THE DAILY CLIPS

October 6, 2008

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

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

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Public Forum

‘Beau’s Buddies’ fundraiser a success

The Board of Directors of Beau’s Buddies Cancer Fund would like to thank the sponsors, merchants, volunteers and the almost 500 supporters of our inaugural dinner/auction and golf tournament held Sept. 21-22. The overwhelming interest in supporting our events, the proceeds of which will enrich the lives of patients and their families actively fighting cancer in the greater Greenville area, show that our motto of “Friends Helping Friends” typifies the generous spirit of our community. Our appreciation is deep and heartfelt to each and every person who made the weekend successful and enjoyable.

The dinner, auction and golf tournament raised more than $130,000.

In keeping with “Friends helping Friends,” Beau’s Buddies Cancer Fund looks forward to dispersing these funds locally in the coming months toward cancer-related projects and activities that benefit eastern North Carolina residents. In short, we aim to make a difference in our backyard with the express intent of no funds leaving this region.

Cancer is a major health problem in North Carolina, and the diagnosis of cancer is a frightening one. Nationally, cancer claims a life every minute. Cancer has recently become the leading cause of death in our state. In 2008, an estimated 40,000 North Carolinians will be diagnosed with cancer, and 17,000 lives will be lost. It is estimated by 2050, due to aging and state population growth estimates, an estimated 80,000 North Carolina residents will be diagnosed each year.

In the coming years, we hope with your support to plan future events that will continue to raise cancer awareness and to always emphasize our motto “Friends helping Friends.”

JOHN GIBBS, MD, Ph.D.
board member
Beau’s Buddies Cancer Fund
Assistant professor receives NIH grant

ECU News Bureau

Colin S. Burns, assistant professor of biochemistry and biophysics at East Carolina University, has received a $199,000 Academic Research Enhancement Award from the National Institutes of Health to support research on the protein responsible for Mad Cow Disease.

Burns said one purpose of the grant is to involve students, particularly undergraduates, in research that would encourage them to continue studies in the biomedical sciences. "AREA grants allow faculty to provide a hands-on research experience for students, exposing them to issues at the forefront of the biomedical field," he said.

Health care subject of Tuesday forum

The ECU Chapter of the Phi Kappa Phi honor society on Tuesday will host a forum on "Health Care: A Public or Private Good," from 9 a.m. to 12:30 p.m. in Brody Auditorium.

Dr. Henry Aaron, senior fellow of the Brookings Institution will be the keynote speaker. Following his presentation, a panel of North Carolina scholars, including Bob Grecyn, president and CEO of N.C. Blue Cross and Blue Shield, will comment on health care.

Symposium explores regional archeology

North Carolina archeologists will gather locally Saturday to discuss recent research in the coastal plain.

The symposium, "Twenty-five Years and Counting: Current Archeological Research in the North Carolina Coastal Plain," will be held from 9 a.m. to 5 p.m. in the Willis Building, First and Read streets.

The event is being organized by the North Carolina Office of State Archeology in association with ECU and the Southern Coastal Heritage Program. For more information, contact John Mintz, John.Mintz@ncmail.net or Charles Ewen, ewenc@ecu.edu.

ECU NOTES

Goodwin receives award from council

Lloyd Goodwin, director of the Substance Abuse and Clinical Counselor Education Program in the Department of Rehabilitation Studies, received a "Special Recognition Award" Sept. 23, from the Eastern North Carolina Council on Substance Abuse for his educational and research efforts in the substance abuse field.

Goodwin was recognized for his "sensitivity, compassion, and priority of preparing qualified substance abuse professionals to assist individuals and their families with substance use disorders in their recovery and rehabilitation."

Alumni events raise scholarship funds

The East Carolina Alumni Association is hosting two events to raise funds for student scholarships.

The Pirate's Bounty Scholarship Auction will be held in the Hilton Greenville at 7 p.m. Oct. 16.

The auction features nearly 100 silent and live auction items, including diamond earrings, an ECU print autographed by Skip Holtz and a football autographed by New York Giants' quarterback Eli Manning.

Tickets are $20 per person and include heavy hors d'oeuvres, "Pirate beverages," and beach music.

The ECU Alumni Scholarship Classic golf tournament will tee off at 9 a.m. and 2 p.m. Oct. 17 at Ironwood Gold & Country Club in Greenville.

The 19th hole Scholarship Reception will follow.

Player packages are $135 and include green fee and cart, beverage service, golfer's goody bag and attendance at the previous night's auction.

Registration is open to the public. To register, call 328-6072 or (800) ECU-GRAD. Visit www.PirateAlumni.com/golf for more information and online registration.
ECU recruit Wayne dies in car accident

BY NATHAN SUMMERS
The Daily Reflector

Scotty Wayne couldn’t wait for his high school life to become his college life.
The 17-year-old Southern Guilford senior had been wearing an East Carolina T-shirt and necklace ever since being recruited by the school and making a verbal commitment to head coach Skip Holtz to play football for the Pirates.
Wayne’s death in a car accident Saturday morning in Davidson County meant the kid described by Holtz as gung-ho about his future at ECU never got to live his dream of playing for the Pirates.
"It’s tragic," Holtz said of the death of Wayne, recruited as a versatile running back who was also active in the passing game of the Storm. "It wasn’t something he brought on himself, and I absolutely hate it for the parents, the coaches, the program and the school."

According to a report in the High Point Enterprise, Wayne was one of four occupants in a vehicle that wrecked around 8:43 Saturday morning along Interstate 85.

