

News Article

3/25/2008 Princess Tours Offers Students College Credit for Learning to Drive
Commercial Driver Training Program Prepares Students for Alaska Summer Jobs

FAIRBANKS, Alaska (March 25, 2008) - Every year Princess Tours offers students an opportunity to prepare for summer jobs in Alaska by completing a Commercial Driver Training Program that qualifies them to guide visitors throughout the state in the company's deluxe motorcoaches. This year, a new benefit also gives them college credit through the University of Alaska Fairbanks for completing the program, which can be transferred to schools nationwide.

Beginning this spring, the employees participating in the training program will qualify to receive three credits for ABUS 267, Transportation and Logistics management, a course in the Applied Business Department from the University of Alaska Fairbanks (UAF). Princess is the first tour company in Alaska where students can earn university credits by completing the commercial driver training program.

Program students prepare to become Princess Driver-Guides who provide tours for visitors on various routes throughout Alaska during the company's Alaska summer season which begins May 4, 2008. Driver guides often also provide narrative information to guests to give them more appreciation of the state's many attractions. They also learn basic maintenance and mechanical duties.

"We're so pleased that The University of Alaska Fairbanks has recognized the high quality of our driver training programs by deeming them worthy of college credits," said Bruce Bustamante, Princess' vice president of community and public affairs. "And we're very proud to be the state's first tour company to offer college credit for such a program. This new element gives students an additional benefit as they train to become Princess Tours Driver-Guides, and it further demonstrates our commitment to the excellence of this program."

Employees enrolled in any Princess Commercial Driver Training Programs can register for the class. Students are eligible to receive three credits from UAF, a nationally accredited university, plus other UAF benefits. The credits are fully transferable, giving students who attend other universities the opportunity to benefit from the program.

Professor Charlie Dexter, coordinator of the department which houses UAF's Tourism Certificate and AAS Degree, said, "We are excited to partner with Princess Tours. They are an outstanding and valued corporation, which employs many of our graduates."

Over the past 15 years the Princess Tours Commercial Driver Training program has grown from a small training program to a state-of-the-art school that includes a Web-based manual covering everything from vehicle inspections to safe driving and technical trouble shooting of a motorcoach. Training programs are offered throughout Alaska as well as in Rexburg, ID, Provo, UT, and Bellingham, WA. Classroom instruction for new drivers includes presentations and training videos all developed and produced by the Princess Tours Driver Safety and Training Department. Achieving the ability to offer credit through UAF reinforces the strong reputation that the Princess Tours Commercial Driver Training program has established within the Alaska transportation community.

To learn more about the Commercial Driver Training program and Princess Tours careers in Alaska, visit PrincessJobs.com.

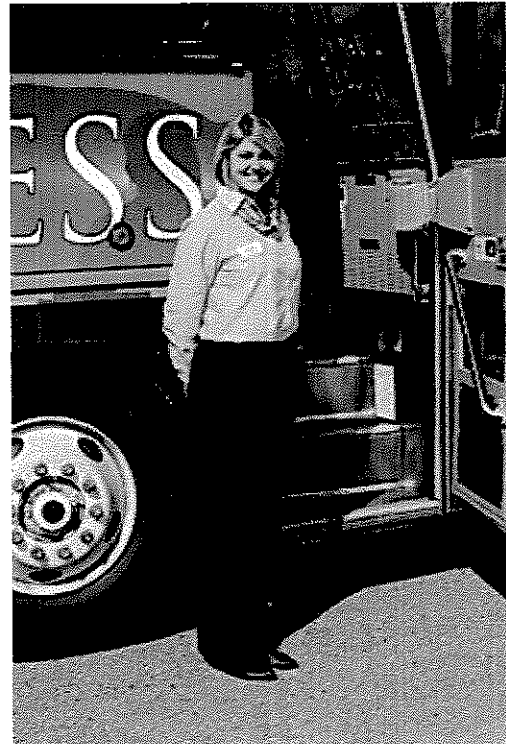
Transportation and Guest Services

Having a summer job in Alaska at one of our transportation and guest services divisions offers many new and exciting opportunities. At any time, you may go to our on-line application to apply for the summer position that best fits your experience level and qualifications. The on-line application is easy to fill out and immediately directs your application to the correct hiring manager.

Click here to view all open transportation and guest services positions.

Attention Alaska Driver-Guide Applicants!

In order to prepare for the Alaska summer season, Holland America-Princess conducts training programs to help new employees obtain their commercial drivers license if it's a condition of their employment. Most training programs begin in February and conclude by the end of April. Training consists of 4 to 6 hours of individual training per week, in addition to classroom sessions on select Saturdays. Training programs are offered in various locations. If there is sufficient interest in a certain city or town, Holland America-Princess may consider conducting a training class at a new location.



Earn College Credit

Employees who are enrolled in Holland America-Princess' Commercial Driver Training Program in Alaska and out of state can register with the University of Alaska Summer Sessions program to receive 3 credits for ABUS 267, Transportation and Logistics Management, a course in the Applied Business Department from the University of Alaska Fairbanks. This is the first tour company in Alaska where students can earn university credits by completing the commercial driver training program. The credits are fully transferable. Contact your hiring manager for registration information.

Visit UAF Summer Sessions to learn more. For a course description, see ABUS 267 in the UAF Course Catalog.



Earn college credit along with your CDL.

For details see course description for ABUS 267.

