

## *Shepherd students to travel to Nationals*

SHEPHERDSTOWN –  
Two Shepherd University

Debate and Forensics Team students have qualified to attend the National Forensic Association Nationals.

Amy Joy Hess, of Hedgesville, and Timothy Jacob Leonard, of Wheeling, will represent Shepherd at Ohio University April 15 to 19. Hess will represent Shepherd in prose, after dinner speaking, rhetorical criticism, persuasion, poetry, impromptu and dramatic duo. She is a Pentathlon Speaker and will participate in the Lincoln-Douglas debate.

Leonard also is a Pentathlon Speaker and will participate in the Lincoln-Douglas debate. He will represent Shepherd in extemporaneous speaking, after dinner speaking, poetry, impromptu and dramatic duo.

## *SU tour of D.C. memorials planned*

SHEPHERDSTOWN – The Shepherd University Department of History and the Washington Gateway Program will sponsor a tour of memorials in Washington, D.C., on Tuesday.

The group will leave the Shepherd campus at 8 a.m. and return at approximately 6:30 p.m. The tour will be led by Mark Snell of the George Tyler Moore Center for the Study of the Civil War at Shepherd and students enrolled in his Civil War seminar. Snell's seminar is focusing on how Americans have remembered and memorialized that bloody conflict.

Stops will be made at various Civil War memorials to discuss the origins, symbolism and politics behind each one. The last stop will include a tour of Arlington National Cemetery, itself a product of the Civil War.

The cost for the tour is \$50 per person and includes transportation to and from the various memorials in D.C. in a deluxe coach and an on-board tour guide. Lunch is not provided, but a lunch stop will be made at an area where food can be purchased.

To register or for more information, call 304-876-5429. Spaces are limited.

– From staff reports

## Shepherd plans for Relay for Life

SHEPHERDSTOWN, WV—Shepherd's Relay for Life sets goal of \$80,000, puts plans into motion for April event.

Shepherd University's eighth Relay for Life will be held April 16 and organizers are setting the bar high, with their biggest fundraising goal to date. Organizers are hoping to raise \$80,000, a tough goal in today's economy, but Holly Frye, director of student community service and service learning, says that it won't be done without the entire campus and town working together.

Organizers say that it's especially hard this year due to the state of the economy, but that's not stopping them from bringing the campus together and going for their goal.

"Our number one goal is to honor survivors of cancer," Frye said. "If at the end we've done that, we've done our job."

Frye said that the second goal is to promote education, awareness, and advocacy.

"Despite the economy, Shepherd students are still determined to raise as much money as possible," Frye said. "The biggest goal is to honor survivors and those who have died from cancer, and to find a cure."

To help spread the word, the Office of Student Community Service and Service Learning partnered with the Department of Communication's music video class to produce a video to promote this year's Relay for Life. The idea came from a video that Frye saw online that a hospital had produced to raise awareness about its event.

After brainstorming with Dr. Kevin Williams, chair of the communications department who got on board with the idea, the class took the project on and since February 16, has made the film a class project, from filming to editing.

"The students have made it and become passionate about it," Frye said.

Jeff Birdsall, a student in the class, wrote the music for the video. Departments around campus, including the president's executive staff, the dining hall, and enrollment management staff, participated in the filming. Student groups also participated in the video including the Student Government Association executive staff members.

"It shows that the entire campus can be involved to find a cure," Frye said.

Once complete, the video will be used to market Relay for Life and will be available to view on YouTube and the Office of Student Community Service and Service Learning Web site.

Since January, a group of 20 students have been getting up at 5 a.m. to attend the 6 a.m. committee meeting that meets at the Wellness Center to plan this year's event due to the students' busy schedules.

"It really shows the student's determination by getting up that early," Frye said. "We can't do it alone; the whole campus has to pull together to make this happen."

This year's Relay theme is "Superheroes and Birthdays" to honor the survivors who are considered superheroes and to encourage more birthdays and less cancer.

