

Her Job Is Cultivating Friends, Funds

BY SUSAN USHER

Full or partial tuition scholarships to attend Brunswick Community College. Work-study opportunities. An emergency student loan. A grant for an instructor to receive training. BCC Ambassadors. Front-end alignment equipment for the automotive technology department.

Where does the money come from? The Brunswick Community College Foundation. A private, non-profit, tax-exempt organization governed by a board of directors, the foundation generates community support for advancement of BCC.

As its executive director and BCC's resource development officer, Dianne White Ledbetter could be called BCC's master gardener: She cultivates resources to help transform dreams into reality, be it a student's dream of attending college or the college's dream of establishing a new program. Working alongside are resource development committee members John Fazekas, David Batten, Al Parker, Marshall Woodard and foundation President Lee Langston.

From a larger-than-life \$1,000 bill hanging on Ledbetter's bulletin board, President Cleveland appears to be staring past her toward the colorful map print of Southport behind her desk. Like her "\$1 million" button, she says, the bill's a gimmick with a purpose: A daily reminder to dream big, to plan big, and to "go after the big ones" when seeking the support that makes a difference in the quality of education BCC provides.

Ledbetter brings to the role 20 years of experience in volunteer coordination, public relations and fundraising, along with degrees from Chowan College and Guilford College, and a master of divinity from Southeastern Baptist Theological Seminary. A resident of Wilmington, she served as director of public relations and fund development for Lower Cape Fear Hospice Inc. one year before joining BCC's staff six months ago.

Ledbetter had applied for the BCC job the year before, but in the meantime received and accepted the job offer from Hospice. Glenn Barefoot took the job as BCC foundation executive, succeeding Vicki Spencer, but left after a year because of increased responsibilities with a family-owned business.

"When the job opened up again,"

said Ledbetter, "I jumped on it and I haven't regretted it."

The move brought her back to an educational setting, where she has spent much of her career. "I really thought I was going to be a teacher," she recalled. "My grandfather was my high school principal and my algebra teacher, and I was not a good math student."

"Then I thought of doing some type of ministry, but in the South and the Southern Baptist Church and with my husband being in the ministry...I went elsewhere, into community volunteer work."

Eventually that led to Gardner-Webb College at Boiling Springs, a Baptist-supported school, asking her to do its annual giving campaign.

"I was hooked," she said. Since then her energies have been devoted to promoting philanthropy, creating opportunities for people to advance worthwhile causes using whatever gifts or talents they have to offer.

Ledbetter spent four years as director of alumni affairs and annual giving at Gardner-Webb, then four years as director of annual giving at Lenoir-Rhyne College in Hickory.

When her husband Don's ministry brought them to the eastern part of the state, Lenoir-Rhyne made her regional coordinator of its Centennial Renewal Campaign, working with 36 Lutheran churches, alumni, parents and friends in eastern North Carolina.

At both campuses her efforts resulted in increased participation in annual giving, broadening of their volunteer base and adding of new programs.

While progress is continuous, she said, "It takes about three years to get a program where you want it to be, to get some real positive results rolling in."

She's discovered that people here "have a sense of BCC being a real 'community' college," not simply a state-supported institution. That makes her job easier as she moves about the county, representing the college in the best light possible, presenting its successes and needs, serving as its eyes and ears. Anytime someone has a suggestion she follows up, whether it's a proposal to offer a class in pet grooming or a question about the college itself.

As important as feedback from

the community is, said Ledbetter, "what I've enjoyed about all college work is contact with students. Knowing what they're thinking, getting feedback from them is important as well."

Friends and funds are the underpinnings needed to realize the foundation's goal of fostering excellence at BCC. And, in this new age of accountability, she wants to make sure the foundation remains "squeaky clean."

One of Ledbetter's goals is to increase emphasis on undesignated gifts. All profits of an Aug. 12 "extravaganza" at Sea Trail Plantation, her first major fundraising-event, will go for this purpose.

"The endowed scholarships and gifts to specific purposes are wonderful, but it's good to be able to meet whatever the greatest need is at the time," she said. "We need to make sure we bring in enough money every year to support the budget and to increase scholarships, as well as gifts to support other needs."

