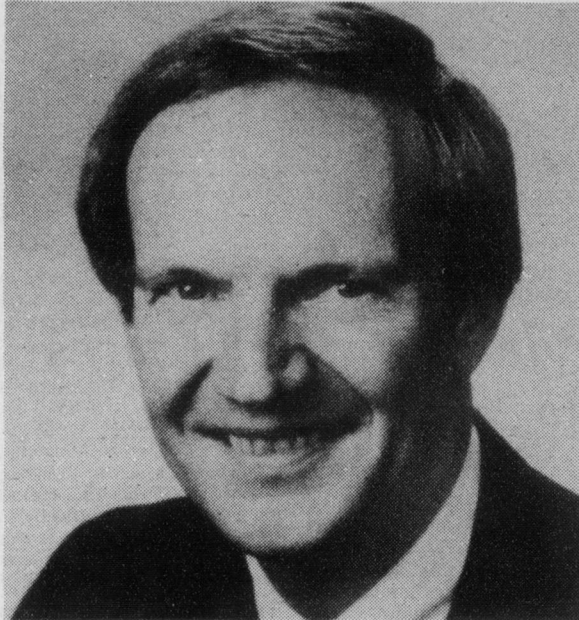


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Waterman will speak at Guilford on Nov. 22.

'Excellence' Author To Speak at Guilford Symposium

GREENSBORO--Robert H. Waterman Jr., coauthor of the best-selling *In Search of Excellence*, will deliver a free public lecture on "Lessons from America's Best-Run Companies" as part of a day-long Excellence Symposium at Guilford College Nov. 22.

The public lecture, at 3 p.m. in Sternberger Auditorium, will focus on techniques used by management in highly successful corporations.

Waterman's visit to Greensboro, co-sponsored by Blue Bell, Inc., is an innovative joint effort of a corporation and a college to promote excellence programs. The day includes sessions for high level business and industry executives in the area.

A San Francisco director of McKinsey & Co., an international consulting firm that specializes in top management problem solving, Waterman divides his time between client interests and further study of corporations.

Research begun in 1978 by Waterman and coauthor Thomas J. Peters led to their highly acclaimed book, published in November 1982, on what constitutes an "excellent" company.

In Search of Excellence, according to *Time* magazine's Oct. 17

issue, is "the second-fastest-selling nonfiction hardcover book in the U.S. history, topped only by Alex Haley's *Roots*." It has been on the *New York Times*' bestseller list for nearly six months and is in its 26th printing.

A "how to" manual for top executives, the book presents the corporate innovations and operations techniques that showed up consistently in the author's research.

Blue Bell, Inc., is one of 10 corporations, and the only one headquartered in North Carolina, designated as "excellent" in the book.

The Excellence Symposium begins at 8:30 a.m. Nov. 22 with a workshop for top management executives from about a dozen major companies in the Greensboro area on "Toward Excellence: Building It in Your Company." James S. Balloun and Edward G. Michaels III, directors of McKinsey & Co., from its Atlanta office, will assist Waterman with the presentation.

At 12 noon, Waterman will address 200 local representatives of business and industry, members of the Guilford College faculty and student body as well as other college and university representatives on "Corporate Ex-

cellence." The special "Reaching for Excellence" luncheon at Greensboro Country Club will be hosted by Blue Bell, Inc.

After a 2:30 p.m. news conference, Waterman will deliver his major address in Sternberger.

Chief executive officers, board chairmen and company presidents have been invited to Guilford President William R. Rogers' home at 5 p.m. for the concluding session, a business reception and discussion with Waterman of "The Excellence Principles."

Waterman holds an undergraduate degree in geophysical engineering from the Colorado School of Mines and an M.B.A. from Stanford University. Before joining McKinsey & Co. in the 1960's, he was a physicist at Marathon Oil Co., a salesman for IBM and a research economist at the University of Denver Research Institute.

He has worked with McKinsey offices in Tokyo, Japan; Melbourne and Sydney, Australia; and San Francisco. He has travelled extensively throughout the world and taught at a graduate business school in Lausanne, Switzerland.

