Western Encourages Recycling on Campus

Every now and then Richard Hooper hears the myth that WCU doesn't actually recycle – that the recyclable materials collected just get thrown away with the garbage. “The only thing I can say is come up here and see how much cardboard I bale every day and the cans, bottles and paper I transport to the roll-off bins,” said Hooper, campus recycling technician.

Want proof? Go early. Hooper’s days begin about 2 a.m., when he puts on work gloves, tunes the box truck’s radio to a country music station and makes the first of his 42 stops for picking up recyclable materials. Most are near outdoor trash bins to enable housekeepers to take out trash and recycling on the same trip. Major stops are at food service venues, where frequent deliveries come in cardboard. Hooper also makes sure roll-out containers get hauled to the recycling center when they are full, and he bales hundreds of pounds of cardboard every day. “I’m busy, and I get busier all the time,” he said.

The data gathered about trash and recycling for RecycleMania 2008, a nationwide recycling contest among colleges and universities, backs him up. The contest began Jan. 27 and ends April 5, and weekly reports show the total pounds recycled at WCU increased from less than 6,000 each week for the first three weeks to more than 12,000 for the fourth week.

Western’s recycling program began in 1991 and has grown to include paper, cardboard, aluminum, steel, glass bottles and jars, and plastics marked with a “1” or “2” inside a triangle-shaped symbol, said recycling coordinator Terry Riouff. Hooper delivers those materials to rented roll-off containers near the University Print Shop. Although the university does not earn money from recycling and pays to have it hauled to a county transfer station, Western saves thousands of dollars through reduced disposal fees.

WCU does earn money through recycling printer cartridges and cardboard. Asheville Waste Paper sells the 500-pound bales of cardboard to businesses such as Jackson Paper Manufacturing Co. in Sylva. The university has earned more than $9,000 since the program began in 2003 and kept 228 tons of cardboard out of the landfill, an estimated savings of more than $18,000 in disposal fees.

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WorldCom Whistleblower Cooper Shows Personal Side of Corporate Fraud

Author and corporate whistleblower Cynthia Cooper will deliver more than an insider’s perspective of the WorldCom collapse when she visits WCU on Tuesday, March 11. Cooper’s story makes clear that something as seemingly impersonal as corporate fraud actually affects an entire community.

After all, as Cooper said recently in an interview with Time magazine, WorldCom was the only Fortune 500 company with headquarters in her home state of Mississippi. “My parents had invested in the stock,” Cooper said in the interview.

As a WorldCom accountant, Cooper conducted a secret investigation and uncovered massive fraud that eventually topped $9 billion and led to prison terms for five WorldCom executives. At the time, it was the largest case of accounting fraud in U.S. history. In 2002, Time named Cooper and two other female whistleblowers its “Persons of the Year.” Cooper recently published a book about her experience titled “Extraordinary Circumstances: The Journey of a Corporate Whistleblower” and will be available to sign copies at her two scheduled talks.

“Extraordinary Circumstances” is available at the University Bookstore and at the Catamount Clothing and Gift Store, in A.K. Hinds University Center. The book is selling well, according to store representatives. “It’s been a mix of professors and students buying it,” said Linda Price, floor manager at the Catamount Clothing and Gift Store. “There have been a lot of good comments from people about looking forward to hearing Cynthia Cooper speak.”

N. Leroy Kauffman, head of WCU’s department of accounting, finance and economics, said Cooper has a talent for communicating how business decisions are intensely personal. “Even what appear to be small, insignificant or short-term choices actually have long-term effects on the people you see in church on Sunday and at the grocery store,” Kauffman said. Those responsible for the WorldCom fraud were “ordinary people who made poor choices,” he said.

Cooper’s visit is part of the Chancellor’s Speaker Series and sponsored in part by the College of Business. Her talk, “WorldCom Warnings: What Went Wrong and Corporate Governance Lessons Learned,” will explore the intersection of corporate accountability structure and personal choice. She also will have an informal, afternoon session with students.

Andrew Hoffman, a senior accounting major from Asheville, recently researched WorldCom for a course in fraud examination and called Cooper a “role model for aspiring accountants.” “She has shown high ethical standards and the ability to do the right during a very difficult time,” said Hoffman.

Cooper told Time that her decision resulted from finding herself at a “crossroads where there was only one right path to take.”

Surveys Needed to Improve Service

Maintenance crews used to leave door hangers that doubled as evaluation forms when they stopped by to fix a loose floor tile, move furniture or complete other work requests and general maintenance. Now, they e-mail a survey to the person who made the work request to ask how they did.

