



TCP NEWSLETTER



UPCOMING EVENTS:

May 3, 2012: Crystal Owl Community Partner Dinner @ The Hilton Garden Inn, Southpointe, Pittsburgh PA

**The Pittsburgh Charity Classics 2012:
June 23—Game Night @ The Crane Building, Strip District, Pittsburgh PA
June 26—Golf Outing @ Longue Vue Club Golf Course, Pittsburgh PA**

Crystal Owl Community Partner Award Dinner



The Challenge Program is pleased to announce it will be hosting the Crystal Owl Community Partner Award Dinner on Thursday, May 3, 2012. The event will take place at Hilton Garden Inn at Southpointe in Canonsburg, Pa.

The event will honor one of The Challenge Program, Inc.'s business ambassadors, Weatherford, for its commitment and continued support of The Challenge Program. Also

honored will be Linda Murphy, Educator of the Year, from Connellsville Area CTC and Haley Jackson, Student of the Year, from Western Area CTC.

A Private VIP Reception begins the evening at 5:00 pm and will be followed by a Public Reception at 6:00 pm. Dinner and program, including a silent auction, will begin at 7:00 pm.

Co-chairing the event are John Weinstein, Allegheny County

Treasurer and Robert Rossi, Senior Vice President, C.S. McKee.

The keynote speaker is David Malone, President of the PA Workforce Investment Board with Keith Schmidt of Bridge Connections serving as Master of Ceremonies.



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The following options are available:

\$2,500.00 Table Sponsor

- 8 dinner tickets (1 table) with advantaged table placement
 - Admission of 8 to Private VIP Reception beginning at 5:00 pm
 - Placard with corporate name on your dinner table
- Full page ad in dinner program

\$1,250.00 Half Table Sponsor

- 4 dinner tickets
 - Admission of 4 to Private VIP Reception beginning at 5:00 pm
 - Placard with corporate name on your dinner table
- ½ page ad in dinner program

\$300.00 Couple Ticket Price

*Private reception \$100 per person extra

\$175.00 Individual Ticket Price

*Private reception \$100 per person extra

Guests are asked to RSVP by April 26, 2012 to info@tcpinc.org.



TCP Introduces Business Of The Year

When Weatherford International Ltd. opened a new office in Canonsburg, Pa. in early 2009, they wanted a way to reach out to the community. So they decided to sponsor The Challenge Program, Inc.

Weatherford serves the global oil and gas industry by providing products and services for the drilling, evaluation, completion, production and Intervention processes. They currently sponsor Trinity High School in Washington County, Pa. and Lewis County High School in Lewis County, W.Va.

Darwin Trahern, Area Sales Coordinator at Weatherford International Ltd., explains the reasoning behind the sponsorship. "It gives students an early education on how the real world operates. It teaches them that the marketplace rewards effort and improved skills."

Trahern also serves as the Scholarship Chairman for the American Association for Drilling Engineers which awards several scholarships to students from approximately 650 high schools in Pennsylvania, Ohio and West Virginia. The scholarship selects from the same categories that The Challenge Program, Inc. rewards.

The Challenge Program Inc. rewards students for Academic Improvement, Academic Excellence, Community Service and Attendance.

Trahern notes that his favorite category is Academic Improvement. "It's exciting to hear of kids getting involved and motivated to make improvements and achieve."

Playing a large role in the oil and gas industry, Weatherford has hired about 500 people since January 2010. With an expanding workforce, Trahern points out that Weatherford provides a great opportunity for students who are looking for work after high school. Demonstrating involvement in the community or winning one of The Challenge Program, Inc.'s awards can help students get those jobs. "We are looking for young people who are involved in these types of programs. They stick out on a resume," Trahern adds.

Weatherford has been chosen as The Challenge Program, Inc.'s Business of the Year.

Its role in reaching out to the community and its alignment with The Challenge Program, Inc.'s mission to motivate students in and out of the classroom has been admirable since the partnership began.

