

Duke aims new program at Soviets

UNC professors may teach business administration courses

By **HELLE NIELSEN**
Staff Writer

UNC business school faculty could be invited to teach in Duke University's new program for Soviet business managers, according to a Duke spokeswoman.

Atlanta businessman J.B. Fuqua recently donated \$4 million to Duke's Fuqua School of Business for a program to teach Soviet managers the skills they need in a market-oriented economy.

"I hope to reach some of the lower- and middle-level management people in the industries of the Soviet government and give them instructions in cost accounting, distribution and marketing," Fuqua said in a telephone interview Wednesday.

Soviet economic reforms, known as perestroika, include a greater emphasis on market mechanisms, but Soviet managers lack the experience and training to make the changes successful.

"I'm doing this because Mr. Gor-

bachev has indicated that this is a problem he has in making his perestroika program work," Fuqua said. "So I'll help him."

With a shortage of business faculty, the Fuqua School of Business may try to involve faculty from other business schools — including UNC — said Allison Adams, Duke's public relations director.

"I can't imagine we wouldn't draw (faculty) from other schools," Adams said.

The program is still on the drawing board, but the Soviet managers will probably participate in weeks-long executive education courses rather than go through Duke's two-year business program, she said.

Most business schools have short programs for American business executives, but the Fuqua program would need to be designed to meet the special needs the Soviets have, Adams said.

"They live in an economy so different from our free-market econ-

omy, and they also need some preliminary (business) education," she said.

"But later on, with (U.S.) corporations doing business in the Soviet Union, I could see an interactive format (with American business executives)," Adams said.

Fuqua said he hopes the program will help the Soviet Union become a major player in the international market.

"If they can get where they are more of an industrial power, they will be a good trading partner in the years to come," Fuqua said.

Bringing Soviet business leaders to Duke will help internationalize Fuqua's program, something most business schools are striving to do, Adams said. "One of the things we are very interested in is helping students and faculty look at business from an international perspective."

Soviet officials have responded favorably to the program, said Fuqua, who met with Soviet Ambassa-

dor Yuri Dubinin recently.

"They've got to be part of working the program out," he said.

The program will help Gorbachev's economic reforms succeed, said Boris Malakhov, first secretary of the Soviet embassy's press section.

"Since we lack managerial experience — especially in marketing — it will be very valuable," Malakhov said.

Although Soviet reforms are not aimed at a complete switch to a free-market economy, the programs will teach Soviet managers some important skills, he said.

"Management in every economy is an essential cornerstone of economic success," he said.

Fuqua will travel with Thomas Keller, dean of the Fuqua Business School, to the Soviet Union at the end of May. Keller had planned to go to discuss a conference on joint ventures, but now the two hope to meet with Soviet officials to plan the Fuqua program, Fuqua said.

City Police Roundup

In Chapel Hill:

Richard M. Farkas of Hillsborough was charged Wednesday with one count of indecent liberties and one count of first-degree sexual offense in an incident which occurred in early March.

Someone entered the basement storage area of Sharon Heights Apartments Building 16 over the weekend. Several of the individual storage compartments had also been forced open. It is not known if anything was taken, but police found evidence of drug use at the scene. There are no suspects.

Todd R. Lyght of Chapel Hill was arrested Tuesday for larceny of a Gypsy Ivy plant, worth \$12.95, from the Hillhaven Convalescent Center on Franklin Street.

Police received a complaint Tuesday night of several nude men running down Franklin Street near the ATO House. Police found no one.

In Carrboro:

A cardinal flew into Penny Lane Restaurant in Carr Mill Mall Monday morning. The cardinal was sitting on and flying around a pipe at the ceiling, about 10 feet to 12 feet high. A worker tried to catch the bird with a police net but was unsuccessful. Police advised the employees to put birdseed at the door and lure the bird down, after the excitement ended.

Police stopped Juan M. Estrada of Carrboro Monday for a motor vehicle violation. They discovered the license plate on the Chevrolet truck he was driving was stolen. The plate belonged to a UNC student and was stolen in January. Estrada did not know the name of the owner, only that he lived in Burlington. The car's registration was not in the car, and Estrada had no identification. Police took the truck and directed Estrada to tell the truck's owner to call Carrboro police when he saw him.

—compiled by Larry Stone

Chapel Hill among 30 finalists for All-American City Award

By **TRACY LAWSON**
Staff Writer

Chapel Hill residents and officials are enthusiastic following the announcement that the town is a finalist in the National Civic League's All-American City Award contest.

Jim Heavner, president of the Village Companies, said Chapel Hill was one of 30 finalists chosen from 109 applicants across the country. The finalists were selected by a 12-member selection committee.

"We were delighted to be chosen as a finalist and are now looking forward to our trip to Chicago," he said.

The next step in the competition is for the finalists to make a presentation to members of the National Civic League in Chicago May 8-9. After the presentation, 10 cities will be chosen as All-American cities.

Each year cities across the country receive applications from the National Civic League for the contest. This is the first year Chapel Hill has entered the competition.

The purpose of the All-American City competition is to promote community pride.

"I think the contest promotes a worthy objective," Heavner said.

"The people of Chapel Hill show tremendous pride in their community. We tend to take it for granted. It is important for us to realize the town is only as good as we make it."

Mayor Jonathan Howes voiced similar beliefs about the objective of the contest.

"The main benefit is that it brings pride to the people of the town."

"It shows the people of the community how their city stacks up against other cities. It tends to affirm community pride," he said.

The criteria used to determine the winners of the contest are based on community achievements.

