THE DAILY CLIPS

April 13, 2011

News, commentary, and opinion
compiled by the East Carolina University News Bureau from:

The Greenville Daily Reflector
The Raleigh News & Observer
   The New York Times
   The Wall Street Journal
   USA Today
   The Charlotte Observer
   The Fayetteville Observer
The Greensboro News & Record
   Newsweek
   U.S. News & World Report
   Business Week
   Time

East Carolina University News Bureau
E-mail to durhamj@ecu.edu Web site at http://www.news.ecu.edu
252-328-6481
Funding for East Carolina University's School of Dental Medicine is in the House's education budget released Tuesday.

The university is seeking $5 million in the next two years to finish the accreditation process for the dental school and to hire remaining faculty.

Legislative staff last month presented the Appropriations Subcommittee on Education with 32 options for cutting university system spending.

The House is proposing a $2.4 billion budget for the University of North Carolina system, nearly $218 million less than the governor's $2.6 billion proposal.

The House is proposing a $7.2 billion budget for the state's public schools, $343 million less than the governor's nearly $7.6 billion proposal.

The House budget proposal cuts K-12 education by 8.8 percent, a bit more than half the 15 percent cut Pitt County Schools officials were bracing for in the district's proposed reduction in force plan released April 4, which would cut about 295 total positions.
GOP budget slices state jobs
BY LYNN BONNER AND JANE STANCILL - Staff writers

Budget proposals presented Tuesday offered a view of how Republicans plan to reshape government: fewer state employees, potentially larger class sizes in middle and high schools, and fewer social services.

House budget writers propose to cut the UNC system budget by 15.5 percent, eliminate hundreds of jobs in state agencies, raise court fees and make ferry passengers pay to ride.

The full extent of the House reductions is not known because decisions about statewide issues such as employee salaries, the state pension plan and building repairs are still to be made. House Speaker Thom Tillis said the House budget will include a cut to the corporate income tax rate, as did Democratic Gov. Bev Perdue's.

But the proposals bring into focus a new era of fiscal austerity as the House works to fill a budget hole estimated at $1.9 billion to $2.6 billion.

"We wanted to do the best we could to continue to provide core services," said Rep. Jeff Barnhart of Cabarrus County, a chief budget writer. They aimed to keep teachers in the classroom, continue health services, and provide for the justice system, he said.

Democrats said the cuts were far too deep.

House Minority Leader Joe Hackney said the proposed cuts are devastating to every area of state government.

"I think this is a terrible, terrible budget," he said.

House members working on the budget will discuss the proposals for the next few weeks, with a full House vote near the end of this month. The proposal then moves to the Senate, which will have its own proposal.
The House proposal cuts about 10 percent, or about $1.2 billion, from education. Education spending accounts for about 60 percent of the state budget.

State universities would absorb a 15.5 percent cut, elementary and secondary education an 8.5 percent reduction, and community colleges 10 percent.

UNC President Tom Ross said the system cuts "could not be absorbed without inflicting irreparable damage to our academic quality and reputation."

Ross said the reductions would mean eliminating 3,200 faculty and staff positions across the university system and narrowing available courses. Senate budget writers will likely seek smaller university cuts.

**Cuts to K-12 education**
The House budget fully funds the enrollment for the K-12 system. Perdue proposed to pay less per student, and push some of the expense onto local districts, but House budget writers decided not to go along with that idea. But school district administrators would have to find $347 million in savings on their own.

Under the proposal, the state would pay for fewer teacher assistants, assistant principals, and classroom supplies. Looking at proposed cuts to counselors, media specialists, administrators and teacher assistants, state Superintendent of Public Instruction June Atkinson was struck by how many fewer adults would be working in schools.

The reductions that districts will have to find on their own, coupled with a prohibition on increasing class sizes in grades K-3 make it likely that classes in middle and high schools will grow, Atkinson said.

"It's almost as if we're putting public education in the reverse gear rather than putting public education into drive where we can continue to really make progress," she said.

The House proposal also would slash budgets for courts, public safety and prisons by about 10 percent, while making sweeping changes to how the agencies are organized.
Slashing state jobs

It cuts hundreds of jobs from the Department of Environment and Natural Resources and proposes to cut about 11 percent from the state health and human services budget. But it keeps all hospitals and other facilities open.

"We wanted to preserve core services and direct services to patients," said Rep. Nelson Dollar, a Cary Republican.

