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CCU Newsletter, November 11, 2002

Coastal Carolina University

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Coastal Carolina

UNIVERSITY NEWSLETTER

November 11, 2002

A Newsletter for Faculty, Staff and Friends of Coastal Carolina University

Volume 12, Number 19

Conference addresses international tourism

Whether it's Frankfurt, Germany, or Myrtle Beach, South Carolina, Horst Schulze says the key to a successful hotel is quality.

Schulze was the keynote speaker at the recent "Managing and Marketing Tourism in the International Environment" conference sponsored by Coastal and the Myrtle Beach Area Hospitality Association at Kingston Plantation. Topics covered during the two-day conference, which was attended by Coastal students and representatives of area businesses, included academic research presentations, a look at international travel markets to the Southeastern United States, and immigration issues for international visitors and workers following Sept. 11.

Schulze was president and chief operating officer of the Ritz-Carlton Hotel Company from 1983 to 2002. During his tenure, the Ritz-Carlton expanded from one property to more than 40 worldwide in 41 countries and twice won the prestigious Malcolm Baldrige National Quality Award.

"Schulze brings to the area a basic focus on getting the hospitality experience right," said Darla Domke-Damonte, director of

International Programs for the Wall College of Business. "He stressed that the emphasis on quality is the responsibility of everyone in the organization and—in our tourism context in the Grand Strand—the responsibility of everyone in the community."

Schulze said the three worst run industries are airlines, banks and hotels. "Part of

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(l to r) Taylor Damonte, Darla Domke-Damonte, Martha Hunn of the Myrtle Beach Area Hospitality Association, Horst Schulze, David DeCenzo, President Ingle, and Elaine Michaud of the Myrtle Beach Area Chamber of Commerce.

Beach Music study proposed

Coastal President Ronald R. Ingle, Harry Turner, president of the Beach Music Association International (BMAI), and Billy Scott, BMAI board chairman signed an agreement recently establishing a partnership for the purpose of integrating the study of beach music, an art form indigenous to the Grand Strand area, into Coastal's academic curriculum.

The study, which will focus on the cultural, sociological and musical impact of the genre, will be placed under the aegis of Coastal's Waccamaw Center for Cultural and Historical Studies. Center director Charles Joyner is an expert on Southern musical styles and his upcoming book on Southern music includes a chapter on beach music. Joyner has plans for the center to host an academic conference related to beach music in 2003.

Coastal already has ties to the beach music industry. Bill Pinkney of the Original Drifters received an honorary degree in 2001. Pinkney is scheduled to perform the national anthem at Coastal's first football game in September 2003. Steve Nagle wrote the entry for Beach Music in the *Encyclopedia of Southern Culture*.



CCU Newsletter Publication Dates

Submission deadlines:	Publication dates:
Monday, November 18	Monday, November 25
Monday, December 2	Monday, December 9

Coastal Carolina University Newsletter is published biweekly during the academic year and monthly during June, July and August by the Office of Marketing Communications. Submissions should be sent to the Office of Marketing Communications in SNGL 204 by noon the Monday before publication.

Deadline to submit information for the next issue is Monday, November 18 at noon.

LIBRARY USE ONLY

Conference

Continued from cover

it is education," he said.

He also said it's important for accommodation providers to know their customers and to cater to their needs. "If I can give you one key of marketing it would be: Don't promise what you can't deliver," he said.

A resident of Atlanta, Schulze lectures to groups all over the world. President Ronald R. Ingle helped arrange Schulze's visit through a mutual friend. He hopes Schulze will return for another lecture.

"It was important for the Myrtle Beach professionals and for our students to hear from someone of his caliber," Ingle said.