Trahern comments, "We've been associated with The Challenge Program for three years, and we've had admiration for the previous companies who have been recognized. We consider it a great honor to be this year's selection for the Crystal Owl award." 



"We are looking for young people who are involved in these types of programs. They stand out on a resume."

- Darwin Trahern, Area Sales Coordinator, Weatherford



Student Of The Year Values Good Attendance



**Haley Jackson,
Attendance
Award Winner,
Western Area
CTC**

Haley Jackson knows the value of showing up for school every day.

A junior cosmetology student at the Western Area Career and Technology Center in Canonsburg, Pa., she does her best to make it to school -

no matter what. Last year, that effort paid off for her as she earned The Challenge Program's 2011 Sophomore Attendance award.

"That's just the kind of person I am. I want to go to school every day," she says. A support network doesn't hurt either. Haley added that the encouragement from her mother to be in school and the incentive of The Challenge Program to continually work hard made an impact on her.

As a result, Haley has made a discovery - the correlation between showing up for school and academic improvement. "This year my grades are improving rapidly," she remarked.

So, now Haley is on a

mission to take home The Challenge Program's Academic Improvement award.

She says that Academic Improvement is her favorite award category because grades are important, and the category acknowledges that a student has worked hard.

Upon graduating high school in 2013, Haley plans to attend college and hopes to open a salon of her own.

The Challenge Program values good attendance, among other good habits, in students because they can translate to the workplace. Haley understands this as well and adds, "You have to have perfect attendance at work, especially in a salon, or

you'll lose your clientele."

Haley also reiterates to students the message to work hard and attend school or work every day. She says, "You don't want to miss what you could have learned that day. You can't make that up."

She explained that she spent her award money on clothes and supplies for school, and she also treated her mom to dinner.

Haley hopes that her perfect attendance can help her achieve The Challenge Program's Academic Improvement award this year. She notes, "Winning the award was the best thing that could have happened to me. It taught me to work hard and come to school or work every single day." 

TCP Interns Help Pay It Forward

Internships are a vital stepping stone in any career. Internships can provide students with a valuable resume building block by giving them the first taste of real-world work experience, professionalism and responsibility.

As interns at The Challenge Program, Inc., we acquire vital work experience in a professional atmosphere. We show up ready to work, knowing that we will be doing meaningful work with hopes of furthering the program and even touching a student, educator or business in some way. Challenge Program, Inc. Each of us does work related to our areas of study.

Over the course of the year, The Challenge Program, Inc. has given us an insight into businesses and the connections of the real world. We use our skill sets honed in college, whether it is computer technology, communication or writing, to benefit The Challenge Program, Inc. Each of us does work related to our areas of study.

This internship interaction demonstrates what The Challenge Program, Inc. is all about - motivating students and paying it forward.

As students at the University of Pittsburgh at Johnstown, we are motivated to show up every day and

turn in commendable work. And we are rewarded with the satisfaction of the significance of our work and the fact that we can add such a program to our repertoire of experiences.

Our work is made easier by believing in The Challenge Program, Inc.'s mission and aligning with their goals. It is comforting to know that, as we begin to find our career paths, The Challenge Program, Inc. is helping us pave the way. 

- We have learned along the way by doing advanced work that the typical college class cannot offer.
- The program has helped us develop communication skills by giving us opportunities to interview principals, students and top business people.
- We create literature and make information available to the public via the website, newsletters and information packets.
- We help maintain the program's website.



TCP interns from left to right: Emilie Lynch, Jamie Mencer, Olivia Miller, and Scott Gindlesperger



GACTC Educator Shares TCP's Values

Lanny Ross believes in the value of technical education and works to prepare students at Greater Altoona Career and Technology Center to find the best jobs. His ideals align with the same ideals that The Challenge Program, Inc. works to implement in its participating schools.

As someone who has served as an educator for 50 years, Ross acknowledges that all students can work hard and improve, and they usually have a need to achieve. The Challenge Program, Inc. also uses these fundamentals to motivate students.

