

SECTION 03

ABOUT US

PROFESSIONAL COLLABORATIONS THAT YIELD EFFECTIVE RESULTS



A WELL-OILED MACHINE

Demand More Than The Sum of Simple Parts

CS Lewis wrote: “Two heads are better than one, not because either is infallible, but because they are unlikely to go wrong in the same direction.”

By utilizing a team of professionals who continue to practice in their respective fields, your project will be developed by up-to-date experts

contributing their varied insights toward a common goal. Rather than depending on several independent contractors to perform individual tasks, PA Factorem can offer collaborative, industry-specific expertise under the cohesive umbrella of a project manager to deliver a comprehensive and lucid final product.

WHAT ARE THE BENEFITS OF COLLABORATION?

- Organizations collaborate internally to compete externally.
- Decisions are faster, of higher quality and customer-driven.
- Decisions are made on the basis of principle rather than power or personality, resulting in greater buy-in and impact.
- Cycle time is substantially reduced and non-value-adding work eliminated.
- The productive capacity of the workforce doubles.
- Strategic alliances succeed, while building trust and producing extraordinary results.
- Return on investment increases dramatically.
- Span of control increases substantially.
- The workforce takes on full responsibility for the success of the enterprise.
- Conflict is reduced as work relationships open up and build trust.
- The fear is gone — change is seen as a positive opportunity.

-Adapted from *Transforming the Way We Work: The Power of the Collaborative Workplace* by Edward M. Marshall.

Effective communication is a creative process combining a variety of disciplines. To be creative requires divergent thinking (generating many unique ideas) and then convergent thinking (combining those ideas into the best result).

Multidisciplinary teams ensure that diverse members are all being heard and understood, providing a solid base on which change can be built and communicated. The practice of immersive journalism (or active participation) builds trust, enhances personal knowledge, cultivates growth from new experiences, and develops better interpersonal communication skills. Networking is about connecting with people, building and nurturing relationships, sharing information, and pooling resources.

WRITER, EDUCATOR, DESIGNER

Meet the Creative Director & Project Manager



CATHI GERHARD is a professor of English at Penn State and Seton Hill Universities and Westmoreland County Community College. She teaches freshman composition, research, technical and business writing — all from a perspective formed over 25 years in professional media. As an experienced, immersive journalist, a keystone of her career has been context ... finding and communicating connections between researched material and the “real world” so its practical applications were both clear and engaging to readers and students.

A Foundation Scholar, Cathi earned her bachelor’s in Journalism and master’s in English Literature & Criticism at Indiana University of Pennsylvania before working as a Communications Director in nonprofit and corporate marketing/public relations in North Carolina before launching her own independent local magazine, the *Laurel Mountain Post*, in 2004.

During its eleven-year tenure, she developed this community publication into an original, cultural brand throughout the region by

working exclusively with local, amateur writers (ages 18-80) who had varied skill sets and educational backgrounds, but were experienced in an array of technical fields with unique stories to tell. As editor, each issue was built upon an emergent curriculum as the writers cultivated their voices and honed their composition skills with me. Using evolving media technologies as well as one-to-one and group workshops, her columnists and contributors assembled an impressive portfolio of scholarly, journalistic and creative work through the *Laurel Mountain Post* . . . named the “Voice of Pennsylvania” by the BBC News in October 2006 and the “Official Magazine of the Greater Latrobe-Laurel Valley Community Chamber of Commerce” in 2014.

For Cathi, her career is a journey not just in publishing and entrepreneurship, but in education, creativity, and the building of partnerships — a success that comes from the enthusiasm and ownership of an idea with the flexibility to adapt to outcomes, both anticipated and unexpected, generated by the marketplace as well as the community.

