



*Connects students, parents and educators to career opportunities through business partnerships, training and resources.*

## MEBA's Field Studies Connect Education and Business

The one word that most often comes to mind when one thinks of MEBA is "connect." After all, that is our primary mission - to connect students, parents and educators to career opportunities through business partnerships, training and resources. A perfect example of how MEBA is achieving this mission every day is our field studies series. MEBA's field studies bring together teachers, counselors and administrators for a day of in-depth learning about a specific career cluster. At each field study, educators spend a day visiting work sites and hearing firsthand from professionals. This experience enhances educators' knowledge of the skills students need today to prepare them for tomorrow's workplace.

**Cheryl Cooley**, a school social worker at **Irmo Middle School**, attended the **Public Services Field Study** in October and the **Uptown Careers Field Study** in December. "The field studies have been extremely beneficial and informative for me as an educator," said Cooley. "I have really enjoyed the variety of information presented and the opportunity to learn and understand the many career opportunities available to my students. I know what I have learned will help me, and ultimately my students, immensely."



**Valerie Whipple** of **Dutch Fork Middle School** and **Melissa Hurst** of **Midlands Technical College** experience the Hummer's off-road handling.



Automotive Field Study participants tour the service center of Dodgeland of Columbia.

During the months of November and December, MEBA hosted six field studies and continued to give educators the opportunity to step outside the school building in order to gain experience that brings greater relevance and perspective to their daily curriculum inside the classroom. Following are brief descriptions of each.

### Automotive

The **Automotive Field Study** was held on November 11, 2006, and involved visits to several dealerships and educational facilities. The day began with com-

### *Happy Holidays!*

*During the holiday season more than ever, our thoughts turn gratefully to those who have made our progress possible.*

*In this spirit, we say simply but sincerely, thank you and best wishes for the holiday season and a happy new year.*

*The Staff of Midlands Education and Business Alliance*



## Field Studies From Page 1

ments from **Dena Feagin**, **Automotive Youth Educational Systems (AYES)** Manager with the **South Carolina Automobile Dealers Association**, and a tour of the **Automotive Lab at Midlands Technical College Beltline Campus** led by **Carson Conner**, a program coordinator with Midlands Technical College's automotive program. The group then boarded a bus and toured **Columbiana Chevrolet Hummer**, where the educators got to experience the "off-road handling" of a Hummer on the off-road course and learned about education requirements and careers in the automotive industry. Next, the group visited **Dodgeland of Columbia** where they toured the service and parts department. Attendees were treated to lunch at the Summit Club sponsored by **New Car Dealers of Columbia and Lexington** and ended the day with a tour of **Richland One's** newly renovated **Heyward Career & Technology Center**.



Michael Slapnick with Scott McElveen, LLP, speaks with educators at the Uptown Careers Field Study.

## Uptown Careers

On December 6, 2006, 40 educators participated in the **Uptown Careers Educator Field Study** held at **Scott McElveen, LLP**, in the Wachovia building in downtown Columbia. The event began with breakfast sponsored by Scott McElveen, LLP, a tour of the facility and remarks by two Scott McElveen, LLP, employees -- **Linda Caughman**, CPA,



Greg Lunn with SCETV addresses field study participants.

Marketing Manager and a member of the Tax and Advisory Services, and **Michael Slapnick**, CPA, Manager of Assurance and Advisory Services. Both spoke to the group about their personal career paths, the responsibilities of a CPA, education requirements, and the career opportunities available. Attendees then listened to presentations from six panelists representing various professions and industries. Panelists included: **Greg Lunn**, a Flash Animator/Web Designer with **SCETV**; **Jim Smith** with **Midlands Technical College Information Technology**; **Mark Mapes**, **Davis-Garvin Agency, Inc.**; **Rob Tyson**, an attorney with **Sowell Gray Stepp & Laffitte, LLC**; **Brooks Harper** with **Southern Wesleyan University** and **Monster.com**; and **Bob**

## Save the Date!

Southeastern WorkKeys Conference  
"Bridging the Gap for the Future Workforce"

January 31 - February 2, 2007

Embassy Suites Hotel Airport and  
Convention Center  
North Charleston, South Carolina

Register by calling 904.620.4270

## \*Educator Resource\* South Carolina National Guard Counterdrug Task Force

Did you know that the South Carolina National Guard is available to help and support your drug abuse prevention and demand reduction initiatives? The South Carolina National Guard Counterdrug Task Force Drug Demand Reduction Team uses trained soldiers and resources to enhance state and local organizations in promoting drug-free, positive and healthy lifestyles in South Carolina.