Ross began his career as a math teacher and made his way up through the ranks. While Vocational Director at GACTC, he began to realize that students would benefit from technical school since the economy has a need for skilled workers.

"Many of the skilled workers are nearing retirement age, and families are going into debt trying to pay off college. The salaries of those coming out of college are often not enough to pay off the debt from college," explains Ross.

Students at GACTC acquire the skills they need to obtain these in-demand jobs while getting an idea of the characteristics that make a quality worker. The education for these jobs doesn't require as much of a financial commitment as college, leaving students in a better financial position once they graduate.

GACTC also builds partnerships between students and local organizations. One of these is a partnership with Altoona Regional Health System. Dentists, dental hygienists, and certified dental assistants from the Partnership for a Healthy Community work with students at GACTC to offer them real work experience while also providing dental service to at least 2,200 children who may otherwise not be able to see a dentist.

Ross explains that the partnerships also extend to

student incentives such as the Outstanding Senior Award funded by GACTC's employers with an award given to a senior who displays excellent attendance and honorable achievement. The grand prize is a restored late model car donated by Stoystown Auto Wreckers.

"You can incentivize achievement. I tell all of the students - 'You may not *be* the best, but you can all *do* your best.' The Challenge Program, Inc. integrates perfectly with what we have in place," Ross states.

"Attendance is so basic. If you're not here, you can't do the work, and you're not going to be valuable to any employer."

Like The Challenge Program, Inc., Ross and those at GACTC are working to prepare students for success.

Ross points out, "It's nice to be part of something that's so widespread and affects so many people. It's well thought-out and very positively implemented. (The Challenge Program, Inc.) is an uplifting experience - they make it fun." **TCP**

"It's nice to be part of something that's so widespread and affects so many people. It's well thought out and very positively implemented. The Challenge Program, Inc. is an uplifting experience - they make it fun."



Mr. Lanny Ross,
Vocational Director,
Greater Altoona
Career and
Technology Center



Past Award Winner Commends Her Mentors

“The Challenge Program became a resource to me. Winning the award provided me with additional motivation.”

Alyse Holliday has always been involved with her school and her community. This involvement allowed her to meet many people whom she considers mentors.

She recognizes these people as important in her life and feels that some of her success can be attributed to having a good support system. Now Alyse wants to help give other students the same opportunities.

Alyse won The Challenge Program’s award for Academic Improvement in 2008, as a senior at Greater Johnstown High School. From there she was able to get more involved with The Challenge Program by joining the Winner’s Circle Club and the Student Advisory Board. She also interned at The Challenge Program.

Aside from gaining valuable work experience, Alyse picked up leadership skills and met people she feels she can reach out to at any time. “The Challenge Program became a resource to me. Winning the award provided me with additional motivation,” she explains.

Alyse currently attends Dickinson College in Carlisle, Pa. where she is majoring in Psychology with a minor in Gender Studies. She hopes to attend graduate school.

Alyse admits that getting ready for college was a bit daunting. She says, “Programs like The Challenge Program are a good resource. I also looked up to professionals in my community for advice and guidance.”

As someone who benefitted from having mentors, Alyse advises students to find mentors. She has found a way to pay it forward by helping to establish a mentoring program at her college called Dickinson’s Educational Enrichment Program (DEEP).

“I often tell the high school students that I mentor that life is not about how smart you are, but how hard you are willing to work at what it is you want,” Alyse says.

Coming from someone who won an award by working hard,



Alyse Holliday,
Academic Improvement Award Winner

networking and connecting with mentors, it seems like pretty good advice.

TCP



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Find us on Facebook!

The Challenge Program, Inc.’s mission is to partner with businesses to motivate high school students both in and out of the classroom. This partnership creates good habits in students and provides businesses with tangible results for their investments.

The program achieves this mission by awarding 10th, 11th, and 12th grade students awards in four categories: Academic Improvement, Attendance, Community Service, and Academic Excellence.