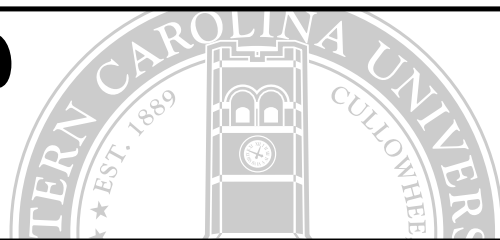


the Reporter

News for the Faculty and Staff of Western Carolina University



We're Live! WCU Launches New Web Site

After months of redesign planning and behind-the-scenes work with Chicago-based consulting firm mStoner, Western Carolina University's new Web site is up and running.

The new www.wcu.edu features a fresh look and feel, improved usability, and a greater focus on prospective students and other external audiences. The redesign also includes the implementation of RedDot, a content management system that will make the site easier to manage and maintain.

In addition to improved navigation, users should notice a wider use of photography and color across the new site, as well as a set of rotating features that showcase the unique spirit, people and programs of WCU and, in the process, distinguish the university from its peers, said Newton Smith, director of Web services.

One of the most prominent features of the new site is the "audience gateways" for current students, recently accepted students, parents, counselors, faculty and staff, alumni and community members so that these groups can conveniently find their most important information in one place. The gateways can be accessed from every page of the new site.

The university's top-tier pages—About, Admissions, Academics, Student Life, Giving, Alumni, and News and Events—are the first pages to be brought into the new design. The remainder of the site will follow



Jed Tate, Web developer, and Newton Smith, director of Web services, conduct a final check of WCU's new Web site.

as soon as the content can be developed. The Office of Web Services is in the process of establishing priorities for site redesign with the Web Advisory Council in consultation with Provost Kyle R. Carter. Academic programs and areas affecting admissions and recruitment will take precedence.

"We're excited about unveiling the new Web site," said Smith. "We hope everyone is pleased with this phase of the redesign, but there is still a lot to do. It's going to be a little like remodeling a few rooms while you're still living in the rest of the house since the top-tier pages represent a fraction of the total pages on the university site that will still need to be redesigned and re-edited."

Representatives from mStoner will visit the campus in November to train approximately 30 Web managers across campus who will, in turn, train others.

On the heels of the Web site launch, a new integrated events calendar is scheduled for launch in the coming weeks. An addition to WCU's Web presence, the new calendar will allow users to conveniently view and search for university events.

To learn more about the WCU Web site redesign project and content management system, visit <http://www.wcu.edu/it/webredesign/index.html> or contact Smith at 227-2411 or smithn@email.wcu.edu.

- by AMY P. WALKER

Railsback to Pedal Parkway for Honors College Fundraiser

Before the football teams from Western and Appalachian State begin their battle for the Old Mountain Jug, the dean of the Honors College will be engaged in a struggle of his own as he pedals his bicycle to the highest point on the Blue Ridge Parkway to raise scholarship funds for Honors College students.

Brian Railsback plans to hop aboard his bike early Saturday morning, Nov. 11, and cycle his way from Cullowhee to Richland Balsam and back—a total of 56 miles—in a pledge ride to benefit academically gifted students.

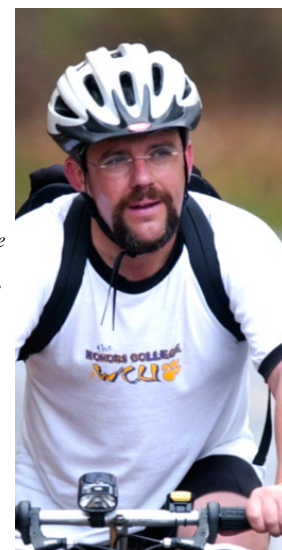
Accompanied by several members of the WCU Bike Team, Railsback expects to leave Reynolds Hall at 7 a.m. and ride the highways to Sylva and Balsam, where the group will turn off onto the Blue Ridge Parkway. They will follow the parkway north for 12 miles to an elevation of 6,053 feet just below the summit of Richland Balsam—the highest point reached by the parkway in its entire 469-mile span through Virginia and North Carolina.

After reaching the parkway's highest point, Railsback and bike team members will turn around and

head back to Cullowhee, where they hope to arrive around 3 p.m.—one hour before the WCU-ASU kickoff in E.J. Whitmire Stadium.