Counterdrug programs are free and can be tailored to fit your age group, schedule and specific needs. Some of the most popular programs include the "Just Say No" puppet show for students in grades K through 6, ROPES Course, "Fit for Life," and "Fatal Vision" presentations for middle and high school students. For more information, please call SSG James Martin at 803.806.4432 or SGT Danielle Camp at 803.806.1520.

## Faces of MEBA -- Marshall Johnson



**Marshall Johnson** and the **Midlands Education and Business Alliance** have a lot in common. Both strive to connect people to opportunities. As **Training Administrator** for the **City of Columbia**, Johnson feels a great sense of pride at being able to help people

grow and develop both professionally and personally.

"Every day I am able to see people learn something new that will not only make them more productive employers now," explains Johnson, "but also will give them new knowledge, confidence and skills that will be with them for a lifetime. To see a smile on someone's face and know you've done something to help means more than anything."

Johnson began working with the City of Columbia 28 years ago. She honed her skills and gained experience by working in the City's Economic Development Office, Parks and Recreation, Community Development, the Business Enterprise Office and Human Resources. Four years ago she was made Training Administrator. Since then she has worked diligently to ensure that City of Columbia employees have access to numerous professional development and training opportunities such as the **GET SET GED** program and courses on computer technology, conflict resolution and creative leadership. Since its implementation in 2003 under the leadership and insight of **City Manager Charles P. Austin, Sr.**, the City's GET SET GED program has helped 18 employees receive their GED.

The City of Columbia also works with many businesses and organizations such as MEBA to provide additional development options such as courses in business ethics, foreign language training and CPR and First Aid certification. By partnering with **MEBA**, City employees can participate in the *Your Child Is Job #1* program at their work site. "MEBA provides a wonderful avenue for reminding the community of the importance of family and that there is more to providing for a family than simply a paycheck," says Johnson. "When home and family life is happy and productive, work life also benefits, and MEBA does an outstanding job of helping families and the business community make this connection."

## Upcoming Events

### **Business Management & Information Systems Alliance**

January 3, 2007, 9:00 - 10:30 am  
Midlands Technical College Airport Campus, AC 115

### **Curriculum Alignment Committee**

January 4, 2007, 9:00 - 11:00 am  
Midlands Technical College Airport Campus, AC 139

### **Engineering & Industrial Technology Alliance**

January 9, 2007, 11:30 am - 1:00 pm  
Location TBA

### **Career Connections Committee**

January 11, 2007, 12:15 - 2:15 pm  
Lexington Technology Center

### **MEBA Executive Committee**

January 12, 2007, 7:45 - 9:00 am  
NAI Avant Conference Room

### **MEBA Board of Directors**

January 23, 2007, 11:30 am - 1:00 pm  
Midlands Technical College Airport Campus, Mary Robertson Conference Room, AC 143

### **Health Sciences & Human Services Alliance**

January 24, 2007, 11:30 am - 1:00 pm  
Midlands Technical College Airport Campus, AC 115

### **Manufacturing & Industrial Maintenance Alliance**

January 25, 2007, 11:30 am - 1:00 pm  
Square D, 8821 Garners Ferry Road

## Donor Spotlight

MEBA is pleased to announce the award of a \$124,096 grant from the **South Carolina Department of Commerce**. These funds will support our efforts to bring educators and business partners more up to date on the services and programs that One-Stops bring to our community. MEBA will work with nine businesses, one from each career cluster, to promote the value of using WorkKeys assessments. These funds also will be used to further promote our *Your Child Is Job #1* program.

MEBA also recently received a \$25,000 grant from the **Sisters of Charity Foundation of South Carolina** designated to support our *Strengthening Education, Workforce & Economic Development (SEWED)* program.

