



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

MEBA Holds Annual Orientation

More than 130 MEBA alliance members, business partners, educators and other involved individuals came together on Friday, August 31, 2007, to look back at the successes achieved during the past year and to look forward to the goals and plans for the upcoming school year.



Dr. Sonny White, President of Midlands Technical College, and Robert Dozier, newly named MEBA Board Chair, attend MEBA's 2007 Orientation.

Held at **Midlands Technical College Northeast Campus**, MEBA's 2007 Orientation provided the opportunity to recognize one of the great keys to MEBA's success - its donors. Three of MEBA's recent donors were in attendance to present checks to MEBA and to speak in support of its programs and mission.

Melissa Drescher, **Bank of America's** Senior Vice President and Market Development Manager for South Carolina, presented MEBA with a charitable donation of \$10,000 for *Your Child Is Job #1*. "We are proud to support MEBA and the *Your Child Is Job #1* program," said Drescher. "Bank of America's commitment to the community and MEBA's mission are a great fit that we believe will achieve great results."

Debbie Summers, Vice Chair of **Lexington County Council**, presented MEBA with \$5000, the first installment of a \$10,000 commitment, and members of **Fairfield County Council** presented MEBA with a donation of \$5,000. Representatives from Fairfield County included: **Phil Hinley**, Fairfield County Administrator; **Tiffany Harrison**, Economic Development Director for Fairfield County; and Fairfield County Council members **David Brown**, **David Ferguson** (Chair) and **Mary Lynn Kinley**.

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Robert Dozier Named MEBA Board Chair

Robert Dozier, COO and Managing Director of **Homeowners Mortgage**, has assumed the post of chair for MEBA's Board of Director. In



only his second year as a member of MEBA's board, Dozier was named chair at the annual Orientation meeting held August 31, 2007, at Midlands Technical College Northeast Campus.

A well-known and respected community leader, Dozier brings a tremendous level of experience and energy to his new role as chair. He is excited about MEBA's accomplishments and potential and looks forward to leading MEBA and promoting future success.

Elected to the board of **Richland School District Two** when he was only 19-years-old and a current member of the Midlands Technical College Board of Directors, Dozier has long been committed to the goal of connecting education and business. He believes his experience as a school board member working with educators and busi-

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MEBA's Orientation also gave attendees the opportunity to learn about the recently established **Midlands Regional Education Center**. **Dr. Kaye Shaw**, coordinator for the Midlands Regional



Dr. Kaye Shaw talks about the Midlands Regional Education Center at MEBA's 2007 Orientation.

Education Center, and **Mr. Mike Sisk** of **Ben Arnold Sunbelt Beverage Company of South Carolina** and chair of the Midlands Regional Education Center Advisory Board, spoke to the group about the strategic goals of the Center and how it will support MEBA and work as a virtual resource to help connect students, parents, adult learners, educators and employers to the services they

need to make important education, career, business and life decisions. For more information about the Midland Regional Education Center, please visit <http://personalpathways.sc.gov/midlands/>.

To showcase the tremendous strides MEBA has made in achieving its mission to connect education and business to promote a more vibrant workforce and community, attendees heard firsthand from individuals who have directly benefited from some of MEBA's premier programs including *Your Child Is Job #1*, Framework for Understanding Poverty, student and educator field studies, the Midlands Middle College and Career Development Facilitator Training.

Mary Lynn Kinley, Public Relations Director at **Fairfield Memorial Hospital** and a member of **Fairfield's County Council**, spoke to the group about the impact *Your Child Is Job #1* has had on her community. Each month, MEBA's **Kay Barlow** addresses more than 2000 parents through monthly televised broadcasts to share information on how parents can provide strong career guidance to their children. Kinley, also a member of **MEBA's Health Science & Human Services Alliance**, credited the program with reaching out to numerous parents and equipping them with the tools they need to help their children succeed.

Educators **Alison Memoli** of Frances Mack Primary School in **Lexington School District Four** and **Dale McLendon** of **Arden Elementary School** in **Richland School District One** spoke to the group about the positive impact MEBA's Framework for Understanding Poverty Training had in their schools.

Upcoming Events

Health Sciences & Human Services Alliance
September 20, 2007
8:30 a.m. - 2:00 p.m.
Fairfield County

Career Specialists Committee
September 24, 2007
9:00 - 11:00 a.m.
Midlands Technical College
Airport Campus, AC 143

Guidance Committee
September 27, 2007
11:00 a.m. - 1:00 p.m.
West Metro Chamber of
Commerce
Conference Room

Manufacturing & Industrial Maintenance Alliance
September 27, 2007
11:30 a.m. - 1:00 p.m.
Midlands Technical College
Airport Campus, AC 115

Donor Spotlight: *Bank of America Lexington County Fairfield County*



Bank of America check presentation. Pictured from l to r: Lisa Call, Melissa Drescher, Holly Cummings and Steve Benjamin.

