

# Premier Education Group Newsletter

Summer 2004

Volume 2

Issue 5



## Salter School Celebrates Articulation Agreement with Becker College

**E**d Pires, Vice President of Operations for Premier Education Group, would like to announce an articulation agreement between The Salter School of Worcester and Becker College. The program provides a tremendous opportunity for Salter graduates to matriculate into a Bachelors Degree program at Becker College with a concentration in Management. The accelerated program takes as little as 18-20 months to complete.

Pires would like to thank Charlene Keefe, President of the Worcester Salter School, and Suellen Lazarek, Director of Education, who successfully coordinated the exchange of credits between Salter School and Becker College. Thanks to their efforts, graduates have an opportunity to succeed as never before.

Classes will be held individually one night a week for five weeks in Marlborough, Northborough, Worcester, and other convenient locations throughout Massachusetts. The program is accredited by the New England Association of Schools and Colleges, and college financing options are available. For additional information please visit the college website at [www.beckercollege.edu/accelerated](http://www.beckercollege.edu/accelerated), or contact Dan Remeika, program representative at Becker College at 877-523-2537 ext. 359.



**Becker**  
College

## Bon Appetit! PEG Launches Culinary Program

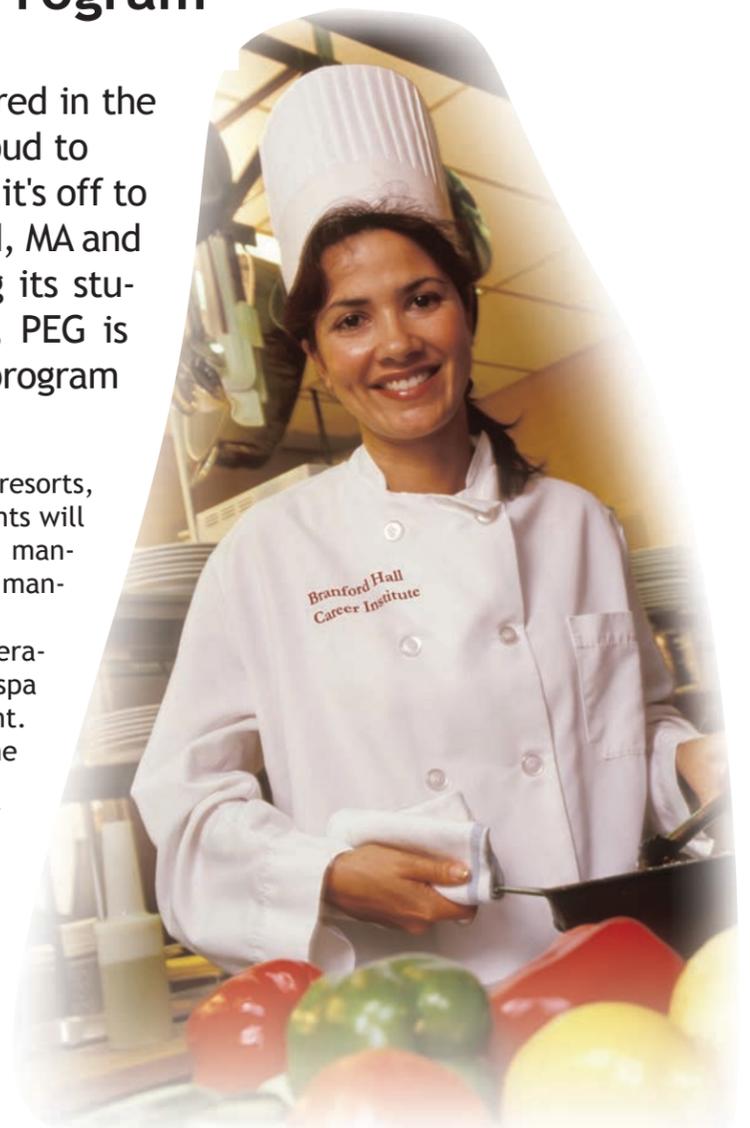
**O**n the heels of the new Massage Therapy program (featured in the last issue of Pegasus), Premier Education Group is proud to introduce another new program - Culinary Arts -- and it's off to a flying start at the Branford Hall Career Institute of Springfield, MA and The Salter School of Worcester, MA. Committed to providing its students with programs that meet growing employment trends, PEG is confident Culinary Arts will prove a quality addition to its program offerings.

