

Tallahassee W.I.S.E.

Worthwhile Information from Students and Educators



Summer 2005



Mark Gutmann
Vice President

Letter from the Vice President

2004 was a year of great accomplishments and I am very proud of the commitment shown by the students, staff and faculty of Keiser College – Tallahassee. We started offering the Bachelors of Arts programs in both Business and Criminal Justice. This helps our Associates degree students to continue their education without having to transfer to another college. We also saw the graduation of our first Radiological Technology class. This a very committed group of individuals of which I am truly proud. We started our new Associate of Arts program in Baking and Pastry with the

help of our very committed culinary staff.

We also grew in size to over 600 students. This requires acquiring more space. We will hopefully move into our new administrative offices in May 2005. The numerous changes in our campus are only outdone by outpouring of compassion shown by our students and staff. The Phi Theta Kappa chapter of Keiser College-Tallahassee collected over 500 toys for the Marines' Toys for Tots program this Christmas. It is accomplishments such as these that make my job so rewarding. I am truly proud of every one of my students, faculty and staff. Each day we are presented with stories of hardship and challenge. The

Keiser College Family is always willing to step up to the plate and help in any way possible.

I am very excited about the opportunities ahead in 2005. Just remember, that life's challenges and accomplishments are directed by your willingness to make each day better than the last. Everyday is an opportunity to learn or help someone else. We are excited about what this year will bring.



Jan Del Signore
Dean of Academic Affairs

Letter from the Dean's Office

Hello and welcome to our summer semester! This is a very exciting time of year for all students. As the weather continues to grow hotter outside, our classrooms offer cool comfort for students to concentrate on their studies. I am very proud of our medical team at Keiser College as they have just completed a programmatic accreditation with flying colors. The Accrediting Bureau of Health Education and Schools (ABHES) stated our campus has one of the best medical programs they have seen throughout the United States. Way to go Dr. Abad and team!

Keiser College has a great program to help students as well. It's called *Students Helping Students*. We are currently recruiting students to help carpool

in different areas: Tallahassee, Thomasville, Gadsden county and others. If interested in making new friends and sharing the cost of that EXPENSIVE gasoline please stop by the Registrar's office and see Kim to sign up. We are currently taking applications.

With the rising cost of gas, we at Keiser College are trying to help our students stay in school and obtain their degrees. Each week we will be having a drawing for a \$50 gas card. In other words, FREE GAS! The only stipulation to get your name in the drawing is to have perfect attendance for the week. All students will be entered automatically-just come to school!

We continue to invite prospective employers on campus. This is our time to show off Keiser College's many talented students! We have many students ready to go to work immediately.

Even though it is summer, please make sure you are still dressed professionally. You never know when your new boss will be touring campus observing you in class!

For those students still looking for summer daycare options for school age children, please stop by the Student Services department. They have a listing of summer camps for kids. One of the best and very reasonable programs is offered here in Tallahassee by the Tallahassee Parks and Recreation center. Sign up soon-these spots are filling quickly! http://talgov.com/citytlh/parks_recreation/

I look forward to another exciting semester and working with all of you to meet your educational goals! ☺

Keiser College Art Show



Kasey Hoy: Winner of the invitation competition



Congratulations to the winners of the portfolio contest: Shawna Goodwin, Dawn Brackin, Devan Jordan, Aaron Duncan, Cassidy Parsons, and Jonathan Milnes



4th Annual Battle of the Chefs!



Congratulations to 94.9 TNT and culinary student, Matrell Hawkins...1st Place winners!



Letter from the Director of Student Services



Jennifer Kessinger
Director of Student Services

It is hard to believe that another semester has come and gone. Here we all are facing a new semester and new challenges.

Some of these challenges will be temporary and others will be lifelong. Summer poses some unique challenges in and of itself when it comes to those of you who have children – school is out! Do you have a plan in place for your children? Student Services has a copy of the Summer Camp Guide for the area. Feel free to come in and take a look.

For others, the summer means that the wait is finally over

and it is time to GRADUATE! The class graduating on July 15th at Lawton Chiles High is our largest graduating class to date of 136 graduates! I remember when I started at Keiser College over five years ago, the first graduation ceremony I did had about 60 graduates.

