

PR Feb 2001

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Date Jan. 22, 2001 / Feb. 5, 2001

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Topic Tally Forum

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New Revised

FOR IMMEDIATE RELEASE

February 6, 2001

Bill Billings

Director of Public Relations

TALLY FORUM TO EXAMINE ETHICAL IMPLICATIONS OF NEW TECHNOLOGIES

FAYETTEVILLE, NC—What ethical principles should be used to judge the moral character of new technologies?

Methodist College's sixth annual Tally Leadership Forum will seek answers to that question Feb. 19-20, 2001. The theme for this year's event is "Leaders, Ethics, and the Technology Revolution." The 2001 forum will address issues such as genetic reproduction, the digital divide, threats to individual privacy, and the social and moral implications of new technologies.

Presented by Methodist's Lura S. Tally Center for Leadership Development, the forum features an opening convocation with two keynote speakers, followed the next day by a series of student roundtable discussions. The convocation is set for 11 a.m. Feb. 19 in Reeves Auditorium; it is free and open to the public.

Ms. Jane Smith Patterson, director of the NC Rural Internet Access Authority, and the Reverend Bruce E. Stanley, Duke University Divinity School's director of field education, are the keynote speakers for the opening convocation. Ms. Patterson will discuss the role of government in the technology revolution, and the Rev. Stanley will address the need for ethical guideposts to deal with emerging technologies.

Ms. Patterson is an expert on information technology infrastructure and its impact on the operations of government, industry and education. She developed and implemented the North

—MORE—

TALLY LEADERSHIP FORUM / METHODIST COLLEGE

Carolina Information Highway and has consulted with more than 20 countries and 38 states on the design and operation of information networks.

After serving as secretary of administration during Gov. Hunt's first two terms, she was a vice-president of ITT Corp.'s Network Systems Group for six years. She has published articles and chapters of books on information infrastructure policy and applications in Japan, England, and the United States. Ms. Patterson attended UNC-Chapel Hill, Harvard University and N.C. State University.

The Rev. Bruce Stanley participated in last year's Tally Leadership Forum, serving on a panel that examined "America's Role in the World." At that time he was director of missions and evangelism for the North Carolina Conference of the United Methodist Church. In that position he gained extensive overseas experience with humanitarian relief efforts in the Third World.

A native of Grafton, West Virginia, Stanley received an undergraduate degree in history from West Virginia University in 1977 and a Master of Divinity from Harvard University in 1981. He was ordained by the United Presbyterian Church of the U.S.A. in 1982 and transferred credentials to the North Carolina Conference of the United Methodist Church in 1985. He held ministerial appointments at four churches before joining the Bishop's Cabinet as director of missions and evangelism.

The second day of the Tally Leadership Forum, Feb. 20, will be devoted to student roundtable discussions sponsored by various academic departments at Methodist. These will be held in the Alumni Dining Room of the Berns Student Center. M.C. students will be able to register in advance for two roundtable discussions lasting an hour and a half. Both morning and afternoon sessions are planned.

The three general topics to be discussed at the roundtables are: Health and Science, Business and Computers, and Society and Government. Two to three tables of eight to twelve

TALLY LEADERSHIP FORUM / METHODIST COLLEGE

students will discuss a specific question, led by a facilitator. Each facilitator will present a specific scenario and reading material involving an ethical problem(s) related to a new or emerging technology. Members of each discussion group will then be challenged to develop a set of recommendations for resolving any ethical dilemmas, recommendations that could be forwarded to the appropriate policy makers.

In addition to the Tally Center for Leadership Development, the 2001 forum is being sponsored by *The Fayetteville Observer*, Time Warner Cable, and SYSTEL Office Automation. For more information about the Tally Leadership Forum, contact Dr. Andrew H. Ziegler, assistant professor of political science and leadership, at (910) 630-7488.

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Date 2-12-91

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FOR IMMEDIATE RELEASE

February 12, 2001

Bill Billings

Director of Public Relations

METHODIST COLLEGE THEATRE DEPT. PRESENTS *BYE BYE BIRDIE*

FAYETTEVILLE, NC—The Methodist College Theatre Department will present the musical comedy *Bye Bye Birdie* Feb. 22-25 in Reeves Auditorium.

Performances are slated for 8 p.m. Feb. 22-24 and 2 p.m. February 25. Tickets are \$10 for adults, \$7 for students and senior citizens (age 60 and over), and \$5 for children 12 and under. Methodist College students, staff, and faculty are admitted free with a College I.D.