Students in the Culinary Arts program prepare for careers in restaurants, resorts, catering businesses, spas, hotels, cruise ships, country clubs, and airlines. Students will be qualified for positions as restaurant chefs, catering managers, food service managers, pastry chefs, restaurant managers, banquet managers, sous chefs, unit managers, restaurant owners, and personal/corporate chefs.

Areas of training include the science of food and nutrition, front-of-house operations, back-of-house operations, international cuisines, bakeshop, beverages, spa cuisines, computer applications for restaurants, knife skills and kitchen equipment. The combination of academic, laboratory, and hands-on instruction develops the skills necessary for exciting and successful careers in the culinary field.

The program's great beginning is no surprise given the U.S. Department of Labor's recently published employment projections noting in the next ten years, "Information, leisure and hospitality... are projected to grow faster than average"\* (see enclosed feature). Since culinary skills are among the cornerstone arts within the leisure and hospitality industries, Premier Education Group looks forward to watching this new program flourish and our graduates developing outstanding opportunities.

\*U.S. Department of Labor, BLS Releases 2002-1012 Employment Projections, <http://www.bls.gov/emp>; February 11, 2004; 10 a.m. EST.



# CAMPUS NEWS

## Branford Hall Branford, CT



- The campus added a new **Massage Therapy** program to its curriculum in April.
- **Congratulations** to the Health Claims Specialist students who received their CPC certificates, the Computer Networking students who passed one or more of the A+, Net+, and INet certification exams, and the Medical Assisting students who passed the National Phlebotomy Association's certification exam!
- The Student Council held a **fund drive** for New Haven's DCF Adopt a Social Worker Covenant for Kids program collecting baby clothes, bottles and other articles for area families. The Community Dining Room, a meals for the hungry organization, thanks the school for conducting its annual food drive.

## Branford Hall Southington, CT



- **Congratulations** to the Medical Assisting students who passed the National Phlebotomy Association's certification exam!
- Connecticut **Lieutenant Governor, M. Jodi Rell**, congratulated the school for its generous donations to Operation ELF, an organization providing financial assistance to families of Connecticut's National Guard.
- During the month of March, the student body hosted a **flower sale** and raised \$1,200 to benefit the American Cancer Society.

## Branford Hall Windsor, CT



- **Congratulations** to the Health Claims Specialist and Paralegal students who received their certifications, to the Medical Assisting students who passed their RMA certification exams, and to the Computer & Networking Technology students who received their A+ certifications!
- **Congratulations** to Tracey Soriano, a faculty member who has been asked to assist Brainbench, an online skills measurement and assessment provider, with developing a new online certification test for Health Insurance Specialists!
- On April 1st, the school welcomed guest speaker **Colleen Hebert**, Pathology Assistant from St. Francis Hospital, who conducted an in-service presentation on "The Body In Health and Disease."

## Branford Hall Springfield, MA



- **Congratulations** to **Saraya Patterson** who has been nominated for Outstanding Student Achievement from the Massachusetts Association of Private Career Schools. She will attend an award ceremony at the State House in Boston on May 18th.
- In its first three weeks, the **first ever Culinary class** chopped 50 lbs of carrots, 20 lbs of onions, and 20 lbs of potatoes. Only 4 band-aids were issued!
- A **Community Service Family Day** was held on May 1st to benefit the AIDS Foundation and other community organizations.

## Branford Hall Bohemia, NY

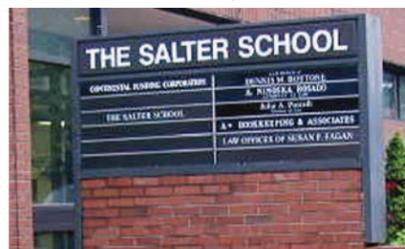


- An **Ambassador's Program** has been formed by the Student Council to provide support to students with life issues as they occur throughout their training.
- After its relocation, the campus made a **furniture donation** to the Developmental Disabilities Institute which provides educational services to the developmentally challenged in central Long Island. Since DDI was expanding its operations and needed a substantial amount of office and classroom furniture, it was a win-win exchange.



Bohemia furniture donation

## Salter School Malden, MA



- With the addition of the **Massage Therapy** program, the campus now has 350 students enrolled.
- Students at **February's graduation** enjoyed home cooked entrées and desserts as they celebrated with friends and family. The campus' enthusiasm for fun continued with a **Valentine's Day** celebration turned fundraiser as gifts and flowers were sold to provide funds for next June's graduation, in addition to bake sales and a recent **St. Patrick's Day Talent Show**.

