

Inter-collegiate course explores state of local democracy

Ashley Dischinger
Reporter

A new spring semester course, Reclaiming Democracy: Dialogue, Decision Making and Community Action, aims to lead students and faculty members from a wide range of backgrounds in exploring democracy in the Greensboro area.

This course is co-taught by professors from six local colleges and community activist Ed Whitfield. Elon's Assistant Professor of Philosophy Stephen Schulman will join professors from Bennett College, Greensboro College, Guilford College, North Carolina A&T State University and UNC-Greensboro in leading the course.

Students will focus on democracy within the context of historical

precedents and current events in Greensboro, and will explore issues of education, economics and human rights.

"One of the main goals of this course is to get students to ask questions," Schulman said. "For example, 'how do we reclaim our democracy as a humane, inclusive process that is responsible to the needs of all members of our community? And what does this require of us, as citizens?'"

Schulman hopes students will examine how the community exercises its democratic rights. Students will determine the "needs of the people of Greensboro, explore how we got where we are, and assess the direction that we need to go," Schulman said.

The course is designed to directly engage the local community, offering

enrollment to community members as well as students. Faculty members hope this will bring further diversity to the course.

Professor Sherry Giles of Guilford College emphasized the importance of community engagement in this course. She said the diversity of students and faculty members will contribute to discussions on the true meaning of democracy.

"[Reclaiming Democracy] will bring together the perspectives of people from outside of the 'bubble' that students often find themselves in on their campus," Giles said. "I hope students will take away an awareness of the power that ordinary people in a community can have on the issues that affect their lives when they take action."

In a further attempt at involving

the community in the course, students will participate in a conference with community members to discuss the state of local democracy on April 26 in Greensboro.

"The goal is to make this as public as possible," Schulman said. "It's about action in terms of holding people accountable."

Reclaiming Democracy is a four credit philosophy course, and will meet Mondays from 6 to 9 p.m. at the Elon Law School. Students will also meet in small groups Wednesdays from 6 to 7:30 p.m. on Elon's main campus. During the Monday meetings, six professors will take turns lecturing. The small group study will consist of discussions on various topics such as the desegregation movement in Greensboro, sit-ins, and the Truth and Reconciliation Commission.

Creator of Propel markets new energy drink to college students

Sarah McGlinchey
Reporter

The original creators of Propel Fitness Water operate from Greensboro and are now recruiting college-age consumers to market a different kind of liquid fuel, BURN energy drink.

Tyler Benedict and his beverage company, Source Beverages, first entered the market by creating and patenting the name Propel for a powdered drink mix for endurance athletes. When the product hit the shelves in 1999, its name caught the attention of the makers of Gatorade. After one month, Gatorade bought the name for use on their product.

The ingredients of the drink mix remained the same, but following

Gatorade's purchase, Benedict, with the help of a few friends, changed the product's name to Pro-Lyte and moved his company from Daytona Beach, Fla. to Greensboro in 2000.

In 2001, Source manufacturers discontinued Pro-Lyte and created a product that could benefit both athletes and the average consumer. They added amino acids and electrolytes and the product was changed to a liquid form. In February 2002, Source launched BURN energy drink.

BURN is citrus-flavored and boasts better taste, more vitamins and a 25 percent higher level of caffeine than the leading competitor.

Manufacturers recruit college-age students to promote these qualities through Overt Ops, promotional teams that travel the country offering ready-

to-drink samples of BURN.

Overt Ops presents a unique opportunity for college students to gain advertising experience and improve their public speaking skills.

"It's a really effective way to convey the brand," Benedict said. "You hand someone a cold can and tell them to try it."

Any college-age student with reliable transportation and a flexible schedule may apply to join Overt Ops by logging on to Source Beverage's Web site.

In the 5 1/2 years since its debut, BURN has become a leading name in a demanding market that is constantly introducing new competitors. Benedict credits the longevity of his product to non-traditional means of advertising, perseverance and to the help of many

distributors.

"We've had some great vendors who have seen the potential of the brand," he said.

BURN is sold in citrus and sugar-free citrus flavors. This January, a juice-based version of the drink will be available as well.

Consumers may purchase BURN at most convenience stores in North Carolina, California, Florida, Illinois, Michigan, Missouri, Pennsylvania and Texas.

Source is expanding its BURN distributors with the goal of reaching a nationwide market in the next four years. By the end of 2007, the company plans to assign distributors to cover four additional states - Kentucky, Virginia, Tennessee and Indiana.

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