The 47-year-old Railsback will be supported on his ride by members of the Honors College student board of directors. "Every cent pledged for our ride will go toward providing tuition assistance to deserving Honors College students," Railsback said. "I hope a lot of people will honor our efforts

continued on page 2



Brian Railsback rides up the Parkway during the 2004 pledge ride for Honors College scholarships.

Development Staff Member Earns Certification As Fundraising Executive

A member of the Office of University Development at Western was recently awarded the designation of “certified fundraising executive.”



Brett Woods

Brett Woods, director of annual and special gifts, was awarded the certification by Certified Fund Raising Executive International based on his tenure in the profession, education, professional achievements and commitment of service to not-for-profit organizations.

In addition, Woods had to pass a comprehensive examination testing the knowledge, skills and abilities required of a fundraising executive.

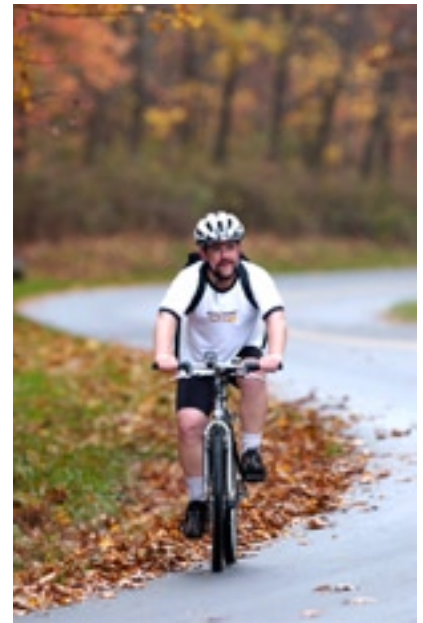
Woods has been a member of the Office of University Development for nearly two years. As director of annual and special gifts, he is responsible for the planning and implementation of Western’s annual fundraising campaigns, including the Loyalty Fund, that provide support for the university’s academic programs. He also manages a student “phonathon” center and supervises direct mail and personal solicitation activities.

“Brett is the quintessential fundraising professional. He always brings a ‘donor-centered’ approach, along with a helpful and positive attitude, to his interactions with prospective supporters,” said Jim Miller, associate vice chancellor for university development. “Brett’s unwavering commitment to ethical fundraising practices and his consistent demonstration of a high level of customer service make him an extremely valuable member of the development team at Western.”

CFRE International is an independent organization whose sole mission is dedicated to the certification of fundraising executives by setting standards in philanthropy. The board of directors of CFRE International is made up of currently certified individuals from various types of fundraising settings. It also includes members of the public representing the interests of donors. There are 4,700 certified fundraising executives internationally.

“The CFRE process was developed as a way to identify for the public and employers those individuals who possess the knowledge, skills and commitment to perform fundraising duties in an effective, conscientious, ethical and professional manner,” said Susan Rice, chair of CFRE International. “Achievement of the CFRE credential demonstrates the level of commitment on the part of Brett Woods to himself and the profession as a whole.”

— by BESSIE DIETRICH



Railsback *continued from page 1*

by helping us in this cause.”

The scholarship fund already has received a big pre-ride boost totaling \$2,500 in donations from members of the Honors College Advisory Board, which is composed of a group of Highlands residents.

This is not the first time Railsback has scaled mountains on his bike to raise money for Honors College scholarships. The first pledge ride took place in November 1997 as he cycled from Cullowhee to a snowy Mount Mitchell over a three-day period. Three students joined Railsback for a two-day ride to Mount Mitchell in 1998, and the third ride in 1999 involved an attempt by Railsback and five students to ride from Cullowhee to Raleigh over a five-day period.

After a four-year stint as head of WCU’s English department, Railsback returned to the Honors College in 2004 and revived the fundraising ride with a two-day solo trip back to Mount Mitchell. After a hiatus in 2005, Railsback decided to schedule a ride for this year.

When the first pledge ride took place in 1997, the Honors College was brand new, having just been elevated to “college” status, and about 250 WCU students were enrolled. Over the years, the college’s enrollment has soared and now includes about 1,300 students. Railsback said he especially hopes Honors College alumni will join in the fundraising effort to provide scholarships for current students.

Anyone interested in making a pledge should call 227-7383.

—by RANDALL HOLCOMBE

Small Business Center Director at WCU Wins State Award at National Conference

Wendy Cagle, director of the western regional office of the Small Business and Technology Development Center housed in the College of Business, is recipient of the 2006 “State Star Award.”