## Salter School Worcester, MA



- On December 11th, the school elected its **first Student Senate** officers, marking the first Student Senate in the history of Salter School's 68 years of post secondary education.
- The Salter School Student Senate held its first annual **Christmas Drive** on December 21st, collecting 57 men's winter jackets along with several bags of winter clothing and accessories for the Homeless Veterans Shelter in Worcester, MA. Following this donation on the 23rd, the school donated 276 children's gift packages and several dozen bags of women's and children's winter clothing to the Daybreak Shelter for Women and Children in Worcester, MA.

## Suburban Tech. School Hempstead, NY



- Career Services launched the "**Don't Mickey Mouse Around with Your Career**" campaign on March 15th to encourage students to submit resumes for updating, and to consult with advisors regarding part-time job listings. 80% of the students flocked to have pictures taken with an 8' inflatable Mickey Mouse.
- On March 16th, the school and the Hempstead Workers Compensation Board united to host a **Black History Celebration**.

## Salter School Tewksbury, MA



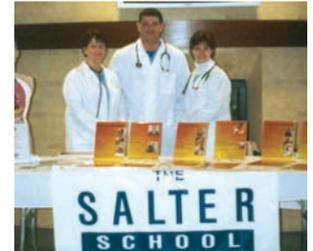
- On May 23rd, the school will hold a campus wide **Walk For the Cure** cancer benefit.
- **Congratulations** to the school for holding its **inaugural graduation** on April 23rd!
- The Student Council is holding a **carnation flower sale** on behalf of students with financial needs.

## Salter School Fall River, MA



- The school recently participated in the **Employment Guide Career Fair**

held at the Gillette Stadium in Foxboro, MA.



Career Fair at Gillette Stadium

- Fall River celebrates its first group of students to enter **externships** at three area hospitals, three of the largest medical group practices in the area, and a variety of offices specializing in pediatrics, OB-GYN, cardiology, podiatry, and ophthalmology!

## Seacoast Career School Sanford, ME



- Students kicked off the new term with a **Mardi Gras Mask Competition**; a **Fat Tuesday Twister Tournament**; and a "Battle of the Programs" competition. The Massage Therapy Team won a **Pizza Party** feast.



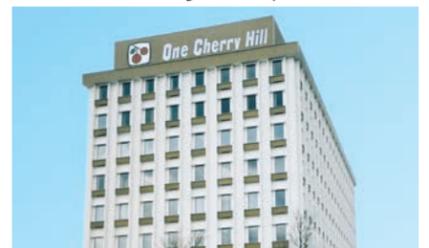
Students celebrating Mardi Gras

## Seacoast Career School Manchester, NH

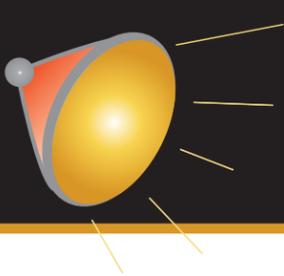


- **Congratulations** to the school for holding its **inaugural graduation** on May 7th!
- On April 6th, the school welcomed guest speaker **Suzanne Keefe** of Alternative Reimbursement Solutions, to advise Health Claims Specialist students how to start their own home-based businesses.

## Harris School of Business Cherry Hill, NJ

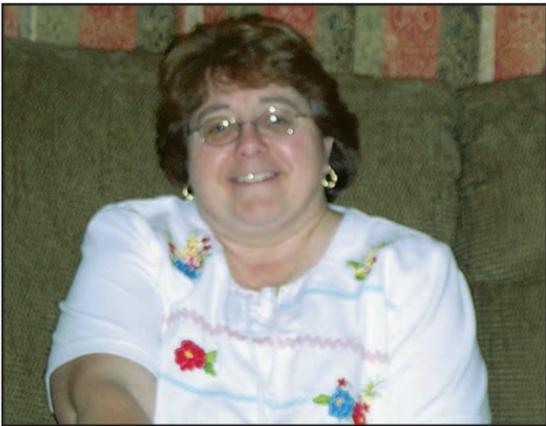


- **Congratulations** to the school for launching the new **Medical Assistant** program on January 20th!
- **Christine M. Foxx**, Lead Medical Assistant Instructor, has been recalled to active military duty. PEG wishes Christine the very best and our thoughts and prayers go with her.



