A large university is one of the most complex financial organizations in the country.

At East Carolina University, we educate 28,000 students. We also employ more than 5,300 people; we run a housing operation with 5,400 beds; we provide 130,000 meals weekly at 27 food outlets; we have a medical practice with 500,000 patient visits annually; we field athletic teams competing in 19 Division I sports; we operate and maintain more than 6 million square feet of buildings; and on and on.

Some parts of a university are run very much like a business. Others are appropriately the domain of the faculty — the individuals most knowledgeable about what is important to learn and research in physics, accounting, medicine, education and another 200 degrees.

Higher education is much more complex than hiring faculty members and buying desks, chairs and chalk. It should not be surprising that the financial structure of a university is complex as well.

As individuals, when we get paid, we often put it in our checking account. We can use that money for almost anything — the light bill, groceries, rent or a vacation. Such is not the case in a university. Some money ECU receives can be spent in flexible ways, but more than half can be used only for specific purposes and nothing else.
For the fiscal year ended June 30, 2010, our most recently audited fiscal year, ECU had revenue from all sources of about $780 million. However, the majority of that revenue is restricted as to use.

For example, we received $29 million of federal financial aid. That money must be given to students for Pell Grants or similar aid. We cannot use it to hire a faculty member, pay a utility bill or buy a library book.

Similarly, we received $42 million in federal, state and nongovernmental grants and contracts that must be used for the research or work for which the funds were awarded. The $163 million in patient services is from individuals who received medical care from ECU physicians and the money pays for that service.

We received grants and gifts that must be spent to complete the tasks for which the money was given. Housing and dining collected over $39 million, which must be used to house and feed our students.

There are only two items that can be used in general support of our academic and associated operations: $88 million of tuition (part of the total tuition and fees paid by the students) and $263 million of state appropriations. Less than half our revenue can be used for faculty and staff salaries, building maintenance, information technology, accounting, libraries, utilities, student services, admissions and the like.

Our permanent state appropriations budget for the recently completed fiscal year (2010-11) was about $306 million. For the new 2011-12 fiscal year that began July 1, there is no question whatsoever that we received a cut to our state appropriations of $49.1 million, or 16 percent. That is on top of permanent and temporary cuts in the last three fiscal years that add up to another $80 million.

Our tuition revenue in 2010-11 was about $100 million. Thus, resources that could be used for the academic and operational side of ECU last fiscal year totaled about $406 million. The $49.1 million cut as a percentage of that revenue is more than 12 percent.

Any way you calculate it, our campus will be dealing with significant cuts to classrooms, libraries, grounds and offices. Classes will be larger, fewer sections will be offered, activities will be reduced or eliminated and fewer people will be employed at ECU.

In addition, students are paying more for their education and the state is paying less.

Reasonable people can debate whether this shift is appropriate.

For more than 100 years, East Carolina University has made a significant positive difference to the east and to the state of North Carolina. That will not change.
Nonetheless, there is no question that ECU now has far fewer financial resources for its teaching, research and service missions. That fact will have long-term and far-reaching implications for our students, our region and our state.

Rick Niswander, Ph.D., CPA, is the vice chancellor for Administration and Finance at East Carolina University.
Effort seeks 111 bricks by Veterans Day

By Mark Rutledge
The Daily Reflector
Monday, July 25, 2011

East Carolina Director of Military Programs Steve Duncan is counting bricks until Veterans Day. He's hoping for 111 to install at the university's Memorial Walk on the west side of Christenbury Memorial Gymnasium.

“Armistice Day, now Veterans Day, is celebrated on the 11th hour of the 11th day of the 11th month each year,” Duncan said. “This year we have a unique opportunity to celebrate this also in 2011 or 11-11-11-11.”

Duncan and other ECU military officials are using the year's abundance of 11s to promote the university's Memorial Walk brick paver campaign.

“I am hoping to be able to dedicate 111 bricks at the ECU ceremony, which will commence at 1:11 p.m. on 11-11-11,” Duncan said.

The Memorial Walk is adjacent to the Freedom Wall, dedicated in April to honor all students, staff and faculty who have served in defense of the United States. Duncan said bricks also are available to memorialize anyone who has worked in support of the military.

“Pavers can be purchased for $125, of which $100 goes to support ROTC scholarships to continue ECU’s strong legacy of producing military leaders,” Duncan said.

One of those leaders is scheduled to speak at Greenville's Veterans Day ceremony on the Town Common.
Gen. Gary North, one of only nine four-star Air Force generals, will be in Greenville for several speaking events. The 1976 ECU ROTC graduate will be featured during the Cunanan Lecture Series on Nov. 10 and will make two additional presentations, including the Veterans Day ceremony.

The speaker at the ECU ceremony to dedicate the Memorial Walk will be Joe Marm, a retired army officer and winner of the Medal of Honor. Marm won his medal in Vietnam at the battles memorialized in the book, “We Were Young and Soldiers Once.”

Duncan said the order for memorial bricks must go to the engraver by early September, which leaves a little more than a month for reaching the goal of 111 bricks.

“It's a fundraiser for a good cause,” he said. “So if someone wants to buy their own brick, that's perfectly appropriate.”

For more information about purchasing memorial bricks, call 325-9572.
Two shootings and three armed robberies kept Greenville Police Department officers busy Saturday night and early Sunday.

Four people were injured in related shootings at Fusion Skate Park at 500 W. 10th St. and a Sheetz convenience store at 1000 Charles Blvd.

Both shootings involved the same group of people, Sgt. Carlton Williams said Sunday. It was the second shooting outside Fusion this month. A man was shot in the leg near the skate park on July 4.

