

# Business/Economics News

## You Heard It Here First Department...

A walking survey at the end of the first day window, September 22, at noon in the LA building...in the campus fund drive, what would you expect to be the percent of participation for students in dorms...what number would be simply amazing?" The answers ranged from 25% TO 50% "expected" and from 33% to 85% for "amazing"...stay tuned!!!

What do you think of a benefit volleyball game, the last weekend before Thanksgiving? The dorms compete to determine the best men's team, (early favorites, Granville with Brian and Walter Krauss). Winner meets the women's team. The game will be for the benefit of the Scotland County group that is working to help battered women. Maggie Johnson and Ann Leist-White will lead an on-campus awareness week in late October. The game would be promoted by the students, tickets would cost \$1.00, and local industry, service clubs, churches etc., would be invited to purchase block seating. Put the St. Andrews marketing tigers on the event and watch \$1000+ go to a good cause. No contests, this is a chance to put something back. We just might ask the dorms to stand for a recognition count. Anyone think that Meck will still not turn out 90%? With Albemarle and Winston so close in the last contest, it might take 95% to top the list.

Watch for the first annual St. Andrews Writers Conference. Becky Long is working with David Rigsbee to market a 40 person event here in June '88. High school English teachers are most people to be interested. One model being considered: guest writers, including Ron Bayes and Clyde Edgerton lead invited attendees through a week of professional dialogue ending in a public forum to showcase works written at the conference. Want to repay a high school English teacher that meant something special to you? Contact Becky and her team before Thanksgiving Break. Consider a nomination; your endorsement could make the difference. There is a fee, but this is an invitation-only program.

November 6 is the date for the second annual gala Las Vegas Casino Night. Get tickets from members of the St. Andrews Business Club, Phi Beta Lambda. Carrying on the tradition established by Lance Eller and his crew last spring, once again, bonus \$\$ go to advance ticket purchasers. New events are planned for this year's promotion. Returning by popular demand, Mary Anne and the Magic Wheel, where everybody wins. It's nice to be nice. The Business Club thanks 'chelle Venable and the women of Wilmington

dorm for agreeing to share the weekend in the Belk Main Lounge. The casino goes Friday night, Wilmington's "Dress To Impress", always on of the hits of the Fall Term, is Saturday, November 7.

Negotiations are underway with The Lance to publish a "John Blue Cotton Festival Commemorative Issue". The paper will be published on Thursday, October 15, one day before the festival weekend events begin off campus. B/E students are managing marketing activities directed toward putting text book principles to use in the marketplace. In 1986, the event drew 6000+ people, largest in the three-year history of the program. This year will top all others. David Tew, with an assist from Professor Morgan, organized an economic impact study for last year's event. He was requested to work on the '87 Planning Committee and is now the student contact point with the county Parks and Recreation Department. Darin Lawrence and his blue grass band have been invited to join the list of other bands that will appear on the site of the former John Blue farm house. Lee Huber and his string ensemble, will play downtown as will After Sinai. The St. Andrews Press will have a booth to offer books that we have published and for accepting subscriptions to the review. Want a reasonably priced Christmas present for the aunt or uncle that "has everything"? Check the titles that will be on display under the St. Andrews Press banner.

The list is growing, with any luck we will see Norm Boggs and Clyde with their banjos at the festival...if you have any ideas or want to get in on the action, see David Tew.

### Where are they now?...

Sharon Slivka writes that she is adjusting well to life in Osaka, Japan. She has to travel one hour by train to class. Loves the sushi, hold the rice. She is living with a Japanese family whose English matches Sharon's Japanese. Lots of smiles and sign language there...Spencer Cheak and Lynn Comer are alive and well in Athens, Georgia, as part of the 3-2 program that will earn them advanced accounting degrees in 1989...Jamie Reynolds is finishing college in Savannah, Georgia, getting a degree in photographic art...after sorting through job offers, Steve Abplanalp, B/E '87 and former denizen of Winston Suite #1, is moving to Charlotte as a sales rep for Premier Industries, a Cleveland company with expanding operations in the Carolinas. Andy Mason is a real estate tycoon in his home town of Accomac, Virginia. Andy got shut out in his first four days on the job, then bingo in condominium sales...Andrew J. Hoppen III is in hiding until the pile of bricks in

Albemarle turns into a barbecue pit...or that's the way we heard it. Troy Sellers, last spring's Las Vegas Night hero of the "Champs" blender, is in California...Byron Russell is in a sales management program with Haverty's of Atlanta...where is Caldwell Rose???...Saundra Bigelow and Anthony Tookes are engaged...she is a financial assistant for Childrens Hospital in D.C....he leaves in early Decmeber for Army Officer's Candidate School.

