



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

Annual Fund Campaign: Celebrating 20 Years

As MEBA celebrates 20 years of successful connections, we need you to invest in the future. Please consider making MEBA a charitable priority today and pledge your support to our **20th Anniversary 2010-2011 Annual Fund Campaign**.

For the two decades, MEBA has been dedicated to connecting our educators, students and parents to business partners in healthcare, science, technology, engineering, architecture, construction, public safety, transportation, hospitality, information technology, the arts and humanities and many other disciplines. These partnerships have been instrumental to improving education and making a positive impact on local economic development. As MEBA continues to support South Carolina's initiatives to combat poverty, improve high school dropout rates, and enhance economic development through programs and resources related to choosing a career path, career and job skills, parents skills, poverty training and much more, we depend on your financial support.

Your investment will:

- ✓ Help students to assess their talents, interests and aptitudes for a career suited for them and one that is compatible with the workforce needs of the Midlands and South Carolina.
- ✓ Make parenting resources available to parents and caregivers through brochures, workshops and local media outlets.
- ✓ Allow educators and other organizations to take part in poverty training seminars.
- ✓ Produce resources and programs for students and adults in need of job skill training and career building.
- ✓ Work with community partners to address dropout prevention.

MEBA relies on a diverse funding stream for financial support that includes private and public sources, but still relies heavily on contributions from its board members and individual constituents. This support is most valuable because it shows your belief in and commitment to MEBA. Please look for your invitation to participate in MEBA's 20th Anniversary Annual Fund Campaign in the mail soon. Or, to invest in the future today, click on the blue box to the right. ■

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Donate Today!

To find out how you can support MEBA [click here.](#)



FACES OF MEBA

GEORGE ZARA

George Zara, MEBA's new board of directors chair, is excited about the year ahead and leading MEBA's efforts to better



George Zara

align education and business in the Midlands. Zara became involved in MEBA more than two years ago when he moved to Columbia to serve as president and chief executive officer of **Providence Hospitals**. "I was looking for a way to get involved in the community and MEBA's role of bringing education and business together really appealed to me," explains Zara.

As Providence Hospitals top executive, Zara manages a 304-bed hospital system with more than 1,900 employees that is comprised of four entities including **Providence Hospital, Providence Heart Institute, Providence Northeast and Providence Orthopaedic & Neuro Spine Institute**. This experience provides Zara with a valuable blend of business know how and a strong belief that education is critical to a community's success to his role as chair.

As chair, Zara plans to focus on two key areas. First, making sure funding for **MEBA's Midlands Middle College** is maintained. Second, ensuring MEBA continues to identify the needs of the business community and match those needs to educational opportunities.

"MEBA's mission to connect education and business is critical to developing skilled and competent students to fill voids in the workforce," says Zara. "Without the dialogue that MEBA creates there is a significant chance for opportunities to be missed."

According to Zara MEBA's educator field studies and student career days are key to promoting this dialogue. These activities force business leaders to extend beyond the four walls of their profession and become a community citizen. They give students the opportunity to truly experience various careers, developing career interests that lead to the workforce.

Zara began his career as an assistant administrator at the **Alfred I. DuPont Institute** in Wilmington, Delaware, where he managed all clinical and ancillary departments in a 120-bed pediatric orthopedic research hospital. Zara served as president and chief executive officer of **Saint Anthony Hospitals (Centura Health)** in Denver, Colorado, just prior to coming to Providence Hospitals. He obtained a master of public health

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UPCOMING EVENTS

Public Service Alliance

October 20, 2010, 11:30 am - 1:00 pm
MTC Airport Campus, AC 115

Health Science Alliance

October 27, 2010, 10:00 am - 2:00 pm
Fairfield Memorial Hospital

Dropout Prevention Focus Group

October 28, 2010, 8:30 - 10:30 am
MTC Airport Campus, AC 139

Engineering Expo

October 29, 2010, 9:00 am 12:00 noon
Lindau Engineering Technology Building, MTC
Bellline Campus

**For career specialists, guidance personnel, STEM teachers and administrators. Hosted by MEBA and MTC.*

For more information or to register, [Click Here](#).

Entrepreneurship Field Study

November 3, 2010

For more information or to register, [Click Here](#).

Belk Mini-Field Study

November 4, 2010, 2:00 - 5:00 pm
Belk, Columbiana Mall

For more information or to register, [Click Here](#).