See ECU, C4

ECU
Continued from C1

No alcohol was involved, according to the report.
"I’ve been involved in a football team where we lost a player, and it is a very difficult thing to overcome," Holtz said. "It’s just so hard to understand why."
Dr. Paul Cunningham returned to East Carolina three weeks ago

BY TOM MARINE
The Daily Reflector

With new leadership at the top, the Brody School of Medicine continues to expand in response to the challenges of a growing population.

Guiding this effort will be Dr. Paul R.G. Cunningham, who took over as the new dean of the Brody School at East Carolina University three weeks ago. The medical school will continue to follow its mission, balancing its traditional role of providing safety net services to eastern North Carolina with the problems and limitations imposed by the current health care system, he said.

“We have a lot of threats in academic medicine,” said Cunningham, who returns to ECU after spending more than six years at Syracuse University as the chair of the Department of Surgery. “We have many socio-economic problems that really underscore many of the negative components, in terms of health and access. I think we are going to be facing those in the future and my job is to help us negotiate through all of those difficulties.”

To help offset the rising demand for primary care physicians, Cunningham said the medical school has already increased its enrollment to 80 students and plans to eventually raise that number to 120. He said that process may require more faculty and facilities.

“We produce the most valuable product that you can ever imagine,” he said. “We produce young doctors. There is nothing better than that.”

Cunningham, 59, said he believes health care is in crisis right now across the nation, yet the problem is so complex that lawmakers may not have the ability to tackle it. For under-insured patients, he said, health care costs can drive many

See BRODY, A7
IMPORTANT TOPICS

Cunningham on the mission of the Brody School:
“The mission of the Brody School is very clear, and that is to provide education to disadvantaged and minority students, to create more doctors in the region and to improve the health of eastern North Carolina. And I believe it has been successful in all of those areas. The mission was solidly created in 1975 by some really smart people, because it is just as relevant to the needs of eastern North Carolina and to the patients and population that live in eastern North Carolina then as it is today.”

Cunningham on expanding the medical school:
“We are starting (to expand) already. Our medical school’s class this last year has been the largest ever. I believe it’s up to 80 students, traditionally we had around 72 students per year. We hope that, over time, we will be able to expand the medical school class to about 120 students. Obviously, that is going to require more faculty, it may require more facilities and is certainly going to require additional sites.”

Cunningham on the long-term goals of the Brody School:
“We need to find a way of making sure that all of our primary care physicians are trained locally, but our specialists are also trained locally. My long-term goal is to make sure that we have a broad base of primary care physicians, but also make sure we have sufficient numbers of specialty-trained doctors to serve the needs of this region. You start in the medical school and build beyond there.”
families into bankruptcy.

"Certain times demand certain personalities," said Dr. Walter Pories, chief of the Metabolic Institute and professor of surgery at the Brody School. "The challenges we face now, dealing with an under-served and rural population, you don't need someone in there that is impulsive or angry. You need someone who will look at different types of solutions."

Pories, who has worked at ECU for 31 years, described Cunningham as a wonderful physician, a technically outstanding surgeon and a remarkably good investigator. Still, he said, Cunningham's greatest gift is his ability to pull people together in a friendly and supportive fashion.

"I think the most important skill set that I bring with me is the ability to work with a diverse group of individuals; I imagine it has to do with the fact that I am multi-ethnic myself," said Cunningham, referring to his family background, which traces back to Jamaica, France, east India, Africa and Papua New Guinea. "Meeting a lot of people along the way and solving a lot of issues with them in a team format, all of those things have molded the way I look at life and the way I interact with other human beings. So those are the skills that I think will be helpful here."

While looking at the role of the Brody School, Cunningham said, it is also important to understand the demographics of eastern North Carolina. Maintaining the same quality of service will result in gaps in productivity, because some in the population will not be able to pay their fees, he said.

Gregory Harris, a medical student at the Brody School and chair of the Medical Student Council, said he first officially met Cunningham last week at a lunch with a small group of students.

At that meeting, Harris said, they talked about how important it is for the Brody School to give back to the community. He said the students like to know the administration is listening to their needs.

"From a student's perspective, you think of a dean as a bigwig," Harris said. "But he is really down to earth. He is very student-oriented and that's very important, to have that kind of understanding."

Harris said Cunningham knows the needs of the area because he has lived here before, which also adds to the students' level of excitement. "It's nice to have him back," Harris said.

Mike Villareal, another Brody student who served on the student interview committee during the dean search, said he was worried about some of the candidates using the Brody School as a stepping stone to a larger or more established medical school. However, he said, he never had that feeling about Cunningham.

"I think he is excited about being back," Villareal said. "Having a minority leader sets a great example. That says a lot about our school."

Personally, Villareal said he is excited about finally having a full-time dean for stability. Cunningham, who worked at ECU for 21 years before he left in 2002, said his first few weeks have been busy, but fabulous. One of the most positive things so far, he said, was the number of people coming to his office to give their opinions.

When asked how long he plans on staying at the Brody School and in eastern North Carolina, Cunningham replied, "For the rest of my life."

"But I don't have any inclination of retiring anytime soon," he said. "That thought just scares me to death."

Contact Tom Marine at tmarine@coxnc.com or (252) 329-9567.
ECU lecture series continues

The Daily Reflector

The Voyages of Discovery Lecture Series at East Carolina University will continue Wednesday will a talk from Walter Isaacson on the thinkers who have shaped the modern world.