It is amazing to me to see just how much this campus has grown and how many lives have been changed. The best part of that change comes through the most exciting part of my job which is helping graduates find employment. Every time I get a phone call from a graduate who just got hired the excitement in their voice makes me grin from ear to ear every time. That is why you are all here – to change your lives and to start a new path. The reason we are all here is to help you get through it successfully.

Please remember that your instructors and the Deans are also your Academic Advisors and they are here to help you with any issue you may have in your classes. If you need additional tutoring, they can help, all you need to do is ask. Remember that if you need help getting to class, you can go to the Registrar's Office for assistance and if you are willing to help others, sign up as a Volunteer! Remember that Student Services is here to help you with resume preparation, interviewing skills anytime, and the job search for those in their last semester. Most of all, please remember that you are here to complete your degree, change your life, and be successful in fulfilling your dreams. We just want to help you make those dreams come true!

How I Motivate My Students for Success

By Miriam Stone Miller, M.S.

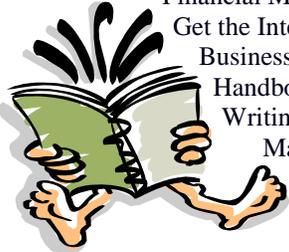
- M**-Make the course enjoyable.
- O**-Offer assistance as needed.
- T**-Take time to provide encouragement.
- I**-Insist on high-quality performance.
- V**-Vary class activities.
- A**-Allow opportunities for students to express their needs and expectations.
- T**-Totally express enthusiasm regarding the course.
- I**-Initiate plans that promote student success.
- O**-Optimize quality learning experiences
- N**-Notice and compliment students' progress, cooperation, participation, and motivation.



New Library Books!

Below are just a few of the new library books to check out!

Worry-free Family Finances
Office Procedures for the Legal Profession
Restorative Justice and Criminal Justice
Women, Crime, and Criminal Justice
Understanding Health Insurance
500 Greatest-ever Recipes
Financial Management 101
Get the Interview Every Time
Business Writing Basics
Handbook for Memo Writing
Writing Papers in Psychology
Maximize Your Brain Power



www.kcsnetlibrary.org

Librarian

Lifeng Yu

Library Technical Assistant

Vickie Kyle

Library Hours

Monday	7:30 am—10:00 pm
Tuesday	7:30 am—10:00 pm
Wednesday	7:30 am—6:00 pm
Thursday	7:30 am—10:00 pm
Friday	7:30 am—2:00 pm

INFOGUIDE:

IS IT A PRIMARY OR SECONDARY SOURCE?

HOW WILL I KNOW THE DIFFERENCE?

What are Primary Sources?

Primary Sources are documents or other sorts of evidence written or created by someone or something (e.g. person organization, etc.) who is directly involved with an event. Primary Sources offer an “inside” view of a particular event.

A few types of Primary Sources are:

- Original documents (excerpts are acceptable)
- Diaries, speeches, letters, interviews, autobiographies, official records (e.g. government documents), news film footage
- Creative works such as poetry, drama, novels, music, art, films
- Relics or artifacts such as jewelry, pottery, fossils, etc.

A few examples of Primary Resources would be:

- *Diary of Anne Frank*
- Speeches by Martin Luther King Jr.
- Congressional letters, bills, etc.
- *The Works of Oscar Wilde*

What are Secondary Sources?

Secondary Sources interpret and analyze primary sources. In general, they provide an outside view about an event or subject. Secondary Sources are considered to be at least one step removed from the event.

For more information on primary and secondary sources please visit the Library.

Publishing Information:

The Tallahassee W.I.S.E. is published each semester and is available for students, faculty and staff at the beginning of each semester. New items and ideas for articles are always welcome and may be sent to:

Becky Marsey, Student Services Coordinator

1700 Halstead Boulevard

Tallahassee, Florida 32309

850.906.9494 8509.906.9497 Fax Beckyp@keisercollege.edu

Submission deadline of items for the Fall 2005 Newsletter is July 31, 2005

Phi Theta Kappa



Membership Criteria

- Active student at Keiser College
- Earned 12 credits at Keiser College
- Overall Grade Point Average at least 3.50
- Membership Fee \$70.00
- Minimum payment to join: \$40.00 (Remaining \$30.00 can be paid up to 1 month after joining).
- Semester Dues: Chapter Voted to Suspend....this means no additional dues!!

You can join ANY TIME you meet the credit hour and GPA requirements! Come visit Student Services to determine eligibility and for a membership application.



