

It's Not Just For Students Anymore

North Country People Use Canton ATC

CANTON — SUNY Canton ATC is usually a busy hub for community groups and organizations. North Country residents have

made use of what the campus has to offer through a wide variety of conferences, seminars, credit and non-credit courses and community services.

Many innovative programs are geared specifically toward the North Country's educational needs. Some of the College's recent community-related projects include the Supervisory Effectiveness Institute Program, modern banking courses, emergency medical technician training and the Opportunities for Contemporary Women Program. All have proven influential learning tools for local residents.

The Supervisory Effectiveness Institute began on the SUNY Canton campus with a week-long program during the summer of 1985. Under the direction of Bryan Felitto, executive assistant to the president, and Dr. Eric Pellegrino, '69, professor of business, the program has assisted 166 management level employees from local businesses through workshops and seminars designed to enhance professional and personal productivity.

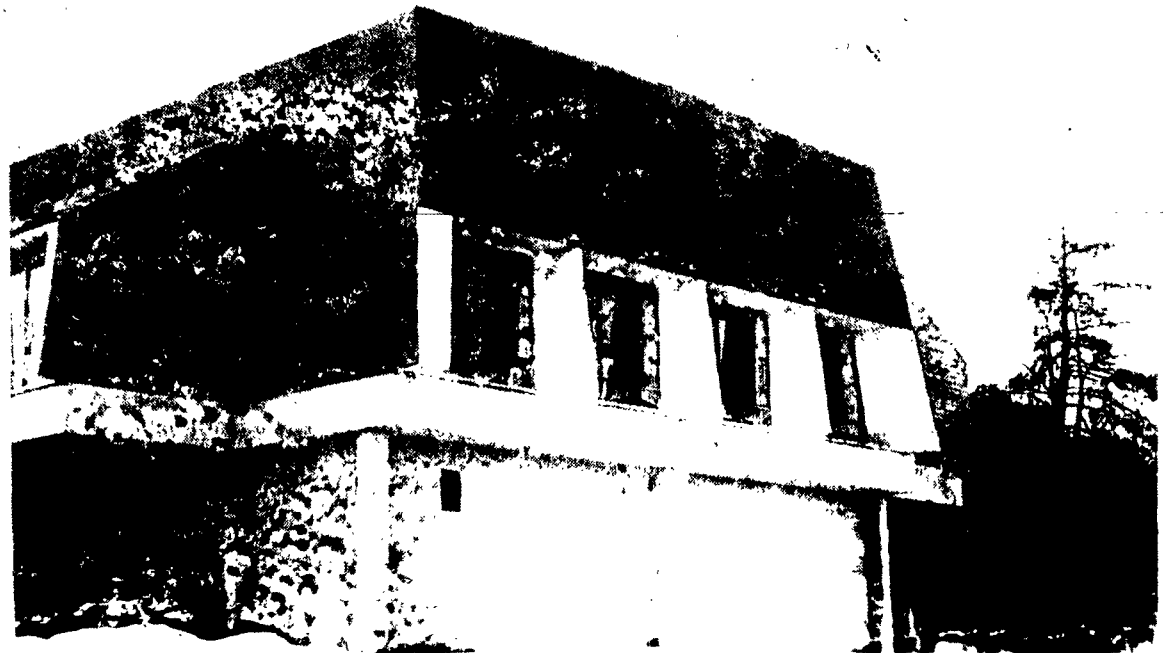
The Institute's activities include professional development as well as professional help. The program explores such areas as positive reinforcement, effective communication, qualities of successful supervision and the new generation work force. Local participants in the program benefit by developing an action plan that helps them to set goals and manage successfully through positive expectations and confidence building.

Major funding for the Institute comes from the Regional Education Center for Economic Development under the direction of Dr. William Peters, a 1959 graduate of SUNY Canton. Companies participating in the program have included Kinney Drug Company, Kraft Corporation, Beaverite, Law Brothers Contracting Corporation, Climax Manufacturing Company, Georgia-Pacific, Boise Cascade, AMF and Crown Zellerbach.

Dr. Barry Reece, professor of marketing education at Virginia Polytechnic Institute and State University, is the principal institute instructor. Author of the best selling book "Human Relations in Organizations," Dr. Reece is a nationally renowned management consultant.

The Institute is now moving into its third set of seminars and workshops and has expanded from a one week to four week summer of 1987 program, with plans for a late spring and early fall schedule. Over 200 local management-level personnel are expected to participate in the 1987 Institute.

Another area of the College which has experienced similar growth, through its community related programs, is the Office of Continuing Education and Community Service. Through course offerings in banking, emergency medical technician training and Opportunities for Contemporary



CHENEY HALL — Canton ATC's Cheney Dining Hall serves as a central location for Canton's students. The college sees a strong year ahead.