# SPOTLIGHT ON SUCCESS

## Premier Education Group = Choices For Students



When Sue Price's job was eliminated, she knew it was time for a change. "I had been considering taking some classes and when I was laid off, it gave me the opportunity to go to school."

With some background working in registration at a local hospital office, she saw the need for experienced **Medical Billers and Coders** and decided to enroll in a program at The Salter School in Tewksbury. Although she was concerned with going back to school, after successfully passing the first test of each class, Sue said she "felt ready to dig in and enjoy" the experience.

The experience proved rewarding. Sue found a camaraderie with new friends and enjoyed a positive learning experience due to "instructors who were there for the students in so many ways."

In addition to the personal benefits, Sue believes her choice to return to school has broadened her career choices for the long run. "Being laid off is no fun, but now I feel I'll be better prepared in the event I need to search for a new job." For now she's confident the future will prove more promising, "I'm working in a field where continuing experience can only lead to a rewarding career with a salary range to strive for."

Currently Sue is working two jobs - by day, she is a Coder for Emergency Department doctors where she is finding her skills are growing beyond coding to include all aspects of the office. By evening, Sue works part-time at The Salter School of Tewksbury as a Financial Aid Advisor.

Since she was laid off, Sue's quality of life has improved dramatically as a result of her training with The Salter School. "I am working at two jobs I really enjoy. I attended a school where I received a great education from many, many talented and caring instructors. I made some lifetime friendships and I have received the love, support, and respect from my children, husband, and family. These new jobs are giving me the experience to go in so many more directions. I feel I truly have choices." PEG is proud of Sue's success and glad to have her as a part of our team at the Tewksbury Salter School.



Forced into unemployment during a serious illness, Karen Buckley took stock of her situation. "I had been in dead end jobs before working as a clerk in a bookstore as well as serving food in a bagel store. These jobs didn't pay well, they had no benefits, and there was no opportunity for advancement." Karen decided to take advantage of her unemployment and went back to school full time.

She chose the **Medical Assisting** program at the Branford Hall Career Institute of Bohemia, NY. "I had always been interested in the Medical field and I knew I enjoyed working with people. Also, the fact that the program was only 8 1/2 months was attractive."

Although it had been 19 years since she was last in school, Karen found her concerns about going back to school alleviated after she became familiar with her teachers and their methods. "We were always prepared for tests by having reviews and knowing exactly what notes should be studied."

Karen thrived in her studies and at her graduation ceremony she was awarded the **Spirit of Achievement** award, which honors a student who has earned a minimum GPA of 90% and has maintained an attendance record of at least 98%. The award also recognizes the spirit of a student who exhibits a great attitude and leadership qualities among her peers.

Karen now has a quality job working for ENT surgeons and finds that on a daily basis she uses all of the skills she learned while at Branford Hall. Karen's quality of life and range of choices have improved since completing her training. "I have more than doubled my previous income, which has allowed me to move from a small 1 bedroom apartment to a beautiful new 3 bedroom home, and I was recently offered another position. These things come with a tremendous sense of satisfaction. I have opened up a whole new world for myself with loads of possibility; **life has only begun to get better.**" With Karen's track record, greater successes are bound to come her way.

## Grand Opening, Albany NY!

Premier Education Group continues expansion! Watch this summer as a Branford Hall Career Institute branch campus opens in Albany, NY. Currently, a lease has been signed for a new facility and construction is underway. The 15,000 sq. ft., three story brick and glass Class A facility will house 11 offices, 9 classrooms, 2 wet labs, a library and student and teacher lounge. The school will open offering the following programs: **Professional Medical Assistant, Health Claims Specialist, Massage Therapy, and Paralegal.**



## Welcome Mark Levine and Anne McSoley

**Mark Levine**, the new Regional President of the Empire Division of PEG, joined the company in January 2004 bringing with him 30 years of executive experience in the career education field.

In addition to having served as President, Vice President, and Director of career colleges and institutes, Levine has worked as a private consultant to career schools, advising in areas of marketing, administration, accreditation, executive placement, school sales, and school growth and development.

**Anne McSoley** joined Premier Education Group in 2003 as Executive Director of four campuses in New England where she oversees admissions, accreditation, license renewal, program budgets, and campus staffing.

