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RALEIGH Metro MAGAZINE

From the Triangle to the Coast

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Retail cities of the future

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Between you and me

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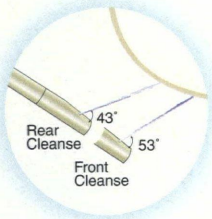

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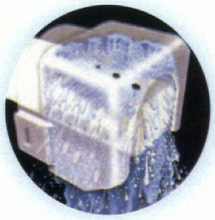

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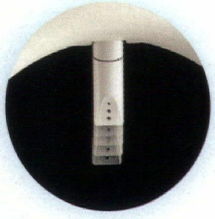

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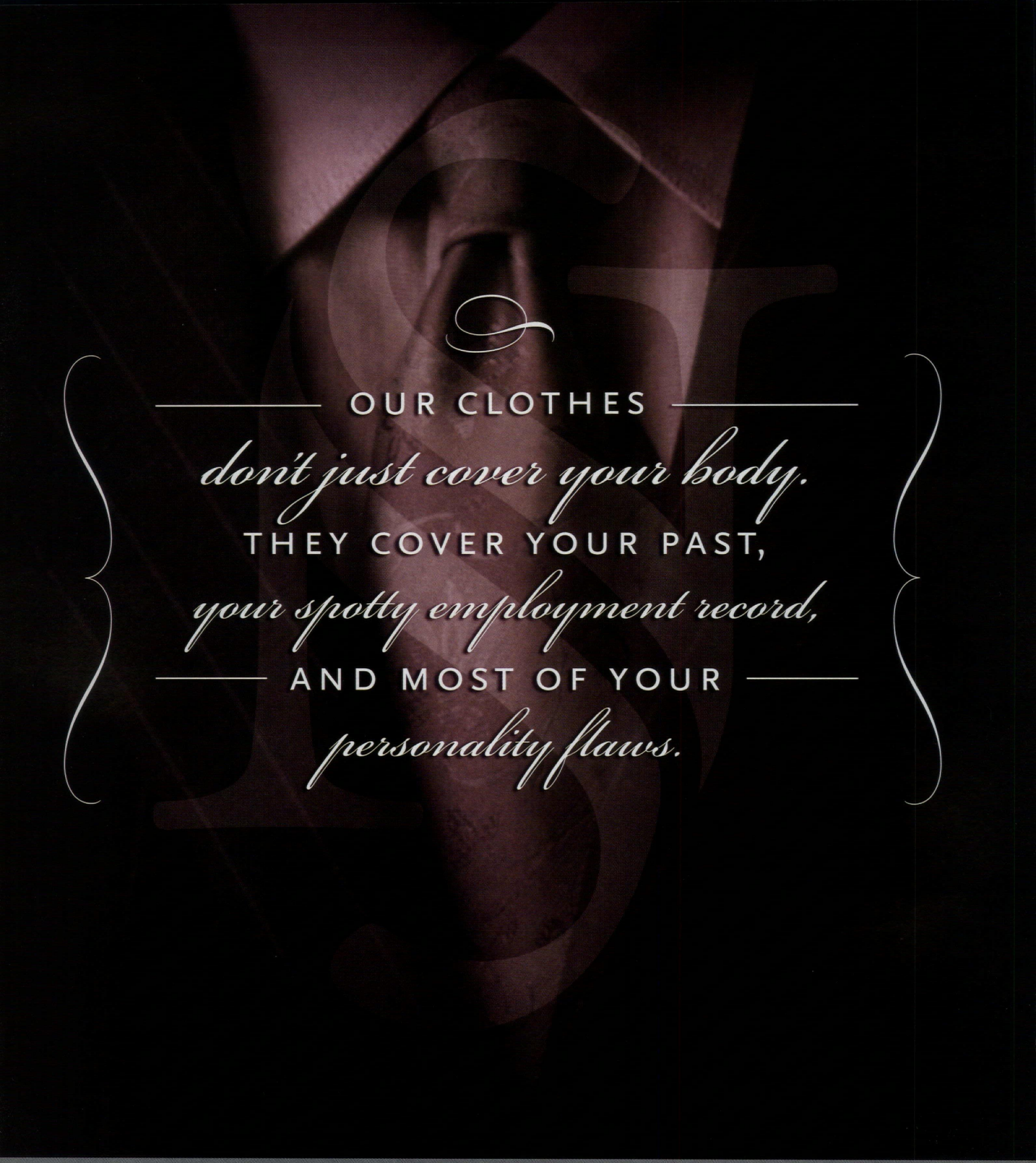

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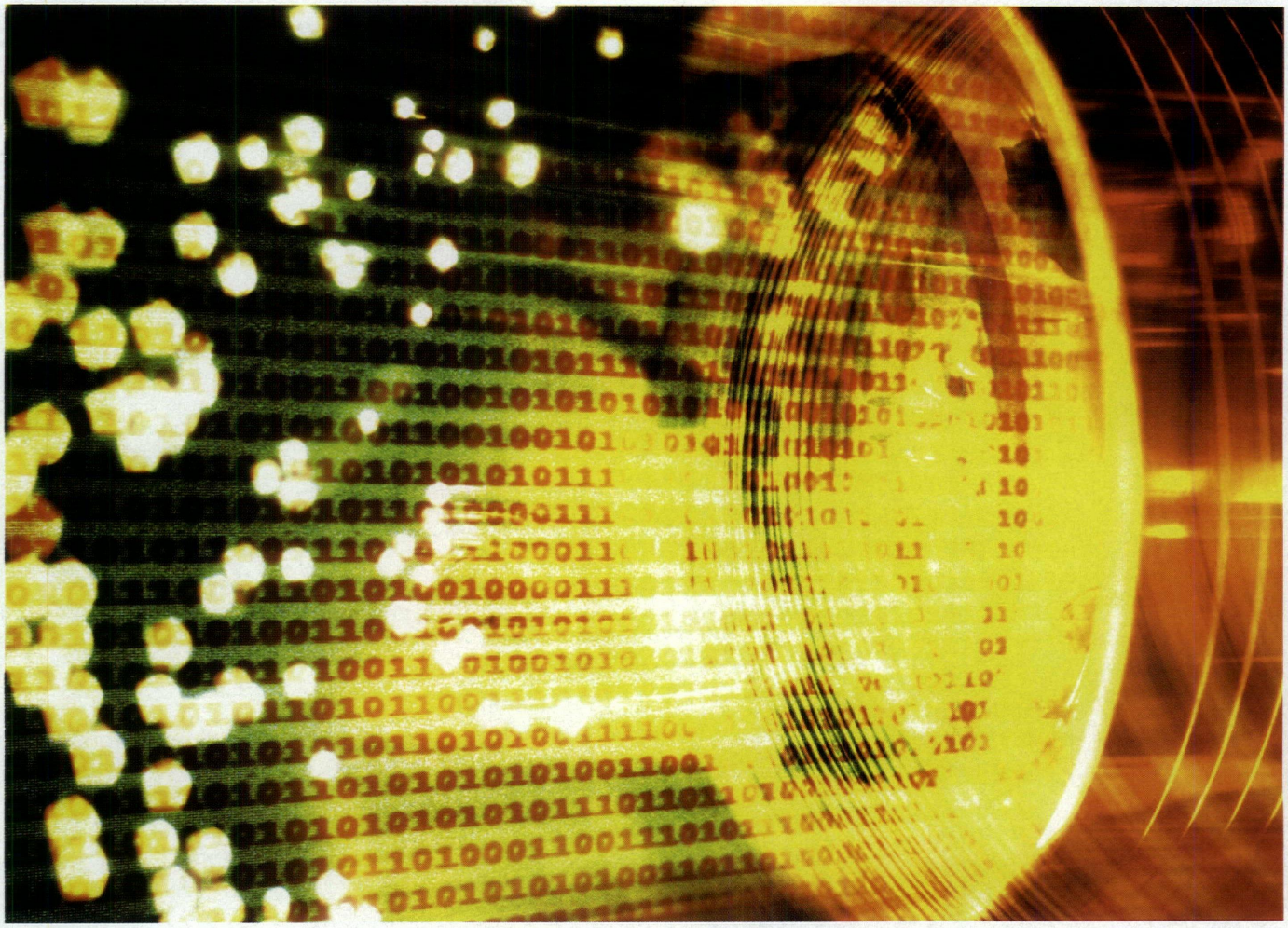


A FRESHENING WIND

In the suffocating drought-ridden summer days still lingering into September you can pick up a hint of the cool bracing autumn weather ahead. This issue bottles that promise with truly outstanding features that transcend the seedy events on Wall Street, the Catholic Church scandals, the state budget crisis, West Nile fever—even the Koran controversy at UNC—with a colorful mosaic of life in our region that rivals the leaves changing in late October.

Every year we present our high-tech special section. In this third edition we've gone all out by joining up with *Local Tech Wire*, the hottest high-tech online service in the Southeast. *Metro* senior editor and columnist Rick Smith, who also serves as senior editor at *Local Tech Wire*, dispatched a team of top tech writers to bring you the very latest insight into the fast-approaching future. In order to bring it all to you, we have extended coverage online at both Web sites. You'll be impressed, not only at our coverage, but at the exciting developments continuing to flourish in the wake of the dot-com bust.

I called Diane Lea to say that I'd seen a slice of the future and it's right here in the Triangle. *Metro*'s design editor investigated and came back with a feature on the newly opened Streets at Southpoint and Triangle Town Center malls, centering her story on the architectural identity and vision of these modern retail cities.

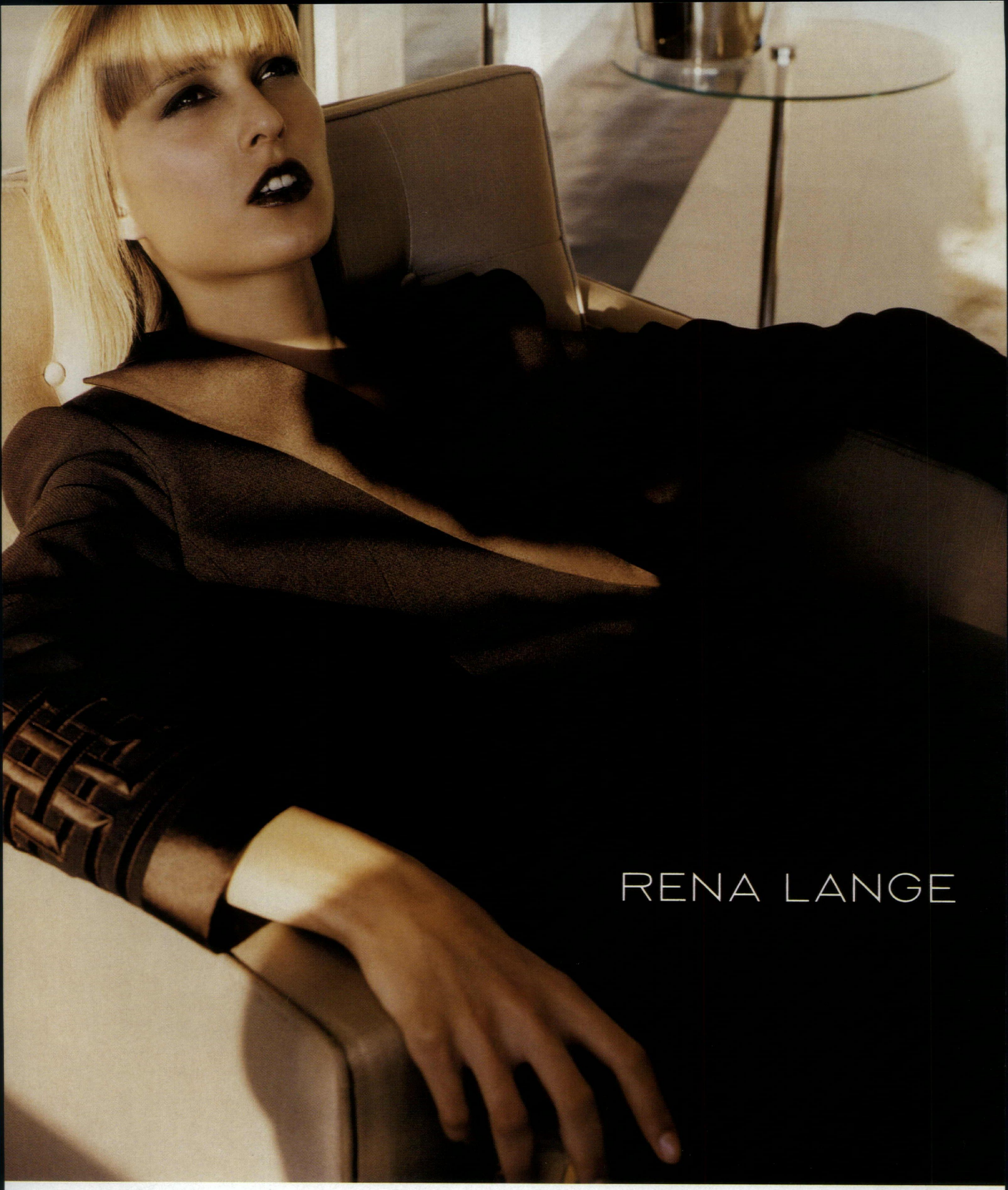
Style editor Kimberly Kyser takes on the fashion scene full steam ahead in a highly charged shopping expedition that puts you in the know for what's hot and what's not for the fall. Frances Smith goes to the wire to bring you the only complete calendar of events from the Triangle to the coast in MetroPreview and music editor Philip Van Vleck speaks with Tar Heel native and Nashville-based songwriter Jim Lauderdale.

Carroll Leggett ruminates on the state's official food, *barbecue*—or is it *barbeque*?—and Daniel Pearson reviews Café Atlantique, the Wilmington culinary landmark that has lived through dramatic changes in the past year.

Mark Baer, a transplanted LA writer and producer who raises horses in Raleigh, offers a review of the hilarious new book, *How to Lose Friends and Alienate People*, by my friend Toby Young, currently theater critic for the *London Spectator*. Toby's book chronicles his years in New York working for Graydon Carter at *Vanity Fair* magazine in the belly of the celebrity beast. Arch T. Allen reviews together two new offerings by social commentators Dinesh D'Souza and William Bennett and fiction editor Art Taylor selects top new titles for his New & Noteworthy column.

You too will sense a freshening wind after enjoying this issue of *Metro*. See you in October.

—Bernie Reeves, *Editor & Publisher*



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Correspondence

MORE PLANNED STATE CAPITALS?

I believe you need to do a little research on the above statement ("Raleigh Renaissance," June 2002). There are several other cities that were planned and founded as state capitals. The one I am sure of is Indianapolis, IN. This is from an Indiana history Web site.

Most pioneer towns became official cities after years of settlement, but not so with Indianapolis. Because of its central location, state officials rather abruptly created Indianapolis as the state capital in 1821 on the White River at the mouth of Fall Creek. Architect Alexander Ralston, who had worked with Pierre L'Enfant in designing Washington, DC, laid out the city on a mile-square grid. At its center he placed a circle (now Monument Circle), the starting point for four diagonal-spoke streets.

As I remember my history, I believe that Columbus, Ohio, is another planned capital. There may be others in the Great Plains and I thought that Sacramento, CA, was also planned as a capital.

Keith Nuttle, Via the Internet

Editor's response: We find that you know your history. According to *World Book Encyclopedia*, "...the George Pogue and John McCormick families ...and a small group of Delaware Indians were the only people living in the area [Indianapolis] when it was chosen to be the state capital. In June 1820 a 10-man commission selected the area because (1) the site lay near the center of the state and (2) the commissioners thought the nearby White River was navigable. They later discovered that the river was too shallow for large boats."

World Book says that the Ohio legislature established Columbus in 1812, but that the legislature didn't move there from Chillicothe until 1816. Nothing is mentioned about a "plan" for this capital, but there may have been one. Sacramento, CA, was established and grew up as a mining town because of the Gold Rush of 1849.

Raleigh was founded as the capital of North Carolina in 1792, so at least we have the earliest planned capital. Don't we?

WHO OR WHAT IS JACK DANIELS?

Thoroughly enjoy your magazine. The annual MetroBravo awards (July/Aug. 2002) are enlightening. One correction is necessary, however. Jack Daniels, while unquestionably a fine sour mash whiskey, is not now, never has been, and never will be, a bourbon. Keep up the good work.

Philip W. Haigh, III, Fayetteville

WATER, ROCKS OR STRAIGHT UP

In case your staff and readers do not know it, Jack Daniels is not bourbon (MetroBravo, July/Aug. 2002). It is sour mash whiskey and has a completely different make up and fermenting process from bourbon. It is as different from bourbon as Pouilly-Fuisse is from Taylor's Lake Country White.

Bourbons have a much higher sugar content and are the likes of Wild Turkey, AAA, Rebel Yell, and Jim Beam, and lest we forget—Southern Comfort, and are usually seen in the company of ginger ale or Seven Up and even Coke sometimes.

A true "whiskey" drinker (Jack Daniel's) would never dream of partaking of the sugared libation and would never drink his or her "Jack" anyway except water, rocks, or straight up.

I thought I would drop that tidbit concerning that which we all have probably consumed too much of, without the knowledge of what we were consuming, and without the attitude of caring, in our younger years.

Rex Hunter Wheatley Jr., Raleigh

PS: It is also painfully obvious that the majority of your readers have never sat on Washington, NC's waterfront and consumed Bill's hotdogs while stealthily (covered with a paper bag) cooling one's gullet with an ice cold Corona Light as the sun slowly sinks into the swamps of the Tar River.

SOUTHERN BBQ? NOT!

This is the only time in our nine-or-so months of working together that I am disagreeing with something in the magazine, and I'm actually surprised that I do, but I can't let it go. MetroBravo (July/Aug. 2002) lists BBQ places in the Triangle and gives Red Hot & Blue—a national chain/franchise—standing 0 for best BBQ. If you'll permit my soapboxing for a minute...

Horse ca-ca. I love BBQ. We moved here for many reasons, but part of the reason I moved my West Coast, Alaska-born-and-raised wife to the South was that after seven years in Oregon, I couldn't take it anymore. I needed BBQ. Out there they think grilling some ribs and slapping tomato sauce on it is BBQ. But never mind the aesthetics of sauce vs. sauce, meat vs. meat, Mason jar vs. whiskey. I think NC BBQ is the best in the nation—better than Kansas City and Memphis combined, in my opinion. And I have gone out of my way to track down the best places within a 45-minute drive. I can think of three joints right off the top of my head that are at least a mountain of hickory chips better than that place. Stephenson's in Willow Springs off Highway 50 is, again in my opinion, hands down the best BBQ from the Triangle to the coast. Two people can eat there for less than $10 and come away stuffed. There is also Don Murray's off Capital Blvd. And I am relieved that Allen & Sons made it.

