

POOR QUALITY PRINT

The Highland Cavalier

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Marketing class gains recognition in CVC strategy report

Beth Finne
HC Staff Writer

The buying and selling of Clinch Valley College, the low retention rate, and the image of the college. These were all problems that had to be faced by Bill Lee's Principles of Marketing class.

According to Bill Lee, the goal of the Business Department is to teach theories of business to its students and supplement this with projects and research. The idea for the above kind of marketing project

came to Leo and he was automatically filled with excitement. "CVC has so much potential," he stated.

But he was also faced with a problem. Could a marketing class handle such an extensive assignment? He began to evaluate the class before he told anyone of his idea. He decided that they had the talent to handle such a project.

The end result of the Marketing Strategy Project is a twenty-six page report by the Darden Marketing Associates, a name the class gave themselves.

They presented their report to a Board of Review at the Holiday Inn in Norton Thursday, December 8 at 7 p.m. The Chairman of the Board was Ron Heise, who was picked by Leo. Heise then chose the rest of the Board himself. The rest of the Board included CVC faculty and members of the community. The members were: Bonnie Blosser, Sam Ewing, Sam Gilbert, Lana Low, and John Teglas.

Lee chose the Chief Executive Officer for the Darden Marketing Associates. He chose Gina Lucas

as the chief and she chose her Vice Presidents. They included Charles Anderson, George Burgan, and Mark Mullins.

In their report, the Associates defined the mission of CVC and developed a marketing strategy for CVC, based on history, current status and competition of the college. According to the Associates, CVC has eight goals to fulfill.

1. Continue qualitative restrictions on admissions to improve the quality of education.

2. Increase the retention rate by

at least 10% yearly until it equals or exceeds the average of selected colleges.

3. Enhance research methods and programs in all departments.

4. Enhance the current business cooperative program.

5. Reevaluate job descriptions for staff.

6. Improve services offered.

7. Expand Public Relations efforts to improve the college's reputation.

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CVC receives funds from Sovran Bank for use in a general fund

Sovran Bank N.A. continued a long tradition of supporting Clinch Valley College by a recent contribution to the school's general fund.

Radford Wolfe, Sovran vice-president and area manager, noted the bank has supported the college since its establishment. Clinch Valley is in its 35th year.

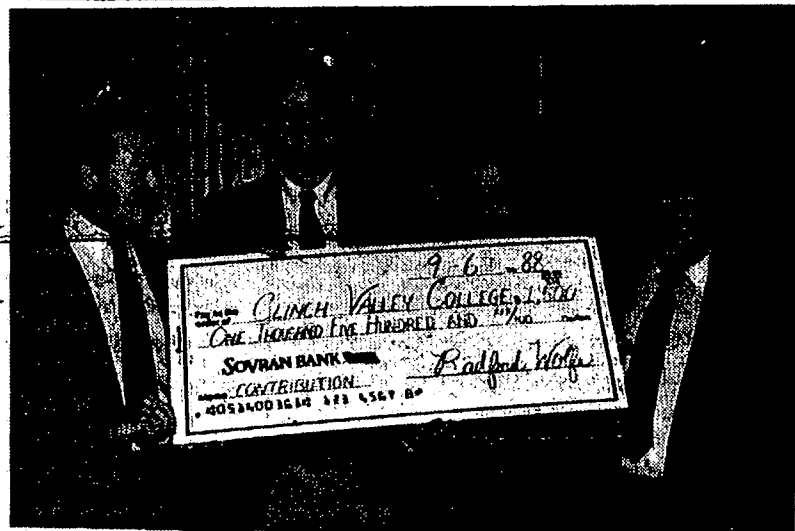
Present with Wolfe at a luncheon to mark the traditional occasion were William C. Witt, a Norton area advisory board member of Sovran who presented a \$1,500 check to CVC Chancellor Jim Knight, and Bill Sturgill, CVC Advisory Council member. Other Clinch Valley College officials were Randy Gilmer, director of public affairs and publications, and Larry Lagow, director of development. Ed Roop, manager of Sovran Bank's Wise office and a CVC alumnus, also was involved in the transaction.