Adults in Career Transition

November 8, 2010, 8:30 - 10:30 am
MTC Northeast Campus

Richland One Student Automotive Field Study
November 10, 2010

GCDF Professional Development Workshop

November 16, 2010, 9:00 - 11:00 am
MTC Airport Campus, AC 139

STEM Alliance

November, 16, 2010, 11:30 am - 1:00 pm
Location TBA

STEM Field Study

November 17, 2010

For more information or to register, [Click Here](#).

Manufacturing Alliance

November 18, 2010, 11:30 am - 1:00 pm
Location TBA

TD&L Alliance

November 18, 2010, 11:30 am - 1:00 pm
Celebrate Freedom Foundation, Airport Hanger
across from MTC Airport Campus

MEBA Holds Orientation and Business Matters Seminar

MEBA held its Annual Orientation on September 22, 2010, at the Northeast Campus of Midlands Technical College.

Columbia Mayor Stephen Benjamin and **Lexington Mayor Randy Halfacre** served as the keynote presenters, speaking on the benefits of working together as a region and what they are doing in their mayoral roles to more closely unite the Midlands community. Several individuals also highlighted upcoming activities and programs as well as new MEBA resources.



Lexington Mayor Randy Halfacre (l) and Columbia Mayor Steve Benjamin (r) talk about Midlands partnerships.

The orientation ended with the customary changing of the guards with **Barbara Blau**, Founder and President of DP Professionals, being recognized for her great work as MEBA's 2009-2010 Board Chair and **George Zara**, President and CEO of Providence Hospitals, for his new appointment as MEBA's 2010-2011 Board Chair.

Following the orientation, many attendees stayed to participate in MEBA's Business Matters event which began with a Poverty Training seminar led by **Kay Barlow**, MEBA's Community and Parent Education Director. Presenters included **Lorraine Faulds**, Research and Planning Administrator with the SC Department of Employment and Workforce; **Bill Loyd**, Executive Director of the Community Development Corporation Bibleway Church of Atlas Road; **Sharon Harriott**, Director of Trio and Community Support Programs of Midlands Technical College; and **Dale McClendon**, Guidance Counselor at Arden Elementary School.

Participants then attended three breakout sessions on various topics including "Safety in the Workplace," "Teacher-preneur: Teachers with Entrepreneurial Spirit," "How to Make Finance Fun," and "Career Awareness: Lighting the Fire." ■



Steven Quikery of Belk, Inc., presents on "Retail Industry Skill Sets" at MEBA's Business Matters Seminar.

Quick Bytes

► Congratulations to MEBA's **Kay Barlow** and **Stacey Westberry**. Offering a great example of MEBA's commitment to the Midlands community, Barlow recently graduated from **Leadership Columbia** and Westberry graduated from **Leadership Lexington**.

► November is **National Career Development Month**, and MEBA is assisting the National Career Development Association in promoting their annual poster and poetry contest. This year's theme is "Celebrating My Career Dreams." Please make your students aware of this opportunity and encourage them to participate. Complete information can be found on the MEBA website ([click here](#)). Please make sure to send your entries to Stacey Westberry, MEBA, 1006 12th Street, Cayce, SC 29033, no later than November 17, 2010.

► Learn the benefits of a career in cosmetology at **Kenneth Shuler School of Cosmetology** on October 14, 2010, from 4:00 - 5:30 pm. The school is located at 7474 Garners Ferry Road in Columbia. An admission representative and financial aid counselor will be available to answer questions. For more information, contact gfaadmissions@kennethshuler.com or call 776.9100.

► **Junior Achievement** and **AT&T** are looking for teachers who want to give their students an opportunity to experience real, onsite experience at one of South Carolina's largest employers. All onsite visits must have 20 - 30 students to participate. Students who participate prepare with two pre-site visit lessons, an onsite experience (approximately 3 ½ hours), and a post-visit lesson. Students receive all materials and lunch on the day of a visit. Schools are responsible for the transportation. For more information, please visit <http://centralsc.ja.org> or contact **Stephanie Stuckey**, President of Junior Achievement of Central SC, Inc., at sstuckey@jacsc.org. ■

Your Child Is Job #1: Cyberbullying

by Kay Barlow

In our world of 24-hour media, parents are hearing a new term, "Cyberbullying." I am occasionally asked by parents what this word means and how it affects their child. Unfortunately, I must answer that in our electronic world cyberbullying is not uncommon. Cyberbullying is a form of bullying that takes place via cell phones and computers. It can not be left on the playground and can invade our homes at all times because we have our phones with us constantly and use computers daily.

