THE DAILY CLIPS

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**Updated food venues, new options on campus**

Saturday, July 31, 2010

**ECU News Services**

The Croatan that East Carolina University alumni remember is no more. In its location, a new Croatan has taken shape and is on track to open in January. Workers were busy last week putting up sheetrock, preparing to lay the tile flooring and begin the finish work.

The project aims to meet students’ tastes and the need for more dining options throughout campus as the student population grows. Demolition of the Croatan began in June 2009. The new Croatan will house two food service offerings: Chili’s Too and an expanded, full-service Chick-fil-A. Private and public dining areas will be available on the first floor. The second floor will house Chili’s Too, where customers can order at a counter and dine in a restaurant seating area. There also will be a private dining area upstairs that can be reserved by faculty, staff or students.

The structure will be the first LEED-certified building on campus. LEED ratings measure the environmental sustainability of a building. Special lighting, water cisterns in the courtyard and ecologically friendly landscaping are planned. The contractor for the project is Rodgers Builders from Charlotte.

“It is going really, really well,” Gina Shoemaker, interim assistant director for ECU engineering and architectural services, said. “One interesting component of this project is that the bricks on the outside of the building are reclaimed bricks from a demolished North Carolina tobacco warehouse. That is part of the LEED accreditation, and they are a great addition.”

In late March, the university closed the Wright Place to begin renovations to that popular eating area. Slated to reopen in mid-August, the new Wright Place will have a Burger Studio, Starbucks, Sbarro’s Pizza and Einstein’s Bros. Bagels.
Stephanie Sumner, marketing manager with ECU Campus Dining/Aramark, said she update aimed at the preferences of students’ tastes.

"Dining choices were made by Aramark after a six-month research and data project, called a market match," she said. "We survey students, take traffic counts in the different neighborhoods of campus, and that's how we establish which brands will be brought to campus. It's pretty extensive research. ... We try to get a feel for what the customers are looking for."

The Wright Place serves about 2,500 students each day, along with faculty and staff customers. It should be ready when the fall semester begins, Shoemaker said.

"The appearance will be completely different from the previous Wright Place," she said. "The Starbucks will be a separate space with outside and inside entrances."

The new configuration has the food venues in the back, and all seating for patrons will be in the front of the Wright Place, Shoemaker said.

The bathrooms shared by the Wright Place and Dowdy Student Store are being refurbished, as well, with new finishes and fixtures.

The contractor for the project is Daniels & Daniels from Goldsboro.

Also, several residence halls are getting updates and renovations:
Garrett and Fletcher Residence halls each are getting fire sprinklers installed this summer.
Fletcher also is having all bathrooms and laundry rooms renovated.
Tyler Residence Hall is in the first phase of a two-summer project. This summer, all rooms on floors 5-9 are being renovated, including paint, flooring, fire sprinklers, lighting and furniture.

Next summer, floors 1-4 will receive the same updates. All bathrooms will be renovated and updated this summer and next. The hall also will be handicapped accessible by the end of the summer, Shoemaker said.

Aycock Residence Hall is getting a new fire alarm system and new doors.

"It's a busy summer for us, but we're on target," Shoemaker said.

**Faculty members named Brody chairs**

Brody School of Medicine faculty members Dr. Maria C. Clay and Dr. Phillip H. Pekala have been named departmental chairs by Paul Cunningham, dean of the school.

Clay has been appointed chairwoman of the Department of Bioethics and Interdisciplinary Studies (formerly the Department of Medical Humanities). She had served as the department’s interim chairwoman since 2008. Her appointment is in addition to her role as director of clinical skills assessment and education in the Division of Health Sciences.

After receiving her undergraduate degree in political science and a master’s degree in education from ECU, Clay earned her doctorate in adult education and organizational development from the University of North Carolina at Chapel Hill in 1990. She joined the Brody School of Medicine faculty in 1992 as assistant professor and educational specialist in the Department of Family Medicine. In 1999, Clay accepted an appointment as co-director of the Office of Interdisciplinary Health Science Education in the Division of Health Sciences.

Pekala has been named chairman of the Department of Biochemistry and Molecular Biology in the Brody School of Medicine, which he joined as a faculty member in 1981.

