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## CCU Newsletter, March 8, 2004

Coastal Carolina University

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# Coastal Carolina

## UNIVERSITY NEWSLETTER

March 8, 2004

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

Volume 14, Number 5

## 'Titanic' explorer Ballard to speak

### CCU, USC work on tourism project

Robert Ballard, one of the world's best known oceanographers, will speak on the topic "The Challenges of Deep Sea Exploration: Research, Execution



Robert Ballard

and Results" on Wednesday, March 10 at 3:30 p.m. in Coastal's Wheelwright Auditorium. Co-sponsored by Ripley's Aquarium, the event is free and open to the public, but tickets are required.

Ballard, who became world famous in 1985 for his discovery of the wreck of the legendary ocean liner "Titanic," has led or participated in more than 100 deep sea expeditions, many featuring the use of deep-diving submersibles to explore hidden features of the ocean bottom. He is in the area to open a new exhibit on the "Titanic" at Ripley's Aquarium.

His expeditions have led to the discovery of the German battleship "Bismarck," 11 World War II warships from the lost fleet of Guadalcanal, the "U.S.S Yorktown" and the exploration of the luxury liner "Lusitania." Ballard is the founder of the JASON Project, a non-profit educational organization working in partnership with teachers, students, corporations, educational institutions and government to inspire in students a lifelong passion to pursue learning in science, math and technology.

Coastal and the University of South Carolina are waiting on word from the state concerning a requested \$2 million of lottery money to fund a research center that would use the Grand Strand as a testing ground for a high-tech tourism research center.

Last week the planned \$4 million project made it through the first of three cuts by a committee of the S.C. Commission on Higher Education, which disburses the lottery funds earmarked for education, according to published reports.

The remaining \$2 million has been committed by an anonymous business executive from Columbia who agreed to give the money for a proposed Travel and Tourism Technology Research Development Center. The research could lead to better reservations systems, customer service, revenue management and Web-based applications to advance tourism, the state's largest industry, which generates approximately \$15 billion a year.

Proposals for lottery funds approved by the board require the research universities to match the funding.

The technology will be tested and evaluated here on the Grand Strand,

which accounts for more than a third of the state's tourism industry.

"The whole industry is going to benefit," said Dave DeCenzo, dean of the E. Craig Wall Sr. College of Business Administration. "Having accurate information people can use to make decisions is the ultimate goal."

Officials evaluating projects for lottery grants will visit the schools this month. A decision could be made as early as April.

"The sooner we get the go-ahead, the sooner we can start," said DeCenzo.

Though Coastal cannot compete for lottery funds as a research university, it is eligible for lottery educational funds through the partnership with USC.

The proposed center would focus on the development, testing and evaluation of technologies for travel and tourism. It would involve travel and tourism businesses in the Myrtle Beach area, as well as faculty from the College of Business Administration and USC's College of Hospitality, Retail and Sport Management.

The Myrtle Beach Area Chamber of Commerce supports the proposal.

Coastal  
Carolina  
UNIVERSITY NEWSLETTER

### CCU Newsletter Publication Dates

#### Submission deadlines:

Monday, March 15

Monday, March 29

#### Publication dates:

Monday, March 22

Monday, April 5

*Coastal Carolina University Newsletter* is published biweekly during the academic year and monthly during June and July 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.

### March 8-14

- Joe Mazurkiewicz on athletic student services
- Sheena Lasosky on Women's History Month
- Nancy Cave and "Wink" Prince discuss the "On Being American" series
- Alumni profile: Erik Ott

### March 15-21

- Did you miss the Teal and White Spring Football Game on March 7? Check out the team and hear from Coach David Bennett in this highlight version.