McSoley brings seventeen years of field experience having served as Vice President of three schools, Director of Operations and Director of Special Programs. She has received a Presidential Commendation from former President Jimmy Carter for **Outstanding Achievement in Education** and recognition from the President of the University of Lowell for her involvement in the **Talent Search Program.**

## Student Website Honors Civil Rights Leader

**Martin Miller**, a Computer & Networking student from Branford Hall Career Institute of Springfield, has taken his newly acquired skills in web design and constructed a web site in honor of a family relative - not just any relative - but a **civil rights participant** who was one of the plaintiffs in the historical case **Brown vs. the Topeka Board of Education.**

**McKinley L. Burnett** was the President of the Topeka, Kansas Chapter of the NAACP from 1948 to 1963 and fought for the end of segregation. Miller's website is an example of the quality design work students produce as a result of training in the Computer & Networking program at Branford Hall. PEG salutes his efforts on behalf of history! To visit the site go to [www.mckinleyburnett.com](http://www.mckinleyburnett.com).

## Instructor's Key to Harmony

**Jeffrey Coleman**, Massage Therapy instructor at the Springfield Branford Hall campus, has recently published his first book entitled, **Is My Chakra Pretty?** The book examines Chakra therapy, a form of alternative medicine that aims at physical and emotional harmony by influencing the energy systems of the conscience. Within his clinical massage therapy practice, Coleman has developed a powerful chakra balancing procedure called **The Coleman Technique.**

Coleman came to massage therapy after years of talented and ambitious pursuits. He studied Jazz piano and writing in London and Middlesex Polytechnic. He received his Master's in Education from Columbia College and worked within the education field for eleven years.

In 1992 he enrolled in a massage and energy work session and was so interested in the field that he apprenticed under a Medical Intuitive Therapist and later earned a degree at East-West College of the Healing Arts in Portland, OR. He became a Reiki Master in 2000 after studying at the Oregon College of Oriental Medicine. Coleman has worked at various spas, clinics, and within his own practice where he specialized in cases involving the sexually abused.

Jeffrey Coleman joined Branford Hall as a massage therapy instructor in October 2003 and in the next year will implement his theories into the mas-

sage therapy curriculum at the Springfield campus. In the coming months his book will tour across the nation.



## Clinic Opening

The Massage Therapy students at Seacoast Career Schools of Sanford, ME, kicked off their very first **Massage Therapy Clinic** on Monday, April 5th. The public is invited to schedule appointments at the clinic during weekday hours Monday through Thursday with extended hours added in May. The special introductory price is \$20 for a 55-minute massage.

From the beginning of the program, Massage Therapy students are engaged in medical and educational courses that provide the essential foundation for the therapeutic massage techniques required in this emerging health career field. The Massage Therapy Clinic will provide students with a unique opportunity to practice their new technical knowledge and professional skills simultaneously.

**A Letter from the CEO...**

Recent statistics published by the Department of Labor indicate that post-secondary training is on the rise due to the demand for quality workers with skills training (see enclosed feature). Premier Education Group is proud of the many thousands of students who have already passed through our doors and we look forward to working with new students as they transition into new careers. We are confident that those who have undergone training at our schools will prove competent in their careers.

Premier Education Group is committed to student preparation and performance beginning with orientation day through to career service training. In the words of the company's motto, Premier Education Group offers "Training that Works!"

What makes our organization unique is our dedicated staff and faculty. As you learn more about our company, I am confident you will sense our caring attitude toward our students. Remember, success requires a choice - choose Premier Education Group - join the thousands of successful alumni.

Please do not hesitate to call us today with questions - our Admissions staff look forward to speaking with you about the tremendous opportunities available to you through an education with a Premier Education Group school.

Sincerely,

**GARY CAMP**

CEO, Premier Education Group

**Sure Path To Success:  
Career-Focused Education**

A Press Release by the U.S. Department of Labor on February 2, 2004 confirms that programs similar to the ones offered by Premier Education Group offer a strong path to success for the next ten years. According to the department's study, employment growth will be the strongest in service-providing sectors of the economy including health services, professional and business services, information, computer technology, leisure and hospitality sectors.\*

Because Premier Education Group carefully tracks employment and economic trends, the program offerings at PEG schools closely correspond with the Department of Labor projections.

For more information about the Department's findings please visit its website at [www.dol.com](http://www.dol.com), and to inquire about programs offered, please feel free to call an Admissions Representative at a campus near you.

\* U.S. Department of Labor, BLS Releases 2002-1012 Employment Projections, <http://www.bls.gov/emp>; February 11, 2004; 10 a.m. EST.