I guess my point here is that as a BBQ freak, I don't see how RH&B was considered. Nonetheless, past is past, printed is printed, but I felt compelled to sound off on this.

Anyway, you're still the best publisher this side of the equator. Just let me cook the hog.

Daniel Pearson, Senior Writer, Metro Magazine

Editor's response: Remember please, that the awards are based on reader ballots and that's how they came in.

WILD HORSES BELONG TO ALL

I enjoyed your June issue, and was delighted to see the article, "First Foal of Spring on Shackleford Banks." Thank you for helping make these coastal treasures known to your readers. The legacy of the Shackleford Banks wild horses belongs to all of us, and to our future generations, as living symbols of the history of this great old state.

Thank you again for your article. The phone

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Bernie Reeves
Editor and Publisher

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Frances Smith *Senior Editor*
Daniel Pearson *Senior Writer*

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Diane Lea *Décor*
Philip van Vleck *Music and Video*
Kimberly Kyser *Style*
Art Taylor *Fiction*
Carroll Leggett *Columnist*
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Raleigh, NC 27605

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P.O. Box 6190, Raleigh, NC 27628

Phone: 919-831-0999
Toll-free: 800-567-1841
Fax: 919-831-0222
email@metronc.com

Subscription: $22 one year

Postmaster send address changes to:
MetroMagazine LLC
P.O. Box 6190, Raleigh, NC 27628

Postage paid at Raleigh, N.C.
Published ten times a year

Audit applications submitted

Reprints available. Contact Glenn Benton at Cooper-Thomas Printing Company, 919-868-8742.

www.metronc.com

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ISSN 1529-4404

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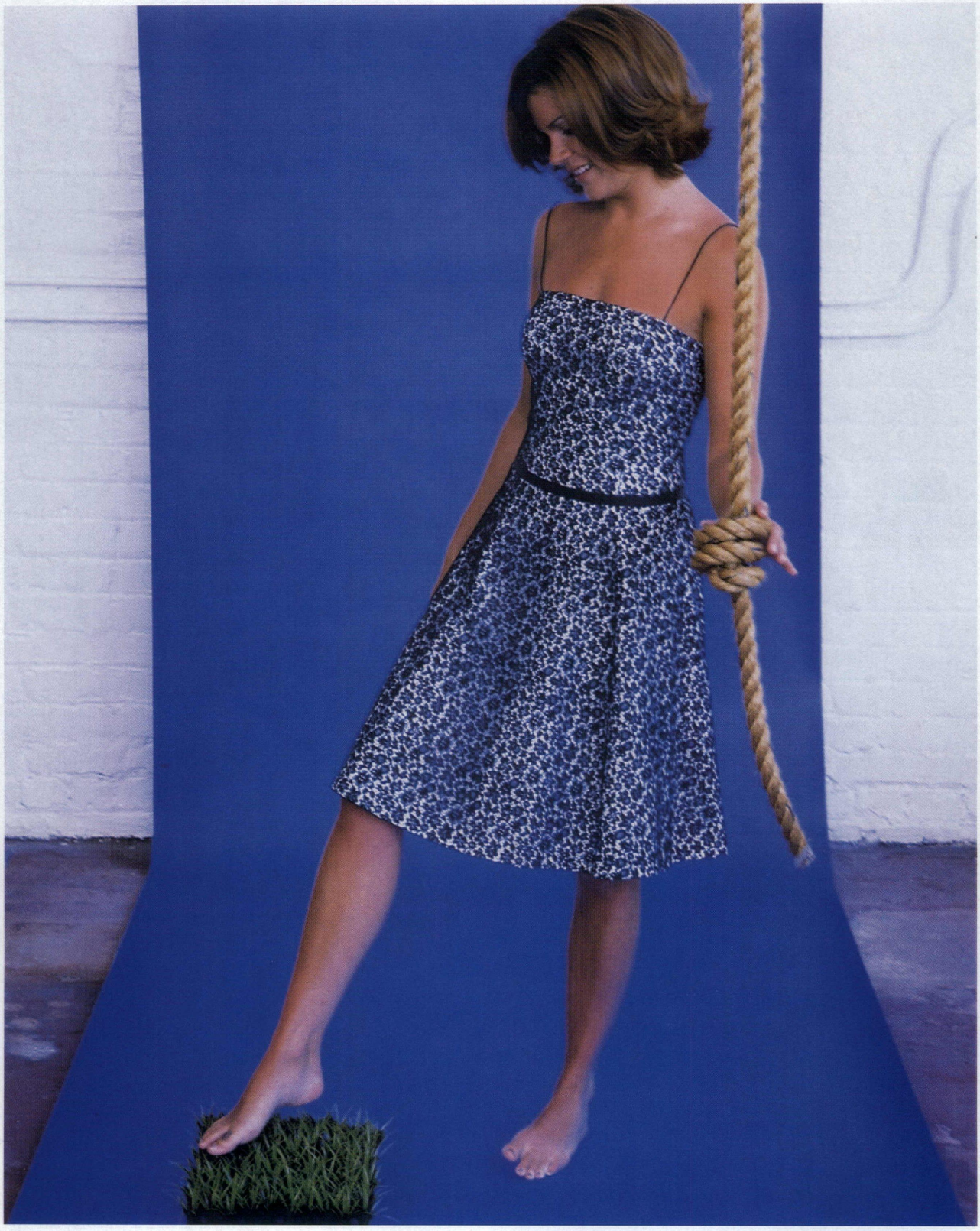

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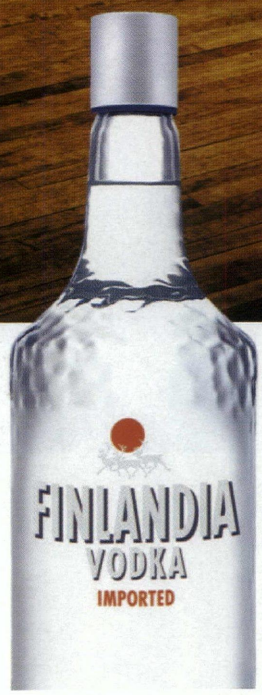

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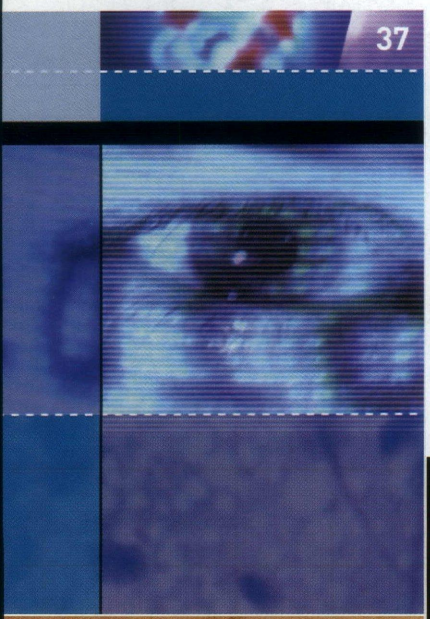

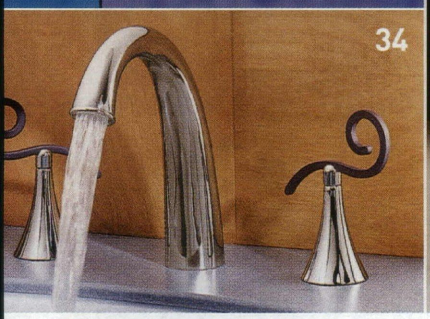

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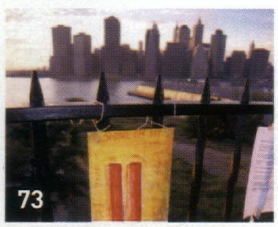

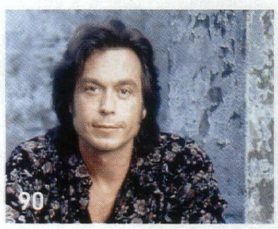

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SECRETS OF STATE

60 million find hope

STUTTERING CURE DEVELOPED AT ECU

The high tech achievements at East Carolina University and the Brody School of Medicine are covered this issue in *Metro*'s High Tech 100 special section. But a low tech invention by Joseph Kalinowsky of the university's speech communications department is transforming the lives of 60 million people worldwide who struggle with life because they stutter.

Kalinowsky, appearing on ABC-TV's Good Morning America, spoke of the misery he experienced as a child who stuttered. He said the affliction served as motivation for his invention, the "Speech Easy Device," a hearing-aid type instrument that acts as a PA system to trick the brain into thinking another person is speaking. It plays off the phenomenon that people who stutter can ease the problem if speaking in unison with others.

ABC ran a clip about a student at NCSU who stuttered and now uses the device. The improvement was indeed a miracle, and the joy he felt was a testament to Kalinowsky's dedication to help others who stutter. Live on-air, Kalinowsky took the device out of his own ear and attempted to pronounce his name. The agony was palpable. With the device back in there was no discernible stutter.

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Georgia Carroll Kyser

Kyser celebrity continues

GEORGIA KYSER CHAIRS PLAYMAKERS BALL

Chapel Hill's Georgia Carroll Kyser, wife of the late bandleader Kay Kyser and mother of *Metro* Style editor Kimberly Kyser, has been named Chair of the 2002 PlayMakers Ball. Kyser commented that "this is a way to pay tribute to the longtime PlayMakers involvement of my daughters Kim and Carroll." The late Carroll Kyser served as the Ball's chief coordinator from 1988 to 1992 and designer Kimberly Kyser was instrumental in the creation of the annual fundraising event that has become a coveted invitation in the Triangle social season.

Georgia Carroll Kyser's varied career includes a stint as a successful fashion model, an actress with Warner and MGM studios, an artist and interior designer and the featured vocalist with Kay Kyser's big band. She founded, with Ida Friday, the Chapel Hill Preservation Society and served on the Chapel Hill Town Board as well as the Board of Trustees for the NC School of the Arts. In 1970, she graduated from UNC-Chapel Hill with an AB in Art History and Studio Art. She is currently writing a family memoir.

The 15th anniversary PlayMakers Ball, the annual gala to benefit PlayMakers Repertory Company, will be held at the Carolina Inn in Chapel Hill on Nov. 16.

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Matthew Nowicki designed the arena while head of the architecture department at NC State University's College of Design. Nowicki was killed in a plane accident shortly after being commissioned as the architect. His friend, William Henley Dietrick of Raleigh, finished the building with structural engineer Fred Severud of Severud-Elstad-Kruegar and contractor William Muirhead Construction Co. The arena was built in 1952.

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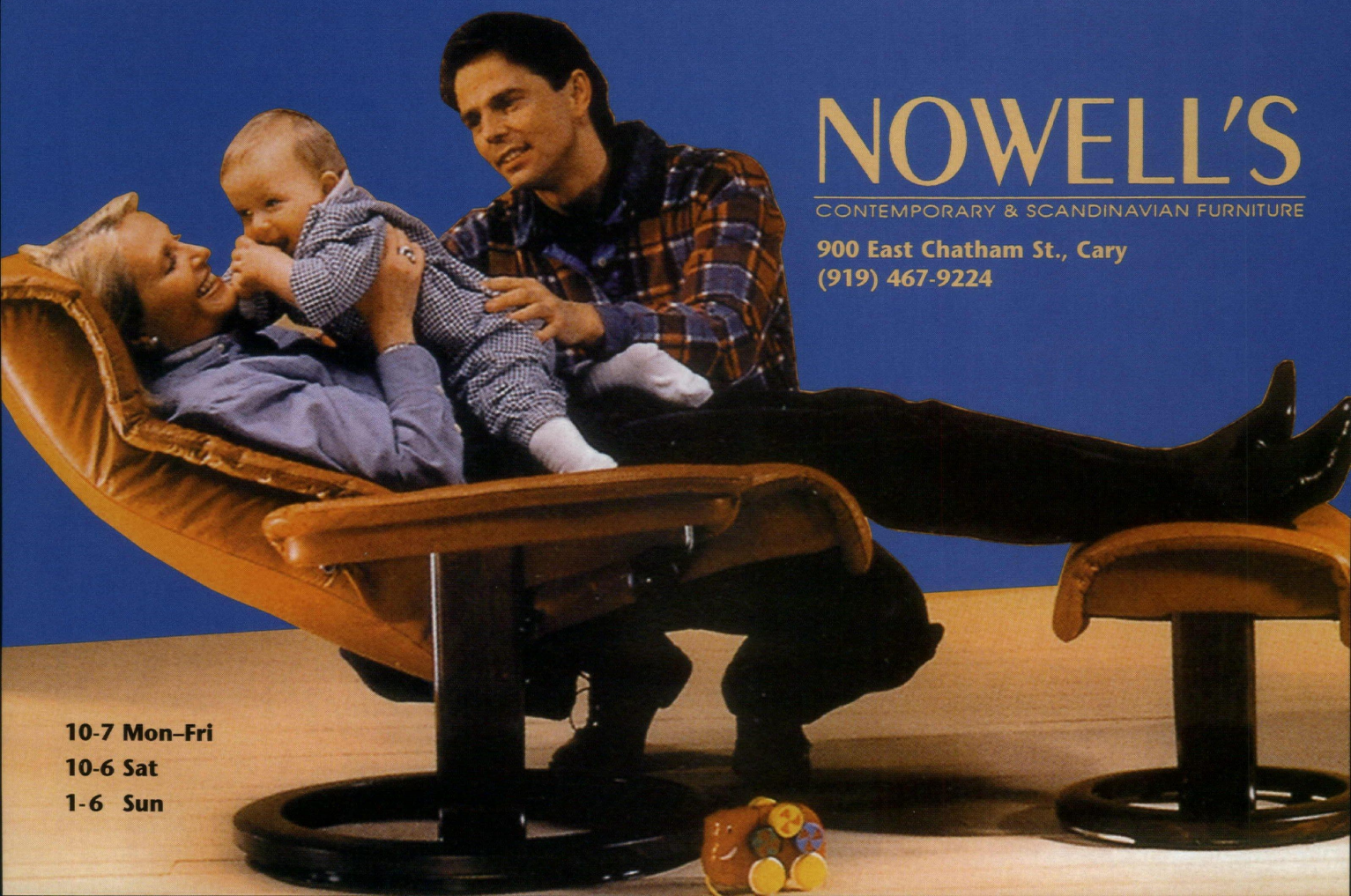

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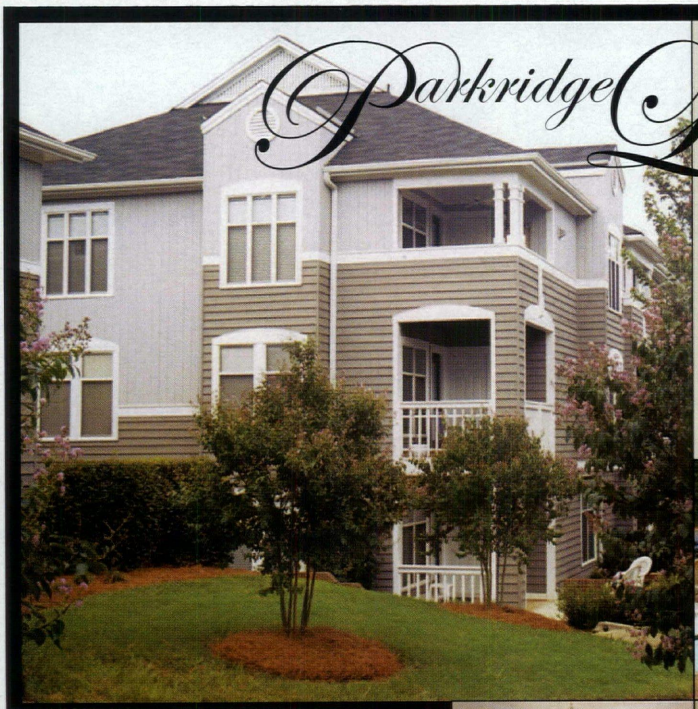

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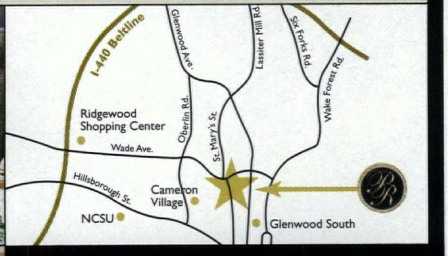

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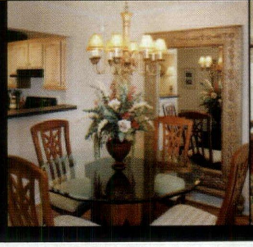

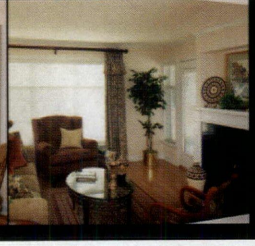

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A plaque commemorating the award will be unveiled on Oct. 18, opening day of the NC State Fair.

Guarding the coast

NC BOATBUILDERS PLAY BIG ROLE

Perhaps Carolinians still remember their grandparents spotting German U-Boats off the coast during WWII, so in this new war it's no surprise that boaters called the Coast Guard en masse a few weeks ago to warn of a flotilla of foreign gun ships approaching Charleston. It was a false alarm, of course—they were simply a fleet of older Navy ships moving through the area unannounced. But instead of shaking their heads, the Coast Guard tipped their hats to the civilian marine lookouts.

Indeed, under the auspices of the Coast Guard, boaters are becoming the first civilian lookouts to play an actual role in protecting the homeland.

And it doesn't stop there: As one of the chief lines of defense under the new Department of Homeland Security, the Coast Guard is planning to spend millions to buy new patrol yachts. That means North Carolina's boatbuilders are likely to become a major part of homeland defense. Congress has already added an extra $750 million to the Guard's $5.6 billion budget.

In late August, the state sponsored two seminars—one in Manteo, the other in New Bern—on ways for small boatbuilders to get in on the Coast Guard's new buying spree. Most importantly, the seminars showed Tar Heel boatbuilders how to get signed up to the government's new internet-based procurement system, which gives automatic notice when any government agency is looking for a boat bid.

Already, the Coast Guard has added a 100-strong force of ever-ready commandos in Long Beach, CA. Eleven similar teams will be in place by 2005. And they're going to need boats. For more info, contact Wendy Larimer of the Small Business and Technology Development Center at UNC-Wilmington: 910-962-3351 or online at wlarimer@sbtdc.org.