The proposal would eliminate 372 jobs, most of them vacant positions and squeeze about $80 million in savings from Community Care of North Carolina, a program that coordinates treatment for Medicaid patients.

Providers are working closely with the state to reduce costs, Dollar said.

In February, Perdue presented a $19.9 billion budget plan that would eliminate thousands of state jobs and dozens of programs, but would avoid cutting any state-paid K-12 teachers and teacher assistants by keeping a portion of the temporary sales tax due to expire this year. Republicans who control the legislature criticized Perdue for wanting to hold on to the temporary tax.

Staff writers Bruce Siceloff and Michael Biesecker contributed to this report.
lynn.bonner@newsobserver.com or 919-829-4821
UNC leaders see dire harm
BY JANE STANCILL AND JAY PRICE - Staff writers

UNC campus leaders reacted strongly to the budget proposal Tuesday, saying cuts above 15 percent would deal a severe blow to the quality of education for 222,000 students in North Carolina.

N.C. State Chancellor Randy Woodson said such a cut would do permanent damage, costing 550 to 700 jobs, including up to 200 faculty positions on his campus. "There's no way to cut that much and keep the academic strength of the institution the same," he said.

It also would increase the time it takes to graduate, boosting the number of students in practically every class section taught and reducing the number of sections, he said.

"This would be a large and dramatic change for the entire university system, and it would be just devastating to manage," Woodson said. "I know that cuts are necessary and they have to deal with the problems with the state budget, but this level of cutting would do permanent damage and be difficult for us to recover from."

Universities are prepared to shoulder North Carolina's budget woes, UNC-Chapel Hill Chancellor Holden Thorp said, but the UNC system cut proposed by House budget writers is disproportionate.

"At Carolina, state dollars primarily support undergraduate instruction, so absorbing permanent cuts of this magnitude - more than $75 million - would mean long-term damage to how faculty can teach students," Thorp said in a statement. "The cuts would also require reducing the number of course sections we can offer and increasing the size of classes for our students."

Though House budget writers say the UNC cut totals 15.5 percent, the reduction is actually more like 17.4 percent, UNC officials insist, if proposed financial aid cuts and other line items are added. That percentage figure does not take into account revenue from tuition; UNC system leaders have proposed tuition increases averaging 6.8 percent across the system.
Community college leaders were still analyzing the documents Tuesday but said they were pleased that House budget writers included money to accommodate more students. The overall cut to community colleges would be 10 percent.

"Of course, 10 percent is going to come with some amount of pain," said Linda Weiner, a vice president with the community college system.

jane.stancill@newsobserver.com or 919-829-4559
Where the House would make some cuts

Below is a sample of the cuts and other proposed changes in the budget presented by House Republicans on Tuesday

**Public schools**

- Funds teacher assistants only in kindergarten and first grade classrooms: $259 million reduction
- Support staff: $59 million reduction
- Services for at-risk children: $30 million reduction
- Principals and assistant principals: $25 million reduction
- Merges More at Four preschool program with Smart Start program: $16 million reduction
- Central office administrators: $11 million reduction

**Community colleges**

- Provides $34 million in enrollment growth funding, but requires colleges to cut a total of $44 million
- Raises tuition by $10 per credit hour
- Changes funding formula for some degree programs: $23 million reduction

**UNC system**

- Provides $47 million in enrollment growth funding, but requires universities to cut a total of $469 million
- Eliminates subsidy to UNC Hospitals: $44 million reduction
- Center for Public Television: $12 million reduction
- Tuition remissions for graduate students: $9 million reduction
- In-state tuition rates for out-of-state students on scholarship: $6 million reduction
- Limits students to nine semesters of state need-based financial aid starting in 2012-13
Private colleges
• 10 percent reduction to grant program for students who go private colleges: $10 million reduction

Public safety
• Combines the Department of Crime Control and Public Safety, the Department of Juvenile Justice and Delinquency Prevention, and the Department of Correction into one agency called the Department of Public Safety: saving $2.2 million a year
• Removes the N.C. Crime Lab from the oversight of the attorney general and the SBI and makes it part of the new agency
• Cuts $7.8 million and 91 jobs from Department of Justice
• Cuts about $4.9 million and eliminates 70 jobs, including 40 from State Capitol Police, from Crime Control and Public Safety
• Cuts 390 jobs and $39.5 million from the state court system
• Cuts $8.8 million from the program that provides legal assistance to the poor
• Cuts 559 jobs and $93.6 million from state's prison and probation systems
• Cuts 281 jobs and $15.5 million from Juvenile Justice and Delinquency Prevention programs

