

# Premier Education Group Newsletter

Winter 2003/2004

Volume 2

Issue 4



## New Facilities For Two P.E.G. Campuses



**Harris School of Business** in Cherry Hill, New Jersey, has relocated its campus to One Cherry Hill Mall. The Harris School, which has been servicing the Southern New Jersey area for 38 years, was formerly located on Longwood Avenue.

According to School Director Rebecca Bailey, "this is a beautiful facility that our students, our staff, and our community can be very proud of."

The new campus has two medical assistant labs, eight computer and lecture classrooms, student and faculty lounges, a library/resource

center, conference room, and two waiting areas. It is a wonderful new home for the Harris School students and staff.

In addition to its newest program, Medical Assisting, Harris School offers programs in Medical Office Technology, Legal Office Technology, and Medical Billing & Coding.



**Branford Hall Career Institute**, formerly located in Ronkonkoma, NY, has relocated to a brand new campus, less than two miles away, in Bohemia, NY.

The 24,000 sq. ft., two story, free standing facility provides students and staff members with a spacious, modern and comfortable learning environment.

The impressive new campus has two fully equipped medical labs, a student lounge, and bright, spacious lecture rooms.

According to school director John McCullough, "Our new expanded campus will allow us to meet Long Island's growing demand for Branford Hall programs."

Program offerings at the Bohemia campus include Medical Assistant, Medical Biller, Computerized Office Technology, and Digital Computer Technology.

## P.E.G. Identifies Fastest Growing Careers

### New massage therapy program added to offerings

As one of the nation's fastest-growing career-training organizations, Premier Education Group is constantly analyzing and tracking employment trends in specific U.S. markets.

According to Gary Camp, CEO of Premier Education Group, "We are always in the process of identifying careers where there is growing demand and a shortage of qualified employees in areas where our schools are located." Camp added, "We are also involved in an ongoing search for new career opportunities which may be on the verge of a major upswing. We want to be certain that we are offering the right programs, in the right markets, at the right time."

The newest program offered by P.E.G. is massage therapy, which has been recently introduced at **Seacoast Career Schools** in New Hampshire and Maine, **Salter School** locations in Tewksbury, Malden, and Worcester, and **Branford Hall Career Institute** in Springfield. It will soon be introduced at other P.E.G. campuses as well.

The introduction of massage therapy is an example of P.E.G.'s thorough tracking of national and regional trends. According to the American Massage Therapy Association, 18% of the adult U.S. population received one or more massages in the past 12 months. This has more than doubled since 1997 when it was 8%. As this trend continues, the demand for massage therapists will provide strong career opportunities in private massage practices, medical offices, fitness centers, chiropractic offices, cruise ships and resorts, spas, and a growing number of other settings.



The massage therapy program provides hands on training in classical massage techniques along with advanced therapeutic procedures and soft tissue manipulation. In addition, students receive training in developing a business and preparation for national certification.

In addition to massage therapy, P.E.G. has identified the following as high-growth careers which can be prepared for in less than a year: Medical Assistant, Medical Billing & Coding, Paralegals, Computer Support Technicians, Network Administration, Web Page Design, and Computerized Administrative Support.

### Premier Education Group

**Branford Hall  
Career Institute**

**The Salter  
School**

**Suburban Technical  
School**

**Seacoast Career  
Schools**

**Harris  
School of Business**

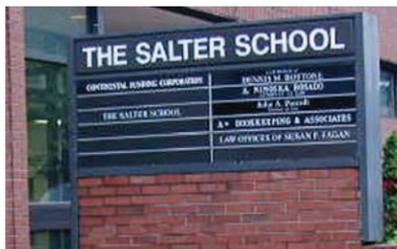
# CAMPUS NEWS

## Seacoast Career School Manchester, NH



- The massage therapy program has been introduced, with the first class starting in December, 2003.
- Welcome to new School Director, Duane Blanchard. Previously, Duane was Corporate Director of three campuses in Florida.
- Welcome to new Admissions Representative, Ann Marie Hetzel.
- Elections for the first student council were held in November. Four officers and twelve student council members were elected.