“We would like more people to take a few minutes to evaluate our work through these surveys and e-mail them back to me,” said Chris Ray, work control supervisor. “We use the surveys to help better serve the campus community. We want to hear the good and the bad.”

The survey process, which is part of the work order program, begins when a survey is sent by e-mail after a work order is completed. The recipients of the survey should double-click on the attachment to open the file, click on the “view” pull-down menu and select “print layout,” highlight and underline the numerical survey answers, type additional comments and then return the survey by selecting the “file” pull-down menu, and choosing “send to mail recipient.” The completed survey should be returned to rayc@email.wcu.edu. For more information, contact Ray at 227-3565.

Recycling on Campus continued from cover

In addition, Western recycles food waste scraped from plates and trays at several food service locations. Every few days, a Haywood County hog farmer picks up barrels of food scraps to feed his hogs. In 2006 alone, the farmer picked up 1,410 barrels or approximately 133 tons.

To improve the university’s recycling program, blue bags have been ordered to use with recyclable materials and distinguish them from trash. Stickers are being printed to more prominently mark recycling bins. Under way are an assessment of recycling bins and where they are needed, and a recycling education effort.

“We encourage everyone on campus to take a moment before they throw something away and consider whether it can be recycled,” said Riouff. “If it can, please put it in a recycle bin. If it can’t, please use a trash receptacle. When trash is thrown in with recycling, everything inside has to be thrown away. A little extra effort from all of us goes a long way. We cut down our landfill expenses, and through reusing something what would otherwise be garbage, we help protect the environment.”

Want to go?

Cynthia Cooper will speak at 7 p.m. Tuesday, March 11, at the Fine and Performing Arts Center. The event is free. Call the box office at 227-2479 to request a ticket. Ticket holders must be seated by 6:45 p.m.

—By TERESA KILLIAN
WCU Wins Regional Awards from Education Council

The publication you are now reading won the top prize in its category when WCU’s communication and media relations efforts recently received four regional awards from a national higher education organization.

The awards were presented as part of the Council for Advancement and Support of Education’s District III conference, held Feb. 17-20 in Atlanta. CASE is the leading educational association for professionals in the field of institutional advancement.

The Reporter, WCU’s newsletter for faculty and staff, won the Grand Award in the tabloid/newsletter publishing improvement category. Recognized for the achievement were editor Teresa Killian, associate editor Bill Studenc, art director Rubae Sander, designer John Balentine, photographer Mark Haskett and assistant photographer Ashley T. Evans. The newsletter was extensively redesigned with large photographs and fresh news and feature stories to help build enthusiasm for the campus phase of a major fundraising campaign.

The entry “The Program for the Study of Developed Shorelines” was a Grand Award finalist in the media relations project category and won the Award of Excellence. The award recognized Studenc, senior director of news services at WCU, for a yearlong media campaign to promote the relocation of the program from Duke University to Western.

“The Campaign for Western” viewbook won a Special Merit Award in the fundraising category. Campaign coordinator Brett Woods; writers Leila Tvedt and Studenc; publications director Sander; designer Katie Martin; and photographers Haskett and Evans were cited for their contributions. The viewbook was developed to provide university fundraisers with an attractive information piece to share with potential donors for WCU’s first ever comprehensive fundraising campaign with a goal of $40 million.

The feature article “Scholarship Redeemed” by Studenc, won a Special Merit Award in the general news/feature writing category. The article was designed to help the general public understand Western’s newly adopted tenure, promotion and reappointment policy rewarding faculty members for helping solve regional problems.

CASE District III advances and supports educational and professional institutions in the southeastern United States by enhancing the effectiveness of the alumni relations, fundraising, communications, marketing and other advancement professionals who serve them.

By JOHN KENYON

Newsfile

• John Williams, director of the forensic anthropology program and head of the anthropology and sociology department, was elected treasurer, effective July 1, of the American Board of Forensic Anthropology.

• Michael Lanford, visiting instructor of musicology, will present at the Leeds International Jazz Conference to be held in March in the United Kingdom. In the past year, Lanford has presented at the Lionel Hampton International Jazz Festival in Idaho; the annual conference of the Modern Language Association in Chicago; the national conference of the College Music Society in Utah; the International Conference on Twentieth-century Music in the United Kingdom; and meetings of the American Musico logical Society in Pennsylvania and Greenville.

Grants Awarded for New Research

• The N.C. Small Business and Technology Development Center awarded $138,375 to Wendy Cagle, director of the western regional SBTDCC, for a program that assists small businesses with management and technical assistance.

