

jam

FALL 2011

Junior Achievement® Magazine



Careers in Energy: JA Introduces Innovative Programming to Western Pennsylvania

The children of today are the leaders of tomorrow. With tens of thousands of jobs projected to be created by the Marcellus Shale industry in western Pennsylvania in the next several years, it is our duty to prepare our young people to take advantage of these opportunities. Junior Achievement (JA) is working to do just that. As an international leader in preparing and inspiring young people for success in our global economy, JA partnered with the Marcellus Shale Coalition, educators, environmental groups, state agencies, and the energy industry to develop a middle school grade curriculum aimed at introducing students in Pennsylvania to the workforce and the economic and environmental impacts of Marcellus Shale in the Commonwealth.

With 84% of Junior Achievement (JA) participants attributing their participation in JA to helping them bridge the gap between what they learned in school and how it can be applied in the real world, our organization is well positioned to educate our youth about this industry. By focusing on education, economics and youth development, Junior Achievement programs contribute to the vitality of our community and the availability of a well-educated workforce.

For over 90 years, Junior Achievement's mission has concentrated on educating and preparing our young people for success in the workforce. The introduction of the Marcellus Shale industry to our region is no exception. Junior Achievement worked with Dr. Robert Furman, a leader in middle school education, to create curriculum to be presented to students in one of two formats, both of which will be delivered by trained Junior Achievement volunteers from the community. First there is a stand-alone curriculum that



will introduce students to a number of topics concerning the energy industry including jobs, education, economic and environmental impact. In addition to this stand-alone program, Junior Achievement created a supplemental piece that will be paired with JA's current programming for high school and middle school students. Both programs will include technology-based educational supplements.

Through the formation of an advisory committee, Junior Achievement worked with key government, community and industry stakeholders, educators and school officials to select lesson content to create age-appropriate lessons that:

- Introduces students to the types of energy we consume in this country and how that energy is produced

- Explains what is Marcellus Shale and why it is important to Pennsylvania
- Identifies jobs and skills sets needed by the industry and associated partners
- Identifies the economic impact of the Marcellus Shale industry on Pennsylvania
- Explores and discusses the economic and environmental influence of Marcellus Shale exploration
 - o Direct impact of site identification, preparation and construction
 - o Direct impact of production and site completion
 - o Indirect impact on associated industries, government and education
- Explores environmental effect, including science, safety and business ethics
- Explores the relationship between energy companies and associated industries
- Recognizes the relationship between education and future employment

Piloting of this curriculum will occur in schools across western Pennsylvania starting this fall with full availability in spring 2011. For more information on how to get your school involved, volunteer to teach the program, or to become a sponsor please contact Chief Development Officer Bill Lucas at blucas@jawestempa.org.

The following companies have been integral to the development of JA's Careers in Energy program.

Junior Achievement would like to thank them for their financial support as well as their guidance on the opportunities in and impact of the industry. Learn more about these companies and their partnership with JA.



ABARTA Oil & Gas Co., Inc.

"ABARTA Oil & Gas Co., Inc. is proud to be a Founding Partner with Junior Achievement's Careers in Energy Program / Marcellus Shale educational initiative. A skilled workforce for our local natural gas industry is critical to Pennsylvania's economy and is a significant step toward America's energy independence. Through their thoughtfully developed program, JA has taken a leading role in the education and preparation of Pennsylvania's youngsters today for the natural gas industry careers of tomorrow. We are honored to have the opportunity to encourage and support this important endeavor."

~Jim Taylor, President and CEO

About ABARTA Oil & Gas Co., Inc.

ABARTA is a leading independent developer of natural gas and oil reserves in the Appalachian Basin, and other targeted areas within North America. Using geologic,

engineering and financial resources, ABARTA Oil & Gas creates reserves through drilling and acquisition opportunities both independently and in conjunction with energy industry partners. Founded in 1979, ABARTA Oil & Gas is a privately-held, third generation family business with a long term commitment to the energy industry.



ECA Foundation

"ECA Foundation has supported the work of Junior Achievement for many years in our other funding regions. When we were approached by the Western

Pennsylvania district, it was immediately a positive connection, as we are aware of Junior Achievement's critical educational programs targeting youth. In addition, the Careers in Energy program was a made to order fit for our funding priorities. The Careers in Energy program provides long term success strategies for youth in the region, teaching communication, problem-solving, teamwork, decision-making skills, and the future opportunities that exist in the



Marcellus Shale formation."

