University Launches Branding Initiative
To Sharpen Perceptions, Market Position

Western is launching its first-ever branding and marketing initiative to articulate the university’s strongest attributes and to identify the characteristics most likely to attract outstanding students, faculty, staff, benefactors and other friends.

To kick off the three-year project, more than 130 people representing a cross-section of Western’s constituencies gathered Monday, Oct. 22, to take the initial steps toward development of a new university brand. The retreat, guided by one of the nation’s leading higher education marketing companies, was the first of many focus groups, interviews and surveys that will be part of a comprehensive research phase of the effort.

Chancellor John Bardo said the initiative will help the university improve its position among public and private competitors for the best students, employees and donors. It is critically important to use the tools of market research and analysis to clearly understand and convey the strengths of Western as it is now – and as it will be in the future, Bardo said.

“Western has grown so much in terms of our size and the quality of our programs in recent years, and the achievements of our faculty, students and alumni are truly amazing,” Bardo said. “The public perception of Western, however, has not yet caught up with the reality.

The development of a unique university brand will enable us to raise our profile to match perception to reality, and to allow us to compete more effectively for faculty, students and funding support.”

Contrary to popular belief, development of a university brand is much more than simply designing a new logo or tagline.

— Chancellor John W. Bardo

Continued on page 3
New Director of Disability Services Joins Staff

Lance Alexis, Western’s new director of disability services, said a deep interest in the disability rights movement led him to pursue a career in the field.

Before coming to WCU, he served as a doctoral fellow in the educational leadership and policy analysis department at East Tennessee State University. His research included a study of the involvement of undergraduates with physical disabilities in campus organizations.

Alexis is currently completing a doctorate of education in private, post-secondary leadership from ETSU. He holds a master’s degree in education from Christian Brothers University; and bachelor’s and master’s degrees in history from The University of Mississippi.

The Office of Disability Services at WCU provides accommodations, disability counseling, adaptive equipment and related services for students with disabilities. Alexis’ responsibilities include working to ensure equal access to all programs and opportunities at WCU for students who have disabilities, and helping the campus community understand and support disability services. For more information, contact Alexis at 227-2716 or lalexis@email.wcu.edu.

Summit Spotlights FEMA Official and N.C. Director

A top administrator at the Federal Emergency Management Agency and the director of the N.C. Division of Emergency Management are among the federal, state and local officials scheduled to take part in a daylong summit examining emergency and disaster preparedness Thursday, Nov. 15, at WCU.

Corey Gruber, assistant deputy administrator for FEMA’s National Preparedness Directorate and former executive director of the National Preparedness Task Force for the U.S. Department of Homeland Security, will address “National Preparedness in Emergencies and Disasters: The Challenge Ahead.”

Doug Hoell, state emergency management director for the N.C. Department of Crime Control and Public Safety, will tackle “The Vision for the Future in Emergency and Disaster Preparedness.”

Both men are scheduled to speak during the luncheon keynote session of “Emergency and Disaster Leadership Preparedness in the 21st Century: A Summit on Preparing Today’s Leaders for Tomorrow’s Emergency,” sponsored by the Public Policy Institute.

For more information or to register, contact the PPI at 227-2086 or 227-2249, or click on the Web at www.wcu.edu/ppi.

Festival of Spanish/Latin American Films Continues Through November

WCU’s first Spanish/Latin American Film Festival continues this month with the screening of four more thought-provoking films followed by a brief discussion.

The festival, a production of WCU’s “Films 4 Thought” series, is being sponsored by the department of modern foreign languages and the Lectures, Concerts and Exhibitions series. All films are being shown on Tuesdays at 7:30 p.m. in the theater of A.K. Hinds University Center. Admission is free.

• “Los amantes del círculo polar (Lovers of the Arctic Circle),” a film from Spain about two childhood friends, Ana and Otto, whose lives interweave with mystery, geometry and passion, will be shown Nov. 6.

• “Volver,” a film from Spain about a woman’s realization of her unknowing role in the reign of terror that was Argentina’s Dirty War, will be shown Nov. 20.

