

ARCHE report places UWG's economic impact at \$220.3 million

UWG contributes \$220.3 million to the state of Georgia's economy, according to a study released by the Atlanta Regional Council for Higher Education (ARCHE).

The report, "How the Atlanta Region's Colleges and Universities Are Enriching Georgia," brings together data from Atlanta-area private and public institutions and shows an impact from the institutions, their students, employees and visitors of more than \$9.2 billion annually.

Acting President **Tim Hynes** said the real economic value of the university is even higher.

"We are delighted to confirm the level of our contributions to the economic success of the region, but what may be more important to recognize about these results is that they are conservative," he commented. "They include the direct and indirect economic activity created on an annual basis by the spending of the institution and employees and students. They also include the economic gain from capital expenditures.

"What the data does not include is the annual economic value derived from education — that the difference in income between a college graduate and a high school graduate is nearly a million dollars over the lifetime in the workplace. And that annualized economic benefit is unstated in this research."

According to the report, UWG's economic impact upon the state and the west Georgia region includes \$194.3 million in annual spending by the university and its employees, students and visitors.

In addition, there are other benefits to having a university in the region, said Slater Barr, president and CEO of Carroll Tomorrow.

"The report confirms that the university is a significant economic engine," said Barr. "However, it really underestimates its contribution. The report addresses only the economic impact. What it doesn't capture, however, is the quality of life and cultural enrichment created by the university presence. Not only do those amenities benefit the local community directly, but they also make the community more attractive to prospective businesses. The impact of the university extends far beyond its economic impact."

The ARCHE report also recorded a \$26 million

impact from capital improvements on campus and more than 2,000 jobs generated across all industry sectors in the region in the overview. ARCHE President Michael Gerber said the report gives us another way to look at the state's higher education institutions.

"These are not only great educational institutions, they're major developers, they're tourist attractions and they're big employers," he stated.

For more information about the report, visit www.atlantahighered.org.

Celebrate the memories at Centennial Homecoming

The university will celebrate its 2006 Centennial Homecoming with a theme of Celebrating a Century of Memories on Friday and Saturday, Nov. 3-4.

The weekend will kick off with a 1930s and 1940s Reunion Luncheon at Z-6 at

10 a.m. for \$17 per person. Also on Friday at 7 p.m. in the Ingram Library will be the Book and Alumni Author Event, which will feature speeches by alumni authors, memorabilia displays, a performance by the Clarinet Ensemble, a book signing and refreshments. This event is \$10 per person and will feature alumni Terry Kay, Lee Walburn, David Bottoms and Electa Rome Parks.

On Saturday, faculty and staff are invited to line up in the Tyus Hall parking lot at 9:30 a.m. to join in the Alumni, Family and Friends Walk in the Homecoming Parade, or they may wish to gather at the alumni parade viewing area at Adamson Square in downtown Carrollton, where they can meet the UWG mascot, enjoy face painting and more.

This year, the parade will begin at the Tyus lot and, because it celebrates UWG's history, it will be longer and larger than ever. Beginning at 10 a.m., the freshman class will lead the parade along Maple Street, South Street and Bradley Street before ending at Adamson Square. Several downtown merchants will offer discounts during the celebration. For a list, visit www.westga.edu/~alumni/homecoming.



Homecoming 2006 will commemorate such moments in UWG's history as this Homecoming game in the 1950s.

After the parade, the Parent's Day Tailgate Party will be held at Grisham Stadium, and the Annual Meeting of the Alumni Association and Awards Luncheon will be in the Campus Center Ballroom. Both events will be \$15 per person and will begin at 12:30 p.m. The Tailgate Party fee will cover the party, a souvenir and entrance to the football game against North Alabama, which will kick off at 3 p.m. at Grisham.

Following the game, the African-American Alumni Reception will be held in the Campus Center at 6 p.m. for \$5 per person. At 7 p.m., the 1950-1956 Golden Reunion will feature dinner, music and dancing in the Campus Center Ballroom for \$17 per person.

