

Globalization issues arise on campus

Lecture series urges students to prepare for global future

By David Hodges
STAFF WRITER

To better inform students of what globalization is and how it affects them, the Center for Diversity Education offered a series of lectures with representatives from businesses in Western North Carolina. The four-part series entitled, "WNC Goes Global: Perspectives on Our Changing Economy," highlighted the effects of globalization on multinational businesses in the Asheville area.

While still a relatively new concept, the role of globalization expanded at a rapid rate. With the availability of new technologies, such as computers and the Internet, individuals and businesses participate in a worldwide network of products and information.

"Globalization is an ongoing process," said Linda Cornett, associate professor of political science. "It includes technologies, integration, cooperation and competition, and has a direct impact on more people everyday."

The concept of globalization stretches across the world, integrating businesses and individuals across continents. From the smallest African village to the most populated American metropolis, the impact of globalization is felt everyday.

This integration has allowed both for the empowerment of individuals, now able to access more information with greater ease, and businesses, who can now reach investors and customers in areas once unreachable.

"One of the key aspects of globalization is increased compe-



SHANNA ARNEY - STAFF PHOTOGRAPHER

Ten Thousand Villages, located at the Grove Arcade in downtown Asheville, is one of many businesses in Western North Carolina that operates on a global level.

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DEBBIE MILES
UNCA coordinator for the Center on Diversity Education

tion," Cornett said. "This increased competition allows consumers to obtain the same quality goods at a lower price while still allowing producers to have a market for their goods."

Despite the positive role that globalization plays in the new global economy, critics argue that globalization may not provide everything that it claims.

"While global competition benefits those that are able to compete, it can have a negative effect on those who find themselves left behind," Cornett said.

"Individuals and groups that are not able to compete likely find that globalization has worsened

their standard of living rather than bettering it."

While the ability to participate in a global marketplace is invaluable for modern businesses and investors, globalization also has a significant effect on the present and future of students, according to Debbie Miles, UNCA coordinator for the Center on Diversity Education.

"Students will be the ones to truly see what globalization becomes," Miles said. "We are only in the formative stages right now. There is a lot that has happened already, but I feel that we are just learning exactly what can be done with new technologies. There is no way of predicting what the future holds."

Students must realize what is going on around them in order to compete and succeed in a new global marketplace, according to Miles.

"College students have to be prepared for a new kind of job market," Miles said. "The new work world requires new skills and new relationships with peo-

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associate professor of political science

ple all over the world. This includes being familiar with technology, a global economy and foreign languages and customs. Students have to be prepared for a global workplace rather than a local one."

A globalized market means that not only are businesses and investors competing with one another, but individuals are now forced to compete with one another for position within the market.

In order to be competitive, Cornett says, students must learn adaptability and flexibility.

"The best thing for students to

learn in order to compete in this globalized market is flexibility," Cornett said. "With workplaces constantly innovating and evolving, people seeking jobs must be able to adapt to the changing environment around them."

Speakers in the lecture series at UNCA included Ben Cheeks, vice president of operations at Sonopress, Inc., Mark Owen, community relations director of Advantage West, Alex Williams, owner of Blue Ridge Imports and Jennifer Elliott, store manager at Ten Thousand Villages.

"Businesses in this region are all impacted by globalization," Miles said. "For example, of the approximately 1,200 manufacturing businesses in the area, all are in some way involved with globalization. Whether they simply use a tool or part that is shipped from a foreign country or they distribute products around the world, globalization has an effect on how they operate."

Ten Thousand Villages is an example of the positive role that globalization can play in the lives of individuals. The Asheville business is directly involved with producers across the world and works to develop long-term relationships with these producers, while allowing them a fair and sufficient price for the goods that they produce.

"Through fair trade, we are able to better the lives of underserved and under-represented groups across the world," Elliot said. "We have around 130 stores nationwide, and we are part of an international free trade movement that seeks to promote the idea of fair trade to other businesses."

By being better informed about what globalization means for the future students can hope to avoid being left behind in a competitive global market, according to Cornett.

"The future generation must be educated," Cornett said. "Education, along with flexibility, is the best way for students to be able to compete."

Campus Crime

Underage alcohol consumption
Campus Police charged 19-year-old freshman student Christina Aldridge and 18-year-old Ryan James Craig with consumption of alcohol March 21. Police administered an Alco-Sensor test to both after stopping their vehicle on Broadway. Aldridge's test showed a 0.02 blood-alcohol content. Craig's showed 0.06. Aldridge was driving the vehicle, according to the crime report.

By Anna Lee
STAFF WRITER

Cancer

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munities, according to Blake. "I think that it is extremely important for fraternities and sororities to have a strong organization to do philanthropy for because it is such an important part of what we do," Blake said.