## Salter School Malden, MA



- The new massage therapy program started in October, with three new classrooms being added.
- As the student population continues to expand, the Malden Campus welcomes Lin Zoccolante - School Director; Audrey Michenz - Director of Education; Tara Tormey - Director of Admissions, and Justin McCummings - Career Services Advisor.
- November 22 was a memorable graduation day for 75 graduates and their families as they celebrated their accomplishments.

## Branford Hall Windsor, CT



- Welcome to Lisa Cavallo, new Director of Education, Hery Rivera as Director of Admissions, and also Michelle Samuelson and Marilyn Tyner, new members of the Admissions Department.
- The Windsor campus recently held their first annual Teddy Bear Clinic. Students' children brought in their stuffed animals for our medical assisting students to examine.
- "Courage to Succeed" was the theme of graduation on October 18th. It was an evening of celebration as some of the graduates delivered truly inspiring speeches.
- Congratulations to CNT students who recently passed their A+ exams and to the Health Claims students who recently passed their CPC certification examinations.

## Branford Hall Bohemia, NY



- Hats off to Branford's Angels, a student volunteer group, which is aiming to raise \$1,000 for the Ronald McDonald House through bake sales, car washes, and other activities.
- Over 600 students and guests recently participated in a joyous graduation celebration at the Islandia Marriot.
- As students and staff transitioned into their beautiful new building, the campus welcomed new School Director, John McCullough.

## Suburban Tech. School Hempstead, NY



- Staff and students of Suburban Tech were excited as they moved upstairs into their new 19,000 sq. ft. facility.
- As part of the expansion and reorganization, Dr. John Pullen was appointed School Director. Dr. Pullen brings a Doctorate of Education as well as extensive experience in positions of educational leadership.
- On November 19, an advisory board meeting was held with members from area employers in the health care and IT fields.

## Branford Hall Southington, CT



- Welcome to new admissions representative, Anthony Morris who joins the department with seven years of admissions experience.
- The financial aid department welcomes new staff member Andrea Oden.
- Congratulations to all students who graduated on October 27.

## Branford Hall Branford, CT



- The Admission Department welcomes Amy Balogh as Admissions Representative.

- Welcome to Charles Kaylor, School Director and George Messier, Director of Education. Both bring years of extensive educational experience to the Branford campus.

- Congratulations to the Health Claims students who recently passed the Certified Professional Coder (CPC) certification and to the Networking students who passed their A+, NET+, and INET certification exams.

## Salter School Tewksbury, MA



- In November, students and staff celebrated the one year anniversary of the Tewksbury campus opening.
- The new Massage Therapy program which started in October has been very well received in the Merrimack Valley community.
- Continued growth has prompted the addition of four new classrooms and expanded student lounge.
- Congratulations to Amy Burnham on her promotion to School Director and Matt Cuttris, promoted to Director of Admissions.

## Seacoast Career School Sanford, ME



- Seacoast Career School in Sanford has been accepted as a member of the New England Association for College Admission Counseling (NEACAC).
- As expansion continues, Jym Caldwell has been named new School Director. Jym brings extensive education experience to the Sanford campus.
- Also assuming new positions are Karen D'Abate - Director of Admissions, Laurie Waniak - Admissions Representative, and Karen Duddy - Career Services.

## Salter School Fall River, MA



- As the Fall River campus continues its expansion, it has added new staff members Robin Brow and Manny Marshall - Admissions Representatives and Chrystal DeCoster - Director of Education.

- Local TV and newspapers covered the official ribbon-cutting ceremony, as the mayor welcomed the Salter School to the city.

## Branford Hall Springfield, MA



- The new massage therapy program kicked off with lots of excitement as day and evening students were welcomed by instructors Dawn Schaffer and Jeffrey Coleman.
- Campus Director Ed Roberts announced the promotion of Chris Jette to Assistant School Director.
- The Greater Springfield Council of Churches has agreed to utilize students from the Computer Networking program as externs as they revamp their IT system.

## Salter School Worcester, MA

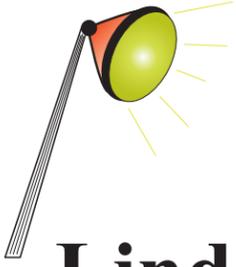


- The Worcester campus recently opened their new library as well as new tutoring workshops for students needing extra help.
- Thanks to staff members Karen Cawrse and Sue Ellen Lazarek for orchestrating the Health & Wellness fair. The fair was well attended. Exhibitors presented topics ranging from planned parenthood to yoga to healthy eating.
- The Admissions department welcomes Henri Meilleur as a new Admissions Representative.
- Congratulations to the entire staff for their successful accreditation visit by ACICS. The visiting accreditation team was impressed with the quality of the students and staff.