Wolfe said the check represents the portion of state corporate trust

funds allotted by Sovran for Southwest Virginia. The fund was established to support the University

throughout the state. Wolfe said, "We are pleased that once again we can make a contribution to the col-

lege in Southwest Virginia." Sovran Bank left use of money to the discretion of the College.



Chancellor Jimmy Knight accepts the check from Sovran representatives

In the Inside

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Angela Cawmer
HC Staff Writer

The Ruffian on the Stairs, a play by Joe Orton, was one of the four one-act plays performed by The Highland Players this past weekend.

Ruffian was a bizarre play, involving the three following characters: Wilson, the ruffian (Lee Pottey); Michael, the hit man (Robert Cassell); and Joyce, the ex-hooker who lived with Mike (Angela Cawmer).

Wilson appeared at the flat of Michael and Joyce's, posing to need a room to rent, when he really wanted to meet Mike, the hired killer of Wilson's brother. Unable

to cope with the death of his incestuous brother, he wanted to die. Wilson will not, however, commit suicide because of his "strict moral upbringing."

Wilson portrayed a friendly front to Mike, who quickly changed to a snarling hoodlum, accusing Mike of his brother's death. Wilson then said he had an affair with Joyce, just so Mike would kill him.

In the end, Mike shot Wilson after spotting Wilson and Joyce in an embrace. Joyce attested she would help Mike set up the death as self-defense, and everything went back to normal.

Breakfast Before Noon, a reader's theater presentation, was a comical

look at the serious disagreements between mothers and daughters. Both characters were describing what they disliked about one another, and in the process became so emotionally provoked they ended up killing each other. The daughter was played by Sandra Sloane, the mother by Lisa Davis.

The Beast Lies Dormant offered a different view of a woman and a man involved in a one-sided relationship. Hazel (Carol Boothe) is fed up with Lafayette's (Lane Smith) behavior. The only thing he wanted to do was watch cartoon movies at the theater. Hazel describes the perfect man to him: Muscles Flanagan, a muscular

brute in the movies. While Hazel put on her make-up, Lafayette listened to a radio show where a speaker was telling his listening audience what women really want: a strong, cruel, and aggressive man.

When Hazel entered the room, Lafayette had become a changed man. Even his name was changed to Biceps Jones, and Hazel loved it.

The Limitations of Life, a short skit, depicted reversed racial roles, in which a white maid (Toni Meyers) served a highly prestigious colored couple. The wife was played by Remi Oshad, the husband by Joey Jones.

Please See PLAY, page 4

O P I N I O N S

POINT BLANK:

Experiences with drunk drivers reveals that it kills

Sandra Greear
HC Staff Writer

We are all familiar with the glitzy-pizazz of beer commercials that leave us feeling that drinking socially will give us the ideal mate and propel us into the limelight of success. But, no one sees the reality that drinking alcohol leads to a road of destruction.

Even though its been more than a month ago, I will never forget that

weekend trip which was no joy ride. In fact, it seemed like a nightmare.

I went to Williamsburg, Kentucky with my best friend's parents to visit her. On the way home, we were hit by a drunk driver in Norton. Our car was totaled. I escaped injury except for a very bad bruise.

Paul B. Elkins of Rogersville, Tennessee was arrested for driving under the influence, and this was his second offense. However, he

stayed in jail for just 48 hours. His trial is scheduled for January. Advertiser's tell us time and time again that cocaine is a big lie. However, they totally ignore the fact that alcohol is a bigger lie since people forget that it is a drug also. So, advertisers paint us a beautiful picture in order to hide the real truth. Alcohol kills!

The National Center for Health Statistics estimates that twenty percent of the 18 to 29 year-old

population drove while under the influence of alcohol at least once in the last year. They also reported that the percentages dropped to 12 percent for those 30-44; 4 percent for people 45-64; and less than 1 percent for senior citizens 65 and older.