This year, all the funds collected from the event will stay in Asheville, and go to the Children's Cancer Center, according to Chapman.

"We have a unique opportunity to get to know people in our community and learn what they and other people like them are going through," Blake said. "It allows us to be more aware in our everyday life and to help them out as much as we can."

It is important to see children who suffer from cancer from the perspectives of their families, according to Chapman.

"What would you do to help your child? Well, these are our children," Chapman said. "These are our children out there dying. And we have to think of that."

The event will take place April 25 to 29 in various locations around Asheville. To learn more about Haircut Party For Kids visit the Web site at www.haircutparty4kids.com.

"Isn't a temporary loss of your hair worth the life of a child?" Chapman said. "A child's life, if it's lost, it is lost forever."

Levees

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New Orleans advocacy groups," Hyman said.

UNCA political science professor Mark Gibney agrees that college students can bring about changes in the world.

"I don't think college students used to think they had power," Gibney said. "Certainly, when I was in college, I don't think many of us thought we did except with the war. Students now are less intent to be told that they don't matter. I think they think that they do matter, and the fact they do matter ought to be encouraged."

Becoming politically engaged seems more possible now than ever, according to Gibney.

"You can't say these problems

are overwhelming," Gibney said. "You have to think that I can't do everything for everybody, but I can do something, and this guy is doing something in New Orleans. I think you have to aspire very high and obviously this guy is doing that."

Some UNCA students say they feel empowered, yet others feel students do not do enough.

Sophomore psychology student Shanna Russell said there are many opportunities and organizations on campus hosting events and drives that bring awareness.

Other students said school is already a huge undertaking.

"There's only so much you can do at this stage," said Andrew

Collins, sophomore student. "It's hard when you're in school and have responsibilities to really get out in the world and be a force for it. I think we do as much as we can."

Freshman David Nolan said the level of involvement depends on the student.

"I think that there is a predisposition to be lazy," Nolan said. "It's only a generalization. There are spirited people and passionate people as well."

Hyman suggests students can sign the petition, spread the word about it, contact local media outlets and post signs and flyers around campus alerting people about Savebigeasy.org.

Treatment

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The Counseling Center at UNCA provides free counseling to all registered UNCA students. Students are welcome to walk ins, call or e-mail, according to Darcie Sootin, substance abuse counselor.

There are some warning signs one can look for in a suspected substance abuser, according to Sootin.

Problems remembering recent events, lying about consumption, the belief that alcohol is necessary to have fun and feelings of depression or suicide are just a few of the signs one can look for.

Sootin said it is difficult to answer whether or not drugs are on the rise at UNCA.

"It is my hope that the NCHA (National College Health Assessment) survey will help with that assessment," Sootin said. "It is the plan of the university to administer the NCHA on campus in the near future."

The NCHA is a survey that collects student data regarding behaviors and health topics, such as drugs, alcohol, sexuality and mental health, according to Sootin.

The counseling center at Appalachian State University declined to comment.

Solutions

There are many ideas on campus as to what should be done about the alleged drug situation.

Sophomore Tristyn Card of SGA said information about drugs can be useful.

"If there is a problem, I don't know how the school can address it, or what steps can be taken to address it except through more

awareness," Card said.

Sophomore literature student Nikki Bowen said keeping students abreast of the drug situation will be helpful in the future.

"I think it's wrong to hide it from students, because if students know people are overdosing, they'll be more careful with the drugs that are on campus," Bowen said.

Mark Padilla, provost and associate chancellor for academic and student affairs office, said the school is taking steps to combat the situation with more outreach programs, police presence and parental knowledge.

"If there is a transport to the hospital or an arrest, we will contact the parents," Padilla said. "We're really talking here about traditional age students. That is where our predominant problems are."

UNCA formed a task force to evaluate alcohol and drug abuse

on campus, according to Padilla.

"We are looking at increasing the level of police and student affairs staff on campus," Padilla said. "We're trying to look ahead at the schedule for the semester to find likely problem weekends, so that we can make sure there are activities for students to be involved in."

Padilla said college students need to know about the consequences of risky behaviors.

"We need to alert students to the dangers of their health by experimenting in this way, particularly with a mixture of drugs and alcohol and also a mixture of prescription drugs and cold medicines and alcohol," Padilla said.

Ponder said she believes new students should attend an early seminar.

"I think the best way to address high-risk behavior, including drug and alcohol use, is during orientation," Ponder said.



PHOTO ILLUSTRATION BY SHANNA ARNEY - STAFF PHOTOGRAPHER

UNCA is planning to administer the National College Health Assessment survey in the near future which collects data regarding drug and alcohol use, sexuality and mental health among students.

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