**Hot Pastrami Saves a Life**

On her way home from Wal-Mart one day, Kimberly Clark, a Medical Assistant student at the Seacoast Career Schools of Sanford, ME, decided to stop for a Hot Pastrami before heading to class later that night.

While ordering she glanced at a woman who was hunched over in a nearby booth with her eyes rolled back and her lips blue. Her body position hindered her breathing, and she passed out. Clark acted quickly. Repositioning her body to open her airway, Clark checked the woman's breathing and then instructed someone to call 911. Using her knowledge of CPR, Clark used her blood pressure cuff to take the woman's vital signs just as the emergency crew arrived.

It wasn't until later the next day when Clark followed up with the restaurant owner, she learned the woman may have died if she hadn't interceded. Adding to the story's fantastic ending, Clark learned that the woman she saved is the mother of another Seacoast Career School student!



Kimberly Clark

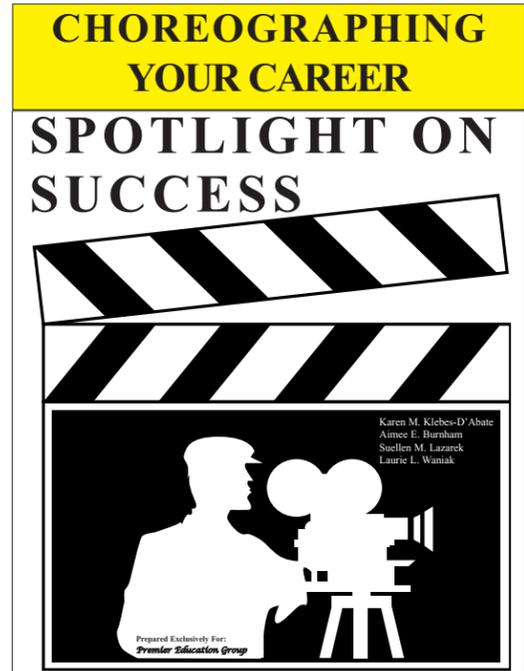
**Lights! Camera! Action!**

Because job security is a thing of the past, Premier Education Group's founding mission is to equip students with the tools they need to successfully transition into new career-focused occupations after a few months of intensive preparation. Once students have completed their programs, the Career Services Department helps them prepare for their career searches.

After finding various career training publications too boring, incomprehensive and lacking samples for students to emulate, Ed Pires, VP/Operations challenged a group of PEG directors to create their own version of a career service guide for use among the PEG schools. Drafting from scratch, they published *Choreographing Your Career: Spotlight on Success*, a 167 page career guide designed like a Playbill describing the career search as a process very similar to auditioning for a role in a play. Chapter titles like "Planning for your First Audition," "Behind the Scenes," "Overcoming Stage Fright: Knowing What to Say," and "You Landed the Role," vividly illustrate the elements involved in the career search.

*Spotlight on Success* is a collaboration of the very best professionals from marketing, business, and human resources management have to offer. Students learn the most updated approaches in self-assessment, career planning, goal-setting, and proactive job-search techniques. The guide includes sample resumes, cover letters, references, letters of recommendation, and a complete index for easy referencing.

Premier Education Group would like to thank the authors and contributors of this remarkable work. Kudos for a stellar publication go to Karen M. D'Abate, Author and Editor-in-Chief; to contributing authors, Aimee E. Burnham, Suellen M. Lazarke and Laurie L. Waniak; to consulting editors, Kim Aylett and Mary Lynch; to Carrie Kaye for the catchy title; and to Rob Kleindienst for layout. Thank you all!



**Welcome New Admissions Staff!**

From April 12-14th, a group of PEG Admissions Representatives from Branford Hall, The Salter School, Seacoast Career School, and Suburban Technical School, attended a three-day training workshop at the regional office in Springfield, MA. Tony McPeck, Director of Marketing, and Mark Levine, Empire Regional President, conducted the workshops. Upon completion of the training, participants received *Introductory Representative Training* certificates.



**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

● Albany, New York  
opening Summer '04  
(see enclosed feature)

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

Malden, MA  
(781) 324-5454

Tewksbury, MA  
(978) 934-9300

Fall River, MA  
(508) 730-2740

**Suburban Technical  
School**  
Hempstead, NY  
(516) 481-6660

**Seacoast Career Schools**  
Sanford, ME  
(207) 490-0509  
Manchester, NH  
(603) 624-7222

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



**PREMIER EDUCATION GROUP**  
*Training That Works!*