

4-8-1991

Coastal Carolina College This Week, April 8, 1991

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T H I S WEEK

A Weekly Newsletter for Faculty and Staff of Coastal Carolina College Vol. 2 No. 13 April 8, 1991

Campus Calendar

Monday, April 8th

- **FOCUS Week for undeclared students** – continues through April 12
- **Career and Academic Combo Platter**, FOCUS Week – 9 a.m. to 1 p.m. and 2 to 4 p.m., SC 205. Contact: Thomas Isekenegbe

Tuesday, April 9th

- **Decision Making Filet Delight**, FOCUS Week – 9 a.m. to 1 p.m. and 2 to 4 p.m., SC 205. Contact: Thomas Isekenegbe
- **ODK Initiation** – 6 p.m., GCEC 003. Contact: Kathy Watts

Wednesday, April 10th

- **Education Honors Breakfast** – 7 a.m., GCEC 003. Contact: S. Bowden
- **Dean's Delight**, FOCUS Week – 9 a.m. to 1 p.m. and 2 to 4 p.m., SC 205. Contact: Thomas Isekenegbe
- **Commencement Committee mtg.** – 1 p.m., SC 204
- **Summer Theater Auditions** – 7:30 p.m., LThr. Contact: C. Whetzel

Thursday, April 11th

- **Student's Perspective**, FOCUS Week – 9 a.m. to 1 p.m. and 2 to 4 p.m., SC-205. Contact: Thomas Isekenegbe
- **Longevity Conference** – continues through April 12th, Myrtle Beach. Contact: Graduate and Continuing Education

Friday, April 12th

- **CINO Day** – Noon, Soccer field. Contact: Pat Singleton-Young
- **Friday Fiesta**, FOCUS Week – 9 a.m. to 1 p.m. and 2 to 4 p.m., SC 205. Contact: Thomas Isekenegbe
- **Academic Bowl** – continues April 13. Contact: David Millard
- **Math Contest** – 10:30 a.m. to 12:20 p.m., campus. Contact: Steve West

Saturday, April 13th

- **Soccer** – Lander at Coastal, 3 p.m., Soccer field

Monday, April 15th

- **Can Business Be Both Successful and Ethical?**, W. Michael Hoffman lecture – 6 p.m., WA. Contact: Claudia Cleary
- **Psi Chi Honor Society (Psychology) Induction/Reception** – 6 to 8 p.m., GCEC 003. Contact: Sandy Baird
- **School of Humanities and Fine Arts Honors Breakfast** – 7 to 8:30 a.m., GCEC 003. Contact: John Durrell
- **Guardian Ad Litem program** – 9 a.m. to 3 p.m., GCEC 002. Contact: Linda Lyerly

Faculty urged to participate in study

Ron Ingle reports that Don Stowe, a staff member in Columbia, is distributing a questionnaire on the role of faculty in decision-making. Stowe will report his findings to

Coastal. This information will be extremely helpful in our Institutional Effectiveness response to SACS. Ingle urges faculty to complete the questionnaire and return it to Stowe.

AT&T Challenge tally is in – Coastal students top nation in game

When Coastal business students competing in the AT&T Collegiate Investment Challenge heard they finished first in the country of the more than 11,000 college and university students participating, they were elated, and Merrill Lynch threw a party for them. What they didn't know was how they fared against their classmates.

The final tally of Coastal's participants is in and senior finance major Jay Beck of Marcellus, N.Y. has finished eighth in the nation and first for Coastal. His portfolio increased more than 152 percent between

See AT&T on page 2.

Coastal to host business ethics expert

Nationally-known business ethics leader W. Michael Hoffman, Ph.D., will speak Monday, April 15 at 6 p.m. in Wheelwright Auditorium. The program, *Can Business Be Both Successful and Ethical?*, is free and open to the public.

Hoffman is the founding director of the Center for Business Ethics, a center established in 1976 at Bentley College in Waltham, Mass. to provide a nonpartisan forum for the exchange of ideas on business ethics in contemporary society. The center also provides conferences, publications, video tapes, bibliographies, surveys, curricular materials, and consultation

See Ethics on page 3.

November and February and is worth more than \$1.2 million. For his effort, Beck won a \$2,000 cash scholarship and a week's vacation for two in the Bahamas.