SOME OF OUR COLLABORATIVE TEAM MEMBERS

Depend on Industry Expertise



ERIC PENSENSTADLER: Eric started his career as a camera operator for national and international touring artists such as David Copperfield, Lynyrd Skynyrd, Brooks n Dunn and others. In 2002 he established Video Horizons in Pittsburgh as a full-service video production company combining his experiences which encompass 5 continents and over 30 countries. Eric is a graduate of Saint Vincent College in Latrobe, PA where he was the first student in the college's history to submit a video documentary as part of his senior thesis.

MICHAEL BROGLIO: A mechanical engineer and Penn State alumnus, Michael brings over 20 years of advanced manufacturing design and documentation experience through his work with GE Grid and GE Transportation, among others.

ELIZABETH SRSIC: A museums educator, she specializes in developing hands-on programming and learning opportunities that merge STEAM with creative approaches to develop engaging learning systems for all ages. A graduate of the University of Texas and Indiana University of PA, Elizabeth has provided educational solutions for organizations such as Girls Scouts, YMCA, and the UT Charter School in Waco, TX.

MEGAN FULLER: Ms. Fuller is a professional anthropologist with over 25 years of experience working in cultural resource management and social research: includes involvement in all phases of archaeological research; tribal consultation; development of historic contexts; development of cultural resources management plans; and contribution to environmental documents. Projects have been undertaken to assure compliance with Section 106 and 110 of the National Historic Preservation Act, NEPA, ARPA, and various Army, federal agency-specific, state, local, and tribal regulations.

PROFESSIONAL LINGUISTS: Many trades require training opportunities in Spanish and other languages. We provide expert translations that address cultural backgrounds and dialects.

CYBER SECURITY EXPERTS: To ensure that your cloud-based and intranet learning systems guarantee the safety of your intellectual properties, our team utilizes top professionals from government, finance, and other industries.