The Journal of Alcohol Studies reports that teenagers and young adults are among the groups most heavily affected by drinking and driving. Also drivers aged 16-24

have the highest rates of alcohol-related fatal crash involvement per mile driven or per licensed driver.

I can't help but think that the nightmare will never be completely over. Because more than likely, the man will drive and drink again. According to Journal of Studies on Alcohol, within the past ten years 250,000 American have lost their lives in alcohol-related crashes;

Please see DRUNK, page 3

During this holiday season joy can be found in remembering those who are alone

To the Editor:

To all the hard-working students that I have had the pleasure of meeting at the library circulation desk, I wish for you a peace of heart and a joyous rest this Christmas

season. As we celebrate the birth of our Lord and look forward to a new year, let us not forget someone who may be lonely. If you know an elderly person who may be alone this holiday season, please visit. A

heartfelt smile and a little of your time may reward you with a gift worth far more than money can measure. I look forward to seeing you again next year.

Lavera Mullins

Reader feels condoms would corrupt youth

To the Editor:

In response to Mr. Lovelace's letter, a point that seems to have been forgotten in the Great Condom Debate is that teenagers who participate in various summer programs here at Clinch Valley College would be susceptible to the temptation of giving in to premarital sex.

Young adolescents from the ages of 13 to 17 would be able to purchase condoms in the dorms during

the summer months. The programs are commonly known as Upward Bound and the Magnet School for the Gifted. These students spend six or seven weeks living in the dorms on campus. Therefore, they have access to all the public restrooms. Let's not forget Barney Hall's Summer Basketball Camp for young teens! Will parents send their children into a lion's den?

The surrounding community's outcry will be heard! Not only would CVC be dispensing death to

CVC students, but they would also be dispensing death to major school students. Let me clarify myself. Dispensing death means dispensing sin. According to Romans 6:23, "the wages of sin is death." But don't despair! The rest of the verse reads, "...but the gift of God is eternal through Jesus Christ our Lord."

I would also like to reemphasize that sex outside marriage is sin. As

Please see YOUTH, page 3

Christmas is a time for a difference in our lives; unselfishness and sharing with others

Warren H. Wattenbarger
Campus Minister

Within a few days the Christmas Holidays will be here. Another semester will have become history, we shall be taking a break from all of the studies to enjoy a time at home with family and friends. Our thoughts will be turning toward Christmas and its meaning for each of us.

Christmas is that which makes the difference in the life of each of us. We find that Christmas is a time of giving unselfishly to those that we love. Its spirit goes beyond ourselves to others. Instead of

thinking of ourselves, we turn our thoughts to sharing with others. Christmas is a time of joy. Too many people and too much of our time are filled with sadness and sorrow. We need to climb out of the depths of despair and scale the heights of optimism by singing "Joy To The World! The Lord is Come." No one objects to joy. It is a common desire.

Christmas is a time of peace even armies have refused to fight on Christmas. Hardened criminals declare a moratorium on December 25, for less crime is committed on this day than any other day of Christmas strikes a responsive

chord universally. Christmas is a time of love. Hatred is a cancer of the soul producing all kinds of evil acts. Love heals, unites and impels good deeds. Christmas is a time of goodwill. At this time we look for the best in people, extend our good wishes and curb ill will. Christmas is a time of music. We sing and play and blow horns, clang bells and rejoice. Everyone prefers harmony to discord, joy to sorrow, and life to death.

TO EACH OF YOU---MERRY CHRISTMAS AND A HAPPY NEW YEAR!

Students feel they shouldn't pay for medical mistake

To the Editor:

Many students have received a letter from Dean O'Donnell recently stating that beginning January 1989, all first-time students must have submitted a medical exam to student services prior to

initial registration. We feel that this policy will benefit both the college and the students.

However, we senior students have also received this letter.

Even though we submitted medical records and gained admission,

we are expected to have another exam because our records were somehow lost. The student nurse told us personally that when we married she was not notified of the change in names and subsequently threw out the records in our maiden names.

Our question is: Shouldn't the school pay for this exam they are making mandatory if the college is at fault?

