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Peirce College to Host LinkedIn Workshop for Students and the Greater Philadelphia Community

Nationally recognized social media and LinkedIn expert to lead educational seminars on how to best use the professional network for career success

PHILADELPHIA—(BUSINESS WIRE)—Peirce College, Philadelphia’s leading private, non-profit, four-year institution for working adult learners, is proud to announce a free LinkedIn workshop they are hosting for their students and the local community to learn the benefits and job opportunities of professionally connecting yourself via LinkedIn, titled, “How LinkedIn Can Help You Get a Job Faster.”

The seminar will teach participants how they can get the greatest value out of the professional network to promote career success, use it to its fullest potential, and leverage connections to get a leg up in the job search process.

The two seminars will be led by Robb Pardee, a nationally recognized expert on LinkedIn and social networking for businesses and the founder and president of Strategic Leadership Coaching, a career and leadership development firm in Warmminster, Pa. Pardee has over 15 years of experience as a counselor, trainer, and coach and will lead attendees in discovering how to:

- Create their own personal brand to represent themselves professionally
- Build a dynamic profile to illustrate strengths and credentials
- Expand their professional networks and increase their visibility
- Increase their reach for job opportunities
- Communicate effectively with their network

In addition, Pardee will advise attendees on the best ways to use social media and the top do’s and don’ts they should keep in mind while using any kind of social networking platform.

“We are thrilled to host this event and open it to the city of Philadelphia,” said Lisa Paris, Assistant Vice President, Marketing/Communications for Peirce College. “At Peirce we are committed to lifelong learning and supporting Philadelphians in their career goals at every step in their journey. This event also allows us to offer yet another valuable resource for our students and alumni to take advantage of in their career pursuits and allows them to gain valuable skills to advance themselves in the workplace,” continued Paris.

Attendees are invited to take part in one of two sessions on Thursday, April 26, 2012: 3:5 p.m. and 6:8 p.m. at Peirce College (1420 Pine Street,
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Philadelphia, PA 19102. After the event, attendees and anyone who missed it can visit the Peirce College blog, PhillyAdultLearners.com, and Robb Pardee’s website for additional resources pertaining to career development and using social media to accelerate your career. For more information about Peirce College, call 888.467.3472 or visit www.peirce.edu.

About Peirce College

Peirce College offers bachelor’s and associate degree programs in the areas of Business, Healthcare, Information Technology and Legal Studies. Located in the heart of Philadelphia, Peirce is a non-profit institution that specializes in serving the unique needs of working adults, many of whom work full time and are raising families. In response to the changing demands of the economy and the prospect for future jobs in the Philadelphia market, Peirce recently introduced additional degree programs in Healthcare, Human Resource Management, Accounting, and Criminal Justice. Peirce College is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, Pennsylvania, 19104 (phone: 267-284-5000). The Accreditation Council for Business Schools and Programs accredits the College's Business Administration program and the Paralegal Studies program is approved by the American Bar Association.

For more information about Peirce College, call 888.GO.PEIRCE, or visit www.peirce.edu.


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Contacts

Peirce College
Lisa Paris
Assistant Vice President, Marketing/Communications
215-670-9127
lparis@peirce.edu
or
Gregory FCA
Katie Kennedy
Senior Account Executive
610-228-2128
katen@GregoryFCA.com
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Robb Pardee has over 13 years of experience as a counselor, coach, and career development expert. In addition, Pardee will advise attendees on the best ways to use social media to accelerate their career. For more information, you can visit the Peirce College blog, http://blog.peirce.edu.

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Mark Edwards and Joseph T. Steuer Elected Trustees of Peirce College

CEO of Philadelphia Workforce Development Corporation and the CFO of the Philadelphia Zoo Bring Non-Profit Experience to Peirce Board

Peirce continues to strengthen its board with members who are successful and active in their fields, communities and the Philadelphia region. Mark Edwards is president and CEO of the Philadelphia Workforce Development Corporation (PWDC), the fiscal agent for the city for federal and state employment and training funds. Joseph Steuer is Chief Financial Officer of The Philadelphia Zoo.

“Both Mark Edwards and Joe Steuer bring significant non-profit leadership experience and talent to the board. They reflect what Peirce represents: people who really care about Philadelphia,” said Peirce President and CEO James J. Mengotti.

“Mark leads the region’s top workforce development organization. He has significant insight into the requirements of the labor market and methodologies for aiding Pierce graduates in achieving their career goals. Joe is the chief financial officer for the region’s premier conservation, education, and recreational organization. He possesses strong business acumen and financial management skills, which will assist Peirce in maximizing resources to fulfill its strategic agenda,” Mengotti said.

Having spent nearly thirty years associated with iconic brands such as Pepperidge Farm, Campbell Soup and the Philadelphia Zoo, Steuer emphasized the importance of organizations building a quality brand. “I will be passionate about supporting the terrific mission to which Peirce College has dedicated its existence,” he said. “The working adult is such an underserved segment of our community. I think there is an opportunity to build on Pierce’s successes. I look forward to being part of the College as it expands its reach further into our communities and as it continues to enhance its offerings for Philadelphians who desire college credentials.”

Edwards says he brings the ability to connect the public workforce system and employers’ needs to the College discussion to help influence curriculum and prepare students for jobs in today’s marketplace.
“It is often said that education is the great equalizer. The market wants a combination of on campus and online studies...Peirce’s integrated methods are the way to go. Providing more access to students to achieve their higher education goals at a reasonable cost is critical,” Edwards said.

Edwards is leading the merger of both PWDC and the Philadelphia Workforce Investment Board (PWIB) into the newly created organization Philadelphia Works, Inc. He previously served as Executive Director of the Local Initiatives Support Corporation’s (LISC) Philadelphia office, which helps community-based organizations transform their neighborhoods into better places to live, work and raise families.


Steuer is a senior financial executive with a diverse business background and an outstanding record of achievement with both non-profit and for-profit organizations. He holds a Bachelor of Science degree in accounting from Manhattan College and a Masters in finance from New York University.

A Certified Public Accountant of Pennsylvania and Connecticut, Steuer is active in a number of organizations, including the American Institute of Certified Public Accountants and Pennsylvania State Society of CPAs, the Pennsylvania Institute of CPAs Greater Philadelphia chapter, the Pennsylvania CPA Journal Editorial Board, the World Trade Center of Greater Philadelphia, and the Barnes Arboretum Advisory Council. He lives in Blue Bell, Pa.

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Contacts

Peirce College
Lisa Paris
Assistant Vice President,
Marketing/Communications
215-670-9127
lparis@peirce.edu

or

KING’S ROAD
William Hawkins
215-592-8734
215-882-4006 mobile
w.hawkins@kingsroadconsult.com
Mark Edwards and Joseph T. Steuer Elected Trustees of Peirce College

Assistant Peirce in maximizing resources to curriculum and advertise Mutual Funds goals. Joe is the chief financial.

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Edwards is leading the merger of both PWDC and the Philadelphia Workforce Investment Board (PWIB) into the newly created organization. He represents:

- Conservation,
- Election of Mark Edwards and Joseph T. Steuer Elected Trustees of Peirce College,
- Partnership with the Ivy Legacy Foundation and the Community Advisory Board of Pennsylvania, 19104 (phone: 267 592 670) of the Ivy Legacy Foundation and the Community Advisory Board of Pennsylvania, 19104 (phone: 267 592 670)

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