He earned his doctorate in biochemistry from Virginia Polytechnic Institute and State University in Blacksburg, Va., in 1978 and completed his postdoctoral fellowship in physiological chemistry at Johns Hopkins University School of Medicine in 1981.

Since joining the medical school faculty in 1981, Pekala has served as the assistant dean for research and as the associate director of research for the Leo Jenkins Cancer Center. Pekala received the Brody School of Medicine Master Educator recognition in 2002 and the University of North Carolina Board of Governors Award for Excellence in Teaching in 2003.

Pekala has served as the interim chairman of the Department of Biochemistry and Molecular Biology since 2006.

**ECU adds master’s in security studies**
ECU will begin offering a master’s degree in security studies this fall.
“The new master’s degree in security studies will expand students’ knowledge and skill relevant to a wide range of security-related issues,” said Alethia Cook, assistant director of the program, which will be in the Thomas Harriot College of Arts and Sciences’ Department of Political Science. “The program is a unique, interdisciplinary examination of international and domestic security threats and responses.”
Courses will be taught through an online distance education program as well as on campus. Topics include threat identification, mitigation, policy making, and emergency response and recovery. Security issues at all levels of government will be addressed.
“The program is designed to give graduates the knowledge and skills that will improve their employment and promotion potential in the increasingly wide variety of career fields relevant to homeland and international security,” Jalil Roshandel, director of the security studies program, said.
For more information, contact Cook at 328-5869 or cookat@ecu.edu, or Roshandel at 328-6030 or roshandelj@ecu.edu.
Employees with Rodgers Builders hang drywall for the ceiling in the Chili’s Too dining area of the new Croatan building. A full-menu Chick-fil-A also will be in the new facility.
Cliff Hollis/ECU News Services

Dr. Phillip H. Pekala
Scorpion stings, a good thing?

Joel Gerber
2010-07-31 18:50:35

No scorpions live in this part of the world, but ask anyone if they want to get stung by one and the answer will likely be a definitive no.

A former Kinston resident and medical researcher, however, is using the venom for a good cause.

East Carolina University researcher, microbiologist, and former Kinston resident Dr. Jim Fletcher is working on a project which aims to determine if scorpion venom might be used as a way to discover how pancreatitis occurs and what cellular processes are affected at the onset of the disease.

“We have expanded our capabilities a great deal in this study,” Fletcher said. “Through the research, we may be able to determine how to better treat and eventually prevent the disease.”

Pancreatitis is an inflammation of the pancreas. The pancreas, a gland located behind the stomach, releases insulin, glucagon, and substances that help with digestion. Symptoms of pancreatitis include severe stomach pain radiating to the back, nausea, vomiting, diarrhea, fever/chills, and possibly going into shock.

Scorpion stings are a known to cause a rapid onset of this disease, but they are not the only cause. Fletcher believed scorpion venom might be used as a way to discover how pancreatitis occurs by seeing which cellular processes are affected at the onset of the disease.

“There were publications years ago about the affects of people stung by scorpions, and 90 percent developed pancreatitis,” Fletcher said. “The study I was part of focused on using the venom from the scorpions to cause pancreatitis in experimental tissue, and we can learn what causes it and how it could be prevented.”

The sting can affect the pancreas by shutting down certain proteins the gland uses to create essential body chemicals. By determining which specific proteins the venom shuts down, Fletcher was able to get a better understanding of where pancreatitis comes from.

“We found that a particular enzyme in the scorpion's venom removes a small protein,” Fletcher said. “If you remove a pancreatic cell's ability to absorb or release components, you end up with pancreatitis.”

The study was published in the March 5 issue of the Journal of Biological Chemistry.

Fletcher grew up in Kinston, attended Grainger High School, went to Virginia Tech to earn his undergraduate degree, earned a masters degree from University of North Carolina at Greensboro and went to Vanderbilt for his Ph.D. He began this research at Rockefeller University in New York, continued at Yale, and is now furthering his research at ECU's Brody School of Medicine.

