and philosophies. Teamwork and the ability to communicate with internal and external clients and customers are often a part of this job.

Sample Occupations

Budget Analyst
Business Analyst
Compensation Analyst
Cost Analyst
Database Business Analyst
Financial Analyst
Management Analyst
Marketing Analyst
Project Analyst

"The Midlands region is quickly becoming an outstanding area for technology development and growth. I absolutely love what I do."

—Tommy Crutchfield
Partner, True Matter, L.L.C.

Marketing Major

Promoting the organization's products and services, its image and its message, all can be part of the job of someone in the Marketing major. Market research and internal and external communications across a range of channels can be integral parts of this job.

Sample Occupations

Advertising Account Agent
Marketing Information Manager
Public Relations Specialist
Marketing Manager
Sales Engineer
Store Manager
Customer Service Supervisor
Retail Salesperson
Wholesale or Retail Buyer
Telemarketer

Administration and Information Support Major

The tools of technology and modern office management are used by people in the Administration and Information Support major. Their responsibilities revolve around ensuring the administrative activities of an office are handled efficiently and effectively, including the collection and dissemination of information and other services to staff and to clients and customers.

Sample Occupations

Executive Assistant
Administrative Assistant
Office Manager
Data Entry Specialist
Desktop Publisher
Customer Service Assistant
Receptionist
Computer Operator
Word Processor



Want to Begin a Career in Information Technology?

People who work in Information Technology (IT) find themselves doing a wide range of activities in a field that keeps rapidly changing and growing. The jobs may involve combinations of hardware, software, integration, network and multimedia systems on every level from design to installation, maintenance, support and training. The IT field is a great place for people looking for dynamic and entrepreneurial careers working at the center of our changing economy and society as a whole. Nearly every area of endeavor and industry includes IT (and usually relies on the Internet to one degree or another) and could offer career opportunities in businesses of all types, including the areas of financial services, the medical industry, manufacturing, engineering, and environmental services.

A Look at Career Majors

The Information Technology cluster can be divided into four career majors as follows: Network Systems, Information Support and Services, Programming and Software Development, and Interactive Media. Challenging and fulfilling careers exist in each. The knowledge and skills acquired in educational settings that include high school, college or technical college and at the workplace can transfer to many other settings and translate to endless opportunities.

10 Fastest-Growing IT Professions

Occupation	Job Growth
Software Designer	100%
Technical Support Analyst	97.0%
Website Software Developer	89.7%
Network Administrator	81.9%
Web Designer	66.7%
Database Administrator	65.9%
Website Software Developer	59.7%
Computer Systems Analyst	59.7%
Information Technology Director	47.9%
Technical Writer	29.6%

Based upon expected growth of jobs available nationally from 2000 to 2010. Source: Bureau of Labor Statistics, U.S. Department of Labor

10 Highest-Paying IT Professions

Occupation	Salary in SC
Information Technology Director	\$120,319 ¹
Enterprise Infrastructure Director	\$117,964 ¹
E-Commerce Manager	\$79,353 ¹
PC Support Manager	\$73,311 ¹
Computer Operations Manager	\$69,903 ¹
Website Software Developer	\$58,974 ¹
Security Administrator	\$57,933 ¹
Computer Engineer	\$56,417 ²
Web Designer	\$52,028 ¹
Network Administrator	\$50,948 ²

¹ Median salary in Columbia, South Carolina, metropolitan area. Source: salary.com (www.salary.com)
² Median salary in South Carolina. Source: SCOIS

Network Systems

Working in Network Systems includes network analysis, planning and implementation, as well as maintenance and support, often of growing and dynamic enterprises or critical functions such as utilities and healthcare institutions. Someone working in this field could be called upon to design, install, and maintain the connectivity that keeps nearly every modern organization up and running in today's high-tech environment.

The demand is high and can be expected to continue for people who have the skills to create and maintain such crucial technology infrastructure.

Sample Occupations

Network Technician
Network Administrator
Security Administrator
Telecommunications Network Technician
Data Communications Analyst
PC Support Specialist
Multimedia Integration Specialist

Information Support and Services

Information Support and Services generally involves the deployment of information technology in the form of computer hardware and software, providing technical assistance to the end users and managing various kinds of information systems.

Organizations of every type — business, government, education, the military, and the list can go on and on — rely on information support specialists to manage their systems, document their processes and make sure that the end users can use them.