~Julie Mork, President, ECA Foundation

About ECA Foundation

Since its inception in 1963, Energy Corporation of America (ECA) has focused its efforts on exploration and production of oil and gas in the Appalachian Basin and throughout the world. ECA is a privately held company with offices in Greene, Indiana, and Clearfield County, Pennsylvania as well as offices throughout West Virginia and other parts of the country. The company owns and operates 5,100 wells 5,000 miles of pipeline and over 1 million acres in North America.

ECA Foundation is a corporate charitable organization focusing on the program areas of Youth and Education in the geographic areas where Energy Corporation of America has a physical presence. The Foundation has been funding Youth and Education projects since 1996 in Charleston, WV, Denver, CO, Houston, TX, and now Western PA.

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of Western Pennsylvania

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Connect with Junior Achievement of Western Pennsylvania



Careers in Energy Ad-Hoc Advisory Committee Members

To ensure the unbiased development and accuracy of this curriculum, JA formed an advisory committee of educational, governmental, environmental and industry stakeholders who will provide guidance, feedback and oversight. The committee includes the following representatives:

James Blue

Office of Rep. Brandon P. Neuman

Stacey Brodak

Chesapeake Energy Corporation

Jeannette (Fraser) Carter, Ph.D.

Pennsylvania College of Technology

Jane Clements

Chesapeake Energy Corporation

Rebecca Cox, P.G.

Pennsylvania Dept. of Environmental Protection, Oil and Gas Management

John Edmonds

Cabot Oil & Gas Corporation

Allison Farr

Junior Achievement USA

Jack Farster

Pennsylvania Department of Environmental Protection

Robert L. Furman, Ph.D.

Duquesne University

Robert W. Garland

Universal Well Services, Inc.

Paul M. King

Pennsylvania Environmental Council

Byron Kohut

Marcellus ShaleNET

Larry L. Michael

Pennsylvania College of Technology

Pat Milioto

Office of Rep. Brandon P. Neuman

Andrew L. Murphy

EQT Midstream

Joy M. Ruff, AICP

Marcellus Shale Coalition

Honorable Timothy J. Solobay

Pennsylvania State Senator

George E. Stark

Cabot Oil & Gas Corporation

Laural Ziemba

CONSOL Energy, Inc.

Junior Achievement's Contributors

Allied Insurance Brokers, Inc.

AT&T Wireless Services

Charles Schwab & Company, Inc.

Donahue Family Foundation, Inc.

ECA Foundation

Emerson Process Management

Exco Resources

First Commonwealth Bank

Grable Foundation

Laurel Highlands Academic Foundation

Pennsylvania State Education Association

Sam's Club

Samuel Justus Charitable Foundation

Snee-Reinhardt Charitable Foundation

Star Ridge Resources

UPMC Presbyterian

Verizon

Walmart

Westinghouse Electric Company, LLC

*Corporate donations between June 1, 2011-August 31, 2011



EQT Corporation

"As an energy company deeply rooted in Western Pennsylvania, part of



our responsibility is to educate and prepare tomorrow's workforce for challenging yet rewarding careers in the natural gas industry. EQT is proud to help provide guidance to students on the impacts of the Marcellus Shale."

~David Porges, Chairman, President, and CEO

About EQT Corporation

EQT Corporation is one of the largest natural gas producers in the Appalachian Basin. Headquartered in Pittsburgh for more than 120 years, EQT produces safe, clean-burning natural gas using innovative and environmentally-friendly drilling techniques. Through our midstream activities, we are fulfilling a need for safer, more technologically-advanced energy infrastructure by building and operating new pipelines, processing plants, and storage facilities to transport gas from the wellhead to the end users. EQT is committed to meeting the nation's growing demand for clean energy, while continuing to promote safety, provide a rewarding workplace, and enrich the communities where our employees live and work. EQT stands out from the pack with its vision, sound business practices, and environmental conscientiousness.