## Harris School of Business Cherry Hill, NJ



- The Harris School relocated into beautiful new facilities located at One Cherry Hill. The transition into the new building was overseen by the new School Director, Rebecca Bailey.
- The new Medical Assisting program is now being offered. New classrooms and medical labs have been constructed to accommodate the new program.



## Spotlight on Success

### Lindsey Kuhn

From bartending to coding emergency room diagnoses and procedures at Milford Hospital -- now THAT'S a career change!

Lindsey Kuhn, a recent graduate of the Health Claims Specialist program at the Branford campus, knew that she wanted a more meaningful career. "Although bartending was kind of fun, now I feel like I have a real career. This is exactly the career I wanted. I like being in the fast-paced environment of a hospital setting."



Lindsey reflected back on her Branford Hall experience. "Everyone was great. My coding instructor Leslie Schwanfelder was awesome. She really got us to understand how things work in the real world."

"Also, there was a stretch when I was going through some personal difficulties. Everyone supported and worked with me so I could graduate on time."

Lindsey says that her training has made her very confident in her new position. "When I am asked to do something, I'm comfortable in knowing what I'm doing."

Lindsey served her externship in the billing department. "My externship provided me with good exposure. I really learned how things work in the billing department of a hospital."

With her enthusiasm and positive attitude, Lindsey certainly appears to be on a sure track to success!

### Carl Allen

Carl recently graduated from the Computer Networking & Administration program at Branford Hall's Springfield campus. When he arrived to start his externship at the Department of Noble Hospital in Westfield, he stepped right into a crisis situation.

"The Blaster virus had just infected over 300 computers at the hospital. I was very involved in the scanning, patching, and recovery from the virus attack. It was pretty intense, but turned out to be a great experience."

Carl must have impressed them because they hired him as a full time Network Technician, which is what he was hoping for. "I love the job. I have a wide range of responsibilities and I'm never bored."

Carl reflected on his experience at Branford Hall. "The best thing about Branford Hall is the teaching staff. They really challenged me and supported me at the same time. I was constantly asking for help and the staff was always there for me."

Now Carl is looking ahead to a bright future in his new career. "Right now I have the exact job that I want but I plan on adding certifications so I can progress further in my field."



### Denise Jolin



After 15 years of working for a manufacturing company, Denise found herself in a situation that a growing number of Americans are facing - her company downsized and closed the division she worked in.

Denise was considering possible career options when a friend mentioned the medical assisting program at the Salter School in Worcester.

"I scheduled an interview with the admissions department and decided that I would really enjoy working in a health care setting as a medical assistant."

"I enjoyed my experience at the Salter School. It was a lot of work but was well worth the effort."

Denise spent her externship at Chadwick Medical Associates in Worcester, a fairly large practice with nine physicians. They were so impressed with her strong clinical skills and her professionalism, that they offered her a permanent position. "They utilized me for both administrative and clinical duties because I was skilled in both."

After a few months, a group of physicians at the facility branched out into their own private practice and guess who they hired as a medical assistant? Denise is thrilled and flattered that they chose her. "I really enjoy working with these doctors and I'm excited about being part of a brand new practice."

Congratulations to Denise for all her accomplishments.



Fall River mayor Edward Lambert, Pam Flynn-Lord, Ebony Dowe, Heather Beaulieu, Mary Lynch, and Kenneth Fiola of the Fall River Economic Development office

### "Ambassadors" Represent Fall River Student Body

The Salter School in Fall River recently announced the formation of the AMBASADOR CLUB, a mentoring program in which nominated student "ambassadors" assist newly enrolled students, represent the school at events and orientations, and serve as representatives to the community.

Representing the students as the first ambassadors in the newly formed program are Ebony Dowe and Heather Beaulieu. Recently, when the Fall River mayor Edward Lambert visited the Salter School for the official "ribbon cutting ceremony," it was Ebony and Heather who welcomed the mayor, members of the press, and other officials.