Integrating multiple databases as systems evolve at a multinational bank might be one example. Making sure the reporters and editors at a big newspaper can rely on their computers working on deadline is another. The examples are endless and the demand and level of opportunities are high.

Sample Occupations

Database Administrator
Enterprise Systems Engineer
Help Desk Specialist
Technical Support Engineer
Technical Writer
Instructional Designer
Application Integrator

Programming and Software Development

Before a far-reaching network can connect, someone has to create the computer programs that make that possible. That is where Programming and Software Development majors are involved.

Programmers and software developers design and deploy computer programs and systems that handle an ever-growing and changing list of demands in the workplace. The people who go into these careers need to have working knowledge of computer systems and programming languages. They often find themselves on the leading edge of developing the technologies and products that quickly end up in the homes and workplaces of tomorrow.

Computer software and hardware companies themselves employ large numbers of programmers and developers, as well as many other organizations, especially large companies. For example, an automaker would take a design engineering software platform and have its own programmers modify it to fit the specialized needs of the designers of the cars and trucks of tomorrow.

Sample Occupations

Applications Engineer/Architect
Operating Systems Designer/ Engineer
Computer Programmer
Games Programmer
Systems Analyst

Sampling of Industry Certificates and Degrees Available from Colleges and Universities

Microsoft Certified Solutions Developer Associate/Bachelor of Science in Computer Science

Bachelor of Science in Information Science
Master of Science in Computer Science
Sun-Java Developer Certification

Interactive Media Major

People involved in Interactive Media design and produce multimedia products and services for entertainment, marketing, business training and an array of other communications purposes.

Channels for such products include the World Wide Web, CDs, DVDs and other emerging technologies, all deployed to help organizations of all types and sizes communicate with existing and potential customers, as well as transact business with them and facilitate collaboration in many forms and media.

Sample Occupations

Web Designer
Webmaster
3D Animator
Virtual Reality Specialist
Multimedia Producer
Graphic Artist
Digital Media Specialist

Sampling of Industry Certificates

Below are just a few of the more common certifications available to people involved in the Information Technology cluster. Having these certifications is not always a requirement for the job, but they are increasingly in demand and often carry a premium in pay and opportunities due to the level of specialized training and knowledge required to earn them.

Microsoft Certified Systems Engineer (MCSE)
Cisco Certified Network Associate
Certified Novell Engineer (CNE)
Certified Information Security Systems Specialist (CISSP)
Nortel NetKnowledge Certification

Project Management Major

Project managers help plan and execute a wide range of projects and are employed in nearly every industry. They are responsible for keeping projects on schedule and on budget, and for helping to keep other members of the team and outside vendors connected. Project managers must be flexible, able to efficiently allocate human and technical resources under strict time and money deadlines. They also must be able to bring projects to conclusion while developing best practices and tools for the successful execution of future projects.

Sample Occupations

Construction Project Manager
Software Development Manager
Web Development Manager
Finance Project Manager
Network Project Manager
Healthcare IT Project Manager
Engineering Project Manager
Service Delivery Project Manager
Client Care Project Manager

Quality Assurance Major

Quality assurance professionals are responsible for ensuring that projects and products are completed and produced as professionally and defect-free as possible, and that these projects and products meet or exceed customer expectations. Duties include creating testing strategies and instruments and working in team environments to ensure required standards and compliance requirements are met. Verbal and written communication skills are required, as is specialized knowledge in the individual industry, business or governmental area.

Sample Occupations

Quality Assurance Analyst
Software Quality Control Analyst
Risk Management Officer
Quality Control Officer
Quality Assurance Auditor
Quality Assurance Consultant
Compliance Officer
Network Quality Assurance Specialist
Medical Quality Assurance Manager



Want to Begin a Career in Finance?

The Finance Cluster includes preparation to work in the fields of financial and investment planning, banking, insurance and business financial management. Skills required include good organization, time management, customer service and communication.

The Finance Cluster includes a wide variety of educational opportunities from high schools to two-year and technical colleges to universities and career technical schools.

Math, science and technical skills are required for the jobs in these majors, which center on handling the financial needs and concerns of organizations and individuals.

Finding a good match between the learner and the potential career major is the job of guidance professionals at each of the educational institutions, professionals who can help students decide which major might best suit their goals, interests and abilities. Schools also strive to provide opportunities for learners to get on-the-job perspectives and training through visits, job shadowing and internships. Students can often choose to earn certifications (along with degrees) that show that they have taken specific training in a certain professional or technical area and passed examinations testing their knowledge and understanding. Such certifications, even if not required, often help a candidate land a job or earn higher pay or faster promotions.