Officers were dispatched to Fusion at 11:23 p.m. to disperse a large crowd and investigate a possible fight. The owner of Fusion sometimes rents the space in the evenings for special events, Williams said. The park's owner informed police that he plans to stop renting out Fusion for events after hours, Williams said.

On Saturday, a middle-aged woman rented the site for a birthday party, Williams said, adding she has rented it before without incident.

While officers attempted to clear the crowd from the parking lot, they heard a gunshot, and a vehicle was seen quickly leaving the area. Police determined a male had been shot, and he was transported to Pitt County Memorial Hospital. He remains in serious but stable condition, Williams said.
No suspects have been identified.

That same group of people leaving Fusion migrated to a nearby Sheetz and again became a target, Williams said. There, three people were shot.

Arriving at the scene at 11:38 p.m., police located the three victims, including a Sheetz security guard. They were all transported to the hospital with non-life-threatening injuries.

Sheetz can be a busy place because it serves made-to-order food throughout the night, Williams said. A security guard and two East Carolina University Police officers were on the premises at the time of the shooting.

“This kind of shows that people have no regard for who's around when a shooting occurs,” Williams said. “They were within 50 feet of where the shots were fired. An officer can be right on top of the situation, and it doesn't necessarily make that much difference.”

The names of the victims have not been released because the reports are being processed, Williams said.

No suspects have been identified in either shooting, though Williams said investigators have identified persons of interest. He said there is no indication that the shootings were gang-related.

Meanwhile, two businesses and a pedestrian were targeted by armed robbers. Two black males entered Bojangles at 3210 E. 10th St. at 9:45 p.m. One was armed with a knife, police said. One was wearing a blue bandana over his face, dark clothing and a white glove on his left hand, and the other wore a brown hooded shirt, white mask or bandana and white gloves on both hands.

At 3:06 a.m., a black male armed with a handgun entered a Kangaroo store at 4000 S. Memorial Drive and demanded money from the store cashier, police said. Less than 40 minutes later, gunshots were reported at a different Kangaroo store, located at 1306 W. Arlington Blvd.

Validated members of the Bloods gang were arrested and charged Sunday in those two incidents.

A male East Carolina University student was robbed of his passport, cellphone and $30 cash about 3:15 a.m. Sunday at Fourth and Library streets. Three to four males armed with knives fled from the scene on foot, police said. The victim was not hurt. Williams said that despite the level of criminal activity Saturday night, gang suppression tactics enacted July 9 are working.
Between 25 and 30 officers working as IMPACT teams were out in addition to usual levels of enforcement, Williams said.

“When you suppress activity in one location, it may flare up in other areas,” he said. “Even with all the officers we had out, it was a tough night for the police department.”

Anyone with information about any of these incidents is asked to contact the Greenville Police at 329-4949 or 329-3937. Pitt-Greenville CrimeStoppers also can be contacted by calling 758-7777 or by texting “PITTGV” and information to 274637.

Contact Kathryn Kennedy at k kennedy@reflector.com or 252-329-9566.
My daughter is a rising senior at Lake Norman High in Mooresville. It's rated as one of the best public high schools in North Carolina. Recently, she came for a weeklong stay in Greenville. Saturday, we took an extensive self-guided tour of all the athletic facilities and College Hill. Sunday was Atlantic Beach.

Monday, we resumed our self-guided tour at UBE, then had lunch at West Dining before touring the Honors College, Student Recreation Center, Mendenhall, library, Health Services, Wright Auditorium, DSS, then off to the Brody School of Medicine.

There was an orientation going on and every time we paused, someone in a purple shirt approached us and asked if we had a question. We even had an extended discussion in West Dining with managers about meal plans.

Tuesday, Wednesday and Thursday, she was with Dr. Randolph Chitwood and company at the East Carolina Heart Institute.

Friday she was almost in tears with the thought of having to return to Mooresville and her summer job making smoothies.

Outside of the heart institute, you know what impressed her most? Lots of quiet study areas at Joyner Library; high school kids don't have that.

We probably spent 30 minutes in Joyner alone.

Here's what all of us know to be true: Once we get kids on campus and have the opportunity to show them what ECU has to offer, they get hooked.

She's already visited UNC Chapel Hill and N.C. State. Not only is ECU her first choice now, but she is a disciple for ECU in an area of North Carolina that is mostly powder blue and red. Because she has seen all of what ECU has to offer and talked to our people for days, she is able to aggressively and intelligently dispel all the untruths that get spread back in Mooresville about “EZU.”

DEN DICKERSON
Greenville
Drug shortage legislation considered
By K.J. Williams
The Daily Reflector
Sunday, July 24, 2011

At Pitt County Memorial Hospital in early April, the problem of a temporary shortage of a chemotherapy drug was solved when East Carolina University's Brody School of Medicine shared some of its supply.

Manufacturers of some drugs, particularly generic drugs, have increasingly been unable to meet the demand, prompting medical organizations like the American Society of Clinical Oncology (ASCO) and the American Society of Hematology (ASH) to support two bills in congressional committees that address the problem.

Dr. Adam Asch, chief of the division of hematology-oncology at Brody, said medical organizations are lobbying for this legislation.

“This shortfall in drugs is not limited to chemotherapy drugs,” he said, adding it affects supplies of antibiotics and anesthesia drugs.

“There is a serious shortage of commonly used drugs that goes back several years and has worsened frankly in the last two years,” Asch said. “And it's having an effect on medical facilities across the country.”