Transportation
• Collect tolls on ferries that are free now, and charges higher rates on ferries where riders already pay
• Allows local schools to charge new fees for driver education classes, up to $75 per student
• Cuts 53 Highway Patrol jobs that are vacant and 117 more by attrition over the next two years

Environment
• Cuts hundreds of jobs at the Department of Environment and Natural Resources, shrinking or closing regional offices
• Gives no money for the Clean Water Management Trust Fund
• Closes two educational state forests
ECU will conduct survey on city crime
By Kathryn Kennedy
The Daily Reflector
Wednesday, April 13, 2011

Criminal justice experts at East Carolina University are set to launch a survey this summer polling city residents on their perceptions of crime in the community and police service.

The Greenville City Council voted unanimously on Monday to allow Criminal Justice Department Chairman William Bloss and other faculty members to begin the survey in August. Recommended by the city's Special Task Force on Public Safety, it didn't pass without discussion.

“Surveys are great ... but what are the goals and will there be a tangible result?” Councilwoman Marion Blackburn said. Mayor Pro-Tem Bryant Kittrell wondered aloud if the survey would just sit on a shelf or be used to shape policy.

Police Chief William Anderson said it could be a useful tool for his department. Councilwoman Rose Glover pointed to a similar survey conducted three years ago.

Anderson said that public input on police services must be gathered every three years as part of their Commission on Accreditation for Law Enforcement Agencies certification.

Bloss said their version will be larger in scope than those surveys. They look at satisfaction with police services, he said, whereas this survey will focus more on citizens'
view of crime in their community and any fear they could be victimized. Police perception is only one part, Bloss said.

Councilwoman Kandie Smith asked to see a copy of the survey completed three years ago and a summary of policy changes instituted afterward. Anderson said he would provide that information. Glover and Councilman Max Joyner Jr. each were concerned about ensuring all areas of the city be included in the survey. Bloss said researchers would draw information from each of the four community policing areas. They hope to poll 500 citizens.

“We won't miss any part of the city,” he told council members. “When you add all the parts of the city together, you will get a panoramic view.”

Joyner also expressed dismay over questions about safety downtown — posed at the task force's request, Bloss said — because people frequent other commercial districts, too.

Blackburn asked how difficult it would be to ask a question about safety while shopping throughout Greenville and Bloss responded that was possible. He said the final list of questions has not yet been vetted.

The survey will cost the city $11,346 — the cheaper of the two options presented Monday. The options is less expensive because it waits for students to return to campus for the fall semester, thus providing pollsters.

Funding will come from the police department's fund of forfeited assets.

Contact Kathryn Kennedy at kkennedy@reflector.com or 252-329-9566.
Museum acquires Speight painting

By Kelley Kirk
The Daily Reflector
Wednesday, April 13, 2011

The weather Tuesday morning may have been clear and sunny but inside the Greenville Museum of Art a small group of 10 art enthusiasts were preparing for a “Winter Scene.” The museum held a private unveiling of the newly acquired “Winter Scene” painting by Francis Speight that depicts children playing on snow-covered streets in a hilly suburban town.

As the protective crate was carefully pried open by Charlotte Fitz and Ann Whichard, a collective, “Oh, wow,” emerged from those in attendance. Fitz is the museum's executive director and Whichard serves on the Rachel Maxwell Moore Foundation that was responsible for the painting's acquisition.

But the large 40-inch by 42-inch oil painting was still covered in a heavy plastic sheet. The wooden-framed work was carried gingerly to the museum's carpeted floor and placed face down. Brown packing tape was ripped off the plastic sheeting and held away from the painting to ensure none of the adhesive came in contact with the canvas.
With the painting in full view, comments included: “It's more vivid now,” “I love the background,” and “That is just gorgeous.”

“Winter Scene” is considered one of the most important Speight paintings because of its ownership and exhibition history. It was owned by recognized Winston-Salem art collector the late Philip Hanes. The painting also was featured as the cover image of the North Carolina Museum of Art's 1961 retrospective.

The museum will hang “Winter Scene” in the Francis Speight and Sarah Blakeslee Gallery, which honors two of the most prominent artists who lived in North Carolina during the 20th Century. Speight was born in Bertie County and moved to Greenville with his wife, Sarah Blakeslee, in 1961 to serve as the artist-in-residence at East Carolina College.