Cyberbullying is anonymous and can claim any identity including your own. A cyberbully is like any other bully; he or she likes to hurt others. Cyberbullying is done by young people who knowingly use electronics to torture, threaten and torment other young people. This can range from calling someone a hurtful name or making a physical threat. More than half of young people report they have been victimized but only 15 percent have told their parents. Parents should take cyberbullying seriously. Be alert and take immediate action when cyberbullying occurs. Cyberbullies may be surprised to find themselves in serious trouble with the law.

To help combat cyberbullying, use the following tips:

- ✓ Keep the pathway of communication open.
- ✓ Words hurt and when put on the Web they can never be retracted.
- ✓ Never forward hurtful words, inappropriate videos or photos.
- ✓ Listen to your child and look for any indication your child is upset.
- ✓ Teach your child to never respond to a threat. Instead, report the bullying to the server (phone or Internet) and to the teacher, counselor and principal.
- ✓ Install filtering software.
- ✓ Check your computer history to see what sites your child has visited. ■

EDUCATORS EXPLORING CAREER CLUSTERS: HEALTHCARE

This past summer 14 educators got an up close look and greater understanding of the healthcare career cluster as part of MEBA's graduate course,

Educators Exploring Career Clusters: Healthcare.

The three-hour graduate course was taught by

Stacey Westberry,

MEBA's Professional Development Director, Regional Career Specialist and NCDA Master Trainer.



MEBA graduate course exposes Midlands educators to the healthcare industry.

Designed to support the *Personal Pathways to Success* initiative, the course provided educators the opportunity for indepth exploration of the healthcare career cluster. Through site visits to **Agape Senior, Lexington Medical Center, New Life Fitness, Midlands Technical College** and **Palmetto Health Baptist**, participants gained insight into the required technology and other workplace skills necessary to the industry. The site visits along with shadowing experiences allowed educators to develop methods to better prepare their students to transition successfully to the healthcare career path.

"It was a phenomenal course, largely because of all of the places we were able to visit," said Westberry. "We have received great positive feedback and proud to have provided such a beneficial experience to Midlands educators." ■

A Name Change: Integrated Information Technology

The **Technology Support and Training Management Program** at the **University of South Carolina** has changed its name to **Integrated Information Technology**. The name change is effective immediately.

"The new name expresses what we do much better than the old name," said **Dr. Bob Brookshire**, the Program's Director. "Our curriculum and our faculty's research integrate the disciplines of database management, network management, web development, and information technology training. The old name really reflected only part of what our program is about."

Information technology industry executives support the name change. "I strongly endorse the name change," said **Andy Bernardin**, Client Director with **IBM**. "I have found the faculty and staff to be in tune with the day-to-day information technology needs business have in South Carolina. They have been proactive in helping to meet those needs by producing quality students and programs."

Steve Wiggins, chief information officer for **BlueCross BlueShield of South Carolina**, agrees. "We have witnessed the transformation of this program to one of the leading university programs in producing the type of candidates that are most needed by IT businesses," he said. "This will bring the appropriate level of attention to this program through the clarity established between the name and the focus of the program."

The name change was approved by the State of South Carolina's Commission on Higher Education at its March 24 meeting. For more information on the Integrated Information Technology Program, contact Bob Brookshire at brookshire@sc.edu or visit the website at <http://iit.sc.edu>. ■

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and health services administration from the University of Pittsburgh and a bachelor of arts from the University of Denver. He is Fellow with the American College of Healthcare Executives (FACHE) and is a member of the American Hospital Association.

In addition to MEBA, Zara serves on the boards of directors of the South Carolina Hospital Association, Midlands Business Leadership Group, Midlands Technical College Foundation, Greater Columbia Chamber of Commerce, and University Associates at the University of South Carolina. ■

UPCOMING MIDLANDS CAREER EVENTS

Allen University Fall Career Fair

October 13, 2010, 10 am - 1 pm
Contact Gwendolyn Young at 376-5749
or gyoung@allenuniversity.edu

Career Showcase for Lexington District One Tenth Graders

October 25-26, 2010, 8:30 am - 1:00 pm
Life Springs Worship Center, Lexington
Contact Julie Rojek at 821-1977 or
jrojek@lexington1.net

Dutch Fork Middle Career Fair

November 10, 2010, 8:15 - 10:45 am
Contact Kama Staton at 732-8167 ext.
302 or kstaton@lex5.k12.sc.us

Fairfield Central High Career Fair

March 3, 2011
Contact Stacey Gray-Feaster at 635-1441
or sgfeaster@fairfield.k12.sc.us

Chapin Middle School

March 4, 2011, 8:00 - 11:00 am
Contact Katie Yeoman at 575-5715 or
kyeoman@lex5.k12.sc.us



www.mebasc.com

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