U.S. Sen. Amy Klobuchar, D-Minn., has introduced a bill that gives the Food and Drug Administration more teeth to combat drug shortages.

It includes a provision requiring manufacturers to notify the agency if a situation has occurred that could cause a shortage, whether it's a disruption in obtaining raw materials, production problems, or other reasons. The government would then work with the manufacturer to improve operations regarding “medically necessary drugs.”

The bill has been sent to the Senate, Health, Education, Labor and Pensions committee.
Meanwhile, a House bill sponsored by U.S. Rep. Diana DeGette, D-Colo., the chief deputy whip, also requires notification of anticipated shortages. That bill is under consideration by the House, Energy and Commerce committee.

Cancer drugs affected

The cytarabine used in chemotherapy that PCMH needed is just one of the drugs subject to shortages, Asch said.

“It was a shortage that we were able to address, but it was a real shortage,” he said, “And it was a hospital shortage. Part of this was solved by Brody providing the hospital with the needed drug.

“We cooperate with one another,” Asch said, adding hospitals frequently share drugs.

“Nobody's hoarding.”

At PCMH, John Randall, administrator of pharmacy services, said the hospital also has shared with Brody.

“That is a standing relationship that we have with Brody and other hospitals and health care providers in the area, where we borrow and help each other with routine inventory shortages and drug shortages of this nature,” Randall said. Brody has managed to cope with the shortages.

“So far, this institution has been able to deal with it reasonably well,” Asch said. “Sometimes (there are) delays in administering drugs that we'd like to administer.”

At times, substitute drugs have been used.

“There were patients for whom we would have used high-dosage cytarabine and for whom we had to substitute something else,” he said. “It's oftentimes the case that it's a drug combination that's less studied, or in midstream we may have had to switch to another regimen.”

Randall said that PCMH also knows how to cope with the intermittent drug shortages. “We've encountered a great deal of challenge in dealing with the drug shortages. It requires a lot of additional manpower in order to source the drugs that may be affected by the shortages,” he said.

Besides looking for alternative sources, PCMH also looks for the same drug in a different size or strength that can be adapted for a patient. On the rare occasions that substitute drugs are needed, Randall said it's one that will give the same outcome.

Since the Leo W. Jenkins Cancer Center became a joint venture last month between PCMH and Brody, responsibility for securing chemotherapy drugs now rests with PCMH, Randall said.

Support for bills

Randall said the senate bill is addressing a growing problem.
“I think the Federal Drug Administration has a large role in ensuring that we have
adequate supplies of needed drugs and working with the manufacturers to work through
shortage situations,” he said.

Asch said doctors are behind the effort.
“‘It’s meant to force pharmaceutical companies to release information about what
shortfalls they anticipate and (includes) measures to make them deal with regulatory
issues in an expedited manner,’” he said.

In mid-July, the American Society of Clinical Oncology organized experts who treat
cancer to speak on Capitol Hill, where they told an audience of nearly 200, including
members of Congress and their staffs, that shortages of cancer drugs were creating a
crisis. ASCO cited statistics from the University of Utah Health Care's Drug Information
Service that found drug shortages had tripled between January 2006 and December 2010.

At last week’s briefing, Dr. Michael Link, president of ASCO, said the problem had
worsened this year.
“When it comes to many chemotherapy medications, there are no good alternatives,” he
said.

ASH members also have met with members of Congress and have requested a
congressional hearing to call attention to the problem and identify ways to improve
access, spokesman Andrea Slesinski said in an email.

In a news release, the organization stated: “ASH hears from members daily who are
forced to take patients off therapies mid-treatment, choose alternative therapies that are
less effective, and ration their remaining supplies of these treatments.”

Contact K.J. Williams at kwilliams@reflector.com or 252-329-9588.
Dr. Evelio Rodriguez has a new way to illustrate for his patients the heart procedures they will be going through.

He takes out an iPad, touches the screen, and a 3D image of a beating heart appears. Rodriguez drags his finger across the screen to rotate the heart. Animated instruments appear, treat areas of the heart, then disappear.

Rodriguez, a cardiothoracic surgeon and associate professor of cardiovascular sciences at East Carolina University, believes the small computer helps patients better understand what's about to happen than lots of technical jargon.

“I can show them where exactly inside the heart we're going to be working,” Rodriguez said. “I've never had a patient I showed this and they said, ‘I don't think that helped.’”

The iPad is a line of handheld computers made by Apple. A little smaller than 8-by-10 inches and weighing about 1.5 pounds, its size puts it between a smart phone and a laptop computer.

Many people use them primarily as a platform for audio-visual media, communicating and viewing Internet content. With more applications being developed for iPads every day, however, they are gaining much of the utility of laptop without the bulk.

As many as 30 percent of physicians use a tablet device, compared to just 5 percent of U.S. consumers, according to a survey published last month by QuantiaMD, an online learning collaborative. Two-thirds of those doctors use them in a clinical setting. Another 35 percent of physicians surveyed say they are extremely likely to use a tablet within the next few years to help their practice.

Almost all of them use Apple's tablet computer, though there are competitor models.
At ECU, cardiothoracic surgeons are using the handheld computers for tasks ranging from storing medical information to connecting to health records, images and lab reports to educating patients about their conditions and the procedures they're about to undergo.

In addition, the small computers allow the doctors to easily interact with their staff and access information between the two East Carolina Heart Institute buildings. That means easier access to patient records and reports, said Jerome Fuller, a technical support analyst at ECU.

“No matter if they're on this campus, ECHI at ECU, or ECHI at PCMH, that data can live with us, and because of the security protocols on both ends, it's protected,” Fuller said.