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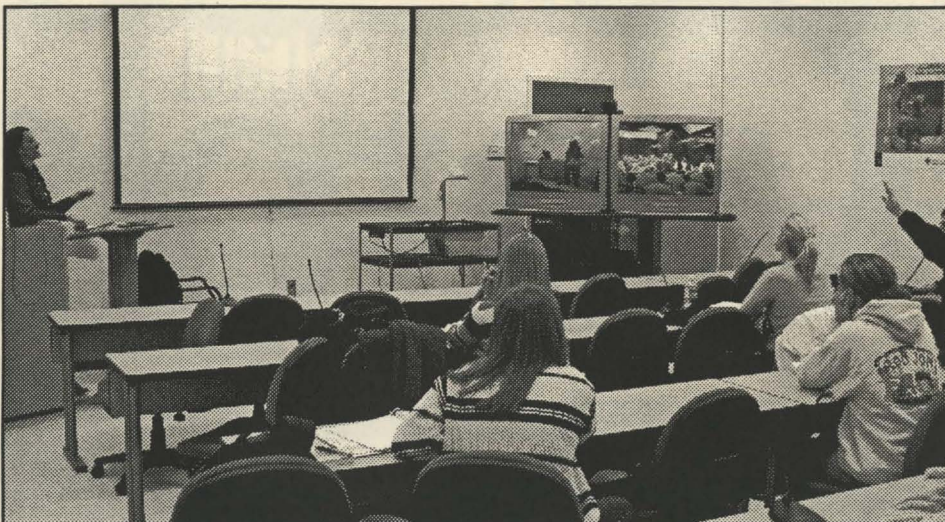
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& Wednesdays at 4 p.m.  
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## Birthdays

### March

8 Ronald Dusterhoff Geoff Parsons	15 Mollie Four Sarah Jaynes
9 Jane Guentzel Jeff Linder Linda Lyerly	16 Virginia Altman Lisa Gore
10 Mary Gunn	18 John Hutchens Sarah Rabon
11 Virginia Levens William Suggs Margo Turner Eric Wright	19 Patricia Harrington Paul Peterson
14 Elaine Bridges Nancy Ratcliff	21 Laura Hickman Deborah Kay Peret



*The Next Best Thing: Prof. Pam Martin's Globalization class includes eight students from Quito, Ecuador, who take the class via two-way videoconferencing technology.*

## Technology transforms CCU classroom

The 24 students who are enrolled in Politics 501 (Globalization) meet every Monday and Wednesday at 1:30 p.m., but only 16 of them ever show up in Wall 319 where Professor Pam Martin conducts the class. The remaining eight students are present, however; they just happen to be some 2,300 miles away from the Coastal campus, in a classroom at the University of San Francisco in Quito, Ecuador.

The continental divide separating the two classrooms has been all but erased by WebCT technology, funded for the class through a state lottery grant. By means of a two-way video/audio set up, the Ecuadoran students in Quito and the American students at Coastal see and hear each other, and they interact in much the same way as if they were in the same room—joking with each other and making friends. Many of the students correspond regularly through e-mail outside of class.

"What better way to teach globalization than for students to be placed in a literally global environment?" says Martin, an assistant professor of politics who organized the innovative interactive program between Coastal and the University of San Francisco in Quito where she taught for two years in the late 1990s.

Martin says one of the most valuable aspects of this approach is the extra cultural dimension it brings to both class-

room settings. "In their discussions about theories of government and social contracts, both sets of students get a whole different point of view of the world," she says. "They begin to grasp the world's cultural and economic complexities far better than they would in a traditional classroom."

The class is taught in English, and although Martin is fluent in Spanish, the Ecuadoran students speak English so well they rarely need an interpreter. Both classrooms have an IT assistant on hand in case technical difficulties arise.

On March 8 and 10, the students will organize a simulation of the World Trade Organization. On April 14, they will be visited—via teleconferencing—by eminent scholar Robert Keohane of Duke University, whose work they have been studying.

Mike Parrow, a sophomore political science major at Coastal, is excited about "meeting" Keohane. "It's great to be able to actually talk to somebody you've read so much about," he said.

The course will be repeated for fall 2004, and in the spring semester of 2005 Carlos Espinoza, chair of the Department of International Relations at the University of San Francisco in Quito, will teach a course in the same format that will be offered to Coastal students.

## Coastal People

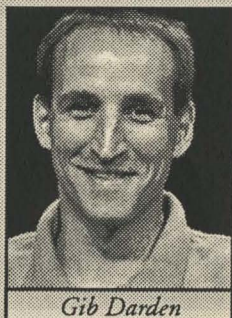
**Sharon Thompson**, professor of Health Promotion, recently co-presented a program with two Coastal Carolina



Sharon Thompson

University students at the recent South Carolina Association for Health, Physical Education and Recreation and Dance Convention in Myrtle Beach. The program was titled "S.C. health and safety education standards: Internet resources for elementary and middle school teachers."