Joel Gerber can be reached at 252-559-1076 or jgerber@freedomnc.com.
PEOPLE IN THE NEWS SPOTLIGHT

ECU's Doug Smith to serve two-year term as treasurer on CAMMP board of directors

Doug Smith, the East Carolina Alumni Association director of communications and membership, was elected to the Council of Alumni Membership and Marketing Professionals (CAMMP) board of directors at the organization's annual conference. He will serve a two-year term as treasurer.

Since 1997, CAMMP has strived to be the premier forum for professional development, networking and knowledge transfer among alumni relations staff members. Membership is limited to those whose duties include membership acquisition and retention as well as the coordination of other revenue-generating programs for their respective alumni associations.

"Having the opportunity to work in alumni relations at my alma mater is very special to me," said Smith, who holds a degree in marketing and a certificate in professional communication. "I am proud to bring this level of recognition to ECU."

Smith has been a member of CAMMP since 2004 when he joined the staff of the East Carolina Alumni Association. He has made presentations at the group's annual conference and served in various capacities on committees.

"Doug is a leader in our industry. His election to the CAMMP board of directors is recognition of how his peers nationwide view our program and ECU," Paul Clifford, president and CEO of the alumni association, said.

Smith will serve on the board along with President Andy Washburn, director of operations and marketing at the University of Nebraska Alumni Association; President-Elect Scott Dahl, director of membership and marketing at the Iowa State University Alumni Association; Vice President Patti Daves, director of membership, marketing and affinity programs at the University of Virginia Alumni Association; and Secretary Mara Kudrick, director of alumni membership at the University of Pittsburgh Alumni Association.

This is Smith's second national recognition in as many years. In 2009, he received the Jerry F. Tardy New Professional Award from the Council of Alumni Association Executives.
James Williams gets his picture taken just before marking off the first item on his summer bucket list: Go to an amusement park.

James Williams and his friend, Marie xxxxx, ride the Metro through Washington, D.C., for No. 23: Ride on a train. (Contributed photo)

Done and done
By Kristin Day
The Daily Reflector
Saturday, July 31, 2010

With less than a month left for summer break, have you done everything you wanted to this season? James Williams almost has. In fact, this story checks No. 3 off his 25-item summer bucket list: “Have my 15 minutes of fame.”

On July 21, the 19-year-old ECU student majoring in math education sat by a pool at the North Campus Crossing apartment complex for his first interview and photo shoot. He said he considered making a list of fun things he could do over the summer back in April.

“You walk into class in the fall and (people) are like, ‘tell us one thing you did over the summer,’” Williams said.

“I wanted something that I could remember things by; something that would make a bigger impact on my life.”

He started a blog, called “(25) Days of Summer,” so people could follow along. On the right column of his home page is a list of goals, with the word “done” typed after the completed tasks. Down the center, Williams details how he accomplished each feat.
“There are a few that were kind of obvious ones,” Williams said, “because I’ve always wanted to write a book. It’s semi cliche to jump in the water with all your clothes on, and then there are things from my childhood, like flying a kite or buying lemonade from a lemonade stand.

“And there are some things that are deeper to me, like doing something selfless, because I wanted to do something that was different. I felt like the blog was all about me, so I wanted to make sure I do stuff for other people, too.”

The first official post, dated May 4, was a big one: No. 21: “Be in a play.” Some other highlights of the list include going on the best date ever, going on a camping trip and pranking someone. For No. 17, “Go ghost hunting,” he visited what’s known to folklorists as “Acid Park,” where Volliss Simpson’s soon-to-be-moved whirligigs sit outside of Wilson. Williams found the answer for No. 12, “Capture a picture worth a thousand words,” with the kids at the Building Hope Community Life Center, where he works.

The train ride up to Washington, D.C., (No. 23: “Ride a train”) with friend Marie L’Esperance was one of his most enjoyable tasks. L’Esperance, 19-year-old elementary and middle grade education major, has been best friends with Williams since they were 8.

“The train ride was a lot of fun,” L’Esperance said. “Neither of us had been on a train so we weren’t real sure what to expect when we got there. ... We basically were able to talk the whole time.”

L’Esperance was also involved for No. 19, “Stay up for 24 hours,” during which she took him to the midnight premiere of “Eclipse” (even though Williams had already crossed off No. 18, “See a movie at midnight,” when he saw “Splice”).