Faculty and staff members at the institute have been working with iPads in a variety of ways to assess their usefulness and evaluate and develop patient care and education applications for it.

A company called Biodigital Designs of New York created the animations the heart institute doctors use with their patients. Rodriguez said each animation takes several weeks to create. Some cost as much as $20,000. He and his colleagues also use other animation applications, such as Pocket Heart.

It also allows physicians to work on other projects while away from the office. For example, Dr. W. Randolph Chitwood Jr., director of the institute, is using his iPad to work on a textbook he's writing, along with patient care tasks. Others work on presentations, plan events and manage their calendars. Dr. Joseph Elbeery, who works in the intensive care unit of the ECHI at Pitt County Memorial Hospital, uses it to show educational videos to patients.

Program associate Beth Bengala prefers the smaller, more portable iPad to a bulky laptop for taking notes at meetings, keeping physician calendars handy and other on-the-go tasks. “It's definitely made my job a lot easier and a lot smoother,” she said.

ECU grad student pens novel on faith
ECU graduate student and adjunct professor Jim Metzger has published “Dim,” a novel that examines faith and attitudes in a small and rural, devout North Carolina community.

Metzger establishes a first-person narrative through Methodist minister Tom Maloney, who questions his beliefs and suitability for his chosen profession as he deals with issues such as bigotry, hypocrisy, suicide, patricide, homosexuality, spousal abuse and child abuse.

While events and characters in the story are fictional, Metzger said his observations are drawn upon personal experiences from a brief foray in the ministerial profession. He served as a minister for rural congregations in Georgia and North Carolina, in towns similar to fictional Harmony, N.C., where the novel is set.

“The job wasn't a good fit for me, just as it's not for the story's narrator,” Metzger said.
Metzger said he wrote the novel with university students in mind after teaching a course that required composition, critical thinking and critical reading.

“Some of the novels we read just weren't good conversation starters, so I thought it would be kind of nice to write what I wasn't finding,” Metzger said.

Conversation starters in “Dim” include the narrator's attempts to minister to his congregation, despite duties and personalities he finds disagreeable. The minister's tolerant and inclusive outlook falls far afield of the severe approach favored by his congregants in the Bible-belt community. The conflicts eventually lead the minister to crisis and difficult personal choices.

Readers may also be drawn to the novel's adventurous elements that include a boat overturned in shark-infested waters, suspicious deaths in the midst of a hurricane and an outbreak of food poisoning at the church's annual potluck supper.

Metzger holds masters and doctoral degrees in religion from Vanderbilt University and a master of divinity from Princeton Theological Seminary. He earned his bachelor's degree from UNC-Chapel Hill. Metzger served as a visiting assistant professor of religion at Luther College in Decorah, Iowa, before enrolling at ECU as a full-time graduate student in English. He has taught philosophy as an adjunct instructor at ECU and will teach a course for Pitt Community College in the fall.

The novel is available at Amazon.com and Barnes & Noble web sites.

**ECU alumnus Ron Clark to speak**

ECU alumnus and Disney Teacher of the Year Award Winner Ron Clark will speak at 7 p.m. Tuesday at the Greenville Barnes & Noble.

Clark will speak about his teaching experiences and present details on his new book, “The End of Molasses Classes.” A question and answer session will follow.

Clark is creator of the Ron Clark Academy that was nationally highlighted during the 2008 presidential election. He was featured on the Oprah Winfrey television show and his life story was made into a television movie, “The Ron Clark Story,” starring Matthew Perry.

Clark has authored two additional books, “The Essential 55: An Award-Winning Educator's Rules for Discovering the Successful Student in Every Child,” and “The Excellent 11: Qualities Teachers and Parents Use to Motivate, Inspire and Educate Children.”

He is a 1994 graduate of the ECU College of Education and a North Carolina Teaching Fellow. His work with disadvantaged students in both rural and urban areas and his methods for engaging children in the educational process have gained international attention.
For additional information, contact Barnes & Noble at 321-8119.

**Upcoming events:**
Tuesday: Women's health panel discussion, 4:30-6:30 p.m., Fourth floor of Laupus Library. In conjunction with the art exhibit, “Wearing Our Insides Out: Women's Health and Art,” the library will sponsor this discussion by local doctors on women's health issues. The exhibit consists of medically-related textile works by Catherine Billingsley and Maria Modlin, both ECU graduates. Call 744-2232 for more information.

See [www.ecu.edu/cs-ecu/calendar.cfm](http://www.ecu.edu/cs-ecu/calendar.cfm) for times, places and more information on these events and other ECU upcoming activities.
Safe biking big in Greenville
By Jennifer Swartz
The Daily Reflector
Sunday, July 24, 2011

Sudden death, new friendship and a heart attack brought Ed Tapscott and his bike back together.

“I took a 25-year hiatus from motorcycling,” the 60-year-old Greenville resident said at a recent session of a novel new motorcycle safety training course offered by the Greenville Police Department.

His kids grown, the semi-retired research laboratory manager at the Brody School of Medicine thought about dusting off the bike about 10 years ago after a good friend died. He sidelined the idea until a new pastor at the church rolled in with a passion for riding. The men's common interest, coupled with a sudden coronary in 2005, inspired Tapscott to seize the moment.

“It was sort of a wake-up call,” he said. “Life is short.”

A lot has changed since Tapscott first climbed on a bike, prompting him and others to sign up for Greenville's free, eight-hour course.