The Thomas Harriot College of Arts and Sciences will host the Premier Lecture for the 2008-09 Voyages of Discovery Lecture Series at 7 p.m. Wednesday at Wright Auditorium on campus.

Isaacson, president and CEO of the Aspen Institute, will present “Creative Thinkers Who Have Shaped Our World.”

Isaacson is the author of See LECTURE, A7

LECTURE

Continued from A1


He serves on the Board of Directors of Reader’s Digest Association, Tulane University and Teach for America, and he is also on the advisory councils of the National Institutes of Health, National Constitution Center and the Shakespeare Theatre in Washington, DC.

He will sign copies of his book after the lecture.

The first lecture in the series, held in September, feature local pioneering surgeon Randolph Chitwood and drew around 300 people.

Organizers say the lecture series is designed for the general public and will not be overly technical.

Tickets for the general public are $10 and are available through the ECU Central Ticket Office by calling 328-4788 or (800) ECU-ARTS. Students, faculty and staff may obtain free tickets through the Central Ticket Office.
Retired ECU professor fascinated by backgrounds in western films

BY JOSH HUMPHRIES
The Daily Reflector

Tinsley Yarbrough has a sharp eye for things that often go unnoticed.

His recently published book "Those Great Western Movie Locations" reveals the valleys, ranches and deserts where thousands of western movies were filmed in the early part of the 20th century.

The book reveals the details of streets, desert scenes, lakes and ranches that give westerns their distinct American charm.

Yarbrough grew up in the 1940s and 50s when going to the Saturday movie matinee was a weekly event for the small-town boys of Decatur, Ala., his hometown.

"Even as a kid I began to notice some of the rock formations you would see in both movies of a double feature and maybe the serial chapter," Yarbrough said.

For his 20th wedding anniversary in 1985, Yarbrough's wife gave him a trip to California to explore the locations where westerns were made. He has made numerous trips since then to California and the surrounding states checking out the movie locations and ranches.

Since 1985, Yarbrough has been gathering photos, stories and information about the major locations used over and over as a hobby that eventually led him to write his new book.

Yarbrough got a Ph.D. at the University of Alabama in 1967 and taught constitutional law and judicial politics at East Carolina University from 1967-2006. He has written 10 books on the Supreme Court, individual justices, and lower federal court judges.

His most recent academic book, "Harry A. Blackmun: The Outsider Justice," came out earlier this year.

Though he stayed busy as a professor with serious academic pursuits, he never lost his love for the movies that filled his Saturdays as a little boy. He has collected thousands of westerns, serials, B westerns and major motion pictures on video and DVD.

He keeps them in a small room in his house where he often projects them onto a screen.

While he enjoys the acting, riding, shooting and drama of western films, the backgrounds always fascinated him.

"Sometimes it is distracting to enjoying the movie because I'm looking behind the movie at the house or the rock," he said.

"Dialogue is going on, action is going on and I'm trying to spot the locations. It is a small group, but there are quite a few of us that like that sort of thing."

See YARBROUGH, E2
YARBROUGH
Continued from E1

Yarbrough’s book is heavy on photos, many of major stars on location in the American west including John Wayne and Gary Cooper.

But Yarbrough was always more a fan of the smaller westerns and serials that revealed a cliff-hanger chapter every week in the theaters in towns across the country.

“A lot of my favorite A westerns are not epics. They have a smaller but very dramatic story to tell,” he said.

Red Ryder, The Durango Kid and Roy Rogers have always been more important to Yarbrough than John Wayne, Henry Fonda and Lee Van Cleef.

Westerns in the early part of the last century were a staple, with wide appeal and were churned out as fast as possible.

But many of them hold up to time as purely entertaining artifacts, Yarbrough contends.

“I think during that period the appeal was that there were the good guys and the bad guys and right always triumphed,” Yarbrough said.

“In these westerns there was a good deal of populism too. In the Saturday matinee westerns — not so much the big westerns — the bad guys were often what we could call today corporate interests.”

Yarbrough said the low-budget westerns of the time often featured easy-to-hate villains like railroad barons who were trying to cheat poor farmers and big mine operations that were trying to take over smaller miners.

“Some people have suggested that the people writing these screenplays had an agenda to throw into these simple movies,” he said.

“I think the main thing is that they were clear cut, black-and-white, and most of the time the good guys were really good and the bad guys were really bad and you could cheer on the good guys.”

Yarbrough has not collected much memorabilia other than photos. He isn’t interested in spending thousands on a coat worn by Gene Autry or a pair of Jimmy Stewart’s spurs.

He said he keeps his interests to watching the films and learning as much about the locations as possible.

Striking photos of the ranches and sets pepper Yarbrough’s book. He often places two photos side by side that show the same location from a different angle with a different star in the foreground.

“It’s a small group of us that are interested in this stuff, but we are out there,” Yarbrough said.

To order a copy of the book visit thosegreatwesternmovieslocations.com

Contact Josh Humphries at jhumphries@coxnc.com or (252) 329-9565.
ECU officials take measures to curb growth

BY JOSH HUMPHRIES
The Daily Reflector

For thousands of high school students, East Carolina University is the place to be. But getting in will be slightly more difficult next year as officials take measures to curb the overwhelming growth in enrollment.

The university is growing rapidly after adding a record 4,500 freshman this fall, and officials want to make sure the university doesn’t grow too quickly.

Judi Bailey, senior executive director of enrollment management at ECU, said the issue includes factors besides physical space.