A Look at Career Majors

The Finance Career Cluster is divided into four majors based on the knowledge and skills required of occupations in these fields. Each major provides instruction as a basis for success in a wide variety of careers and educational pursuits. The four majors are as follows: Financial and Investment Planning, Business Financial Management, Banking and Related Services, and Insurance Services.

Financial and Investment Planning Major

Advising businesses and individuals on investment decisions, based on sound analysis and understanding of markets and investment instruments, are among the responsibilities of people working in the Financial and Investment Planning major. Implementing those decisions through management of accounts and preparation of documents can be involved.

Sample Occupations

Personal Financial Advisor
Tax Preparer
Securities/Commodities Sales Agent
Investment Advisor
Brokerage Clerk
Development Officer

Business Financial Management Major

Sound financial decisions arise from good information. People working in the Business Financial Management major are involved in designing and using accounting and other financial systems to prepare, analyze and verify reports and related economic information so decision-makers can be well-informed and prepared and in compliance with laws, rules and regulations.

Sample Occupations

Accountant
Financial Analyst
Treasurer
Auditor
Economist
Tax Examiner
Revenue Agent/Collector

Banking and Related Services Major

The Banking and Related Services major provide loans, credit and payment services to businesses and individuals.

Sample Occupations

Credit Analyst
Loan Officer
Bill and Accountant Collector
Teller
Loan Processor
Data Processor
Internal Auditor
Title Researcher and Examiner
Repossession Agent
Operations Manager
Debt Counselor

Insurance Services Major

The insurance industry is large and diverse, providing protection to individuals and businesses against financial losses from a nearly endless variety of situations. Employees in the Insurance Services major help employers and customers in the many steps of the process involved in today's insurance environment.

Sample Occupations

Claims Agent
Adjustor/Appraiser
Investigator
Underwriter
Actuary
Sales Agent
Customer Service Agent
Processing Clerk



Mohammad Saad Eddin, Al Amir Restaurant with Darby Matthews, SYSCO Food Services, L.L.C.

Want to Begin a Career in Marketing, Sales and Service?

A successful career in marketing, sales and service often requires a solid background in math, technical, language and communication skills. Education and training can be obtained at high schools, technical and two-year community colleges, four-year colleges and universities and career technical schools and institutes.

Finding a good match between the learner and the potential career major is the job of guidance professionals at each of the educational institutions, professionals who can help students decide which major might best suit their goals, interests and abilities. Schools also strive to provide opportunities for learners to get on-the-job perspectives and training through visits, job shadowing and internships. Students can often choose to earn certifications (along with degrees) that show they have taken specific training in a certain professional or technical area and passed examinations testing their knowledge and understanding. Such certifications, even if not required, often help a candidate land a job or earn higher pay or faster promotions.

A Look at Career Majors

There are seven majors in the Marketing, Sales and Service career cluster, grouped by the knowledge and skills required. Each major provides instruction as a basis for success in an array of careers and educational pursuits.

The seven majors of the Marketing, Sales and Service Cluster are as follows: Management and Entrepreneurship, Professional Sales and Marketing, Buying and Merchandising, Marketing Communications and Promotion, Marketing Information Management and Research, Distribution and Logistics, and E-Marketing.

Management and Entrepreneurship Major

The overall direction of a small business, large corporation or non-profit institution can fall to people who have chosen the Management and Entrepreneurship major. They determine and direct the policies and procedures that guide the organization. The scope of their duties can vary depending on the size of the organization. For instance, at a small company the owner or president may be involved in everything from advertising to personnel to sales and customer relations. In large firms, there are usually areas of specialization with senior executives in charge of those areas, such as advertising, promotions, marketing, sales and public relations.

Sample Occupations

Chief Executive Officer
Entrepreneur/Business Owner
Franchisee
Independent Distributor
Partner
President

Professional Sales and Marketing Major

The movement of goods and services through the local, national and global economy are facilitated by sales and marketing professionals. People who choose this major are involved in promoting, marketing and, ultimately, selling goods and services of every kind to businesses, government and non-profit organizations and individual consumers.

Sample Occupations

Account Executive
Sales Executive
Technical Sales Specialist
Field Representative
Retail Sales Specialist
Regional Sales Manager
Broker

Buying and Merchandising Major

The distribution chain is the responsibility of people who choose the Buying and Merchandising major. They may be involved in everything from sales forecasting and research to buying, displaying, selling and customer service.