Led by the city's four motorcycle officers, the class features tips on the finer points of safe riding, then pairs riders and police on before-and-after cruises that allow officers to observe, offer tips, and then see new skills put to the test.

“It's something that we can do to give back to the community,” said Stan Styron, a police department motorcycle officer who coordinates the program in Greenville. It also gives officers a chance to show they do more than write tickets, he said.
“We make friends,” he said. “People see that we are people just like everyone else.”

The new class, which just completed its fourth session in mid July, is part of BikeSafe-NC, a program of the Governor's Office of Highway Safety and the Department of Crime Control and Public Safety.

Born from a desire to reduce fatal wrecks, the effort was introduced in North Carolina by the State Highway Patrol in 2007-2008 as a pilot program in Wake County as the state struggled with disturbing crash data.

Ten-year trends released by the SHP showed the numbers were on the rise, beginning with 2,028 injuries and 85 fatal wrecks in 2000. The trend peaked in 2007, as U.S. numbers did, with 192 fatal accidents, and in 2008, when more than 3,600 injury accidents were recorded statewide.

Overall, the numbers have dipped in North Carolina and the nation since the peak. There were 3,033 injuries and 144 fatal wrecks in the state in 2009, the first decrease in fatal statistics in five years, officials said.

Last year there were 3,104 injury accidents and 165 fatals, SHP figures indicated. Behind the new course is Highway Patrol Sgt. Mark Brown, who was inspired by efforts in the United Kingdom while on a trip to London in 2007.

The program is now offered by the Highway Patrol and by police in Greenville, Jacksonville, Raleigh, Durham, Cary, Wilmington, Fayetteville, Garner and other locations statewide. Coordinators are working with the National Highway Transportation Safety Administration to take the effort nationwide, Brown said.

The unique model works, he said. “People get killed on the road, that's where crashes occur; they don't really occur that much in parking lots,” he said. “It's one thing to learn the basics in a parking lot, but how do you work with that student on hazard perception and hazard recognition? The only way to do that is out there in the real world.”

Scientifically, it's tricky to prove whether such courses work to keep riders safe or encourage better use of personal protective gear, but it's likely they do some good, medical professionals said.

“I suspect they probably make a difference,” said Dr. Herb Garrison, director of Eastern Carolina Injury Prevention Program, a joint effort of the Brody School of Medicine at East Carolina University and Pitt County Memorial Hospital.

“If you take one of these courses, some insurance companies will provide you with a reduced rate,” he said. “They, I suspect, wouldn't give people a reduced rate if these courses didn't make a difference.”
“I don't think it can hurt, and it may help, and I think the insurance companies are saying it does help,” he said.

In Pitt County, fatal motorcycle accidents are considered relatively rare. The area averages between 1 and 3 motorcycle-crash deaths annually, hospital officials said.

In Greenville, experienced riders, many of them Baby Boomers, have filled classes, police said. The city's motorcycle officers hope to attract the younger, more fearless set who might be giving riders a bad rep, Styron said.

“It gives everybody a bad impression of motorcyclists,” he said. “What we're hoping is by getting those people to come into the class maybe we can show them some of the stuff they're doing wrong and maybe they'll be more courteous and maybe people will have a better attitude toward motorcyclists.”

“If they only pick up one thing, that one thing might make a difference and save a life,” said T.K. Wilson, a Greenville motorcycle officer.

Contact Jennifer Swartz at jswartz@reflector.com or 252-329-9565.
CNN coverage a plus for schools
By Ronnie Woodward
The Daily Reflector
Sunday, July 24, 2011

Pitt County Athletic Director Ron Butler views East Carolina University as a valuable resource when it comes to concussion awareness and prevention.

That's why he sparked an agreement with the university last year that provided a certified athletic trainer to all six of the county high schools. It's also why he is excited for the J.H. Rose football program, which has been chosen to be the centerpiece of a CNN documentary on concussion prevention.

CNN Emmy-award winning chief medical correspondent Sanjay Gupta will follow the Rampants throughout the upcoming season and the documentary is expected to air at the end of January or early February.

“If there's a better way to do it than how we are doing it in Pitt County, then I don't know about it,” Butler said of concussion awareness. “We are doing the best job I think that can possibly be done, at least with what we've been told until now.”

Rose's program has been linked to concussion prevention since the fall of 2008, when JaQuan Waller died after suffering two concussions in one week.

This offseason, the Gfeller-Waller Concussion Awareness Act was passed as a statewide attempt to increase concussion awareness. Waller's death occurred during Todd Lipe's first season as head coach of the Rampants. Lipe said earlier this week that much has changed within the JHR program since 2008.
“We're lucky in one respect that they chose Rose, although it's not the greatest reason because of the tragedy,” he said of the documentary. “This is something that my superiors thought was a good idea and we'll just do the best we can. ... I think I'm kind of excited about the fact that it shows the lengths we are going to try and make football as safe as possible.”

Lipe said he doesn't expect the extra attention to be a distraction to his players. Although he admitted that ignoring the cameras might be difficult, senior tight end Anthony Rook agreed with Lipe's statement, adding that the teenage players plan to embrace the documentary in a humble way.

“How many kids get to be on CNN during their senior season?” proclaimed Rook, who said the Rose coaching staff addressed the prospect of the documentary with the players a couple of weeks ago. “But it's not a distraction. If anything it should give us motivation to have a better season.”

A parent meeting was held last week and Butler said most parents were in support of the idea.

Preseason practice starts Saturday and games begin Aug. 19.

Although Butler understands that the documentary could move in any direction once the season begins, he said he hopes it can be a positive experience for everyone involved.