Organizers have teamed up with the Shepherdstown Business Association to "paint the town purple" in honor of Relay for

Life. Beginning April 5, and continuing through April 17, purple ribbons will be on parking meters and on shops, and purple donation feet will be for sale around town to display in shops and on windows.

"It's all about bringing the community and campus together," Frye said.

This year, campus radio station WSHC will be partnering with Relay for Life to provide live coverage of fundraising totals and special events, as well as interviews with participants.

Totals will be updated regularly and listeners can donate through the station's Web site throughout the event.

In addition, those interested in following Shepherd Relay for Life as they reach totals and hold fundraisers can do so via Facebook and Twitter.

Each person involved with Relay for Life has a reason for participating. For some, it's because of friends or to be a part of a community who has a goal in mind. Others do it because they themselves have been impacted by cancer.

For the organizers, their ultimate goal is simple: find a cure.

In Frye's case, it was the loss of a family member to cancer that made her decide to participate in Relay for Life.

"I participate in Relay because I am sick and tired of worrying about my children getting cancer," Frye said. "I want them to be able to be safe and healthy, and I don't want them growing up with fear."

Roger Hart, event chair, lost his grandfather, grandmother, and, most recently, his mother to cancer.

"I want to get rid of it so I don't have to see any other family members go through what they did," Hart said.

Lindy Ybarra, coordinator of special events and education chair for Relay for Life, lost her father to cancer three years ago. She says that cancer affects everyone around the person who is ill to the point that family and friends will never be the same again.

"With all the advances in technology, we have to find a way to cure cancer," Ybarra said. "We need to help people realize the magnitude of this movement and realize we're not playing around."

Sponsors for this year's Relay for Life include Welsh Sound, Charles Town Races and Slots, Pepsi, Shepherdstown Business Association, Shepherd University Dining Services, WSHC, Shepherd University Wellness Center, and the Shepherd University Police Department.

A Survivor's Brunch will be held in lower level dining hall on Sunday, April 11 at 1 p.m.

Registration for Relay for Life begins at 2:30 p.m. on Friday, April 16. Campsites can be set up at 1 p.m. and events continue with the Torch Run on German Street at 4 p.m.; Survivors Lap at 6 p.m.; Luminary Ceremony at 10 p.m.; The Fight Back Ceremony at 5:30 a.m. on Saturday, April 17, and the last lap will be made at sunrise.

According to organizers of the event, only registered walkers are eligible for the Relay T-shirt and a free meal from Charles Town Races and Slots.

For more information, call the Office of Student Community Services and Service Learning at 304-876-5402 or visit [www.shepherd.edu/scsweb/relay.htm](http://www.shepherd.edu/scsweb/relay.htm).

## *Series to feature reading, reception*

SHEPHERDSTOWN –  
The Shepherd University  
Scarborough Society will  
continue the Art and Lecture  
Series on April 15 with  
Linda Tate.

Tate will  
present a  
reading from  
her book  
“Power in  
the Blood: A  
Family Nar-  
rative” in  
the Scarbor-  
ough



TATE

Library Reading Room at 7  
p.m. A reception will follow.

Tate is a former faculty  
member of Shepherd and the  
University of Denver’s writing  
program. She explores her  
Cherokee-Appalachian lineage  
through themes of poverty,  
discrimination and family vio-  
lence. The critically-acclaimed  
“Power in the Blood” has rev-  
olutionized historical docu-  
mentation with its novel-like  
approach and details.

Both the reading and  
reception are free and open  
to the public.

More information about  
the event or the Scarborough  
Society is available by call-  
ing 304-876-5397, e-mail-  
ing [mpeterso@shepherd.edu](mailto:mpeterso@shepherd.edu)  
or visiting the Web site  
[www.shepherd.edu/fndtweb](http://www.shepherd.edu/fndtweb).