Participants are issued a \$500,000 fictitious account at the start of the contest. The object of the AT&T Challenge is to buy and sell any of 4,500 stocks in an attempt to maximize the value of the account. This is Coastal's second year in the competition.

Joe Philpot, a senior from Greenville, finished 35th in the nation, showing a portfolio value increase of 110 percent. His portfolio is worth more than \$1 million.

Duane Dawes, a senior from Cary, N.C., finished the competition in 42nd place. His portfolio, worth more than \$1 million, increased in value 105 percent.

Jason Giavara, a senior from Fairfield, Conn., finished the investment game 88th in the nation.

Barbie Gerchak, a sophomore from Garden City, finished 89th in the competition.

Coastal's participants finished the competition in a range from eight to 9,160th place. Coastal business administration professor Gerald Boyles said the two-credit course gave the 59 students in the class an inexpensive and hands-on opportunity to learn what the stock market is all about.

A plaque was presented to the Coastal team by Peter Annicelli, president of Wall Street Games, Inc. of Boston, during the annual Honors Breakfast for the Wall School of Business, held March 20. ~

April 15 is deadline for student editor applications

The student media committee is accepting applications for student editors of the newspaper, yearbook, and literary magazine. Applications should be submitted on or before April 15 at 4 p.m. For more information, contact the Student Activities Office. ~

Summer theater auditions set

Auditions for the Summer Resident Theater Company at Coastal will be held Wednesday, April 10 at 7:30 p.m. in the Little Theater. Auditions are open to the public.

The company will present three productions in June and early July in repertory style in the Little Theater.

The season will open with Neil Simon's modern comedy classic *The Odd Couple* featuring Charles Whetzel and USC Columbia Director of Theater Graduate Studies, Richard Jennings. Still to be cast are parts for four men and two women. Rehearsals begin in early May, the first performance is June 6, and weekly performances are set through July 13.

The summer musical is Broadway's newest revue sensation *Closer Than Ever*. This musical celebration of growing older will be directed by Scott Blanks, director of theater at Benedict College and the critically acclaimed El Gallo in last summer's production of

The Fantasticks. The production requires one soprano, one alto, and a first and second tenor. Singers are asked to bring a prepared song that shows their singing range; accompaniment will be provided. Rehearsals begin in early May, the production opens June 13, and weekly performances are set through July 14.

The final summer production will be James McLure's one-act plays *Laundry and Bourbon* and *Lone Star*. Director Sandi Shackelford needs three men and three women for the production. Rehearsals begin in early May, the production opens June 9, and weekly performances are set through July 14.

Those interested, but unable to attend the Friday, April 10 auditions should leave their name, telephone number and address with the Wheelwright Box Office at 349-2503.

For more information, contact Charles Whetzel, ext. 2416 or 2501. ~

FOCUS Week for Undeclared Students begins April 8

FOCUS Week for Undeclared Students, designed to provide information about degree programs, will be held Monday, April 8 through Friday, April 12. The program, sponsored by the offices of Academic Affairs and Career Planning, is aimed primarily at undeclared students and

other interested students.

Programs will be held daily from 9 a.m. to 1 p.m. and from 2 to 4 p.m. in SC 205. The scheduled is listed in the Campus Calendar on page one.

For additional information, contact Thomas Isekenegebe. ~

Longevity Conference begins Thursday

Coastal is hosting a two-day conference, *Knowing Your Older Customer*, Thursday, April 11 and Friday, April 12 at the Beach Cove Clarion Resort in North Myrtle Beach.

The program is geared to the professional seeking a sound base of knowledge to serve an increasing population of older, healthier and better informed adults.

Northwestern University Professor Jack Levin, Ph.D., will give a keynote address on age discrimination. Levin is the author of *Ageism: Prejudice and Discrimination Against the Elderly*.

J. Arthur Rath's keynote topic is

"Communicating With the Older Adult Using the Visual, Auditory and Tactile." More than 50,000 senior citizens have participated in Rath's studies on marketing and communications for mature Americans. He is president of Rath Seniors' Research and the author of *Advertising and the Mature Population*.

Other sessions will address teaching the older adult, elder sexuality, aging and the brain, dance and movement, AIDS, elder abuse, elder law, communication skills, and more.