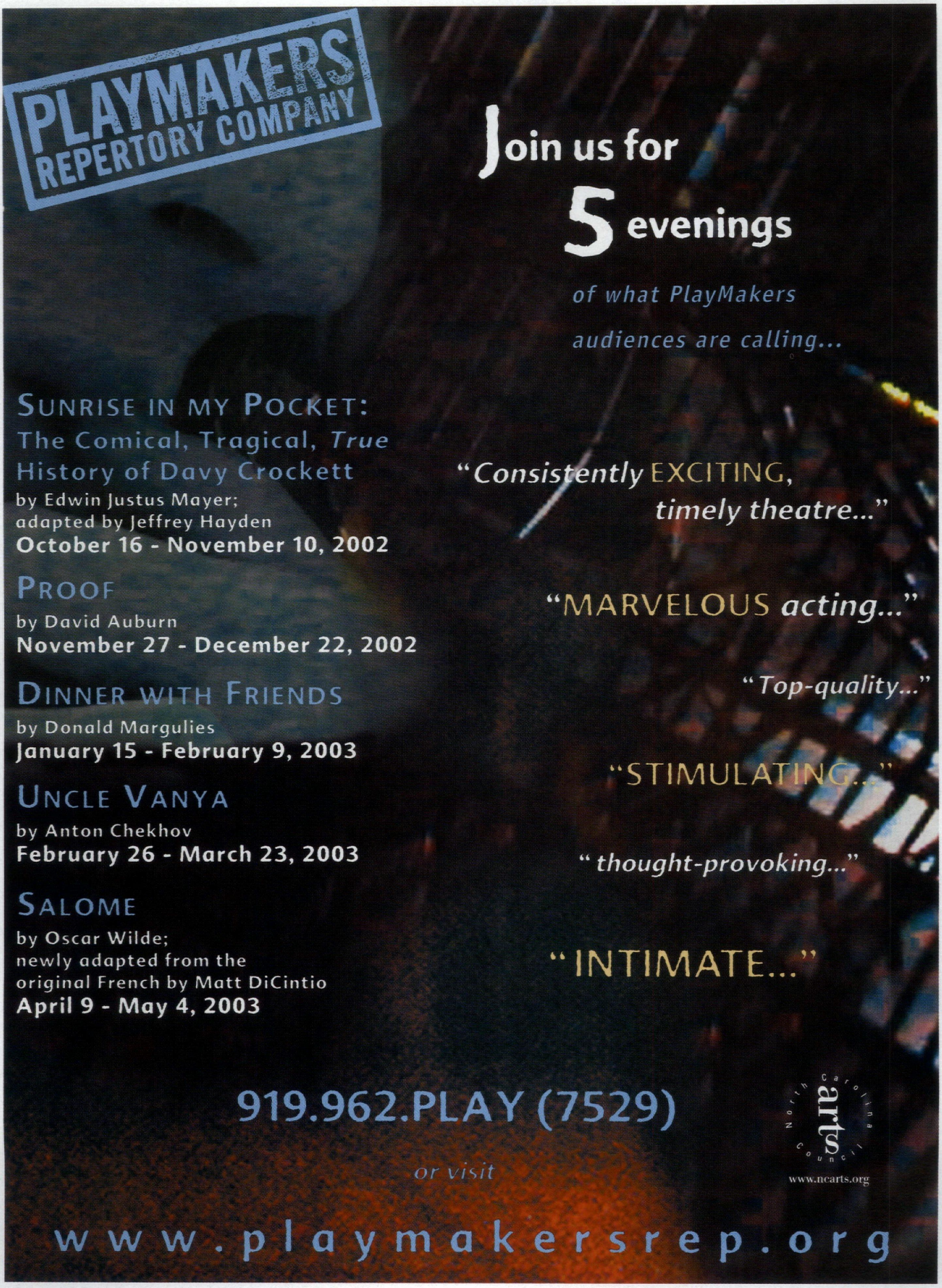
—Patrik Jonsson

Salute to stewardship

RALEIGH APPEARANCE AWARDS

Nominations are in for this year's Sir Walter Raleigh Awards for Community Appearance, the Capital City's annual salute to new construction and conservation efforts in the city. Since 1983, more than 150 local buildings, sites and individuals have been

continued on page 93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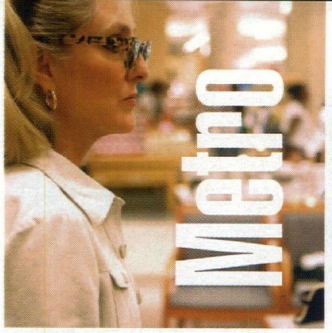


Style

by Kimberly Kyser

photos by O'Neil Arnold

Fashion conquests

SHOPPING TRIUMPHS IN THE TRIANGLE

The thrill of September is permanently imprinted on my internal calendar. It is the start of the school year, an opportunity to get organized and, last but not least, to shop for new clothes!

I always feel a surge of energy at this time of year, especially in Chapel Hill, where students arrive in droves to begin an important chapter in their lives. The excitement is contagious. I look forward to seeing new faces, exploring the unexplored and getting back to a routine after an unusually disorganized and disquieting spring and summer.

In late May, Change with her sidekick Chaos galloped into my life. I felt ambushed. A run-of-the-mill relocation nearly flattened me. Although I was happy about making this transition, I seriously underestimated my reaction to even a temporary loss of home, order and predictability.

For several years I have been working toward a lifestyle change. My grown children have their own apartments. I wanted to simplify, downsize, and have the time and resources to travel, paint, write and dance with my "authentic self," to buy straight into a new American cliche.

I put my house on the market and hired an architect to help design my new dream house, a condensed, super-organized cottage that I likened to a boat. This little house, both vessel and port in the storm, was to be built behind the existing one on a separate lot. In it I would sail to a new and exciting life.

Practicality prevailed. I sold both the house and extra land and moved to a tiny, old rental cottage for only one year with plans to regroup in this transitory spot.

Here I sit, two months and five self-storage units later, in

My shoe selections from Belk's (from left to right) include fabric evening mules by Stuart Weitzman, Kenneth Cole Reaction sneaker slides, Ferragamo driving shoes, Coach leather mules, Cole Haan side-zip leather boots

So many choices!

my same neighborhood near family and friends but without creature comforts or beloved possessions long since sent to storage Siberia. My clothes are in their own climate-controlled unit in Carrboro, if that tells you anything about my priorities. I drive around in a station wagon still filled with post-mortem mess, a tortured tangle in the purgatorial abyss called moving. This is not hell, I reassured myself. This is my covered wagon moment. I am definitely movin' on, but I am not a round'em up campfire kind of a gal (the theme song from *Rawhide* plays over and over in my head). Messy is not my style.

Finally, my new temporary home is nearly in order, freeing me to think about a new life and new wardrobe. I'm back in the saddle again, prepared to lasso the Triangle's best ready-to-wear and to tell you all about it.

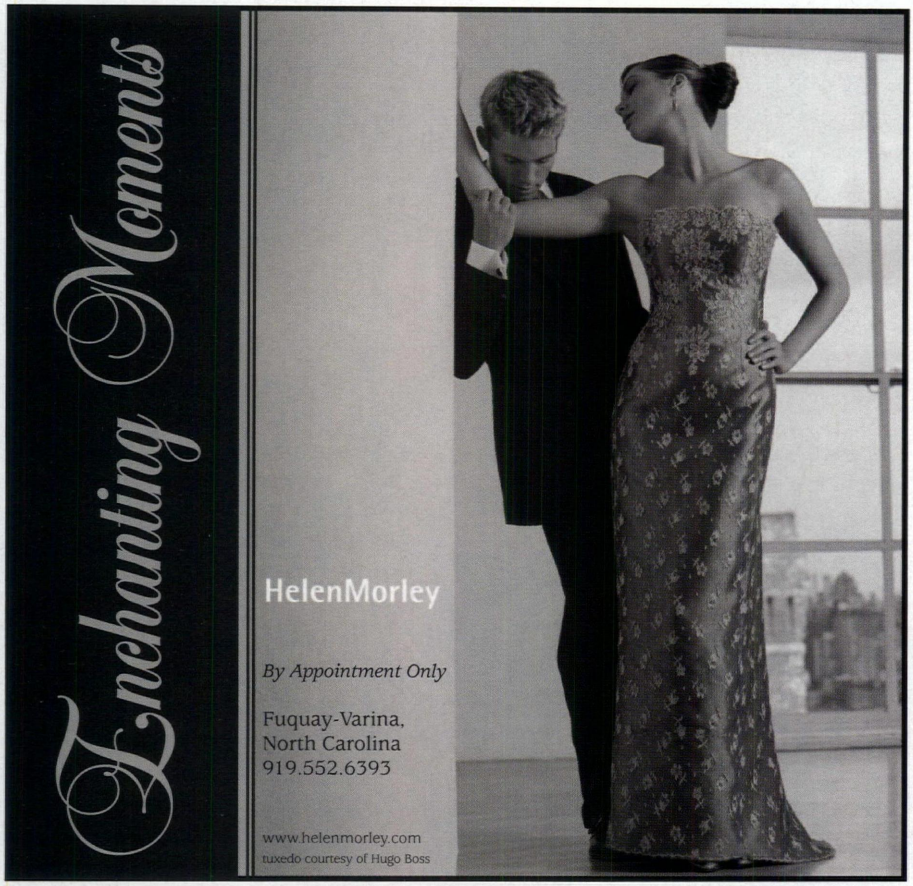
On the hottest day of the year so far, I began my latest *Metro* mission. Most stores had only begun to receive fall merchandise, so it was not really the ideal time for a shopping spree. But always the optimist and tireless shopper, I was determined to find whatever is out there. I headed for Raleigh, my dusty black wagon piled so high with junk I could hardly see out my rear view mirror. As I bumped along I-40, I heard the quiet tinkling of crystals on a chandelier packed in one of the many boxes behind me.

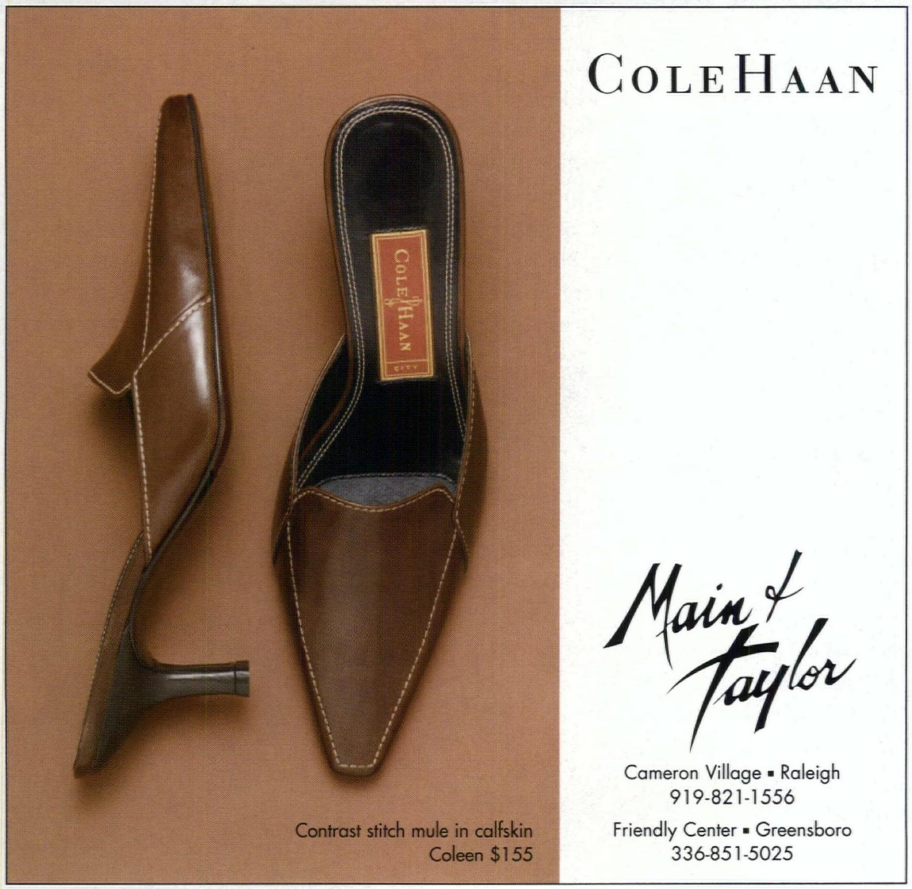
The shoe department at Belk's in Crabtree Valley Mall was the first stop. Photographer O'Neil Arnold came along to look over my shoulder and document my choices. My newfound kindred spirit and fellow clotheshorse, *Metro*'s Helen Banzet, played the indispensable roles of Girl Friday and cheerleader, helping me with hair, zippers and the ooooh-aaah's.

I am no stranger to Belk's. Growing up in Chapel Hill as I did, the downtown store was a mainstay, and a wave of nostalgia came over me thinking about pilgrimages for "back to school" clothes. The shoe department at the Belk's in Crabtree is a familiar haunt of mine, with one of the region's best selections of shoes at all prices.

As usual, I scanned the displays and zeroed in on my

Classic comfort or high heel style?





favorites, an all-black collection that could take me almost anywhere. A yummy running shoe-style slide with lots of straps by Kenneth Cole Reaction (also available in a bouncy red) is the perfect shoe for jeans in Chapel Hill yet stylish enough to be useful with a black pant for travel.

For a more conservative, tailored look, I chose a Ferragamo driving shoe. I always fall for men in Gucci loafers, only to be disappointed. Instead of nabbing Gucciman, I am now resigned to wearing the shoes myself. Invariably they hurt my feet as the men did my feelings, but Ferragamo's version blends the softness of a driving shoe with the hard driving chic of a loafer with signature buckle (in this case, the double F logo replaces the Gucci bit) making me hopeful of comfort on all levels.

For night, Coach's ladylike slide is flirty with skirts and fancy pants, and for any occasion, a wonderfully comfortable round-toed Cole Haan boot, my favorite from last year, is in production again.

O'Neil took a few shots of the shoes "for the record" before we jumped into our respective cars and zoomed off to Razook's in Cameron Village, a house-like retail space with attractive landscaping and charming residential ambiance. I was the last to arrive and was immediately humiliated by an immaculate black Mercedes sedan and a spotless sports car (top down, and not even a Kleenex out of place) parked in front. For fear the staff and chichi customers might think Maw and Paw Kettle had come to town, I looked for a place to hide my car, that black phantom of disarray. At the end of the building I slinked into the last parking space out of sight of the door. Once on the sidewalk, I put on my perky (pretty girl station, what's your occupation?) walk to say that I had come from another direction and couldn't possibly be the owner of the disheveled Volvo.

Once inside the posh boutique, I swooped through the racks and filled the dressing room with possibilities. Razook's carries designer sportswear, cocktail and special occasion clothes, and although I am typically the die-hard Gap girl, J. Crew groupie and erstwhile discount queen, it was the dressy category that interested me most. In the Triangle, *au courant* designer

Flat-front wool flannel pant and a cream wool turtleneck, both by Michael Kors at Beanie + Cecil. Stuart Weitzman's tortoise shell trim handbag and matching shoes from Main and Taylor.

gowns are in short supply.

While I was rushing around looking for prize outfits and trying on earrings, I realized that O'Neil was quietly setting up for a serious photo shoot. Out came the studio lights, diffusers and an entirely different rhythm. I can feel the pace slow down when the camera gets serious.

In the 1980s and early 1990s I often sat before the camera. I modeled clothes of my own design which were produced by my own company, and the promotional photographs appeared in *Women's Wear Daily* and other publications.

This time, I tried on a lot of beautiful clothes designed by others, for a change, and it was very relaxing. Some had a retro feel like an 80s-style short, off the shoulder, beruffled polka dot silk dance dress—the former me—and a charming short black wool Valentino cocktail dress that was too hot to even pose in. My favorite was a pale-lime, one-shoulder Valentino evening gown with a beaded mesh midriff and vestigial train.

As the temperature outside approached 100 degrees, even a sheer black Moschino that smacked of Gwyneth Paltrow's Oscars dress in the front made me hot. Although I was a little nervous about showing my shortcomings, having attacked Gwyneth's in my last column, I smiled and acted professional, discreetly mopping perspiration but privately fretting over wilting hair, melting make-up, and Lord knows what else that might be pointing at the camera.

"I just hope I remembered to clean my fingernails," I announced to my audience. As I held the same position for what seemed like ten minutes, I muttered, "I thought this was going to be a casual series of snapshots, not a glamour shoot."

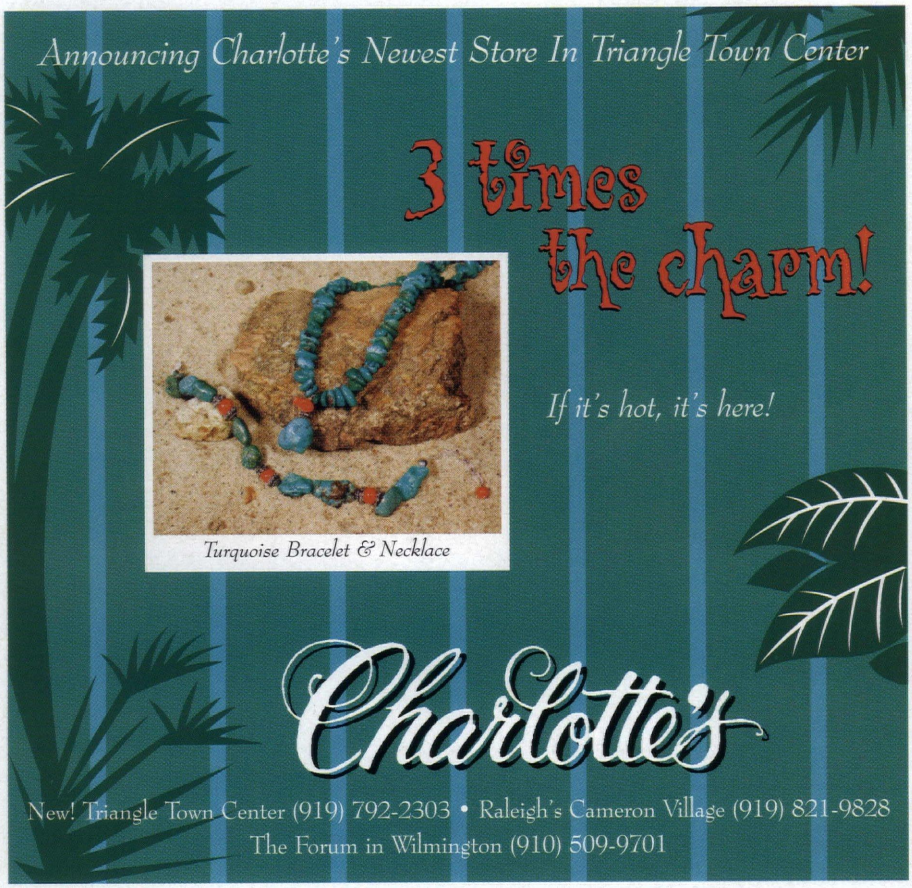
When the increasingly unbearable heat changed poise to near panic, I asked for a break and rummaged frantically through my handbag to find the Spanish folding fan I carry with me always. With a flip of the wrist I popped it open and furiously fanned my face.