• “Guantanamera,” a film from Cuba that is a lighthearted farce about a famous singer who dies in the arms of her childhood lover when she returns to the town of Guantánamo for a celebration in her honor, will be shown Nov. 13.

• “La historia oficial (The Official Story),” a film from Argentina about a woman’s realization of her unknowing role in the reign of terror that was Argentina’s Dirty War, will be shown Nov. 13.

For more information, contact Jamie Davis at 227-3872 or Santiago Garcia-Castanon at 227-3500.

Community Service Tops 16,000 Hours For Homecoming

WCU community members completed more than 16,000 hours of community service between Sept. 20 and Oct. 20 – well exceeding this year’s 10,000-hour goal for Homecoming.

Faculty and staff led students in such service projects as running a marching band clinic, painting community murals, teaching classes in the community, digging a trench for a water line, developing public service announcements for a nonprofit organization, and supporting reading programs in schools.

In addition, WCU employees reported fundraising for a cancer patient, interpreting for people who speak Spanish at a health clinic, working for Habitat for Humanity, giving blood, coaching youth sports, serving meals and assisting with grant writing.
University Players Present “Lucky Stiff”

The University Players will present “Lucky Stiff,” a comedic musical of farce and suspense, Thursday, Nov. 8, through Sunday, Nov. 11.

Based on the Michael Butterworth mystery “The Man Who Broke the Bank at Monte Carlo,” “Lucky Stiff” tells the tale of Harry Witherspoon, a timid shoe salesman who learns by telegram that he has inherited the riches of his Uncle Tony, an Atlantic City casino manager. To secure the fortune, Witherspoon must follow Uncle Tony’s only request—to take his preserved body on a vacation to Monte Carlo.

With script and lyrics by Lynn Ahrens and music by Stephan Flaherty, “Lucky Stiff” is directed by Charlie Flynn-McIver, artistic director of the N.C. Stage Company. “The musical is fun, and it has some songs that I can’t get out of my head, which is a good sign,” said Flynn-McIver. “The student actors I’ve been working with at Western are very talented, here to learn and willing to try new things.”

The musical is a joint production of the musical theatre program and the department of stage and screen.

Show times are 7:30 p.m. Thursday through Saturday, and 3 p.m. Sunday. All performances will be held in Hoey Auditorium. Tickets are $15 for adults, $10 for WCU faculty and staff and senior citizens, and $5 for students. To purchase tickets, call 227-2479 or visit wcutheatre.ticketsxchange.com.

–By JESSICA CREGGER

BRANDING INITIATIVE continued from cover

“You are living this on a daily basis. You are in the trenches day to day, doing the work that will inform what we do,” he said. “We do not come to the door with the answers. We come to the door with the questions that will help us get to the answers.”

The process is now under way with preliminary conversations and fact gathering. It will be followed by extensive qualitative and quantitative research that will include more focus groups, interviews and surveys with faculty, staff, alumni, benefactors, community members, opinion leaders, current and prospective students, and parents and guardians.

After the research phase, representatives of Stamats and the university will analyze the data and develop the kinds of clear, compelling messages in words, pictures and graphics that highlight the university’s existing strengths and future potential – in essence, articulating Western’s brand image, Linzey said.

That process, which will take about a year, will be followed by intensive internal and external efforts to communicate the messages and build broader recognition of the value of a Western education, he said.

–By BILL STUDENC

To view Stamats’ presentation from the Oct. 22 retreat, visit www.wcu.edu/5227.asp.

Newsfile

• Heidi Buchanan, reference librarian and information literacy instruction coordinator; Ann Hallyburton, reference librarian and health sciences liaison; Carol Burton, assistant vice chancellor for undergraduate studies; and Eloise Hitchcock, former associate director of Hunter Library, presented “Surviving SACS: The Library’s Role in Reaccreditation” at the North Carolina Library Association 57th Biennial Conference in Hickory in October.

• Glenn Bowen, director of service learning, co-presented a paper, “The Impact of Service-Learning Faculty Fellows Programs on Participating Faculty,” at the 7th International Research Conference on Service Learning and Community Engagement, held in Tampa, Fla., in October. Bowen is the author of “Reflection Methods and Activities for Service Learning: A Student Manual and Workbook,” which was published recently by Kendall/Hunt.