Another thank you to **Mid-Carolina Electric Cooperative** for its donation of \$1000 to MEBA's Teachers in the Workplace series. This generous gift will allow MEBA to continue to provide educators the opportunity to gain real world experience with different industries and businesses during the summer months.

## Santa Teaches Midlands Students about the World of Work



MEBA's Kay Barlow reads to Kelly Miller Elementary School students.

Just in time for the holiday season, hundreds of Midlands students were treated to a reading of *How Santa Lost His Job*, a companion book to *How Santa Got His Job*, by Stephen Krensky and illustrated by S. D. Schindler. This delightful story tells of the challenges that can be found in any career, including Santa's, and the balance we must find between technology and the human touch.

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**Brookshire** with Technology Support and Training Management at the **University of South Carolina**.

Following the panel discussion, **Trey Smoak** with **Recruiting Solutions**, spoke to the group and led a tour of the Recruiting Solutions' facility. Attendees then enjoyed lunch, sponsored by **SmartEdge Financing by GMAC**, and a presentation by **Robert Gordon** of GMAC. During lunch, the educators were able to network with the panelists and other professionals including **Rhonda Matthews, Stratagem, LLC**, and **Cathy Pitts**, Midlands Technical College. The day concluded with presentations by **Jeff Roper**, **New 92's** morning radio personality, and **Dave Wilson** of **Inspired Hype**.

### Hospitality & Tourism

The **Hospitality & Tourism Field Study** was held on December 13, 2006, and began with a welcome from **Douglas O'Flaherty**, Executive Director of the **South Carolina Tourism and Hospitality Education Foundation** and Director of Operations for the **Hospitality Association of South Carolina**, and a tour of **Blythewood High School's ProStart Program** led by **Chef William Turner**. Following, a panel of industry professionals addressed the group and focused on the various areas of hospitality and tourism including foodservice, hotel, conference planning, attractions and research. Panelists included **Duane Davis** of **SYSCO Foodservices of Columbia**; **Ben Blackwell** with the **Hampton Inn Columbia Downtown Historic District**; **Ken Ivey** with the **Municipal Association of South**

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## Quick Bytes

- **New Carolina, South Carolina's Council on Competitiveness**, hosted the "Getting Parents Involved in Education: Leadership Actions for a New Carolina" education summit on November 10, 2006, at the Columbia Conference Center. The event brought together education, business, government and local community leaders to explore the impact of parent involvement in education on South Carolina's children and our state's future. For more information, please visit [www.newcarolina.org](http://www.newcarolina.org).
- The new *Employers Handbook Extended Learning Opportunities* is now available on MEBA's website and provides information and forms for any employer who may have students and educators on their worksite. The **South Carolina Chamber of Commerce** provided funding to **MEBA** and the **Greater Columbia Chamber of Commerce** for development and printing of the handbook. Download your copy now at [www.mebasc.com](http://www.mebasc.com) or call Linda Whitaker at 803.252.2895 for a printed copy.
- On November 17, 2006, MEBA's **Kay Barlow** was the keynote speaker at a career event for 750 students and faculty members from **Lexington School District Two**. The event was held in the auditorium of Trinity Baptist Church, and Barlow's talk focused on the workplace of tomorrow.
- In celebration of **National Career Development Month**, Midlands Technical College hosted three Career Connections seminars. The seminars, Focus on Machine Tool Technology, Focus on Surgical Technology and Focus on Building Construction Technology, provided informal, real world career insights presented by Midlands Technical College graduates and faculty members as well as industry professionals.
- **Southern Wesleyan University** now offers a **Master of Education** program designed to accommodate the busy schedule of full-time educators. Classes meet just one night per work, and you can earn your degree in as little as 15 months. For more information, please contact Brooks Harper by phone at 803.739.4920 or by E-mail at [brooks.harper@apollogrp.edu](mailto:brooks.harper@apollogrp.edu).