According to the catalog, name changes are to be recorded in the registrar's office; not in Student Health.

We had physicals as required and made proper name changes. Why should we pay for the college's mistake?

Sincerely,
Christinae Maness Bentley
Lea Ann Mullins Kalina

Phi Beta Lambda serves students in all areas of business

Angela Crawford
HC Staff Writer

Phi Beta Lambda, a business professional fraternity, is the only organization on campus that plays host to business majors.

A common misconception of the organization, stresses President

George Burgan, is that the club is not solely business-educated. "The club exists for all disciplines in Business from Accounting, Finance, Management, Marketing, Economics to Communications.

"Even though we know communication concentrations are not business concentrations per se, we still

feel that they are very vital to our organization," commented Burgan. "Communications is the link of business to people."

Burgan also feels that students are not understanding the rewarding skills that can be attained by organizational involvement. Phi Beta Lambda offers involvement

in public relations, communications, organizational events, and raising money for those events.

Currently there are 15 active members, yet the late rush this semester has brought in approximately 30 applicants.

To join the club, unlike social fraternities, one must fill out an appli-

cation to Phi Beta Lambda, and the Executive Board will examine it. If approved, the applicant is the admitted.

Other officers: Vice-president is Vickie Rudder, Secretary is Tina Colley, Treasurer is Mimia Rector, Public Relations is Loretta Mays, and Reporter is Melinda Dotson.

Reader wishes all a Merry Christmas

Dear Ms. Kelley and all C.V.C.

"For unto us a child is born, unto us a son is given; and the government shall be upon his shoulder, and his name shall be called Wonderful, Counsellor, The mighty God, The everlasting Father, The Prince of Peace." (Isa. 9:6)

"And the angel said unto her, Fear not, Mary; for thou hast found favor with God. And, behold, thou shalt call his name JESUS. He shall be great, and shall be called the Son of the Highest..." (Luke 1:30-32)

"Joy to the World! the Lord is come;
Let Earth receive her King;
Let every heart prepare Him room,
And heav'n and nature sing.

Joy to the earth! the Savior reigns;
Let men their songs employ;
While fields and floods, rocks hills and plains
Repeat the sounding joy.

No more let sins and sorrows grow,
Nor thorns infect the ground;
He comes to make His blessings flow
Far as the curse is found.

He rules the world with truth and grace,
And makes the nations prove
The glories of His righteousness,
and wonders of His love." (Isaac Watts)

"...Fear not; for, behold, I bring to you good tidings of great joy which shall be to all people...Glory to God in the highest, and on earth peace, good will

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WISH

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toward men." (Luke 2:10;14)

"...Behold the Lamb of God which taketh away the sin of the world." (John 1:29) "For God so loved the world, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life. For God sent not his Son into the world to condemn the world: but that the world

"Thou didst leave thy throne and Thy kingly crown
When Thou camest to earth for me;

But in Bethlehem's home there was found no room
For Thy holy Nativity.

Heaven's arches rang when the angels sang,
Proclaiming Thy royal degree;
But in lowly birth Thou didst come to earth,
And in great humility.

The fox found rest and the birds in their nest
In the shade of the forest tree;
But thy couch was the sod, O Thou Son of God,
In the desert of Galilee.

Thou, camest, O Lord, with the living

Word
That should set Thy people free;
But with mocking scorn and with the crown of thorn,
They bore Thee to Calvary.
When the Heavens shall ring, and the Angels sing,
At Thy coming to victory,
Let Thy voice call me home, saying,
"yet there is room, there is room at My side for thee."

O come to my heart, Lord Jesus!
There is room in my heart for Thee.
My heart shall rejoice, Lord Jesus!
When thou comest and callst for me.
Amen." (Elliot & Matthews)

Wishing all a very merry Christmas,
Timothy W. Collins

YOUTH

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Blaine Sheldon well put it in the Nov. 21st edition of The Highland Cavalier, "What may be harder to understand is that sexual intercourse outside marriage, while appearing to be enjoyable and unifying, actually damages our relationship with God and with each other. We are thus prevented from

reaching the beautiful potential that God has in mind for us."