For more information on these events, contact **Dotti Green**, coordinator of alumni relations, at x9-6582 or visit www.westga.edu/~alumni/homecoming.

The Department of Student Activities will also host numerous events for Homecoming, including a presentation by the Evansons Mind Readers, a volunteer "Fear Factor," the Decades Ball, a pep rally and a BSA step show. For more information, contact **Stephanie Bierlein**, coordinator of student programs, at x9-6526.

BULLETINS

CTL offers workshops

The Center for Teaching and Learning will sponsor a workshop titled *Tools for Critical Thinking and Their Classroom Applications* on Friday, Oct. 20, 2-3:30 p.m. in the Hubbard Dining Room. It will be facilitated by **Dr. Jeremiah Alberg**, associate professor of philosophy and director of the Philosophy Program. Refreshments will be provided.

A New Faculty Seminar will also be offered from 3:30 to 5 p.m. Oct. 20 in the Executive Dining Room. Faculty Senate committee chairs have been invited to discuss the roles of their committees and current university issues.

Benefits Fair to provide help with open enrollment

Human Resources will sponsor the annual Benefits Fair on Thursday, Oct. 26, 10 a.m.-2 p.m. in lower-level Z-6 to assist employees with making benefits decisions during open enrollment. Human Resources staff and representatives from various companies will be on hand to provide benefits information, and refreshments and door prizes will be offered.

Open enrollment for benefits changes is scheduled for Nov. 13-Dec. 15, with changes to take effect Jan. 1, 2007. For more information, call Human Resources at x9-6403.

Register your organization to help with Safe Treat carnival

The Residence Hall Presidents' Council (RHPC) will sponsor its annual Safe Treat carnival for children of employees and community members on Tuesday, Oct. 31, 7-9 p.m. in the Academic Quad (rain location: Humanities Building). Student organizations and residence halls will provide safe activities for children as an alternative to trick-or-treating.

Last year, 26 organizations offered activities for more than 200 children. To sign your organization up to help, e-mail the organization name, representative contact information, the type of activity you would like to offer and the accommodations you will need to kcepeda1@gmail.com. Early registration is recommended to get your first activity choice.

Apply for tuition assistance

Applications to participate in the Tuition Assistance Program (TAP) for spring 2007 are due in Human Resources by 5 p.m., Wednesday, Nov. 15. TAP registration will be held in the Registrar's Office on Friday, Jan. 5, 5-5:30 p.m. For applications or more information, visit www.bf.westga.edu/hrpay/tuition_remission.asp.

Not So Scary Fairy Tales returns to T CPA

Children of all ages should mark their calendars for the return of *The Not So Scary Fairy Tales: A Not So Haunted House for Children* to the T CPA, Oct. 25-28.

An array of fairy tale characters will charm audiences young and old as they find their way through a maze of magic featuring aspects of live theatre, where Humpty Dumpty falls off the wall every time and the Princess and the Pea can't sleep a wink. Tour guides will lead small groups of children and adults over a rickety bridge and a troll and into the not-so-scary woods to visit Hansel and Gretel's gingerbread house. Other sets will feature Alice, the White Rabbit and the Queen of Hearts; Rumpelstiltskin; Brer Rabbit; and a friendly dragon.



Characters in *Not So Scary Fairy Tales* are played by UWG students and staff, and children, teens and adults in the community.

Directed by local resident Jenny Lyle, *The Not So Scary Fairy Tales* is a grassroots production created, costumed, built and directed by community and campus members. The hand-constructed sets and special effects were created by T CPA Technical Director **David Manuel** and his crew.

Tickets are \$5 for adults and \$2 for children. Tours will begin every 30 minutes between 6:30 and 9:30 p.m., and it is recommended that time slots be reserved as soon as possible.

A children's activity is planned for each evening of the production, and a reception with storytellers and face painting will be held

before the tours. For reservations or more information, call x9-4722.