Williams also pulled double duty for No. 21: “Be in a play.” He’s performing in his second play this week when he enacts his role as Dr. Sanderson, a psychiatrist, in Magnolia Arts Center’s production of “Harvey.” It opens Friday at the Music Academy of Eastern Carolina, 1400 Red Banks Road.

“I actually didn’t plan on doing ‘Harvey,’” Williams said. “When I auditioned, I only auditioned for ‘12 Angry Men’ (which was performed in June, also at the Music Academy). ... But I got a call from the director of ‘Harvey.’”

Not all of his objectives have been enjoyable. Eating a whole box of Oreos in one day (No. 2) was horrible, he said, as was singing karaoke (No. 7).

“I don’t do well with getting in front of people like that,” Williams said, “which is awful because I’m an actor. ... It’s lucky I still have friends after that.”

“Ahh, but he did such a good job,” L’Esperance said. “I don’t know why he was so nervous about it.”

Most embarrassing, Williams said, is the video he posted after he learned all of the words to Queens’ “Bohemian Rhapsody,” No. 9.

At least he could finish those. Finding a lemonade stand from which to buy a drink has proven to be an exceptional challenge.

“The lemonade stand has been the biggest pain in the butt,” Williams said. “Every time I drive around my neighborhood — anyone’s neighborhood — I’m looking for one. If you see any lemonade stands, please let me know.”

On the day of the interview, Williams didn’t come to the pool just for his 15 minutes of fame; the day’s main event was finishing No. 4: Jump into water fully clothed.

“After this and the pool I’m down to four,” Williams said. “I wanted to end with watching the sunrise (No. 10) as a closure. I’m going to do it over the beach.”

After this list is complete, he says he might consider another one later on. Through the process, he’s noticed some things he wished he put on his summer list, like skydiving and organizing a charity event.

He’s certainly inspired people, like L’Esperance, maybe to try a list of their own one day. In the meantime, they’re enjoying helping Williams with his.
“Everybody kind of wants to have their 15 minutes of fame within mine,” Williams joked.
“It’s definitely meant a lot to me,” he said moments later. “I know that once I’ve finished, I’m
going to look back in retrospect and be so thankful I did it. Obviously, it’s been time consuming
and financially consuming on certain things, but I’m so glad I’ve done it. I’m excited to be
finished, but I’ve definitely enjoyed it.”

Follow along as Williams finishes his last few tasks at http://25daysofsummer.blogspot.com.
Contact Kristin Day at kday@reflector.com or (252) 329-9579.

The list
1. Go to an amusement park
2. Eat a whole box of Oreos in one day
3. Have my 15 minutes of fame
4. Jump into water fully clothed
5. Buy lemonade from a neighborhood stand
6. Watch an entire season of a TV show
7. Sing karaoke
8. Fly a kite
9. Learn every word to “Bohemian Rhapsody”
10. Watch the sunrise
11. Go on a camping trip
12. Capture a picture worth a thousand words
13. Find and write to a pen pal
14. Start training to run in a half marathon
15. Do something 100 percent selfless
16. Prank someone
17. Go ghost hunting
18. See a movie at midnight
19. Stay up for 24 hours
20. Change a bad habit
21. Be in a play
22. Read five books
23. Ride on a train
24. Start writing a book
25. Go on the best date ever
ECU football makes coaching changes
The Daily Reflector
Friday, July 30, 2010

ECU announce today that Texas Tech letterman and former staff assistant Duane Price has joined the Pirate football program as defensive tackles coach. Head coach Ruffin McNeill released the news in an announcement Friday. The addition of Price and other changes will fill jobs left open by the departure of defensive ends and special teams coach Mark Nelson.

Nelson resigned this week because of possible NCAA rules violations. Price helped the Red Raiders to four bowl appearances as a player and coach during a six-year span which began in 1994 when he arrived on the Texas Tech campus as a defensive back. Before being retained by new TTU coach Tommy Tuberville and handling the secondary during spring drills, Price contributed to then-coordinator McNeill’s efforts in 2009 while working with tackles as a defensive graduate assistant. In addition to his on-the-field coaching duties, Price was also responsible for breaking down game film and preparing the scout team for weekly drills that ultimately helped result in a Valero Alamo Bowl victory over Michigan State last January.

