

## LETTERS TO THE EDITOR



### Alum finds name change laughable

To the Editor:

Slowly trolling into the town of Elon College late Saturday night, I was greeted by a familiar landmark, utterly desecrated. The sign, familiar to many, read "TOWN OF L...O...L" rather than "ELON COLLEGE." LOL, as many know, is an acronym for "Laughing Out Loud."

With the recent Elon University issue on my mind, I couldn't help but think how laughable the entire situation has become.

Maybe the United States wasn't founded for religious freedom, but rather economic opportunism; and perhaps Elon wasn't transformed from college to university for the prestige that the administration has led us to believe. Conceivably university status was bestowed, as many have alleged, for strict economic reasons.

As Americans, we live in the greatest company in the world—the only one who has justified its exploitation of the working man and the sucker with the mantra of a "free enterprising, capitalistic culture."

We've joined the WTO, and pushed boldly forward with NAFTA to ends that would make even Adam Smith proud. Bolivians make some \$0.08 a day to stitch Nike shoes, which are then sold at \$120.00 a pair here in the states.

With such large profit margins, and an economy that's showing few signs of weakness, how could a corporation like "Elon College" survive? While the charm of small-class sizes and the magnetism of an adher-

ence to tradition do strengthen its enrollment and wallet, Elon is also notorious for endowing individuals with large sums of money. Financial aid, along with a commitment to growth, has garnered Elon national attention, acclaim, and award. While it may be a great marketing ploy, it doesn't help to fill the school's pockets.

What more could be done? Traditional marketing, while successful in breeding brand recognition, is slow. Elon is no Wake Forest, as Dr. Lambert hopes it one day may be. The idea of a transition brings frenetic opportunity, which then brings money.

For those of you who believe in the idea of Elon, I'd like to pat you on the back and apologize. The idea of Elon was always just that, an idea started by great men under a grove of oaks some 111 years ago. Over time, it has been perverted through marketing, laudatory donation speeches, special degrees, and ultimately the old greenback. The term "sellout" doesn't come close.

Before pointing fingers, realize you, the Elon Community, empowered the mob of materialists. And like any other corporation, this group claims to hear its shareholders when it really doesn't.

Unfortunately, the only way to unload your shares when you disagree with the way it's being run is to leave.

Sincerely,  
Jeff Sanders  
Class of 2000

### Parent of student: leave me my name

To the Editor:

"PROCTOR: Because it is my name! Because I cannot have another in my life!.... I have given you my soul; leave me my name!" -THE CRUCIBLE, Arthur Miller

I'm pleased that the Trustees have made their decision to change the name of Elon College to Elon University, despite the fact that they consulted students on the issue for no reason whatsoever.

The fact that the decision was made isn't what bothers me. It was expected from the get-go that the administration would ignore student, faculty, parent, and community outcry.

