

Triangle lures hotel developers

By **BECKY RIDDICK**
Staff Writer

Research Triangle Park's current popularity with hotel developers may finally end the hotel shortage which has plagued the area in the past.

Accommodations at a new \$7 million Marriott hotel will be available to visitors of the Research Triangle Park (RTP) area by mid-1988, according to a recent survey by the Greater Durham Chamber of Commerce (DCC).

The six-story hotel, which will contain 224 rooms, is a scaled-down version of full service Marriott hotels that usually have up to 400 rooms, said Carolyn Brown, a representative for DCC.

Marriott has decided that RTP can support a facility of this size, Brown said. This smaller prototype will be the second of its kind. The first one has already opened in Atlanta, she said.

The Marriott hotel will be part of the Vanguard Corporate Center in RTP, located on the northeast corner of Interstate 40 and Old Raleigh Road, Brown said.

The Center will be a research and development office complex with a restaurant and the hotel, said Charles Baker of the Linpro Company, developer of the Vanguard Center. Upon completion, the Center will have 350,000 square feet of office space and a restaurant, along with the Marriott facility.

Many corporations are coming out with these smaller hotels, Baker said. For example:

■ A new 240-room Holiday Inn is to be constructed in RTP's Creekstone Office Park located between Interstate 40 and N.C. 24.

■ Comfort Inn plans to build a five-story 137-room facility on the northeast corner of Interstate 85 and Hillandale Road just beyond Howard Johnson's. This hotel should be completed by summer 1987.

■ A six-story Hilton Inn with 240 rooms is scheduled for completion in June 1987. The hotel will be located on the north side of Hillsborough Road west of Cole Mill Road.

■ Pickett Suite Hotels is planning to open a seven-story 203-room hotel in the fall of 1987 on the Meridian

Business Campus.

"Most of these people have come to the area, done feasibility studies, and found it to be a good place for this smaller type of hotel," Brown said.

A few of the new hotels are already open for business in RTP.

A new Red Roof Inn opened on Interstate 85 in February of this year. The hotel has 120 rooms, which is about average size for the company, hotel manager Beth Eakes said.

Eakes said that the hotel has had a good response since it opened. "Our rates are very competitive. We put a lot of emphasis on good, clean rooms at a low price."

February 1987 also saw the addition of a new Cricket Inn on N.C. 55. This facility is the smallest of three hotels the company has opened in the Durham area, manager Al Davis said.

The hotel opened in the middle of a snowstorm and still had 40 percent occupancy, he said. Right now the hotel is operating at 80 percent occupancy, and this is good considering the amount of advertising the hotel has done, Davis added.

Groups join forces for charity

By **CAROLE FERGUSON**
Staff Writer

This year two Greek organizations, Alpha Delta Pi and Sigma Phi Epsilon, are combining their fund-raising skills to raise money for the Chapel Hill

Ronald MacDonald House.

The fund-raising events will begin with Games Weekend, which starts Friday and extends through Saturday on the fields beside Carmichael Auditorium. A 24-hour softball tournament will get underway at 4 p.m. Friday, and will be followed by field games on Saturday in which Alpha Delta Pi and Sigma Phi Epsilon members from Duke and East Carolina Universities will participate.

Students are invited to organize teams for the softball tournament. Each team is required to pay a \$40 tax-deductible entrance fee, all of which goes to the charity.

"We have 32 teams playing this year," said John DeSalva, coordinator for the fraternity. He said the number of teams playing depends on the number of fields the fraternity can reserve through the UNC intramural office.

Most of the teams are made up of UNC students, but DeSalva said this year an alumni team, a radio station team and two teams from N.C. State will also be playing.

Sigma Phi Epsilon has been sponsoring the softball marathon for six years. For the first four years money raised went to the American Heart Association.

"Last year we decided to do it for Ronald MacDonald," DeSalva said. "The cause is a little closer to home."

All funds raised will be going to the Ronald MacDonald House, which is currently under construction near the hospital in Chapel Hill and is scheduled to open next February. The Ronald MacDonald House is the official philanthropy of Alpha Delta Pi sorority, which holds a fund raiser for the house every year.

"Since the ADPis were planning their fund-raiser the same weekend as ours, it worked out really well for us to do it together," DeSalva said.

In a joint effort, the fraternity and sorority are selling T-shirts of the weekend event.

Alpha Delta Pi from various campuses in North Carolina get together each year to raise money for the Ronald MacDonald House, according to Sarah Cheney, coordinator for the sorority.

"This is our year to host the event," she said. "We thought it would be a lot more fun and we could raise more money if we got together with the guys." Cheney said the sorority's goal is to raise \$5,000 for the philanthropy.

Sorority and fraternity members from Duke and ECU will be arriving Saturday to participate in field games including three-legged racing, spoon passing, pie throwing, and wheelbarrow racing. Anyone is invited to come and cheer the UNC teams on, Cheney said.



DTH/Julie Stovall

Cupid Training

Hitoshi Takezaki, an exchange student from Japan, aims for the bullseye during his

beginning archery class. It's the only archery course offered at UNC this semester.

Business School focuses on ethics questions

By **TOM MCCUISTON**
Staff Writer

With the current escalation in criminal charges against some of the country's top executives, more and more attention is being focused on the ethics of people in business.

This concern over ethics was highlighted last week when John S.R. Shad, outgoing chairman of the Securities and Exchange Commission, contributed nearly \$30 million

to support a Harvard Business School program on ethics.

"I believe there is fundamentally a shift in the need to attain material goods," said Peter Topping, director of undergraduate studies at UNC's Business School. "What we heard of the 'me generation' is very true. People are more concerned with status and material goods than I like to see."

Topping said the Business School

promotes ethics by offering exposure to ethical questions in classes such as business law, business policy, and organizational behavior.

The School of Business tries to approach the question of ethics at the undergraduate, graduate and post-graduate level, said Jack Behrman, a Luther Hodges Distinguished Professor of business.

"We raise issues and discuss the way people who got into trouble should have acted," he said. These issues include lying in business, insider trading, discrimination in the work force, and sexual harassment.

"The way to teach ethics is to pose students with the problems they will face in the real world," Behrman said. This comes in large part through case study, he added.

David Carpenter, president of the UNC Association of Business Students, said college graduates may be

more concerned with doing what is right for the company than conducting themselves in an ethical way.

"We see that we have to exceed tremendously no matter what the cost," Carpenter said. "Everyone keeps pushing you for success."

Idaleen Kesner, an associate professor of business, said she approaches ethical questions by addressing issues top executives might face. She tries to present current problems such as cheating the government.

"We are trying to institute in people the notion that it pays to be ethical," she said.

"What we (as a society) ought to do is reward and encourage organizations which are good corporate citizens," Topping said. "We must be models ourselves as faculty members. If we act immorally, we are being hypocrites."

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