“Not everybody has a university in their backyard that has a sports medicine program like East Carolina does. We're very fortunate to have that,” he said. “Hopefully somebody else could watch this documentary and say, ‘Wait a minute. We should do that.’ It might help someone else do things better than what they are doing now and ultimately make it safer or maybe save someone else from extensive injuries or a tragedy.”

Contact Ronnie Woodward at rwoodward@reflector.com or 252-329-9592.
Justin and Ryan Harris, formerly of West End, recently won the world-famous Wildhorse Saloon’s “Battle for the Saddle” band search contest in Nashville, Tenn.

Taking Nashville By Storm

By Summer Hennings

Justin and Ryan Harris, formerly of West End, are rocking their way through the country music capital with their “Nashville-based, Carolina-raised” songs.

The brothers’ band, McKenzies Mill, recently won the world-famous Wildhorse Saloon’s “Battle for the Saddle” band search contest in Nashville, Tenn.

Winning the contest earned them a showcase with music industry executives, permanent rotation in the Wildhorse’s band line-up, an artistry photo shoot and an appearance at the Country Music Association (CMA) Festival.

“It was such a great experience in a sense to play at the largest music venue in Nashville and for such a good audience,” Ryan Harris says. “We had a packed house.”

With music inspired by Southern rock legends Lynyrd Skynyrd and the Allman Brothers, it does not come as a surprise that people love the band’s music. And with their reputation of being good ol’ Southern boys, it is no surprise that people love them.
“The one thing that I am most proud of my children for,” says Ricky Harris, Justin and Ryan’s father, “the most important thing is that when we go to Nashville, or when we go anywhere where our children have been, what is the first thing out of people’s mouths?”

“How polite they are,” answers their mother, Sherilyn.

Both parents admit that they never expected their sons to work and live together when they got older, even describing them as two different people who happen to be brothers.

Sherilyn admits that she was not sure how it would work out when they first moved to Nashville. The brothers, three years apart, have different personalities and acted like most siblings when growing up — they didn’t get along well.

Justin and Ryan grew up in West End on — you’ll never guess — McKenzies Mill Road. The brothers attended West End Elementary School. Justin went to Pinecrest and Ryan to North Moore.

Both men graduated from East Carolina University. Their home and experiences have inspired their down-home lyrics. They have a song on their first CD titled “Route 73,” a highway which connects with McKenzies Mill Road.

Both parents and Justin agree that, growing up, Ryan was the more musically gifted of the brothers. When Justin went to college, he learned to play the guitar and began writing music. They created McKenzies Mill seven years ago and have been playing music ever since.

“It all started just sitting around a living room,” Ryan says. “Next thing you know we were sitting on the back porch jammin’.”

“When you first start, you don’t know if you’re good or not,” Justin says. “You realize that people care, people dig it, or people at least are enjoying it. From that moment on, we’ve been full speed ahead watching it grow from there.”

McKenzies Mill got its start at O’Donnell’s Pub, the first venue where they were paid to play. Pat O’Donnell, the owner, says the band “rocked it” the first time they performed.

“Of all the bands I have, they by far make the most,” O’Donnell says. “They’re nice guys. At the end of a really good night they’ll tip the door guy and the bartender. They’ve got a little bit more class than a lot of other bands that are just in it for the bucks.”
McKenzies Mill still performs at the pub anytime they are in the area. O’Donnell says that their friends and family come out, and the brothers reserve seats for their parents. He adds that because their father owns Harris Printing Company in West End, the brothers’ band always has plenty of posters.

Ryan says that they hope to come home in late July or August and want to perform.

Justin and Ryan moved to Nashville five years ago and have slowly seen their career grow ever since. McKenzies Mill recently recorded its second CD with Dave Fowler and Kent Wells, who is Grammy-nominated for work he’s done with Dolly Parton. The self-titled record can be purchased online on the McKenzies Mill website.

Ryan says that the band looks forward to “opening doors and avenues and taking McKenzies Mill as far as it will go.”

Both brothers hope that winning the Wildhorse Saloon contest will present new opportunities for them. Many of the saloon’s in-house bands only play during the week. McKenzies Mill has already been scheduled to play on a weekend and at new venues.

“I feel like the best is yet to come,” Ryan says.

The Wildhorse Saloon received more than 200 submissions for the “Battle for the Saddle” competition. Of that, 18 were chosen to compete in four preliminary rounds leading up to a finale featuring five bands from the earlier rounds.

McKenzies Mill had to beat out the bands in the preliminary and finale to win the competition.

As a new in-house band for Wildhorse Saloon, McKenzies Mill now has monthly gigs at the largest per capita restaurant in Tennessee. Justin says that those steady gigs are the main reason the band chose to enter the competition.

Numerous bands such as Trick Pony and Lonestar got their start at the saloon. Wildhorse was opened by the same company that owns the Grand Ole Opry.

Sherilynn watched the “Battle for the Saddle” competition and thinks it is no surprise that McKenzies Mill won.

“They were the only ones who sounded like a band that meshed,” Sherilynn says. “They worked together, and you could tell that they had played
together for a long time. Most of the others were just one singer and the people playing for them.”

The proud mother also attended the band’s recent concert at Rapids Jam. Shortly after winning the Wildhorse Saloon contest, the band played at the three-day country music festival in Roanoke Rapids. The festival also featured Sugarland, Darius Rucker and Lady Antebellum.

“They have a good audience response,” Sherilyn continues. “A lot of the younger people are dancing, and they really have a good following because you see people singing along with their music. We found that even some of the older people enjoy their music.”