• The center also awarded $101,166 to Cagle for a hurricane recovery program that assists WNC businesses that sustained damages from the hurricanes of 2004.

• The Pennsylvania State Department of Education awarded $31,171 to Meagan Karvonen, assistant professor of educational research, to help states investigate and improve large-scale assessments for students with disabilities.

• Michigan State University awarded $1,186 to Suzanne McDowell, curator of the Mountain Heritage Center, to provide documentation for more than 40 quilts in the MHC collection for the MSU quilt index.

• Wake Forest University awarded $45,981 to John Ritchie, director of counseling and psychological services, for the hiring of a community organizer and related activities for the Study to Prevent Alcohol-Related Consequences.

• East Carolina University awarded $22,000 to Rob Young, director of the Program for the Study of Developed Shorelines, for a project exploring the economic implications of severe storms and sea-level rise in North Carolina.

For more information, contact Wanda G. Ashe, grants manager with the Graduate School and Research, at 227-7212 or ashe@wcu.edu.

UNC Tomorrow Work Groups to Hold Open Meetings

Work groups created to help WCU develop a response to the University of North Carolina Tomorrow Commission report are hosting 45-minute open forums March 11 through March 13.

“Work groups composed of faculty and staff have been organized around the major findings of the UNC-Tomorrow report and are charged with developing our campus response,” said Provost Kyle Carter. “It is critical that these groups receive your feedback.”

Forums will be held in the theater of A.K. Hinds University Center:

| Economic Transformation | 10 a.m. Tuesday, March 11 |
| Environment             | 11 a.m. Tuesday, March 11 |
| Global Readiness        | 11:15 a.m. Wednesday, March 12 |
| Public Education        | Noon Wednesday, March 12 |
| Access                  | 12:45 p.m. Wednesday, March 12 |
| Health                  | 9:30 a.m. Thursday, March 13 |
| Outreach and Engagement | 10:15 a.m. Thursday, March 13 |

For more information, check out www.wcu.edu/6264.asp.
Monday, March 10  
**Town Hall meeting** — Discussion of creating a no-smoking zone around campus buildings. 3 p.m. UC theater. (227-3471)

**Women’s History Month** — “Women and the 2008 Presidential Election.” 7 p.m. Niggli Theatre. (227-7475)

**Catamount basketball** — Men’s and women’s Southern Conference championships. Charleston, S.C. $. (227-7338)

Tuesday, March 11  
**Chancellor’s Speaker Series** — WorldCom whistleblower Cynthia Cooper. 3 p.m. (student session), 7 p.m. (general). FAPAC. (227-3480)

**Women’s History Month** — Sarah Colton, author of “Tilt 68.” 3 p.m. UC Catamount Room. (227-7264)

**Living with the Land Folklife Series** — “The Environmental History of the American Chestnut” with Donald Davis. 5:30 p.m. MHC. (227-7129)

**Catamount Concert Series** — Flutist Eiled Spel. 8 p.m. RH. (227-7242)

Wednesday, March 12  
**Wired Wednesdays** — Learn to design a Web page. 9 a.m.-4 p.m. Room 137 CCB $. (227-3688)

**Women’s History Month** — Equity bake sale. 11 a.m.-1 p.m. first floor McKee. (227-3839)

**Women’s History Month** — “Women of the World,” exhibit honoring the cultural differences of women. Noon-5 p.m. UC Multipurpose Room. (227-3751)

**Appalachian Lunchtime Series** — Storyteller and balladeer Bobby McMllon will present the story of Frankie Silver, who was accused of the 181 murder of her husband. 12:20-1:15 p.m. MHC. (227-7129)

**Catamount tennis** — vs. Brevard. 3 p.m. CAC. (227-7338)

**French Film Festival** — “Kirouk et la Sorciére,” animated film about Kirikou’s magical struggles to save his village. 7 p.m. Room 121 McKee. (227-3872)

**Women’s History Month** — spoken word with Sunnì Patterson. 9-11 p.m. UC Theater. (227-3751)

Thursday, March 13  
**Women’s History Month** — Women Build service project. 10 a.m.-5 p.m. UC lawn. (227-2627)

**Catamount tennis** — vs. UNC Asheville. 3 p.m. CAC. (227-3738)

Friday, March 14  
**Conference** — Cullowhee Conference on Communicative Disorders. 8:30 a.m.-4:30 p.m. Friday. 8:30 a.m.-12:30 p.m. Saturday, Sylvia United Methodist Church. $. (227-3379)

**Friday, March 14**  
**Meeting** — board of trustees. 9:30 a.m. HFR boardroom. (227-7100)

Saturday, March 15  
**Open House** — for prospective students and their families. (227-7317)