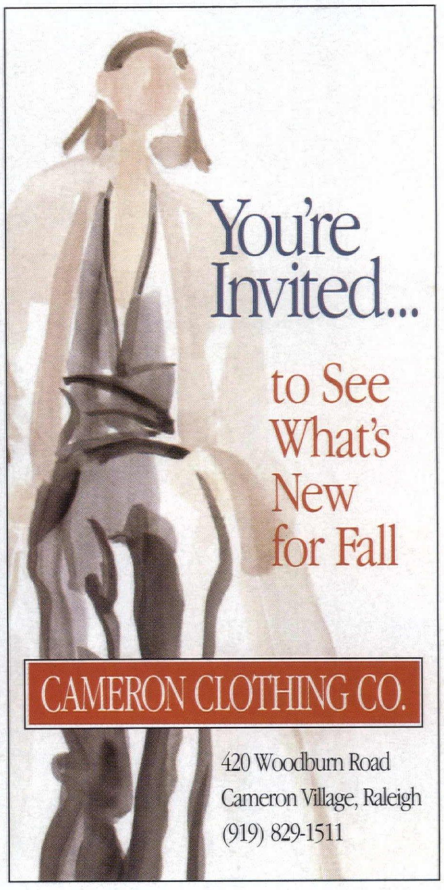
"Give me grace," I prayed silently to myself reciting a litany of complaints. "No dress shields. No hairspray. No face powder. No make-up artist. No hairdresser. No plastic surgery. Dear Lord, warm up that big air brush in the sky."

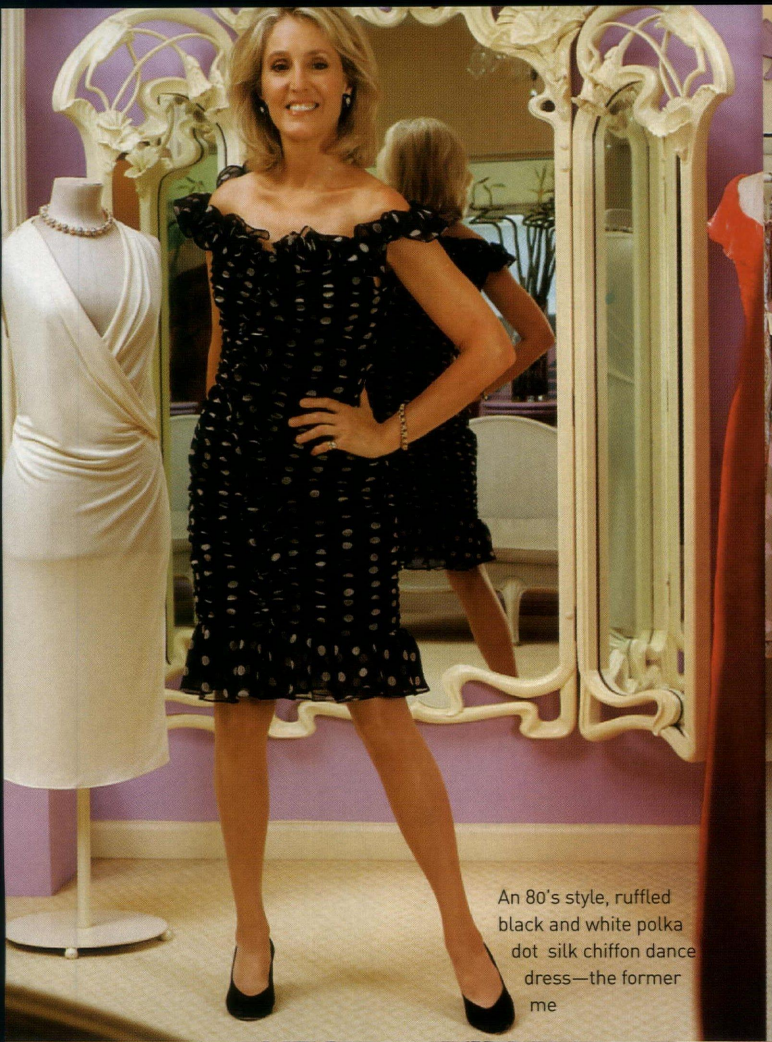
Then, like an angel message, I remembered that behind the driver's seat of my car, somewhere in between the crystal chandelier, pile of towels and empty bottles to be refilled with purified drinking water, there was an oscillating fan. After agreeing not to measure my character by the mess or even look around in that bad behemoth, Helen fetched the fan and saved the day.

The fan purred. I tried on a white wool A-line skirt with silk ruching at the hem paired with a black cashmere sweater; a long floor-length silk skirt with a "bleeding heart" motif and red cowl neck cashmere sweater that would be good for a small black tie dinner or professional evening events; and a luxurious leather shirt with stretch tweed trousers, the last outfit at Razook's.

Helen and I dashed over to Main and Taylor in Cameron Village, a wonderland of good shoes, before the next appointment at a clothing store. I parked anonymously in the crowded open lot in front. Jeff Hopkins showed us around, trying to make us feel at home (preaching to the choir for two *fashionistas*). When Jeff disappeared for a moment, she and I continued to scout.







An 80's style, ruffled black and white polka dot silk chiffon dance dress—the former me

By Valentino, a pale-lime, one-shoulder evening gown with a beaded mesh midriff and vestigial train

A floor-length silk crepe de chine skirt with a "bleeding heart" print and red cowl neck cashmere sweater—a couple of sizes too big, but a great idea

An outfit I might really like to own, a white wool A-line skirt with silk ruching at the hem paired with a black V-neck cashmere sweater. I would prefer the sweater one size smaller. A snug fit is dressier.

Helen loved a Furla bag, and a pair of ethereal evening sandals—backless, of course, and on sale. Soon he brought out a tower of boxes filled with pretty styles for me to try on and use in the next phase of our shoot.

Unavailable in my size was the hyper-hip, sublimely comfortable, *tres cher* black stretch microfiber wedge by Taryn Rose. However, for my narrow, difficult-to-fit foot, there were many great shoes, including Vaneli flat slides, a feminine version of Church's embroidered velvet smoking pumps for men whose coloring and playful embroidery are perfect for entertaining at home. Another find was a flattering Stuart Weitzman pump called "The Strap" with matching bag ("The Official") both black and trimmed in tortoise, a big trend for fall.

Suddenly I was Cinderella. The slipper not only fit, but one Ferragamo pump swept me off my feet. It, with its mate, is in my closet as I write.

Recalling memories of Paris two years ago, I squealed when I saw the French reversible Abaco bags and a small Longchamp display emblematic of their large, lush Left Bank store where I once indulged my taste for purses and expensive travel accessories. I have a growing collection of Longchamp and, in this compact moment of life, I appreciate their clever design, which collapses and folds into nothing for storage and travel.

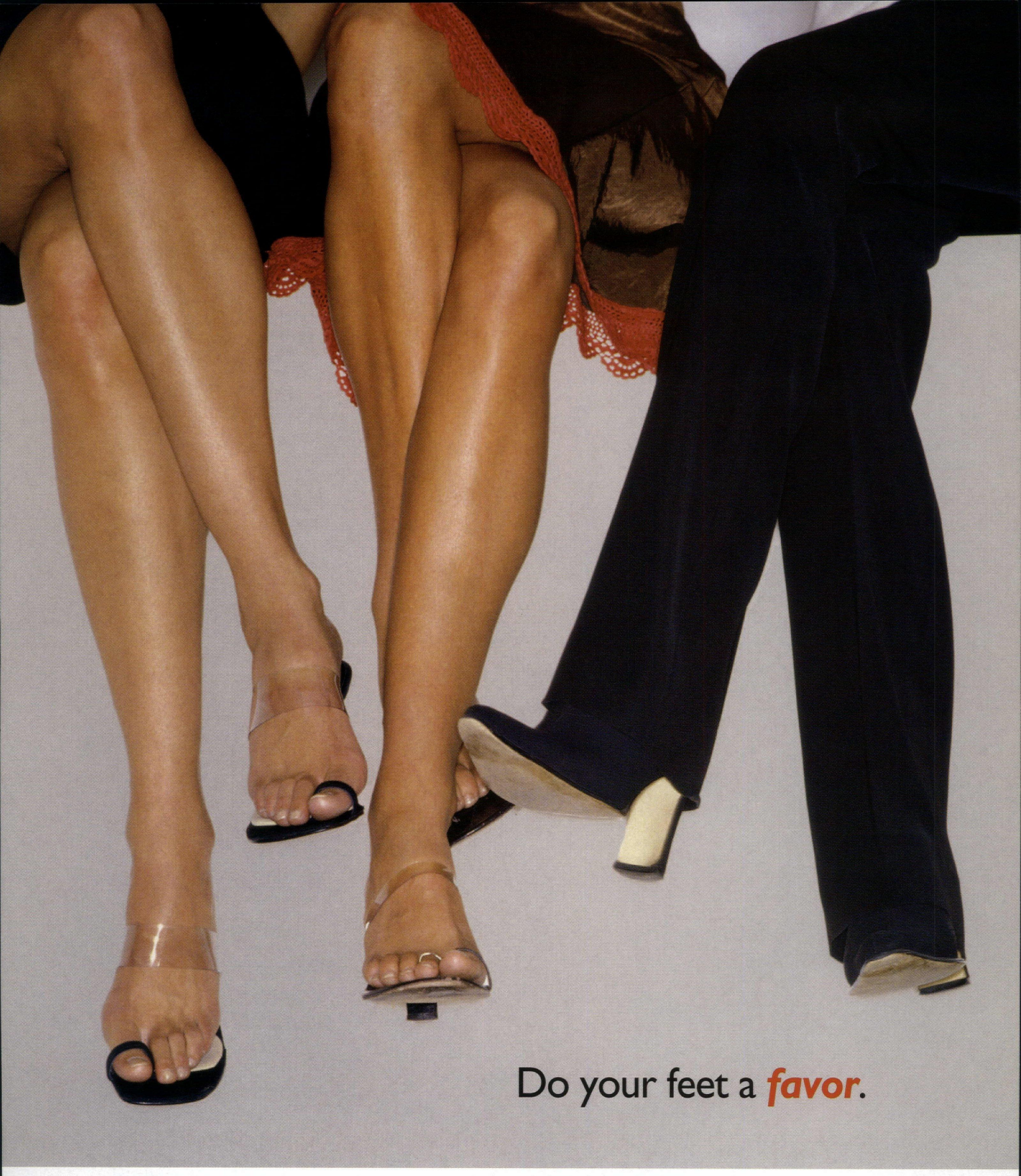
The final location of our shoot was at Beanie and Cecil, also in Cameron Village. It's a small, attractive specialty store with merchandise displayed by color along the walls. I had always assumed the shop was for the ultra-skinny 20-year-old. However, with a stable of diverse designers, Beanie and Cecil has something for a range of ages.

"The Classics are back," is the buzz word on Seventh Avenue. As far as I am concerned, they never went anywhere. Michael Kors, one of my favorite American designers, was well represented at Beanie and Cecil. I liked his flat front gray wool flannel pants and cream sleeveless turtleneck, classic casuals and the epitome of refinement.

Since brown is and always has been my favorite warm toned neutral, I asked to see anything in the chocolate family. A gossamer brown evening dress, size 4, appeared in my dressing room. "I can't possibly get this on," I insisted, "and it may be too *jeune fille* for a woman of a certain age like me." But I had to eat my words; it was very pretty and it did fit, barely.

Simple black wool dress with mandarin collar by Alberta Ferretti at Beanie + Cecil. I bought this on the spot. Shoes from Main and Taylor.

Lela Rose designed this sophisticated, gossamer brown evening dress made of fine netting decorated with felt circles and sequins and worn over a silk self-slip, available at Beanie + Cecil. Mesh mules by Martinez Valero are from Main and Taylor.



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I adore brown, but never mind. I fell in love with an all-black Suzy Wong-inspired sleeveless wool cocktail dress by Alberta Ferretti, with a mandarin collar and frogs, and bought it on the spot.

At the end of the day, hot and tired but happy, O'Neil, Helen and I said our good-byes and headed for home, all hoping we could do this again sometime soon.

As I drove slowly west on I-40 with the sun setting in my eyes, and with my chandelier tinkling in back and cardboard boxes sliding side to side on the occasional turn, I took mental inventory of my wardrobe, old and new. The Italians had won my heart, as usual—Ferragamo, Ferretti, Valentino.

Thoroughly seduced by this year's fall fashions, I came home to a phone message from the fraud department of my credit card company asking for verification of charges. The spending pattern of the day's expedition was so atypical that they did not recognize me. A computerized voice instructed, "Clothing Store, Raleigh. $$$$ (the amount of the purchase). Press 'one' if this is correct. Press 'two' if it was unauthorized. Shoe Store, Raleigh. $$$ Press 'one'…"

A luxurious leather shirt with stretch tweed trousers, available at Razooks.

The credit card company's tally came as a surprise. I am beginning to wonder if I can afford this job.

Good clothes are an investment both of time and money. It takes hours of prowling and tweaking to get it right. Do I have something ready to wear to a funeral, a business meeting or on a date? It's still early in the season, and I have only begun…the new life and the new wardrobe.

My father, who married a former fashion model and raised three daughters, used to say of us as we went together on a shopping foray, "There they go, off to fight the wars." And when we came back he mumbled under his breath, "And now they're back, all hopped up from shopping." I never really knew what "hopped up" meant, but I would laugh and agree and enjoy the high. Still do. MM

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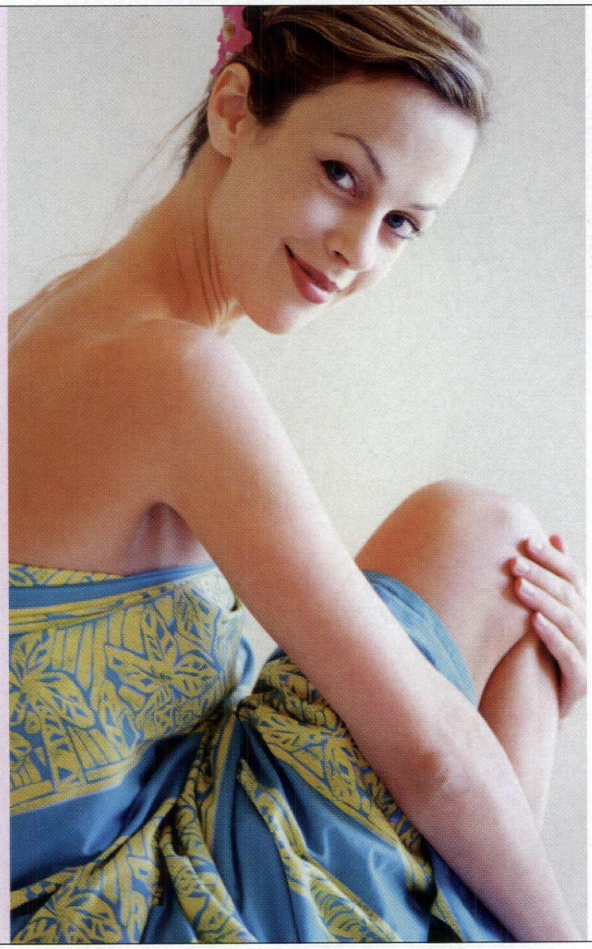

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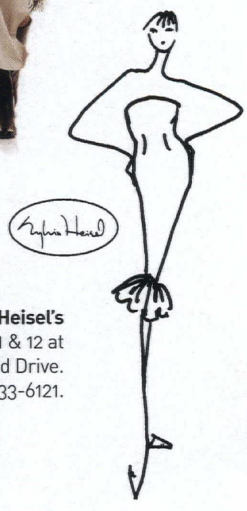

Special showing of **Sylvia Heisel's Fall Resort Collection**, Sept. 11 & 12 at Razook's in Raleigh, 2104 Smallwood Drive. 919-833-6121.

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Francesco Biasia **leather and calf hair handbag** in multi-colors of brown. Available at Main + Taylor, Cameron Village, Raleigh. 919-821-1556.

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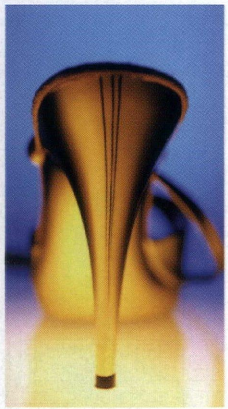

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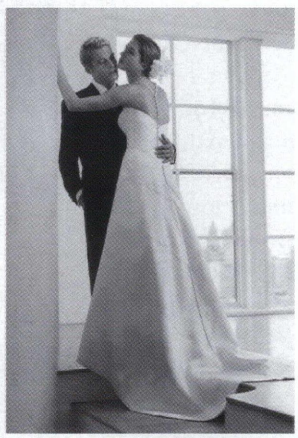

"A fashion house that does bridal" is how Helen Morley describes her namesake company. Specializing in **bridal and evening wear**, Helen Morley designs couture-quality dresses that are simple, sophisticated and utterly modern. Available exclusively at Enchanting Moments in Fuquay-Varina. 919-552-6393.

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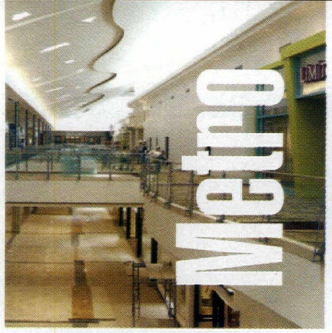


Design

by Diane Lea

photos by Bryan Regan

State-of-the-art destinations

DESIGN INTEGRITY, LOCAL HISTORY DEFINE NEW MALLS

They're big, modern and trendy, but their theme and substance remind us of main streets of old. Indeed, the Triangle's two new mega malls, Durham's The Streets at Southpoint and North Raleigh's Triangle Town Center—now properly termed shopping, dining and entertainment destinations—are places, not just shopping centers. They are locale-specific, retail cornucopias with well-crafted outdoor public spaces called, logically enough, Main Street and Town Commons. Visually enticing and activity rich, these spaces form the organizing concept for the estimated 1.3 million square feet of retail space in each destination setting. The clean-limbed designs of the complexes are embellished with pleasing architectural details, appealing textures and offer opportunities for indoor-outdoor interaction by making reference to important historic landmarks and the region's natural landscape. And what they provide is more than a place to pick up a pair of running shoes or a fast-food meal on the way to the soccer field. These thoughtfully created 130+ acre thematic environments slow us down, give us a reason to linger and maybe even to talk to each other, just as we used to do when there were real main streets and grassy town commons.