About EXCO Resources (PA), LLC

A natural gas and oil company engaged in the exploration, exploitation, development and production of onshore natural gas and oil properties. Our operations are focused in certain key natural gas and oil producing regions of the United States including Appalachia. Our primary goal is to build value for our shareholders by enhancing the value of our assets through efficient operations, a high technology drilling program, development of our properties and exploitation of unproved upside. Our Pennsylvania area encompasses 23 of the counties in the state.



Marcellus Shale Coalition



"The responsible development of the Marcellus Shale is the latest chapter in Pennsylvania's rich history in oil and gas production. Ensuring that future generations are provided balanced, science-based information regarding the potential of this energy resource is critical to the long-term sustainability of the industry in the Commonwealth.

Marcellus Shale is working with industry experts, Junior Achievement, in crafting a curriculum that will reinforce the importance of Pennsylvania energy production for years to come."

~Kathryn Z. Klaber, President and Executive Director

About Marcellus Shale Coalition

Founded in 2008, the Marcellus Shale Coalition (MSC) is an organization committed to the responsible development of natural gas from the Marcellus Shale geological formation and the enhancement of the region's economy that can be realized by this dynamic energy source. With nearly 250 member companies representing exploration and production firms and a diverse supply chain, the coalition works with partners across the region to address issues with regulators, local, county, state, and federal government officials, and communities about all aspects of producing clean-burning, job-creating natural gas from the Marcellus Shale. Ray Walker, Sr. Vice President - Environment, Safety & Regulatory Compliance with Range Resources, serves as the MSC's Chairman.



Range Resources

"Pennsylvania's growing energy industry is something from which we can all benefit. The Careers in Energy Program is a great introduction for students to understand the importance of responsible energy development and the leading role we can all play moving forward. Junior Achievement is providing an excellent opportunity for our youth - the future of our industry - to explore the opportunities available in Pennsylvania's energy business."

~John K. Applegath, Range Resources Vice President, Southern Marcellus Shale Division

About Range Resources Corporation

Range Resources Corporation is an independent natural gas company with nearly 30 years of operation in the Appalachian region, and continues to have an important presence in Pennsylvania. In 2004, Range pioneered the development of the Marcellus Shale, which many believe to be among the largest natural gas fields in the world.



Talisman Energy USA



"Talisman Energy USA is excited to be a founding partner in Junior Achievement's new Careers in Energy program. From an educational perspective, this is an outstanding opportunity for our children to begin shaping

their career plans at an early age; and it is especially encouraging to witness, firsthand, the development of America's future energy leaders."

~Rob Broen, President

About Talisman Energy USA, Inc.

Talisman Energy USA Inc. is an upstream oil and gas company with operations strategically located throughout New York, Pennsylvania, and Texas. Talisman Energy USA, headquartered in Pittsburgh, Pennsylvania, is a subsidiary of Talisman Energy Inc., a global, diversified, upstream oil and gas company with headquarters in Calgary, Alberta, Canada. Talisman and its subsidiaries are committed to the health, safety, and security of its employees, contractors, and communities; and works to ensure its operations are carried out safely, in a socially and environmentally responsible manner. Talisman Energy Inc. is included in the Dow Jones Sustainability Index (North America) and its Company shares trade on the Toronto and New York Stock Exchanges as TLM.



XTO Energy



"XTO Energy's Appalachia Division is pleased to be a Founding Partner in Junior Achievement's new Careers in Energy Program in western Pennsylvania. Educating our youth in the important role that natural gas plays in our energy

future, the benefits and challenges of shale gas development in the Pennsylvania region, and the rewarding career opportunities in the field, are all critically important objectives that Junior Achievement is taking on with thoughtfulness and passion. As a result of this program, Pennsylvania's youth will be better prepared to contribute to and lead the natural gas industry in the region. We look forward to working with Junior Achievement's Careers in Energy Program to make this vision a reality."

~Tim Mcllwain, Senior Vice President for Operations

About XTO Energy, Inc.

XTO Energy, a subsidiary of ExxonMobil, is a leading natural gas and oil producer in the U.S. with expertise in developing tight gas, shale gas, coal bed methane and unconventional oil resources. XTO has operations in all major U.S. producing regions, including the Marcellus Shale region. XTO is one of the largest oil and gas leaseholders in Pennsylvania, with significant growth planned over the decade. XTO has a reputation for efficient resource development, environmental stewardship and community involvement, with a particular commitment to building job readiness to meet the requirements of our growing domestic natural gas industry.

