SIFE wins first place in Atlanta

By Chrissy M. Gann
Staff Writer

The Union University Students In Free Enterprise team won first place at an annual regional competition April 8. This achievement will allow the SIFE team to advance to the national competition in Kansas City next month.

Fifteen of the 29 SIFE members attended the competition held April 5-8 in Atlanta. Along with winning first place, the Union SIFE team received awards in Regional Attempts, Success 2000 and Halt the Deficit project categories. This will be the fifth year for Union’s SIFE to advance to the national competition.

At the regional competition, the team presented a summary of this year’s projects to a board of entrepreneurs and business executives. Union SIFE student Smithy Sipes served on the SIFE presentation committee. Sipes said Union was well-known at the presentation committee. Sipes served on the SIFE executives. Union SIFE student entrepreneurs and business educators of theater at Union, and was there to help us make the right decisions.

Another Jr. SIFE contribution was the play “Just Say No, Max.” This play was made possible with the help of David Burke, assistant director of theater at Union, and was performed for 1,500 children in Jackson elementary schools.

SIFE also created fictitious characters to present its message to the children. The characters are free enterprise superhero SIFeman, and economic villains, Debitor and Deficitta. The play’s purpose was to inform the students of the harm of drugs and alcohol, which are two things Brady said tremendously decrease the potential of free enterprise in America today.

SIFE also sponsored the first Geography Bowl for West Tennessee middle and high school students.

In March, the Union Board of Trustees approved a new master’s program and two revisions of programs beginning in the fall.

The new majors include Sports Management, Sports Medicine, Christian Ethics, Physics and Political Science. In addition, the present Economics and Finance majors will be combined.

A Master’s of Education will be offered for the first time and the Master’s of Arts in Education and of Business Administration will be revised.

In tandem with the new sports majors, the Physical Education and Health Department will be officially renamed the Physical Education, Wellness and Sport Department, according to Dr. Lynn Strunak, department chair.

Economics and Finance will be combined into one major again, after they were split a few years ago. Dr. Bevalee Pray, assistant professor of finance and management, said it is because the disciplines are similar and students have shown interest in both fields.

The Master’s of Education will be added at the beginning of June, and requires students to be licensed teachers. Helen Butler, assistant to the dean, said.

The Cardinal and Cream will have an in-depth focus on the additions in the next issue.

Master plan to bring change

Firm visits campus; begins renovation process

By Sarah Aldridge
News Editor

“I think it’s very possible that 10 to 15 years from now, the Union campus will have a very different look than it does now. We hope it will still be as functional as it is today, and still have the dynamic that creates such a wonderful sense of community,” Union University president David Dockery said about the master planning process that has begun.

Dockery said the Master Plan will outline future structural and aesthetic changes needed on Union’s campus. To begin the process, a Master Plan committee looked at nine firms showing interest in working on the project.

The committee selected Hastings and Chivetta, an architectural firm from St. Louis, Mo. Robert Rowan, Master Plan coordinator and director of facilities management, said Hastings and Chivetta then brought on Dan Paulien and Associates, an educational planner, and EDAW, a landscape architect and master planning firm, as sub-consultants.

Dockery said these firms will recommend possible areas of change all across Union’s campus and develop plans to implement those changes.

“They [Hastings and Chivetta] are one of the best firms in the country doing this kind of thing,” Dockery said. He added that the firm has also done projects at Rhodes College, Carson-Newman College and Duke University.

Dockery said the firm made its first visits to Union’s campus April 1 and 2 to gather information. The firm met with students, faculty and staff representatives, administrators and selected trustees during the visit.

According to Dockery, the second trip, April 29-30 and May 1, will also be for the group to gather information. During the third trip, near the end of May, the firm will make preliminary recommendations to Union.

Developing the Master Plan should take about nine months. “Our goal is to have a full range of recommendations to present to the board of trustees at the November 1997 meeting or the April 1998 meeting,” he said.

If the board of trustees approves the recommendations, the changes will begin as quickly as possible.

Dockery said that because of this schedule, some projects, such as dorm and science department renovations, will be on hold for six to 12 months.

Rowan said on the first visit the team identified a need to improve the overall campus image and to give it a more collegiate look.

“One of the more important aspects of the Master Plan is to identify where and how we can put together student gathering areas,” Rowan said. He said having the library next to the gym may be another area the firm will recommend changing.

“We know what the challenges are, but we’re looking to them [the firms] to help us make the right decisions on the solutions, because what we don’t want to do is to come in and patch work ... because that will only solve today’s problems and not long term issues for us,” Dockery said. He said when the firm makes its final suggestions there will be two-, five- and 15-year recommendations.

“Current students may say they don’t get to take advantage of this, but I think we have an opportunity to shape the future of this place. Not all student generations have this opportunity,” Dockery said.

“There’s an old saying: ‘If you don’t know where you’re going, you might get somewhere else.’ Planning does not have to do with future decisions, but with the impact of present decisions on the future. And this is the key to the Master Plan,” Rowan said.