For more information, call Graduate and Continuing Education. ~

Ethics

from page 1

services in the field of business ethics.

Hoffman received his Ph.D. in philosophy from the University of Massachusetts at Amherst and is chairman of the Department of Philosophy at Bentley College. He has written and edited 13 books, including *Business Ethics: Readings and Cases in Corporate Morality*, and has published more than 30 articles.

Can Business Be Both Successful and Ethical? is sponsored by the Community Business Ethics Forum, a group of area business leaders who meet to learn and apply ethical theory to community business cases. The 11-member group lead by Claudia Cleary and Jack Kendree provides ethics forum experience for community service and professional organizations. The Community Business Ethics Forum does not set ethical standards; rather, the group seeks to raise the level of sensitivity in the field of business ethics through dialogue.

Joining Cleary and Kendree on the forum are: Jennings Duncan, president, Conway National Bank; Erick Ficken, broker, Merrill Lynch; Cheryl Keel, director of human resources, AVX Corporation; Douglas LaVay, director of residential housing, Leonard, Call and Taylor Associates, Inc.; Arthur McCarter, chief financial officer, Waccamaw Corporation; Rita Siegal, owner, Dandelion, Ltd.; John Stewart, attorney, Nelson, Mullins, Riley and Scarborough; Susan Deans, editor in chief, *Sun News*; and Doug Wendel, director, Grand Strand Water and Sewer Authority.

The program is made possible, in part, by a grant from the South Carolina Humanities Council. The award is unique to Coastal since business ethics links the School of Humanities and Fine Arts and the Wall School of Business Administration and Computer Science.

For more information, contact Claudia Cleary or Jack Kendree. ~



This Week is published Mondays by the Public Relations Office. Deadline is Wednesday at noon.

Coastal Carolina College is an affirmative action, equal opportunity institution.

Kimbel Library offers free database time

Kimbel Library Online Search Service offers opportunities for free database time during the month of April. Biocommerce abstracts and directory database is concerned with the business aspects of biotechnology and the commercial applications of the biological sciences. Coverage is international, with emphasis on the U.S. and Europe. The file includes two types of records: abstract records and company profile records (directory-style entries on many of the organiza-

tions mentioned in the abstracts.) Biocommerce Abstracts and Directory is suitable for industry outlooks, investment analysis, product licensing, science and policy studies, and legislation and case law in the field.

Total free connect time and record retrieval is \$52. Time will be allocated on a first-come, first-served basis until this amount is depleted.

For information, contact Michael Lackey or Marchita Phifer at Kimbel Library, ext. 2404 or 2408. ~

Coastal to host geologist for seminar

William E. Full, Ph.D., of the Wichita State University Geology Department will present a seminar Friday, April 12 at 12:30 p.m. in SCI 106.

Full will present *Squeezing Information From Multidimensional Data Sets: An Example From Granulometry of North Atlantic Deep Sea Sediments*. The seminar will focus on sedimentary transport in the North Atlantic as revealed from analysis of sediment

particle shape. Full's method has been used to successfully discover gold in California, identify fossils, trace water flow in Saudi Arabian oil fields and to distinguish sand from various rivers.

An international researcher and lecturer, Full is the first American to receive the prestigious award — "Exceptional Contributions to Mathematical Geology."

For more information, contact Professor Doug Nelson. ~

Mathematics professor presents seminar

Dr. Hans Sagan, professor of mathematics at North Carolina State University, will conduct a presentation on "Markov Chains in Monte Carlo," Thursday, April 18 at 3 p.m. in SCI 107.

Sagan is a visiting lecturer for the Mathematical Association of America. The lecture is part of the Science

Seminar Series.

Sagan will also make an after banquet presentation on "To Infinity and Back" during the Pi Mu Epsilon Induction Ceremony later the same evening in KH 111.

For more information, contact Subhash Saxena. ~

Fishing team is recruiting members

The Coastal Carolina College fishing team, which first competed internationally in 1975, is holding tryouts for the South Carolina intercollegiate bass championship to be held Saturday, April 27 at the Santee reservoir.

All full-time students are eligible to apply for one of four team spots. Boat,

guides, and transportation will be supplied. Experience, your own tackle, and a South Carolina fishing license will be required.