Check out the MEBA website  
[www.mebasc.com](http://www.mebasc.com)

## Your Child Is Job #1: Conflict Resolution

During the months of November and December, MEBA's Kay Barlow spoke with many parents and caregivers about the importance of teaching children skills for conflict resolution. The recent focus on gangs and school violence emphasizes how important it is that parents help children develop these skills at an early age. First, children must be able to identify what the conflict is and whether it is within them or related to another individual. Children must also be able to listen to other people and to understand different viewpoints and opinions. Barlow emphasized that just because someone's opinion is different does not necessarily mean that it is wrong. Finally, students must learn how to react to conflict. Barlow explained three ways in which we can react to conflicts: 1) Collaboration with the other person to reach a mutually satisfying conclusion; 2) Mediation with an outside source; or 3) Acceptance in which we admit we may be wrong.

### *Your Child Is Job #1* in Numbers

*A monthly look at the number of parents reached:*

- 192 Spirax Sarco employees
- 30 City of Columbia employees
- 200 Lexington Medical Center employees

**November and December Total:  
422 Parents Reached!**

**Carolina; Linda McWhorter** with the **State Museum**; and **Dr. Rich Harrill** with the **International Tourism Research Institute** at the **University of South Carolina**.

Attendees then traveled to **Sesquicentennial State Park** where **Mary Ludlam** and **Eddie Richburg** of the **South Carolina Department of Parks, Recreation & Tourism** provided an overview of the department and industry careers. The group visited the **Plex Recreational Facility** and enjoyed a tour led by **Keith Osman**. After lunch and a tour of **Carrabba's**, hosted by **Geoff Turner**, the group made a final stop at **Embassy Suites** where they met with **Steve Graves**, General Manager, and enjoyed a tour led by **Susan Walters**.

#### Student Field Studies

In addition to educator field studies, MEBA often hosts field study events for Midlands students. On November 9, 2006, 24 students and 7 teachers from the **Midlands Middle College** learned about education requirements and career opportunities in manufacturing. Presenters included **Ed Koehne** with **Midlands Technical College Northeast Campus**; **Ron Ellis** of **Siemens Diesel Systems Technology**; and **Russ Bryan** of the **BOSE Corporation**.

On November 13, 2006, 43 ninth grade students and 2 teachers from **Richard Winn Academy** in **Fairfield** participated in a **Healthcare Career Event** at **Fairfield Memorial Hospital**. **Mary Lynn Kinley**, Public Relations Director for **Fairfield Memorial Hospital**, provided opening remarks and **Lisa Call** with **MEBA** discussed workplace opportunities. **Val Richardson**, Workforce Development Director for **Palmetto Health**, spoke with the group about appropriate dress for hospital and healthcare careers, and **Shawna Martin-Lyde** with human resources at **Fairfield Memorial Hospital**, shared tips for applying for a job. Students attended breakout sessions featuring careers related to the emergency room, lab, clinic and in radiology and had the opportunity to talk with business partners including professionals from **MEBA**, **Lexington Medical Center**, **Reliant Hospice** and **Midlands Technical College**. Lunch was provided by **Fairfield Memorial Hospital**.

On November 29, 2006, students from the **Midlands Middle College** participated in an **Automotive & Industrial Technologies Student Field Study** hosted by **Midlands Technical College** and **MEBA**. **Carson Conner**, **Dolton Norman** and **Bobby Belcher**, all of **Midlands Technical College**, spoke with the students about their career interests and related education, skills and opportunities. Students were also treated to lunch and a tour of the **Pulliam Ford** car dealership.

## Students Learn the Value of Teamwork

On November 16, 2006, 25 students from the **Wil Lou Gray Opportunity School** participated in the **South Carolina National Guard Youth Challenge Academy**. **Theresa Baker**, Business Community and Outreach Coordinator with **Midlands Technical College**, and **David Highsmith**, a career counselor with **Midlands Technical College**, spoke to the group. **MEBA's Lisa Call** led the students in a team building activity designed to teach the value of teamwork and workplace readiness.



Students participate in a team building exercise.

### Champions of the Environment

Do you have a project that improves or protects the environment? Are you a K-12 student or teacher in South Carolina? If so, you can apply to the Champions of the Environment's Monthly Award Program.

For more information, please visit [www.scdhec.gov/champions](http://www.scdhec.gov/champions).