Banks & Shane to headline A Night on the Town

The Department of Athletics and UWG Booster Club will sponsor the third annual A Night on the Town event on Thursday, Nov. 2, to raise money to help send the UWG cheerleaders to the Universal Cheerleading Association (UCA) College Cheerleading and Dance Team National Championships in Orlando in January.

The UWG co-ed cheerleading squad has won the co-ed UCA National Championship in Division II five times since 2002, and the all-girl squad was national champion in its category in 2004 and 2006.

In addition to an Italian dinner, a raffle and an auction, A Night on the Town will feature entertainment by the high-energy band Banks & Shane, billed as "Atlanta's Entertainment Tradition." Banks & Shane has performed in Atlanta and around the world since 1972 and has recorded 12 albums. The group also owned and operated the popular restaurant/supper club Banks & Shane's in Sandy Springs and Under-

ground Atlanta from 1983 to 1992.

A Night on the Town will take place in lower-level Z-6 at 5:30 p.m. Admission tickets are \$50, and raffle tickets are \$10 each.

Two grand prizes will be offered in the raffle. The first — airfare for two to any AirTran destination and a two-night stay at a four-star hotel — will be raffled off at A Night on the Town. The second — a fully reconditioned, customized electric EZ-Go Golf Cart valued at \$6,000 — will be awarded at the UWG-Valdosta football game on Thursday, Nov. 9, at Grisham Stadium. Also to be raffled off at A Night on the Town are a 21-speed Rand bicycle donated by Papa John's Pizza and other prizes.

Raffle tickets are available in the Department of Athletics and at UWG home sports events. For event and raffle tickets or more information, contact the Department of Athletics at x9-6533. For information about Banks & Shane, visit www.banksandshane.com.

Lineback serves as new university web content manager

Julie Lineback has joined the Office of University Communications and Marketing as web content manager for the UWG web site.

Lineback comes to the university with experience as an information and communications specialist, and as an online copywriter and search



engine specialist for BellSouth.

She will provide web site consulting services to UWG colleges and departments, including content development, composition, web site organization and proofreading. She will also be instrumental in the universitywide implementation of the new RedDot web content management system software being acquired by UWG.

For assistance with web site content, contact Lineback at x9-6464.

Band, jazz group to perform in Antigua and Barbuda by special invitation

The award-winning UWG Marching Band, known as “The Sound that Lights the South,” and the UWG Jazz Percussion Group are packing up for Antigua and Barbuda to help the island nation celebrate its 25th year of independence.

The university band and percussion group are the only North American music organizations participating in this international event. The groups were selected to deliver a command performance for the prime minister, a joint concert with the Antiguan Military Band, the band’s signature field show in the National Stadium and two parades.

The four-day trip beginning Oct. 29 will cost each student \$1,200, for a total cost of \$178,000. Contributions are being sought to defray expenses. The Antiguan government, the University of West Georgia Foundation Inc., local civic groups and churches, and many UWG organizations, families, staff and faculty have contributed generously to the cause, and only about \$6,000 is still needed.

The high cost is due to the necessity of chartering a plane that can accommodate 150 people, several costume and uniform changes, and dozens of instruments, including 17 trumpets, 14 French horns, seven trombones, nine tubas and 40 pounds of multi-tom drums. Commercial airlines could not accommodate all of the

instruments and musicians.

Dr. Doug Overmier, director of bands and associate professor of music and percussive studies, said it is the largest undertaking in the history of the Department of Music.

“Imagine getting all these people and equipment to Antigua without commercial air,” he said. “We’ve had to charter a very big flight. The best thing about this is that West Georgia is being recognized as a leader again. It’s exciting.”

The marching band’s sound and style have catapulted it into the forefront of marching entertainment. In 2005-06, it was the first university band to perform at an Atlanta Braves and Atlanta Hawks game in the same school year, and it has won invitations to 15 festivals and competitions and earned standing ovations at all of them.

The Jazz Percussion Group is one of only six such groups in the nation and has earned

invitations to three state music conventions, a Puerto Rican Percussion Festival and a Full Sail School for the Recording Arts Production Program for an unprecedented two years in a row.