• Two grant proposals prepared by Cynthia Brown, assistant professor of applied criminology, won $2.5 million in funding for projects to aid in the aftermath of Hurricane Katrina. The United States Department of Agriculture awarded a broadband community connect grant of $761,000 to the Community Development Leagues of America in French Camp, Miss. A $1,750,700 Medicaid Transformation Grant was awarded to an emergency-related fraud detection project titled “A Healthy Mississippi – Moving Forward Enhancing Program Integrity.”
Honors College Dean Brian Railsback has found two ways to boost a cause that is dear to his heart – a scholarship fund that provides tuition assistance to deserving Honors College students. One of those methods demanded a major physical effort from his entire body, but the other one only required a little exercise for his fingers.

Railsback put his 48-year-old body to the test recently when he completed a 110-mile bicycle ride from Cullowhee to the summit of Mount Mitchell, the highest peak in the eastern United States. The pledge ride to benefit the Honors College scholarship fund began on Saturday, Oct. 20, and was supposed to end at Mount Mitchell on Monday, Oct. 22, but Railsback had to pull the plug on the ride on the last day when he ran into dangerously foggy conditions just 24 miles short of his goal.

But, determined to finish his fundraising project, Railsback got back on his bike Saturday, Oct. 27, at exactly the point where he suspended the ride, and he pedaled the rest of the way up the Blue Ridge Parkway to Mount Mitchell.

This year’s Cullowhee to Mount Mitchell pledge ride was just the latest in a series of six pledge bicycle rides that Railsback has undertaken over the past decade that the Honors College has been in existence. Sometimes, like this year, he has ridden alone, but on some rides he has been accompanied by students.

This year’s pledge total has not yet been determined, but the previous five rides raised about $40,000 for the scholarship fund, and 35 scholarships have been awarded to students over the years.

Railsback said his other method for helping boost the Honors College scholarship fund isn’t nearly as physically demanding as the pledge ride, and it is available as an option to just about everyone who wants to contribute to that fund, or to some other campus scholarship fund or program. He simply filled out a Campaign for Western form that allows him to also contribute to the Honors College fund through monthly payroll deduction.

Railsback said he’s glad to have a chance to add to the scholarship fund because he knows how important the tuition assistance is for the students he works with at the Honors College. “The Honors scholarship supports top students in every major, department and college at WCU,” he said. “Faculty members tell me that attracting and retaining more Honors students at WCU makes a real difference in raising the academic profile here. Supporting these students is important.”

Railsback said he hopes other faculty and staff members will consider making a donation through The Campaign for Western to help the program or scholarship of their choice.

Brett Woods, campus director of The Campaign for Western, the university’s comprehensive fund-raising campaign that seeks to raise $40 million in private support to enhance institutional quality, said Railsback’s gift for the Honors scholarship fund is exactly what campaign officials have in mind when they suggest that potential donors support the causes that mean the most to them.

Campaign donors may choose to support any academic program, department, sport or scholarship, or even create their own endowed fund, Woods said.

To support your favorite cause through The Campaign for Western, check out campaign.wcu.edu or contact Brett Woods at 227-7124 or bwoods@wcu.edu.

–By RANDALL HOLCOMBE
and earlier this year WCU ranked eighth in the nation in the number of student presentations accepted for the national conference.

Railsback said that one of his goals for the college was that honors students “should take ownership” of the college. Gurley, now Michelle Gurley Ekstrom, played an essential role in beginning the college’s tradition of student leadership as she served admirably as the first president of the college’s student board, he said.

Railsback said an important development in the college’s history was the addition of an advising and pre-professional programs director to the Honors College staff. Smith “brought excellence” to that role when she came on board in 2002, he said.

Smith was scheduled to begin her retirement on Wednesday, Oct. 31. Honors College students were moved to tears when they found out she was leaving her post, Railsback said.

Over the years, it became apparent that the Honors College needed an external advisory board, Railsback said. During his visits to Highlands to deliver lectures, Railsback said he “realized that Highlands is home to incredible expertise” among its retired residents. When time came to organize the college’s external group that is based in Highlands, the Honors College Advisory Board, two individuals – Dr. Mark and Kathy Whitehead – worked tirelessly behind the scenes to make it happen, he said.