## SU trip to Russia

Shepherd University's Department of Business Administration has planned a faculty-led, study-abroad spring break trip to Russia in conjunction with the Department of Political Science from March 10 through March 21, 2011.

Moscow and St. Petersburg will be on the trip itinerary. The tour including air fare, train fare, ferry fare, hotels, and most meals is \$2,669. An option to visit Estonia and Helsinki, Finland, is available for an additional \$495. The entire trip including the cost of a visa, tips, and travel insurance is less than \$3,600. There is a \$150 discount for anyone who registers before April 8, and a \$95 reduction for anyone who has traveled with EF Tours before.

Information and registration is available at [www.eftours.com](http://www.eftours.com) (tour #416478), or you may contact Dr. Gordon DeMeritt at [gdemerit@shepherd.edu](mailto:gdemerit@shepherd.edu) or at 304-876-5350.

## Blue/Gold scrimmage and Ram gridiron annual spring picnic

The Shepherd University Alumni Association and Ram Gridiron Club will sponsor the Blue-Gold Football Scrimmage and Ram Gridiron Club Annual Spring Picnic Saturday, April 17. The scrimmage will begin at 11 a.m. at the Ram Stadium. The picnic will follow at the field house.

The picnic is \$5 per person and all you can eat. Hot dogs, hamburgers, Polish sausages, potato salad, chips, cookies, tea, and water will be served. Ram Gridiron Club memberships for 2011 will be available at the event.

In the event of rain, the scrimmage will be played and the picnic will be cancelled.

## Shepherd's West Virginia Fiction Competition

SHEPHERDSTOWN, WV-Submissions for Shepherd University's eighth annual West Virginia Fiction Competition are currently being accepted until May 1. Award-winning Kentucky writer Bobbie Ann Mason will select the winning short stories and offer full critiques of all finalists' stories.

The West Virginia Fiction Competition is funded by the West Virginia Center for the Book and the Shepherd University Foundation. Part of Shepherd's Appalachian Heritage Writers Project, the competition is a component of the Writer-in-Residence

project, "In My Country: the Fictional World of Bobbie Ann Mason," will feature Mason's award-winning novel *In Country*, the One Book, One West Virginia 2010 selection by the Center for the Book.

Mason's *In Country* looks at the cost of war as it affects both families and returning soldiers. The book is a coming-of-age story for young Sam Hughes, whose father was killed in the Vietnam War, mother has moved on to another life, and Uncle Emmett has returned wounded in a different way. This is a book about the collateral damage caused by war, the costs and casual-

ties to the men and women who fight for us, and to the families who must remain at home and pick up the pieces when loved ones return. This is a book about learning to adjust and make sense of the consumer, commercial world around us, which sells us products, lifestyles, and sometimes war.

For information about the West Virginia Fiction Competition, the Writers Project, or the Appalachian Heritage Writer-in-Residence, contact Dr. Sylvia Bailey Shurbutt at [sshurbut@shepherd.edu](mailto:sshurbut@shepherd.edu).

For submission details and guidelines, visit [http://www.shepherd.edu/ahwirweb/new\\_](http://www.shepherd.edu/ahwirweb/new_)

## Lecture Series features former faculty member

The Shepherd University Scarborough Society continues the Art and Lecture Series on April 15 with Dr. Linda Tate. Tate will present a reading from her book *Power in the Blood: A Family Narrative* in the Scarborough Library Reading Room at 7 p.m. A reception will follow.

Tate is a former faculty

member of Shepherd and the University of Denver's writing program. She explores her Cherokee-Appalachian lineage through themes of poverty, discrimination, and family violence. The critically-acclaimed *Power in the Blood* has revolutionized historical documentation with its novel-like approach and details.