**Gib Darden**, chair of the Health, Physical Education and Recreation department, recently published an article



Gib Darden

in the *Chronicle of Physical Education in Higher Education*, titled "Television for Aspiring Department Chairs." The *Chronicle* is read nationally by administrators within the health, physical education, sport and recreation fields.

**Christine Rockey**, instructor in the Department of Health, Physical Education and Recreation, won the 2004 Myrtle Beach Marathon, overall for females. Her time of 3 hours and 4 minutes was 9 minutes ahead of the nearest female competitor.

**Don Rockey**, assistant professor of recreation and sport management, was recently quoted at length in *ESPN Magazine* (online) concerning the issue of Pete Rose gambling on professional baseball. Rockey has previously published and presented on the topic of

gambling behaviors.

**Paul Peterson** of the Department of Politics participated on two panels at the annual meeting of the S.C. Political Science Association at the College of Charleston on Feb. 21. He presented a paper, "Progressive Chickens Coming Home to Roost: The Politics of Democratic 'Reform' in California" on a panel on state and local politics. He was also a member of a roundtable on "Education Policy in South Carolina."



Paul Peterson

The Coastal Organization of Human Resources membership has recently selected 2004 officers and directors. **Mollie Fout** has been named director of educational/scholarship programs.

The ASIAN '04 Computing Science Conference on Dec. 8-10 in Chiangmai, Thailand, will be dedicated to **Jean-Louis Lassez**.

"It is my pleasure to write on behalf of the Asian Computing Science Conference steering committee that we plan to dedicate our conference held in 2004 (ASIAN'04) in your honour to celebrate your fifth cycle birthday," Kanchana Kanchanasut of the steering committee recently wrote to Lassez.

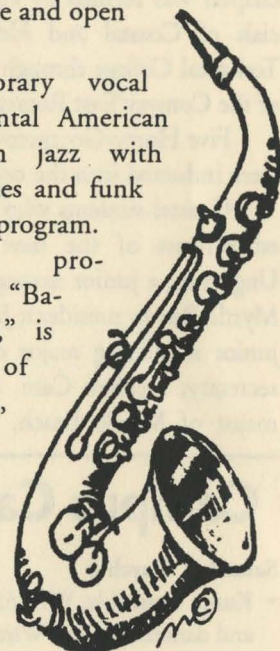
"This is to express our deep appreciation and gratitude to you without whose inspirations, energy and dedication, this network of Asian computer scientists would perhaps not have been formed. It will be an honour to us if you would kindly accept our sincere invitation."

## Jazz concert on March 9 features faculty musicians

Batucaje, a group of faculty and area jazz musicians, will present a concert on Tuesday, March 9 at 7:30 p.m. at Wheelwright Auditorium. The performance is free and open to the public.

Contemporary vocal and instrumental American and Brazilian jazz with touches of blues and funk will be on the program.

Batucaje, pronounced "Ba-TOOK-az-hay," is comprised of Gary Lamb, flute, trumpet, and vocals; Gary Craddock, bass; Arlin Strader, drums; Bill



Hamilton, associate professor of music, on piano. Also performing will be faculty guests Dan O'Reilly, teaching associate in performing arts, saxophone; and Kurry Seymour, assistant band director, percussion.

The quartet has been playing together for eight years and has performed at Piccolo Spoleto in Charleston. Lamb, Craddock and Strader are professional musicians who have been playing on the Grand Strand and in the region for many years.

Music will include a mixture of mainstream jazz standards chosen from tunes by such composers as Sonny Rollins, Clifford Brown and Duke Ellington, and some Brazilian music by such composers as Luiz Bonfá, A.C. Jobim, Ivan Lins and Sergio Mendez.

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

# Coastal students instrumental in forming Rotaract Club

Eighteen Coastal students were inducted into the new Eastern Carolina Rotaract Club at the recent founding ceremony of the organization at Wild Wing Plantation.

Rotaract, sponsored by Rotary International, is designed to promote citizenship and leadership in young men and women ages 18 to 30. The Eastern Carolina chapter was formed by students and officials of Coastal and Horry-Georgetown Technical College through the sponsorship of the Conway East Rotary Club.

Five Horry-Georgetown students also were inducted into the organization.