“It is not just about chairs,” she said. “The capacity is the ability for the students to get the appropriate class and for the faculty-student ratio to be reasonable. There should be enough seats and space in the classrooms, and enough faculty to teach the classes, advisors, student affairs and other infrastructure to serve the student well.”

Officials will limit the number of students who are admitted for the spring semester and raise the general standards for admission to the university for next fall, Bailey said.

Last year there were more than 15,000 freshman applications, and, she said, this year is on pace to surpass that number.

In response, the university is raising standards for acceptance for the fall of 2009 and hopes to cap the number of students accepted at 4,000.

For the fall of next year, those students with scores between 850-890 and a predicted GPA of 2.10-2.45 will be evaluated further before accepted, Bailey told the ECU Board of Trustees last week.

See GROWTH, A9

GROWTH
Continued from A1

Previously, students who made above 850 on the SAT and had a predicted grade point average (GPA) of 2.35 were accepted.

A student’s predicted GPA is determined with a formula that includes SAT scores, high school GPA and high school class rank.

Students are often accepted on scores and grades from their junior year of high school. Students falling in the low end of the acceptance spectrum will be evaluated on their first semester as a high school senior as well, Bailey said.

“It allows for two things: us to take a second look at them, and it gives the student a chance to bring their grades up,” Bailey said. “Sometimes we may ask them to take the SAT again.”

Still, the university is getting more selective in anticipation of growing by 10,000 students over the next decade, when the UNC system is expected to grow by 80,000 overall.

But predictions can be tricky, even though he university uses a formula to estimate how many accepted students will choose to attend ECU.

This year’s response outstripped the prediction, so the university is limiting the number of students admitted in the spring semester, hoping to slow growth a bit.

The university is also increasing the transfer requirement, raising it above the system-wide GPA of 2.5 with 30 hours of transferable credits, Bailey said.

And for the fall of 2009, the onslaught continues.

Though Bailey doesn’t know the numbers yet, she sees a solid trend.

“The stream has been steady,” she said. “It feels like we are way ahead of last year. I’m surprised with how much traffic we are seeing.”

Bailey said twice-daily student tours are drawing groups of 70 or more people, when the typical number has been around 35.

While raising the standards and being slightly more selective will leave some on the outside, it also should slow growth to a level Bailey hopes will work best for the students who are at ECU.

“We want to make sure that, if we admit you, that we have the capacity for you to enroll and succeed in the program of your choice,” Bailey said.

Contact Josh Humphries at jhumphries@coxnccom or (252) 329-9565.
Laurels — To the announced visit by Gov. Sarah Palin, the Republican candidate for vice president, who is scheduled to speak at Minges Coliseum at East Carolina University on Tuesday evening. Greenville has been fortunate to draw attention from candidates seeking the nation’s highest offices, and Palin is the latest to bring the spectacle of the campaign to eastern North Carolina.

Fair week

Laurels — To the 89th Pitt County American Legion Agricultural Fair, which wraps up its stay at the fairgrounds today. The annual event remains a tremendously entertaining attraction for residents, who delight in the rides, games, food and fun for the week. Organizers were hopeful the fair would draw more than the record 45,000 who attended in 2007 and, thanks to pleasant weather, they may be successful.

Laurels — To this weekend’s CrimeStoppers telethon, which provides money to help law enforcement keep the community safe. Rewards offered for information about criminal activity is distributed through the organization, and the annual telethon represents its most important fundraiser. Residents with the means to do so are urged to consider donating to this worthy cause.

Darts — To the paltry turnout for the candidates forum held by the League of Women Voters and several other organizations on Tuesday night. Fewer than 20 people came to the City Council Chambers to see the candidates for Senate District 5 face off, and to hear brief comments from other candidates for state office. Fortunately, voters who missed the event can catch a replay on Greenville Public Access Television, channel 23.

Laurels — To ideas solicited from Tuesday’s public forum concerning a proposed Five Points Plaza project in Greenville. Representatives of Uptown Greenville drew only 25 people to the Willis Building to discuss possibilities for the project to create a public gathering space with broad community benefit. What a shame the turnout wasn’t greater to brainstorm plans for this exciting initiative.

Darts — To the apparent cancelation of a scheduled football game between East Carolina and North Carolina State University. The 2009 game was scrapped this week, according to a senior official in the Wolfpack athletics department. That is a shame, given the intensity of the rivalry and its benefit to the state and the fan bases of both institutions.

Laurels — To a decline in the county’s unemployment rate which, while expected, reversed three straight months of increases. The county’s unemployment rate in August was 7.5 percent, down from 7.8 percent in July. That drop occurs annually, owing to the impact of the student population on the figures. Still, the rate is high amid a sluggish economy. That’s bad news for local residents.

Compiled by Brian Colligan, editorial page editor of The Daily Reflector. Contact him at 329-9507 or via e-mail at bcolligan@coxnc.com
Leaders in health care to hold forum in Greenville

Health care professionals will convene in Greenville this week to discuss topics that are on the minds of millions of Americans as the presidential election approaches.

Several of the nation’s leading authorities on health care will hold a discussion from 9 a.m. to 12:30 p.m. at the auditorium of the Brody School of Medicine on Tuesday to discuss issues on regional health concerns and health insurance.

Hosted by the ECU chapter of the Phi Beta Phi honor society, the event will feature Henry Aaron, a senior fellow of the Brookings Institution in Washington, and a panel of experts in Medicare and Medicaid, public health, legal insurance issues, public health, pediatrics and case management.

