

GILMOUR

CONTINUED FROM PAGE 10

• Encourage efforts to help people break the addiction to tobacco.

In creating a "focus category" on tobacco issues, the foundation would be fulfilling its mission of working for the benefit of North Carolinians.

While acknowledging and expressing appreciation to its origins, the foundation through this 'focus category' would establish in the public's mind its own independence from the negative aspects of the tobacco industry. It would also highlight the foundation's determination to ameliorate some of tobacco's ills even though those ills were not actually created by the foundation's fine staff or board.

For many in North Carolina and the nation, such a forthright approach to tobacco issues would make all of the foundation's work take on a new and more consistent tone.

The annual report I read noted

that the foundation wants to "consciously create an environment which is conducive to candidness."

In stimulating me to write these words, the annual report succeeded. While regretting that the internal response when I suggested this action last year was a polite lack of interest, I know that people at the foundation are the kind who do not shy away from controversy or a challenge.

Yes, some of the activities I have suggested have actually been addressed indirectly through projects the foundation has funded over the years at Bowman Gray Hospital and elsewhere, but I do not think the wider public is aware of them or that the projects are extensive enough to separate in the public's mind the foundation from the negative aspects of the tobacco industry.

Today's realities regarding tobacco's impact on our state and nation call on us to do more and the best institution to initiate that process would be the Z. Smith Reynolds Foundation.

Changes made at Duke University nonprofit program

Duke University's continuing education program for nonprofit managers is going through a management change.

Don Wells, the director of Duke's certificate program in nonprofit management, is giving up responsibility for day-to-day operation of the statewide program so he can spend more time on long-term planning for the program and on private consulting with nonprofits.

Wells has headed the nine-year-

old program since its founder, Marilyn Hartman, left the job last year to create a new Duke continuing education program, known as Delta, that focuses on training for businesses. Wells joined the nonprofit program four years as statewide coordinator.

The nonprofit management program is seeking a senior coordinator to run it on a daily basis.

GIVING

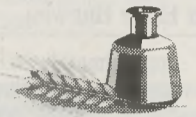
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ever better efforts are made to record the giving behaviors of other family

members in the household-the greater amount of charitable giving gets recorded in a survey."


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Faculty

Ken Brown
Senior Vice President and Managing Director of Charitable Fund Services
First Union Bank
Charlotte, NC

John Ferree
President
Scottsdale Memorial Health Foundation
Scottsdale, AZ

Roger Roemmich
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