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# THE PENDULUM

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## Small city, big dreams

Burlington hopes for a stronger downtown economy with the recent influx of local stores

Jack Dodson  
Senior Reporter

When Stephen Cox closed the doors of Roaster's Coffee Shop in downtown Burlington to focus specifically on roasting coffee beans, his former employees picked up the reins.

Stephanie Pratt and Kelly Vines bought a space down the street to open a new shop, keeping their regular customers and selling Cox's coffee. The two opened The Perk-O-Later Nov. 21 on Davis Street.

The coffee shop is part of a string of businesses that have opened this fall with the common goal of adding to the local scene of downtown Burlington in hopes of revitalizing the area.

With the opening of these stores — a coffee shop, a pizza place, a consignment shop and a Thai restaurant, among others — there's hope for the culture of downtown to have more to offer.

The Burlington Downtown Corporation, a nonprofit organization that is part of the nationwide downtown redevelopment-oriented Main Street Program, is one of the strongest supporters of the development. As an entity that joined The Main Street Program in 1988, the organization has recently refocused its goals.

Formerly, it was an event-coordinating group, said Executive Director Anne Morris, who was hired in June.

"We are really in a rebuilding stage," Morris said. "My position has been vacant for four years."

By creating a master plan in 2008, Morris said the organization has become more about managing the various parties involved in revitalizing downtown.

"Our charge is to encourage both public and private investment in the downtown area," she said.

Pratt said she has noticed a difference in the downtown area.

"I feel like it's busier down here," Pratt said. "You see more cars, you see more people on foot."

Despite the increasingly positive trends, all businesses in the city's center struggle with retaining customers in

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Stephanie Pratt, co-owner of The Perk-O-Later, pours a drink for a customer while her business partner, Kelly Vines, rings up a customer. The two opened their shop Nov. 21 on Davis Street after their former employer, Roaster's Cafe, shut-down.

## Community celebrates six decades of Tolley's service at Elon

Andie Diemer  
Editor-in-Chief

Jerry Tolley has never missed a College Coffee while he's been on campus during his 31 years at Elon. And even though he is officially retiring from his latest role at Elon on Dec. 31, it doesn't look like Tolley is going to start missing many College Coffees in the future.

Last Monday night, around 200 people from all chapters of Tolley's life gathered in Johnston Hall to recognize Tolley's achievements and his significant impact on the university.

Tolley, currently the director of the Elon Society, the university's premier annual

giving group, first came to Elon in 1967 as a professor and athletics coach.

Former athletics director Alan White, special assistant to the president Jo Williams and former vice president for Institutional Advancement Nan Perkins all spoke and reflected on their experiences with Tolley at the reception.

"Jerry, your successes in your profession are only surpassed by your successes in your personal life," Williams said. "Today, we honor you and your myriad successes, and most especially what you have meant to Elon University during your 31 years here."

Perkins said Tolley was always a very positive staff

member and only had good comments about his associates.

"Jerry, you are an original if there ever was one," Perkins said. "And I'm so proud to have worked with you for so many years."

Tolley was named the first director of the Elon Society in 2003 and has worked to increase membership. He is also carrying out his fourth term as mayor of the Town of Elon, making him the longest-serving mayor in Elon's 117-year history.

Now 67, Tolley has finally decided to step down from his official involvement with Elon University.

"At some point, you just need to think about some other things," Tolley said earlier in

the day.

But Tolley's presence will persist on Elon's campus.

He said he will consult for the Elon Society for six months after he steps down and plans to begin his sixth book about football in January or February, which he said will most likely be written in Belk Library or the Lindner Hall reading room.

"One of the things that Elon University does when people retire, they still make them a part of the university. They do everything they can to keep you involved," Tolley said. "I'll still have my Phoenix Card and I'll still have access to everything here. I expect to still be a part of Elon University in some way."

Tolley said the most

memorable capacity in which he has served Elon was when he was head football coach and won two national titles back-to-back in 1980 and 1981, which at that time marked Elon as the third private school in history to nail the accomplishment.

Alum Bobby Hedrick, one of Tolley's players during the first championship, attended the ceremony to celebrate Tolley's influence.

"Elon wouldn't be Elon without him," Hedrick said. "He was an organizer. He knew what he wanted out of his players and he did everything in his power to get it out of us. He did an excellent job."

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