Members of the external board assist in long-range planning for Honors College students, and work to improve educational opportunities for Highlands residents.

In a related development that took place during the Honors College luncheon, Dr. Whitehead, who also serves as president of Highlands’ Center for Life Enrichment, and Bardo added their signatures to an agreement in which the university and CLE pledge to work together to expand educational options for that town’s residents.

The CLE has been offering lectures, courses and events in Highlands for the past 15 years. Over the past several years, WCU faculty members have taken on an increasingly prominent role in delivering lectures and teaching courses in Highlands, Railsback said.

The agreement puts a touch of formality on a working relationship that is already thriving, said Railsback, who taught a WCU course in creative writing in Highlands last summer, and who teaches a popular literature course for CLE each September.

Medallions Awarded for Special Service at 10th Anniversary Luncheon

A luncheon held recently to commemorate the 10th anniversary of the Honors College included the presentation of Honors Medallions for special service to five individuals who have been influential in the development of the college.

Medallions were awarded to Chancellor John W. Bardo, former Honors College student Michelle Gurley Ekstrom, Honors Advising and Pre-Professional Programs Director Susan Clarke Smith, and Dr. Mark and Kathy Whitehead of Highlands during a ceremony held at the original Honors residence, Reynolds Hall.

The medallion, created earlier this year by the student Honors College Board of Directors, is awarded to Honors College graduates and to special friends of the college.

Honors College Dean Brian Railsback told those who gathered for the luncheon that “any celebration of the Honors College has to be a celebration of people.”

Back in 1996, Railsback said, WCU’s honors program included 77 students who were led by a half-time faculty director, and usually only one or two honors students made presentations at the annual National Conference on Undergraduate Research. However, in February of that year, Bardo proposed in a speech that the university develop a residential honors program with full college status.

“The Honors College began with that speech, and it is here because of the chancellor’s original vision,” Railsback said. The college now boasts about 1,400 students, and earlier this year WCU ranked eighth in the nation in the number of student presentations accepted for the national conference.

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–By RANDALL HOLCOMBE
The fourth annual Great Smoky Mountain Book Fair, a fundraiser for the Jackson County Library building fund that is co-sponsored by the Honors College, will be held from 9 a.m. to 3 p.m. Saturday, Nov. 10, at Sylva’s First United Methodist Church. Sixty authors will have their books available for purchase at the event. Proceeds from the tax-deductible $5 admission charge and 20 percent of book sales will be added to the library fund. There is no admission charge for children accompanied by an adult.

This year’s fair will include a special kick-off event at 6:30 p.m. Friday, Nov. 9, at the church located on Jackson Street. A one-woman performance of Lee Smith’s “On Agate Hill” will be presented by Barbara Bates Smith, accompanied by musician Jeff Sebens. A tax-deductible $25 ticket pays for admission to the performance and heavy hors d’oeuvres. Proceeds from the performance will go into the building fund.

Other major sponsors for the book fair and kick-off event are the Friends of the Jackson County Main Library, WestCare Health System, City Lights Bookstore and Soul Infusion Tea House & Bistro.

“This has been a fine town-and-gown collaboration and has proven to be an excellent learning experience for the Honors freshmen who volunteer at the fair and meet regional authors, and for the Honors students who have designed, written, and edited the fair programs, posters and T-shirts,” said Honors College Dean Brian Railsback. “This is the kind of community engagement we’re about.”

For more information about the book fair and kick-off performance, call City Lights Bookstore at 586-9499.

Music Professor Wins N.C. Award

Mario Gaetano, professor of music, won the 2007 Hinda Honigman Cup for his composition “Scenes from Earth” for piano and percussion. The North Carolina Federation of Music Clubs’ composition contest award recognized the music as the best instrumental work published by a North Carolina composer within the past three years.

Gaetano composed the work in 2004, and C. Alan Music in Greensboro published the four-movement piece, which features xylophones, marimbas, vibraphone, chimes, cymbals, gongs, piano and an assortment of drums.