The group will discuss how well the current U.S. health insurance system serves particular groups of citizens and achieves social values of the nation, and how gubernatorial and presidential candidates’ health reform plans would affect the current system.

“This is a showcase for East Carolina’s demonstrated commitment to the health and well-being of North Carolina’s citizens which is reflected in our response plan to UNC Tomorrow with a focus on improving the lives of the people we serve,” said Marilyn Sheerer, interim provost and vice chancellor of academic and student affairs.

Panel participants include: Dr. Pam Silberman, president and CEO of the North Carolina Institute of Medicine and public health professor at the University of North Carolina School Of Public Health; attorney Mark Hall; ECU pediatrics professor Dr. Charles Willson; and Joel Butler, vice president for external affairs at University Health Systems of Eastern Carolina and Member of the ECU Board of Trustees.

The panel will be moderated by Bob Greczyn, chair of the ECU Board of Trustees and President and CEO of Blue Cross and Blue Shield of North Carolina.

The public is invited to attend this free forum.
UNC eyes new campaign with $4 billion goal

No university has reached that target

BY ERIC FERRERI
STAFF WRITER

CHAPEL HILL - Ten months ago, UNC-Chapel Hill wrapped up a record $2.38 billion fundraising campaign with a thank you to donors. Now, plans are in motion to start hitting them up again.

The next target: a stunning $4 billion, which would put the university in rare company. Only three universities have taken on campaigns that large, and UNC-CH will be the first public institution to do so. The campaign could start next year, according to a recent memo written by Matt Kupec, UNC-CH's vice chancellor for university advancement.

Across the country, universities are increasingly stressing the importance of private dollars in recruiting top students and faculty. But this time, UNC-CH is taking an unconventional approach: It has set a financial goal before determining how the money would be spent.

"It's a real big number, isn't it?" said Roger Perry, the Chapel Hill developer who is chairman of the UNC-CH Board of Trustees. "It's more market-driven than need-driven. We could get by on less, but we could use more."

To hit its mark, the university hopes to move into unprecedented territory. It is stalking private money with an eye toward enriching its $2.2 billion endowment. The UNC-CH endowment has increased in recent years but is still far behind the nation's top fundraising colleges. Harvard University, for example, has a $34 billion endowment, according to 2007 data.

Private gifts become investments held in a university's endowment, and a small portion of the earnings is used each year. UNC-CH uses 5 percent of the value, so when a donor gives $1 million for a professorship,
UNC
CONTINUED FROM PAGE 1A

the university can add tens of thousands a year to a professor's salary or spend it on research equipment or staff support.

UNC-CH's recent Carolina First campaign raised money for, among other things, 208 professorships and 577 scholarships. It concluded at the end of 2007.

Duke University completed a $2.36 billion campaign in 2003.

At N.C. State, the recently completed Achieve Campaign has topped $1 billion, a particularly significant milestone for a land-grant university.

On a smaller scale, N.C. Central University in Durham is in the midst of a $50 million drive.

Even among private universities, no other fundraising campaign has reached the goal of $4 billion.

Stanford University is closest; it is currently shooting to raise $4.3 billion and has already banked $3 billion.

Columbia is targeting $4 billion and has raised $2.47 billion; Cornell is also targeting $4 billion and has raised $1.8 billion.

A continuous quest

UNC-CH never stops raising money. The campus topped $300 million in annual cash donations for the first time in fiscal 2007-08, even though half of that year was after Carolina First concluded.

But a formal campaign has a high profile and defined goals, encouraging alumni involvement through advisory committees and volunteer groups. That translates to better feelings about the old alma mater. Those good vibes, of course, tend to loosen purse strings.

"In the old days, you'd do one a decade," Kupec said recently. "Now, they're getting compressed. The institution asks us to raise more money today than yesterday. We're trying to press the idea that we have to be very aggressive, whether you're in a campaign or not."

UNC-CH's first major capital campaign, from 1989 to 1995, raised $440 million. The Carolina First campaign started about five years later.

Once the domain of elite private universities, these campaigns are becoming more common at state institutions struggling with stagnant public funding. According to the Chronicle of Higher Education, about 30 public institutions have completed $1 billion capital campaigns.

Elite schools are still the biggest players. Blue bloods such as Harvard and Yale have built multi-billion-dollar endowments over centuries. Public institutions are newer to the game and have had less time to cultivate generations of donors. And large state universities have the costly task of offering myriad courses and degrees, conducting research and engaging in public service.

"Their missions are much, much broader than private universities, so the costs are higher," said Nevin Kessler, N.C. State's vice chancellor for university advancement. "It's hard to imagine that we can get to where we want to be without increasing private fundraising revenue."

Government help

Over time, the percentage of the state's budget going to universities has shrunk, from about 31 percent in 1997-98 to about 22 percent last year. But total state spending on higher education has ballooned, reflecting growth in enrollment and needs at UNC-CH and across the 16-campus UNC system.

Compared with other states, North Carolina is quite generous to its public universities. The state ranks sixth nationally in per capita appropriations to higher education, according to an annual study conducted at Illinois State. And UNC-CH receives a great deal of federal grant money. Last year, the university brought in $610 million in federal grants.

The Carolina First campaign focused on bolstering faculty resources and creating merit scholarships. The next campaign's goals are not yet known.

Setting the goal

Generally, needs shape the dollar target, said Rae Goldsmith, vice president for communications with the Washington-based Council for the Advancement and Support of
Education.