The two centers are located at opposite corners of the Triangle. Southpoint is at the intersection of I-40 and Fayetteville Road in southern Durham, and North Raleigh's Triangle Town Center is at the intersection of I-540 and Old Wake Forest Road. Well served by access roads and settled low into the landscape surrounded by handsome retaining walls, both super destination settings provide ample parking, and each is landscaped with over 30,000 trees and flowering shrubs.

Opened on March 8, 2002, with grand ceremony and internationally recognized performers in the midst of the ACC Tournament, The Streets at Southpoint gained immediate acceptance for its concept, its execution, and its successful interaction with the Durham community. In October 2001, as construction was continuing, Southpoint announced a unique fundraising partnership with Duke Children's Hospital and Health Center and WRAL-FM providing over 3100 ceramic tiles for area children to paint and raising over $160,000. Half of the tiles were sold in the first phase of the fundraiser and are displayed in the Children's Tile Court, part of the 30,000-square-foot Fork in the Road Café food court. The Children's Play Area, located adjacent to the Tile Court, is a clean, well-lighted

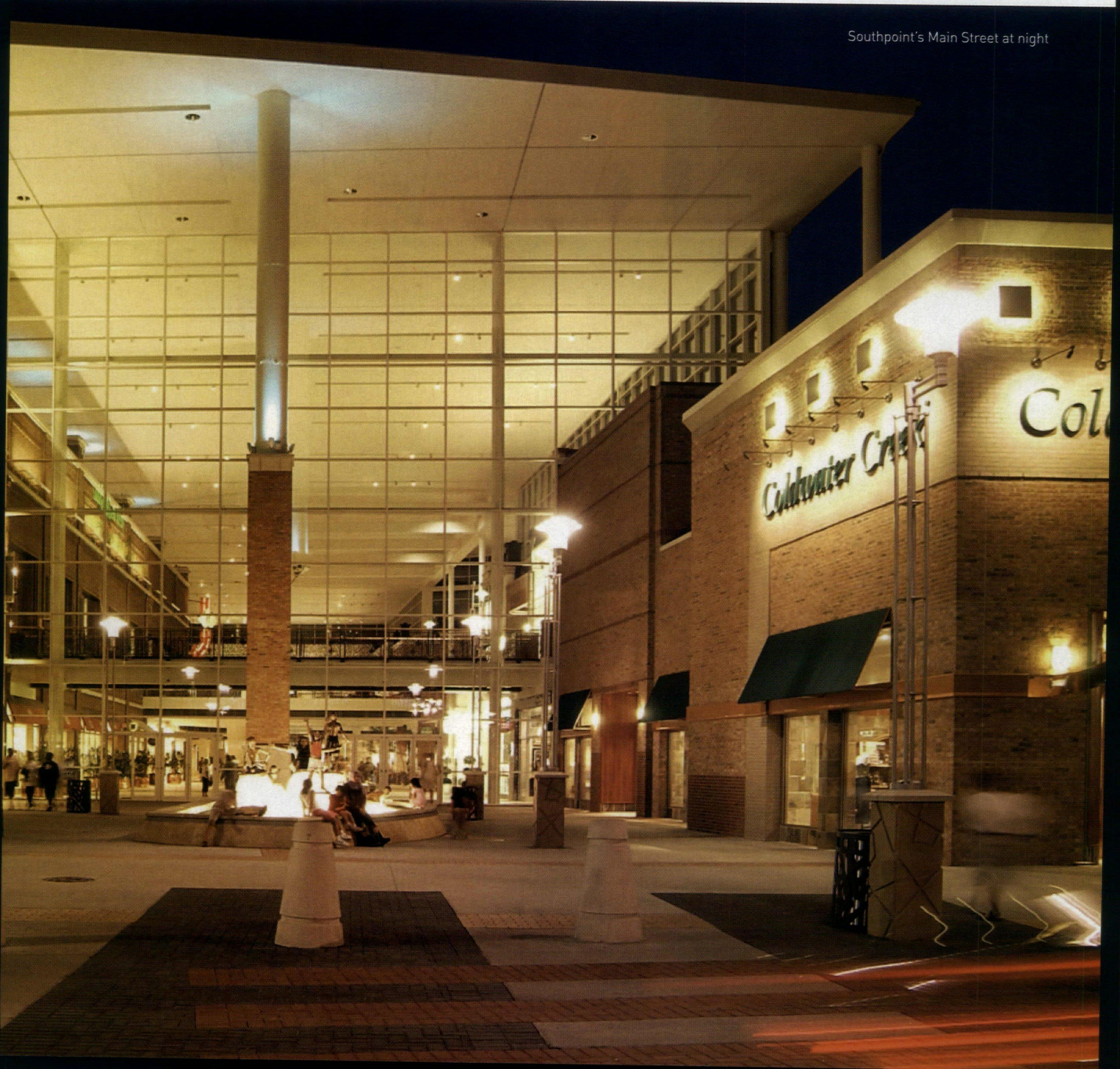
BRYAN REGAN / WWW.BREGANPHOTO.COM

space with muscle-stretching play equipment and a red-tile entrance resembling a miniature version of the Old Durham Athletic Park entry gate.

The fan-shaped Southpoint is composed of a two-level, enclosed central block that showcases the new-to-the-area West Coast department store Nordstorm. The main block, featuring glass-walled geometrically shaped pavilions on both front and rear elevations, is flanked by two wings that accommodate the center's largest anchors and four well-known Triangle stores: Hecht's, Sears, Hudson-Belk and JC Penny. A 200,000-square-foot open-air cityscape, Main Street, is tucked away from the complex's main facade and Southpoint's more traditional entrance off the newly constructed Renaissance Parkway. Situated to the rear of the complex, Main Street is accessible by foot and by car.

A myriad of architecturally diverse storefronts intersected by wide alleyways, some with the well-worn look of old brick, Main Street stretches from the center of Southpoint's enclosed area to the 16 state-of-the-art theatres of Southpoint Cinemas. The textured concrete sidewalks are punctuated by lively and colorful bronze sculptures of children and are interspersed with fountains sheathed and trimmed in granite-like stone finishes with wide edges for sitting.

The Cinema's forecourt, where a brick tower, similar to the Lucky Strike tower on the old American Tobacco complex in downtown Durham, oversees the fun and serves as a venue for performances and just hanging out. Café tables shaded by tasteful burgundy canvas umbrellas surround a circular interactive fountain, where cooling jets of water can



Southpoint's Main Street at night

Southpoint fountains and street furniture make for enjoyable shopping and hanging out

be regulated by the sweep of a playful hand. The gracefully curved metal street furniture and the shady street trees invite the visitor to sit, observe and decide which restaurant or intriguing shop to try next.

Among the tantalizing restaurant choices are three located at the Main Street intersection. Champps Americana is a casual dining spot tucked beneath a clock tower reminiscent of the old Durham railway depot. The restaurant offers a visually exciting environment with big screen television sets for news and sporting events. Diagonally across the intersection from Champps, rustic eaves supported by lodge-like standards mark Firebirds Rocky Mountain Grill. Enhanced by a cozy fireplace-embellished bar and the scent of chipotle peppers and wood-fired pizza, Firebirds' southwestern cuisine is a relatively new taste for the Triangle. Holding pride of place at the heart of Main is Maggiano's Little Italy, an ornate brick emporium with crenelated towers that recall the tobacco and textile warehouses of Durham's past. Maggiano's opens its doors and invites visitors to enjoy a traditional Italian meal in richly paneled and mirrored splendor. Retailers on the street include two firsts for North Carolina: Metropolitan Deluxe, a hip home furnishings store and Apple Computer, where clients can make a movie on a Mac, burn a CD of their favorite music and take pictures with a digital camera for their personal Web site.

The major portion of Southpoint's 140 stores forms a two-level scenic promenade that links the symmetrically placed anchor stores. Beneath a cloud-like undulating white ceiling trimmed in blue and lit by skylights, shoppers experience a variety of architecturally interesting storefronts with the feel of a big city downtown. There is Abercrombie & Fitch with its earth-toned brick Art Moderne facade and the Finish Line, whose stylized logo of a leaping figure dances across 60ish panels of shiny metal. For a touch of whimsy, Hollister's clothier welcomes customers beneath a stuccoed overhang flanked by palm trees.

This well-managed and welcoming destination is the product of the Urban Retail Properties Company of Chicago. The developer of Southpoint boasts a stable of retail centers totaling more than 65 million square feet throughout the United

Hudson Belk at South Pointe Mall, Durham, N.C.

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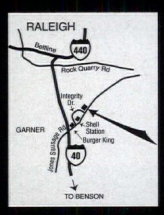

States, including major projects such as Century City Shopping Center in Los Angeles and Tampa's Citrus Town Center. Urban and their Dallas-based architect, RTKL Associates Inc., were committed to the idea of an historically-based theme for this area's first mega retail destination. That emphasis made for a perfect match for development by the notable Rouse Company of festival marketplace fame. Jeffrey A. Johnson, marketing manager, is enthusiastic about the purchase. "We felt comfortable with The Rouse Company," says Johnson, "because of their emphasis on the historic festival marketplaces such as Quincy Market in Boston, Harbor Place in Baltimore and South Street Seaport in New York. Southpoint is really a hybrid of the traditional regional mall and the festival marketplace."

MEANWHILE, ACROSS THE TRIANGLE

Though the emphasis at Southpoint covers Durham's history from tobacco warehouses to Duke basketball, the developers of Triangle Town Center looked to the environment and to the North Carolina State Seal as the inspiration for its theme. Developed by The Richard E. Jacobs Group, a Cleveland-based company and a pioneer developer of the enclosed, regional shopping mall, Triangle Town Center is the result of a successful collaboration between two of the nation's leading architectural and design firms, Atlanta-based Thompson, Ventulett & Stainback Associates (TVS), and Seattle's Callison Architecture. The design team took the state's motto *Esse quam videri* (to be rather than to seem) as its starting point. Led by Mark Carter of TVS, the team was impressed by the authenticity, credibility and lack of pretension expressed by the motto and by the beauty and history of the area. Carter,

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summarizing the results of this comprehensive effort: "We've established a series of different retail 'zones' or experiences, each of which can stand on its own," he says. "Our goal has been to create a place that's a true reflection of the lifestyle enjoyed by residents of the Triangle, so visitors to the mall will find lots of natural stone, creative use of water as part of the design and an abundance of comfortable spaces where they can sit, watch and just enjoy the day. It's not only about shopping. This will be a gathering place."

Appealing from every angle via the circular access road surrounding the complex, Triangle Town Center makes striking use of natural stone and water. The setting's main entryway divides to flow around the rectilinear Town Commons, complete with a river and verdant landscaping. The sandstone colored Barnes and Noble tower is outlined in horizontal bands of contrasting stonework, and natural gray rock pylons support the tall glass walls of the disaggregated pavilions which mark Triangle Town's north facade. To highlight the community

Triangle Town Center's river reflects a creative use of water

gathering place concept, the designers included space for outdoor dining along the Town Commons river. To date four new restaurants are rising along the Commons: Champps Americana; Bamboo Club; Puccini and Pasta, a Miami-based dining establishment; and the Twisted Fork, owned by Raleighite Michael Deans whose stylish Bogart's restaurant is a local favorite.

The Streets at Southpoint and Triangle Town Center are individually distinctive, and each is designed to bring visitors both excitement and a contemporary kind of relaxation.

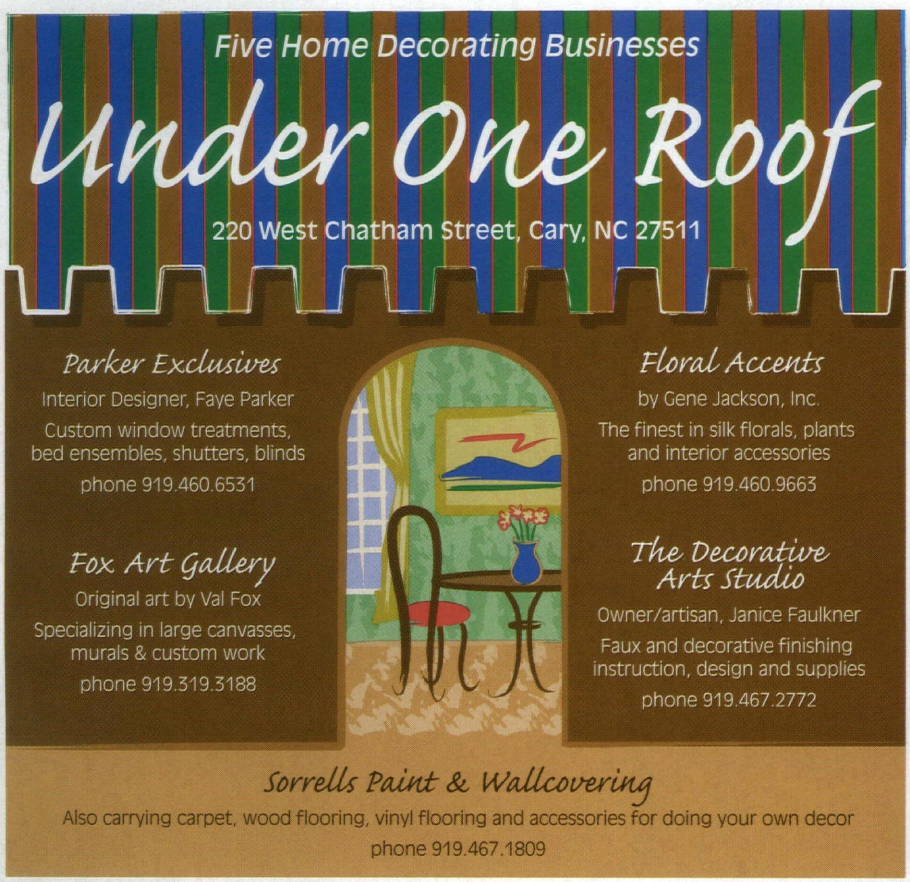
Inside Triangle Town, flowing water continues to beguile the visitor with a 2000-square-foot play and performance area arranged around a swimming hole-like water environment named Curiosity Creek. On the mall's lower level in a family oriented zone in front of Sears, the voices of frogs and birds known as the Creek Critters mingle with the sounds of soothing water. On Triangle Town's rear elevation, Cafés, an indoor/outdoor food court, is adjacent to a river park with a rock-climbing theme and an interactive splash fountain and a waterfall. Nearby, the Triangle Stone is permanently displayed. This 7.5-ton granite rock was unearthed during construction and lends substance to the design team's interest in showcasing the area's natural beauty.

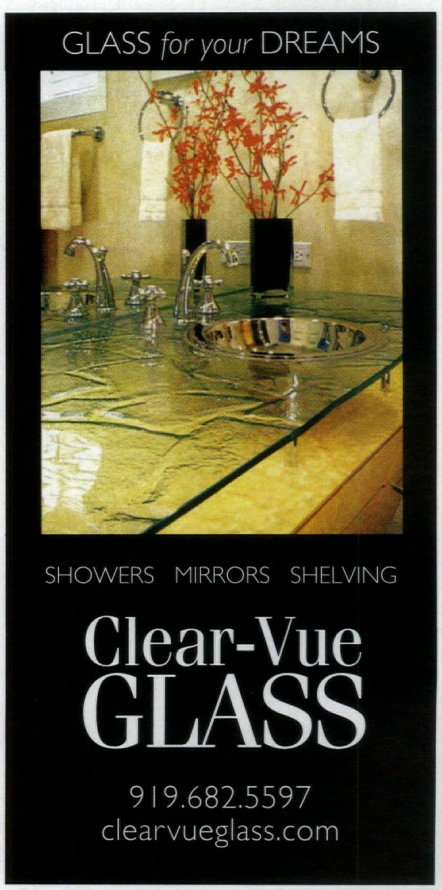
Triangle Town features about the same number of stores and restaurants as Southpoint, among them favorite anchors such as Dillard's, Hecht's, Hudson Belk and Sears. And it is in Triangle Town that Saks Fifth Avenue will make its North Carolina debut in 2004.

Triangle Town has its own special street, too: Market Street, a glass-enclosed festival-like arcade similar to Southpoint's Main Street. Anchored by the area's first Barnes and Noble Superstore, the eclectic Market Street mix of shops and restaurants provides an extension of the Town Commons zone that begins outside the main entrance. The street's clever storefronts and artistic lighting bring back a collective memory of a favorite downtown shopping area.

Graced by dramatic fountains, stunning marble floors in tones of taupe, fawn and blue executed in classic designs, and set beneath ceilings featuring irregularly placed geometric skylights or sophisticated cathedral-like trusses, Triangle Town Center brings a new glamour to the shopping, dining and entertainment theme. Gallery areas and performance zones are placed throughout and provide the comfortable, yet stimulating, atmosphere the designer team envisioned.

The Streets at Southpoint and Triangle Town Center are individually distinctive, and each is designed to bring visitors both excitement and a contemporary kind of relaxation. Suited to the Triangle's increasing population numbers and diversity, these splendid new shopping, dining and entertainment destinations offer opportunities to celebrate what's special about our area, our history and ourselves. MM





Adorning the bath and kitchen

WHAT'S NEW IN OUR FAVORITE ROOMS

by Diane Lea

Viewing the latest in bath and kitchen accessories around Raleigh's diverse and well-stocked home fixtures and appliance emporiums is delightful and educational. Among those special places that home improvement buffs, eager renovators and the new home enthusiasts enjoy perusing are Ferguson Enterprises, Triangle Design Kitchens, Appliance World, Clear Vue Glass, and Carolina Glass and Mirror. For a quick overview of what designers and homeowner's are buying this season, Jennifer Moore, showroom manager for Ferguson's Raleigh showroom, cited faucet sets with interesting finishes like rubbed or Venetian bronze, hammered pewter, and a combination of satin nickel with polished brass trim. Also in vogue with clients and decorators are whirlpool tubs which use air jets instead of water jets and therefore allow for the use of oils and other ointments that might clog piping; comfort or chair-height toilets; and shower systems with multiple body sprays and overlarge rain shower heads. In the kitchen, Triangle Design Kitchens is showcasing stainless steel sinks and aproned country style sinks of fireclay, which allows for a harder less easily scratched porcelain surface, and pairing them with stylish faucets, and metal hand-held vegetable sprayers and lotion dispensers.