"Even though we believe it is the special atmosphere that gives Chapel Hill its All-American qualities, we had to list specific projects," Howes said.

Three of the projects that were listed on the Chapel Hill application were the Public-Private Partnership, the Inter-Faith Council's homeless shelter and the ArtsCenter, he said.

"When we were working on the application, we tried to capture the special atmosphere of Chapel Hill while still emphasizing its accomplishments."

"I think our application was special because the achievements we listed

weren't merely made of brick and mortar. Recently the community has gone through a kind of renaissance of cooperation between town leadership, the University and private businesses," Howes said.

Only one town can be listed per application. However, the community here is made up of two towns — Chapel Hill and Carrboro — Howes said.

Even though the ArtsCenter is located in Carrboro, it benefits citizens of the entire community, he said.

"Its (the ArtsCenter) board of

directors comes heavily — but not exclusively — from Chapel Hill," Howes said. "The center is also considered a communitywide project that is supported by members of both towns."

The other two projects that were listed on the application also benefit both Chapel Hill and Carrboro.

"The Public-Private Partnership was developed for leaders of Chapel Hill, Carrboro and Orange County to discuss matters of mutual interest."

"The Inter-Faith Council's homeless shelter benefits the homeless of the entire community — not just Chapel Hill," Howes said.

Officials promote cooperation during Recycling Day project

By **LYNN GOSWICK**
Staff Writer

Orange County and Chapel Hill Public Works officials are asking residents and students to pitch in their garbage Saturday during the Second Annual Recycling Day.

Recyclable products should be taken to group-sponsored drop-off sites, where residents can support county public service organizations.

During this countywide event, glass bottles, aluminum cans and newspapers will be collected for recycling.

"Bring me your recyclable garbage," said Blair Pollock, Chapel Hill solid waste planner.

The materials collected at the

designated sites will be sold, and the proceeds will go to the organization sponsoring the collection site, Pollock said.

By taking recyclable material to the collection sites, participants will support local public service organizations and will also help promote recycling in Chapel Hill and Orange County, he said.

Recycling day is "a way to get the word out at the grass roots level," he said. In the age of junk mail and telephone sales, "face-to-face contact is what gets people going."

Pollock said he encourages University students to get involved by saving cans and bottles from end-of-the-year parties and depositing them at the drop-off sites.

Last year's recycling day was successful, Pollock said. Recycling sites collected 18 tons of newspaper, glass and aluminum cans, which is usually the amount that Chapel Hill collects in a week from its collection sites, he said.

Sponsors and their recycling sites are:

- Orange County Greens, Umstead Park on Umstead Drive.
- Carolina Friends School, Cedar Falls Park on Weaver Dairy Road.
- Orange-Chatham Community Action, Plantation Plaza in Carrboro.
- Boy Scout Troop 822, Orange County Public Works on N.C. 86 in Hillsborough.
- Sierra Club, Chapel Hill Parks and Recreation Office on Plant Road.
- Animal Protection Society, Orange County Animal Shelter on Airport Road.
- Frank Porter Graham Sixth Grade, Frank Porter Graham Elementary School on Smith Level Road.
- Conservation Council of North Carolina, Glenwood Square on Hamilton Road.
- Boy Scout Troop 39, Orange County Animal Shelter on Airport Road.

Carrboro board opposes trolleys

By **ELIZABETH SHERROD**
Staff Writer

The Carrboro Transportation Advisory Board (TAB) has recommended the town not provide funds for the proposed trolley system connecting downtown Chapel Hill and Carrboro.

The board said a downtown trolley service was not necessary because there is no demand for the service from Carrboro residents.

The TAB recommendation was presented Tuesday to the Board of Aldermen and suggested transit service for the fiscal year 1989-90 be maintained at the same level as fiscal year 1988-89.

Transportation Planner James Dunlop said the town would consider a trolley service if a demand were expressed, but TAB concluded the proposed Carrboro share of \$7,500 for the trolley system could be better applied to other projects.

Dunlop said that at the time the recommendation was made, he was not aware the Chapel Hill-Carrboro Downtown Commission

would pay for the operating costs of the trolleys out of its regular budget.

In October, the Downtown Commission requested that Carrboro finance 25 percent of the \$30,000 1989-90 operating cost of the trolleys.

"I was unaware that the shuttle would be paid for out of the regular budget and not a specific fund until I saw the paper this morning," Dunlop said.

In response to TAB's decision to reject the idea of a downtown trolley on the grounds there was not enough public support and the cost could not be determined, Alderman Tom Gurganus said he recalled the same complaint about the Plantation Plaza express bus, which is in operation today.

Ken Gibson, chairman of TAB, said the downtown trolley was not recommended partially because it is more related to economic development than to transportation.

"I agree partly with Ken that it's an economic issue," Alderman Frances Shetley said.

But the shuttles' impact on traffic in Carrboro should be carefully considered, Shetley said. Drivers from out of town could possibly park outside Carrboro and ride the trolley to the central business district.

Dunlop said the Downtown Commission had located some empty parking lots to be used as park-and-ride lots. None of these lots are confirmed.

Alderman Judith Wegner said it was peculiar that the Downtown Commission had located empty lots that officials who had been trying to solve the traffic and parking problems had failed to locate.

The lots the commission is looking at are ones that are scheduled to be sold in the near future, said Mayor Eleanor Kinnaird.

"I'm not opposing park-and-ride," Shetley said. But it is upsetting, she added, that the commission is looking for park-and-ride lots in Carrboro without knowledge or assistance from the town.

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