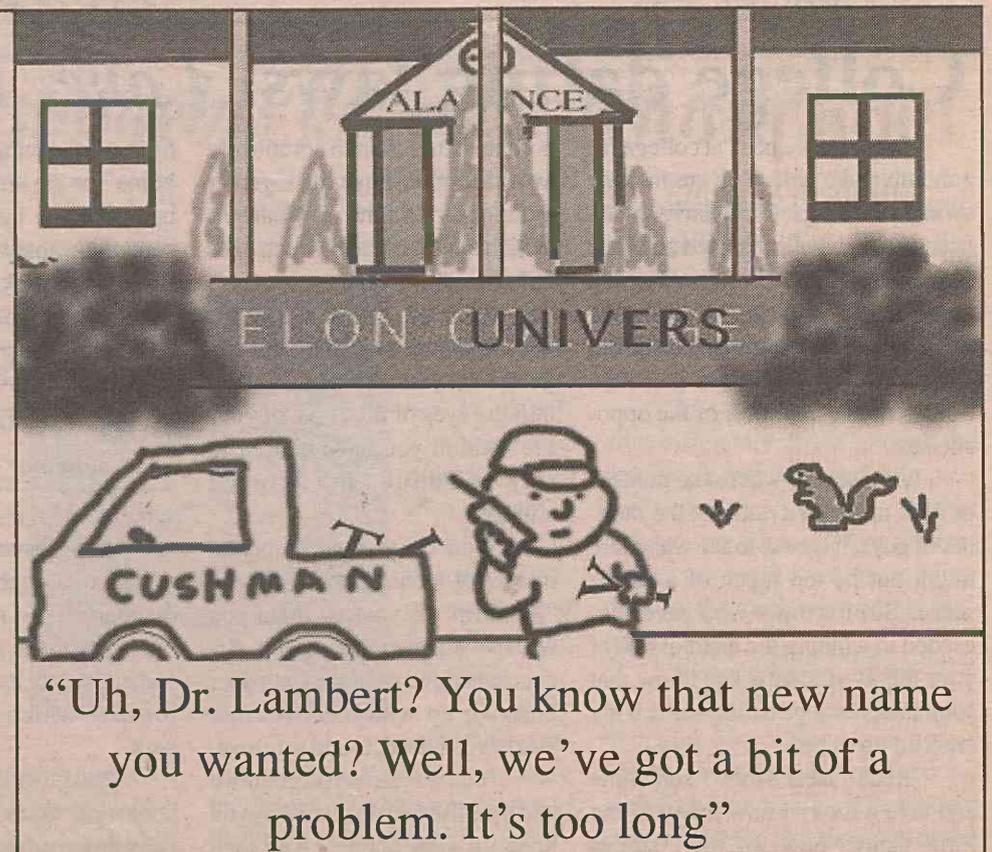
What bothers me is that such a miniscule decision was made to look as if, first, it fits a school who's small town spirit hasn't changed since the day it was founded, and second, as if the students, alumni, and faculty are in favor of the decision. And though I am a parent, I can speak on behalf of a majority of

them to say that we are NOT in support of the decision.

No one, outside of the shadily organized "Task Force", has spoken in favor of the name change, according to my son, who is now a junior. The only student in support of the decision, he says, is the SGA president, and a few freshman, who "haven't attended Elon College long enough to appreciate any more than it's green grass and new football stadium".

Please, all I ask is that the Board of Trustees keep in mind that they haven't improved on an institution if when we look at it ten years from now it doesn't at least have the same name. Funny, but I don't believe IMPROVING was their motive in the first place. Changing the school seems to fit the bill more perfectly.

Sincerely,  
Jeannette King  
Elon College Parent



"Uh, Dr. Lambert? You know that new name you wanted? Well, we've got a bit of a problem. It's too long"

### Give blood anytime of the year

To the Editor:

Hello. You don't know me but I have recently had a double-lung transplant ( May 20, 2000 ). I was very grateful to be lucky to get a second chance. However, three people who were waiting for new organs were scheduled for their surgery, but all three got cancelled because of lack of blood from donors.

Please consider donating blood anywhere locally around where you live, and please encourage friends and family to donate also.

One donation could save 2-4 lives. I thank you, and I am sure who would ever receive your blood would be just as thankful, if not more so. Thank you for your time, and please consider being a donor.

Sincerely,  
Daniel C. Wine  
A person given a second chance.  
3469 Avocado Hill Way  
Hacienda Heights, CA 91745  
626-333-4931

### Change ends alumna's ties with school

Dr. Lambert,

In light of the unfortunate decision of the Board of Trustees to change the name of Elon College to Elon University, I would like to let you know that I think you and the Board sold out to money and I am very disappointed in all of you.

Disappointed isn't even a strong enough word. You just took away the school that I knew and loved. Therefore, I want you to know that I am never giving another dime to you or YOUR school.

I want no affiliation with Elon Univer-

sity.

And when enough alumni do that, in 20 years YOUR school will not have much financial support—all those millionaires you just sold out your values to will be long dead and their money will be gone. But maybe you didn't think about that when you turned your back on us alumni and our opinions.

Disrespectfully yours,  
Kate Cieslak  
Elon COLLEGE Class of 1999

Mail letters to the editor of 300 words or less to  
*The Pendulum*, Campus Box 7012,  
or submit them to our  
office in Moseley 233.