Birthdays

November

12 Matt Hogue	21 German Ojeda
13 Robert Full	Ernest Smith
Charlotte Lewis	22 Thyssene Frederick
Audrey McCracken	Gayle Skipper
14 John Farrelly	23 Sandra Ridenour
Robin Strickland	Bob Squatriglia
Gwen Turner	25 Jessica Causey
15 Donald Burgess	Arizona Fairwell
Randall Cox	26 Michael Lackey
Gina Markland	27 Mary Bernstein
16 Richard Dame	Connie Lee
17 Sally Horner	Josie Lee
18 Glenn Hanson	Kathy Lee
19 Art Wendelken	29 Gary Gilmore
20 John Reddic	Jenny Wickum
Millie Taylor	30 Christopher Podeschi
Barbara Tinsley	

Town meeting

"Enron, WorldCom...What's Going On?" is the topic of two upcoming town meetings sponsored by Coastal Carolina University. These forums, which will focus on ethics and modern business practices in corporate America, are scheduled for Thursday, Nov. 14 at 7 p.m. at the Litchfield Beach and Golf Resort, and Wednesday, Nov. 20 at 7 p.m. at Chapin Library in Myrtle Beach. Both events are free and open to the public.

Benedict P. Rosen, chairman of the board of AVX Corporation, will serve on the panel of the Nov. 14 meeting, and Larry L. Biddle, a director of Burroughs & Chapin Company, Inc., will serve on the panel of the Nov. 20 event. Other panelists include Claudia McCullough, Greg Krippel, John Mortimer and Phil Schneider.

American College Theater Festival comes to Coastal

Coastal will host the state-level competition of the Kennedy Center American College Theater Festival Nov. 14 to 17. Productions from six South Carolina universities will be presented as part of the competition. The winning productions will advance toward national competition at the Kennedy Center in Washington, D.C. All plays presented during the festival are free and open to the public.

The festival is part of a national theater program involving 18,000 students from more than 600 colleges and universities nationwide. The competition encourages excellence in college theater and provides theater departments with a forum to showcase their work and receive outside assessment by highly qualified judges.

The following plays will be presented in Coastal's Wheelwright Auditorium as part of the festival competition for colleges and universities.

Thursday, Nov. 14:

- 11 a.m. - *The Survivor: A Cambodian Odyssey*, presented by Presbyterian College
8 p.m. - *The Yellow Boat*, presented by Winthrop University

Friday, Nov. 15

- 11 a.m. - *Wax Work*, presented by the University of South Carolina, Aiken
8:30 p.m. - *A Funny Thing Happened On the Way to the Forum*, presented by Coastal Carolina University

Saturday, Nov. 16

- 1:30 p.m. - *Five Women Wearing the Same Dress*, presented by Converse College

Sunday, Nov. 17

- 11 a.m. - *Lone Star*, presented by the College of Charleston

Ritter film on Iraq to be shown

In *Shifting Sands*, Scott Ritter's controversial 2002 film about his work as chief of the United Nations weapons inspection team in Iraq, will be screened Wednesday, Nov. 13 at 7 p.m. and on Thursday, Nov. 14 at 4 p.m. in the Recital Hall in the Edwards College of Humanities and Fine Arts. The event is free and open to the public.

This documentary depicts the effects that sanctions are having on the Iraqi people and takes an unwaveringly hardline stance on issues relating to international justice and global security. According to Ritter, the sanctions have cost more than 1.2 million Iraqi lives. The film includes Ritter's interviews with world leaders such as U.N. Secretary General Kofi Annan, Iraqi Vice Prime Minister Tariq Aziz, and Russian President Vladimir Putin. The interviews present the international community's view of America and the ramifications of the U.S. foreign policy.

Faculty members of Coastal's Department of Politics and Geography will



Scott Ritter

lead a question-and-answer session following both screenings.

Ritter, who spoke at Coastal last month, is sharply critical of the Bush Administration's current policy in the Middle East, particularly the prospect of a U.S.-led war against Iraq.

A ballistic missile technology expert, Ritter worked in military intelligence during a 12-year career in the U.S. armed forces, serving in the former Soviet Union and the Middle East. A former major with the U.S. Marines, Ritter also served in the Gulf War at Marine Central Command headquarters in Saudi Arabia. He joined the U.S. weapons inspection team, or UNSCOM, in 1991 and took part in more than 30 inspection missions.

Ritter is also the author of *Endgame*, which explores the shortcomings of American foreign policy in the Persian Gulf and suggests alternative approaches to handling the Iraqi crisis.