New Member Induction Ceremony
March 2, 2005

www.ptk.org

Phi Theta Kappa members learn about team building at the Seminole Reservation



Pictured L to R:
Susan Merlau, Melisha Ingram, Deborah Aber, Jeff Gray, Priscilla Sapp



New Members

Menee Anderson

Christopher Bush

Curtricia Douglas

Terry Hansford

Tameika Hayes

Melisha Ingram

Rebecca Kelly

Susan Merlau

Zandrae Mosley

Diana Roosberg-Seelye

Priscilla Sapp

Windy Schluck

Dana Stokes

Tips for Completing a Successful Externship

By Pamela Manley, C.C., Keiser College Chef Instructor



Going out on externship? Congratulations! During your externship you will be able to work in various facets of your chosen profession. This exercise will not only educate you, but will help you to choose the path you wish to take with your career! It is an excellent opportunity to learn and grow as a professional!

While leaving on externship can be very exciting, it can also be a little scary. You are no longer in the comfort zone of the classroom or lab. You are out in the “real world” where what you do affects everyone around you. If you call in sick, someone has to take your place. You are graded each day by your supervisor with a simple pass or fail. You pass – you get to come back tomorrow. You fail and you could very well be fired.

But not only are you actually working at a job, you are still enrolled in school. You still have responsibilities to your coursework. But all is not lost! The externship is definitely “doable”! Believe it or not, there have been other students that have gone out on externship and lived to tell about it. Some of them have shared a few tips along the way regarding things that either helped them out or made the coursework a little easier to complete. Here are a few:

- Keep the lines of communication OPEN!! The worst thing you could do is not keep in contact with the Externship Coordinator! Be sure to update your address and phone information AS SOON AS IT CHANGES!!!
- Keep COPIES of EVERYTHING! Even in the technological world we live in today, occasionally fax machines break down. Keep copies of what you have faxed, along with the confirmation slip.
- Show up to work when you are scheduled.
- Talk to your chef/supervisor regularly and don't be afraid to ask for feedback often.
- Keep a small notepad or notebook with you at all times.
 - Record the date on every page
 - Write down all the recipes you prepare
 - Write down any prep lists you are given
 - Jot down ideas about the research paper you want to do for the week
 - Record your weekly work schedule and anything that is due
- Write at least one research paper EACH week for your log book. Set a goal that you will write your research and journal every week to help keep you on track.
- Anytime you can get ahead on your log book, DO IT!
- Pull information from your chef/supervisor by asking questions. Remember that you are not only working at a job, but you are also there to learn.
- Post your Externship Calendar in an obvious location to remind you what is due and when.
- Give a copy of the Externship Calendar to your chef/supervisor to let him or her know what is expected of you and when.
- Keep all of your externship information together in one place – in your binder, box, book, etc. Just make sure it is organized enough that you can refer back to it at any time.

STUDENTS HELPING STUDENTS... GIVE A RIDE, GET A RIDE PROGRAM.

BE A VOLUNTEER AND SIGN UP NOW TO PROVIDE RIDES TO FELLOW STUDENTS IN YOUR AREA.

AS A VOLUNTEER YOU WILL BE ENTERED INTO A DRAWING TO WIN A \$50 GAS CARD! TO SIGN UP, PLEASE VISIT KIMBERLY BERNATH IN THE REGISTRAR'S OFFICE.

Patriotism Word Search

Find the following words that represent patriotism in the word search below. Words can be found up, down, diagonal, backwards and forwards....Good luck! Solutions are available in the Student Services Office.

