



GO FOR GREEN
&
GO ORGANIC



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More disappointment.

Women's basketball adds to the list of regular season losses

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Local pork factory to close, 160 will lose jobs

Keegan Calligar
Senior Reporter

Smithfield Food will close its pork factory on East Haggard Avenue later this summer as part of its new restructuring plan, the company said last week.

The Elon factory, located near The Crest and Provence apartments, is one of six that the company plans to shut down by December of this year.

The company said that approximately 160 workers will be affected when the Elon factory halts its production of country ham.

In a press release, the company said the new restructuring plan "will consolidate and streamline the corporate structure and manufacturing operations of its pork group and make the company more competitive. The plan will improve operating

efficiencies and increase utilization."

The company's president and chief executive officer, C. Larry Pope, said in a statement that while firing employees and closing factories are not ideal, the company has to do so.

"Layoffs and plant closings are difficult but necessary decisions," Pope said. "We know that this will create adversity for the employees affected and we will work with

union officials and others to determine how we can provide assistance to our employees to find future employment. Also, we will be transferring many employees to other plants."

Smithfield Foods is a food production company comprised of other well-known brands, including Smithfield, Butterball, Farmland and John Morrell, and is based out of Smithfield, Va. It purchased the Elon facility from Stadler

Country Hams, Inc. in October of 2001.

Dennis Pittman, Smithfield's director of corporate communications, told WFMY News 2 that while the exact date of the plant's closing has not been set, when it is, workers will be given a 60 day Worker Adjustment and Retraining Notification Act letter.

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Elon Dining Services conducted a student focus group Monday night in Harden to generate ideas about how to improve Lighthouse Tavern. Lighthouse has begun to host monthly food special nights in an attempt to boost attendance.

BRYCE LITTLE | Staff Photographer

Lighthouse focus group highlights new ideas

Laura Smith
News Editor

In an attempt to increase interest and attendance at Lighthouse Tavern, the Office of Student Life, with the help of Elon Dining Services, has teamed up to survey student opinion to find out what Lighthouse-goers would like to see change.

A focus group was held for students on Monday in order to get feedback. Fifteen students participated and were given \$15 in meal dollars for their contribution.

Jackie Ferguson, marketing manager for Elon Dining Services, facilitated the discussion.

Questions included what kind of food students would like to see, what kind of entertainment should be added, why students go to a bar in general, what has changed from the old Lighthouse and what would entice students to come.

Common feedback from the students included comments that students did not know people who go to the establishment anymore, there was too little publicity and the fact that the university owns the bar makes

it too risky for underage students to drink.

Because the university owns Lighthouse, a student caught drinking underage would be written up just as if they were on campus.

Brian O'Shea, dean of students, is hoping Lighthouse can become what it was a few years ago, before being closed and bought by the university.

He is part of the steering committee for improving the establishment, which meets weekly.

"We're looking for ideas about how to improve the space," O'Shea said. "We want it to be more appealing to students. I'm interested to see where the students are coming from."

So far, the biggest feedback O'Shea has gotten from students is that there are limited options for things to do. In response to this, pool tables and cornhole boards have been added.

He also attributes part of the low attendance to the alcohol law that restricts students under the legal age of 21 to drink.

"Elon adheres to it, and it's a challenge for us as well," O'Shea said. "We try to make it so the theme isn't simply alcohol. We want to think of it

as a programming space with a bar, not a bar with a programming space."

In addition to pool and corn hole, Lighthouse is also featuring monthly special food nights. Recently, the establishment featured wing night and plans to have barbecue night in the future.

"We're willing to try a lot of things," O'Shea said. "If we can do it, we're going to do it."

O'Shea is hoping permanent changes will be made that will satisfy students.

"Students' views change so often," he said. "If you do what they want today, that can change tomorrow."

Many juniors and seniors remember when Lighthouse as the most popular spot to go to on a Thursday night. It is the hope of the office of student life to see this be the case again.

"I want to try and make it so students see it as a viable place to go," O'Shea said.

Sophomore Stephanie White said she agrees.

"I feel like there's something Elon could do," she said. "Lighthouse has potential. Elon just needs to find that potential."

SGA candidates make speeches, proposals to student body

Camille DeMere
Multimedia Editor

All the hustle from the 2008 presidential elections has subsided, but Elon students still showed their enthusiasm for the voting process when they filled The Zone to hear speeches from Student Government Association hopefuls Feb. 18.

The candidates who are running unopposed, such as sophomore class president Sara Baker, still took the time allotted to outline her plans for next year.

Baker said she, along with the rest of the class officers, hopes to investigate and suggest improvements to on-campus healthcare.

Baker also expressed interest in remaining as available to her peers as she has been in her current position.

"I participate actively on campus, mainly as a tour guide and in Student Government Association," she said. "I feel that a president needs to be very accessible, very well seen on campus, easy to talk to and I promise to be that for you guys."

Other SGA candidates have gotten a taste of student government and are coming back for more.

Some candidates, like freshman class president Rachel Long, are seeking reelection to the jobs they are currently performing.

"I've been here before," she said. "I've already worn the SGA polo."

In her speech, Long asked the class of 2012 to "consider experience" when voting for sophomore class president.

"Consider yours: what it is, and what it will be," Long said. "And then consider mine: what it is and what it will be."

Many of the candidates, including freshman Alex Dempsey, who is running for sophomore class vice-president, outlined specific campus needs they hoped to address if elected.

Dempsey spoke about his desire to promote the tutoring services offered in Belk Library and the arts program at Elon. He also acknowledged the university needs to address its reputation.

"Elon has recently been on some partylists, as I'm sure the administration

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