News

## Teams gear up for Carolina Challenge a crisis in the way men are per-ceived."

### BY MARY GRACE MILLER

Senior Adam Braxton's plan to prove that men actually like to shop is cloaked in secrecy.

But revealing it might win him more than \$27,000.

Braxton, a classical archaeology major, is joining up with two other UNC students to compete in the Carolina Challenge, an entrepre-neurial competition for teams of students to create a business plan don't like to shop," he said. "There's

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for a product or a company. The winners, who will receive a prize of more than \$27,000, will be announced April 16 during the annual Carolina Entrepreneurship celebration.

Braxton aims to win by demonstrating that companies can successfully market their products to men.

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For Braxton, the challenge will be a learning experience and an addition to the portfolio he will need when applying to graduate school at N.C. State University.

"My project has taken off well," Braxton said. "It shows that I have a business and managerial sense as well as design and aesthetic skills. I can prove that I can access what the public needs and wants."

Jeff Reid, executive director of UNC's Center for Entrepreneurial Studies, said he is enthusiastic about the start of the program.

"The student interest has been phenomenal," he said. "We've put together a great marketing blitz." Junior business major Bart Welch, student chairperson of the participation has been more than cific to Chapel Hill." he expected. "We have about 400 people on

our online listserv, which was sur-prising because we expected it to be a hard push," Welch said.

Since September, neurobiology graduate student Lauren Anderson has been working with administra-tors at UNC and Johns Hopkins University on a housing develop-ment and community program as her business project for the challenge.

Because she is in competition, she can't reveal much, but her project involves community organizations like the Boys and Girls Clubs and looks at urban renewal.

"I'm not working closely with one particular company because I'm trying to keep the idea open," she said. "I don't want it to be spe-

Junior business major Justin Wade also is vying for the prize, using his experience in the computer services industry to back his team's efforts.

"The Carolina Challenge is a great opportunity to learn some things we wouldn't catch on our own," he said.

Along with three other students, Wade is working on a computer soft-ware and diagnostics repair compa-ny he started a few years ago. The group plans to launch

the company sometime during the school year and to continue working on it during the summer, regardless of the competition's outcome, Wade said.

The possibility of winning more than \$27,000 does act as an incentive for the group - Wade said it would be a tremendous help in launching the company.

Student participants in the Carolina Challenge are not only required to write their plan but also must interact with their target market — an experience meant to provide valuable skills for prospecve business majors.

The Daily Tar Heel

But Welch stressed that the Challenge is not only for business majors.

The Carolina Challenge is important for all students," he said. "Entrepreneurship makes the world go 'round."

Braxton agreed that the Carolina Challenge is not only a beneficial experience for business majors. There's no reason not to do

the Carolina Challenge," he said. "There's so much growth potential for everyone." Students' enthusiasm for the

project has survived the beginweeks and as their projects take off, their determination is increasing.

Anderson plans to complete her project in spite of any obstacles, she said. "Whether I win or whether I get the money, I will do this."

> Contact the Features Editor at features@unc.edu.

# **Students hover** above standards

Class stresses hands-on math, science

### **BY TANNER SLAYDEN STAFF WRITER**

A group of eighth-graders rode hovercrafts around the hallways of McDougle Middle School on Tuesday morning, yelling and cheering on their friends — and their teachers didn't stop them.

"I only ask the students to be quiet for the first three minutes and the last three minutes," said Peggy Dreher, the teacher of the Activities in Math and Science class. "This class breaks all the rules."

AIMS is an applied elective that encompasses math, science and a little bit of everything else, she said. The program, found in almost

40,000 schools nationwide, was developed by the AIMS Education Foundation, a nonprofit organization. Its activities are aligned with key math and science standards, including many state standards.

"I have never been in a class where we get to ride on hovercrafts," said eighth-grader Austin Crook. The students not only get to ride on hovercrafts — they also get to make them.

Each contraption was built out of plywood, a shower curtain, duct tape and engines that came from

vacuum cleaners and leaf blowers. "I liked building the hover-craft more than riding on it," said eighth-grader Jessica Todloski. "It is fun to build and be creative, and I could do it again. The materials are basic enough."

Since the seventh-grade writing test and a special African drum per-formance for sixth-graders were taking place Tuesday during the second period AIMS class, the students had the hallway to themselves.

They raced and bumped into one another, and one group's Barracuda blower engine was so strong it bent the plywood.

You have to strategically cut the holes so enough air gets out and doesn't tip the plastic," explained eighth-grader Brian Miller, "At first I didn't think we could do it, then I was surprised that it worked."

The class has received a good amount of attention for its endeavor. School officials, students and newspapers have come to watch their inventions at work.

"Everyone wishes they were in this class," said eighth-grader Mariana Hernandez. "And we don't

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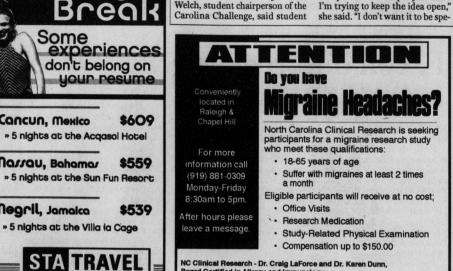
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get in trouble when the principal walks by."

The class also had a "Hovercraft Assessment" test that incorporated creative writing into the classroom.

The students had to come up with a word or phrase for each letter of the alphabet that related to what they learned during the exercise.

The test wasn't too hard," Crook said. "The hardest part (of the class) is choosing people you work well with. It helps prevent fights" The sixth period class was split into one girl group and two boy

groups, and each group experi-mented with using gas and elec-tric engines for the hovercraft, Hernandez said.

The groups competed by taking their "giant air hockey pucks" on a obstacle course, Hernandez said.

"The girls won, and we sort of rubbed it in (the boys') faces afterward," she said.

Dreher said that their hovercrafts are "works of art," but that the class is more than just hovercraft building. She said the class has made eggs

bounce, prepared candy, operated a business and put together a maze out of junk. It is also getting ready to build a roller coaster.

This class is hands-on," said eighth-grader Gabe Gran. "She isn't showing us what to learn — we are experiencing it ourselves."

> Contact the City Editor at citydesk@unc.edu.