F O U N D I N G F A T H E R S R I O B E Q N B P L X Z R M H
 T F O P R E S I D E N T T D P D N A T S E W D E T I N U O S
 U H P R E B C O Y I F J N N O R N Z Q I O V C U F K R M S T
 F S O P X A V R W O P O L K T O I B V E W T V A D I E N T A
 J G O T O V C V X Y I M D E M O C R A C Y K J I O L P Y A R
 G J T E I N P E N T X P E H I F E I O C X W O P A Q U I R S
 I O V Y E V C O U P Y I C L V T N O I T A N E N O X E Y S P
 E A S R C B H T G A L F L P O T U B U I R E D I P T C X A A
 U G P I I Y I C E Y P R A P N S K R O W E R I F E O L J N N
 K G T U T T R U T H B X R C O T R E B U I Y R E I N M P D G
 F D S Y S B X Z Q O P Y A J T Y O E R V J M C J K O T F S L
 H G U N U T R C Z Y O H T J F R I O Q W O M N V J O I U T E
 E T O N J U N P O H N Y I N D E P E N D E N C E D A Y L R D
 C C L H D W Q Y V G K M O U N T R U S H M O R E P O N N I B
 N O D B J F S W T V U O N Y N V U K O G R C H I P R E A P A
 A N G M O L F G Y T X Z O T E A G N B O P I U P V F H R E N
 I Y L I O V X T F O P R F R Y G D E H P N J G T F Z X U S N
 G O O J K V F J Y T E I I E O B N C O U R A G E C D W U F E
 E I R E A N V X I O R T N B P U B B N Y F E X N I O T R O R
 L J Y B J K F U A H F D D I P T U B O G C Z V G O Y R N R E
 L H G F J V E A C O I B E L G F T H R R E W R C B Y I M E V
 A V C Y T H O I I T Y V P F V F J P U I C G G W Q X G Y V Z
 F G Y T H O J T R E A K E O L M B Y Q E Y P O P V C X E E S
 O B G C I L I B E R T Y N E V G D H U U R D R B Z F P O R Y
 E E W E X A Y I M N J O D U V J K P J F H E M O D E E R F R
 G C O P Y I B M A V I R C T D W L O V E O F C O U N T R Y T
 D N I S V J P O E D V X E A F H J I R W Q C U N Y D V E I N
 E I O E C S Q U C X P Y T T H F N I U Y B K G J K O U R T U
 L C E R J P J K C D Y E P S Q O C V U Y G H J P R E W X Y O
 P B C J O Y B I L L O F R I G H T S H J K R E W C P O B J C

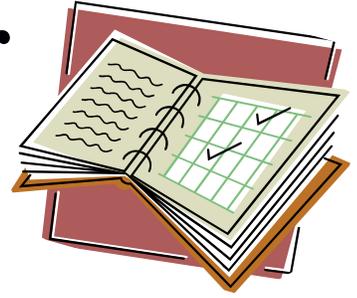
America
 Bill of Rights
 Constitution
 Courage
 Country
 Democracy
 Declaration of Independence
 Fireworks

Flag
 Founding Fathers
 Freedom
 Homeland
 Honor
 Independence Day
 Justice
 Liberty

Love Of Country
 Mount Rushmore
 Old Glory
 One Nation
 Peace
 Pledge of Allegiance
 Proud
 President

Respect
 Star Spangled Banner
 Statue of Liberty
 Stars and Strips Forever
 Truth
 United We Stand

Semester Calendar



MAY

- 05/02: New Term starts today
- 05/05: Student Appreciation Day 11:00 am & 6:30 pm –Dress Down Day!
- 05/09: Phi Theta Kappa New Officer Campaign Begins
- 05/10: Phi Theta Kappa Meetings 1:10 & 5:30 pm
- 05/19: Advisory Board Meeting 4 pm—8 pm
- 05/20: Faculty: Workshop reservations are due to Student Services for next term
- 05/23: Graduation Photos 11:00 am—2:00 pm and 5:00 pm—7:00 pm
Cap and gown distribution in Student Services
- 05/24: Graduation Photos 11:00 am—2:00 pm and 5:00 pm—7:00 pm
Cap and gown distribution in Student Services
- 05/26: Graduation Seminar at 1:10 pm & 5:30 pm for July and August graduates
- 05/27: Term ends today
- 05/30: School Closed: Memorial Day
- 05/31: New Term starts today

JUNE

- 06/07: Phi Theta Kappa Meetings 1:10 & 5:30 pm
- 06/16: Graduation Seminar at 1:10 pm & 5:30 pm for September and October graduates
- 06/17: Faculty: Workshop reservations are due to Student Services for next term
- 06/21: Phi Theta Kappa Meetings 1:10 & 5:30 pm
- 06/24: Term ends today
- 06/27: New Term starts today
- 06/29: TechTyme Meeting in the Culinary Building 6:00—7:00 pm

JULY

- 07/04: School Closed: Independence Day
- 07/05: Phi Theta Kappa Meetings 1:10 & 5:30 pm
- 07/14: Faculty: Workshop reservations are due to Student Services for next term
- 07/15: Graduation Ceremony 6:00 pm at Lawton Chiles High School
- 07/19: Phi Theta Kappa Meetings 1:10 & 5:30 pm
- 07/22: Term ends today
- 07/25: New Term starts today