Both the reading and reception are free and open to the public. For more information about the event or the Scarborough Society, contact the Shepherd University Foundation, P.O. Box 5000, Shepherdstown, WV 25443, or 304-876-5397, [mpeterso@shepherd.edu](mailto:mpeterso@shepherd.edu), or [www.shepherd.edu/fndtweb/](http://www.shepherd.edu/fndtweb/).

## SU in NFA Nationals

Two Shepherd University Debate and Forensics Team students have qualified to attend the National Forensic Association (NFA) Nationals. Amy Joy Hess, Hedgenville, and Timothy Jacob Leonard, Wheeling, will represent Shepherd at Ohio University April 15-19.

Hess will represent Shepherd in Prose, After Dinner Speaking, Rhetorical Criticism, Persuasion, Poetry, Impromptu, and Dramatic Duo. She is a Pentathlon Speaker and will participate in the Lincoln-Douglas debate. Leonard is also a Pentathlon Speaker and will participate in the Lincoln-Douglas debate. He will represent Shepherd in Extemporaneous Speaking, After Dinner Speaking, Poetry, Impromptu, and Dramatic Duo.

## Porter named American Council on Education Fellow

Dr. Russell Porter, dean of graduate studies and continuing education at Shepherd University, has been named an American Council on Education Fellow for academic year 2010-11.

The ACE Fellows Program, established in 1965, is designed to strengthen institutions and leadership in American higher education by identifying and preparing promising senior faculty and administrators for responsible positions in college and university administration. Forty-six fellows, nominated by the presidents or chancellors of their institutions, were selected this year following a rigorous application process.

"Russ Porter has shown exceptional leadership during his

two years at Shepherd," said Dr. Suzanne Shipley, president of Shepherd University. "We recognized the potential that Russ has exhibited in developing Shepherd's graduate studies program. The ACE Fellows Program will prove beneficial to him as he advances in higher education administration."

Dr. Porter holds a Ph.D. in health services organizations and research from Virginia Commonwealth University and an Ed.D. in higher education administration from the University of North Texas. He had been an associate dean at Ferris State University, chair/graduate coordinator at Midwestern State University (a COPLAC university), and associate professor/graduate co-

ordinator at Clayton State University in Georgia.

Dr. Porter's area of focus will be Continuous Quality Improvement in Policies, Procedures, and Assessment, an issue of concern to Shepherd University, while spending a semester working with a university president and other senior officers at a host institution. The ACE Fellows Program combines retreats, interactive learning opportunities, campus visits, and placement at another higher education institution to condense years of on-the-job experience and skills development into a single semester. The fellows are included in the highest level of decision making while participating in administrative activities and learning about an issue

to benefit Shepherd University.

Fellows attend three week-long retreats on higher education issues organized by ACE, read extensively in the field, and engage in other activities to enhance their knowledge about the challenges and opportunities confronting higher education today.

Founded in 1918, ACE is the major coordinating body for all the nation's higher education institutions, representing more than 1,600 college and university presidents and more than 200 related associations, nationwide. It seeks to provide leadership and a unifying voice on key higher education issues and influence public policy through advocacy, research, and program initiatives.

## *Wellness Center to host annual run*

SHEPHERDSTOWN – The Shepherd University Wellness Center will host its fifth annual fun run to benefit the American Cancer Society on Saturday. The Wellness Center hosts this event in conjunction with the school's Relay For Life fundraising efforts.

The 5K walk and run will start at 9 a.m. at the Wellness Center, and it is open to the public. Those interested in participating can register the day of the event starting at 8 a.m. The registration fee is \$25 for the community and \$15 for Shepherd University students. All participants will receive a free Under Armour shirt the day of the race, and all collections will be donated to the American Cancer Society Relay For Life.

More information about this event can be found on the Wellness Center's Web site, [www.shepherdwellness.com](http://www.shepherdwellness.com) or by calling 304-876-5300.

