

MEREDITH HERALD

Volume XI, Issue 20

February 22, 1995

Raleigh, North Carolina

Speaker discusses cultural speed bumps in business

by Christina Poples

The John Weems Graduate School sponsored a lecture concerning international business for its students in the Masters in Business Administration (MBA) program.

Kathy McLaughlin, president of McLaughlin International, spoke to the MBA students and faculty about "The Global Marketplace" at a dinner in Belk Dining Hall on Thurs., Feb. 16.

The lecture was funded by the Broyhill Leadership Institute, which began in Jan. 1994 when Meredith was a Broyhill Foundation grant. The institute's purpose is to promote the aspects of effective teamwork — servanthood, fellowship, and leadership, which are at the heart of all its programs.

The John Weems Graduate School has three graduate programs in education, music and business administration. Mary Johnson, dean of the graduate school, and Rose Lippard, professor of business, decided that they needed a "way to enhance the program by getting everyone together in a social atmosphere," said Lippard.

They also had a companion lecture in the fall with a presentation on "Gender Communication" by Pat Heim. They decided to continue the communication theme with the spring lecture, said Lippard.

McLaughlin International is a seven-year-old consulting firm, which is located in the RTP World Trade Center. McLaughlin speaks, leads

seminars and writes about customizing programs for companies to meet their international business needs.

"I wouldn't be anywhere else but Meredith College tonight," said

McLaughlin as she pounded her fist on the table. She did this, she said, to illustrate her main point because an

action like pounding the table is considered to be assertive in the U.S., but in many other countries that would be considered extremely rude.

"In the last 10 or 15

years, there has been a growing number of companies purchased by or merged with international firms," said McLaughlin. "International business is now not only in L.A. or New York but

also in cities, small towns and rural areas across the nation."

Nations have merged. Countries have opened their borders to new economic progress, and there is more and more internationalization, she said. But while the business world is growing closer together, our horizons are expanding because our technology makes it possible to do business on four different continents at the same time without leaving our offices.

McLaughlin addressed seven areas in which American business people hit "cultural speed bumps." We not only need to know about our own production, service and industry but also how to do business internationally, said McLaughlin.

The Seven Cultural Speed Bumps:

- Pace

The U.S. treats time as a commodity. "We plan it, use it, give it away, run out of it and compartmentalize it in our



photo by Jan Seate

Kathy McLaughlin, president of McLaughlin International, addressed Meredith MBA students last week. She addressed the problem of U.S. business people seeing past their own way of doing things to international ways.

Students want change at SGA Forum for the Future

by Kimberly Zucker

Lately, Meredith's campus has been filled with questions. Students, faculty, administration and alumnae have been questioning what the future of Meredith College will be. On Feb. 21 at 7:30 p.m., students held a forum in the chapel to form their own answers to these questions.

Kelly Formy-Duvall and June Holland presided over the meeting, while Kristen Tyvoll and Erica Balmer wrote down all student suggestions to take to their meeting with President Weems on Wednesday. The rest of the committee—Tara Flanagan, Cheryl Jenkins, Melissa Ray, Nikki Bounds, Stephanie Conger and Alyce Turner—sat on the panel also.

Dr. Jean Jackson began the forum by praising the students for coming out and showing their interest. "It is important to make known that we want changes to make this a better

community. This a great opportunity for students to come together and be heard."

The forum began with some students asking for more flexibility with the dorms. A request was made for students over 23 to be allowed to live in the dorms. International students and out-of-state students wanted the dorms to open earlier when returning from holidays. These students also felt that there should be a storage facility available to them over the summer.

Some students also made suggestions concerning male visitation. A lot of students feared that student life would suffer with the addition of male visitation, while others were convinced that without this more people will continue to leave.

Another issue raised was the quality of residence life, including fines, call downs and quiet hours.

Other students were concerned

with the possibility of increasing the number of night classes.

Others suggested a wider variety of majors. Some students felt that their fields were not getting enough financial support. Students also felt the need for more advisors in certain departments, such as the speech and communications department.

Students also asked that the post office and the campus store extend their hours on the weekends. Others complained of the dining hall hours. Suggestions were made for the cafeteria to change dinner hours to 5:00-7:00 p.m. and to extend breakfast hours until mid-morning.

Many students were also concerned with the academic image of Meredith. A suggestion was made to form a marketing committee to design new brochures and to send Meredith students into high school classrooms to increase enrollment instead of lowering aca-

demic standards.

Other students wanted more interaction with President Weems. Many were upset that they never see him throughout the campus, while Jackson and other faculty were complimented for eating in the cafeteria. Students felt that he should try to interact more with the Meredith community.

The forum concluded with a resolution, which stressed that to make any accomplishments and changes, all members of the Meredith community must have unity. In striving towards unity, students have suggested that a committee of non-traditional and traditional students, faculty and alumnae be formed to work on these suggestions and with the board of trustees to make the necessary changes at the college

see BUMP page seven