Ankara revival pedestal lavatory (above) with antique faucet with Ankara ceramic trim by Kohler. Available at Ferguson Enterprises, 919-828-7300.

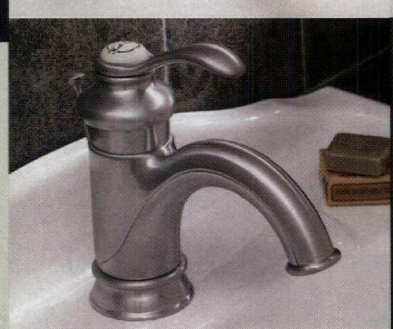
Vivacia ball-joint showerhead (below) in polished brass with polished chrome face plate by Kohler. Available at Ferguson Enterprises, 919-828-7300.

Iron Works Tellieur Suite (above) made using cast iron and maple by Kohler. Available at Ferguson Enterprises, 919-828-7300.

Pillow Talk Suite (below) with Talk II whirlpool, pedastal lavatories, Power Lite toilet and bidet shown in Timberline by Kohler. Available at Ferguson Enterprises, 919-828-7300.

Mirrors can brighten and enlarge any room you choose. In this picture (below), surprise and drama are made possible by precision mirror cutting, allowing your elegant faucets, fixtures and sconces to draw the eye and please your guests. Available at Clear-Vue Glass, 919-682-5597,www.clearvue-glass.com.

Two-toned Marilyn wide spread faucet (below) from the André Collection. Fairfax single-control lavatory faucet (bottom) in brushed chrome by Kohler. Both available at Ferguson Enterprises, 919-828-7300.



BodySpa with body jets and waterfall (right) by Kohler. Available at Ferguson Enterprises, 919-828-7300.

Water Lilies self-rimming camber lavatory (above) with Falling Water faucet by Kohler. Available at Ferguson Enterprises, 919-828-7300.

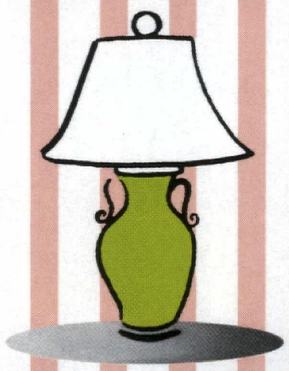
Espresso/wine bar featuring the Miele coffee system and Sub-Zero wine storage system. Roosevelt Craft-Maid maple cabinetry in a high-gloss, primary red. Pyrolave-enameled lavastone countertops with Pyrolave and stainless steel backsplash. Accent lighting by Tresco lighting. Available at Triangle Design Kitchens, 919-787-0256, 888-251-5182 or online at www.triangledesignkitchens.com.

Custom-designed and installed glass island bar top (above). Colors and textures are available. Carolina Glass & Mirror, Inc., 919-662-9050.

Stainless steel PRO CookCenter (above) with integrated cooking vessel and deep clean-up basin by Kohler. Includes stackable cookware, sliding wood cutting board/work surface and wire mesh colander. Available at Ferguson Enterprises, 919-828-7300.

Gathering design on Alcott undercounter kitchen sink (below) with revival faucet. Available at Ferguson Enterprises, 919-828-7300.

GREAT STUFF



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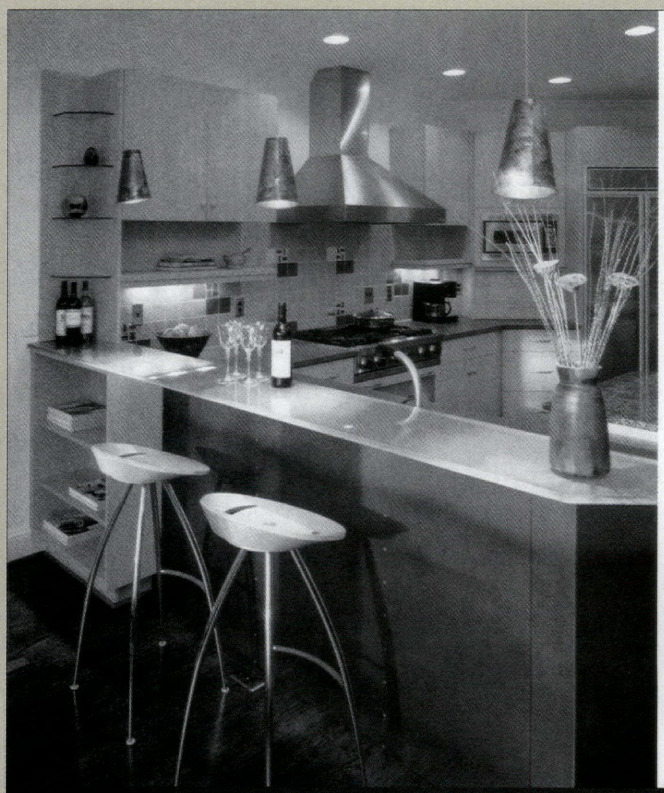

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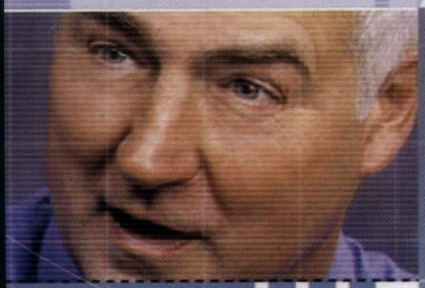

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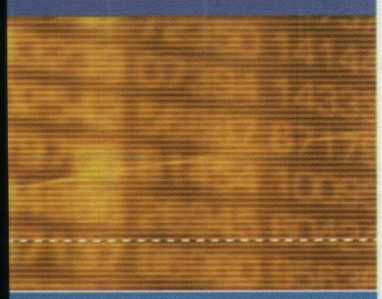

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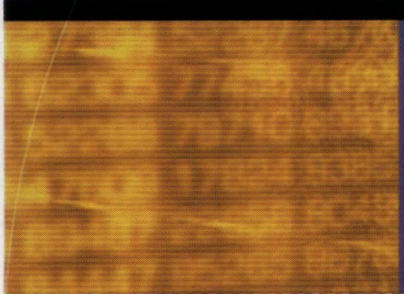

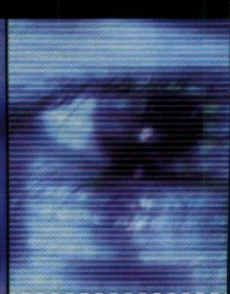

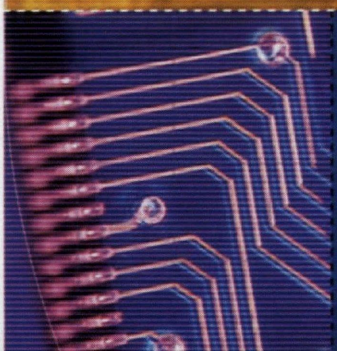

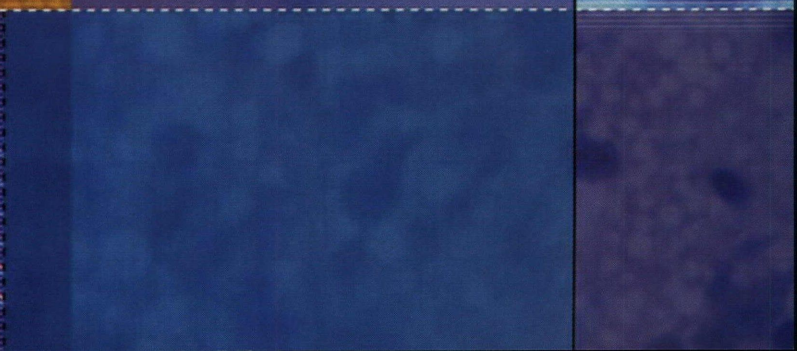

by Rick Smith

Is tech dead?

DESPITE BODY BLOWS AND DOWN MARKETS, CUTTING-EDGE TECH FIRMS PERSEVERE AND ENTREPRENEURS KEEP COMING ON

EDITOR'S NOTE: Metro Magazine, working with Local Tech Wire, finds plenty of reasons for optimism in the annual review of the tech industry in the Triangle and points east. Writers also find good tech news in Charlotte, the Triad and Atlanta.

John Morgridge, chairman of Cisco Systems, captured the state of the high-tech industry quite well in one statement: "You tell me when the economy is going to turn, and I'll tell you what the plans are."

Everyone's crystal ball is foggy these days, unlike the go-go days of the '90s and even 2000 when we first published Metro Magazine's High-tech issue.

Wall Street scandals, stock market malaise, the continuing fallout from the dot-com bombs, and the telecom industry crash have combined to tarnish much of high-tech's glow. The terrorist attacks of last Sept. 11 didn't help the economic bad mood.

But hope remains.

As our teams of writers report in this High-tech Special Section in conjunction with Local Tech Wire, venture funding is reviving a bit; one RTP company (Inveresk) has gone public this year and another (LipoScience) has filed for an IPO; biotech companies such as Trimeris are reporting major advances in the fight against diseases such as AIDS and receiving positive attention on Wall Street.

Cutting-edge medical research at East Carolina University, Duke, and University of North Carolina at Chapel Hill has led to new drugs, new treatments—and a host of spin-out companies.

North Carolina State's Centennial Campus lost Lucent Technologies but landed high-profile software company Red Hat and continues to be a center for the latest advances in textile, tobacco and networking research.

NCSU, Duke and UNC also are investing hundreds of millions of dollars in genomics research—drugs and treatments of keen interest to an aging world population.

East Carolina's budding reputation as a center for entrepreneurship received a major boost when in July the *Chronicle for Higher Education* ranked ECU in the top 10 of three categories for innovation. ECU ranked second in startup companies spun out from the university per $10 million spent on research, third in inventions per $1 million in research, and sixth in patent applications per $1 million. No other state university cracked any of the top 10 lists.

And at a recent event sponsored by the Council for Entrepreneurial Development, 25 start-up companies made presentations seeking investment capital.

The entrepreneurial spirit, which drove the dot-com and high-tech revolution of the last decade, lives on. Bob Young, the entrepreneur best known for his role in creating Red Hat, left the firm to start a new venture, "LuLu Enterprises." Despite the tough times, he was ready for a new challenge.

"The fundamental rule of being a successful entrepreneur is that you have to be hungry," Young said recently. He obviously still is. After all, he never was one much focused on someone else's career track. "I was a sufficient enough idiot that the bigger risk for me wasn't starting a business but getting a real job."

In these difficult times, one of the "wise men" who built and took a Triangle tech company public (Cree) told would-be company builders to keep dreaming and striving. But he added a note of caution: "You have to start lean and think lean," he said.

High-tech jobs crucial to a changing state

The tech slowdown certainly has slowed North Carolina's transition from its old agriculture/manufacturing/textile base to high-tech, life science and pharmaceuticals. But recent statistics compiled by the American Electronics Association show the importance of the jobs produced by the new economy:

- The average wage is $62,500
- The state had 141,477 high-tech workers through the end of 2001
- And 2200 jobs were added last year despite a slowing economy

The picture now isn't as bright. No doubt the state's current budget crisis has been deepened in part because of the thousands of layoffs that have ripped through companies such as Nortel, Cisco, IBM, MCI Worldcom and many more.

"Today was like going to a funeral," one MCI worker said in July. "Only no one knew who was going to go down."

Failures of dot-com companies from high-profile Timeline Computer Entertainment, founded by Hollywood mogul Michael Crichton, to big-spending BuildNet have exacerbated things further.

Other companies to watch

Here are some firms and institutions that also deserve mention. Visit us at **www.metronc.com** for more detailed information about these companies.

Art.com (www.art.com). Led by Ernst & Young's entrepreneur of the year Josh Chodniewicz, Art.com recently moved to new quarters near RDU.

Global Knowledge (www.globalknowledge.com). One of the world's largest IT companies,the firm is closely aligned with top tier firms such as Cisco.

Netsco (www.netsco.com). Has intriguing ideas for secure software and recently landed major contracts with NATO countries.

Research Triangle Institute (www.rti.org). Made the first two acquisitions in its long history this year and now has more than 2,000 employees based in eight different states and three foreign countries.

MCNC (www.mcnc.org). Once known as the MicroElectronics Center of North Carolina, MCNC is splitting into two divisions. One will focus on R&D and venture operations; the other will expand high-speed networking and supercomputing capabilities.

eNC (www.enc.org). Led by Jane Smith Patterson, former chief technical advisor to Jim Hunt, eNC is aggressively seeking to expand networking efforts across rural areas of the state.

UNC-Wilmington (www.uncw.edu). The university continues to emerge as one of the foundation blocks for high-tech training and education for the state's eastern half. Chancellor William Leutze also is a driving force behind eNC.

The North Carolina Biotechnology Center (www.ncbiotech.org). The hub around which the state's biotech industry revolves, the Center has a new leader in Leslie Alexandre.

Zoom Culture (www.zoomculture.com). The media company recently moved into new headquarters in Chapel Hill and has moved well beyond its humble Web programming beginnings.

The Triangle's **game-related company roster** still includes Epic MegaGames (www.epicmegagames.com), Red Storm

(www.redstorm.com, now part of Ubi Soft) and Interactive Magic (www.ient.com, now under the control of "Wild Bill" Stealey again). Numerical Design Limited (www.ndl.com) in Chapel Hill continues to push the envelope on 3D game engine development. And Web sites Wargamer.com and Womengamer.com offer news and reviews about the latest titles.

In the **wireless sector**, Avesair (www.avesair.com, which absorbed WindWire), and Pinpoint (www.pinpoint.com) continue to position themselves to benefit from enhanced services offered over the new 3G (third generation digital) networks.

And **medical software/device firms** Misys (www.misys.com), MercuryMD (www.mercurymd.com) and MDeverywhere (www.mdeverywhere.com) are at the forefront of digital healthcare.

As you will realize as you read through *Metro Magazine*'s third annual technology report, high tech is alive and well and is poised to create our future. MM

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AN IN-DEPTH VIEW OF THE STATE OF TECH

Starting a new media enterprise in this kind of economic environment is daunting. After all, Koz was absorbed into MediaSpan. TotalSports disappeared. LocalBusiness.com disappeared. But on Jan. 25 of this year, entrepreneurs in Charlotte rolled out Local Tech Wire. Its daily mission on the Web is to cover the tech, pharmaceutical, biotech, and venture happenings in the Carolinas and Georgia.

The writers that contribute to LTW, which has partnered with Metro Magazine to present the High-tech Special Section this year, were natural selections to examine the state of tech this year. Who are the companies and executives to watch? And why? Where is the best research and development taking place?

In keeping with past issues, companies to watch (for both good and bad news) are grouped into several categories.

To learn more about any of the entries listed below, visit us at **www.metronc.com**.

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Biogen Inc.
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1414 Raleigh Road, Suite 400
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continued on page 45

A balanced company, not a balance sheet

SAS' JIM GOODNIGHT: STILL PROUD OF HIS CREATION, DEFIANT IN KEEPING IT PRIVATE FOR NOW, CONCERNED ABOUT CUSTOMERS, EMPLOYEES, COMMUNITIES

Two years ago, Cary's SAS Institute and the public markets were in full courtship mode. The data mining and analytical software company was busy making its financial systems stock market friendly and hiring executives with public company experience. Underwriters were eager to take a solid, billion-dollar-year company public—and reap the rewards. Even employees were buzzing about what stock options might do for their portfolios.

It never happened.

Between the complications of making its financials SEC compliant to the dramatic downturn in the markets, SAS has throttled back on plans to go public. Founder and CEO Jim Goodnight says it still might happen, but there is no timetable.

It may be for the best. While the downturn hasn't hit SAS quite as hard as others in the technology field, the firm's revenue isn't growing by double-digits anymore. SAS revenue increased by just 1 percent last year from $1.12 billion to $1.13 billion. Predictions of $2 billion in revenue by 2003 have been quietly tucked away—as sales growth is expected to be slow this year also.

We asked Goodnight to describe what the past two years have been like, what he's learned from flirting with going public and why he's happy to stay the world's largest privately held software company—for now.

Two years ago SAS was in the thick of efforts to go public. What happened?

The short answer is that the bottom fell out of the market. When I announced our intention to go public, the market was booming. The environment is completely different today. Raising money is the main goal for the vast majority of companies that choose to go public. That's not an issue for us. We have cash in the bank and zero debt. There's no pressure to take the company public in this environment.

Two years ago, we began a series of activities that would be required to take SAS public, such as implementing an SEC-compliant financial system.

Thinking about going public made us take a hard look at how the company was structured, and we saw some opportunities for greater efficiency. To this end, we've reorganized and streamlined our marketing and R&D efforts.

Additionally, we saw the need to present a consistent SAS brand around the globe. We made a tremendous investment in a rebranding effort and a new global advertising campaign.

While we've delayed our plans to go public, we're moving forward very aggressively with all the steps necessary to make that possible. Ultimately, those steps are good for SAS, whether it's privately or publicly held.

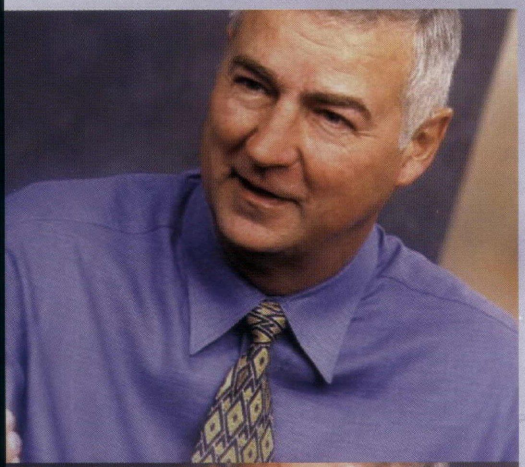
Some people have suggested you never really wanted to go public. Is that the case? If not, why do you think people assume that?

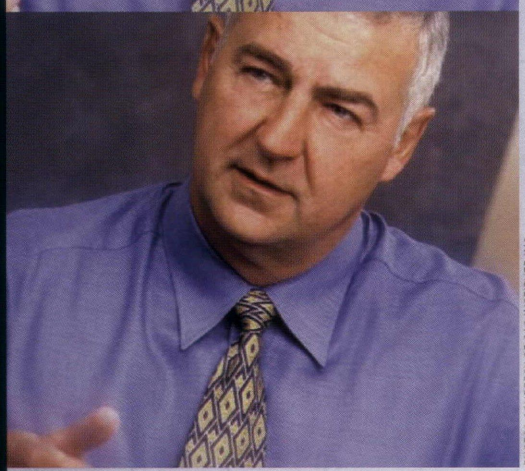
I have no idea why people would assume that I would go through all of the effort just to be frivolous. If you want to know why people think such things, go ask them.