Board of Trustees approves new majors

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Here on the fence
by Justin Phillips

As the boys of summer begin a new year, my thoughts turn to the splendor of a 162-game baseball season and no lockout. No, I am not about to drift into a syrupy Bob Costas monologue, while classical music fills the air just as Dennis Eckersly’s slider to Kirk Gibson clears the right field fence into the great beyond. What I will do is examine America’s lifeblood — sports. So grab some popcorn and a place in the cheap seats — here on the fence.

What has happened to our games? I long for the time when a semester’s tuition did not have to be sacrificed for a ball game. Furthermore, I long for the time when moonlighting drag queens were hair stylists and not power forwards for the Bulls. Remember when crimes used to be punishable by law? Now a two-time drug offender not only gets backstage passes to a “Deja Vu” show, but also tryout with the Dallas Cowboys. Amazingly, in the past year, America’s Team has amassed a police record longer than the cast of “Different Strokes.” There is, however, no proof to the rumor that DieHard Batteries has made Michael Irvin their spokesman. Picture it: “Nothing outruns or tests positive more often than Michael Irvin, except for a DieHard. Really, how soon will it be before the NFL, NBA and NHL merge with the FBI and ATF?”

Here’s the kicker (not the foreigner on a football team!) to the situation: we have only ourselves to blame. We place such a high premium on sports in this country. Do you know why we beat everyone in the Olympics? It is because while we teach our children how to read opposing defenses, they teach their children how to read books. Then again, thousands of people don’t fork out 60 bucks to watch Emmitt Smith work physics problems, do they? However, I’m sure that with his presidential planning degree from the University of Florida, well, watching him do physics might actually be more entertaining. All I’m trying to say is the ideal of the scholar/athlete seems to be dropping faster than gangsta rappers.

How about the marketing industry of sports? I have seen Michael Jordan’s face on everything just short of a box of cereal. Depends. Michael Jordan cologne? If you believe that Michael Jordan’s fragrance is the epitome of aromatic utopia, then chances are you need the complimentary MJ deodorant, MJ shaving lotion and a few sharp kicks to the head to wake up from this blatant assault on your wallet. To illustrate my point further, Shaquille O’Neal will probably finish his career with more rap albums than championships.

Finally, the notion of sitting through Dennis Rodman’s movie makes me flinch like Rodney King at Dodger Stadium on Souvenir Bat Day. It disheartens me even more when I realize that we essentially control our salaries, popularity and ultimately the preservation of their memories. Now if you’ll excuse me, I have to return “Space Jam” to the video store.

Funny side up
by Stephanie Lim

Have you ever noticed the role that traffic signs play in our society? I find that members of American society discover endless uses and meanings for these roadside fixtures. Some see them as — driving instructions. Others see them as — home decor. Others choose to make drastic political and social statements on them. And still others, like myself, cannot help but satirize them.

In my hometown, people rarely use road signs as they were intended. Rather, these directions are either ignored or even used as target practice. Those who choose to make their own laws instead of breaking them simply modify the meanings of the signs to their liking. STOP signs become STOP only if you see a policeman-or if your life is in immediate-danger signs. You can probably find the command “slowly roll through the intersection” an acceptable substitute for “stop.” YIELD signs are magically transformed into YIELD-to-me signs. It never ceases to amaze me how creative people can be if only they put forth a little effort! Not to say I am totally innocent of such misdemeanors, mind you. I simply wonder if my city is the only such traffic-crazed community in the nation, or if perhaps there is a giant conspiracy to take over the transportation system as we know it.

Other fellow Americans find that “borrowed” traffic signs make lovely additions to any home decor. If one has a reflective theme in the home, why not “borrow” a highway billboard? Is it our tax money at work, is it not? And why not add a DEER CROSSING sign to your den, if that is a legitimate hazard? After all, if one lives in what seems like a earth or another such wildlife refuge, one should never underestimate the danger of a deer walking through the den or living room.

I believe this is a realm that Martha Stewart could cash in on substantially: imagine a weekly show devoted to decorating with these highway artifacts for any and every room in your home! Reflective barres can make wonderful bar stools — just add a ribbon and a cushion. Or perhaps you need an idea for the breakfast table: simply place the barrel on the table, sponge paint, decorate with a little of last year’s Hamburger Helper and place a candle on top for a breathtaking centerpiece. What more could you ask for in interior design?

Still other people find hidden messages in the signs themselves. Many a time have I driven through my neighborhood and seen stickers strategically placed under the word “stop” on STOP signs, such as “(STOP) rape,” “(STOP) abortion” or “(STOP) Clinton.” How powerful are these mutant road signs, anyway? Could these serve as the new medium for the presidential campaigns of the future?

I, rather than seeing a vehicle for social statements, find a string of inconsistencies that absolutely drive me up the wall. For instance, residential neighborhoods don’t have traffic signs warning drivers that children play in the area with the words “Slow! Children at Play.” The strange thing is that only in the ritzier neighborhoods will you see the exclamation point after the word “Slow,” meaning that the signs in other parts of the city read, “Slow Children at Play.” You figure that one out.

What about the simple sign reading, “Dip?” Would that be a warning, such as, “There is a dip here in the road?” Most would agree that yes, it is indeed a warning. But there is always the chance that some over-analytical youth has read the sign as an imperative command and rushed right out to form a tobacco habit. Maybe this is the secret weapon of...