Volunteer Spotlight: Ex-mortgage banker, Cliff Stevenson turns teacher and JA supporter

I worked in the business world for over 20 years before I became a teacher. When I decided to change my career and work toward my teaching degree at night, I got involved with Junior Achievement. My experience with JA taught me that I could be a teacher.

I had a great time teaching JA Exploring Economics at Taylor Alderdice in Pittsburgh and at Mt. Alvernia in Millvale. The students were very attentive, well behaved and seemed to like what I taught, which made everything really easy. I find that JA provides hands-on, useful skills not provided in textbooks. I was able to bring my business background in banking, insurance, real estate and manufacturing into the classroom. The students really enjoyed the real world stories and application of the material.

Community support is so vital—and my partnership with the Hampton Rotary and Hal English is the perfect example of community support. I teach in Hampton and brought JA's programs to the school. Although I don't live in Hampton, I secured volunteers from town through Hal English's help. The Hampton Rotary is very active with the Hampton schools through sponsoring scholarships and other things. Hal English was the only person I knew at Rotary since he usually came to the school to speak to the teachers in August and is also involved in the school district's Veterans Day program. I called Hal and he got the Rotary involved to teach the JA programs. It's a perfect example of the community supporting our schools and students through Junior Achievement's programs.

There are so many reasons to volunteer for JA. We all need to give back to society especially if we have been successful in life. I'm a person who likes to "pay it forward". I have been lucky enough to have great parents and was able to go to college and graduate school. Volunteering gives you a feeling of accomplishment, plus it's easy and fun! From my perspective, volunteering couldn't have gone better.



Calling All Volunteers!

Do you love to dedicate your time to helping others? Do you enjoy mentoring students? If so, JA is looking for volunteers to teach programs this fall! No prior teaching experience is necessary; we'll train you and give you all the tools you need to succeed!

Opportunities:

West View Elementary — North Hills School District (5th grade)

Moon Middle School (6th grade) — JA in a Day 11/9/11

Pittsburgh Arlington (K-8) — JA in a Day 11/22/11

Contact Director of Education, Amanda Laichak to sign up! Call at (412) 208-4747, ext.133 or email her at alaichak@jawesternpa.org.

Around the Region

The JA District Leadership Board in Erie County had a busy summer promoting their golf outing on July 25th. The board's advocacy for JA was rewarded, resulting in a very successful event. Held at the prestigious Kahkwa Club, the tournament raised over \$10,000 that will be used to provide JA classroom programs to over 280 students. UPMC Health Plan led the group of eight new businesses in supporting the tournament. Event chair William Hilbert Jr., President of Reddog Industries, thanked the businessmen and women for contributing to the vital work and growth of Junior Achievement locally.

Oil Region District JA Leadership Board, in Venango County, has undertaken JA program growth in the Cranberry Area School District. In late spring of 2011, the success of nine inaugural elementary classroom programs bloomed into plans to provide JA programming for all 35 elementary classrooms in the district's three buildings in the current academic year. The district's superintendent Maria Pappas expressed her encouragement for the expansion citing the value of volunteers bringing real world experiences to her students.

Crawford County embraced Junior Achievement programs to help prepare the next generation of employees and employers. This community steeped in historical manufacturing success is recognized worldwide for its contributions to the tool and dye industry. Exploring career options, understanding the global marketplace, and preparing students to own their economic success make JA programs and the communities' expertise and ambitions a natural fit. The district board has dedicated themselves to raising the funds to meet the school's demands for JA programs by adding a fundraising tool to their efforts. Their 2011 golf tournament netted \$6,580, which will provide JA programs for 186 students.

A Celebration of JA Success and kickoff of the new program year will be held on October 25th hosted by Sharon Regional Health System. The Mercer County District Leadership Board is looking forward to showcasing Junior Achievement programs to the community. Volunteers, donors, and educators will be treated to a reception, recognizing their support of Junior Achievement's work to provide supplemental learning experiences that help young people develop the competence, confidence, and character to make smart academic and economic decisions.