"We’re certainly excited to welcome Duane to our Pirate family," McNeill said. "He was a big part of our success a year ago and I know what he can offer this program. He’s a master technician and motivator with an unmatched work ethic - someone I know our players will respond to in a very positive manner.”

He returned to his alma mater in March, 2009 after serving as a defensive and special teams staff assistant at Conference USA member Tulane during the 2008 campaign. Prior to his stint in New Orleans, Price spent six seasons as an assistant football coach at A&M Consolidated High School in College Station, Texas, where he helped lead the team to a pair of state quarterfinal campaigns in 2002 and 2005.

Price, 34, was a four-year letterwinner at Texas Tech in both football and baseball. On the gridiron, Price was a member of the secondary during trips to the Cotton, Copper and Alamo Bowls, and helped the Red Raiders to a Southwest Conference title in 1994. He starred as a centerfielder for Tech during the spring and was a 20th-round selection of the Cincinnati Reds in 1998 before spending two years in their minor league system.

A native of College Station, Price earned a bachelor’s of science degree in exercise and sport science from Texas Tech in 1999 and followed with a master’s degree in interdisciplinary studies in 2003.

He and his wife, Becca, have one son, Chilton (7). McNeill also announced that running backs coach Clay McGuire will assume duties as the Pirates’ special teams coordinator, an area of responsibility he took over at Texas Tech early in the 2007 season and entire 2008 campaign. In addition, former tackles coach Marc Yellock will shift over to the end position.

Both roles were previously filled by Mark Nelson, who stepped down from his position at ECU Tuesday.
McNeill pleased with offseason workouts
By Nathan Summers
The Daily Reflector
Friday, July 30, 2010

Talk about putting on your hard hat.
A few months ago, East Carolina head football coach Ruffin McNeill was getting into his car at the end of the day when he noticed activity inside Dowdy-Ficklen Stadium.
It was activity not related to the massive construction project inside the stadium which is nearing completion and which will add 7,000 new seats for the start of the 2010 season. That’s what made it so immediately noticeable.
In fact, what McNeill saw concerned him at first. There were people in there who definitely weren’t part of the crews putting the finishing touches on the newly-revamped, bowl-in-stadium, and McNeill’s understanding was that no one other than those workers was supposed to be inside.
Yet, there they were, and they looked familiar to the first-year ECU coach.
“I saw some young men in the stadium and I knew the stadium was off limits because of the construction,” said McNeill, whose ECU coaching era kicks off Sept. 5 against Tulsa inside Dowdy-Ficklen. “So I called (strength and conditioning coach) Mike Golden and told him there were people in the stadium. Mike said, ‘Those are the kids.’ And I’m thinking, ‘Who?’”
Golden wasn’t kidding. McNeill’s players were running the stadium steps as though the cranes and the crews were not even there.
Despite knowing there are no football games to be won during offseason workouts, McNeill is a firm believer that future games can be lost thanks to poor conditioning.
When McNeill took the reins from former head coach Skip Holtz, he brought a wealth of things with him from his decade on the staff at Texas Tech. Among those things were a slew of former Red Raiders assistants and a TTU-style spread offense.
Those arrivals spelled out a much different set of offseason goals and routines for the ECU players, namely a good deal more running than in previous offseasons. Now that the workouts are done and August camp is set to begin next week, the benefits of that training can be measured in traditional football terms.
“I think if we can put the best conditioned team on the field, that gives us our best chance to be successful,” said McNeill, a former Pirate defensive back during the Pat Dye coaching era.
“Having played for coach Dye, that was emphasized to me, and even before coach Dye, my dad emphasized it to me playing for him. Conditioning is critical and coach Golden has done a fantastic job.”
McNeill admits it’s tough for a head coach to hand his team over to someone else during the offseason, but he knows it’s a major advantage for his players to be working with the same strength coach they’ve grown accustomed to at ECU.
Watching his alma mater from afar while still in Texas over the last few years, McNeill said he was impressed then with the conditioning and physicality of the Pirates. But he said he’s been further impressed by Golden’s ability to incorporate the needs of a completely different offense into the offseason regimen without losing any of the intensity he’s previously established.
“The first night meeting Mike, I saw the intensity in his eyes,” McNeill said of Golden, who is in his sixth year at ECU. “I was able to observe his effort and how the kids respond to him. When you can get on a young man and the young man still hangs around you, that’s a pretty good compliment.”
Contact Nathan Summers at nsummers@reflector.com or (252)329-9595.
literary notes