To apply or for additional information, contact Don Millus at 248-2845 before 9 a.m. or after 9 p.m., or leave your name and telephone number with the humanities department. ~

Mathematics Anxiety conference planned

The Mathematics Department has planned a conference about mathematics anxiety for May 3, with national and state leaders in attendance. Additional details will be published in future editions of *This Week*.

For more information, contact Subhash Saxena or the Mathematics Department. ~

Old phone directories may be recycled for Conway High project

The new Horry Telephone Cooperative telephone directories are being distributed on campus, but don't throw away your old ones.

Conway High School students are collecting old telephone directories as a fund-raising and recycling project for a new sound system in their commons area.

Lindy Smith is collecting old directories. You may take them to her office in EMS 111. ~

Birthdays This Week

April

- 9 Ron Ingle
Charles Gidney
- 10 Ed Hood
- 11 Egbert Walters
Tucker Johnson
Preston McKeever-Floyd
Joe Pinson
- 12 Pat West
Lynne Smith
Ron Eaglin
Sandy Bowden
Karen Carpenter
Gene Collins
- 13 Jim Koster
- 14 Kathy Watts
Joy James

Coastal Carolina People

Sally M. Horner recently served on a Special Evaluation Visiting Committee for the Southern Association of Colleges and Schools. The visit was to Miles College in Birmingham, Alabama, for the purpose of reviewing the college's accreditation status.

Preston McKeever-Floyd presented a lecture, "Understanding the Islamic Faith," at First Presbyterian Church, Myrtle Beach, March 24. This lecture was part of a series, "Understanding the Middle East and Gulf Crisis," sponsored by the Ministry of Education. McKeever-Floyd was presented a plaque citing his efforts toward teaching a global perspective of religion and the fostering of the oneness of humanity.

Douglas Nelson recently assisted in writing part of the examination for certification as a professional geologist in South Carolina. The select group of professional geologist from various backgrounds worked in Columbia forming the test, writing and reviewing questions. The new test will be implemented this spring.

Linda Hollandsworth recently chaired a session on "Uses of Literature in the Multi-cultural Classroom," at the National Conference on College Composition and Communication in Boston, March 20 to 24.

Lynne Smith recently served as a member of the SACS reaffirmation committee that visited Southeastern College in Lakeland, Florida.

Sandy Mishoe and Sherrell

Richardson were invited members of a group of Horry County community and business leaders who visited the Secretary of State's office. The group participated in an orientation as to the functions of the Secretary of State. The contingent was recognized in both the House and the Senate and had the privilege of hearing the Governor speak to a joint session of the General Assembly. A highlight of the visit was a meeting with Earle Morris, Comptroller and member of the Budget and Control Board. Morris expressed his personal support of the Humanities Building for Coastal and recognized the vital efforts of all state employees.

While remaining as a faculty member at Coastal, **Chris Marsh** has accepted an adjunct professorship at Clemson University beginning July 1, 1991.

David Brown had an article, entitled "Restructuring: An End to Reform?", accepted for publication in the spring issue of *Education Issues*. The article presents an overview of the possibilities of the restructuring movement in education.

Lindy Smith and Patsy Holmes recently demonstrated a prototype of Coastal's STAR system at the fourth annual conference of the South Carolina Association for Institutional Research. STAR (Student Tracking, Assessment, and Retention) is under development to run on Coastal's local area computer network.

FCA goes to state convention

Coastal's chapter of the Fellowship of Christian Athletes will be participating in the Ninth Annual FCA Convention to be held Friday, April 12 through Sunday, April 14 at the Garden City Chapel. Open to those interested, convention registration is \$45 per person.

The Rev. Ken Smith, pastor of First Baptist Church of Pompano Beach, Fla., will be a guest speaker. Smith is the former chaplain for the Florida State Seminoles football team.

Also featured will be the Rev. Alan Duncan, associate pastor of First Baptist Church of Cleveland, Tenn.

Duncan is a former football player at the University of Tennessee, the Memphis Showboats and the Philadelphia Eagles.

More than 600 students from South Carolina are expected to participate in the retreat. For more information, call Ed Cerny. ~

LOST Beige hand-truck (no identification markings). Misplaced approximately one-month ago. If found, please contact the Admissions Office.