Junior Achievement Night at the Byham featuring Off the Record XI

On Wednesday, October 5th "Junior Achievement Night at the Byham" will feature a special preview performance of "Off the Record" put on by the Pittsburgh Newspaper Guild/CWA and Pittsburgh AFTRA. "Off the Record" is a musical satire, lampooning Pittsburgh politics, personalities and culture, with a special emphasis this year on Marcellus Shale drilling. Each year, "Off the Record" wins the hearts of Pittsburghers, with its cheeky satires and witty dialogues--this show is a must see event! All ticket sales benefit Junior Achievement of Western Pennsylvania.

Cash bar and light hors d'oeuvres served at 6:30pm. Show starts at 8:00pm. To purchase tickets call 412-456-6666 or visit www.pgharts.com.



Pittsburgh Day of Giving

Pittsburghgives.org
a resource of The Pittsburgh Foundation

On Tuesday, October 4th, the Pittsburgh Day of Giving takes place once again. Any donation of \$25 or more made to Junior Achievement on that day, will be matched by the Pittsburgh Foundation. Over \$14,000 was raised for JA programs last year through your generous donations. Please remember to give on October 4th.

Visit PittsburghGives.org for more information.



From Left: Bill Carnahan, Gordon Conn, Ms. Nancy Speicher, Dr. Jeffrey Fuller, Principal Kyra Bobak

On September 22nd, Bill Carnahan, Vice President of External Affairs for Verizon, visited Haine Elementary with Gordon Conn, JA Vice President of District Operations. Dr. Jeffrey Fuller, Assistant Superintendent of K-6 Instruction, and Principal Kyra Bobak welcomed JA and Verizon into Ms. Nancy Speicher's Kindergarten classroom. Verizon gave Junior Achievement \$10,000 towards "Ourselves" Kindergarten programming.



Far Left: Larry Evans with high school students, Mr. Galiyas and Gordon Conn

Also on September 22nd, Gordon Conn visited Mr. Nathan Galiyas' Montour High School accounting class with AT&T Vice President and General Manager, Larry Evans. AT&T recently donated \$10,000 to the JA Titan Business Challenge program, which is an online business simulation competition. Mr. Galiyas' students participated in the JA Titan Business Challenge last year and are excited to compete again this school year.

Junior Achievement

Spirit of Enterprise

Dinner & Awards Ceremony

Presented by



Bayer

LANXESS
Energizing Chemistry

The 24th Annual Spirit of Enterprise Dinner and Awards Ceremony will be held on Wednesday, November 9, 2011 at the Fairmont Pittsburgh. A cocktail reception and silent auction will begin at 5:30 p.m., with dinner and the awards ceremony kicking off at 6:30 p.m. James Chrise, Vice President of Bayer MaterialScience will serve as Dinner Chairman, and Rick Dayton of KDKA TV will emcee. This year's honorees are:

Business Hall of Fame Laureate: Dr. Richard L. White, Retired, Bayer Corporation

Fred Rogers Good Neighbor Award: Robert Fragasso, CFP, Chairman & CEO, Fragasso Financial Advisors

Entrepreneur of the Year: Randall S. Dearth, President and Chief Executive Officer, LANXESS

Impact Company of the Year: People's Natural Gas Company

Distinguished Alumni of the Year: Chancellor Mark Nordenberg, University of Pittsburgh

The honorees have exhibited strong leadership, an entrepreneurial spirit, adhere to a high level of ethical principles and have made a significant impact in the Pittsburgh community.

Sponsorships and tickets are available (tables of 10) at the following levels of support:

Platinum—\$7,000

Gold—\$5,000

Silver—\$3,500

Bronze—\$2,500

Individual Ticket—\$300

For more information, please contact Kristin Winkowski at 412-208-4747, ext. 110.

Golden Ticket Winner Announced!



The 2011 Golden Ticket Raffle winner is David Jones of Upper St. Clair, pictured on the right with JA President Dennis Gilfoyle. His ticket was hand-drawn live on September 1 after the 7pm Big Four Lottery number landed on an unsold ticket. Mr. Jones plans to give the tickets a second life by including them in auction packages to raise funds for the Greene County Memorial Hospital Foundation. With 1,429 Golden Tickets sold, over \$60,000 was raised for Junior Achievement's educational programming.