> **"People are concerned that the remarkable corporate culture at SAS would change if we went public. My goal is to make sure that doesn't happen."**

Had SAS gone public, say in late 2000, what would the situation be like at the company today?

I think things would be pretty much the same. Since 2000, our revenues and customer base have held steady, and we have reinvested money into strategic areas important for our long-term growth. Investors who would invest money in SAS would understand that they are investing in a company for the long haul versus a "get-rich or lose-money quick" company. I think our story on Wall Street would have been well received, and there wouldn't have been pressure to run the company differently, then or today.





PHOTOS COURTESY OF SAS INSTITUTE INC.

People are concerned that the remarkable corporate culture at SAS would change if we went public. My goal is to make sure that doesn't happen. I think that over the last 26 years we've proven that our benefits and policies make good business sense and contribute to the bottom line. Low employee turnover doesn't just save money in the cost of training new employees. It means so much more in long-term customer relationships and retained knowledge. These are hard things to measure, so the number crunchers are quick to take a red pen to expenses that contribute to corporate culture. They need to take a harder look at the value of these intangibles. Industry analysts have noted that, on average, it is five times more expensive to acquire a new customer than retain a current one. Retaining those customers requires a delicate balance between investment in service, R&D, employees and a number of other factors.

So when you ask what would have changed, who knows. But what would have stayed the same is running a balanced company, not a balance sheet.

Is there anything you learned from the process of considering a public offering?

We learned a lot about financial analysts. Suddenly, a lot of them wanted to get to know us better. And, as I mentioned earlier, we put the company under a microscope and looked at it from the perspective of outsiders. That's never a bad thing to do. We've initiated some changes that have made us stronger.

SAS has reported that an internal survey shows the vast majority of the staff would prefer to remain private. Why do you think that's the case?

In a down economy, people want stability. They see friends and family out of work. They know we've been stable for 26 years as a private company. I also think they see the shortsightedness of the media and financial analysts who make far too much of quarterly results. Many of them understand that the sales and development cycles for enterprise software are longer than a quarter, and they don't want their livelihoods jeopardized by people who don't get it.

Jeffrey Pfeffer, a Stanford University management professor, has suggested that your workplace model, emphasizing stability and rational work hours, will ultimately keep you successful long after your more Darwinian competitors have bitten the dust. But there are naysayers who think SAS doesn't have that competitive edge. How do you answer those critics?

As we speak, the largest case of corporate malfeasance in U.S. history is all over the headlines. The business section of the paper reads like a police blotter. This is what happens when business leaders lose sight of what matters most.

Pfeffer first highlighted SAS before the dot-com bubble burst. Given that dose of reality, I think many of those naysayers have seen the light—slow and steady often does win the race after all. And a stable and consistently profitable business model seems to be back in vogue as well.

> **"Look, we've always done what's best for customers, employees and the communities of which we're part. We started doing this long before it was fashionable."**

Look, we've always done what's best for customers, employees and the communities of which we're a part. We started doing this long before it was fashionable to do so.

Two years ago I interviewed you, and you mentioned that one reason to go public was the loss of sales talent. Right now, I'd imagine it isn't too hard to find such talent (because of market conditions) but good sales people tend to gravitate to those high risk-high reward jobs. What happens when the markets recover?

In the last 18 months, we've hired several hundred people, mostly in sales. We've enhanced our own sales compensation model to provide greater rewards to high performers, so I expect the best talent to stay.

Speaking of sales staff, I understand SAS hired aggressively in 2000 and 2001, but 2001 revenue figures were flat. Why?

We saw a lot of good talent out there. While our competitors were downsizing to weather the storm, we took the opportunity to prepare for the next wave of growth in the business intelligence market. We're retooling our sales organization to sell software solutions tailored to specific industries. That new direction required industry domain expertise that we didn't already have on staff. For example, we want account executives that sell to the banking industry to understand the issues and specific business challenges of this industry. We've already seen a shift in revenue, away from software tools and toward packaged applications and solutions. It takes at least six months to get new sales staff up to speed on a complex enterprise software system like SAS. We expect to see more growth as the new sales team rounds the learning curve and works its way through a complete sales cycle, and as the economy begins to rebound.

SAS has money in the bank, and there are lots of companies for sale today at rock-bottom prices. You've purchased one company (ABC Technologies in Oregon). Are more purchases in the works?

We're always looking at companies that are a good match for SAS, but our acquisition strategy is conservative. We have a tremendous pool of programming talent here at SAS. We'll always consider building new technology first. If we see excellent technology in another firm that will help bring us to market quickly, we will consider acquisition. We typically look at acquisitions for technology, not adding market share. Over the last two years, the acquisitions of ABC Technologies, UK-based marketing automation software company Intrinsic, and Raleigh-based data quality software company DataFlux all fit this strategy.

> **"The business world often places undue emphasis on the CEO and forgets about the CTO, CMO, CFO and others who play a key role in a company's success. SAS has a strong executive management team that runs a billion-dollar software company very effectively."**

How do you plan to grow?

By concentrating on what we do best: providing software solutions built with our leading data warehousing and analytical technology. These solutions help companies turn huge volumes of raw data—about their customers, supply chains, manufacturing quality, finances, and internal operations—into usable intelligence that they can act upon in order to compete and succeed. One growth area that we'll focus on is... for specific industries, such as banking and telecommunications.

Two years ago, SAS was straddling the fence a bit on e-business initiatives. What side of the fence are you on now and why?

Two years ago, people were investing in anything that had an e in front of it. Even then, we didn't want to stray too far from our core competency. Most of the e-businesses that went under were operations that tried to capitalize on the e-vesting frenzy in the market. They placed more emphasis on the IPO than on long-term business plans. What we finally concluded was that our approach to e-business should be in helping our customers maximize the Internet as one of many channels a company may choose to interact with customers, suppliers, partners and other constituencies. We look at e-business in the holistic sense of how it fits in with other aspects of the business. We developed software to help companies get the most from a multi-channel marketing strategy, and we launched an ASP called IntelliVisor that helps companies improve the effectiveness of their e-campaigns. The ASP was profitable in less than a year.

All the Southeast's high-tech regions have been hit pretty hard during this latest economic downturn. How soon do you think these areas are going to recover?

The recovery has been slow. Organizations and consumers are very cautious about spending money. For our business, enterprise software, analysts and our own internal forecasts show a gradual recovery starting toward the end of the year and continuing into 2003.

You've mentioned a couple of times now that you'll probably die by skiing off a slope in the Alps. What's up with that? Should your board be sending security with you on your ski vacations?

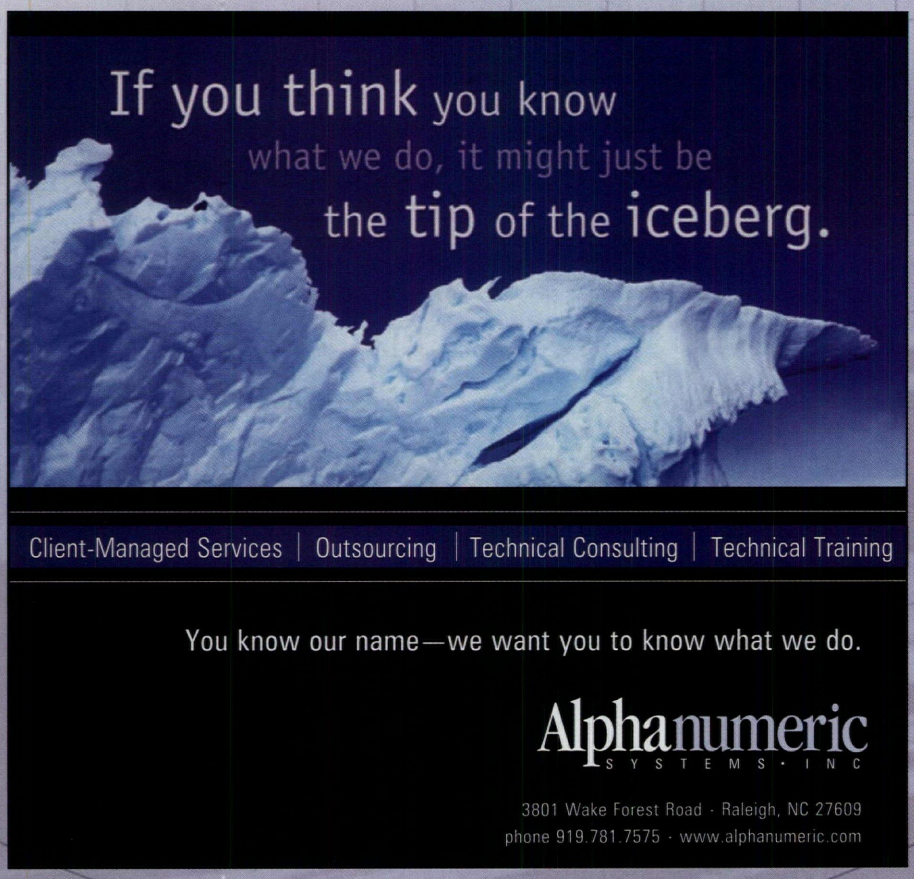
I've made a couple of jokes about inheritance taxes and now get asked about extreme Alpine skiing much too often. I'm really not a bad skier.

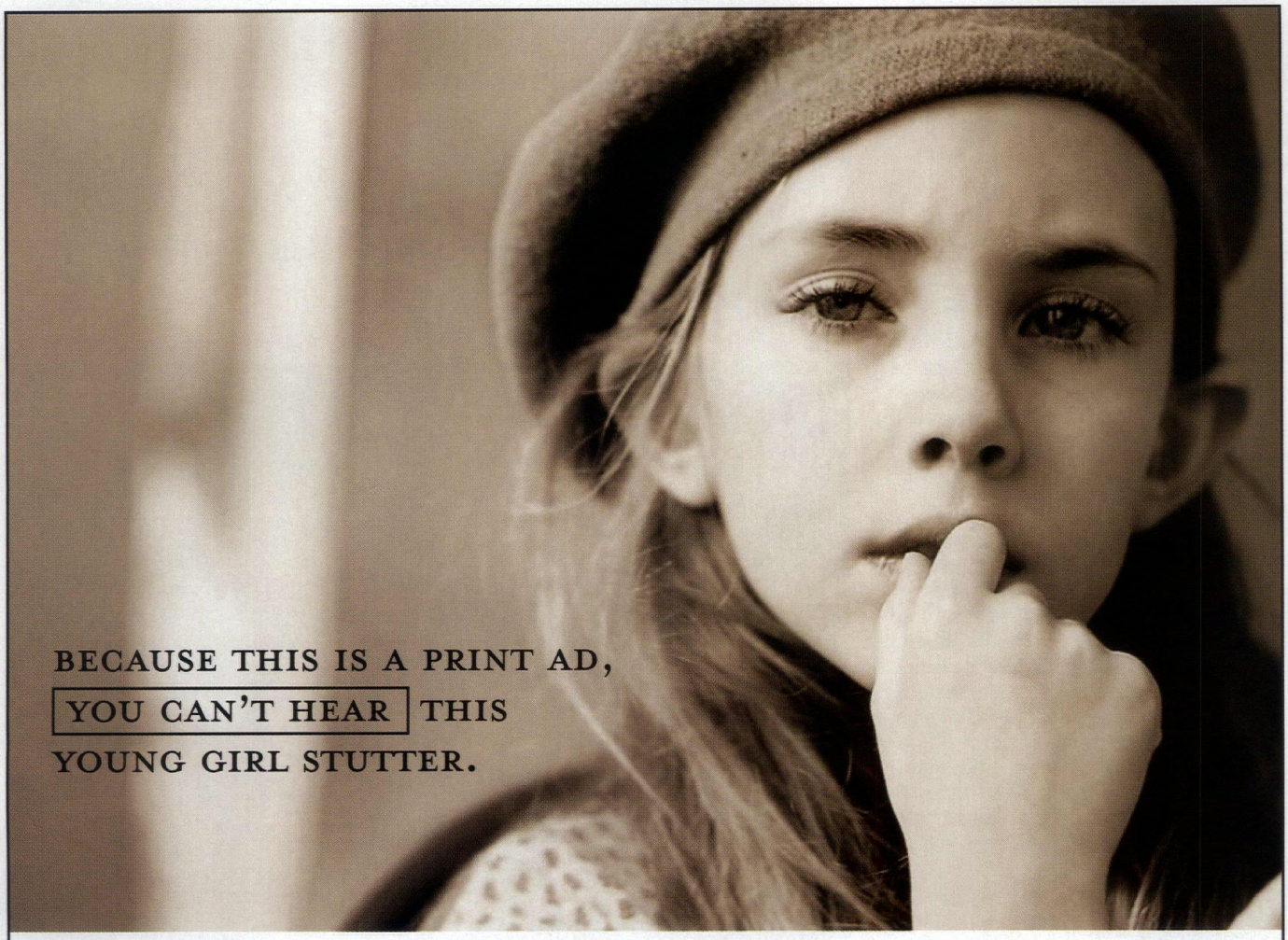
Seriously, you appear to be pretty healthy but have you given any thought to succession?

The business world often places undue emphasis on the CEO and forgets about the CTO, CMO, CFO and others who play a key role in a company's success. SAS has a strong executive management team that runs a billion-dollar software company very effectively.

What is SAS going to look like in 10 years?

Everything SAS does as a company today is geared to ensuring that SAS customers and SAS employees are happy and well served. Examples are numerous: our reinvestment of an average of 30 percent of annual revenue back into R&D, our repeated rankings in the "Best Places to Work in America," the yearly SASware ballot, our award-winning technical support, etc. I see SAS maintaining this approach in 10 years, in 20 years, in 50 years. MM





BECAUSE OF TECHNOLOGY DEVELOPED AT ECU, NO ONE ELSE CAN EITHER.

Researchers at East Carolina University's School of Allied Health Sciences have developed an in-the-ear device that acts as a "stuttering-off switch" for most people who use it. Thanks to Janus Development Group, our partner producing and marketing the device, it will soon be available worldwide.

Research created this opportunity; a partnership made it a reality.

ECU is a valuable business partner in North Carolina. If you need a particle accelerator or NMR spectrometer, come to us. If you are looking for the future of medicine and the best in health care, come to us. If you are searching for a research scientist or a director of operations, come to us. If you are seeking special training or an advanced degree, come to us. If you just want to see a ballgame or enjoy a concert, come to us.

As a dynamic research university with more than 19,000 students and a faculty of close to 1,300, ECU is a powerful catalyst combining people, ideas, and technology.

EAST CAROLINA UNIVERSITY

East Carolina University. *Tomorrow starts here.*

www.ecu.edu

by Patricia Staino

Medical miracles at ECU

PATIENT CARE AND CUTTING-EDGE RESEARCH GO HAND-IN-HAND AT ECU'S BRODY SCHOOL OF MEDICINE

Robotic heart surgery, telemedicine, gastric bypass surgery and genetic therapies are among the high-tech tools and treatments bringnig worldwide attention to East Carolina University in Greenville. And there's more to come. "ECU is an under-appreciated gem," says Brody School of Medicine Dr. Anne Kellogg. "It does an outstanding job on clinical care and education, and now research is really picking up."

While many medical schools develop research programs seeking professional acclaim and hefty endowments, East Carolina University's Brody School of Medicine has taken its cues from its community.

At Brody, job one is serving patients—treating them, developing new therapies, and exploring new avenues of research that the school believes will improve the quality of life Down East.

Examples:

- Dietary matters created a high rate of heart problems for eastern North Carolina residents. Robotic surgery, which is less invasive, was developed in part as a result of the need for better care.
- And the rural nature of Down East helped spark the development of telemedicine with Brody staff available online for patient assistance, instruction and exchange of patient data.

"Our mission is to train primary care physicians and to address the health-care problems for eastern North Carolina," says Dr. Ed Lieberman, assistant dean of research and graduate studies and professor of physiology, Brody School of Medicine. "Our mission differs from that of some other medical schools."

North Carolina is home to four medical schools located at UNC-Chapel Hill, Duke University, Bowman-Gray at Wake Forest University and ECU, which is the newest, having admitted its first class in 1977. Although not as well-known as the others, Brody has pioneered and developed some of the most cutting-edge technology in the medical community, including:

- robotic heart surgery
- laparoscopic gastric bypass surgery
- telemedicine
- genetic therapies

Faculty members say they approach research as a learning tool as well as a service issue, keeping them at the forefront of new techniques and knowledge, which they can pass on to their students. The medical school has major research programs in diabetes, cardiovascular disease, cancer, neurological disorders and the viability of blood products, among others. In August 2001, an article in the *Journal of Emergency Medicine* ranked the school's department of emergency medicine ninth among 99 of it peers.

PHOTO COURTESY OF ECU BRODY SCHOOL OF MEDICINE.

Dr. Randolph Chitwood sits at the console of the da Vinci Surgical System, right, while two robotic arms inside the patient's chest translate his hand movements to repair the patient's faulty mitral valve. Looking on are Dr. Wiley Nifong, director of surgical robotics at the Brody School of Medicine, kneeling, and Dr. Victor Chu, a robotic surgical fellow in the Department of Surgery.

Young and feisty

The Brody School of Medicine (BSOM) faculty is comprised of approximately 340 professionals, with 55 scientists (Ph.D.s in their disciplines) and 285 clinical faculty (Md.s).

According to the National Institutes of Health rankings, ECU received $5 million in research funding in 2000, and compared to other community-based medical schools in the United States, ECU ranked 12th out of 25 in its peer group. Currently, the BSOM is involved with about 150 active clinical trials involving patients.

ECU first received attention for a surgeon's pioneering interest in gastric bypass surgery, more commonly referred to as weight-loss surgery. A procedure growing in popularity today (due in part to the highly regarded team assembled at ECU), the gastric bypass was still a novelty when Dr. Walter Pories began his research in 1978. He was the first to realize that the procedure, which makes the stomach smaller by sectioning off a small, thumb-sized portion and then rerouting the small intestine to deter food absorption, was a viable cure for diabetes. The surgery is sometimes referred to as the "Greenville Bypass" in recognition of the attention Dr. Pories brought to it.

"One of the main characteristics that differentiated ECU from other young medical schools was its emphasis on research," says Dr. Pories. "[They] recruited staff that had academic competence and interest in research and encouraged these physicians to recruit as well. The result was an explosion of research."

The heart of Eastern North Carolina

The Brody School of Medicine's teaching hospital is Pitt County Memorial Hospital, a 731-bed, Level 1 trauma center that is part of the University Health Systems of Eastern Carolina. The hospital is the location for many of ECU's programs, including its robotic surgery department.