For information on contributing to the cost of the Antigua and Barbuda trip, contact Overmier at x9-6267 or **Dr. Kevin Mobbs**, instructor of music, at x9-6516.



The UWG Marching Band, known as “The Sound that Lights the South,” and the UWG Jazz Percussion Group, have been invited by the prime minister of Antigua and Barbuda to perform for the island nation’s celebration of 25 years of independence. They are the only North American groups performing at the four-day event.

Southwire CEO shares insights with RCOB students

Stu Thorn, president and CEO of Southwire, recently spent the day as the first Executive in Residence of the 2006-07 academic year in the Richards College of Business. The program offers an opportunity for business leaders and students to exchange ideas and experiences through lectures, classes and informal gatherings.



Stu Thorn

Thorn joined Southwire in 2000. His

reorganization of the company around its core businesses resulted in an acquisition that moved Southwire to the top of the North American building wire market.

Throughout his day on campus, the CEO shared his advice and experiences with students aspiring to be successful in the corporate world.

“There is something more important than money,” he told accounting and finance students. “It’s how fair I play. Don’t violate the ethical code. On your deathbed, you will feel good about your decisions that defined you as a person. Isn’t that the ultimate goal?”

Run for the money

More than 700 participants in the 2006 West Georgia National Bank Run for A DAY on Oct. 5 helped to raise \$4,212 for the A DAY for West Georgia campaign. Josh Myers and Emma Bussard took first place in the 5K Run male and female categories. Myers won the annual race with a time of 16:03, and Bussard crossed the finish line with a time of 21:36. Winning UWG students were Tim Brooks (18:49) and Jessica Gaddis (27:10). The master male winner was David Sutton (19:22); the master female winner was Hilde Thomas (23:16); the grandmaster male winner was Bill Wright (20:10); and the grandmaster female winner was Mary Ann Taylor (24:52). Winners of each race category won a unique ceramic piece made by local artist Cameron Covert.



KUDOS

Faculty and staff recognition

➤ **Dr. Jim Burton** (marketing/real estate) sponsored five students majoring in real estate to attend the all-day Appraisal Institute seminar “Atlanta: Boom, Bust or Bounce” at the Cobb Galleria Convention Center, Sept. 29.

➤ **Dr. Daniel Helminiak** (psychology) presented a lecture, “Spirituality for a Global Community: Roman Catholic Implications,” at the University of the Incarnate Word; a six-hour workshop for the 30th anniversary of Dignity/San Antonio; and the keynote address at the Solidarity Sunday celebration, Madison Square Presbyterian Church — all in San Antonio, Oct. 7-8.

➤ **Dr. S. Swamy Mruthinti** (biology) has had his co-authored paper titled “The induction of surface b-amyloid binding proteins and enhanced cytotoxicity in cultured PC-12 and IMR-32 cells of advanced glycation end products” published in *Neuroscience* (2006), Vol. 142, pp. 463-473.

➤ **Dr. Deborah Webb** (marketing/real estate) has had her co-authored article “Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs” (with Drs. Pam Ellen and Lois Mohr, Georgia State University) published in the spring 2006 issue of the *Journal of the Academy of Marketing Science*.

CUE

Campus Upcoming Events

October

20 Friday

- ▷ Deadline for graduation regalia orders, UWG Bookstore
- ▷ Art Exhibit: *40 Years Working With Clay*, Cameron Covert, through 8/31, Main Gallery
- ▷ Center for Teaching & Learning Session: *Tools for Critical Thinking & Their Classroom Applications*, Hubbard Dining Rm., 2-3:30 p.m.
- ▷ Center for Teaching & Learning New Faculty Seminar, Exec. Dining Rm., 3:30-5 p.m.



21 Saturday

- ▷ Football: Wolves at Arkansas-Monticello, Monticello, Ark., 7 p.m.



22 Sunday

- ▷ Fall Preview Day, TLC, 1 p.m.