For more information, call Jim Henderson at 349-2626.

Acclaimed violinist to give master class at Coastal

Icelandic violinist Judith Ingolfsson, the 1998 gold medal winner of the International Violin Competition, will lead a violin master class Monday, Nov. 18 at 9 a.m. in Wheelwright Auditorium. The class is free and open to the public.



Judith Ingolfsson

Ingolfsson made her solo orchestral debut in Germany at the age of eight. Since then she has appeared in a number of orchestras throughout the world. Her critically acclaimed performances have been broadcast on PBS and CBS Sunday

Morning. In 1999, National Public Radio's Performance Today named her Debut Artist of the Year, praising her "remarkable intelligence, musicality, and sense of insight."

Ingolfsson will perform a concert as featured soloist with the Long Bay Symphony at Myrtle Beach High School Sunday, Nov.

17 at 7 p.m.

The master class is sponsored by Coastal's Department of Performing Arts.

For more information about the master class, contact the Wheelwright Box Office at 349-2502.

Coastal Carolina People

Faculty and staff are encouraged to submit information to be included in the "Coastal Carolina People" section of this newsletter. Information will be published following the presentation or activity.

• The following faculty members will be recognized in *Who's Who Among American Teachers 2002*: **Robert Nale, Linda Palm, Joan Piroch** and **Karlene Rudolph**.

• **James E. Blackburn's** review of *Reassessing the Heroine in Medieval French Literature*, edited by Kathy M. Krause, appeared in the Summer 2002 issue of *South Atlantic Review*.

• **Jessie Brown** participated recently in the National Advisory Committee meeting for the development of the PRAXIS Principles of Learning and Teaching: Early Childhood Assessment, held in Princeton, N.J. She will participate in ongoing assessment activities of ETS (Education Testing Service).

• **Taylor Damonte** is the editor of *Research Proceedings: Fall 2002 Southeast Council of Hotel, Restaurant and Institutional Education*, produced in conjunction with the recent "Management and Marketing Tourism in the International Environment" conference held at Kingston Plantation.

• **Jane Guentzel** and **Eric Mazzone**, a senior marine science major, published an article titled "Carbon Removal Through Algal Mediated Precipitation of Calcium Carbonate" in the Oct. 15 issue of *MarSci*, an online journal that publishes peer-

reviewed papers by undergraduate students and their advisers.

• **Jean-Louis Lassez** gave a lecture titled "Kernel Based Classification Algorithms" at the "Man versus Machine: The Experiment" Symposium in Haifa, Israel, on Oct. 16. The lecture was based on research Lassez conducted in collaboration with Tayfun Karadeniz, a senior computer science major.

• **Treelee MacAnn** recently received the second place award at the 49th Annual Pee Dee Regional Art Competition at the Florence Museum for her color woodcut print titled "Remaining Light." Her linocut print titled "The Old Man" was also accepted for exhibit. The show continues through Nov. 27.

• **Jo-Ann Morgan** gave a talk about her work as part of a joint conference of Philadelphia Sculptors and the Tri-State Sculptors' Guild at the University of Art in Philadelphia on Oct. 23.

• An online job application system developed by **Matt Nicholson** and **Rick Matthews** for Coastal's HREO Web site earned kudos recently at the state level. James Riley of the S.C. Chief Information Office was so impressed by the program's innovative, resourceful and effective use of programming language that he wrote a letter bringing it to the attention of Gov. Hodges. Nicholson wrote the program and Matthews was a consultant on the project.

Career Services sponsors seminar on government jobs

"Who's Hiring Now? The Federal Government!", a seminar sponsored by the Office of Career Services to provide students with expert advice about tapping into employment opportunities with the federal government, will be held Tuesday, Nov. 19 from 1 to 2:30 p.m. in the Wall Auditorium. The event is free; registration is not required.

"Although the economy is soft and hiring activity is flat in the private sector, the federal government is recruiting to replace upward of 45 percent of the federal workforce that will be eligible to retire in the next few years," says Mollie Fout, director of Career Services.

Information about the various entry points to federal employment, explanations of vacancy announcements, federal resumes and a review of Internet resources to guide the federal employment job search will be presented.