Writers, take a spot

Organizers say a few spots are left at the annual writers workshop in the mountains of McDowell County in September. This year the event changes its name from the Duke Writers’ Workshop to the Table Rock Writers Workshop, and it includes a songwriters workshop. Original Red Clay Ramblin’ Mike Craver leads the music segment. Writing workshop leaders include Zelda Lockhart and Abigail DeWitt. Details: www.tablerockwriters.com or 454-7429.

Apply to be a laureate

Creative nonfiction writers are invited to apply for the position of Piedmont Laureate for 2011. Writers must live in Wake, Durham, Orange or Alamance counties. The job, which pays $6,500, requires each year’s laureate to present readings and workshops. Details: www.piedmontlaureate.com.

Pick up a review

The 2010 N.C. Literary Review is out and includes a special section on Appalachian literature, featuring the works of John Ehle, Robert Morgan and Kathryn Stripling Byer. For more information, visit www.nclr.ecu.edu.
Cheerleaders miffed at judge’s opinion of them

The News & Observer
Mondag, August 2, 2010

CHEER

CONTINUED FROM PAGE 1B

woman for the Indianapolis-based NCAA, which oversees college sports, said cheerleading is not on the NCAA’s list of emerging women’s sports, which includes rugby, sand volleyball and squash.

That list, Royer said, is intended to help schools provide more opportunities for women. For a sport to make the list, 10 schools must sign a petition, and then a certain number of schools must offer it. Recently women’s equestrian and bowling graduated from the list to become recognized as NCAA sports.

Lynn Bushnell, Quinnipiac’s vice president for public affairs, told the Hartford Courant in a statement that “we will continue to press for competitive cheer to become an officially recognized varsity sport in the future.”

In his ruling, U.S. District Judge Stefan Underhill acknowledged that “competitive cheer” may qualify as a sport under Title IX in the future. “Today, however, the activity is still too underdeveloped and disorganized to be treated as offering genuine varsity athletic participation opportunities for students,” Underhill wrote.

A cheerleader’s view

The judge is misinformed, says Whitney Rigsbee of Raleigh, who cheered for Appalachian State University from 2004 to 2008.

“We are very organized,” Rigsbee said. “We have coaches and trainers.”

She thinks policy makers should revisit Title IX, which was implemented in 1972 to make colleges provide equal educational opportunities for women and then amended in 1974 to include sports.

“I understand gender equality; everyone has to be equal,” Rigsbee said. “But I don’t think it should be the sole purpose” for colleges to offer certain competitive sports in favor of others to balance the numbers.

Amanda Ross-Edwards, a professor at NCSU who teaches a public policy and sports class, said that if you look at the definition of sport – being competitive, physical and organized – then cheerleading is one.

The court case’s location may have affected the outcome, Ross-Edwards said.

“The way it’s interpreted in administrations and making it about numbers, we’re losing what it was intended to do,” she said. “It’s meant to ensure equal opportunities for women, not to create opportunities for women.”

By Leah Friedman
Staff Writer

Ready! OK!
Is cheerleading a sport, yes or no, a Connecticut judge has told us so!
N-O! N-O!

Last month, a federal judge in the Constitution State said Quinnipiac University could not drop the women’s volleyball team and replace it with competitive cheerleading to fulfill Title IX requirements, because cheerleading is not a varsity sport.

The decision isn’t sitting well with area cheerleaders, particularly N.C. State University’s team, which is ranked eighth in the country.

“If you look at what we do, it’s hard not to categorize us as a sport,” said Harold Trammel, NCSU’s cheerleading coach and a former NCSU cheerleader. “It takes a lot of athletic ability to do what we do.”

