



QUEENS UNIVERSITY OF CHARLOTTE

Queens Launches New Logo and Tagline

In June 2002, Queens University of Charlotte unveiled a new logo and tagline – “Thrive” – to complement the university’s new name and underscore its core educational mission of helping students realize their full potential.

The logo and tagline made their debut in an advertising campaign in Charlotte media outlets – part of a multi-media plan that includes print and radio advertising, website and digital marketing, and public relations.

Queens University of Charlotte, which changed its name from Queens College effective June 1, chose a logo that depicts the letter Q inside the letter U – a clean, classic signature that conveys both the strength and tradition of the 145-year-old institution. The tagline, which will appear with the university’s name and logo in advertising and other materials, is intended to reflect the advantages of the school’s Charlotte location, its innovative educational approach and its intimate learning environment.

“Changing our name to Queens University of Charlotte was an important step in communicating our commitment to being an educational resource for the Charlotte community,” said Dr. Pamela S. Lewis, who became president of the university on July 1, 2002. “Our new logo conveys that strength, and the ‘Thrive’ tagline communicates our goal of providing an educational experience that enables students to flourish. In many ways, we’re in the human potential business – what can be more meaningful than helping our students thrive?”

PriceMcNabb, a Charlotte-based integrated marketing communications firm, worked with Queens University of Charlotte to develop the new name, graphic identity and marketing plan.

Thrive.

Queens Moves Up in USN&WR Rankings

Queens University of Charlotte jumped four spots to No. 20 in its category on U.S. News & World Report’s “2003 list of Best American Colleges,” the magazine announced on September 13.

The new rankings mark the seventh consecutive year that Queens has been ranked in the top tier of schools in the South in the “Best Universities – Master’s” category. *U.S. News & World Report* includes in this category institutions that provide a full range of undergraduate and master’s-level programs but offer few, if any, doctoral programs.

“We are grateful to receive recognition for our commitment to providing a high quality educational experience for all of our students,” said Pamela Lewis, president of Queens University of Charlotte. “However, while the *U.S. News & World Report* rankings reflect some of our strengths, such as an overall 12:1 student/faculty ratio, they don’t give due credit to the unique academic offerings that make Queens University of Charlotte a place where students can not only learn but thrive.”

U.S. News & World Report also ranked Queens No. 10 in the nation and No. 1 among private schools in the South in a new ranking that recognizes schools with “outstanding examples of academic programs that lead to student success.”

Queens earned the ranking in the “Internships /Co-ops” category for the career internship program that is a required element of the curriculum for all students in the College of Arts and Sciences.

This is the first year *U.S. News & World Report* has ranked schools based on specific academic programs. The magazine identified eight types of programs that have been shown to enhance learning – including internships – then invited college presidents, chief academic officers and deans of students to nominate up to 10 institutions with stellar examples of each. Queens is joined in the Top 10 in the internship category by schools that include Cornell University, University of Michigan, and Northeastern University.

“We are thrilled that *U.S. News & World Report* recognizes the value of a program that is truly integral to the unique learning experience students receive here,” Lewis said. “Much of the credit for our No. 10 ranking in this category, and indeed the success of our internship program, must go to the more than 300 Charlotte-area employers who have joined with Queens University of Charlotte in a strong partnership for education.”

The magazine said it gave top rankings in the category to schools that require or encourage students to apply what they’re learning in the classroom out in the real world – through closely supervised internships or practicums, or through cooperative education, in which a period of study alternates with one of work.

Students at Queens take an introductory course to prepare for their internships, then complete two semester-long internships for which they receive academic credit. Queens’ location in the heart of Charlotte provides students with a wealth of internship opportunities, ranging from Fortune 500 corporations to nonprofit organizations to state and federal legislative offices.

U.S. News & World Report also ranked Queens University of Charlotte No. 15 on its list of “Best Value” schools in the South in the “Best Universities – Master’s” category. This is the seventh consecutive year that the school has earned “Best Value” recognition.