Consequently, I am still concerned and outraged by CVC's low morality rate. Clinch Valley College can kiss its community rapport goodbye! Put that under your hat, SGAI!

Sincerely,
Ann Greear

DRUNK

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one death occurs every twenty-three minutes. It could happen to anyone. I'm still counting my blessings since I survived the accident.

I plan on writing my congressman and other legislators to encourage them to toughen laws against drunk driving offenders. I also plan to join the efforts of Stu-

dents Against Drunken Driving, commonly known as S.A.D.D., and make financial contributions to them in the future. S.A.D.D. increases public awareness of and urge students to take action against drunken driving.

If you are interested in joining S.A.D.D., write them at P.O. Box 800, Marlboro, MA 01752.

Copper Kettle Lounge
NORTON, VIRGINIA 24273
Come join us for our LUNCH BUFFET from 11 to 2
[Images of a martini glass, a beer mug, and a plate of food]

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WEDNESDAY, DEC. 21
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C L A S S I F I E D S

WANT ADS

Merry Christmas! This wish extends to those of you who don't happen to end up in Key West.

KITTENS, KITTENS & MORE KITTENS...these furry little things will make great Christmas gifts or stocking stuffers for friends and relatives! I know you are interested! Contact Bob Dize 328-1413 or Pamela M. Norman Box 5846 or 328-0212. Supply is limited so order now!

To the nicest man at CVC! You know who you are! A whole-hearted thanks for your historical museum tour and helping me when I was at my lowest point! I hope to repay you, if not monetarily, with friendship. You have no idea how your generosity has helped me! Merry Holidays to you and your wonderful family!

Sigs to draw \$100 prize next week

The Brothers of Phi Sigma Kappa will be drawing for \$100 on December 13 at 1 p.m. in the Offices of Student Services. Please contact a brother if you have not yet purchased a ticket.

Students to display art work in Zehmer

Have you ever wondered what happens in a beginning drawing class? Fall semester's Drawing 221 students will be displaying their work in the art room in the Zehmer building from Dec. 8-15.

Projects dealing with the movement of human figures, perspective and differing viewpoints have been part of the learning in this class. New methods and

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techniques like felt-tip pens combined with coke and coffee which makes the ink smear; sticks and twigs dipped in ink, and new uses and training with children's crayons were all parts of this class.

Come in and share the experiences! It might help you decide to take an art class yourself!

Intercession housing will be available

Limited housing will be available for INTERSESSION 1989. Rent cost will be \$40.00 per week. You must register with the Housing Office no later than December 19, 1988. The number of students registered to stay in housing will determine what facility will be available.

Preregistration in process at CVC

Preregistration for spring semester classes is underway at Clinch Valley College.

Students may pre-register during business hours until mid-January, to ensure a place in desired classes. Course schedules may be obtained from building secretaries, the Smiddy Hall receptionist, or in the office of the registrar.

Formal registration and payment of fees is January 18 from 7 to 8 p.m. in Smiddy Hall, for those unable to register during the day.

Day and evening classes begin January 18.

For information, call 328-0116.

Seminar on campus safety to be held

There will be a "Campus Safety" seminar on Tuesday, December 13, 1988 at 8:30 p.m. in the Chapel. Your attendance is required.

PLAY

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played by Remi Oshad, the husband by Joey Jones.

Director Charles Lewis once again entertained the crowds with his choice of bizarre, yet colorful plays.

Merry Christmas

from all of us
on The Highland Cavalier staff

Clinch Valley College offers nine intercession courses

Clinch Valley College will offer nine intercession courses.

Classes begin January 2 and meet four hours daily through January 14. Only one three-semester-hour class may be taken.

From 10 a.m. to 2:30 p.m., classes are BUAD 495, Organization Theory; COSC 201, Introduction to Computers; ECON 202, Principles of Economics; ECON 311,

Economics of the Public Sector; EDUC 371, Education of Exceptional Children; and ENGL 212/312, Vampire in Literature. A 30-minute lunch break is included.