The decision does not affect NCSU because the school does not use cheerleading to satisfy Title IX, the federal law that requires men and women be given equal opportunities in intercollegiate athletics, and squad members’ scholarships are privately funded.

Even so, the decision strikes at an age-old question: Are cheerleaders athletes or just spirited people?

The skill level has increased dramatically for cheerleading in the last decade, Trammel said. His co-ed team of 67 has 20 men, most of whom played football or wrestled but decided not to play those sports at college.

“The era of girls just holding pom poms and holding megaphones is over,” he said.

Cheerleaders work just as hard as any athlete, said Kaylee Allen, a senior member of the NCSU squad from Randleman.

“We compete to win a title, and all other sports compete for a title as well,” she said.

Neither the NCAA nor the N.C. High School Athletic Association considers cheerleading a sport.

“None of our members have voted to make it a sport,” said Carolyn Shannonhouse, assistant commissioner with the N.C. High School Athletic Association.

“We view it as more of a way to support the school.”

Jennifer Royer, a spokes-

SEE CHEER, PAGE 88

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In tough economy, university uses garden to serve its workers

UNC housekeeping staff Senaida Rosario, center, and Amanda Hulon lead other housekeepers Thursday as they look over garden produce at the school's Cogeneration Facility in Chapel Hill.

HARRY LYNCH - hlynch@newsobserver.com

UNC GARDEN SOWS A LITTLE GOODWILL

BY ERIC FERRERI
STAFF WRITER

CHAPEL HILL - Until a new community garden sprouted on the outskirts of UNC-Chapel Hill this year, housekeeper Barry Womble rarely bought zucchini or squash. Now, he snacks some for free each week.

"It's so expensive," said Womble, one of 421 full-time housekeepers who, collectively, represent the lowest-paid work force on campus. "We have so much processed food now, to have natural food is real nice."

That's the point of this new 8,000-square-foot garden tucked away on Wilson Street on the western edge of campus. Since it opened in March, the garden has become a go-to source of fresh, organic fruits and vegetables for housekeepers and other low-paid university workers. Housekeepers are an oft-unseen crew that labors, in shifts, around the clock to keep the campus presentable.

"We're reaching largely people who can't afford to buy it," said Claire Lorch, who runs the garden part time with a salary paid through grants. "A lot of people have to make choices, and they're not always the healthiest."

Womble is among dozens of housekeepers who occasionally swing by the garden for twice-a-week food distributions. The fruits and veggies are doled out by the bag, a similar bagful of organic goodies from Whole Foods would run about $16, Lorch said after performing her own price comparison.

SEE GARDEN, PAGE 3B

Volunteer Ben Rieth helps Olivia Reed pick produce Wednesday.

Gallery: See more photos from the community garden at newsobserver.com
Housekeepers have long been considered the under-appreciated backbone of the university. The minimum full-time salary is $25,000, and few make much more, reports Bill Burston, director of housekeeping services.

The free produce is a small new perk of the job, he said.

“Something’s better than nothing,” Burston said. “They’re not getting any pay raises for a couple years now, so this is something.”

The food is also occasionally distributed to workers in the grounds departments and other divisions on campus. It’s up to them to figure out what to do with a white bush squash, a light-colored, squat vegetable that looks a little like a flying saucer. It’s not a vegetable in heavy rotation for most casual gardeners.

“A lot of people have never seen it or heard of it,” Lorch said. “We’re really interested in planting what people want to eat but maybe can’t find here.”

It’s just a garden for now, but Lorch would like it to double as a working laboratory. She envisions gardening classes and sharing cooking tips. Already, she distributes recipes with some of the more unusual vegetables.

Like kohlrabi, a sweet, bulbous cross between turnip and cabbage.

“It’s pretty ugly, but it’s pretty good,” Lorch said. “Most people are willing to give it a try.”

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N.C. colleges cater to future entrepreneurs

After earning a degree in dance at UNC Greensboro, Amanda Smith did what a lot of arts majors do: She scrambled to make a living.

She taught, waited tables and performed, while also studying Pilates. "I never planned on having a business in my wildest dreams," Smith said. "It wasn't part of what I thought I needed to prepare myself for."

Seven years later, though, she finds herself running Core Integrity Pilates out of a sunny second-floor studio in a Greensboro office park.