School Director Mary Lynch believes the student ambassadors will play a major role on campus. "We are looking for students who have a positive attitude, enjoy helping people, and can contribute to the overall school community."

### Manchester, NH Expands Educational Staff

With its emphasis on quality of education, Seacoast School in Manchester has expanded its instructional staff.

Reshma Nair, a trained physician in her home country of India, joins the medical assisting staff. She is also a trained practitioner of Ayurveda, a form of holistic medicine.

Joining the Seacoast Medical Billing & Coding staff is Sandra Silvestro, a graduate of Boston College and St. Joseph College. With a Masters Degree in Education, Sandra also brings 30 years experience in education as well as an extensive background in insurance, billing and coding.

The students and staff extend a warm welcome to Reshma and Sandra.

### P.E.G. Receptionists - Key Team Members

Anyone who has ever filled in at the front desk while the receptionist takes a break will tell you it can get pretty crazy out there. Helping a student who lost money in a vending machine, tracking down a student whose day care provider is on the phone, searching for a staff member who has an important call waiting - all in about a minute. At the same time, greeting visitors (and the UPS guy) with a welcoming smile and answering a steady flow of calls (of course they all come in at the same time) in a pleasant and helpful manner.

Whew! No wonder we're all relieved when they return.

In addition, we all recognize the importance of first impressions. First impressions are frequently lasting impressions. Our receptionists cast that first impression either on the phone or upon one's first visit to our school. That's a pretty important role to fill.

Hats off to all our full time and part time receptionists -- P.E.G.'s unsung heroes!

### New President Named at Salter School, Worcester



On November 14, Ed Pires, Vice President of Operations & Marketing for Premier Education Group, announced the promotion of Charlene Keefe to President of The Salter School - Worcester Campus. Charlene has served in various positions over the past 13 years at the Worcester campus. Most recently, she served as School Director, and prior to that as Director of Education.

According to Pires, "Charlene has continued P.E.G.'s commitment to unsurpassed quality in education at the Worcester campus."

### New Regional Office For Premier Education Group



In order to accommodate the rapid growth in the northeast, P.E.G. has moved its regional corporate office to a new location in downtown Springfield, Massachusetts.

Springfield's central location provides travel access to campus locations throughout the northeast.

Previously located at the Springfield campus, this move also accommodates the expanding need for space at that campus.

## A message from...

**Premier Education Group CEO,  
Gary Camp**

Premier Education Group is dedicated to educating adults for success by providing high-quality, career-oriented post-secondary education.

Our company's network of 13 campuses in 6 states offers an extensive range of programs designed to help students rapidly begin new careers or advance their present ones.

We fill a critical need by focusing our skills and knowledge on growing fields with positions of high demand. We strive to offer stimulating, highly focused educational programs to meet student and community need.

I have stated before, our organization's unity stems directly from our dedicated staff and faculty. When you visit our campuses I am confident you will observe the commitment we strive to maintain. "Together" is the motto here at Premier Education Group -- our #1 commitment is working with you to accomplish your immediate and future goals.

Success is a journey.

Please join us, and the thousands of Premier Education students on that journey.

Sincerely,

**Gary Camp**  
CEO

## 100% Pass Rate on Phlebotomy Exam

In order to draw blood in a hospital or private laboratory, medical assistants must become certified by passing the National Phlebotomy Association's certification examination.

Recently, a group of 17 medical assistant students from the Branford Hall Campus in Branford took the examination and all 17 passed! This far exceeds the national pass rate.

Jane Marcucci, MA instructor at Branford Hall, was proud of her students, "We are excited to have a 100% pass rate. It makes us proud of our MA program and our students' commitment to success."

"This certification makes our grads more marketable and it expands their employment options." Congratulations to the MA staff and students at Branford.

## Instructor Profile:

**Sarah Chase, LMT**



Sarah Chase didn't know what to expect when she kicked off the massage therapy program at Seacoast Career Schools in Sanford, Maine this past July. As the first instructor in the program, Sarah's responsibilities spanned from classroom organization and instruction to clinical lab set up and purchasing supplies.

"Quality was important to me," said Chase, "so I recommended Oakworks tables."

When designing the rooms, Chase's goal was to create an environment conducive to learning. She wanted a broad range of vision so that she could effectively monitor student clinical. She incorporated such mood setting elements as soft lighting, Asian artwork and furniture, and soft, relaxing music.