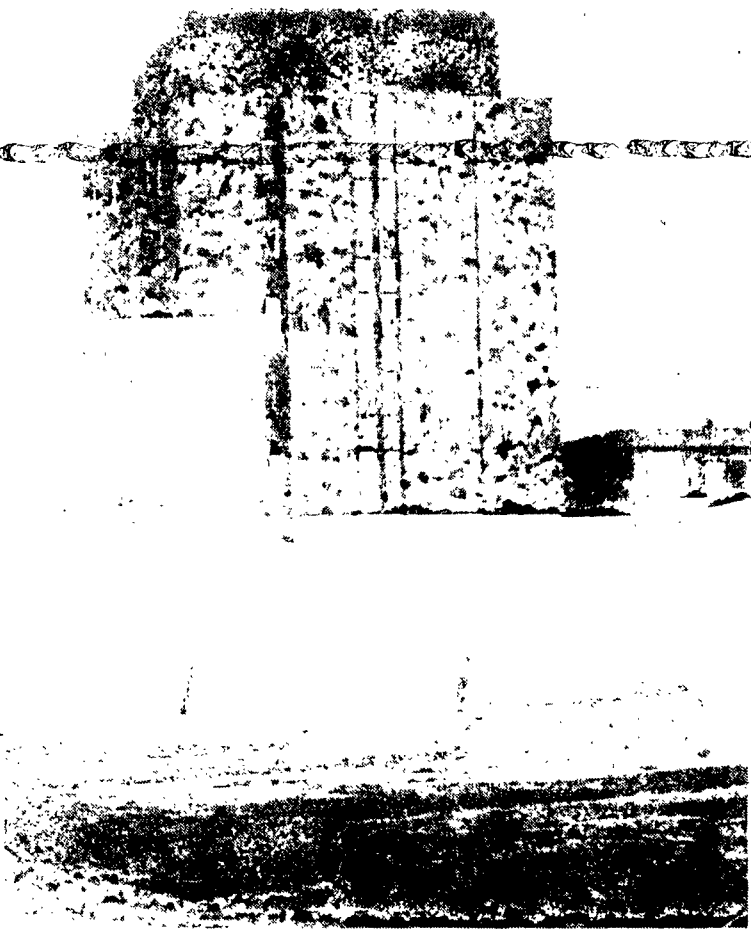
Women, the College has provided a wealth of information focused on improving the quality of life for North Country residents.

Starting during the fall of 1984, the Opportunities for Contemporary Women Program paved the way for women who previously felt they weren't qualified for higher education. The program offers non-credit courses which acquaint the older person with college as it is today, and it has received testimonial praise from local women. Some of the participants are now enrolled in credit-bearing courses, working their way toward earning degrees.

Started by professors Joan Kepes and Sue Rummel, the program offers a non-threatening opportunity for those who have been away from school to come to the College to find out what may be asked of them if they begin studies now. A course of study typically includes journal writing, literature, economics, business and biology. There are no high school requirements and the courses are designed to focus on integration of personal experience with academic study. Currently in its fifth semester, the Opportunities for Contemporary Women Program has proven to be a highly successful community project.

The new banking course offerings have also proven to be successful. Approved by the American Institute of Banking in Washington, D.C., evening banking courses were offered to local residents for the first time during the fall, 1986 semester. Over 100 students registered for the courses being held through the College's Banking, Insurance and Real Estate

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CANTON ATC — Canton ATC has provided the North Country with a strong program of liberal arts, business and technical training.

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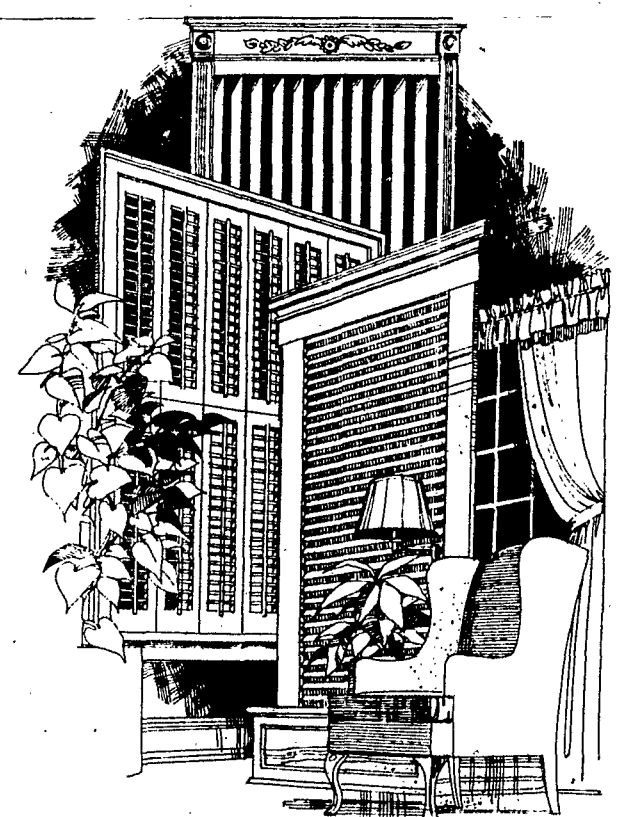
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Raymond Wright established the business in 1936. Ron, his son, joined him full time in 1959, after serving in the U.S. Navy. Randy, the third generation also became involved serving the marine industry after graduating from Canton ATC in 1983. Wrights and their families, and employees, Don Newby, George Brown, and Howard Warren have proudly served the community for over 50 years selling & servicing a variety of boats, motors, and marine accessories.