"You develop the campaign's financial goal by looking internally at your institution's aspirations and needs," Goldsmith said. "What should be driving the goal is the actual internal analysis of need. It's not, 'Let's raise a billion dollars and see what fits into that.'"

But some institutions have success basing a fundraising target on the wealth of their pool of donors, said Kessler, who led fundraising efforts at the Yale School of Management and the University of Connecticut before coming to NCSU last year.

"You tend to back into the number," he said. "Generally, universities can identify needs that far exceed any goal."

**Obstacles to success**

If the next capital campaign begins July 1, as Kupec's memo suggests, it might face two challenges: donor fatigue and a weak economy. Kupec said he's aware of the threat of donor burnout and pledged that the campaign will move slowly, particularly if the state continues to be affected by an economic slowdown that led Gov. Mike Easley to recently order 2 percent budget reductions.

And Perry, chairman of the board of trustees, said the university will likely have some different targets than in the last drive, with a greater focus on encouraging corporate donations and persuading alums to include the university in their wills. Alumni accounted for 36 percent — or $836 million — of the Carolina First campaign's $2.38 billion.

**GENEROUS DONORS**

In the last decade or so, UNC-Chapel Hill's annual yield from private donations has increased significantly.

**UNC annual donations, in millions**

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Source: UNC-Chapel Hill development office

The News & Observer
Culinary schools beef up to attract more would-be food stars.
Demand for space is high, despite a down economy and rising costs.

BY SUE STOCK
STAFF WRITER

Going to school for the culinary arts can evoke visions of Julia Child and French cuisine. But today’s students are learning much more than how to prepare coq au vin. They have to know about international ingredients, global politics and fancy point of sale computer systems.

They have to be part sommelier, part nutritionist and part food specialist. And they have to learn to run a business, from purchasing to pricing.

But that’s not scaring people away. Careers in the culinary arts are growing in popularity, picking up people who are leaving other fields in the down economy and perhaps harboring dreams of being the next Bobby Flay or Rachael Ray.

To help them prepare, culinary arts schools are rushing to expand their programs.

"Historically, food and construction have been the easiest to get into," said Penny Prichard, instructor and department head in Culinary Technology and Hotel/Restaurant Management at Wake Technical Community College. "But people just expect more now."

Prichard is heading up an effort to improve culinary arts programs in North Carolina’s community colleges. This year, Wake Tech has added a baking and pastry arts degree.

The changes there come on top of the August opening of the Art Institute of Raleigh-Durham, which has its own culinary degree program.

"People are very interested in food, they see it around them," said Daniel Taylor, chef director for the Art Institute’s program. "The media attention on food has just increased the interest by people. ... A chef was not a celebrity 10 or 15 years ago."

Of course, not everyone will rise to the level of Food Network star. In North Carolina in 2007, chefs and head cooks made a median annual wage of
$33,570. For food service managers, it was $47,390. Still, that’s not stopping people from jumping on the culinary bandwagon.

The dramatic rise in interest can be attributed in large part to the glamorization of food jobs, thanks to shows such as “Hell’s Kitchen” and media coverage of food careers. But the culinary arts have also experienced a surge of interest because of the growing number of people quitting 9-to-5 desk jobs to follow their dreams.

Timothy Cozart used to be an information technology worker for EMC but was laid off in 2001.

“Everybody kept saying, ‘You’re so good in computers, you’re so good in math,’ ” he said. “That’s where the money was. At the time, culinary was not respected at all.”

Cozart, 41, now runs a personal chef business, First Earth Sage & Fire, and he teaches culinary skills courses at Wake Tech.

He said following his passion for food has been rewarding, and the extra course work in purchasing, pricing menu items, wine appreciation and other functions has been essential to helping him succeed.

“It’s things like how to determine how many people you should have on staff in relation to how much business you are getting,” he said. “But when I’m pricing out menus and things like that, that’s invaluable to me, because I’m in business to make money. If I price it out wrong, I don’t make money.”

Those skills are increasingly important, said Prichard of Wake Tech, which is why the state’s community college programs are being revamped.

“We want to have more of an emphasis on entrepreneurialism,” Prichard said. “Most of our students at some point want to own their own — fill in the blank — their own bakery, their own restaurant.”

With 60 percent of restaurants failing within the first three years of operation, equipping students with the skills to cook and operate a business is increasingly important.

SEE CULINARY, PAGE 8E
“They might have the best barbecue recipe in the world, but if they don’t know food costs, it doesn’t matter,” Prichard said.

Is it worth it?

Of course, a big degree to follow your big dreams can cost big bucks. Most culinary programs take at least two years to complete. Some take longer.

At the Art Institute, the bachelor’s degree is 188 credits and can be finished in three years. At $6,900 per quarter, that means the program would cost $20,700.

The Wake Tech programs are designed to take two years, but many students take three years because they are working other jobs or taking night classes. For the two-year program, the cost is about $5,000.

The career potential is solid. Demand for chefs, head cooks and other similar workers is on the rise.

The U.S. Bureau of Labor Statistics estimates that the number of chefs and head cooks nationally would grow from 115,000 to 124,000 between 2006 and 2016. For food service managers, that figure will grow from 350,000 to 368,000 in the same period.

And with interest in such jobs and competition for them growing, some students say the degrees are worth it for the skills they learn and the edge it gives them.

Students in the Wake Tech culinary program practice their knife skills while cutting vegetables.