## *Agency department receives water grant*

SHEPHERDSTOWN – Peter Vila, assistant professor of environmental studies at Shepherd University, and Dan DiLella, professor and chair of the Department of Chemistry, recently received a grant in the amount of \$38,000 from the Environmental Protection Agency and the West Virginia Department of Health and Human Resources.

The grant, titled Determination of Spring Water Quantity and Quality, will be used to measure the quantity of water in the local area and to measure nutrients, bacteria and discharge.

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Shepherd applied for the grant that is sponsored by the Jefferson County Commission Water Advisory Committee, which is concerned about the current amount of water and the future of the quantity and quality of water in local springs. According to Vila, two students, Kyle Crapster, of Walkersville, Md., and Kristin Trevey, of Keedysville, Md., both senior

environmental science majors, will receive stipends for assisting with the project. The group will measure six springs and look at the biological and physical components of the water, examine the pH levels and dissolved oxygen of the water, and measure nitrates, phosphates, fluoride, chloride and sulfate in the water.

– From staff reports

# What do we mean by 'Economic Development'?

## The Doyle Report



By Delegate John Doyle

Every election year candidates for office (myself included) take courageous and forth-

right stands in favor of "economic development." But what does each

of us mean by this term? It includes a multitude of ideas and activities, and connotes different things to different people. I think it's incumbent on those of us who talk about economic development to say what we mean by the phrase. This column is my effort to do so.

What types of economic development are desirable? Within that question, what types are most compatible with the development we already have? What types are most easily attainable? And to what extent are the answers to these questions the same or different, depending on whether we're talking about economic development in Jefferson County or West Virginia as a whole?

Finally, what public policy changes are most likely to achieve the goal of attracting the creation of those jobs deemed either desirable or attainable?

I think the best paying jobs that will be created in the foreseeable future will be jobs associated with advancing levels of technology. These are therefore, to my mind, the most desirable.

Most of West Virginia, however, is not yet in a position to compete for many of these types of jobs, since our population has the lowest educational attainment of all the 50 states. We're 50th in the percentage of our people with any college, 50th in the percentage with 2-year degrees and 50th in the percentage of those with four-year degrees.

Jefferson County, however, is in a much better position to compete for those jobs than most of the state. We have a highly educated workforce that travels

many miles each day outside the county to work. We need to bring those jobs here, and I think we can, with the right policies. What are those policies?

Tax credits for certain types of industries sometimes work. The West Virginia Legislature has already adopted a few tax credits for high-tech industries. We'll see if they work. From a long term point of view, though, West Virginia must invest more in higher education. We absolutely must increase the educational attainment of our population if we hope to enter the competition for high-tech jobs.

Right now though West Virginia can increase its already booming tourist industry with some effort by state government. The Legislature may conduct a year-long interim study of various aspects of the tourist industry. I hope we do.

Tourism gets a knock from some that it only produces "dead end" jobs. That's not true. While many jobs in that industry are entry level jobs, those who take them often end up as entrepreneurs, opening businesses ranging from "knick knock" shops to rafting companies. It's an industry that has many small business people in it, and is therefore one of the most stable industries around.

I think increasing tourism is more desirable than its detractors believe and it's clearly achievable for much of West Virginia. Plus, it's a relatively clean industry.

Moreover, Jefferson County has potential for increased tourism, particularly of the historic variety. That's why I'm very supportive of the effort to preserve the Shepherdstown Battlefield.

A policy change that will help with all this is the simplification of our business tax structure. A few years ago the Legislature set in motion a seven-year track to gradually eliminate the business franchise tax. This is a tax on capital formation, which means one begins paying it the day one establishes a business (even before the doors are open).

It would be nice if we could simply abolish this tax in one fell swoop. But that would create too big a hole in the state's budget. I do believe that eliminating it will eventually prime the state's economic pump to the point where all this loss of revenue will be made up. But that will take several years, and we can't afford several years of huge revenue losses.

— Delegate John Doyle, D-Jefferson, represents the 57th District in the West Virginia House of Delegates.