BUAD 330, Management of Organizations, will meet from 6 to 10 p.m. HLED 221, Personal Health (2 semester hours) meets 8 a.m. to 12 noon Monday through Thursday. HLED 222, School and Commu-

nity Health (1 semester hour meets 8 a.m. to 12 noon on Friday and Saturday.

Students must register before December 21 in the office of adult studies and continuing education, room 229, Smiddy Hall. A \$15 registration fee will be collected at the time of registration, and the remainder of tuition will be due at the first class meeting on January 2.

RECENT MUSIC NEWS

RECENT MUSIC NEWS. On Wednesday, Dec. 7, Roy Orbison, the writer of such great rock classics like *Pretty Woman*, died of a heart attack. In early 1963 he had to struggle with the Beatles, backing them up. He was a great influence on many musicians like the Beatles, Rolling Stones, and more recent groups like Van Halen. He was one of the first inventors of the guitar. He had recently been touring to support an album he had made with Bob Dylan, Tom Petty, and ex-wife George Harrison called the *Traveling Wilburys*.

Dec. 9th was the anniversary of the assassination of John Lennon in New York.

As we said this semester and through the sport of Christmas, at home and you there are a lot of albums coming out to coincide with the Christmas season.

For your older rock and roller

friends who like the Stones, Keith Richards' new album *Talk is Cheap* would be a perfect gift unless they've already bought it. He may be fooling with his album with Mick Jagger, but the Stones sound still come through.

Pink Floyd has a new double live album called *The Quest for Sound*. I thought it was great past and present. It's a perfect gift for anybody who that you may know—by the way, I don't have it yet!

New albums by old folk legends like Neil Young and Crosby, Stills and Nash are out.

For those friends who like to celebrate at Christmas, the Doors' Greatest Hits have been re-released for Christmas along with re-releases of old recordings by Little Richard, the Byrds and *Magnolia Mystery Tour* by the Beatles.

There is a new videotape from Dot Records called *Hispania* with documentation from all their

music videos all the way from the very first song *How Am I to Live* to the present!

There are also new albums by Duran Duran, Robert Palmer, and REM.

Well, I hope you all have a pleasant Christmas break and I appreciate all the people who read my articles. Thanks a lot to you!

And remember, if you add some of the friends and hearing with electric guitars and accordions in your neighborhood—don't forget to invite us in. I have a friend who likes to stick his head in a guitar and yell! Maybe you'd, too!

Merry Christmas, etc.!

Will Houston

F.S. to the Secret Admin— if you're a virgin, a semester, what is the point of finding out who you are, anyway? Beval! documentation from all their

REPORT

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8. Have a progressive pursuit of state and federal funds.

An interesting comment was made by Vice-President George Burgan concerning the latter. In presenting the goals to the Board, Burgan stated, "We commend and recognize past administrations in their use of federal and state funds, but CVC must no longer be satisfied with scraps that fall from the

table in Richmond."

The Associates also recommended two opportunities for increasing the number of students in its market, and four recommendations for the promotion of the college. For increasing the number of students the Associates recommended that CVC offer a Bachelor of Science degree in nursing, to target the students from community colleges. Secondly, they rec-

ommended that graduate programs be offered by satellite through other universities.

For promotion, it was recommended that the college provide a videotape presentation on preview day. They also recommended a college planning handbook to begin in a student's junior year in high school. An additional admissions counselor and the addition of a marketing department were ad-

vised, also.

After the presentation of the report, the Review Board had the opportunity to ask a few questions. Many of the concerns expressed by the Review Board included, the cost of the video tape, the retention problem and how it should be solved, and the specifics of promotion.

Concern was mainly expressed by Blosser and Teglas about the

cost of having a video tape, since it should be professionally done.

Overall, the Review Board expressed admiration, respect and pleasure for the effort made by the Darden Marketing Associates. The Review Board applauded the Associates and praised their work as valid and informative. The report is a vital source of information to the college and should be considered as helpful to this college's future.