### It's the twenty percent that counts department...

The women's volleyball home opener was an artistic success for the athletes, a tribute to Jo Ann Williams and another big winner for the St. Andrews students. Members of the marketing and advertising classes got Jo Ann's support to promote the event. Attendance was up from an average 150 people last year to 511 for this year's opener, an all time record for the school and the county. We are checking state records for a regularly scheduled season game. Watch for the next opportunity. Soccer? Albemarle and Winston finished behind Meck for the percentage dorm attendance prize. Where was Granville??? Stay tuned for the next appearance of T. Bently Crabtree Jr. and his William Perry style, tailor made tux. Jo Ann Williams came to the 7:45 am Marketing class to say thanks...while 60+ students had a hand, the big hitters were Jim Rollen, Lee Huber and Steve Skinner. Best Ad Award went to Dave Culler and Mary Chapman for the posters in the LA Building featuring the volleyball net art work with the "spike the spirit for your dorm" slogan. Any idea how long it takes to make 10 of those little beauties? Best Dorm Ad award went to Wilmington.

Three business classes declared themselves to be 100% for St. Andrews in advance of the campus fund drive. If you have been traveling in Europe, and missed the news, there are 17 campus "giving units" including all dorms, faculty divisions and administration offices. Student units are favored to be first in with 100% pledging. How many colleges in the United States would like to be able to say that? First day winners cash in on the dean's award and lead the way for the campus. Stay tuned for details. A tip of the hat to Richard Yercheck and his team for pulling together the dorm announcement material and circling the campus Sunday night to give "the clues for winners" plus help with suite kick off

meetings. Dan Mohn, newly arrived in the development office, and Peggy Floyd hosted the unit kick off meetings and published the general announcement packages.

Janice Adamson is a Philosophy major we wish we could get to take more B/E classes (for us, not for her). Our friend "Fashion" convinced the staff of La Scala Restaurant to donate the Wednesday night tips to the cause

for "SCAT" in Scotland County, then arranged for management to add a percentage of the cost of each entre. Nice move. Janice was part of the Winter Term group of students that earned credit off campus as part of the B/E internship program...Dean Whitter in Houston, Texas.

The St. Andrews cheerleaders and a business class promotion team will operate a booth at the John Blue Cotton Festival on Saturday afternoon. The attraction incorporates an invention of Granville's G. Jerome Crumbley...more in the next issue of The Lance.

### We appreciate:

'Chelle Venable agreeing to treat the community to another viewing of her mime performance at the John Blue Cotton Festival. Balloons, music and the whole nine yards. Bring a camera, this is the last year for the lady from Triangle, Virginia.

Support from the ASC and particularly Kim Lyles and Tom Whitlock.

The dean Benson presenting checks to the dorm presidents who turned out support for the volleyball opener.

The students who came into Fund Drive on Tuesday afternoon and made that extra effort to push their dorms into the 100% column.

Gerry Gauger, division president of Marley Electric Company, for getting our fall series..."Creating Your Own Career"...off to a great start. The presentation was taped for the 35 students who had class conflicts.

Bill Scott and Syble Shephard for their encouragement and support to the students supporting Parks and Rec activities in Scotland County.

All of the clubs and classes and organizations that rose to declare themselves to be 100% for St. Andrews in the campus fund drive.

The Law Club for pledging \$5.00 per member for the campus fund drive.

### Raising the quality of life on campus department...

Welcome back to the world's shortest giant, Noramah Burch...good to have Jim Reese with us again, in marketing parlance, these are "key account winbacks". Christian Norris is off for a term, living in Richmond...attending college part time...working full time with Piedmont Airlines. Christian will return Winter Term and hold a part time position with Piedmont in Fayetteville.

Pete Prosser and wife Sue will lead a team of students to South Carolina for the annual Hilton Head symposium on Christian faith and economic values. The talent includes Cheryl Hinegardner, Joanne Ketch, Steven Skinner and Tim Voige. Watch for the announcement of the first fall meeting of Phi Beta Lambda, the St. Andrews Business Club.