McColl School Adds Three New Execs-in-Residence

The McColl Graduate School of Business has added three new Executives-in-Residence to its MBA programs effective fall 2002: Bill Boyd, chairman and CEO of Muzak LLC; Terry Broderick, former CEO of Royal & Sun Alliance USA; and Harriet Sanford, president and CEO of the Arts & Science Council of Charlotte/Mecklenburg Inc.

Frank Gentry, former executive vice president and corporate strategy and development executive for Bank of America, has returned from last year as the fourth executive-in-residence.

“We are delighted to welcome Harriet, Bill and Terry to the Executives-in-Residence program,” said Peter Browning, dean of the McColl School. “They bring a wealth of experience and knowledge to our MBA students, and they add a rich dimension to the educational experience offered by the McColl School.”

Boyd joined Muzak in 1968 and rose through the company ranks, ultimately purchasing Muzak’s affiliate office in Charlotte in 1982. He sold his franchises in 1995 for 200 times the original purchase price and left Muzak to pursue other goals. Two years later he was coaxed out of retirement to help transform the company and revitalize the Muzak brand. Under Boyd’s leadership, Fort Mill, S.C.-based Muzak has become the world’s largest producer of programmed music and audio messaging for companies.

Broderick retired on June 30, 2002, as president and CEO of Royal & SunAlliance USA after a career with the insurer that spanned 30 years. He was elected to the president’s position in December 1997 and appointed CEO in April 2000. He had previously served as chief corporate officer for the Charlotte-based company, overseeing the claims, administration, corporate communications, human resources, corporate marketing, internal audit and information technology functions. He has served on the board of Royal Group Inc. since 1994.



Bill Boyd



Terry Broderick



Harriet Sanford

Sanford heads the Arts & Science Council of Charlotte/Mecklenburg (ASC), America’s third largest local arts council and the second largest United Arts Fund with the highest individual and workplace giving. She is a nationally recognized leader and has served as past chair of the National Assembly of Local Arts Agencies. She currently serves on the United Arts Fund Council; the board of Alliance of Artists’ Communities; and the board of Americans for the Arts, one of the nation’s leading arts information organizations.

McCcoll School students attend small-group symposia offered by each Executive-in-Residence that focus on leadership issues that have affected these executives’ thinking. Students also have access to the experience, perspective and wisdom of these executives during their tenure at the McCcoll School.



L-r: Hugh McColl, Hugh Morton, Jeanne Moutoussamy-Ashe and Billy Wireman moments before Commencement.

Queens Graduates 318

Three hundred eighteen Queens students joined the rank of over 10,000 Queens alumni across America on May 4, 2002, as they received bachelor's and master's degrees at the 143rd commencement. With the recent recognition of university status and the consequential name change to Queens University of Charlotte, this commencement marked the last commencement under the Queens College name.

Queens College President Dr. Billy O. Wireman delivered the commencement address, titled "Obedience to the Unenforceable," at what was his final commencement ceremony as president. Wireman retired on June 30, 2002, after a 24-year tenure as president. His speech is on the Queens website at www.queens.edu/news/wiremanspeech.htm.

Other highlights of commencement included awarding honorary degrees to Jeanne Moutoussamy-Ashe, wife of the late Arthur Ashe, and Hugh Morton, owner of Grandfather Mountain.

Several other awards were also presented to faculty, students and community leaders at the ceremony. Dr. Robert Finley, Dana Professor of Finance and Business Policy, received the Hunter-Hamilton Love of Teaching Award, and Dr. David V. Rudd, Associate Professor of Business Administration, received the J.B. Fuqua Distinguished Educator Award.

As Dana Professor of Finance and Business Policy, Finley has the distinct task of teaching the capstone course for business majors and MBA students. He holds bachelor's, master's and doctoral degrees in statistics, economics and finance from the University of Oklahoma. He joined the Queens faculty in 1981, after having taught at Kansas State University and the University of South Florida. He is past recipient of the Joseph W. Grier, Jr., Distinguished Professor award (1992) and the Fuqua Distinguished Educator Award (1997).