Panelists include Philip Schneider, associate professor of philosophy and religion and former assistant director of the Office of Personnel Management in Washington, D.C., and Frank McCusker, lecturer in the Department of Computer Science, who was formerly with the Navy, the CIA and the Department of Patents and Trademarks. The panel will also include Linda Dailey, employment specialist with the regional office of the Department of Veterans Affairs in Atlanta, and Gail Raborn, local office manager with the Social Security Administration.



COASTAL CAROLINA
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Campus Notes

Graduate catalogue online

In response to the increasing number of programs offered at the graduate level, Coastal has developed an easy way to access information pertaining to graduate study. The online graduate catalog provides information related to Coastal in general but also features specific information regarding admission to the university's graduate programs, academic regulations, fees and expenses, financial aid, student life and services, degree program requirements, and courses and course descriptions. Coastal's online graduate catalog may be accessed at www.coastal.edu/gradcatalog.

Publications win awards

Coastal student publications earned honors recently at the Associated Collegiate Press conference. The current issue of *Tempo*, Coastal's student magazine, won third place design awards for its contents page and for a feature article spread. *Archarios*, the student literary and art publication, won a fifth place design award for its content page and second place in the best of show competition.

Agee joins staff

Jenny Agee has joined the Coastal staff as a communications specialist in the Office of Marketing Communications. One of her responsibilities is producing the Coastal Carolina University Newsletter. Send information for Campus Notes and Coastal Carolina People to her at jagee@coastal.edu or news@coastal.edu.

Agee earned a bachelor's degree in mass communications from Louisiana State University. She was a reporter for *The Coastal Observer* for five years, and recently received a first place award in reporting from the National Newspaper Association. She has also earned awards from the South Carolina Press Association.

Interdisciplinary Studies degree

An information session outlining degree program opportunities for adults interested in earning a Bachelor's of Arts in Interdisciplinary Studies degree (BAIS) will be held on Thursday, Nov. 21 at 6 p.m. in University Hall 225. For more information, call 349-2734 or visit the Web at www.coastal.edu/learn.

Coastal defeats Clemson in head-to-head PGM competition

Coastal Carolina University and Clemson University, two of the 13 schools in the United States with Professional Golf Management (PGM) programs endorsed by the Professional Golfers' Association of America (PGA), went head-to-head in the 2002 Director's Cup, a competition established last year to help showcase their unique programs. Coastal defeated Clemson 9-7 to retain the cup they had won in the event's 2001 inaugural competition.

The friendly intrastate match-up was held Oct. 26 and 27 at two of South Carolina's top golf courses, Clemson University's Walker Course and Boscobel Country Club. Each university fielded an eight-person team to compete in a 54-hole Ryder Cup format. Last year's tournament was held at Acardian Shores and the Dunes Golf and Beach Club in Myrtle Beach. Participants were full-time students enrolled in their school's PGM program.

Coastal's 2002 Director's Cup team was led by first-year student Ryan Corcoran of Omaha Neb. Other Coastal team members were Ricky Lyons of Salem, N.C.; Bob Zaleski of Durea Pa.; Geoff Hiland of Lakewood, Colo.; Charles Chapman of Mt. Grogan, S.C.; Chuck Johns of Verona, Pa., Matt Dwyer of Lock Haven, Pa.; and Brent

Terry of Jersey Shore, Pa. Captaining the 2002 teams were PGA members Dan Drane of Clemson and David Hackney of Coastal.

Coastal initiated its PGM program in fall 1997 in response to the Grand Strand's bustling golf industry, which has more than 100 courses situated within 40 miles of the university. Coastal is also the only institution that has an international component to its PGM program, as more than 20 students from Spain are enrolled in the program.

In Coastal's PGM program, students must complete the requirements of a bachelor of science degree in marketing from the E. Craig Wall Sr. College of Business Administration and serve 16 months of internships at area golf courses. Those who complete the class work, internship and Golf Professional Training Program are on course to obtain their PGA Class A certification, which is the critical credential for entering a career in the U.S. golf industry. Successful PGM graduates are qualified for a variety of careers, such as club or teaching professionals, sales representatives, general managers, marketing or public relations directors.