Inspired by the story of Elvis Presley being drafted into the army in 1957, *Bye Bye Birdie* premiered on Broadway in April 1960, starring Dick Van Dyke and Chita Rivera. *Birdie* revolves around rock and roll superstar Conrad Birdie and the complications that arise when Birdie's manager stages a publicity stunt in which Birdie will sing a new song, "One Last Kiss," and confer a last kiss on a devoted fan from Sweet Apple, Ohio before being drafted into the army. *Birdie* features music by Charles Strouse, lyrics by Lee Adams, and a book by Michael Stewart.

Dr. Ed Cohn, assistant professor of theatre, is directing the show. Mrs. Betty Neill Parsons is the musical director, and Danny Harrington, a senior from Fayetteville, is the technical director. Dr. Cohn calls *Birdie* a "blast from the past, complete with D.A. haircuts, poodle skirts, tail fins, the 'Telephone Hour,' hipsters, squares, rock and roll songs, and of course, Elvis or Conrad Birdie. Well-known songs from the show include: 'Put on a Happy Face,' 'Lotta Livin' to Do,' 'Kids,' and 'We Love You Conrad.'"

—MORE—

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METHODIST COLLEGE PRESENTS *BYE BYE BIRDIE*

The cast of the MC Theatre production includes Andy Dickerson as Albert Peterson, Conrad's manager; Patti Wisniewski as Rose Grant, Peterson's fiancé; and Christian Baumgart as Conrad Birdie. Krystal Taylor plays Kim McAfee, the devoted fan who receives Birdie's farewell kiss. Chuck Heaton and Jonelle Kimbrough play Mr. and Mrs. McAfee, Kim's parents. Melissa Anne Cain plays Mrs. Peterson, Albert's mother.

Tickets for the MC production of *Bye Bye Birdie* will be available at the Reeves box office just prior to each performance. For more information, phone 630-7483.

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FOR IMMEDIATE RELEASE

February 23, 2001

Bill Billings

Director of Public Relations

THE PINEHURST COMPANY MAKES \$25,000 GIFT TO METHODIST COLLEGE TO DEVELOP RESORT MANAGEMENT PROGRAM

FAYETTEVILLE, NC—The Pinehurst Company made an initial gift of \$25,000 to Methodist College's Reeves School of Business today for development of its new resort management program launched last fall.

Patrick Corso, president of The Pinehurst Company, presented the first semi-annual donation to M. Elton Hendricks, college president, and to Joe Doll, director of the Reeves School of Business, in a brief ceremony at the Pinehurst resort. Totaling \$250,000 over a five-year period, the Pinehurst grant underwrites a commitment made by The Pinehurst Company last year to help grow a four-year academic concentration at Methodist specifically targeted to resort management.

"Our industry has long recognized the need to develop resort business leaders," said Corso today. "Current college-level curricula have normally concentrated only on front desk and food and beverage development," he added. "The Resort Management Program at Methodist College fills that very important link and The Pinehurst Company is proud to assist in its development."

John Meeske, assistant professor of resort management and director of the new program, said Pinehurst's initial gift will enable the program to add an assistant professor this fall as well as a hands-on experience component at any of The Pinehurst Company properties. These include Pinehurst, site of the 2005 U.S. Open, plus The Homestead in Virginia, Barton Creek in Texas,

—MORE—

METHODIST RECEIVES \$25,000 GIFT

Daufuskie Island in South Carolina, Palmilla in Mexico and Firestone Country Club in Ohio. As part of the new field of study, students can opt to enter the Company's "Manager in Development" program, which offers a full year of on-the-job training in nearly every resort department, from golf course maintenance to housekeeping and accounting.

"We are extremely grateful to The Pinehurst Company, whose commitment will launch what we believe to be the preeminent Resort Business program in the country," said Meeske. "It will follow directly in line with the vision of Methodist College, in the same way it developed top-notch PGA and USPTA-sanctioned business management programs over the last decade."

Meeske comes to the program with a career in resort development and management. His resume includes prior ownership of Shanty Creek Resort in Michigan, as well as service as past president of Club Resorts, Dallas-based ClubCorp's forerunner to The Pinehurst Company. New Associate Professor Al Strata, whose career includes management with Vail Lodge in Colorado and Princess Hotels, will join the team this fall to work hand-in-hand with Meeske to further develop the program.

The resort management curriculum includes a combination of business administration, marketing, financial economics and resort management classes. To date, 42 students have taken resort management classes at Methodist. College officials believe the program could grow to an enrollment of 300 students in the next five years.

"Methodist College provides the ideal setting to develop this program," added Meeske. "With 630 beautifully-groomed acres that include full golf and tennis facilities built expressly for the education of our students, we believe we can offer a comprehensive approach to making students more knowledgeable, and ultimately more marketable, in their chosen careers."