Also in the works or planned are upgrading of the office computer

and updating of files to support a year-round giving program; a newsletter to keep faculty members informed of funding opportunities and deadlines; start-up of a program of planned giving and eventually a BCC alumni support program; and pursuit of funding for several college needs.

"I want to be actively helping the Brunswick Intergency Program with a project it wants, student services needs a full-time placement person, and having daycare on campus is a real need," she said. "I'd like to have some of those in the fire within the next year."

"We have a number of programs that are in their infancy that need a lot of support—the auditorium, the recreational grounds management program and the new aquaculture program starting this fall," she said. "But the potential is really exciting."

That challenge, and the sense of being part of a small organization that's like "an extended family," are among the factors that have won her commitment to help nurture BCC and its students.



STAFF PHOTO BY SUSAN USHER
BE IT FRIENDS, funds or in-kind gifts, Dianne Ledbetter's job is to develop the resources necessary for Brunswick Community College to thrive.

DON'T MISS THIS FACTORY DIRECT FURNITURE SALE!!! DIRECT FROM THE FURNITURE CAPITAL OF THE WORLD HIGH POINT NORTH CAROLINA

Shallotte
N.C.

3 DAYS ONLY

Shallotte
N.C.

**DON'T PAY RETAIL
BUY YOUR FURNITURE AT DEALER COST!
FRIDAY, SATURDAY & SUNDAY 9 A.M. - 9 P.M.**

WALL HUGGER RECLINER

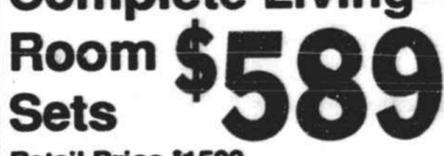
\$189
 Retail Price \$599

Recliner

 Retail Price \$349
\$99

Chippendale Sofa

 Retail Price \$1399
\$489

Complete Living Room Sets

 Retail Price \$1599
\$589

Queen-Size Sofa Bed

 Retail Price \$1199
\$389

Queen Anne Chair

 Retail Price \$649
\$229

**FIRST TIME OFFERED
Unbelievable Price
Big Man's Chase Gilder Recliner**

 Retail Price \$899
\$299

4 TRUCK LOADS TOP OF THE LINE BRANDS 4 TRUCK LOADS
 ALL FURNITURE IS BUILT OF OAK FRAMES, NYLON SCOTCHGUARD FABRICS, SOLID METAL COMPONENTS & INTERCOIL SPRINGS
SALE RUNS FRIDAY - SATURDAY - SUNDAY, JUNE 24, 25, 26
 Located in the BIG TENT in Jones parking lot in front of Western Auto, Shallotte



PHOTO CONTRIBUTED

Flag Day Guests

Calabash Elks Lodge honored guests (from left) Pat Patterson, Paul Schasney and Howard Muth, pose with the American flag during Flag Day ceremonies June 12 at the lodge. The ceremonies were attended by 115, including Bill Werner, commander of VFW Post 7288, and Bill Krous, commander of American Legion Post 503. Flags of the nation from pre-Revolutionary days to the present were presented by bearers Bob Foster, John Carpenter, Les Whaley, Darius Lewellyn, George Conely, Hal Schweickhard, Russ Polizzotti and Jack Valentine. Elks Clubs began sponsoring Flag Day celebrations in 1908.

ROBERTO'S RESTAURANT AND PIZZERIA
 Ocean Isle & Holden Beach
 Eat In - Take Out - Delivery

SPECIALS
MONDAY NIGHT All-You-Can-Eat Spaghetti
 Sauce & Garlic Bread.....\$3.99
 Meatballs & Garlic Bread.....\$4.99

TUESDAY NIGHT All-You-Can-Eat Baked Italian Chicken
 with pasta & Garlic Bread.....\$5.99

Serving you the best in homemade brick oven-baked pizzas, hoagies, Philly steaks and our own homemade Italian dinners. Also the Southern pizza with a Southern twist.

New Hours! Tues. - Thurs. 11 - 9; Fri. - Sat. 11 - 10
 Sun. - Mon. 4 - 9

Ocean Isle Beach 579-4999 Holden Beach 842-4999