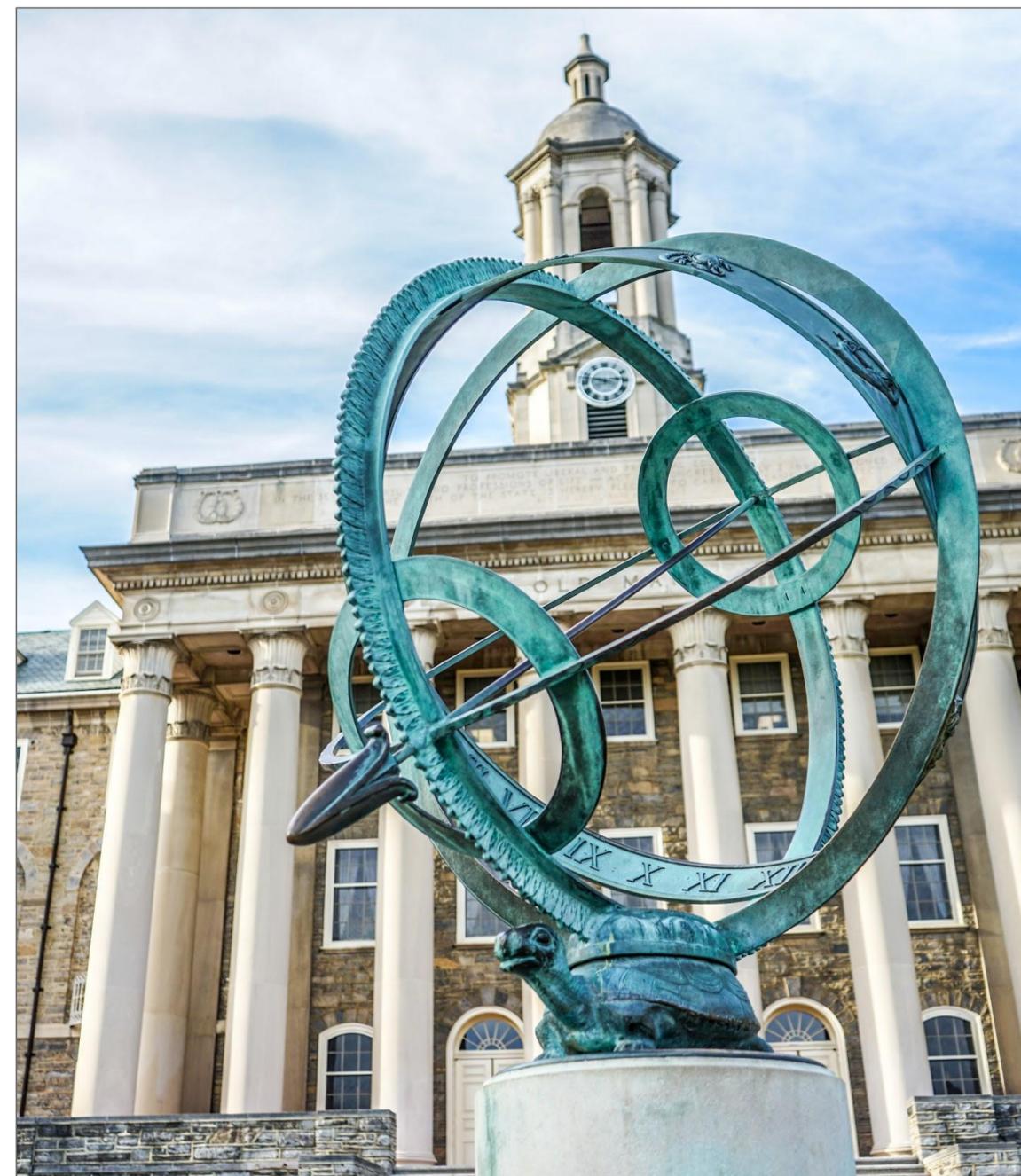
EDUCATION PARTNERS

Stay at the Forefront

We work with some of the best institutions as instructors, consultants, and researchers to stay on top of our field . . .

PENN STATE UNIVERSITY: As Pennsylvania's only land-grant university, Penn State has a broad mission of teaching, research, and public service. At Penn State, we recognize that great minds need support. Invent Penn State is a Commonwealth-wide set of initiatives and investments that will drive economic development, a culture of entrepreneurship, and student career success. Our aim is to accelerate the transfer of new ideas into useful products and build a stronger entrepreneurial ecosystem around our campuses.

WESTMORELAND COUNTY COMMUNITY COLLEGE: Welcome to the New Industrial Revolution bolstering Westmoreland County Community College (WCCC) Advanced Technology Center – where waves of technologies and ideas are creating computer-driven manufacturing environments that bear little resemblance to the gritty and grimy shop floors of the past. This revolution is beginning to shatter long-standing business models, upend global trade patterns and revive American industry.



Nationally, it means a swath of new tools to build smarter, leaner factories and explore innovative new products, materials and techniques that weren't possible before with resurgence in manufacturing employment. Regionally, and almost certainly in Westmoreland, it means training for jobs in a new way.

EASTERN WESTMORELAND CAREER & TECHNICAL CENTER: The Eastern Westmoreland Career and Technology Center is a part-time career and technology center located in Latrobe, Westmoreland County. The CTC serves over 575 students from three public school districts: Greater Latrobe, Derry Area and Ligonier Valley. EWCTC offers 16 programs in one of five career pathways – Automotive, Construction, Communications and Information Technology, Manufacturing and Services. Students can obtain nationally recognized certification in 13 of our 16 programs.

At EWCTC we believe that high levels of both academic knowledge and technical skills are vital to student achievement. As educators, it is our priority to create opportunities for students and provide the support needed for success. Effective interpersonal skills are essential to success in all aspects of life. It is our belief that the responsibility for improving student achievement is shared by students and teachers and is actively supported by parents and the business community. It is our goal to focus on rigor, relevance and relationships.

CARNEGIE MELLON UNIVERSITY: The Open Learning Initiative (OLI) is a grant-funded group at Carnegie Mellon University, offering innovative online courses to anyone who wants to learn or teach. Our aim is to create high-quality courses and contribute original research to improve learning and transform higher education.