“It's going to be so inviting in that gallery,” said Barbour Strickland, who was the museum's executive director for 14 years and served as art adviser during the acquisition process.

The 1941 painting was purchased by the museum's Rachel Maxwell Moore Art Foundation, along with anonymous community donations, from Christie's Auction House in New York.

The foundation was established for “the acquisitions and purchases of objects of art for the East Carolina Art Society Inc., or its successors.” Moore was instrumental in organizing the East Carolina Art Society in the 1950s, which was the former name of the museum. The name change occurred in 1986.

Also serving as GMA board managers of the Rachel Maxwell Moore Foundation are Mary-Hannah Taft and Will Corbitt, who were in attendance at the unveiling. Others in attendance included Alice Glennon, Bill Taft, Debi Lee and Dave and Judy Whichard. The Greenville Museum of Art is located at 802, S. Evans St. Admission is free. Call 758-1946.

Contact Kelley Kirk at kkirk@reflector.com or 252-329-9596.
UNC-CH: Assault report was false
BY ERIC FERRERI - Staff Writer

CHAPEL HILL A day after UNC-Chapel Hill Chancellor Holden Thorp labeled a reported assault on a freshman a hate crime, the university announced Tuesday that there had been no attack.

"The Department of Public Safety has determined that the alleged aggravated assault reported to campus last night did not occur," Thorp wrote in a statement released Tuesday evening. "That report, filed with campus police on April 5, was false. The university will not report it as a hate crime."

Now, the university will likely file charges against the student, Quinn Matney, according to university spokesman Mike McFarland.

Matney told police an unidentified, college-age man approached him along the foot bridge near Craige Residence Hall at 3 a.m. April 4 and pressed a hot piece of metal into his wrist.

Matney said the attacker called him an anti-gay slur, a claim that led the university to label the incident a hate crime and report plans to notify the FBI. Matney was besieged with media requests and told his story numerous times.

"It is important to recognize that incidents of harassment do occur," Thorp continued in his statement Tuesday. "When they do, we take them seriously."

Efforts to reach Matney were unsuccessful.

Earlier Tuesday UNC-CH Police Chief Jeff McCracken said the investigation had found no suspects and had just Matney's word to go on.

His father, David Matney, a lawyer in Asheville, told The News & Observer that his son suffered tendon and ligament damage. Quinn Matney was resilient enough, however, that after the attack he went to class to turn in a paper before heading to the emergency room, his father said.

Efforts to reach David Matney and DeLuca on Tuesday evening were unsuccessful.

eric.ferreri@newsobserver.com or 919-932-2008
UNC Health may expand to west
BY ALAN M. WOLF - STAFF WRITER
The UNC Health Care System, which is eager to expand its reach beyond its home base in Chapel Hill, is in discussions with Pardee Hospital in Western North Carolina about a possible partnership.

Details are still being worked out, but a sale of Pardee to UNC Health isn't being considered. Options could include UNC Health taking over management of Pardee and enhancing the hospital's services with its clinical expertise.

Pardee is a 222-bed hospital owned by Henderson County, south of Asheville.

In Western North Carolina, the UNC School of Medicine also is planning regional campuses in Asheville and Charlotte, and a Pardee deal would help broaden UNC Health's footprint in that region.
UNC Arts school gets $6 million grant
The Associated Press
WINSTON-SALEM, N.C. The University of North Carolina School of the Arts is getting a $6 million grant, the largest private gift in school history.

The Winston-Salem Journal reported the grant announced Tuesday from the William R. Kenan Jr. Charitable Trust in Chapel Hill will fund five full scholarships to undergraduate students each year.

School of Arts Chancellor John Mauceri says the scholarships that include tuition, fees and room and board for four years will allow the school to attract the very best students artists from around the world.

The Kenan Excellence Awards have been funded with individual gifts for the past five years.

DNC won't use UNCC rooms
BY JIM MORRILL - Staff Writer
Democratic convention visitors won't be staying in UNC Charlotte dorms.

Will Miller, the acting executive director of Charlotte in 2012, has told UNCC officials that convention organizers don't want to delay the start of the fall semester by almost a month.

"We didn't want them to go through that much trouble on our behalf," Miller said Tuesday. "Particularly in light of the fact that we don't know for sure whether we'll need those rooms."