DOING BETTER AT DOING GOOD

Christopher Gergen & Stephen Martin

"Sometimes I feel like I'm the spokesperson for what not to do as an entrepreneur," said Smith, who earned numerous Pilates certifications, started training a few clients at her house and gradually realized she had a business on her hands. She plunged into her accidental career with no knowledge of accounting, marketing, management or other fundamental skills.

She's not alone. Nearly two-thirds of people who start businesses have never taken a business course. That isn't necessarily the best course of action.

"Take swimming lessons before you're drowning," Smith advised. "You need to know what you're getting into."

This fall, Smith's alma mater will offer a new way to help when it launches a bachelor's of science degree in entrepreneurship. It will be only the second major of its kind among the state's public universities (Western Carolina University also offers one) and the first with a fully cross-disciplinary focus. Students will take a series of core courses in such areas as finance, planning and innovation through UNCG's Bryan School of Business and Economics.

The program's electives, ranging from dance and apparel design to hospitality and tourism, will also prep students on the basics of entrepreneurial success in various industry sectors.

'Being creative'

"Our vision of entrepreneurship involves being creative and innovative in anything you do," said Dianne Welsh, who directs the new major as Charles A. Hayes Distinguished Pro-

Entrepreneurship LLM program and the entrepreneurial leadership initiative for undergraduates within the Sanford School of Public Policy (where Christopher teaches). The state's network of community colleges also provides numerous resources for aspiring business owners and is starting to dabble in social entrepreneurship.

In Smith's opinion, it's about time.

During her academic career, the instruction she received on how to make a living with a dance degree was limited to a single course on career management. In building her own company, she has relied on trial and error.

She's succeeding and is highly energized by her work but also looks back with regret at time wasted and business deals gone wrong.

"I'm just now learning about communication as a business owner, how to delegate and trust people," she said.

Smith hopes her experiences can help today's students make a smoother transition to the real world, regardless of their field.

She recently spoke at UNCG's Southern Entrepreneurship in the Arts Conference. Her subject: "They don't teach bookkeeping in ballet."

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Colleges in the past have displayed books alongside each other with the full purchase price vs. the cost of using a text rental program.

**College students may get break on textbook expenses**

By Jayne O'Donnell and Jillian Berman, USA TODAY

College students will be able to shop around more for deals on textbooks, thanks to a new law that took effect this month.

The Higher Education Opportunity Act requires colleges to release required book lists at the time of class registration. Publishers must disclose prices and revision information to schools.

Proponents say the law will give students more time to take advantage of textbook buy-back programs, book rentals and prices that are often lower online than in college bookstores. They expect it will also force professors to pay more attention to the cost of books they assign.

"Until this year, many schools didn't give the book list until the week before classes, and you really had no choice but to head to the college bookstore," says Christine Frietchen, editor in chief of ConsumerSearch.com.

GETTING EXPERIENCE: **Unpaid internships can cost or pay off for college students**

Dan Rosensweig, CEO of the textbook rental site Chegg.com, says the law will provide more transparency for students, which he thinks will translate into a boost in interest in his service.

"If information isn't available to you until the last minute, things like the Internet don't really benefit you," he says.

Borders launched an online textbook "marketplace" last week that allows students to buy or sell books with other students or sell them to an outside company. Amazon recently announced that more than 1 million textbooks are eligible for its buy-back program, which allows customers to exchange used textbooks for an Amazon gift card.

Frietchen, who analyzed textbook prices for the ConsumerSearch blog, says college bookstores are often out of used-book options. Freshmen and students taking classes that aren't part of their majors often don't want to keep their textbooks. That makes renting or buying the cheaper electronic versions more attractive, she says.
But Charles Schmidt, spokesman for the National Association of College Stores, says his 3,000 members are confident they can remain competitive. Schmidt notes that college stores can guarantee that students buy the correct edition, and have clearly defined return policies. "If you purchased through a peer or eBay, you're out of luck," he says. But some of the off-campus options may be too good to pass up. Students who shop at eBay-owned Half.com can search for books offered at discounted prices from sellers across the country. Often, nearly new paperback novels required for English classes are listed on the site for less than a dollar.