“Each of the movements depicts some sort of landscape,” said Gaetano. “One is an African rainforest with drumming and bird calls. Another has an urban sound, perhaps a city street with a fast pace. A third has been described as a cold, icy Arctic landscape. The fourth reminds some listeners of the Blue Ridge Mountains with waterfalls.”

Gaetano has published about 40 compositions, primarily for percussion ensembles. His music ranges from student-level teaching pieces to professional-level pieces, and has been performed and recorded worldwide. His awards include the Hinda Honigman Cup in 2003 and eight awards from the American Society of Composers, Authors and Publishers.

Listen to an audio clip at www.wcublog.com/sights_sounds.

Faculty, Students Present Research To Geological Society of America

Western faculty and students recently presented information about their research at the annual Geological Society of America meeting in Denver.

• Adam Griffith, a biology graduate student; David Kinner, assistant professor of geosciences and natural resources management; Katie McDowell, a recent WCU graduate; Benjamin Tanner, assistant professor of geosciences and natural resources management; and Rob Young, professor of geosciences; presented “Soil Characterization for Rivercane Restoration in Western North Carolina.”

• Kinner also co-presented “Infiltration and Connectivity at Multiple Scales in Burned Watersheds.”

• Blair R. Tormey, instructor of geosciences and natural resources management, shared his part in a study of “Rapid Sea-Level Change and Intensified Storms During the Last Interglacial: A High Resolution Record from the Bahamas.”

• Cheryl Waters-Tormey, assistant professor of geology, and Kim Wepasnick, a recent WCU graduate, presented “Strain Marker Shape Preferred Orientation Across a Strain Gradient in a Granulite Facies Normal Shear Zone, Mount Hay Block, Central Australia.”

• Young and Freya Kinner, instructor of educational leadership and foundations, discussed their part in “The Elwha Science Education Project: Increasing the Relevancy of the Geosciences for Native American Youth Through Participation in Environmental Restoration Projects on Tribal Lands.”

• Young, who also serves as director of the Program for the Study of Developed Shorelines, co-presented “Is There a Downside to Mapping Coastal Hazards?”

Honors College Co-sponsors Nov. 10 Book Fair in Sylva

The fourth annual Great Smoky Mountain Book Fair, a fundraiser for the Jackson County Library building fund that is co-sponsored by the Honors College, will be held from 9 a.m. to 3 p.m. Saturday, Nov. 10, at Sylva’s First United Methodist Church. Sixty authors will have their books available for purchase at the event. Proceeds from the tax-deductible $5 admission charge and 20 percent of book sales will be added to the library fund. There is no admission charge for children accompanied by an adult.

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For more information about the book fair and kick-off performance, call City Lights Bookstore at 586-9499.
Tickets for this year’s Madrigal Christmas Dinners go on sale 9 a.m. Tuesday, Nov. 6. The annual dinner extravaganza is scheduled for 6:30 p.m. on Friday, Nov. 30, and Saturday, Dec. 1, in the Grandroom of the A.K. Hinds University Center. The dinners are re-creations of the pageantry, music and food of 16th-century England, with authentic madrigal entertainment and costumes. Tickets are $30 for non-WCU students and may be purchased on the second floor of A.K. Hinds University Center, or by calling 227-7206.

Southern Fried Chicks Comedy Tour Comes to Western Nov. 9

The Southern Fried Chicks Comedy Tour will make an appearance at 7:30 p.m. Friday, Nov. 9, at the Fine and Performing Arts Center.

Starring Etta May and featuring Trish Suhr, Beth Donahue and Sonya White, the Southern Fried Chicks Comedy Tour is an all-female show about four different women from the South. The Old South, the New South and the Deep South come together as the Southern Fried Chicks give their hilarious take on life, love and the pursuit of happiness, said JoAnna Blauw, publicist for the comedy tour.

Etta May, the starring comedienne, is the reigning Queen of Southern Sass when she takes the stage, Blauw said. Born and raised in Bald Know, Ark., May grew up along nine older brothers, who referred to her as “the human sacrifice.” May met her husband, Delbert, an aspiring truck driver, and “their eyes locked in a love look,” said Blauw.

