

Businessman supports focus on academics



FAITH MILLER
The Challenge Program

Joe Keller, a graduate of Bishop Guilfoyle High School and founder of Keller Engineers Inc., recently returned to his alma mater for an orientation assembly as a business ambassador for The Challenge Program Inc.

Keller expressed to the students that the academic and social foundation from his high school has left a positive mark

on his life and created the building blocks for his success.

"After fulfilling my job as a student, I applied my hard work and study habits to the business world. From then on, I have stayed connected with Bishop Guilfoyle," he said.

"Many of our clients come from Bishop Guilfoyle; we are the alumni who continue to work together."

The Challenge Program awards at Bishop Guilfoyle High School are sponsored by Keller Engineers.

The program provides \$250 cash incentives for high school students in the sophomore, junior and senior classes who excel in four areas: Academic excellence, academic improvement, attendance and community service.

Keller informed students that he believes in the academic and life-changing mission of The Challenge Program.

"There is no doubt that Keller Engineers Inc. firmly stands behind TCP's overall mission," Keller said. "We are committed to The Challenge Program Inc. to give a financial bonus to those students who strive to perform their best academically and who voluntarily give back to their community."

Of the four categories that the program offers, Keller finds academic improvement to be the most valuable.

"I think the academic improvement category encourages students to work a little harder towards excellence," Keller said. "This type of work brings out the motivation and initiative for students to learn more."

Fueled by his company's slogan, "Enhancing Life One Project at a Time," Keller continues to provide client-focused civil engineering services to both public and private sectors.

He said the company provides the highest quality services available by maintaining excellent staff, purchasing state-of-the-art equipment, and utilizing the latest engineering

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JOE KELLER,
FOUNDER OF KELLER
ENGINEERS INC.

programs and techniques.

The Challenge Program invites successful business people such as Keller into high schools to stand as role models for students and to encourage them to excel in character, academics and the work force.

Bernard Kubitzka, the principal at Bishop Guilfoyle, thanked Keller for giving back to his alma mater.

"Mr. Keller, a graduate of Bishop Guilfoyle Catholic High School, is an ideal role model for our students," Kubitzka said.

"He has successfully utilized the knowledge and skills, discipline and determination, compassion and faith that were part of his education at BG to build a successful life, to raise a great family, to support the mission of his church, to give back to his community and to help his fellow men. We at Bishop Guilfoyle appreciate his ongoing support."

Keller offered Bishop Guilfoyle students some words of encouragement.

"It is vital that you continue to work hard and remember your roots," Keller said. "Keep in mind The Challenge Program and other major stepping stones that will add to your success. Always stay involved in your community and try to make a difference."

The Challenge Program Inc. is a nonprofit organization that partners with businesses to motivate high school students both in and out of the classroom. This partnership creates good habits in students and results on their investment.

Sargent's 
Report


by *Sally Sargent*



5 Ways to Make the Most Out of Social Media for PR.

1. Listen. Learn how to listen and learn from multiple platforms.
2. Multimedia. If you want to reach people where they are, then use of video is a great way to reach a fast growing audience.
3. Search Engine Optimization. Understanding how people look for and find your information is incredibly important.
4. Share. Make sure that your content is easy for people to share with their friends and family.
5. Transparency. Companies need to be transparent about the messages that they are sending and conform to the platform you are on.

Source: SCORE.org

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