Wendy Cagle

The award was presented by Scott Daugherty, executive director of the N.C. Small Business and Technology Development Center, as part of the America’s Small Business Development Center Network annual conference in Houston.

“I am pleased to make this announcement and to recognize Wendy Cagle for her extraordinary

contributions to the work of the SBTDC and small businesses in Western North Carolina in the last year,” said Daugherty.

As regional director of the WCU branch of the SBTDC, Cagle oversees an agency that serves 14 WNC counties from offices in Cullowhee and Asheville. She was chosen for the statewide honor for being an exemplary performer, making a significant contribution to the SBTDC program and showing a strong commitment to small businesses in WNC, Daugherty said.

“It is an honor to accept this award and to have the opportunity to help so many people achieve the dream of starting and succeeding in their own business,” said Cagle.

The Small Business and Technology Development Center is a business development service of the University of North Carolina system. The SBTDC provides free, confidential business counseling to small to medium enterprises from 11 offices across the state.

WCU 2006 Calendar

November 6 – 19

November

Monday, Nov. 6–Friday, Nov. 10

Disability Awareness Week film—“A World of Possibility.” Call for details. (227-7234)

Monday, Nov. 6

Concert—Oklahoma Brass Quintet. 8 p.m. RH (227-7242)

Tuesday, Nov. 7

Concert—WCU Jazz Band. 8 p.m. RH. (227-7242)

Wednesday, Nov. 8–Sunday, Nov. 12

Theatre—The University Players present “Children of a Lesser God” by Mark Medoff. Wed.–Sat., 7:30 p.m.; Sunday matinee, 3 p.m. \$ HA. (227-2479)

Wednesday, Nov. 8–Thursday, Nov. 9

Workshops—inaugural Geographical Information System (GIS) Days to showcase Western’s GIS and remote-sensing capabilities. Call for details. (227-7367)

Wednesday, Nov. 8

Open DepARTment Day—inaugural event allowing the public to see art classes in session and the art department at work. 10 a.m.–1 p.m. FAPAC. (227-3598)
Concert—flute ensembles. 6 p.m. RH. (227-7242)

Lectures, Concerts and Exhibitions series—



“Silence Is Violence,” performed by the Guerilla Girls. 7:30 p.m. FAPAC. (227-7206)

Concert—Gamelan Ensemble. 8 p.m. RH. (227-7242)

Thursday, Nov. 9

Staff Forum—8:30–10:30 a.m. Cardinal Room, UC. (227-2412)

Panel discussion—political science and public affairs faculty members address U.S. midterm congressional elections; question-and-answer session included. 5–6:30 p.m. MHC. (227-3898)

Friday, Nov. 10

Open House—for prospective students and their families. Registration, 8:30–11 a.m., UC. (227-7317)

Lady Catamount basketball—vs. Auburn. \$ 7 p.m. RRAC. (227-7338)

Catamount basketball—vs. Muskingum. Exhibition game. \$ 9:30 p.m. RRAC. (227-7338)

Saturday, Nov. 11

Catamount football—vs. Appalachian State. Purple Pride Day/Catamount Club Day/Senior Day. Southern Conference game. \$ 4 p.m. WS/BW. (227-7338)

Sunday, Nov. 12

Lady Catamount volleyball—vs. Furman. Southern Conference game. \$ 2 p.m. RRAC (227-7338)

Monday, Nov. 13

Presentation—“Global Jihad: Challenge and Response,” Peter Probst, former CIA agent. \$ 7 p.m. RH. (227-7494)

Congress to Campus address—“2006 Elections: What’s Next,” one Republican and one Democratic member of Congress visit campus. 8 p.m. Theater, UC. (227-3861)

Tuesday, Nov. 14

Conference—“Issues in Rural Education,” representatives of rural school systems and WCU faculty and staff identify and deal with educational issues. \$ 9 a.m.–4 p.m. UC. (227-7347)

Appalachian Folklife Series—Telling Mountain Stories: The Madison County Documentary Project. 5:30–6:30 p.m. MHC. (227-7129)

Lectures, Concerts and Exhibitions series—“Spiral of Fire” film by LeAnne Howe, Choctaw Nation. 7 p.m. Grandroom, UC. (227-7206)

Catamount Concert Series—Lillian Pearson, harpsichord and piano. 8 p.m. RH. (227-7242)

Art workshop—raku ceramics. \$ 8 p.m. Room 150, FAPAC. (227-3458)