GETTING A DEGREE

There are a wide variety of culinary arts degrees, from full-time four-year programs to shorter associate’s degrees or certificate programs. Here are just two examples:

- Wake Tech offers degrees in hotel/restaurant management, baking and pastry arts and culinary arts. Depending on the degree, a student will need to take between 73 and about 100 hours of coursework. The programs are designed to be completed in two years but may take longer. Cost is $5,000 if completed in two years. There is also a certificate program, which is 15 to 18 credits. Courses include basics such as sanitation and culinary skills, but also include more advanced topics including menu design, wine appreciation and international cuisine.

- The Art Institute of Raleigh-Durham offers a bachelor’s in culinary arts management, which is 188 credits. A full-time student can finish in three years. There is also an associate program, which is seven quarters and 112 credits. A student can finish in 21 months. The institute charges $437 per credit, meaning the average student would be enrolled full-time at 15 credits and $6,900 per quarter. This program also covers basic culinary skills but also includes courses in marketing, nutrition, statistics and legal topics pertaining to restaurants.

“Most places want you to have the degree now,” said Lisa Bence, who enrolled in the Wake Tech program after working as a loan officer in the Detroit area. “The fine-dining restaurants, they’re looking for you to have experience and also have the degree,” she said. “Look at how restaurants treat the chefs and the sous chefs now. They put where they went to school and all that stuff out there.”

Other students said they felt the degree would only get them so far.

Lea Chadwell of Wake Forest said she chose to get her culinary arts certificate rather than a degree because she was more interested in learning culinary skills than business principles. Instead, she has been attending free business seminars and reading about starting a business.

“A lot of what your business is is what you know, but a lot of it is also luck,” she said. “A degree won’t do you any good if you choose a location on the wrong side of the road.”

Restaurant owners don’t see the degrees as necessities, but there’s no denying a degree can help you get your foot in the door.

“We don’t specifically require a degree,” said Kim Reynolds, whose family owns and operates Second Empire Restaurant and Tavern in Raleigh.

“If a person comes in with no degree and wants to learn, that’s great,” she said. “It really depends on the individual. But if they’ve got [a degree], that shows me they have invested a lot of time and a lot of money, so they’re serious about it.”

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Crisis Makes College Planning Tricky

With the credit crunch crimping the student-loan market and financial-market upheaval crunching investments in college-savings plans, what's a parent to do?

That depends somewhat on when your child will need those college funds. If you’ve got a long time horizon, some say investing in the tax-advantaged college-savings tools known as 529 plans still makes sense. Investors contribute after-tax dollars; investment gains are tax-free if the money is used for qualified education expenses.

“The long-term appeal of 529 plans, despite all the painful losses in recent months, is still very much intact,” says Marta Norton, senior mutual-fund analyst with research firm Morningstar in Chicago.

“If you saw higher expenses or a management team that had changed, those would be reasons to consider switching funds, but solely because of painful performance over a year’s span isn’t reason to jump ship,” she says. Search for “529 plans” on Morningstar.com to see the firm’s take on the five best and worst plans.

Even if college is imminent, the tax benefits of a cash-type, conservative 529-plan investment can make sense, says Ray Loewe, president of College Money, a Marlton, N.J., financial-planning firm that counsels parents on college funding.

Overall, the investment portfolios offered through all 529 plans tracked by Morningstar were down 6.09% on average for the year ending Aug. 31, while they were up 6.06% annually over five years.

Still, the recent stomach-turning stock-market gyrations might make investing for college a tough route for some.

If you’re in panic mode and want to get out of a 529 plan, ask the college about prepaying so you still get the tax benefits, says Mr. Loewe. Ask if there are discounts for prepaying.

No matter how you save, saving something is getting more important as the credit crunch limits loan availability. Fewer lenders are participating in the federal student-loan program, and about 33 lenders have stopped offering new private loans, says Mark Kantrowitz, publisher of FinAid.org, a financial-aid information site.

Still, Congress in May shook up the federal program by increasing the maximum annual unsubsidized loan amount for some students by $2,000.

Here are moves you can make to help pay for college:

Apply to many schools. That will increase the number of financial-aid offers. “We recommend kids apply to 10 schools, so they get accepted to three or four schools. That’s going to increase their financial-aid options,” says Dave Kenney of CollegeZapps, a Littleton, Colo., provider of college-application tools.

Consider private schools. Private-college tuition costs are steep, but these schools often have more ability than state schools to offer scholarships or tap endowment funds to help students, Mr. Kenney says.

Huddle with family. Grandparents are often willing to help with a gift or loan. Set up a savings plan and ask for contributions, suggests Mr. Loewe.

Use the financial-aid office. School financial-aid officers have a good handle on available grants, scholarships and loans. Once a school offers admission, it has invested a chunk of money so it will usually want to help figure out financing. Also, ask your student’s high school about local scholarships, and your employer, too.

Seek federal loans first. They’re more available and generally cheaper. Meanwhile, improve parents and the student’s credit scores by paying down debt to help ensure you’re eligible for the lowest rates if you need a private loan with a co-signer.
As economy sags, so do faces

Patients forgo nips and tucks

BY LINDSEY TANNER
THE ASSOCIATED PRESS

CHICAGO — The economy isn’t the only thing drooping — so are faces, breasts and bellies as would-be cosmetic surgery patients opt against nips and tucks because of tough financial times.

Anecdotal reports and a recent unscientific survey from an industry trade group suggest many cosmetic surgeons have been seeing a drop-off in costly operations, some by as much as 30 percent or more.