To learn more about Coastal's PGM program, contact Charles Thrash, program director, at 349-2639.

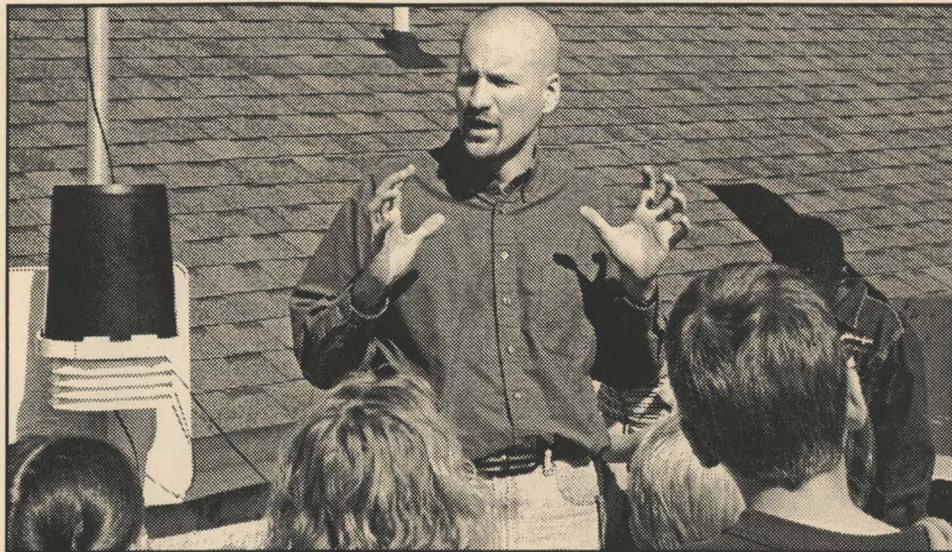
Coastal students win national service award

Coastal Carolina University's chapter of Eta Sigma Gamma, the national honor society for health promotion majors, recently received the 2002 Service Activity of the Year Award. This highly competitive national honor, given to a chapter which has provided outstanding community service during the past year, was awarded to Coastal's Delta Zeta chapter for its service on behalf of the Waccamaw Youth Center, a shelter for abused and neglected teenage males located in Conway.

"Our students have taken the initiative to

assist in carrying out several projects for the center, including fund-raising drives and open houses," said Sharon Thompson, associate professor and coordinator of Coastal's Health Promotion program. "They also did a great deal of work before the center officially opened, helping to get it ready."

The award, which included a \$250 cash gift, was presented to Coastal health promotion students Presley Smith, chapter president, and Lindsay Graham at the American School Health National Conference in Charlotte, N.C., in October.



Up on the Roof

Physics professor Louis Keiner gave a group of more than 40 fourth-graders from Myrtle Beach Intermediate School a lesson about climate and weather when they visited Coastal Carolina University last week. The students visited the university's remote weather station at Myrtle Beach State Park and took a tour of the university's science building, exploring its rooftop weather station. Fourth-graders in South Carolina are required to learn about climate and weather as part of the state's science standards. Keiner says this will be an annual program undertaken in collaboration with area elementary schools.

Keiner said he enjoyed teaching the young students because they were enthusiastic and most of the material was new to them.

"It's important to do programs like these so students can understand how the world works. It also encourages them to become interested in science at an early age, making them want to do more of it," he said.



Songwriter Sobule to perform free concert at Coastal

Singer-songwriter Jill Sobule, whose MTV hits include "I Kissed A Girl" and "Supermodel," will give a concert Wednesday, Nov. 20 at 7:30 p.m. in Wheelwright Auditorium on the Coastal Carolina University campus. The event is free and open to the public.

Born in Denver, Sobule has been recording since 1990. Her music has been praised by critics for its originality and satirical edge.



Jill Sobule

Sobule's songs have been featured in several movies including "Harriet the Spy," "The Truth About Cats and Dogs," and "Clueless." Her CDs include "Happy Town" and "Pink Pearl."

The concert is sponsored by Coastal's Office of Student Activities and the Coastal Production Board.