Wednesday, Nov. 15

Summit—“A Commitment to Energy Independence and Economic Development,” daylong Public Policy Institute conference. Keynote addresses by Beverly Perdue, NC lieutenant governor, and Katharine Fredriksen, U.S. Department of Energy. \$ RRAC. (227-3863)

Phi Beta Delta Honor Society brown bag lunch—“African Influence in Ecuador,” Mark Couture, modern foreign languages. 12:15–1:15 p.m. Catamount Room, UC. (227-7494)

Saturday, Nov. 18

Open House—for prospective students and their families. Registration, 8:30–11 a.m., UC. (227-7317)

Gourmet microbrew extravaganza—U Club members enjoy fine food and brews; judges evaluate homebrews submitted for competition. 5:30–8:30 p.m. U Club. (227-2203)

Sunday, Nov. 19

Legends on Stage—“The Atlanta Ballet Presents...” Legendary dance troupe performs “Nutcracker” and other classical works. \$ 3 p.m. FAPAC. (227-2479)

Exhibits

Mountain Heritage Center

Gallery A:

“Migration of the Scotch-Irish People.” Permanent exhibit.

Gallery B:

OPENING NOV. 7: “Cherokee Baskets in the Twentieth Century, Part II.” Through Jan. 26.

Gallery C:

“After the War: Conflict and Domestic Change in the North Carolina Mountains.” Through May 2007.

Lobby:

“People of the Land,” and “Mountain Heritage Day Award Winner.” Ongoing exhibitions.

Slideshow Spotlight

FOR NOVEMBER: “New Threads in Old Patterns” features coverlets and tells the story of the handicraft revival in Southern Appalachia.

Mountain Heritage Center hours:

8 a.m.–5 p.m. Monday–Friday (227-7129 or www.wcu.edu/mhc)

Fine Art Museum

Fine and Performing Arts Center

“WORLDVIEWS. Selections from Western Carolina University’s Permanent Collection and New Acquisitions.” Continuing exhibit.

“The Kimmel Collection: Art That Works, A Celebration of Art and Design.” Through Nov. 11.

“Crossing Boundaries: Maintaining Fiber Traditions.” Featuring 22 fiber artists. Through Dec. 16.

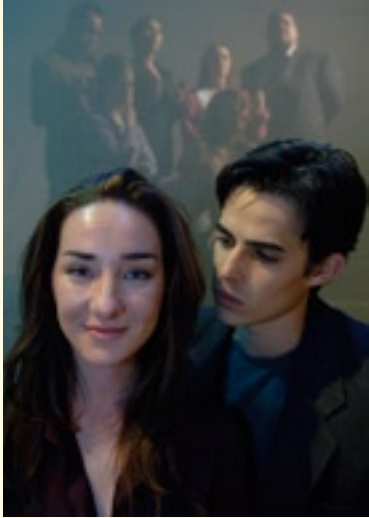
OPENING NOV. 19: “Harvey K. Littleton + Friends: A Legacy of Transforming Object, Image, Idea.” Exhibit premiere, Nov. 19, 1–3 p.m. Through Mar. 3, 2007.

Museum hours:

Tuesday–Thursday, 11 a.m.–6 p.m.; Friday 11 a.m.–4 p.m.; first Saturday of each month 1–4 p.m. (227-3591 or <http://fapac.wcu.edu>)

Submissions: Send news items and calendar notices to WCU Calendar, 1601 Ramsey Center, Western Carolina University, Cullowhee, NC 28723 or e-mail to: Reporter@email.wcu.edu. Submit items for the university’s online calendar at least one week prior to the event.

Key: \$—Admission fee; BB—Belk Building; CAC—Catamount Athletic Center; CAT—Center for Applied Technology; CCB—Cordelia Camp Building; CSC—Catamount Softball Complex; FAPAC—Fine and Performing Arts Center; HA—Hoeys Auditorium; HFR—H.F. Robinson Administration Building; HS/CF—Hennon Stadium/Childress Field; MHC—Mountain Heritage Center; NSA—Natural Sciences Auditorium; RH—Recital Hall, Coulter Building; RRAC—Ramsey Regional Activity Center; UC—A.K. Hinds University Center; WS/BW—Whitmore Stadium/Bob Waters Field.