In response to a request from the Charlotte Regional Visitors Authority, UNCC Chancellor Phil Dubois said last week that the school could offer 1,500 beds for volunteers or visiting security personnel. But doing so would delay the start of the fall 2012 semester by 25 days and cause cancellation of the fall break.

To recoup three weeks of lost revenue, UNCC would have charged up to $500 per bed per night.

The CRVA also has asked two other Charlotte colleges - Johnson C. Smith University and Johnson & Wales University - about the availability of rooms.

A spokeswoman for Johnson C. Smith said the university would try to accommodate any housing needs.

Jim Morrill: 704-358-5059
**UNCW trustees approve three chancellor finalists**

The committee searching for a new UNCW chancellor has narrowed the field to three candidates, according to a statement Tuesday from Wendy Murphy, chairwoman of the search committee, on the university's website. Their names aren't being disclosed.

The school's board of trustees approved the candidates for submission to UNC President Thomas Ross, the statement says.

The three will be invited to meet with Ross and other UNC leaders, and a final candidate will recommended for approval by the UNC Board of Governors.

Final approval and an announcement of the new chancellor should occur in May, Murphy said.

The search for a new chancellor at the University of North Carolina Wilmington began five months ago, after current Chancellor Rosemary DePaolo announced that she will retire in June.

The committee conducted interviews with candidates in March at the UNC Chapel Hill Rizzo Conference Center.

– From staff reports

Copyright © 2011 StarNewsOnline.com — All rights reserved. Restricted use only.
How to Get a Real Education
Forget art history and calculus. Most students need to learn how to run a business, says Scott Adams.

By SCOTT ADAMS

I understand why the top students in America study physics, chemistry, calculus and classic literature. The kids in this brainy group are the future professors, scientists, thinkers and engineers who will propel civilization forward. But why do we make B students sit through these same classes? That's like trying to train your cat to do your taxes—a waste of time and money. Wouldn't it make more sense to teach B students something useful, like entrepreneurship?

I speak from experience because I majored in entrepreneurship at Hartwick College in Oneonta, N.Y. Technically, my major was economics. But the unsung advantage of attending a small college is that you can mold your experience any way you want.

There was a small business on our campus called The Coffee House. It served beer and snacks, and featured live entertainment. It was managed by students, and it was a money-losing mess, subsidized by the college. I thought I could make a difference, so I applied for an opening as the so-called Minister of Finance. I landed the job, thanks to my impressive interviewing skills, my can-do attitude and the fact that everyone else in the solar system had more interesting plans.

The drinking age in those days was 18, and the entire compensation package for the managers of The Coffee House was free beer. That goes a long way toward explaining why the accounting system consisted of seven students trying to remember where all the money went. I thought we could do better. So I proposed to my accounting professor that for three course credits I would build and operate a proper accounting system for the business. And so I did. It was a great experience. Meanwhile, some of my peers were
taking courses in art history so they'd be prepared to remember what art looked like just in case anyone asked.

One day the managers of The Coffee House had a meeting to discuss two topics. First, our Minister of Employment was recommending that we fire a bartender, who happened to be one of my best friends. Second, we needed to choose a leader for our group. On the first question, there was a general consensus that my friend lacked both the will and the potential to master the bartending arts. I reluctantly voted with the majority to fire him.

But when it came to discussing who should be our new leader, I pointed out that my friend—the soon-to-be-fired bartender—was tall, good-looking and so gifted at b.s. that he'd be the perfect leader. By the end of the meeting I had persuaded the group to fire the worst bartender that any of us had ever seen…and ask him if he would consider being our leader. My friend nailed the interview and became our Commissioner. He went on to do a terrific job. That was the year I learned everything I know about management.

At about the same time, this same friend, along with my roommate and me, hatched a plan to become the student managers of our dormitory and to get paid to do it. The idea involved replacing all of the professional staff, including the resident assistant, security guard and even the cleaning crew, with students who would be paid to do the work. We imagined forming a dorm government to manage elections for various jobs, set out penalties for misbehavior and generally take care of business. And we imagined that the three of us, being the visionaries for this scheme, would run the show.

We pitched our entrepreneurial idea to the dean and his staff. To our surprise, the dean said that if we could get a majority of next year's dorm residents to agree to our scheme, the college would back it.

It was a high hurdle, but a loophole made it easier to clear. We only needed a majority of students who said they planned to live in the dorm next year. And we had plenty of friends who were happy to plan just about anything so long as they could later change their minds. That's the year I learned that if there's a loophole, someone's going to drive a truck through it, and the people in the truck will get paid better than the people under it.