The Fuqua Distinguished Educator Award celebrates and rewards the highest qualities of excellence in education. Award winners are selected by the two most recent graduating classes at Queens, from the McColl School of Business, the Pauline Lewis Hayworth College and the College of Arts and Sciences.

Rudd has been described as energetic and caring, and students who work hard in his class are likely to be congratulated with a high five. Rudd is a member of both the Direct Marketing Association of America and the American Marketing Association of America and received several honors and awards in the past including the Outstanding Teacher for the School of Business from Michigan Technological University. He holds a bachelor of science degree in chemical engineering from the University of Wisconsin, an MBA from the University of Minnesota and a doctorate in marketing from George Washington University. Rudd joined the Queens faculty in 1999.

The student recipient of the Algernon Sydney Sullivan Award was Emily J. Case, a graduating senior with majors in political science and history. The community recipient of the Algernon Sydney Sullivan Award was F. William Vandiver, corporate risk management executive for Bank of America and vice chairman of the Queens Board of Trustees.

Campus Renovations Update

As has been the case for the past three years, summertime saw a great deal of construction and renovation around campus. Alumni coming back will be greeted by a number of campus changes.

The Trexler Student Center renovation was the biggest project this summer. Trexler has been renovated to accommodate a much larger Student Store (twice the size of the old one), a new lounge area and the new Jazzman's Café. Queens also opened the doors to a brand new Mail/Copy Center on the lower level of Morrison Hall. It will be operated by Archer Management Services.

The Jazzman's Café, which replaced Café Rex, is a coffeehouse along the lines of Starbucks. It features Seattle's Best Coffee, smoothies, gourmet sandwiches, salads, soups, homemade muffins and pastries. The lounge area has new furniture, a gas-log fireplace, television, game table and display cases for student artwork.

A second major project of the summer, not yet completed, is a fountain honoring President Emeritus Billy O. Wireman, located directly in front of Everett Library. The fountain is one of two projects that will honor Dr. Wireman. The other is an archive room in the library that will be a replication of his office and will house his photos and papers that he has collected and written over his productive career.

Work also is continuing on the Hadley Theater Project in conjunction with Myers Park Traditional School and the Charlotte/Mecklenburg School System. Current plans call for this project to be completed by Spring 2003.



Queens Benefactor Jim Vail Dies

L-r: Dr. Joan McGill, Peggy Vail and Jim Vail

James D. Vail, III died August 3, 2002. His wife, Peggy, two sons and their wives, and five grandchildren survive him. A memorial service was held August 10 at The Church of the Holy Spirit in Lake Forest, Ill.

The Vail Program of Nursing at Queens was named in honor of Mr. Vail after his family donated money to help start the nursing program. Since the first graduating class in 1984, Jim and Peggy Vail have hosted a banquet for the graduating seniors the evening before graduation. Over the past 18 years, Mr. Vail gave roses to more than 400 nursing graduates at the Vail Banquet and greeted them individually at graduation.

"How special it was for all of us to have the namesake of our program present and involved in what we were doing," said Dr. Joan McGill, Chair of the Vail Nursing Program. "Jim Vail cared about the nursing program and the students; he cared about Queens. He will be greatly missed by all of us."

Jim Vail was known in many circles for his philanthropy, which included both health care and the liberal arts. He served on the Board of Overseers of the Medical School at Dartmouth, his alma mater. He was a loyal supporter of the Rush-Presbyterian-St. Lukes Hospital in Chicago. He served on the board at Davidson College and sponsored the Vail Arts Series at Dennison University. He served as a trustee of Lake Forest College for 25 years. He chaired the McGaw Scholarship Foundation, which helps provide higher education to deserving students. Students in the Vail Program of Nursing have benefited from those scholarships.

