When people at the Natural Products Expo West in California last month mentioned that GCC Student Harrison Fox designed the label for Fogbuster Ale that we'll be on display with other beer-trade college products at the trade show, not many college students got the opportunity to help launch a new product, design its label and create magazine advertising. But for Harrison Fox, it's all in a day's work at his internship with Pierro Brothers Coffee Roasters in Greenfield. Fox is a new Pierro Brothers product — a trade certified, organic ale that Paper City Brewery in Holyoke brews using Pierro Brothers’ signature coffee roaster.

Fox’s work at Pierro Brothers includes designing private labels and print advertising, production, and coffee roasting. An ad he is currently creating will appear in Private Label Buyer magazine, a publication with an international distribution.

Fox’s path from Shrewsbury Elementary School in Turners Falls to a Pierro Brothers internship took him many places, including four years at Sarah Thorp School High School in Northfield, Mount Hermon, and a semester at Westfield State College to get him up to speed in an introductory business-class course from Kathy Warren of Greenfield Community College that he found because after his internship, marketing.

“Harrison is currently in his last semester at GCC and this fall he will transfer to the hoisting School of Management at the University of Massachusetts, Amherst. There he’ll pursue a bachelor in marketing. Harrison is excited by all that he’s learning and experiencing in his internship. He said, ‘I am in love with that field to the extent that I’m considering possibly going into business and developing an incredible portfolio.’”

Harrison isn’t the only one excited about his accomplishments. Kathy Warren, Assistant Professor of Business/Marketing, said, “Harrison has demonstrated an entrepreneurial spirit; sound strategic insights, and helpful personal communication skills since his arrival at GCC. Seeing him apply these skills to developing a new product for a valuable local business is very exciting. Last semester, through his class work in Principles of Marketing, Harrison gained experience working on an actual marketing plan for a local business. Recently, he came to us advertising class as our ‘client’ and the students felt the same way. We are assisting him with print advertising development for Panic Brains. Mr. Fox says that we are truly impressed by Harrison’s a ridiculous understatement.”

Harrison’s personal motto came from his technical instructor at the Fine Guard who said, “Get out there and do it!” He knows you can’t just sit around, waiting for things to happen. He believes that if you want something, you have to take it. Harrison’s internship with Pierro Brothers is just one way he’s taking every opportunity he gets, and he said it’s the best thing he could have done. At Pierro Brothers, he’s learning more than just a new product, he’s launching himself into the world of business and marketing. For more information about the Business & Information Technology Department, visit www.gcc.mass.edu/education/business/ or contact Tom Simmons, Department Chair, 413-775-1442 or tom.simmons@gcc.mass.edu.

TV to a Degree

By Natalia Muñoz

There are hundreds of compelling videos archived at Greenfield Community College that education and students can access by VHS/DVD format or download from the college’s media server for free or in an on-line & face.

The last class growing each semester thanks to the college’s site-of-the- year animation initiative is an on-line [civic. 2]

"These programs are primarily for students enrolled in the courses and who are placed in the Library on Tuesdays for these students. Sometimes these recordings are edited down for distribution on cable as a sample of GCC classes and learning.” Longe’s is job is ever changing, adapting to current situations. "Some days I do equipment specification, system-design, or user interface work," he said. "Other days I do media production work, shooting and editing videos, designing graphics, animations, or photography. Everyday, I don’t say two days are the same and I am constantly challenged and learning new things today." Longe’s other passion is sitting in the director’s chair to make his film project the best it can be. “I don’t want to teach bad TV.” So, what’s on TV at Greenfield Community College? Checking in with vice president of ESPN.com, Rick King, will talk about “Sports and Sports” (March 29) at noon on the Main Campus for those who can fit them. For those who can’t, it will be available on video.

According to the United States Distance Learning Association, online learning is an instructive as being in the classroom. More than 50 million people nationwide take advantage of online classes to further their careers and attain a college degree.

For the growing number of students who see the computer as their window into academia, GCC’s video make it a reality for those students who can’t make it to class. Our online courses are affordable and can be submitted by parents, early childhood professionals or other community members at any time of the year.

For more information and to download a nomination form, visit the Education Department website at gcc.mass.edu/degrees or call Emily at (413) 775-2180.

Harrison Fox Helps Brew a New Product

By Mary McCloskey 92

For more information about the Leading Online Sports Destination and the leading online sports destination and its network of editorial offices and its network of editorial offices and its network of editorial offices.

Call (413) 775-1438 ANYTIME TO REGISTER.

Upcoming Events:

Thursday, March 26

4:30 p.m., Practical Nursing Certificate Program Information Session

A Mental Health Concern, Building 201
Contact (413) 775-1426.

5:30 p.m., DONUS at the GCC Annual Awards meeting

Downtown Center Campus.
Contact (413) 775-1426 for more information.

Monday, March 30

11 Noon, Gallery Talk featuring Peter Scott

Gibbs through April 4, South Art Gallery North Campus.

Award to be Given for Outstanding Service to Young Children in Franklin County

The Franklin County Collaboration for Children and Greenfield Community College are seeking nominations for the Abigail Adams Eliot Award for 2009. We have expanded our goal this year and are looking for two different nominations: one for educators and one for administrators/community leaders. This year’s award seeks to recognize an individual working directly with children ages 0-5 in the field of early childhood education who has made an exemplary contribution to young children and their families in Franklin County and the surrounding area. Nominations are due in March.

For more information and to download a nomination form, visit the Education Department website at gcc.mass.edu/degrees or call Emily at (413) 775-2180.

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