<http://www.alaskatourjobs.com/tour-division-jobs/transportation-and-guest-services/>

APPLIED BUSINESS (ABUS)

ABUS F230 Applied Intermediate Accounting
3 Credits Offered Spring
Review of accounting principles with emphasis on working capital, plant assets, intangible assets and financial statement presentation. Current accounting pronouncements. (3+0)

ABUS F231 Introduction to Personnel
1-3 Credits Offered As Demand Warrants
Company organizational structure, job analysis, staffing and organization, employee growth and development, employee supervision and developing leadership skills. May be offered in three one credit modules. (1-3+0)

ABUS F232 Contemporary Management Issues
3 Credits Offered Fall
Management functions, including planning, organizing, staffing, directing and controlling, human aspects of management, and decision making. *Prerequisites: BA F151 or permission of instructor.* (3+0)

ABUS F233 Financial Management
3 Credits Offered Spring
Internal financial controls, fraud, and internal audit. *Recommended: Completion of BA F151; ABUS F101 or ACCT F261.* (3+0)

ABUS F234 Introduction to Investing
3 Credits Offered Fall
An in-depth study of investment for personal use. The overall investment environment is described and conceptual tools needed by investors are presented. Popular investment vehicles such as common stocks, bonds, preferred stocks, convertible securities, and mutual funds are addressed. *Recommended: ABUS F161.* (3+0)

ABUS F235 Fund Accounting for Non-Profits
3 Credits Offered Fall
Accounting for nonprofit organizations, governmental units, health care providers, voluntary health and welfare organizations, public schools, colleges, universities and other organizations using fund accounting. *Prerequisites: ABUS F101.* (3+0)

ABUS F241 Applied Business Law I
3 Credits Offered Fall
Legal aspects of business problems. Principles, institutions and administration of law in contracts, agency, employment, personal sales and property ownership. Also available via Independent Learning. *Prerequisites: BA F151.* (3+0)

ABUS F242 Employment Law
3 Credits Offered As Demand Warrants
Labor and employment law with emphasis on case analysis. *Recommended: BA F151.* (3+0)

ABUS F255 Marketing in Tourism
3 Credits Offered As Demand Warrants
Basic principles of marketing for the tourism industry. Emphasis on Alaska as the tourist destination. (3+0)

ABUS F256 Small Hotel, Bed and Breakfast, and Lodge Operations
1-3 Credits Offered As Demand Warrants
Introduction to hospitality industry focusing on the development and operation of small hotels, bed and breakfast accommodations, and lodge operations. May be offered in three 1 credit modules. (1-3+0)

ABUS F260 Marketing Practices
3 Credits
Designed to give students a real-world view of basic marketing principles and practices. Emphasizes planning strategy and application of marketing concepts in analysis of case studies. Examines nature of marketing and its environment, selecting target markets and developing a market mix: product, price, promotion and distribution. (3+0)

ABUS F263 Public Relations
3 Credits Offered Spring
Public relations is image making, repairing and promoting. PR involves promotion, selling, advertising and creating public, corporate, government, church and other institutional images. Public relations professionals need skills in psychology, writing, mass media theory, image construction, persuasion and audience analysis. Introduces public relations and the role it plays in our world and society. *Recommended: BA F151.* (3+0)

ABUS F264 Filing/Records Management
3 Credits Offered As Demand Warrants
Instruction in basic alphabetic storage with filing rules and cross-referencing and procedures for retrieving records manually. Includes adaptations of the alphabetic storage method including geographic, numeric and subject; storing and retrieving special records (card files, visible records, microrecords); organization and operation of records management programs and control of records systems. (3+0)

ABUS F265 Seminar in Applied Marketing
3 Credits Offered Spring
Analysis of the managerial relevance of current issues in marketing as found in the professional and/or popular marketing literature. A historical perspective will be provided through classic readings from the literature. Students will be expected to read, analyze and discuss assigned readings in a seminar atmosphere with a view toward understanding the rationale of applied marketing management practices such as theory, marketing mix and ethics. The relation and role of marketing, relative to other functional areas of the firm, will be explored. *Prerequisites: ABUS F260 or permission of instructor.* (3+0)

ABUS F267 Transportation and Logistics Management
1-3 Credits Offered As Demand Warrants
Understanding of issues and challenges concerning structure and management of air, sea, rail and highway transportation systems. Emphasis on effective management of the transporting of people and goods intra-Alaska and to destinations that are served from Alaska. *Prerequisites: ABUS F158 or permission of instructor.* (1-3+0)

ABUS F269 Food and Beverage Management
1-3 Credits Offered As Demand Warrants
Development of a successful food and beverage system from its inception to operation. Menu planning, purchasing, preparation, service and food/beverage cost control. *Prerequisites: ABUS F158 or permission of instructor.* (1-3+0)

ABUS F271 Business Communications
3 Credits Offered As Demand Warrants
Composition and evaluation of various kinds of common communications between a business person and associates, customers and dealers. Included are interoffice memos, letters, reports and oral communications. *Prerequisites: ABUS F170 or permission of instructor.* (3+0)

ABUS F272 Small Business Planning
3 Credits Offered Spring
Elements of small business planning processes including the components of a written business plan. (3+0)

ABUS F273 Managing A Small Business
3 Credits Offered Spring
Entrepreneurship and management, starting a new business, buying an existing business or franchise. Managing, marketing, staffing, financing, budgeting, pricing, operational analysis and controls. (3+0)

ABUS F274 E-commerce
1-3 Credits Offered Fall
Exploration of trends in Internet commerce. Analysis of the elements needed to build and manage a successful e-commerce business. Website planning and creation include information design, navigation design and site presentation. *Recommended: ABUS F273, BA F151 and CIOS F150.* (1-3+0)

COURSES

Jayne,

Please find attached a pdf with the catalog description for ABUS F267, the news article from 2008 and the webpage you showed me from the Princess page. Caty found another Princess page that refers to the class:

<http://www.alaskatourjobs.com/tour-division-jobs/transportation-and-guest-services/fairbanks/>

which also contains the UAF logo.

-Lillian