Sherilyn hopes that Justin and Ryan can “make a living doing what they love,” whether they are famous or not. Ultimately that is what the brothers want to do.

“Performing is what McKenzies Mill is all about,” Ryan says. “We are a live band. If we never get a record deal, as long as we get to play and travel that’s all that matters.”

Justin thinks it’s “funny” how the brothers’ goals constantly change. When they first started, he says they simply wanted to have “some degree of success in the music industry.” Now he believes they are moving in the right direction to attain success on a greater level.

“We’re shooting for the stars with this thing,” Justin says. “I don’t think we’re too far away from having some really big opportunities to play on some really big stages.”

Summer Hennings is a rising sophomore at UNC-Chapel Hill. She is a summer intern at The Pilot.
Peace College alumnae protest changes and secrecy

BY DAN KANE - Staff Writer

RALEIGH—A protest sparked by a surprise decision to open the 154-year-old Peace College to male students next year drew about 200 alumnae and their families to the campus Sunday afternoon.

They tossed roses into the fountain and criticized the administration for leaving them in the dark about a move that they say dramatically changes the school's character and mission.

"We're here because a travesty has happened at our college," said Jamie Averette Mitchell, who graduated in 2000 and lives in Zebulon.

Peace College administrators had not made their plans known until Thursday by a news release. Students said they did not find out until the college sent email after the announcement.

Distrust toward the administration and the college's board of trustees continued to grow after campus security barred reporters from attending the protest. No explanation was given for the ban, other than Peace's status as a private college.
A view from the campus's locked front gates along Peace Street just north of downtown Raleigh showed the crowd gathering around the fountain, where they sang the school's alma mater, heard a speech from one of the organizers and tossed their roses into the fountain. They finished with a loud cheer and then marched to the front gates to meet with reporters. A security guard worked at a lock for several minutes before getting it to open to let the protesters through.

School administrators, who did not appear to be at the event and could not be reached, have said they need to open the campus to men to make the school "bigger and better." The college expects the changeover to be complete in the fall of 2012.

They say the move is not being made for financial reasons, but they believe the shift will broaden Peace's market appeal. Peace would be the latest in a number of women's colleges that have converted to accept men in recent years. Many of them have done so simply to survive.

Alumnae say the changes will cost the college money it can't afford and will devalue their degrees.

Martha Grubbs Young, a 1981 graduate, said several members of her family have attended Peace over the years. They appreciated its long history as a women's college. Young said she thinks the college's announcement a few weeks before the start of the academic year was timed so that incoming freshmen such as her daughter had no choice but to attend.

"We were boxed in," she said.

Among those who turned out in protest was 93-year-old Mabel Johnson Dorsey of Raleigh, from the Class of 1937. She said she does not want to see Peace become an institution for men as well as women.

"It is the most wonderful thing here, it really is," she said. "And we need it for the women."

Her daughter, Miriam Dorsey, a 1964 graduate, said she is friends with several trustees, but they did not share their plans with her.

"I thought they would be smarter than doing things this way," she said. "I don't understand it."

The college will also be renamed William Peace University, after its founder. Alumnae find the renaming galling too. They said William Peace gave $10,000 and eight acres of land to found the school so that it be used for the education of women.

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Duke takes a global approach as new campus rises in China

BY JANE STANCILL - Staff Writer

DURHAM–Scaffolds and cranes dot the landscape in Kunshan, the same as any other city in China.

There, a university campus is rising on 200 acres in a city of 650,000 in the Yangtze River Delta. It's called Duke Kunshan University, and it's being watched closely on this side of the world.

Duke has entered into a bold endeavor to plant its footprint in the fastest-growing major economy on the planet. The campus will be the largest undertaking in Duke's quest to establish a global network for education and research.

But as the six buildings take shape, faculty have sounded alarms about the venture, asking why Duke should invest in a bricks-and-mortar campus in a country with no modern tradition of academic freedom.

Earlier this month, Duke President Richard Brodhead led a Duke delegation to China, where the visitors donned hardhats and met with the university's partners - the city of Kunshan, which is paying for the construction of the campus, and Wuhan University, which is sponsoring Duke's formal application with the Chinese government.
Brodhead brimmed with enthusiasm in his blog post. "Eighteen months ago, Duke's Kunshan site was a muddy field," he wrote. "Today an academic village is halfway built. In five or ten years, this will be a major educational 'draw,' a place for bright students to learn together from around the world."

Construction is proceeding, but Duke's path to China has been anything but smooth. While the opening date is set for fall 2012, at this point it's unclear what degrees will be offered, who will teach there, and whether the Kunshan campus can attract students willing to pay Duke's top-dollar price tag.

Faculty at Duke's Fuqua School of Business delayed a June vote on two degree programs after expressing concerns about the market demand and tuition rates. Vocal faculty detractors raised concerns about academic freedom in a country whose citizens don't have unfettered access to the Internet. As cost estimates grew, some questioned whether the Kunshan project would drain money from the Durham campus, which suffered cuts during the economic downturn.

One of the biggest critics, Thomas Pfau, a professor of English and German, wrote a piece for the student newspaper, the Chronicle, raising questions about Kunshan. He said he was surprised at the number of emails from faculty who thanked him.

The venture is being driven by administrators whose motivations are different from the faculty, Pfau said.

"There is no clear benefit to Duke, other than to say, 'Well, we must be very important because suddenly we have outposts all around the globe.' "

Despite the criticism, the university is determined to make the China campus work. Approval from the Chinese Ministry of Education could come at any time. And next month, the university will export perhaps its most popular brand: Duke basketball. The men's team will travel to China for three games in August, including one in Kunshan.