Coastal students who have been elected officers of the new club are: Jeff Ungurean, a junior management major of Myrtle Beach, president; Janae' Mitchell, a junior marketing major of Mt. Pleasant, secretary; Stephen Cain, a junior finance major of Myrtle Beach, treasurer; Alicia



*New officers in the recently-formed Rotaract Club include, from left, Alicia Smith, community service director; Sarah Besemer, social director; Stephen Cain, treasurer; Jeff Ungurean, president; Candace James, of HGTC, vice president; and Janae' Mitchell, secretary.*

Smith, a junior accounting major of Hamilton, N.J., community service director; and Sarah Besemer, a junior health promotion major of Spencer, N.Y., social director; Candace James, an HGTC student, was elected vice-president.

Other Coastal students who were inducted are Antonia Aiello, Dario Grassini, Patrick Hall, Mariana Levi, Beth Martin, Brian McConville, Kelly McCoy, Matt Miller, David Serrano, Solomon

Shields, Lauren Simmons, Frances Sloan and Lindsay Sollers.

Coastal professors and administrators who attended the ceremony were David DeCenzo, Jim Eason, Gerald Boyles, Bob Burney, Linda Henderson, Greg Krippel and Judy Vogt.

Created in 1968, the Rotaract organization focuses on community service and its motto is "Fellowship Through Service."

## Campus Calendar

### Saturday, March 6

- Kusun Ensemble, West African musicians and dancers, 7 p.m., Wheelwright Auditorium, free

### Tuesday, March 9

- Batucaje Faculty Jazz Concert, 7:30 p.m., Wheelwright Auditorium, free

### Wednesday, March 10

- Robert Ballard, explorer and discoverer of "Titanic," 3:30 p.m., Wheelwright Auditorium, free with ticket

### March 15-19

- Spring Break – no classes

### Thursday, March 11

- "Carolina Bays: The Inside and Outside Story," Jim Luken, 7 p.m., Wall Auditorium

### Friday, March 12

- Four monologues, 7 p.m., Wall Auditorium

### Monday, March 22

- All-American Music Faculty Recital, Patti Edwards with Anne Miles, 7:30 p.m., Recital Hall

## Conway native selected as drum major

Coastal student Shakira D. Brockington, a 2003 graduate of Carolina Forest High School in Myrtle Beach, has been named the new drum major of the Spirit of the Chanticleer Marching Band at Coastal for the fall.



*Shakira Brockington*

A Conway native, Brockington was drum major of the Panther Marching Band for three years. She studies clarinet and piano at Coastal, where she is a music education major. In addition to her drum major duties, she is active in her church as a singer, organist and choir director. She is an alumnus of numerous summer camps.

She is the daughter of Michelle McQueen and the late Edward Brockington III, and the granddaughter of Cynthia Brockington.

## Lifelong Learning hosts Renaissance Day

Adults and retirees can choose from 26 workshops and seminars at Coastal's annual Renaissance Fair Day, Saturday, March 13 on the Coastal campus.

Topics include living wills, alternative approaches to aging, investing, health issues, history, horticulture, ecology, music, religion and more. Fee for participation is \$20 per person.

Following a Continental breakfast and registration at 9 a.m., participants

attend one seminar in each of the three separate sessions – two morning sessions and an afternoon session concluding at 3 p.m. A buffet-style lunch is included. Seminars and workshops will be held in the Edwards Humanities and Fine Arts Building. Sessions are at 9:45 a.m., 11 a.m. and 1 p.m. Each session lasts an hour. Call Lifelong Learning at 349-2665 for more information.

# Coastal Notes

## Hall of Fame performance

The CCU Symphonic Band and Concert Choir performed Feb. 9 at the S.C. Hall of Fame Induction Ceremonies at the Myrtle Beach Convention Center. Comprised of both music majors as well as other majors, these student groups received the invitation last fall to provide music for the annual ceremony. At the request of the Hall of Fame, the band and choir provided a program of patriotic music. The Symphonic Band is under the direction of Jim Tully, and the Concert Choir is under the direction of Patti Edwards.