After meeting her husband, Etta had three boys and two girls. “That’s where my comedy comes from,” said May. “I just wait for my husband or kids to do something stupid, and then I write it down.” May has won the “Stand-Up Comic of the Year” American Comedy Award and has appeared on “Oprah,” “Comic Strip Live” and “CBS Sunday Morning.”

Sonya White, originally from Virginia, combines Southern charm with big-city smarts, said Blauw. White has appeared on CBS’s “Star Search” and NBC’s “Last Comic Standing 4.” White’s other credits include Oxygen’s “Girls Behaving Badly,” Fox Network’s “Nightshift” and Family Channel’s “Big Brother Jake.”

Dead-on impersonations and appropriate sound effects enhance White’s observational comedy, said Blauw.

Trish Suhr began her stand-up career in Los Angeles after moving from Middlesboro, Ky., leaving her family’s funeral business. Suhr has become a regular performer in the longest running all-female comedy show, “Pretty Funny Women,” and is featured on “The Southern Belles of Comedy” DVD.

Suhr is a co-host of The Style Channel’s “Clean House” and has appeared on Oxygen’s “Girls Behaving Badly.”

Beth Donahue is from Nashville, Tenn., and is a self-proclaimed “recovering everything.” Donahue’s material is brutally funny and incredibly honest, and she doesn’t joke about anything that everyone hasn’t done, thought about doing or wish they could still do, Blauw said. Donahue’s television credits include “VH-1 Stand Up Spotlight with Rosie O’Donnell,” “Evening at the Improv” and Showtime’s “Comedy Club Network.”

Tickets for the event cost $25. Senior citizens’ tickets cost $20, and tickets for students, faculty and staff cost $15. Tickets can be purchased online at wcufapac.ticketsxchange.com.

For more information about the comedy show at Western Carolina University, contact the Fine and Performing Arts Center at (828) 227-2479.

–By BESSIE DIETRICH GOGGINS
Monday, Nov. 5  
**Faculty Listening Forum**—UNC General Administration President Erskine Bowles and UNC Tomorrow commissioners hear from WCU faculty. 1:30-3 p.m. Theater, UC. (227-7100)

Monday, Nov. 5  
**S-Tuesday, Nov. 6  
**Catamount men’s golf**—Macon Bank/WCU Intercollegiate. All day. Country Club of Sapphire Valley, Cashiers. (227-7338)

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Tuesday, Nov. 6  
**Catamount volleyball**—vs. Furman. Southern Conference match. Senior Day. $7 p.m. RRAC. (227-7338)

**Films4Thought Series**—Spanish/Latin American film festival “Lovers of the Arctic Circle.” 7:30 p.m. Theater, UC. (227-3872)

**Catamount Concert Series**—“An Evening of German Romantic Music for Clarinet and Piano.” Shannon Thompson, clarinet; Andrew Adams, piano. 8 p.m. RH. (227-7242)

**Wednesday, Nov. 7**  

**Meeting**—Faculty Senate. 3-5 p.m. Multipurpose Room, UC. (227-7495)

**Thursday, Nov. 8**  
**Presentation**—“Piloting our QEP: Fostering Pride, Innovation and Excellence at WCU.” Students, faculty and staff are invited to discuss the QEP and its effect on the university. Refreshments 3 p.m. presentation 3:30 p.m. Theater, UC. (227-7495)

**Thursday, Nov. 8–Sunday, Nov. 11**  
**Theatre**—The University Players present “Lucky Stiff” by Lynn Ahrens and Stephen Flaherty. $7. Thursday–Saturday 7:30 p.m.; Sunday 3 p.m. HA. (227-2479)

Friday, Nov. 9  
**Fine and Performing Arts Center Special Event**—Southern Fried Chicks, comedy. 7:30 p.m. FAPAC. (227-2479)

**Monday, Nov. 12**  
**Presentation**—Kama Wangdi, Bhutanese painter. 2:15 p.m. presentation, reception to follow. Room 130, FAPAC. (227-3598)

