

UNC-Asheville Ready For Managers



FRANK BERRY

Frank Berry is an old hand at "doubling in brass". As a man who makes music for fun, he plays both trumpet and trombone. He was the organist recently for the wedding of a former student. And he once made a xylophone from scrap pipe.

As an executive with more than 20 years experience in leading American companies and impressive credentials for teaching, he uses the same versatility to create close harmony for business and education.

Berry is the newly appointed director of UNC-A's Management Conference Center.

The Center itself is as new as the director's position at the University. It began to function experimentally with the opening of the \$1.9 million Charles D. Owen Art and Management Building in January. Its purpose is to

serve as a specialized training center in higher education for business and industry.

To do this job, it expects to attract management personnel from all over the Southeastern United States.

"The UNC-A Management Conference Center," said Berry, "recognizes the need for today's managers to stay competitive. It is designed to keep their professional skills at their best and enable them to meet new challenges with new abilities."

The Center will have three types of programs, arranged for different requirements.

For its working "students" in North Carolina and neighboring states, there will be a continuing series of seminars, lasting one to five days.

For clients near the university, in Asheville and adjoining counties, the Center will design programs which can be given either at the place of business or at UNC-A. Typically, these will be held one afternoon or evening each week for several weeks.

The third type of programs will be arranged for a varied group of clients in Western North Carolina. They will deal with specific and general management problems for industrial, non-profit, professional, educational and government organizations.

Some typical subjects, Berry said, will be along these lines: "Accounting for the Non-Financial Executive," "Effective Cost Controls," "Sales Forecasting Principles," "Interpersonal Relations for the New Supervisor," "Inventory Management and Optimum Dollar Investment," "Controlling Absenteeism" and "Credit and

Collection Techniques."

"You name it," Berry grins, "and we'll develop a program for it. Anything concerned with better management and better business. We mean to keep people informed about business trends and help them be prepared for new ones as they develop."

The Management Conference Center occupies the top floor of the Owen Building. Its central feature is a spacious, comfortably upholstered conference room with a glass side wall that seems to look out on half the mountains of North Carolina.

The rest of the floor is occupied by rooms to be used for smaller conferences and seminars.

Most of the seminars, said Berry, will be conducted by leading business and management experts and practicing executives from many places in the country — local, regional and national. They will be supplemented, occasionally, by faculty members.

That could include, from time to time, the director himself, in his capacity as a lecturer in management. His preparation for that job includes degrees in general management and finance, plus business positions in finance, accounting, planning and administration. The companies include such prestigious names as McGraw-Hill, Schering and IT&T.

What more could anyone ask?

"Just this," adds Berry; "Asheville is a great place to visit any time of the year. And anyone who doesn't know how to mix business and pleasure doesn't know the first thing about successful management."

New Programs, Grad Center

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degree programs in Literature and Classics, Behavioral Analysis, and Political Science and Sociology as "chronically under-subscribed."

Financial Aid For Summer 1980

Students presently receiving financial assistance and planning to attend summer school should contact the Financial Aid Office, PA 203, as soon as possible as funds are very limited.

Josh White, Jr. To Perform

Vanguard recording artist Josh White, Jr. will give a concert at 8 p.m. Friday, April 11, in Lipinsky Auditorium.

White has sung in Lincoln Center, Madison Square Garden, Philadelphia's Main Point and Washington D.C.'s Cellar Door, and at over 1,500 college campuses. He has appeared on the Mike Douglas Show and Today Show, and has completed a major tour in Europe.

Josh has been described as a "total entertainer," playing the twelve string

guitar, singing folk, rock and gospel music and acting in several Broadway shows.

He began singing professionally at four, the top of his head resting on the knee of his illustrious father, Jose White, composer of "St. James Infirmary", and original adapter and performer of "One Meatball" and "House of the Rising Sun."

His latest recording was released in January on Mountain Railroad Records. He has also recorded for Mercury and United Artists.