Memorial contributions can be made to the James D. Vail Scholarship Fund, Queens University of Charlotte.

MCMS Partners with McColl School

The Mecklenburg County Medical Society, in partnership with the McColl Graduate School of Business at Queens, recently announced the Physician Leadership Development Program, a unique, 12-week executive education program for physicians set to run on consecutive Monday evenings from September 9 through November 25, 2002, in the Sykes Learning Center on the Queens campus.

The program has been collaboratively designed by a Steering Committee of the Mecklenburg County Medical Society chaired by John Foust, M.D. and the Executive Leadership Institute of the McColl School, led by William Berry, D.B.A. Carolinas Healthcare System and Presbyterian-Novant Health co-sponsor the program which is partially underwritten by the Dr. Elias S. Faison Foundation.

The program will use a variety of case studies, assessment tools, guest speakers and small group experiential exercises to present course material in a dynamic and interactive structure rather than traditional "courses." Working with colleagues and faculty, participants will explore complex issues such as legal and ethical issues in today's medical environment, the current and future state of healthcare delivery, high performance teamwork, basic financial principles, and leadership style and effectiveness.



Adelaide Anderson Davis '61
Associate Vice President for
Alumni Relations

**Alumni Association 2002-2003
Board of Directors**

Executive Committee:

- Martha Cooke Player '83
President
- Elaine Hallman Henderson '75
President-Elect
- Gwen Corbett Fox '61
First Vice President
- Erwin Heeseeman Williams '70
First Vice President-Elect
- Betty Simpson Smith '67
Annual Fund Chair
- Joe Ficarotta '93
Annual Fund Chair-Elect
- Roxana Mebane Atwood '58
Planned Giving Chair
- Kathleen Casey '99
Secretary

Members at Large:

- Helen Civil Adams '49
- Mary Archibald '56
- Rebecca Campbell Belk '79
- Jane Dale Bishop '84
- Paige Ferguson Burgess '85
- Lynda Easterly Bryant '86
- Casey Cummings Fuller '94
- Jane Basinger Gage '55
- Audean Godehn '97
- Sasha Milner Harbrecht '93
- Sara Blythe Horn '50
- Lilyan Smith Hunter '46
- James Labarrie '99
- Bobby Lan '99
- Annette Miller '97
- Judy Mullen '87
- Mary Jo Patton Nelson '56
- Amanda Pemberton '96
- Janie Hamilton Radcliffe '68
- Alison Rice '96
- Linda McPhail Shortridge '69
- Darryl White '92

Advisory Members:

- Trudy Manning Farnell '76
- Kathy Broadway McCollum '71
- Molly McGauley '95

Changing of the Guard

It was sad to see Dr. Wireman's office completely bare earlier this summer. When I left Burwell one day in June his corner on second floor Burwell was filled with hundreds of books, stacks of publications, scores of pictures, maps and memorabilia chronicling the past 24 years of his presidency at Queens. When I came back the next week his door was shut and I heard the hammering and humming of refurbishment coming from inside.

That sight more than anything else impressed upon me the finality of the Wireman era at Queens. It has been a period of change and growth that has been exciting to be a part of and I've been lucky to help in some small way. I also consider myself fortunate to be a friend and colleague of Dr. Wireman's. His door was always open for me and everyone else.

But now another exciting period for Queens has come. The presidency of Dr. Pamela Lewis has begun, the renovations to the office are complete and the transition in full swing. Those of us who know Pamela Lewis realize that these next years will be full of hard work, growth, development and adherence to a strategic plan to make Queens more well known, somewhat larger (but never large), even more attractive to students, and a place of pride for alumni and the city of Charlotte.

I ask you to help by supporting our superb new leadership in our aggressive initiatives for the future. I believe our success will send even more Queens

alumni into the world to lead noble lives, to have productive careers and to be good citizens of our ever more global world. Thank you for all you have done and will continue to do for Queens!