AUGUST

- 08/02: Phi Theta Kappa Meetings 1:10 & 5:30 pm
- 08/11: Graduation Seminar at 1:10 pm & 5:30 pm for November and December
- 08/12: Faculty: Workshop reservations are due to Student Services for next term
- 08/16: Phi Theta Kappa Meetings 1:10 & 5:30 pm
- 08/22-08/26: Summer Break
- 08/23: TechTyme Meeting in the Culinary Building 6:00—7:00 pm
- 08/29: New Term starts today

Recipe Corner



Barbequed Marinated Flank Steak*

Prep Time:

approx. 15 Minutes.

Cook Time: approx. 10 Minutes.

Ready in:

approx. 8 Hours 25 Minutes.

Makes 6 servings.

Ingredients

1/4 cup soy sauce

3 tablespoons honey

2 tablespoons distilled white vinegar

1/2 teaspoon ground ginger

1/2 teaspoon garlic powder

1/2 cup vegetable oil

1 1/2 pounds flank steak

Directions

1 In a blender, combine the soy sauce, honey, vinegar, ginger, garlic powder, and vegetable oil.

2 Lay steak in a shallow glass or ceramic dish. Pierce both sides of the steak with a sharp fork. Pour marinade over steak, then turn and coat the other side. Cover, and refrigerate 8 hours, or overnight.

3 Preheat grill for high heat.

4 Place grate on highest level, and brush lightly with oil. Place steaks on the grill, and discard marinade. Grill steak for 10 minutes, turning once, or to desired doneness.

*Printed from **Allrecipes**, Submitted by **Martha Dibblee**



Skill is a superb and necessary instrument, but it functions at its highest level only when it is guided by a mature mind and an exalted spirit.

-Richard H. Guggenheimer

Students' Needs are Top Priority

By Arthur Keiser, PhD, Chancellor, Keiser College

While Florida's public colleges and universities continue to wrap their arms around enrollment caps and overcrowding concerns, for-profit colleges and universities represent a fiscally sound option. In record numbers, Florida's high school seniors -- and many adult learners -- are enrolling in for-profit colleges focused on student service and job placement.

The private for-profit option enables students to earn a quality education, graduate as marketable prospects, and secure employment that contributes to the state's economy.

While for-profit colleges and universities have been contributing to Florida's economy for years, without using taxpayer dollars, more recently they have been recognized by officials and legislators as a solution to the increasing problem of meeting the state's needs. Gov. Bush implemented an initiative to produce more baccalaureate degrees because Florida ranks 44th among the states in production of four-year degrees.

As Florida's postsecondary education system approaches its hour of maximum need, it is more crucial than ever to recognize the value of the state's for-profit institutions. These are colleges and universities that are not plagued by the lack of space that is crippling public schools. Additionally, for-profit sector investments do not earmark funds for costly athletic programs, but focus on the quality of the students' education.

The student-centered design of for-profit institutions is one reason many adult learners are flocking to them. Class scheduling that accommodates working adults, small classes that allow for one-on-one attention, and the acquisition of professional skills by use of collaborative learning are some of the ways for-profit colleges and universities focus on the student's needs.

With quality standards dictated by recognized accrediting organizations, private colleges make sense to students, businesses and the Florida economy. For-profit institutions di-

rectly tie their programs to workforce demands, filling a need in the business community and preparing students for positions that have immediate application.

For-profit institutions must meet a significant workforce demand while satisfying the student consumer and returning a profit to shareholders. At the same time, a sizeable portion of this private investment is returned to the public in the form of taxes. Legislators, policymakers, and the public are seeing for-profit colleges' positive impact not only on Florida's higher education landscape, but also on its economy.

Arthur Keiser is founder and president of Keiser College.

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Visit Sun-Sentinel.com*

Is your resume in shape? Are you ready for the next Keiser College Annual Job Fair?

Take the necessary steps to ensure you don't miss out on a potential job opportunity!

1. Mark October 6th on your calendar.
2. Stop by the Student Services Office to receive materials on how to put together a resume.
3. Bring your resume to the Student Services Office for review prior to October 2nd
4. Make several copies of your resume to bring with you.
5. Stop by the Student Services Office to pick up a list of employers that will be attending the Job Fair.
6. Research the companies you have an interest in speaking with.
7. Review standard interview questions and prepare your own questions for specific employers.
8. Dress your best, bring copies of your resume, smile, and be confident...you will do great!