For more information, contact the Wheelwright Box Office at 349-2502.

Campus Calendar

Monday, Nov. 11

- Advance registration starts, through Nov. 15

Wednesday, Nov. 13

- American College Theater Festival, through Nov. 17
- *In Shifting Sands*, Scott Ritter film, Edwards Recital Hall, 7 p.m.

Thursday, Nov. 14

- "Enron, WorldCom...What's Going On?" town meeting, Litchfield Beach and Golf Resort, 7 p.m.

Monday, Nov. 18

- Judith Ingolfsson, violin master class, Wheelwright Auditorium, 9 a.m.

Wednesday, Nov. 20

- "Enron, WorldCom...What's Going On?" town meeting, Chapin Library in Myrtle Beach, 7 p.m.
- Jill Sobule concert, Wheelwright Auditorium, 7:30 p.m.

Thursday, Nov. 21

- Information session: Bachelor's degree in interdisciplinary studies, University Hall 225, 6 p.m.

Athletic Events

Thursday, Nov. 14

- Men's Basketball hosts Francis Marion, 7 p.m.
- Men's Soccer at Big South Conference Tournament hosted by Winthrop through Nov. 17

Friday, Nov. 15

- Volleyball at Elon, 7 p.m.

Saturday, Nov. 16

- Men's Cross Country NCAA Southeast Region Championship at Greenville, N.C., 11 a.m.
- Women's Cross Country NCAA Southeast Region Championship at Greenville, N.C., 11 a.m.
- Volleyball at High Point, 2 p.m.
- Women's Basketball hosts Low Country All-Stars, 7 p.m.

Thursday, Nov. 21

- Volleyball at Big South Conference Tournament in Rock Hill, through Nov. 23

Friday, Nov. 22

- Men's Basketball at Western Carolina, 7 p.m.

Saturday, Nov. 23

- Women's Basketball hosts Coker, 7 p.m.

Sunday, Nov. 24

- Men's Basketball at Florida, 3:30 p.m.

Monday, Nov. 25

- NCAA Division I Championships at Terre Haute, Ind, 11 a.m.

Tuesday, Nov. 26

- Women's Basketball hosts Campbell, 7 p.m.
- Men's Basketball at South Carolina State, 7:30 p.m.

Friday, Nov. 29

- Women's Basketball at Wofford, 7 p.m.

Saturday, Nov. 30

- Men's Basketball at Campbell, 3 p.m.

Coastal Carolina

UNIVERSITY NEWSLETTER

Office of Marketing Communications
Coastal Carolina University

P.O. Box 261954 • Conway, SC 29528-6054

This Issue:

- *Conference on International Tourism*
- *Eta Sigma Gamma students honored*
- *American College Theater Festival*
- *Beach Music study proposed*



Two Open Forums on Ethics and Modern Business Practices

Enron, WorldCom . . . What's Going On?

Join a distinguished panel of business executives and scholars from Coastal Carolina University's Wall College of Business and the Department of Philosophy and Religion as they explore issues relating to recent events in corporate America. Audience members are invited to join in a lively discussion following the panelists' brief opening remarks.

Thursday, Nov. 14, 2002

7 p.m. • Litchfield Beach & Golf Resort

Panelists: **Benedict P. Rosen**, Chairman of the Board,
AVX Corporation

Philip Schneider, Associate Professor,
Philosophy and Religion

John Mortimer, Assistant Professor,
Accounting, Finance and Economics

Claudia McCollough, Chair, Philosophy and
Religion

Wednesday, Nov. 20, 2002

7 p.m. • Chapin Library, Myrtle Beach

Panelists: **Larry L. Biddle**, Director, Burroughs &
Chapin Company, Inc.

Gregory Krippel, Associate Professor,
Accounting, Finance and Economics

Claudia McCollough, Chair, Philosophy and
Religion

Philip Schneider, Associate Professor,
Philosophy and Religion

Free and open to the public

Information: 349-2421

Sponsored by the Board of Visitors of the Thomas W. Edwards and Robin W. Edwards College of Humanities and Fine Arts and the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University.



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