

# The main man

## For Hill Carrow, implementing the Festival was a full-time job

By **TAMERA MAJORS**  
Staff Writer

Hill Carrow talks fast. He has to. He has a lot to do.

He implemented the idea of having the Olympic Festival — and now he is finally seeing the results of his work as U.S. Olympic Festival-'87 executive director.

For Carrow, the Festival has been a great task — a task he's been talking about for a long time.

"I get blamed for having initiated the idea for (bringing the Festival to North Carolina)," Carrow said in an interview. "In 1980 we got a group together and thought, 'Wouldn't this be neat to bring to North Carolina.'"

It wasn't until 1984 that Carrow received a positive response from the U.S. Olympic Festival Committee in Colorado to hold a Festival in North Carolina. And since then, Carrow has been in full force for implementing the event.

"Since I was the first full-time employee (of the N.C. Committee for the Sports Festival), I began as the initial contact to the Olympic Committee and just flowed into the position as director," he added.

Since the USOF Committee agreed to have the Festival in North Carolina, Carrow has overseen various aspects of the event — including housing arrangements for the athletes, fund-raising, advertising, ticket sales and merchandizing.

"One of the hardest things you'll ever do is fund-raise," he said. "Even when you've got a super event like this, you're asking people for something you ain't got."

Why did Carrow take a leave of absence from his job with Carolina Power and Light — where he is an attorney specializing in environmental law — to implement the Festival?

Carrow said he took on the job because he wanted to do something special for North Carolina. His personal motivation, he said, stems from "the satisfaction of having a task before you that's challenging."

Throughout his life, Carrow has been attracted to challenges. And, based on his record, he's been successful.

Carrow's achievements are diverse, but share the common denominator of success. As a Morehead Scholar at UNC, he was on the swim team, served as Student Attorney General, and led the class of 1977 as senior class president. For his athletic and academic success, he received the Jim Tatum and ACC Senior Scholarship Awards.

After receiving an English degree with highest honors, Carrow pursued another challenge. He went to law school at Columbia University, receiving an honors law degree in 1980.

And since returning to North Carolina, Carrow has been devoted to community activity. He's coached swim teams and directed swim meets. He founded the North Carolina Swimming Hall of Fame.

"He's so community-oriented," said Winkie LaForce, director of participant services for the Festival. "He sees the Festival as a great opportunity for the community and the state as a whole. He does everything with the Festival in mind. No one works harder or has longer hours."

Throughout his life, Carrow has worked hard to excel, and his efforts haven't gone unnoticed. He's been the recipient of Gov. Jim Hunt's Volunteer Award for Jan-

uary 1985 and Gov. Jim Martin's Volunteer Award for March 1985. He's a member of Who's Who in the South and Southwest for 1985-86 and a member of Who's Who in American Law 1986.

Carrow serves as a member of the Mayor's Coliseum Committee in Raleigh and is a member of the Board of Directors of the Boys Club of Wake County. He's also a member of the American Trial Lawyers Association and the North Carolina Academy of Trial Lawyers.

And he's the youngest person ever to direct a U.S. Olympic Festival.

Besides all of these feats, he also has had success in organizing sports events. He won the Outstanding Meet Director Award in 1984 for the Masters Swimming National Championships and he won the Overall Meet Director Award in 1986 for the Junior Olympic Boxing National Championships.

According to Mike Moran, public information director for the Festival, Carrow's early success parallels his early involvement with the Festival.

"We've seen a lot of Hill since 1981," Moran said. "He went to all the past Festivals and he lobbied hard to get a Festival to North Carolina."

When asked if he was having fun in his work with the Festival, Carrow was characteristically frank.

"It's a lot of fun, but it's like any other job — it's a pain in the

butt sometimes," he said with a grin.

However, he added, "I think at the very end, we're all going to turn around and say this was the greatest thing we ever did."

## Store

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ies such as Coca-cola, GTE and Maxwell House.

"Athletes are a lot of our patrons," Wilson said. "Athletes come in groups and collect items. They want to represent the Festival and (Festival merchandise) means a lot to them."

Because of the number of athletes who purchase Festival items, the Olympic store is located near the highest concentration of housing for athletes, Wilson said. In Chapel Hill, the athletes are housed at Granville Towers across the street from the store. Raleigh also has an Olympic Store, which is located near the N.C. State University housing facilities.

The idea for an Olympic store originated in Baton Rouge, La., when a businessman donated the

use of a building for the store during the 1985 National Sports Festival. Similarly, buildings were donated for the 1986 Olympic Store in Houston and the Chapel Hill Store. Waddell Properties donated the use of the empty Southern Bell building on Franklin St. for 30 days, Wilson said.

Volunteers and paid supervisors work at the Olympic Store and the merchandise stands at each of the sporting events. They also worked 12 booths at the Opening Ceremonies on Friday. Profits from merchandise sales at the store and booths return to the USOF Committee, Wilson said.

The store is open 10 p.m.-10 p.m. through the Festival and will be opened for an additional week or two after the events.

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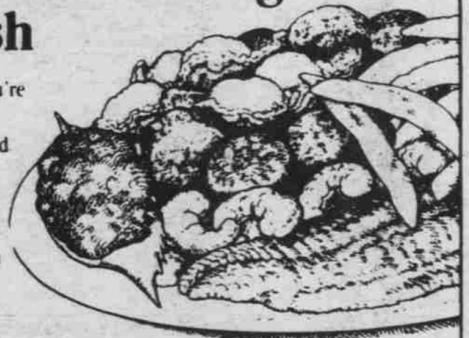
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