23 Monday

- ▷ Intramural Soccer begins
- ▷ Univ. Club Lunch, Exec. Dining Rm., 11 a.m.-2 p.m. \$4.50.
- ▷ Alumni Recital: Christine Couch, piano, Cashen Hall, 8:15 p.m. Free.

24 Tuesday

- ▷ Miller Analogies Test, also 10/25, Strozier, Rm. 121, 4-5:30 p.m.
- ▷ Volleyball: Wolves vs. North Alabama, 7 p.m.

25 Wednesday

- ▷ Graduate Education Forum, Hubbard Dining Rm., noon
- ▷ French Conversation Group: *Pause Café*, UCC Centre Café, 1-2 p.m.
- ▷ EXCEL Success Seminar: *Choosing the Right*

Cross country and soccer teams seek GSC honors

The Wolves will enter the 2006 Gulf South Conference Cross Country championships in New Market, Ala., on Saturday, Oct. 21, with two big-time hopefuls for GSC glory.

Coming off of a win at the Jacksonville State Invitational two weeks ago, Katie Perkins is the first UWG runner in several years to walk away from a race with a victory. On the men's team, Shawn Matthews has been running well and has placed in the top 10 in nearly every event this season.

The soccer team's hopes of securing a berth in

the 2006 Gulf South Conference Tournament ride on the outcome of the season's one remaining match. UWG will travel to Memphis for the regular season finale against Christian Brothers on Sunday, Oct. 22.

The Wolves enter the match with seven points in the GSC standings (3-3-1) and need a win or a tie to secure a berth in next week's league tournament. A loss, however, could open up the final berth to one of three other conference opponents.

Major/Career, UCC, Rm. 312, 4 p.m.

▷ *Not So Scary Fairy Tales: A Not So Haunted House for Children*, TCPA, through 10/28, 6:30 p.m. See **Not So Scary/p2**.



26 Thursday

- ▷ Benefits Fair, lower-level Z-6, 10 a.m.-2 p.m. See **Bulletins/p2**.
- ▷ Univ. Club Lunch, Exec. Dining Rm., 11 a.m.-2 p.m. \$4.50.
- ▷ Spanish Cine Club: *Bolivia*, TLC, Rm. 1-203, 7 p.m.
- ▷ UWG Opera Workshop: Third Annual *A Taste of Opera*, S&R Catering, 7 p.m.
- ▷ Volleyball: Wolves vs. Alabama-Huntsville, 7 p.m.



27 Friday

- ▷ Intramural Backpacking Trip, through 10/29
- ▷ Center for Teaching & Learning Centennial Lecture Series, Cashen Hall, 3:30 p.m.
- ▷ Univ. Club Happy Hour, Z's Italian Restaurant, 5-7 p.m.

28 Saturday

- ▷ EXCEL Center Make a Difference Day
- ▷ ACT, 7:30 a.m.
- ▷ Football: Wolves vs. Delta State,

Grisham, 7 p.m.

30 Monday

- ▷ Regents' Test, through 11/1
- ▷ Career Services Workshop: *CareerWeb/Electronic Job Searching*, UCC, Rm. 312, 11 a.m.
- ▷ Univ. Club Lunch, Exec. Dining Rm., 11 a.m.-2 p.m. \$4.50.
- ▷ Observatory open for stargazing, 7-8 p.m.

31 Tuesday

- ▷ EXCEL Success Seminar: *Test Taking Tips for Finals*, UCC, Rm. 312, 4 p.m.
- ▷ Safe Treat Carnival, Academic Quad, 7-9 p.m. Rain location: Humanities Bldg. Lobby. See **Bulletins/p2**.

November

1 Wednesday

- ▷ French Conversation Group: *Pause Café*, UCC Centre Café, 1-2 p.m.



2 Thursday

- ▷ Univ. Club Lunch, Exec. Dining Rm., 11 a.m.-2 p.m. \$4.50.
- ▷ A Night on the Town, lower-level Z-6, 5:30 p.m. See **Banks and Shane/p2**.