Send Us Your E-mail Addresses

Thanks to the efforts of the Harris Publishing Co., the company that produces our Alumni Directory, we have gained over 3,000 e-mail addresses of our current alumni. But we need your help in getting more because we will be shifting our communications strategies in the near future to include more electronic communication with alumni and friends. You can help us greatly by sending your e-mail address to Adelaide Davis at davisa@queens.edu. Send it in even if you think we have it on file. That way we can check our records and update them if necessary. Thanks!

**The French Excursion,
May 8-18, 2003**

Alumni and friends are invited to join the Queens alumni tour to Paris and Provence in May 2003. Faculty leaders will be longtime favorites Professors Charles and Jane Hadley. Many special plans include a visit and meal with a class of '65 Queens alumna and her husband in their 275-year-old French farmhouse. Call or e-mail Adelaide Davis if you would like more information - 704.337.2329 or davisa@queens.edu. Thanks!



As part of Reunion Weekend activities last April, the Class of 1971 dedicated a "teaching garden" to the memory of Betsy Lieblich Reed '71. The garden, adjacent to Morrison Hall, will be used by the biology department. Members of the Class of '71 at the ceremony: back row, l-r: Cathie Henson Holcombe, Mary Brown Shaw White, Sue Groover Hansen, Peyton Potter White, Libby Schmidt Pollett. Front row, l-r: Ammie Lee Jordan, Sally Marion Vandiver, Dee Gaffney Malone, Cathy Parks Loevner, Betsy Duke Jones.

Connections and Commitment

By The Rev. Roxana Mebane Atwood '58
Planned Giving Chair, Alumni Association Board of Directors

In the last several years, I have had occasions, formally and informally, to reestablish connections with friends from Queens and to re-visit the Queens campus. In renewing these friendships, I have been struck with how much we continue to share in common, though our individual lives have taken us down some very different paths. It seems apparent that our education at Queens affirmed or inspired a significant part of the core values we hold and the lives we have lived.

In visiting the campus, I discovered again that Queens continues to expand this educational tradition that helped shape the lives of us who have been beneficiaries of our Queens education. Queens provides a unique and challenging environment for the intellectual and spiritual formation of its students today.

Therefore, it was not surprising that when my husband and I recently re-wrote our wills (which were embarrassingly out of date) and did some financial planning for the future, Queens was included in that planning. We recognize that we have been blessed in ways too numerous to name, and we realize that even the modest financial resources that have been entrusted to us are not only for our benefit and that of our family but for the educational and faith formation of new generations. We are interested in finding ways to invest in the religious and education institutions that have shaped our lives and in which we had been

privileged to work over the years.

We know we have the responsibility, indeed the privilege and opportunity in our wills, to continue our commitment and support of those causes and institutions in which we believe. Our financial planning reminded us that no one is ever too young to write a will and to make financial plans for the future, nor is anyone too old to reassess and reallocate her or his financial resources in order to invest in the future.

Queens University of Charlotte continues to educate women and men who make a remarkable contribution to society. It is an educational institution that we can be proud and privileged to financially support today and tomorrow. We can choose through our wills and bequests to invest in a worthy educational institution which will continue beyond the scope of our own lives.

Fortunately, at Queens we have an avenue in the Thelma Albright Society, through which we can make our intention of a bequest known to the school. Members of this Society have made a commitment to the next generation by making a planned gift to Queens. If you have any questions or would like information about leaving a bequest, please contact Carol Butler, Director of Development and Gift Planning, Queens University of Charlotte, 1900 Selwyn Avenue, Charlotte, NC 28274, 704.337.2274, butlerc@queens.edu, or at www.queens.edu.



Help us educate the next generation... Remember Queens University of Charlotte in your will.

For information, please contact:
Carol Butler,
Director of Development and Gift Planning
Queens University of Charlotte
1900 Selwyn Avenue
Charlotte, NC 28274
704.337.2274
butlerc@queens.edu
www.queens.edu