But Chase is open to change going forward. A perfect example of ongoing change in the program has been the way linens are handled. Originally Seacoast Career Schools provided all linens but the staff realized it would be more effective to give students ownership of their own linens, including laundering and upkeep.

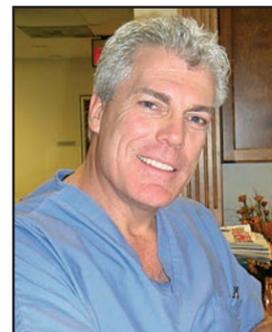
Chase selected lotions and gels for her clinical classes because oil tends to be very greasy and stains carpeting and linens. It's also more difficult for students to judge how much oil to use.

Chase finds that students learn best during their hands-on opportunities. "I have quite a diversity of students, including those with a medical background, those changing careers, and those who are young and just starting in their first career."

Previously an instructor at Pierre's School of Cosmetology and a current business owner of her own massage therapy practice, Sarah is a licensed massage therapist in Maine. She has also worked in a spa and eagerly provides students with practical information based on her experiences.

## Seacoast Career Schools Sanford, ME

**Don Miller, BS, LPN,  
LMT**



In other nations, touch is a part of everyday living. In our country, many people fear the invasion of personal space. But with the advent of massage therapy, the stigma is beginning to break down.

At least that's what Don Miller thinks.

"People are starting to wake up to the therapeutic benefits of massage," said Miller, "and the career is wide open."

Miller joined Seacoast Career Schools in Sanford, Maine this past August. His versatility enables him to teach all four programs: Massage Therapy, Medical Assistant, Health Claims Specialist and Administrative Support.

With a Bachelor of Science degree in Sports Recreation, Miller is a Licensed Practical Nurse and a Licensed Massage Therapist. He formerly instructed at PRI (Polarity Realization Institute), now called Headhunters and has run his own massage therapy practice for two years.

Miller is impressed with the cutting edge aspects of Seacoast's massage program, including the most up-to-date textbooks he's ever seen. "The students have the opportunity to be exposed to different aspects of massage," said Miller. "They get a broader base of exposure from the medical and therapeutic aspect." Miller reaps his rewards through the success of his students. During the clinical classes, those being massaged are relaxed and de-stressed, while those performing the massage focus on their work and enjoy the experience. "It's a symbiosis," said Miller, "a win, win, win."

Pleased with the growth of the program, Miller shared that his oldest daughter is considering enrolling. "A school is only as good as it's faculty, staff, and students," said Miller. "This is a group of people that really enjoy what they are doing and do it well."

## Campuses Celebrate Medical Assistants Week

The week of October 20 was National Medical Assistants Week. The American Association of Medical Assistants sponsors this week as a tribute to the extraordinary accomplishments of medical assisting professionals everywhere!

Many of the Premier Education Group campuses celebrated medical assistants week with blood drives, health fairs, poster contests, and other activities both on campus and in the community.

Recognizing that it is one of the nation's fastest growing careers, Premier Education Group has made a strong commitment to its medical assisting programs and takes pride in being a leader in medical assistant training.

## Premier Education Group Campuses



### **Branford Hall Career Institute**

Branford, CT  
(203) 488-2525

Southington, CT  
(860) 276-0600

Windsor, CT  
(860) 683-4900

Springfield, MA  
(413) 781-2276

Bohemia, NY  
(631) 589-1222

### **Suburban Technical School**

Hempstead, NY  
(516) 481-6660

**Salter School**  
Worcester, MA  
(508) 853-1074

Malden, MA  
(781) 324-5454

Tewksbury, MA  
(978) 934-9300

Fall River, MA  
(508) 730-2740

### **Seacoast Career Schools**

Sanford, ME  
(207) 490-0509

Manchester, NH  
(603) 624-7222

**Harris Business  
School**  
Cherry Hill, NJ  
(856) 662-5300

**Campus Websites:**  
[www.branfordhall.com](http://www.branfordhall.com)  
[www.salterschool.com](http://www.salterschool.com)

[www.suburbantech.com](http://www.suburbantech.com)  
[www.harrisschool.com](http://www.harrisschool.com)  
[www.seacoastcareerschools.com](http://www.seacoastcareerschools.com)



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