MEBA is pleased to announce a \$10,000 donation from the **Bank of America Charitable Foundation** to help support MEBA's premier program, *Your Child Is Job #1*. The gift was presented at MEBA's Annual Orientation held on Friday, August 31, 2007, at the Northeast Campus of Midlands Technical College.

"Bank of America is pleased to continue its support of MEBA and the *Your Child Is Job #1* program," says **Kim Wilkerson**, South Carolina President for Bank of America. "We believe this contribution will not only further MEBA's mission of connecting education and business but also Bank of America's mission to transform the Midlands community into a vibrant, desirable place for people to live, work and raise families."

Your Child Is Job #1 is an employer-sponsored program offered at parents' worksites. The program presents Midlands parents with up-to-date information on career planning and development through seminars such as Understanding Career Clusters, The Tests Your Child Take and What They Mean, and Communicating with Your Child's School.

Bank of America's generous gift will allow MEBA to:

- ▶ Help at least 500 parents understand their role in influencing their child's education and career goals
- ▶ Provide parents with information on the many extended learning opportunities available to their child such as job shadowing, career mentoring, internships, career events, and co-ops
- ▶ Boost career awareness among 50 parents through an extended learning field study

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Dent Middle School Students Learn About Careers in Communications

On September 12, 2007, more than 40 sixth grade girls and their teachers at **Dent Middle School in Richland School District Two** had the opportunity to learn about careers in communications, marketing and journalism. **Ashley Thomas**, MEBA's marketing and communications consultant, and **Ishmael Tate**, a reporter with *The State* newspaper, spoke to the students about their respective careers and the skills required to be successful in the industry.

Thomas discussed her work as a communications and marketing consultant for MEBA and highlighted the skills and



Ashley Thomas at Dent Middle School

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Save the Date! Upcoming Career Days

Construction Careers Day
Monday, October 8, 2007,
Midlands Technical College
Airport Campus

Healthcare Careers Day
Tuesday, October 9, 2007
Midlands Technical College
Airport Campus

Faces of MEBA - Val Richardson



Val Richardson is a true picture of MEBA at work. As Workforce Development Manager for **Palmetto Health**, she lives MEBA's mission every day, and she is grateful for the connections MEBA provides

and the difference it is making.

Originally from Augusta, Georgia, Richardson has called Columbia home for nearly 30 years. She began her career with Palmetto Health providing administrative support to Nursing Administration. Since then, she has worked as a nurse recruiter and as an employment manager. In 2001, Richardson became Palmetto

Health's Workforce Development Manager, a position she loves because of the variety and the opportunity to work within the community on initiatives that help students achieve career goals, bring people to the Midlands community and ultimately improve the quality of staff and care at Palmetto Health.

"I spend a good deal of my time in the community," explains Richardson. "Whether working with students and their career plans, teachers and their curriculums or community leaders developing attraction models, I enjoy the variety each day brings and the opportunity to collaborate with people to achieve mutual goals."

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Fairfield County Check Presentation. Pictured from l to r: Tiffany Harrison, Phil Hinley, David Brown, David Ferguson, Mary Lynn Kinley, Holly Cummings, Lisa Call and Steve Benjamin.

► Inspire parents to become proactive in educating their child about the many career options available and encouraging their child to choose a career that matches their interests, aptitudes and abilities

MEBA is also pleased to announce the receipt of two additional contributions from **Lexington** and **Fairfield Counties** for \$10,000 and \$5,000, respectively.

"We are so grateful for this support from Bank of America and Lexington and Fairfield Counties," says **Lisa Call**, MEBA's Interim Executive Director. "Without their generosity and support we would not be able to make such positive strides in achieving our mission."



Lexington County Check Presentation. Pictured from l to r: Lisa Call, Holly Cummings, Debbie Summers, Steve Benjamin

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ness and community leaders will help him continue to move MEBA forward.

"As a school and college board member and as a MEBA partner, I know first hand the challenge and importance of tying education with business," says Dozier. "I truly believe MEBA is the piece of the puzzle that provides this connection and provides it well."

Dozier is proud of all MEBA has accomplished, including the thousands of parents who have benefited from *Your Child Is Job #1*, the students who have benefited from **MEBA's Midlands Middle College**, and the businesses that have benefited from a growing pool of qualified employees.