The dean required that our first order of business in the fall would be creating a dorm constitution and getting it ratified. That sounded like a nightmare to organize. To save time, I wrote the constitution over the summer and didn't mention it when classes resumed. We held a constitutional convention to collect everyone's input, and I listened to two hours of diverse opinions. At the end of the meeting I volunteered to take on the daunting task of crafting a document that reflected all of the varied and sometimes conflicting opinions that had been aired. I waited a week, made copies of the document that I had written over the summer, presented it to the dorm as their own ideas and watched it get approved in a landslide vote. That was the year I learned everything I know about getting buy-in.
For the next two years my friends and I each had a private room at no cost, a base salary and the experience of managing the dorm. On some nights I also got paid to do overnight security, while also getting paid to clean the laundry room. At the end of my security shift I would go to The Coffee House and balance the books.

My college days were full of entrepreneurial stories of this sort. When my friends and I couldn't get the gym to give us space for our informal games of indoor soccer, we considered our options. The gym's rule was that only organized groups could reserve time. A few days later we took another run at it, but this time we were an organized soccer club, and I was the president. My executive duties included filling out a form to register the club and remembering to bring the ball.

By the time I graduated, I had mastered the strange art of transforming nothing into something. Every good thing that has happened to me as an adult can be traced back to that training. Several years later, I finished my MBA at Berkeley's Haas School of Business. That was the fine-tuning I needed to see the world through an entrepreneur's eyes. If you're having a hard time imagining what an education in entrepreneurship should include, allow me to prime the pump with some lessons I've learned along the way.

Combine Skills. The first thing you should learn in a course on entrepreneurship is how to make yourself valuable. It's unlikely that any average student can develop a world-class skill in one particular area. But it's easy to learn how to do several different things fairly well. I succeeded as a cartoonist with negligible art talent, some basic writing skills, an ordinary sense of humor and a bit of experience in the business world. The "Dilbert" comic is a combination of all four skills. The world has plenty of better artists, smarter writers, funnier humorists and more experienced business people. The rare part is that each of those modest skills is collected in one person. That's how value is created.

Fail Forward. If you're taking risks, and you probably should, you can find yourself failing 90% of the time. The trick is to get paid while you're doing the failing and to use the experience to gain skills that will be useful later. I failed at my first career in banking. I failed at my second career with the phone company. But you'd be surprised at how many of the skills I learned in those careers can be applied to almost any field, including cartooning. Students should be taught that failure is a process, not an obstacle.

Find the Action. In my senior year of college I asked my adviser how I should pursue my goal of being a banker. He told me to figure out where the most innovation in banking was happening and to move there. And so I did. Banking didn't work out for me, but the advice still holds: Move to where the action is. Distance is your enemy.
Scott Adam

**Attract Luck.** You can’t manage luck directly, but you can manage your career in a way that makes it easier for luck to find you. To succeed, first you must do something. And if that doesn’t work, which can be 90% of the time, do something else. Luck finds the doers. Readers of the Journal will find this point obvious. It’s not obvious to a teenager.

**Conquer Fear.** I took classes in public speaking in college and a few more during my corporate days. That training was marginally useful for learning how to mask nervousness in public. Then I took the Dale Carnegie course. It was life-changing. The Dale Carnegie method ignores speaking technique entirely and trains you instead to enjoy the experience of speaking to a crowd. Once you become relaxed in front of people, technique comes automatically. Over the years, I’ve given speeches to hundreds of audiences and enjoyed every minute on stage. But this isn’t a plug for Dale Carnegie. The point is that people can be trained to replace fear and shyness with enthusiasm. Every entrepreneur can use that skill.

**Write Simply.** I took a two-day class in business writing that taught me how to write direct sentences and to avoid extra words. Simplicity makes ideas powerful. Want examples? Read anything by Steve Jobs or Warren Buffett.

**Learn Persuasion.** Students of entrepreneurship should learn the art of persuasion in all its forms, including psychology, sales, marketing, negotiating, statistics and even design. Usually those skills are sprinkled across several disciplines. For entrepreneurs, it makes sense to teach them as a package. That’s my starter list for the sort of classes that would serve B students well. The list is not meant to be complete. Obviously an entrepreneur would benefit from classes in finance, management and more. Remember, children are our future, and the majority of them are B students. If that doesn’t scare you, it probably should.

— *Mr. Adams is the creator of “Dilbert.”*