

Business ambassador embraces positives of Challenge Program

Susie Tack Beardsley, employee relations director and part-owner of Quality Life Services, says businesses should send positive messages to the youth in their community.

That is why Quality Life is serving as the business ambassador to three Pennsylvania schools participating in The Challenge Program Inc. during the 2008-09 school year: Karns City High School, Freeport High School and Grove City High School.

“(The program) rewards what we think is important to both the student’s school life and life as a future employee,” Beardsley said.

In particular, Beardsley noted TCP’s Best Attendance Award, a category that she feels prepares students to become good employees.

“I actually really like that The Challenge Program rewards attendance,” Beardsley said. “You can be the greatest employee in the world, but if you’re not there (at work),



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you’re not doing us any good.”

The Challenge Program is introduced to participating high schools at orientation assemblies during the fall of each year.

Business ambassadors are invited to speak at these assemblies about their companies and why they support TCP.

Beardsley is Quality Life Service’s representative, and she says that she does her best to make the assembly fun for everyone in the audience.

“I’m all about making the orientations fun,” she said,

“I want the program to be a positive experience from beginning to end. Everyone should

feel like a part of The Challenge Program Inc. – even if they don’t win an award in the end.”

Quality Life Services is the umbrella company for 11 long-term care facilities throughout western Pennsylvania.

Currently, four of its care centers – Fairlands Manor, Trinity Living Center, Sugar Creek Rest and Chicora Medical Center – serve as business ambassadors to schools that participate in TCP.

Beardsley noted that each center sponsors a school in its immediate geographic region.

“Hopefully students will make a positive connection between our company name and their school,” Beardsley said. “That is the ultimate goal.”

The Challenge Program Inc. is a nonprofit organization headquartered in Johnstown that has a dual mission – to award students financial incentives for successes they achieve while in high school and to build a bridge between high schools and the local business community.