A global perspective

Duke isn't the only university rushing to establish an international campus, particularly in Asia. Yale is developing a college at the National University of Singapore, where a Duke-affiliated medical school graduated its first 26 students this month. New York University has a campus in Abu Dhabi, in the United Arab Emirates, and plans another in Shanghai.

Michael Schoenfeld, Duke's vice president for public affairs and government relations, described how Brodhead bumped into other U.S. university presidents during his recent international tour that took him to the United Kingdom, China, Tanzania, Uganda and Singapore.

Brodhead was on vacation and could not be reached for an interview.
U.S. universities, while rooted at home, will be increasingly global entities, Schoenfeld said. "Everybody recognizes that having a global perspective on education is essential for the 21st century and beyond," Schoenfeld said. "Increasingly, learning and research transcends borders."

It makes sense for Duke, he said. The university's students hail from 90 countries, and 10 percent of undergraduates are from outside the U.S. Duke has an established Global Health Institute with tentacles around the world. The institute, and Duke's Fuqua School of Business, are expected to be the first to offer programs in Kunshan.

Duke's international forays haven't always been successful. A business school campus in Frankfurt, Germany, was started in 1999 in a hotel near the airport but was dropped a few years later when it didn't live up to expectations.

**Millions now, but later?**

Starting a campus from scratch is a costly proposition. Duke apparently isn't in it for the money; the university's plan clearly states that Duke will have to subsidize the operation. Late last year, the Chronicle quoted a Duke vice president saying Duke would have to dedicate $11 million in the first five years - $5.5 million in the design of the campus and $5.5 million for operations.

But Duke's planning guide, dated March 15, showed estimates that were dramatically higher - $37 million over a six-year period. Some of that will come from private gifts; Duke has raised $5 million so far.

Schoenfeld points out that the construction cost is borne completely by the city of Kunshan and the value of that campus in the United States would be $260 million. Kunshan also will cover estimated operational costs of $34 million over the first six years.

Of the average $6 million a year in subsidy from Duke, about $1.5 million comes from the university's strategic investment fund that is typically used for special initiatives, Schoenfeld said. The business school would spend about $1.8 million annually, but some of that would be in savings in hotel and living expenses for current short-term programs in nearby Shanghai.

Peter Lange, Duke's provost, said the investment is less than what Duke has spent on other priorities in recent years, such as beefing up the engineering school and improving diversity among the faculty. Lange said concern about the costs "is more rooted in the fact that we've been through a period of very tight budgets."

The cost estimates unsettled some faculty, especially those in the university's Arts and Sciences division, which has seen big cuts to travel budgets and other spending.

The Kunshan obligations could be an albatross down the road, said Pfau, who co-authored an online editorial calling for a moratorium on contract agreements for
Kunshan until the trustees and faculty governance group signs off on academic programs.

"This initiative, in my mind, will gravely constrain any future administration at Duke that is concerned in developing Duke University in Durham," Pfau said, "because it will be a permanent and severe drain on our faculty resources, on our monetary resources and on the attention that faculty here are able to give to the instruction of the students here in Durham."

**Who will teach?**

Taking Duke to China may have other pitfalls.

Faculty have raised concerns about China's government control, censorship and record on human rights.

Duke officials say they're confident they have firm statements of principles inked in agreements with the Chinese partners. They say the Duke campus will have full Internet access with no threat of censorship.

Professors are skeptical, and some have even suggested that Duke invite the Dalai Lama to the Durham campus, just to test the waters. Faculty have asked Brodhead a pointed question: What happens when someone affiliated with Duke says or does something the Chinese government doesn't like?

Lange, the provost, said the Chinese want western universities because they want a different style of teaching and a higher level of inquiry.

"They recognize that for the next phase of their development they need a more open, interactive approach to education than they have had," Lange said.

He said Duke officials had talked with other universities that have set up shop in China, including Johns Hopkins in Nanjing. Lange said they uncovered no problems.

"If incidents were to arise, it's not as if we don't have any leverage," Lange said, pointing out that the last thing the Chinese want is for a respected American university to pull up stakes and leave.

**Questioning the model**

Fuqua faculty had been scheduled to consider approval for two business degree programs in June, but a vote was delayed after two committees expressed concern about the market demand among Chinese students, particularly considering Duke's premium tuition rates.

As Kunshan is envisioned, the majority of the students would be Chinese and would take classes in English taught by American professors.

That model, in itself, may present a challenge. In reviewing plans for a master's of management studies, Fuqua faculty wrote that market research and student focus
groups indicated that Chinese students would rather study in the United States, so they can have "immersion in the U.S. business/cultural experience."

The report also said few Duke faculty members wanted to teach in Kunshan for extended periods.

If approved by the business faculty this fall, the updated proposals would then go through a series of committees and then to the larger faculty body, the Academic Council.

Craig Henriquez, a former chairman of the Academic Council, believes the project, if done well, could enhance Duke. Ultimately, he said the harsh criticism by a minority of faculty may not affect the process.

The bigger problem may be the faculty's overall tepid response to the plan. So far, Henriquez said, only the Global Health faculty have shown enthusiasm.

"At the moment, I still haven't seen that groundswell of excitement by the faculty, and that always makes me a little worried," said Henriquez, a professor of bioengineering.

Brodhead has said that whenever he attends a meeting in China, someone reminds him of the Chinese proverb: "A journey of a thousand miles begins with a single step."

When Duke faculty and students return next month, the steps, and the questions, will resume.

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