

STUDENT UPDATES

I would like to congratulate my roommate Jaime Robinette and her new fiance Eric Dill on their engagement! This special event took place over fall break, as the two of them were walking along the shore at Myrtle Beach, South Carolina watching the sun rise over the ocean. I still haven't heard when the wedding date is for those who are wondering but I know they are enjoying this new chapter of their lives and appreciate all the people who have congratulated them and made this time special. I am happy for them both and blessed to be a part of their lives. I wish them the best and have no doubt that their devotion to each other will make for a wonderful life together!

-Sarah Hackney

Go Ask Your Father

Often we young adults find it challenging to walk a straight line with our faith. We do our best to search for the answers to our questions about; dating, relationships, growing pains, and social gathering (clubs and parties). What are we allowed to do according to the Bible? E-mail Don Shepson or Steve Woodworth with any question at dshepson@montreat.edu swoodworth@montreat.edu. You will be entirely anonymous.



Exquisite Silver Jewelry and Unique Gifts
 "Our customers are our jewels, and it's our business to keep them that way..."

"A Child's Heaven"
 Come explore children's perceptions of heaven through the visual arts. Stephanie Routh, a senior studying Worship Art-Visual Art, will be presenting six oil paintings that visually interpret drawings of heaven done by children of various ages. The exhibit will be from November 9-20 in Hamilton Gallery.



Marketing Class Creates Company, "Inverted Images"

Inverted Images Staff

It is an annual tradition at Montreat College for the BS 230 (Principles of Marketing) class to form a quasi-company and go through the process of creating a company from start to finish—including researching and developing a product or service, and finally marketing and selling the aforementioned product or service. This year, the class has formed Inverted Images, an apparel company offering hooded sweatshirts and t-shirts. The company is led by CEO Jared Nielsen and includes several of the college's bright business minds on its executive team. In September, the company's Research and Development department surveyed several hundred students and faculty members—on both the traditional campus and at the School of Professional



and Adult Studies—to help narrow down ideas of products to sell. Evan Dykes, Vice President of Product Development, told The Whetstone that these product ideas ranged from an oil-changing service to fitted baseball caps to, finally, hooded sweatshirts and t-shirts. After a product was decided upon, and a design created, the company's Marketing department was placed in charge of creating a marketing plan which would advertise the apparel to Montreat's campus. Aaron Price, Vice President of Marketing, and his team have developed a plan to ensure that the Montreat community will be well aware of the products being sold and where the items can be purchased. The clothing will be avail-

able for purchase starting on Monday, October 26. The sales team will be busy throughout the week of the 26th, operating purchase locations, which will include the Howerton Dining Hall and McAlister Gymnasium. One-hundred percent of the profits generated from the sales will be benefiting non-profit organizations including the Ronald McDonald House Charities organization and Montreat's own chapter of Phi Beta Lambda, a national organization for business students at the postsecondary level.