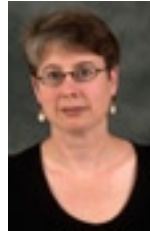
Sarah, a deaf student played by Tami Lee Santimyer, a professional actress who is hearing-impaired, and her teacher James, played by Anthony Giordano, share a moment in a scene from Western Carolina University's production of the drama "Children of a Lesser God," staging Nov. 8 through Nov. 12. Call 227-2479 for ticket information

the Reporter

Office of Public Relations
Publications Department
1601 Ramsey Center
Cullowhee NC 28723

WCU Instructor's First Book of Poetry Published

Catherine Carter traces the title of her first published book of poetry "The Memory of Gills" to the concept that at some stage everyone had gills and tails. "The book uses this as a metaphor for remembering a time—maybe an imaginary time - when we were more connected, more part of the world," said Carter, director of WCU's English education program.



Catherine Carter

Louisiana State University Press published her book this year and has nominated it for a National Book Award and Pulitzer Prize. The pages feature poems that Carter has had ready in some forms for years, though many changed over time. "It's a lot better than it was 14 years ago," she said. "It was just a matter of keeping at it."

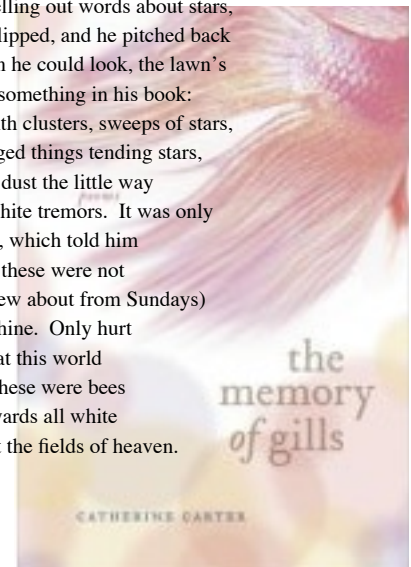
Carter says her family has always had a special fascination with words. Her mother was an English teacher and her father a biologist who was a bit of a poet himself. "Dinnertime entertainment frequently involved grabbing the dictionary and checking some etymology," Carter said.

Another huge influence on her writing was the flat, tidewater landscape where she grew up along the Eastern Shore of Maryland just east of the Chesapeake Bay.

Carter will read from her book at Western's Spring Literary Festival and at locations in Maryland this spring. — by TERESA KILLIAN

THE FALL

One afternoon when he was seven, rocking on the porch-rail spelling out words about stars, his hooked-in heel slipped, and he pitched back into the grass. When he could look, the lawn's low clover was like something in his book: a vast reach thick with clusters, sweeps of stars, he thought, and winged things tending stars, bearing some bright dust the little way between the stars' white tremors. It was only the usual thing, pain, which told him he wasn't dead, that these were not angels (which he knew about from Sundays) touching stars into shine. Only hurt whispered to him that this world was his world, that these were bees not angels, that the yards all white with clover were not the fields of heaven.



The Reporter is published by the Office of Public Relations. Mail faculty/staff notes, events, notices, and changes of address to: **The Reporter**, 1601 Ramsey Center, or send them via e-mail to: Reporter@email.wcu.edu.

WCU NewsFile

► Several faculty members and students from Western presented research at the 118th annual meeting of the Geological Society of America held Oct. 22-25 in Philadelphia. **Jerry Miller**, the Whitmire Distinguished Professor of Environmental Science; **Mark Lord**, associate professor of geology; and **Thomas Martin**, associate professor of biology, presented "Limitations of the Use of In-Stream Structures in Stream Restoration Projects in North Carolina," with Craig Kochel from Bucknell University. **Rob Young**, associate professor of geosciences and natural resources management, and David Bush of the University of West Georgia presented "Developing a Science-Based Policy for a Federal Pullback from Vulnerable Coastal Areas." Young also directed two WCU students, Katie McDowell and Adam Griffith, who presented "Restoring River Cane to the Landscape in Western North Carolina: An Environmental and Cultural Restoration."

► **Mary Teslow**, assistant professor of health sciences, and **Irene Mueller**, health information administration director, co-presented a tutorial on "HIM and Telework: Developing a Virtual PPE" at the American Health Information Management Association's Assembly on Education conference in Nashville, Tenn., in June.

► **Betty Farmer**, professor of communication and public relations, and **Jim Manning**, associate professor of communication and theatre, presented an invited workshop on gender communication at Cornell University on Oct. 19. The two-hour session, "He Said, She Said: Bridging the Gender Communication Gap," was sponsored by Cornell's College of Engineering. Farmer and Manning also consulted with deans, directors and chairs about the College of Engineering's new faculty mentoring program and other topics related to faculty recruitment and diversity.