Not only is Dozier proud of MEBA's success, but he also looks forward to helping MEBA address the financial challenges all nonprofits face and connecting the work of MEBA and the Midlands Regional Education Center. "Our job as leaders is to get our message out there, to make sure people are aware of the good things we are doing and to stabilize funding so MEBA is not only sustainable but continues to thrive," explains Dozier. "MEBA is a strong organization with vast potential, and I am excited to see what we will accomplish next."



Dale McLendon

"I simply cannot say enough about what a difference the Framework for Understanding Poverty Training made for our faculty," explained McLendon. "It has given us a fresh perspective and has allowed us to become engaged in what we can do to better reach out to and serve our students and their parents."

Other meeting highlights included remarks by **Kama Staton**, Workforce Development Coordinator for **Lexington Medical Center** and member of **MEBA's Board of Directors** and the **Health Sciences & Human Services Alliance**, who shared the benefit of her experience in MEBA's Career Development Facilitator Course with attendees and encouraged others to enroll in the course. **Sue McLeese**, director of **MEBA's Midlands Middle College**, also spoke about the success of the College and how it is making a difference to so many students.

MEBA's 2007 Orientation also marked a change in MEBA's leadership. **Steve Benjamin** of **McAngus, Goudelock & Courie LLC** and MEBA's 2006-2007 Board Chair was praised for his service and involvement.

Benjamin then recognized **Robert Dozier** of **Homeowners Mortgage** as the new board chair for 2007 - 2008. **Sister Judith Ann Karam**, President of **Sisters of Charity Providence Hospitals** was named the Board's Vice Chair. Alliance and committee chairs for the previous year were also recognized.



MEBA chairs from l to r: Steve Benjamin, David Highsmith, Dr. Robert Kirton, Douglas O'Flaherty, Lana Hefner, Cory Chambers, Sara Wheeler and Donna Plunkett

responsibilities involved in creating publications such as *eConnections*, annual reports and brochures, as well as working with printers and the media. She outlined her research and writing process and stressed the importance of strong writing and grammatical skills. Thomas, cofounder and partner of **Steele Thomas, LLC**, a communications and event planning firm, also talked about the challenges and rewards of entrepreneurship.

Tate spoke with the group about the variety that comes with being a reporter and the skills the career requires. "No day is ever the same, and every hour brings something new," explained Tate. "One hour I may be covering a crime story and the next hour I'm talking to students like you." Tate emphasized the importance of good listening, writing and organizational skills and encouraged the students to start planning for their futures now.

Special thanks to Career Specialists **Sylvie Golod** and **Joyce Simons**, for organizing the event and for their gracious hospitality.

This sense of collaboration and connection is why Richardson is a vital MEBA partner. Richardson has been involved with MEBA since the start, serving as the first chair of **MEBA's Health Science & Human Services Alliance**. "In the beginning stages of MEBA, we weren't completely sure what MEBA would need from us," explains Richardson. "But we knew we needed an organization like MEBA to help us work together to raise awareness about health care careers, increase the pool of qualified candidates, and give people access to the health care environment."

Under Richardson's leadership the Health Science & Human Services Alliance was the first to host a career day for educators and students. More than 400 people attended the first year, and the event has continued to be a successful means for connecting education and health care. Since then, Richardson's involvement with MEBA has provided opportunities to develop job shadowing programs, informational brochures and curriculum assessments and recommendations.

"Teachers are constantly looking for ways to make their curriculum more relevant," says Richardson. "MEBA allows us to connect with teachers and give them the opportunity to visit our facility in order to gain first-hand knowledge and a real-life perspective that is meaningful for their students."

Richardson believes MEBA's work is vital because it provides a neutral ground and removes barriers so people can come together to collaborate, not compete. And, according to Richardson, MEBA is achieving great results.

"Each year, we see more students choosing health care careers, more people applying for our jobs, and waiting lists for health care programs of study, because we bother to get involved," says Richardson. "We donate to MEBA, whether through in-kind volunteerism or through dollars, because we see the return on our investment and we know we have worked together to make a difference."

Faces of MEBA is a monthly feature designed to highlight those individuals who exemplify MEBA's mission. If you know of someone you think we should profile, please contact Ashley Thomas at AshleyThomas@mebasc.com.

Calling All Poets and Artists!

November is **National Career Development Month** and the **National Career Development Association** is taking entries for its annual poster and poetry contest. This year's theme is "Find Your Voice - Change Your World."