The Pinehurst Company is the resort, golf institute and select golf realty division of ClubCorp. Incorporated in early 2000, its vision is to develop a higher echelon of resorts, vacation properties and communities that focus on exceptional golf and leisure experiences. In making the commitment

METHODIST RECEIVES \$25,000 GIFT

today, The Pinehurst Company not only dedicates itself to its community, but to the growth of its industry, as well. Its corporate offices are located in the Village of Pinehurst, North Carolina, approximately one mile from its most prominent resort and namesake, and 45 miles northwest of Methodist College.

Methodist College is a four-year, coeducational college of liberal arts and sciences located five miles north of downtown Fayetteville between U.S. 401 North and the Cape Fear River. Opened in 1960, the fully-accredited college offers bachelor's degrees in 51 areas of study and currently educates approximately 2,000 full-time students. Its Reeves School of Business is nationally accredited by the Association of Collegiate Business Schools and Programs.

Date 2-02-01

Methodist College Office of Public Relations

Topic Business Awards Nominations

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Sid Coates

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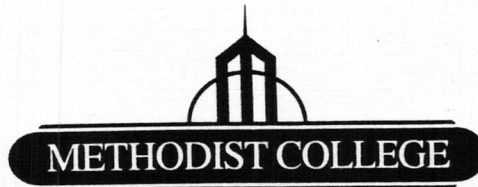
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FOR IMMEDIATE RELEASE

Bill Billings

February 26, 2001

Director of Public Relations

METHODIST COLLEGE SEEKS NOMINATIONS FOR BUSINESS AWARDS

FAYETTEVILLE, NC—The Center for Entrepreneurship at Methodist College is now accepting nominations for four business awards to be given at the 24th annual Stock Market Symposium Thursday, April 5.

The Outstanding Woman Entrepreneur Award is given to a North Carolinian who owns, has established, or manages a successful small business. The 2000 award went to Sandy Berger of Pinehurst, NC, owner of Computer Living Corporation.

The Small Business Excellence Award honors an outstanding small business (one that employs fewer than 500 with annual revenues under \$15 million) started in North Carolina. Last year's recipients were Ron and Sharon Matthews, owners of Fayetteville-based Family Foods, Inc., a franchisee of Taco Bell Corporation.

The Silver Spoon Award recognizes a person who, though not born to wealth or privilege, has originated and built a successful business (anywhere in the U.S.) recognized for its uniqueness in planning, production, or some other aspect of its operation. Larry W. Allman, owner of Allman Electric Corporation in Fayetteville, won the award last year.

The Business Ethics Award, added last year, honors a company that demonstrates a firm commitment to ethical business practices in its everyday operations and philosophies and in response to crises and challenges. The 2000 award went to Gene and Pat Howell, president and sales manager respectively of Quality Concrete Company of Fayetteville.

Anyone interested in nominating persons for an award may obtain nomination forms by calling Dr. Sid Gautam at (910) 630-7642. The deadline for nominations is March 23. Completed nomination forms may be faxed to Dr. Gautam at (910) 630-7657.

NOMINATION FORM

Awards to be presented at the 24th Annual Stock Market Symposium

SILVER SPOON AWARD

Criteria for Silver Spoon Award:

The Silver Spoon Award is given to a person who, though not born with the proverbial silver spoon in his/her mouth, has originated and built a successful business recognized for its uniqueness in planning, production, or some other aspect of its operation. The business can be located anywhere in the United States.

SMALL BUSINESS EXCELLENCE

Criteria for Small Business Excellence Award:

The Small Business Administration defines a small business as one that employs fewer than five hundred persons and generates revenue of less than \$15 million per annum. The Small Business Excellence Award Committee will also consider the creativity of the business, the uniqueness of the product, the employees' welfare, and the contributions of the business to its community.

OUTSTANDING WOMAN ENTREPRENEUR

Criteria for Outstanding Woman Entrepreneur of the Year Award:

The recipient must be a North Carolina resident who owns, has established, or manages a small business. The Outstanding Woman Entrepreneur Committee will also consider the individual's creativeness, innovativeness, and personal contributions to and involvement with the community.

BUSINESS ETHICS AWARD

Criteria for Business Ethics Award:

This award is to honor a company that demonstrates a firm commitment to ethical business practices in their everyday operations, philosophies and in response to crises and challenges.

I nominated (for which award): _____

Mr./Mrs. _____
Company _____
Position _____
Address _____
City _____ State _____ Zip Code _____ Phone _____

Name of nominator (Please Print)

Name _____
Address _____
City _____ State _____ Zip Code _____ Phone _____

Enclose supporting material demonstrating that the nominee fulfills the criteria (above). Nomination will not be accepted without supporting material.

Deadline for nomination: March 23, 2001

Mail or fax to:

Center for Entrepreneurship
Methodist College
5400 Ramsey Street
Fayetteville, NC 28311
(910) 630-7642
Fax: (910) 630-7657
Email: sgautam@methodist.edu