Sample Occupations

Sales Associate/Clerk
Department Manager
Store Manager
Merchandise Buyer
Merchandising Manager
Operations Manager

Marketing Communications and Promotion Major

High visibility is a trademark of jobs in the Marketing Communications and Promotion major. Advertising, promotions and marketing strategies are those staffers' responsibilities, as are public relations activities.

Sample Occupations

Public Relations Manager
Public Information Director
Advertising Manager
Art/Graphics Director
Creative Director
Interactive Media Specialist
Marketing Associate/Manager

Marketing Information Management and Research Major

Analyzing information from a wide range of sources and in a variety of formats is the job of people who choose the Marketing Information Management and Research major. Their assessments are used by their employers to design new products and marketing strategies, forecast sales and create company strategies in increasingly competitive arenas. An understanding of people and business together is a key to success in this major.

Sample Occupations

Brand Manager
Marketing Database Manager
Director of Market Development
Knowledge Management Specialist
Product Planner
Research Specialist/Manager
Strategic Planner

Distribution and Logistics Major

The Distribution and Logistics major can include everything from raw materials to the finished product in the hands of the consumer. Actual delivery of the products is part of this major, as are the planning processes, storage and allotment of resources involved. Just-in-time inventory, pioneered by the automotive industry, is a good example of responsibilities workers in this field might have. Their activities play a major role in an organization's ability to operate efficiently and effectively, and to compete.

*Jennifer Covington,
Tim Burke and
Ryon Edwards with
RIGGS Advertising.*



Sample Occupations

Shipping/Receiving Clerk/Manager
Distribution Coordinator
Inventory Manager/Analyst
Logistics Analyst/Engineer/Manager
Materials Manager
Warehouse Manager

E-Marketing Major

People in the E-Marketing major will find themselves using electronic tools to market services and products. That can include Internet and/or e-mail campaigns, search-engine optimization strategies and the design and maintenance of sites on the World Wide Web. Monitoring online activity and results, identifying trends and using emerging new tools also are involved.

Sample Occupations

Copywriter/Designer
Customer Support Specialist
E-Commerce Director
E-Merchandising Manager
Fulfillment Manager
Online Market Researcher
Webmaster/Site Architect
Website Project Manager

Resources



Visit www.mebasc.com for links to area businesses.

Business, Management & Information Systems Websites

American Institute of CPAs, Academic and Career Development Team
www.aicpa.org

American Management Association
www.amanet.org

American Purchasing Society
www.american-purchasing.com

Association of Information Technology Professionals
www.aitp.org

Cisco Systems, Learning and Events
www.cisco.com/en/US/learning

Computing Technology Industry Association's TechCareer Compass
tcc.comptia.org

CyberCareers for the Net Generation
www.cybercareers.org/students/central

Information Technology Association of America
www.itaa.org

Microsoft Training and Certification
www.microsoft.com/traincert

The Institute of Internal Auditors
www.theiia.org

Society of Financial Service Professionals
www.financialpro.org

Telecommunications Industry Association
www.tiaonline.org

SCANA
www.scana.com

Education and Career Planning Websites

Kuder Career Planning System
www.kuder.com

Midlands Technical College
www.midlandstech.edu

South Carolina Occupational Information Coordinating Committee (SCOICC)
www.scois.org

South Carolina Career Guidance Model
www.carolinacareers.org/cgm

South Carolina Employment Security Commission
www.sces.org

South Carolina Independent Colleges & Universities
www.scicu.org

South Carolina Public Colleges & Universities
www.state.sc.us/edu/univcoll.html

South Carolina Technical College System
www.scteched.tec.sc.us

South Carolina Chamber of Commerce
www.schamber.net

University of South Carolina
www.sc.edu

Outside South Carolina

Armed Services Vocational Aptitude Battery (ASVAB)
www.todaysmilitary.com/explore_asvab.html

Career Key
www.careerkey.org/english

College Board
www.collegeboard.com

Keirsey Temperament Sorter
www.keirsey.com/cgi-bin/keirsey/newkts.cgi

Mapping Your Future
www.mapping-your-future.org

Occupational Outlook Handbook
www.bls.gov/oco

Midlands Education and Business Alliance does not discriminate on the basis of race, color, national origin, sex or disability in admission to or employment in its programs and activities.

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