The Midlands boasts several past state winners, and we look forward to continuing this winning tradition. For more information and contest rules, please contact Lisa Call by phone at (803) 822-3776 or by E-mail at lcall@mebasc.com. You can also visit MEBA's website at www.mebasc.com/resources. Entries are due to MEBA by December 4, 2007.

2007 HOSA National Leadership Conference
*SC HOSA Postsecondary & Secondary Event
Award Recipients*

*MEBA would like to recognize the following Midlands
award recipients for their great work!*

Barbara Lercara, Gilbert High School
Concepts of Healthcare
3rd Place, Secondary

Heather Bradley, Lexington Technology Center
Medical Assisting-Clinical
2nd Place, Secondary

Leigh Newman, Gilbert High School
Researched Persuasive Speaking
2nd Place, Secondary

Kristen Brown, McKenzie Meetze, Jamie Waters
Lexington Technology Center
Creative Problem Solving
8th Place, Secondary

Zachary Oswald, Gilbert High School
Barbara James Service Award
Bronze Award

Lexington Technology Center
National Service Project -- Autism Speaks
Award of Recognition

White Knoll High School
Gilbert High School
National Service Project -- Autism Speaks
Award of Merit

White Knoll High School
National HOSA Week
Certificate of Participation

Virginia Bishop, Lexington Technology Center
Outstanding HOSA Advisors, Secondary

Seventh Annual South
Carolina Design
Challenge

Discover the opportunities that a career in manufacturing can offer by taking part in the seventh annual South Carolina Manufacturing Design Challenge. Students in grades 1 - 12 are encouraged to participate in three categories: T-shirt Design, Tote Bag Design and Placemat Design. Scholarships are awarded for the top designs in each category, and the school department the produces the first-place winner in each category is awarded \$300. Presented by the Silver Crescent Foundation. For more information, contact Stacey Westberry by phone at (803) 739-8833 or by E-mail at swestberry@mebasc.com. You may also visit www.saluetomanufacturing.com.

**Teacher Shadowing
Opportunity**

Are you looking for a way to bring the work world into your classroom? Try shadowing for a day, and find out what your students need to know for a particular profession.

Please contact MEBA's Lisa Call by phone at (803) 822-3776 or by E-mail at lcall@mebasc.com.

Your Child Is Job #1: Back to School Basics

It's that time of year again when students leave the leisure of summer behind and join new and old friends in the classroom. Throughout the months of August and September, MEBA's Kay Barlow shared "Back to School Basics" with more than 2500 parents throughout the Midlands. Whether a your child is a precious preschooler or a smiling senior, every parent can benefit from Barlow's tips.

- ▶ Emphasize and express the importance of a good education. Set a good example and model a love of learning.
- ▶ Start early with curfews and expectations. Let your student know the plan early and go over the rules before they need to be enforced.
- ▶ Encourage three meals a day. A hungry student cannot focus.
- ▶ Make certain that transportation and emergency procedures are clearly outlined and understood. Help younger students memorize their bus number, location and stop.
- ▶ Have clothes ready and bookbags packed the night before.
- ▶ Be an encourager and let your student of any age know that your love for them is unconditional.

Your Child Is Job #1 in Numbers

- ▶ 110 Ben Arnold Company employees
- ▶ 2000 Fairfield County parents
- ▶ 165 Spirax Sarco employees
- ▶ 8 City of Columbia employees
- ▶ 145 Providence Hospital employees
- ▶ 210 Department of Juvenile Justice employees and parents

*August and September Total:
2638 people reached!*

EConnections is an electronic publication of Midlands Education and Business Alliance. For more information, please contact Ashley Thomas at ashleythomas@mebasc.com.

Quick Bytes

- ▶ USC will host a workshop titled "Taking Career Counseling to the Next Level - Career Development Combining the Myers Briggs and Strong Assessments" on January 11, 2008. Please visit www.cpp.com/nextlevel for more information.
- ▶ The South Carolina Youth Challenge Academy at Wil Lou Gray and Midlands Middle College are joining together to host a college and career fair on October 11, 2007 from 9:00-11:30 a.m. If you or your business would like to participate, please contact Diane Harrill at (803) 822-7045.
- ▶ LifeSmarts, the ultimate consumer challenge, is an educational program that develops the consumer and marketplace skills of teenagers in a fun way and rewards them for this knowledge. LifeSmarts is available to teens in every state through the Internet-based competition. Contact your state coordinator for more information. Contact information is available at www.lifesmarts.org/start/involved.htm



www.mebasc.com

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