**Tuesday, Nov. 13**  
**Living with the Land Folklife Series**—Brad Free. “Trade, Timber and Tourism: The Trans-Mountain Road of the Smokies.” 5:30 p.m. Auditorium, MHC. (227-7129)

**Films4Thought Series**—Spanish/Latin American film festival “Guantanamera.” 7:30 p.m. Theater, UC. (227-3872)

**Catamount Concert Series**—WCU Low-Tech Ensemble: Gamelan. 8 p.m. RH. (227-7242)

**Wednesday, Nov. 14**  
**Catamount basketball**—vs. Methodist. 7:03 p.m. RRAC. (227-7338)

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

**Evening of Spoken Word**—Carlos Andres Gomez. 9 p.m. Illusions, UC. (227-7206)

**Thursday, Nov. 15**  
**Summit**—Emergency and Disaster Leadership Preparedness in the 21st Century. $7.30 a.m.-3 p.m. RRAC. (227-2086)

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

**Friday, Nov. 16**  
**Concert**—Marching Band. 7:30 p.m. RRAC. (227-7242)

**Saturday, Nov. 17**  
**Open House**—for prospective students and their families. (227-7317)

**Gourmet Microbrew Extravaganza V**—UClub members and their guests enjoy gourmet dishes with brews from micro- and home brewers. 4:30 p.m. University Club. (227-3861)

**Catamount football**—vs. Furman. Southern Conference game. Hall of Fame Day. $6 p.m. WS/BW. (227-7338)

**Exhibits**  
**Mountain Heritage Center**  
**SLIDESHOW SPOTLIGHT FOR NOVEMBER:** “Irons in the Fire”  
**Gallery A:**  
“Migration of the Scotch-Irish People.” Includes text panels, illustrations, artifacts and vibrant murals that trace the Scotch-Irish Appalachian settlers from Ulster to Pennsylvania, through the Shenandoah Valley, and into Western North Carolina. 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.

**Gallery C:**  
“After the War: Conflict and Domestic Change in the North Carolina Mountains.” Portrays how wars and their aftermath have shaped the lives of people and communities in Western North Carolina. Through December.

**Let the Thunder Roar: A Photographic Glimpse of the African Americans of Jackson County, N.C.” Through November.

**Online Exhibits** ([http://www.wcu.edu/2397.asp](http://www.wcu.edu/2397.asp)):  
“After the War”  
“Horace Kephart: Revealing an Enigma”  
“Southern Appalachian Quilts”  
“Watts in the Mountains: Rural Electrification in Western North Carolina”  
“Craft Revival: Shaping Western North Carolina Past and Present”

**Mountain Heritage Center hours:**  
8 a.m. – 5 p.m. Monday–Friday, and 2–5 p.m. Sunday. (227-7129 or http://www.wcu.edu/2389.asp)

**Fine Art Museum, Fine and Performing Arts Center**  
**ONGOING EXHIBIT:** “Worldviews.” Selections from Western Carolina University’s permanent collection in all media by local, regional, national and international artists.

**Faces of Change: Migrant Workers in Western North Carolina” Through Dec. 1.

**School of Art and Design Student Portfolio Exhibition.** Through Dec. 1.

**Fine Art Museum hours:** Tuesdays, Wednesdays and Fridays 10 a.m. – 4 p.m.; Thursdays 10 a.m. – 6 p.m.; Saturdays 1–4 p.m. Donations appreciated. (227-3591 or http://fapac.wcu.edu)

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**KEY:** 5—Admission free; BB–Belk Building; CAC–Catamount Athletic Center; CAT–Center for Applied Technology; CB–Cordelia Camp Building; CSC–Catamount Softball Complex; FAPAC–Fine and Performing Arts Center; HA–Horn Auditorium; HFR–H.F. Robinson Administration Building; HL–Hunter Library; NSA–Natural Sciences Auditorium; RH–Recital Hall, Coulter Building; RRAC–Ramsey Regional Activity Center, UC–A.K. Hinds University Center; WS/BW–Western Carolina University’s permanent collection in all media by local, regional, national and international artists.

**Submissions:** Send news items, calendar notices and address changes to WCU Calendar, 420 H.F. Robinson Administration Building, 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.