Diane Lawyer, a software company manager in Atlanta, said belt-tightening has made her put off getting her eyes done, a procedure that would cost a few thousand dollars.

“I just can’t justify that right now,” she said.

Lawyer, 55, has started shopping at a discount grocery, rarely drives to save on gas, and loaned money to help keep her sister out of foreclosure.

“I lost $15,000 in the last two weeks on the stock exchange,” she said, referring to her dwindling 401(k) plan.

Dr. Alan Gold, president of the American Society for Aesthetic Plastic Surgery, said that for the past year, sagging business has been the talk of cosmetic surgeons.

“Everybody talks about it, nobody really has any numbers, so we polled our membership,” said Gold, whose suburban New York office is on Long Island.

Of about 700 doctors who responded to the April-May questionnaire, 53 percent said business is down, some by as much as 30 percent.

Dr. Patrick McMenamin, president-elect of the American Academy of Cosmetic Surgery, said he’s in regular contact with cosmetic surgeons who complain that business continued to slide through the summer — even before Wall Street’s recent nosedive.

“With this latest fiasco, many are probably down closer to 40 percent,” said McMenamin, a Sacramento, Calif., cosmetic surgeon who specializes in faces, breasts and liposuction.

For him, August “was terrible. I just did a lot less surgery.”

September’s always a slow month for cosmetic surgery, he said, so the economy’s impact was less palpable. “I have no idea where October is going.”

To attract patients, “We’ve reworked our mailing list and Web site, all facets of the business,” McMenamin said. He hasn’t lowered prices but says some doctors have.

McMenamin said he has noticed an uptick in cheaper, less invasive options, including Botox injections and wrinkle fillers. So instead of shelling out $7,000 for a face-lift, patients spend $1,000 for less dramatic results.

However, many Botox and filler patients are waiting longer than the usual three to four months between treatments, said Dr. Robert Singer of La Jolla, Calif.

Singer was reluctant to quantify the drop in his business, but he said any cosmetic surgeon claiming business is great “is spinning and marketing.”

Some who invested in office upgrades are worried. Cosmetic specialist Dr. Jim Matas of Orlando, Fla., said he took out a $100,000 mortgage last year to plushly renovate his condo-office. He’s been able to make the payments, but notes, “I still have that as an overhead cost that I didn’t have” before the economy’s big slide.
So, med student, how does it feel to be old?

BY THOMAS GODSMITH
STAFF WRITER

CHAPEL HILL - Older patients in hospitals and nursing homes have often been disrespected, stripped of their identities and wrongly diagnosed.

As part of efforts to discourage such treatment, a group of UNC-Chapel Hill medical students recently got their own taste of how it feels to be old.

In a role-playing exercise this week, students were handed cards detailing fictional identities as older patients, then quickly subjected to a hasty, callous string of procedures.

“We can teach people in multiple ways — giving a lecture about caring is, in my mind, not the best way to underline that issue,” said Dr. Jan Busby-Whitehead, chief of the division of geriatric medicine at UNC-Ch.

“The best way is to put someone in someone else’s shoes.”

Clamor filled a crowded classroom at UNC as residents and others playing “bosses” subjected students playing older patients to a series of indignities: commands to wear adult diapers and nicknames such as “Muffin” and “Sweetheart,” with no serious attention to patients’ concerns.

“I was frustrated to the point of death, which is what might happen in a real situation,” said Allison Serra, a second-year student from Durham.

Providers nationwide are working to improve care for an oncoming wave of older patients, for both ethical and business reasons. Starting this week, players in the aging exercise are guided by cards they receive at the beginning of the game. The players face challenges that can include disabilities, health problems, stereotypes about aging, money troubles and the death of people close to them.

Starting from a table labeled independent living, the players draw cards which tell them to move to other tables labeled as nursing homes and assisted living centers. As they progress, they have many of their defining characteristics randomly taken away by participants who are labeled bosses.

At the UNC event — which used a version of the game made by Slack Inc., an educational services company — students playing older people had makeup applied against their will, were tagged with demeaning labels and received unnecessary procedures.

SEE OLD, PAGE 4B
Medicare, the federal insurance program for people over 65, will no longer pay doctors and hospitals for medical care that results from preventable errors.

"There is a perfect rationale behind that," said Dr. Hal Atkinson, program director for the geriatrics fellowship at Wake Forest University Baptist Medical Center.

Medicare wants to make sure hospitals that make fewer mistakes receive financial benefit, Atkinson said. "Certainly we could be doing better than we are now," he said.

At Wake Forest, about 75 percent of medical students spend time with geriatric patients during their third year, but the university wants to increase that to include all students.

"It's difficult from a societal perspective because there are so many negative images of older people that students get exposed to," Atkinson said.

"We have our work cut out for us trying to combat that."

Simulations illustrating the difficulties of older hospital patients have been around for decades, Busby-Whitehead said. But given increasing numbers of older patients, the exercise is now mandatory for all incoming internal-medicine interns at UNC and is being extended to many other hospital staffers.

Faced with the prospect of amputations, forced restraints, shouted questions to deaf patients and other horrors, the UNC students seemed to get the picture quickly.

Second-year student Kira Peoples, 23, of Murfreesboro was given the role of a 60-year-old patient who mistakenly took a double dose of diuretics. She was labeled a "biter."

Then, just after Peoples was put in an adult diaper, she drew the game's last card.

"I died! I got really dehydrated," Peoples said a few minutes later, pulling off the white sheet that marked her morbidity.

"They made assumptions about me, and they didn't believe what I said."