PULSE...On the Industry

Advertising: Which Half is Working?

By Brien R. Sorne, V.P., ALCOM, Inc.

Another urban legend foiled: not just half of your advertising is working—it's *all* working! That is to say, it is being viewed or heard or read by someone, somewhere within the consuming audience of that medium. As such, it is "working" to create a lasting impression, or drive sales, or position the business name, or even boost company morale. That doesn't mean it is working to achieve your particular objective. The manner in which you have chosen to advertise may not be the most effective and/or the most efficient for the message you're trying to convey. The first step is to consider whether the content of your message matches the *context* of the medium you have chosen.

Perhaps you have said this: "We tried [radio, tv, newspaper, outdoor, etc] ...it doesn't work." When I am presented with such a claim, I first review the content and the intention of the advertising. As I do so, I find it useful to apply Marshall McLuhan's (1967) assertion: the "medium *is* the message". Okay... but if that's true shouldn't we consider what is the *medium* saying? Further, are all media saying the same thing? And, is *this* "medium message", or what some call the *meta-message* consistent with the content of our advertising, not to mention, our overall marketing objectives?

If you agree with any of this, permit me further to assert that each medium delivers one meta message unique to its domain and this must be the basis of our selection. Audience size, cost efficiency, geography, and demography, even ad composition all come *after* this consideration. That's

why you don't see doctors and lawyers driving around with magnetic signs on their cars. We all know it intuitively. No matter how informative or how attractive, the message is all wrong.

Matching up your message, your target, and your objective with the right medium at the right time is fundamental to the game. For sure, if you are not doing this part right—and this part you *do* control, it is pointless to think that you can expect efficient, effective advertising results.

With good intentions, people run TV ads that amount to the announcer reading newspaper copy. Or vice versa, they place display ads in print that are intended to develop the "image" of the product or the business. TV ads best build image. Print ads best give the details. These folks are not using the meta-message of the medium to their advantage.

How many times have you heard a radio ad that gave you the phone number at the end. Like you're supposed to remember this. With a few good exceptions, there aren't too many phone numbers that have a "ring" to them (pardon the pun). Most radio listening is done while driving. So, I guess we're supposed to cradle the cell phone and steer with our knees while we jot down the number. Radio is best used to convey urgency, not all the details. Get us excited! We'll look up the number, or find it in the *newspaper ad* you just told us to be looking for!

A simple rule is to ask: "Why", "When", "How", "Where", and "Who". Everyone who ever buys from you will have to answer each of these questions. Each advertising

medium: TV, radio, newspaper, outdoor, and direct mail can be matched by their respective ability to answer each of these questions. If you are trying to get people to buy from you "now", not "later", use radio to drive your sales incentives. Radio personalities and voice actors are great at getting people pumped about your "event".

When the objective is to help people find you, select a billboard near your location and give them simple instructions (a couple of words!) and an arrow if possible. Likewise, Outdoor Advertising can also help to "locate" your business mentally. A billboard can increase awareness by saying figuratively "we are here!" i.e. "we are open and ready to do business". Meanwhile, TV best answers the question "why" someone should do business with you by virtue of its ability to engage a person emotionally far more than any other medium.

Of course any of these media can be used to answer any of these questions, but, like using a screwdriver handle to drive a nail, though it may eventually get the job done, the time you've wasted, and the risk you took in actually doing damage can leave you wondering if any of it is worthwhile...whether *any* of your advertising is working. The truth is, all advertising works when it is worked in the right way and with respect for your message.

Brien R. Sorne is V.P. of ALCOM Marketing & Advertising, a local advertising agency and marketing firm that specializes in helping small business and start-up organizations with media planning, marketing strategies, and branding.

College Students Catch the Entrepreneurial Spirit

By Olivia A. Jones, Independent Beauty Consultant with Mary Kay Cosmetics

Have you got that Spirit? Yeah! Yeah! Have you got that spirit?? Oh Yeah! The Entrepreneurial Spirit that is. Many students find work in local restaurants and retail stores during the school year to assist in paying for college tuition, some have ventured into a new way of earning money, and they are becoming business owners via Mary Kay Cosmetic consultations. Can you benefit from some extra cash? If so, you might consider catching the entrepreneurial spirit. It is spreading quickly as more and more students are finding ways to make a home-based business work for them. One of the greatest benefits college students are finding with the Mary Kay opportunity is the flexibility it provides.

