

## Students market themselves technologically

**E**dward Sheehan, president and CEO of Concurrent Technologies Corp., believes that The Challenge Program's message of using technology to network globally is key for high school students.

"Students are already used to social networking," Sheehan said. "They have an advantage and can use those tools to advance in the workplace. It's great that The Challenge Program is promoting those ideas."

The Challenge Program Inc. is a nonprofit organization that provides a \$250 cash incentive to students for their achievements. This year, the program's focus at the orientation assemblies was to promote the idea of students marketing themselves globally through

technology. The program is also working on several Web site endeavors to connect students to local businesses.

"It's important for students to keep up and stay one step ahead of technology," Sheehan said. "They are now able to multitask more than older generations. That is a valued skill in the workplace."

Sheehan said that he enjoys visiting Westmont Hilltop High School at the annual Challenge Program orientation assemblies because he is able to showcase CTC's newest technologically advanced projects.

"I like to show the breadth of what we are working on," Sheehan said. "The Challenge Program gives businesses the opportunity to talk to students

about the cool things going on in the Johnstown area. In this way, we can help influence them on what to potentially study when they graduate."

Susan Anderson, superintendent at Westmont Hilltop School District, said that teachers, parents and students all appreciate the positive offerings that CTC has brought to the school district.

"Mr. Sheehan's annual presentations during our Challenge Program assemblies are engaging and enlightening," Anderson said. "He provides students with an example of a premier community leader who values them, respects the educational processes, and actively seeks productive learners and problem-solvers for the



**ROSE WAGNER**  
The Challenge Program

future workplace."

CTC is an organization that provides innovative and technological solutions to a wide array of clients. With technology changing so rapidly, Sheehan said that younger generations should do their best to keep up with the changes.

For students interested in

working for a company such as CTC, Sheehan noted that The Challenge Program awards portray each of the qualities he looks for in potential employees.

"We look for someone who can achieve great things, challenge themselves and engage in activities outside the workplace," Sheehan said. "This program creates incentives and shows students that their hard work will be rewarded."

Sheehan has been involved with The Challenge Program since its inception and has sponsored several schools along the way. He said that the program's growth through the years truly shows its effectiveness.

"I've seen it expand and even

receive national appeal," Sheehan said. "When I present awards in the spring, I can tell that the students are proud to have won. This program truly has an impact."

CTC sponsors Challenge Program awards at Westmont Hilltop High School.

*The Challenge Program Inc. is a nonprofit organization that partners with business to motivate high school students both in and out of the classroom. This partnership creates good habits in students and provides business with tangible results on their investment. For more information about The Challenge Program Inc., visit the Web site at [www.tepinc.org](http://www.tepinc.org) or call 533-7401.*