Pro-Choice Fund Raiser Turned Down by Council

by Becky Gunn

Recently, The Guilford College Administrative Council turned down a request by the National Abortion Rights League to rent the Guilford pool for a Pro-choice swim-a-thon to be held on December 11, 1983.

This request from NARAL was the first time a request has been made to use the pool for a fundraising event. All requests for fund raisers go to Dick Coe in the business office and then to the administrative council for a consensus decision.

The administrative council is made up of both administration and student representatives. Among the members are President Rogers, Sam Schuman, Jim Newlin, Jim Keith, and Dennis Blue.

The council saw this pool request as having three basic problems. The first problem is one that Geoffrey Miller, director of the Ragan Brown Fieldhouse,

saw from the very beginning, use of the pool must be coordinated between Guilford and the YMCA. The second one being that any request of this sort must be agreed upon by the YMCA, and Guilford must be sensitive to the YMCA's decision.

Suzanne Sullivan, 1982 Guilford graduate and NARAL spokesperson said that NARAL has used other YMCA's across the state for their fund raisers.

Miller's impression was that this YMCA discouraged the use of their pool for any fund raisers other than the annual YMCA swim-a-thon.

The administrative council also had to consider the fact that this was an outside organization wanting to use a Guilford facility for something that is political.

The general opinion of both Dennis Blue and Bill Rogers was that if they allowed this political fund raiser, they would have to

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LIFE LOST ON NEW GARDEN RD.

By Susan Harvey

A Guilford College sophomore, Jim Fingeroff, was struck by a car and killed at 12:20 a.m., Saturday.

According to the State Highway Patrol, Fingeroff, 19, was lying in the roadway when he was struck by a vehicle. The accident occurred on New Garden Road, eight feet west of Greensboro city limits, parallel with the middle of Guilford's lacrosse field.

According to Dr. H. C. Warwick, Guilford County Medical Examiner, the cause of death was "multiple blunt trauma to the head."

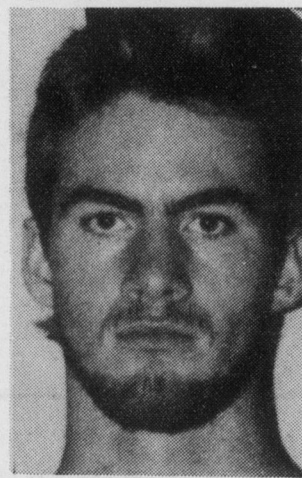
Guilford community memorial services for Fingeroff were held last night at New Garden Friends Meeting. Guilford's radio station, WQFS, will sign off the air during Jim's show on Thursday from 9:00 p.m. until midnight in memory of him.

Fingeroff, a sophomore with an undeclared major was reported to be considering pre-med. He was a disc jockey on WQFS since last spring and was well-known for the "Jim & Bill Show" he shared with Bill Bunten. According to friends, he was also involved with the lacrosse team, and intramural volleyball.

Jerome James Fingeroff was born January 20, 1964, in

Meadowbrook, Pa. His family now lives at 1088 Dixon Lane, Rydal, Pa.

Fingeroff was a noticeable figure on campus, known for his "new waves" hairstyle and especially creative attire.



Jim Fingeroff

Mike Ronco, a former roommate, considered the many people on campus who did not know him, "Most saw a weird guy, but if you were willing to put up with some bull...Jim was a good friend." Close friends and acquaintances concur on Fingeroff's basic vitality as descriptions include, "charismatic," "unpredictable," "energetic," but finally they assert that he was, "hard to explain."

Apparently, Fingeroff went to see the movie on campus, "Diva," on Friday evening and was last seen at a party in Binford Hall.

John LeDuke, a Guilford College freshman from Columbus, Ind., saw some commotion down New Garden Rd. and went to help out. Le Duke recognized Fingeroff as a student, "I did not know him, but had seen him around a million times before." LeDuke together with an unidentified man, restored Fingeroff's heartbeat through resuscitation. He died later that morning at Wesley Long Community Hospital.

LeDuke described an "older, very kind, successful businessman," as the person who responded to the patrolman that his wife was driving the car which hit Fingeroff. "I feel so sorry for her," LeDuke said.

Fingeroff will be remembered by many as the one who "played" his trombone late into the night as well as early morning wake-up calls. "He was alot of fun," Ron-

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