## Eyes on Biology lecture coming up

"Carolina Bays: The Inside and Outside Story" is on **Thursday**, March 11, and will feature Jim Luken, professor and chair of the Department of Biology, who



Jim Luken

will examine these unique wetlands in terms of possible origin, current status and future threats. He will also talk about his research focused on creating new populations of Venus' fly traps at the edges of Carolina Bays.

## 2004 Summer Advisement/Advance Registration

Coastal's 2004 summer and fall advisement and advance registration will be held March 29 to April 8.

Advance registration will be limited according to this schedule. During each period, registration is available beginning at 12:01 a.m. via WebAdvisor.

- March 29 and March 30 – Seniors and graduate students (90 credit hours or more)
- March 31 and April 1 – Juniors (60 to 89 credit hours)
- April 2 to 5 – Sophomores (30 to 59 credit hours)
- April 6 to 8 – Freshmen (up to 29 credit hours)

Eligibility status will be based on credit hours earned plus credit hours currently enrolled. Students must have

their login ID and PIN to register via WebAdvisor.

Though students may take advantage of the automated registration system at their convenience, university support staff will be available only during normal business hours.

## Soccer alumni game set for March 5

Utah native Johnny Ji was a last minute addition to a very impressive CCU Soccer Alumni squad named by Head Coach Stu Riddle.

The annual Chants soccer vs. the Alumni squad match is set for March 5, and anticipation is high among fans who expect to see another high-scoring, hard-fought game.

The Chants are the current holders of the Tofudi Cup after last year's 3-1 victory. In 2002 CCU snatched a last minute equalizer in an incredible 5-5 draw.

Check out the pregame taunts at the Web site at [www.ccusocceralumni.com](http://www.ccusocceralumni.com) – and check out the game itself at 7:30 p.m. on Friday on the soccer field. It's free.

## Home athletic events

### Friday, March 5

- Alumni soccer game, 7:30 p.m., free

### Saturday, March 6

- Women's track hosts Coastal Carolina Opener, 10 a.m.
- Baseball hosts William & Mary, 1 p.m.
- Women's basketball hosts Charleston Southern, 7 p.m.
- Men's track hosts Coastal Carolina Opener, 10 a.m.

### Sunday, March 7

- Teal-White Spring Football Game, 2 p.m., \$5 general admission at gate, open seating, students, faculty and staff, free
- Baseball hosts Seton Hall, 4 p.m.

### Monday, March 8

- Men's golf hosts Coastal Carolina Invitational, TPC of Myrtle Beach, all day

### Tuesday, March 9

- Women's basketball at Big South Tournament First Round, home sites, TBA
- Men's golf hosts Coastal Invitational, all day

### Wednesday, March 10

- Softball hosts UNC Greensboro, 3 p.m.

### Thursday, March 11

- Women's basketball at Big South Tournament Semifinals, TBA

### Saturday, March 13

- Baseball hosts George Mason, 2 p.m.
- Women's track hosts CCU Shamrock Invitational, 9 a.m.
- Women's basketball at Big South Tournament Semifinals, TBA
- Men's track hosts CCU Shamrock Invitational, 9 a.m.

### Sunday, March 14

- Baseball hosts George Mason, 2 p.m.

### Thursday, March 18

- Women's track hosts Coastal Carolina Multi Festival, 10 a.m.
- Men's track hosts Coastal Carolina Multi Festival, 10 a.m.

### Friday, March 19

- Women's track hosts Coastal Carolina Multi Festival, 10 a.m.
- Men's track hosts Coastal Carolina Multi Festival, 10 a.m.

### Saturday, March 20

- Women's track hosts Coastal Carolina Invitational, 9 a.m.
- Men's track hosts Coastal Carolina Invitational, 9 a.m.

## This Issue:

- *Coastal seeks funds for joint tourism research project*
- *'Titanic' explorer Ballard to speak at CCU*
- *Globalization takes on new meaning in classroom*
- *Coastal students help form Rotaract*

Coastal Carolina University presents Eyes on Biology

# CAROLINA BAYS: THE INSIDE AND OUTSIDE STORY

*Speaker: Jim Luken*

**Thursday, March 11, 7 p.m. • Wall Auditorium**

Jim Luken, professor and chair of the Department of Biology, will examine these unique wetlands in terms of possible origin, current status and future threats. He will also talk about his research focused on creating new populations of Venus' fly traps at the edges of Carolina Bays.

**Information:** 349-2238