**Catamount softball** — vs. Florida Gulf Coast. Doubleheader. 1 p.m. and 3 p.m. CSC $. (227-7338)

**Galaxy of Stars Series** — All-American Boys Chorus, “A Salute to America and Her Music.” 7:30 p.m. FAPAC $. (227-2479)

**Sunday, March 16**  
**Catamount baseball** — vs. Hartford. Doubleheader. 1 p.m. and 4 p.m. HS/CF $. (227-7338)

**Nature’s Tracks** — “Rocks and Minerals” with Phil Potter of the Culburn Earth Science Museum. 2:30-3:30 p.m. MHC. (227-7129)

**Southern Stews Presentation** — “Stewing over Southern Seasonings,” 18th-century cooking with Suzanne Simmons. 3-4 p.m. MHC. (227-7129)

**Monday, March 17**  
**Women’s History Month** — “I Want to be One Less,” discussion of human papillomavirus and a new vaccine. 7-8 p.m. UC Catamount Room. (227-3230)

**Concert** — WCU Symphony Band. 8 p.m. FAPAC. (227-7242)

**Tuesday, March 18**  
**Catamount tennis** — vs. Murray State. 2:30 p.m. CAC. (227-7338)

**Women’s History Month** — “Women Inspiring Hope and Possibility” reception. 3-4:30 p.m. UC Grandroom. (227-2627)

**Visiting artist** — Sculptor Emily Thompson will show images of her work. 4 p.m. Room 130 FAPAC. (227-3593)

**Catamount Concert Series** — New Century Sax Quartet. 8 p.m. RH. (227-7242)

**Wednesday, March 19**  
**Easter holiday** — no class. (227-7495)

**Friday, March 21**  
**Good Friday** — university holiday. (227-7495)

**Saturday, March 22**  
**Catamount tennis** — vs. Appalachian State. 1 p.m. CAC. (227-7338)

**Sunday, March 23**  
**Catamount softball** — vs. Elon. 1 p.m. CSC $. (227-7338)

**Exhibits**  
**Mountain Heritage Center**

**SLIDESHOW SPOTLIGHT FOR MARCH:**  
“Stream of Life”

**Gallery A:**  
“Migration of the Scotch-Irish People”  
Permanent exhibit.

**Gallery B:**  
“Southern Stews: Traditions of One-Pot Cooking,” a national, traveling exhibition organized by the McKissick Museum at the University of South Carolina. Through March.

**Lobby:**  
Airing of the Quilts. Through March 31.

**Mountain Heritage Center hours**  
are 8 a.m.–5 p.m. Monday–Friday. (227-7129 or www.wcu.edu/mhc)

**Fine Art Museum**

**ONGOING EXHIBIT:** “Worldviews.” Selections from Western Carolina University’s permanent collection. Ongoing.

**“Bennial Faculty Exhibition.” Work from faculty of the School of Art and Design. Through March 15.

**Fine Art Museum hours:**  
10 a.m.-6 p.m. Tuesday, 10 a.m.-4 p.m. Wednesday–Friday and 1 p.m.-4 p.m. Saturday. The museum is closed Sundays, Mondays and university holidays. Donations are appreciated. (227-3591 or fapac.wcu.edu)

**Hunter Library**

“Craft Revival: The Story, the People, the Crafts.” Visual story of the Appalachian craft revival. Through March 15 in the library’s lower starwell. (227-2499 or http://craftrevival.wcu.edu)

**KEY:** $–Admission fee; BB–Belk Building; CAC–Catamount Athletic Center; CAT–Center for Applied Technology; CCB–Cordelia Center; CSC–Catamount Softball Complex; FAPAC–Fine and Performing Arts Center; HA–H.F. Robinson Administration Building; HE–Hunter Library; HS/CF–Hennon Stadium/Children’s Field; MHC–Mountain Heritage Center; McK–Mountain Heritage Center; RRAC–Ramsey Regional Activity Center; UC–A.K. Hinds University Center; WCU–Western Carolina University; WCUHC–Western Carolina University’s Health Care Center; WCU–Western Carolina University; WCU–Western Carolina University; WCU–Western Carolina University; WCU–Western Carolina University; WCU–Western Carolina University; WCU–Western Carolina University; WCU–Western Carolina University;

Submissions:  
Send news items, calendar notices and address changes to Reporter@email.wcu.edu or WCU Calendar, 420 H.F. Robinson Building, Western Carolina University, Cullowhee, NC 28723. Submit items for The Reporter calendar at least two weeks prior to the event.