Lauren Cole a sophomore at James Madison University in Harrisonburg, VA, said the business is not very demanding because she can do it on her own time and she gets to choose her own schedule. According to Cole she builds her customer base the old fashioned way by word of mouth. "My customers do a whole lot of work for me, she said. "They tell their friends, who tell their friends, and when people come for a facial or class, they often have an order request from a friend who couldn't come."

Sarah Jessee, also a sophomore at James Madison and Independent Mary Kay Consultant operates her business out of her apartment. According to Jessee there are numerous ways to running a Mary Kay business. Jessee says she holds Mary Kay classes with customers teaching them about skin care and she also posts flyers around campus and makes calls to prospective clients.

Cole says she visits friends and relatives and gives demonstra-

tions on the products allowing each person to try the product to see if they are interested in buying.

There are challenges to being in business. According to Cole her least favorite part of the job is the selling. "I don't like bothering people," said Cole. "The challenge is running your business by yourself, because you fall behind it's your sole responsibility."

For Jessee, being a business owner is motivating. "I have found that being my own boss is the most motivating thing ever, because if I don't do well one week, I am the only person who can pick myself up."

It doesn't matter if you are young or old the opportunity is available to anyone who is willing to try. Cole said that she belongs to a Mary Kay unit in Harrisonburg, consisting of women ranging in age from 20 to 60. "I am the youngest member of my unit," she said.

Mary Kay was an unlikely choice for Gloria Mayfield Banks, 46, who has an M.B.A. from Harvard and held management positions at big corporations. Mayfield Banks mother thought selling lipstick was a waste of her degree. Not so, in five months after beginning her business she sold enough part-time to win a pink Pontiac Grand Am. By the eighth month, cosmetics were producing earnings that surpassed her income from a \$60,000 a-year full-time job. Two and a half years after her first beauty class, she quit that job and began selling lipstick full time. Fourteen years later Mayfield Banks has made more than \$2 Million selling for Mary Kay, and her mother is a consultant.

In addition to the entrepreneurial spirit there is the spirit of sharing. The company is built on the philosophy God first, family second;

career third, allowing one to achieve balance in their lives while working a successful career.

"It's good to know that even in today's dog eat dog world we still have women of integrity who apply principles and ethics to their businesses," said Independent Consultant Shontina Allen. This concept was initially rejected by corporate America when Mary Kay Ash founded the company some forty-three years ago. Ash was accused of thinking like a woman. Three decades later the company is still around with more than 1.1 million independent sales force members in more than 30 markets worldwide from China to Mexico.

The students at James Madison University offer this advice to those hoping to run their own business-be organized and passionate.

Olivia A. Jones, 35 is an Independent Beauty Consultant with Mary Kay Cosmetics. She has been building her business for seven years. If you are interested in learning more about the Mary Kay Career Opportunity or trying the product you may contact Olivia at 877-6556 or visit her website at www.marykay.com/oajones.

Congratulations to the second graduating RT class!

The RT pinning ceremony was held on April 22, 2005 in the culinary building in front of family and friends. Mark Gutmann, Vice President and Jan Del Signore, Dean of Academic Affairs spoke encouraging words to all graduates.



American History Field Trip

By: Robert Ortiz



This past St. Valentine's Day the American

History classes took to the road on a field trip to Quincy, Florida, home of the Allison House Inn. At first glance you do not think much of the house that still stands, having been jacked up in the early 1900s to build a ground floor and create a rooming house that has been preserved. The

austere surroundings and modest garden do not seem to indicate that this was once the house of the last Confederate Governor of Florida. For Governor Allison and the pioneers who opened up Middle Florida, fighting Indians, runaway slaves and Union soldiers did not stop them from succeeding in imposing their will upon this region of the Antebellum South, whose economy was based on slavery and tobacco and later on, sharecropping and tobacco. Once inside the second floor, you can see the wealth of this upwardly mobile planter's home with its high

ceilings done in plaster, large doorways, two parlors and a large porch. The house has even been documented to be haunted but on that day none of the students reported any ghost sightings.



Snapshots
from the
January 6th
Student
Appreciation
Day!