In 1996, heart surgeons at ECU were seeking ways to do minimally invasive heart surgery. Dr. Randall Chitwood, chairman of BSOM's department of surgery, developed a procedure for operating on the heart's mitral valve with a small incision in the chest using a scope. The surgeons found the patients doing very well after these procedures, with shorter hospital stays, fewer transfusions and quicker healing times.

Two years later, the first robotic system came to ECU. It had a voice-activated robotic arm that held a camera inside the patient and moved it according to the surgeon's spoken directions. This method vastly improved surgical techniques since the camera is steadier and more accurate than a human assistant moving a scope. The ECU team performed more than 150 of these procedures, and the results were so positive that they convinced ECU's administration to fund further expansion of the robotic surgery program.

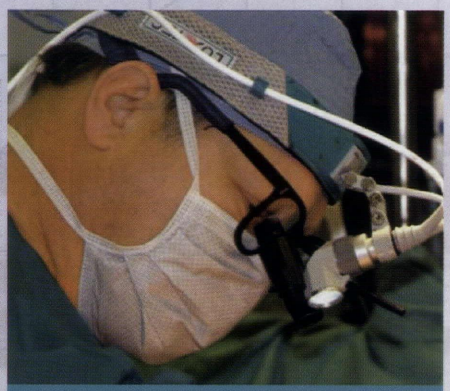


PHOTO COURTESY OF ECU BRODY SCHOOL OF MEDICINE

Dr. Randolph Chitwood, cardiothoracic surgeon and chairman of the East Carolina University Department of Surgery.

ECU purchased its first da Vinci robotic system in November 1999. It now has two, the first institution in the world to do so, with one dedicated exclusively to training and research.

The da Vinci system took robotic surgery to a whole new level. With the system, a surgeon makes three small incisions, one for each of three tiny robotic arms. One arm holds a tiny camera that projects three-dimensional images onto a monitor in front of the surgeon while the other two arms hold the pencil-sized instruments, which have tiny computerized mechanical "wrists." Seated at a computer console about 10 feet away from the operating table, the surgeon views a magnified, three-dimensional image and manipulates the surgical instruments using two fingertip controls to perform the surgery.

"The robotic technology is so precise, and it eliminates all tremor that occurs with the human hand," says Dr. Chitwood. "The patients in our study experienced much less pain and trauma, had better cosmetic results and spent less time in the intensive care unit and hospital compared to conventional mitral valve surgery where the patient's breastbone is divided in half."

The surgical team became the first to perform open-heart surgery with the da Vinci. Now, more than a dozen ECU surgeons perform the robotic surgery, and more than 200 patients have benefited from the procedure.

Because of the ECU team's mastery of the da Vinci technology, the system's manufacturer, Intuitive Surgical, has made ECU the exclusive facility for the training program it requires of the medical centers that purchase the system. More than 90 medical centers across the United States, Europe and Asia have completed certified training on the da Vinci system at ECU.

At ECU, the da Vinci is used primarily for cardiac surgery, but has also been utilized for some general surgery, as well as gynecological, vascular and urological. Within the next year, the team plans to perform coronary bypasses and mitral valve replacements.

ECU is also the lead site for the multicenter FDA trial evaluation of mitral valve repair procedures performed robotically at six medical centers, including Johns Hopkins Medical Center in Baltimore and Brigham and Women's Hospital in Boston. The trial is studying the safety and efficacy of the procedure versus the traditional open-chest procedure. The traditional open-chest procedure requires surgeons to make an 8- to 10-inch incision, saw through the sternum and open the rib cage to gain access to the heart. With the Da Vinci system, surgeons make only three dime-sized incisions in the chest, through which they insert the robotic arms.

Dr. Chitwood, the lead investigator for the trial and the first surgeon in North America to perform a total mitral valve repair with a Da Vinci robot, has performed 41 of these operations with the robotic system, more than any other cardiac surgeon in the world.

When asked how eastern North Carolina became the hotbed for this technology, Dr. L. Wiley Nifong, Director of Surgical Research laughs: "People always ask me that! We were just able to make things happen easier and faster than some bigger

BIOTECH COMPANIES TO WATCH, CONT.

Scynexis
41 Albro Lake Road, Unit B
Research Triangle Park, NC | www.synexis.com

Trimeris, Inc.
3518 Westgate Drive, 3rd Floor
Durham, NC 27707 | www.trimeris.com

SOFTWARE COMPANIES TO WATCH

From SAS to startups, these companies help provide the code at the heart of the high-tech economy. The Research Triangle is populated with a number of cutting-edge software firms, including SAS Institute of Cary, the world's largest privately held code giant. But the list formulated by Local Tech Wire and Metro includes more than giants.

TogetherSoft
900 Main Campus Drive, Suite 500
Raleigh, NC 27606 | www.togethersoft.com

Alerts, Inc.
3801 Lake Boone Trail, Suite 200
Raleigh, NC 27607 | www.alerts.com

SAS Institute, Inc.
100 SAS Campus Drive
Cary, NC 27513 | www.sas.com

Relativity Technologies, Inc.
1001 Winstead Drive
Cary, NC 27513 | www.relativity.com

NetIQ Corporation
3553 N. First Street
San Jose, CA 95134 | www.netiq.com

IP Infusion, Inc.
111 W. St. John Street, Suite 910
San Jose, CA 95113 | www.ipinfusion.com

Collegis
2300 Maitland Center Parkway, Suite 340
Maitland, FL 32751 | www.norakbio.com

Coventor
4001 Weston Parkway
Cary, NC 27513 | www.coventor.com

Red Hat, Inc.
PO Box 13588
Research Triangle Park, NC 27709
www.redhat.com

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institutions. We had been learning the technology for a long time, so when things came together, we were ready."

The search for minimally invasive heart procedures was grounded in the needs of the patients at Pitt Memorial Hospital. According to Nifong, eastern North Carolina has the second highest concentration of heart patients in the nation, after eastern Kentucky (attributable in part to the "southern diet" and tobacco).

"We are committed to finding ways to improve health care in our region," he says. As a result, Greenville has now become a destination for a high number of heart patients from outside the area.

The future of the da Vinci system, many hope, will allow surgeons in Greenville to operate on patients thousands of miles away.

"Sometimes being a little less well-known makes you try harder to get your name out there," says Nifong. "The robotic surgery program has opened a lot of doors for ECU, and many health-care start-ups and larger medical device companies are looking to build robotics around our procedures."

"Sometimes being a little less well-known makes you try harder to get your name out there. The robotic surgery program has opened a lot of doors for ECU, and many health-care start-ups and larger medical device companies are looking to build robotics around our procedures." —Dr. L. Wiley Nifong, Director of Surgical Research, ECU

That independent spirit

While robotic surgery is supported by an organized, well-administered program, some doctors at ECU are working independently.

For several years, Dr. Anne Kellogg and her colleagues, Dr. Diane Semer and Dr. Nancy Smith, have been developing antibodies to fight cancer cells. Kellogg, who calls herself a "basic science person," had been making surgical pathology antibodies used in determining whether removed tumors and growths were benign or malignant.

"I felt like I needed to think broader," she says.

In a hallway discussion with Dr. Semer several years ago, the pair decided to join forces and research other uses for antibodies. Previously, antibodies were introduced into cancer patients to help the patients' immune systems. This next generation of antibodies is more aggressive; the ECU team is creating "conjugated" antibodies, which are attached to therapeutic agents like chemotherapy or radionuclides to make them more deadly to cancer cells and less invasive to healthy cells. The method could transform cancer into a chronic, treatable condition rather than a life-threatening illness. Focusing on ovarian cancer because of its aggressiveness in destroying healthy cells, the team has succeeded in patenting two of its antibodies and is close to forming an alliance with a biotech company to take their research into clinical trials.

According to Dr. Kellogg, independent research thrives even though ECU may not have the organized infrastructure of other research institutions. She says physicians forge ahead in areas of study that interest them on their own time because they feel

THE RESOURCES YOU NEED, ALL FROM ONE SOURCE.

- The Triangle's largest group of lawyers practicing in the biotech, pharmaceutical and life sciences area.
- More than 30 venture financing transactions involving more than 25 private companies in 2001.
- Approximately 10 deals valued at $100 million or more in the last two years.
- Lead Counsel in Innovex-CV Therapeutics strategic alliance, which received Worldwide biotechnology Breakthrough Alliance Award in May 2000.
- Over 10 strategic alliances or joint ventures in the last 12 months.
- One of the largest public offerings in the Triangle in 2000 . . . over $265 million.
- Over 150 transactions involving more than $2 billion in the last two years.

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Lawyers

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an obligation to serve the community at large. "For the kind of support I've needed, I've gotten it at ECU," says Kellogg. "Because ECU doesn't force research on its physicians, it's more enjoyable and fun."

Kellogg, Semer and Smith, all doctors with responsibilities for patient care, are conducting this research as a sideline. "But I don't want anyone to think that means we're not serious about what we're doing," says Kellogg. "I'm not exactly a girl in a garage, but I'm not a girl in some fancy cancer research center either."

Window on the world

It isn't enough to draw top-shelf technology, research and interest to eastern North Carolina. In an effort to offer its patients limitless expertise, ECU has built a program to bring knowledge from around the world to Greenville. In 1992, ECU created the Telemedicine Center to offer services and distance education to its patients, students and faculty. To date, the center has conducted nearly 8000 clinical consultations in 32 specialties, making BSOM globally recognized as a leader in telemedicine. Today, the system is comprised of 12 clinical sites in the region, 24 distance education sites, and has been part of 15,000 distance-learning events.

While this is the kind of program that brings the school worldwide attention, the staff sees it as the best possible way to serve its patients.

"The advantages and benefits ... are many, including increasing access to health care in rural areas previously underserved, enhancing the quality of care by providing access to specialists, saving patients' time and cost by eliminating travel requirements, and reducing rural physician isolation," says Lori Maiolo of the Telemedicine Center.

Maiolo says that the health status of this region is poor, with the top causes of death being heart disease, cancer, stroke, motor vehicle crashes and chronic obstructive pulmonary disease. "The use of telemedicine in this region has been driven by the demand for delivery of specialty care in treating patients in all of these causes," she says.

The Telemedicine Center continues to develop new programs to make use of its technology. Projects include human performance monitoring, in which wireless sensors monitor individual athletes and teams during activity to research body temperature, heat stroke, joint angle sensing and foot pressure; disaster preparedness and response, including developing capabilities for rapidly deployable medical device and sensor toolkits, and on-demand, geography-independent telecommunications resources; and further development of the platforms and technology to take telemedicine to its next step.

"ECU is an under-appreciated gem," says Dr. Kellogg. "It does an outstanding job on clinical care and education, and now the research is really picking up." MM

THE BRODY SCHOOL OF MEDICINE AT EAST CAROLINA UNIVERSITY
600 Moye Blvd., Greenville, NC 27858
252-816-2201 | www.ecu.edu/med/
Dr. Peter Kragel, interim dean
Focus: *Training primary-care physicians to meet the health-care needs of North Carolina.*

THE DEPARTMENT OF SURGERY
SECTION OF GASTROINTESTINAL SURGERY AND SURGICAL ENDOSCOPY
Department of Surgery
Section of Gastrointestinal Surgery
The Brody School of Medicine at ECU
Brody 4South-22, Greenville, NC 27858
252-816-4171 | www.surgery.ecu.edu/gastro.htm
Dr. Kenneth MacDonald, chief
Focus: *Surgical procedures, such as the Greenville gastric bypass, to treat morbid obesity.*

SURGICAL RESEARCH AND ROBOTICS TRAINING CENTER
Department of Surgery
The Brody School of Medicine at ECU
600 Moye Blvd., Greenville, NC 27858
252-816-2187 | www.surgery.ecu.edu
Dr. W. Randolph Chitwood, Chairman
Dr. L. Wiley Nifong, Director of Surgical Research
Focus: *Cardiac surgery, da Vinci robotic surgery system.*

THE TELEMEDICINE CENTER AT ECU
The Telemedicine Center
Brody School of Medicine at ECU
1 South-10, Greenville, NC 27858
252-816-3855 | www.telemed.med.ecu.edu
David Balch, director
Focus: *To deliver clinical care and education to people in rural eastern North Carolina and to develop new technology for delivering medical care and information.*

DEPARTMENT OF PATHOLOGY AND LABORATORY MEDICINE
Dept. of Pathology and Laboratory Medicine
The Brody School of Medicine at ECU
600 Moye Blvd., Greenville, NC 27858
252-816-5007
www.pathology.ecu.edu/mcr171385yo.htm
Dr. Anne Kellogg
Focus: *Antibodies and cancer research.*

SOFTWARE COMPANIES TO WATCH, CONT.

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Cary, NC 27513 | www.engineous.com

Raindrop Geomagic, Inc.
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by Cindy Stranad

One-of-a-kind "Technopolis"

CENTENNIAL CAMPUS PUTS NC STATE UNIVERSITY ON CUTTING EDGE OF NEWEST TECHNOLOGY

From Nano Research to Software, Veterinary Medicine to Next-Generation Textiles—"The Centennial Campus is really the envy of other university research centers both domestically and internationally. We literally host thousands of visitors each and every year who want to know how we've done it." —Bob Geolas, Centennial Campus Coordinator.

Technology advancement and first-class development are running rampant on the Wolfpack campus. Some, including NCSU Chancellor Dr. Marye Anne Fox, call it a "technopolis."

NC State's 1334-acre Centennial Campus, located adjacent to the main campus, has emerged as the Triangle's fastest growing development in two decades. Gaining nationwide attention, this one-of-a-kind campus is proving to be a popular choice for businesses and government agencies requiring R&D facilities near research faculty and graduate students who can supplement project teams on a co-op basis when needed.

Growth has been evident over the last 13 years. Eight new buildings, valued at $127 million, have been built, and five more, valued at about $55 million, are under construction. However, this campus wasn't immune to the economic slowdown beginning about 18 months ago, says Geolas.

"We've experienced a slowdown in what we're seeing in startups," Geolas says. "Though, take notice, our vacancy rate is still at 2 percent, and we're continuing to finish spec work we've committed to. It's that the pipeline isn't filled the way it was before."

Complementing the life sciences focus of the Triangle, the master plan of the campus will include approximately 214 acres dedicated solely to biomedical research and development. This project, according to Geolas, will be located west of the main research campus on the property surrounding N.C. State's Veterinary School of Medicine. Drastic measures are being taken to protect the visual appeal of what residents have come to love about open area, he says. The Biomedical Campus, estimated to cost $31 million to complete, will include the College of Veterinary Medicine and its resources. Phase III, a San Diego development firm, will also be contributing some much needed biomed lab space.

PHOTO COURTESY OF CENTENNIAL CAMPUS

NC State's 1334-acre Centennial Campus, located adjacent to the main campus, has emerged as the Triangle's fastest growing development in two decades.

The unique campus is now home to roughly 61 corporate and government agencies, and 60 NC State units—including institutes, departments and laboratories. "It's really about diversity in our tenants and complementing where technology is going by providing space for that very technology to happen," Geolas says.

Red Hat, a company that develops and services software for the Linux operating system, joined the campus last March, occupying old space occupied by Lucent Technologies that moved out after announcing major cutbacks. And, despite the regional IT slowdown, there are a number of new residents in the hopper. Geolas believes they've survived the worst downturn.

The NC Wildlife Commission will be consolidating several of their existing facilities and relocating to the campus in a project that's slated to be complete by spring 2004. According to the center, the project will be multi-purpose and include areas for environmental teaching and learning, labs, and dedicated office space.

The university has also begun plans to build an 80,000-square-foot nanotechnology center with a July 2004 completion target at a cost of $24 million. Construction will begin later this year, Geolas says.

"The Centennial Campus is really the envy of other university research centers both domestically and internationally," explains Geolas, who also sits on the National Board of University Research Parks. "We literally host thousands of visitors each and every year who want to know how we've done it."

Electronic devices of the future

One startup in particular is drawing attention. ZettaCore has occupied R&D incubator space since last May at Centennial's Entrepreneurial Development Center (EDC). The Denver-based firm is engaged in the development of ultra-dense, low-power molecular memory chips that have the potential to revolutionize the microelectronics industry.

Initial market applications and targets are in those areas where the potential for significant density improvement and reduced power demand will have the most value. This includes handheld devices such as PDAs, cell phones, and cameras, as well as laptops, desktop and server computers. Noticeable improvements, the company says, will range from mega amounts of increased capacity and storage space, to long-lasting battery power and reliability. It will also create the opportunity for devices to be vastly smaller than they are today and able to integrate into existing microelectronic circuit boards.

ZettaCore is playing in the field of nanotechnology in which the standard of meas-

urement is a nanometer—one billionth of a meter, tens of thousands of times smaller than the width of a human hair. ZettaCore is a perfect partner for the new nanotechnology center on campus that's currently underway, Geolas says.

"We are focused on developing memory devices that use specially designed molecules for storing information," says the company's founder and CEO Randy Levine, Ph.D. "Our technology can lead to significant advances in memory density and power consumption, playing a key role in new generations of electronic devices, both large and small."

The specially designed molecules, called porphyrin molecules, synthesized in a lab at NCSU, can store mega information by adding or removing electrons or charge. The voltages involved are no more than a few hundred millivolts per electron. That, coupled with a long retention time, means that it will take much less power to operate a memory device using porphyrin molecules as the storage elements.

We use a well-characterized charge storage mechanism to store information based on the intrinsic properties of molecules," says Levine. "The philosophy is to partner with the semiconductor industry, although many options are on the table and are being actively discussed."

It all started with scientists from the University of California Riverside and North Carolina State University who founded ZettaCore in 1999 along with business executives experienced in computer, information technology and biotechnology firms. ZettaCore's venture backers include Draper Fisher Jurvetson, Radius Venture Partners, Access Ventures, Oxford Bioscience, Garrett Capital and Stanford University. Currently, they are not looking for additional funding. "We've secured the funding we need to complete our next milestone phase of prototyping." Levine says.

Early on, ZettaCore was being "incubated" by a company called Clinical Micro Sensors Inc. (CMS), which was formerly known for its work on developing biochips for DNA detection. Prior to leading ZettaCore, Levine served as vice president for business development for CMS and in the spring of 2000, Motorola acquired the company. According to Brian Cree, vice president of finance, neither Motorola nor CMS has a controlling interest in ZettaCore.

ZettaCore currently has six full-time employees, four in Denver and two at Centennial Campus. Additional support comes from two corporate advisors and 5 scientific consultants who are located in North Carolina. Cree says the company plans to add 7 to 10 more employees this year.

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Textiles for the future

The N.C. State College of Textiles also calls Centennial Campus home and recently opened a $12 million dollar, state-of-the-art textiles laboratory. The Nonwovens Cooperative Research Center's (NCRC) Partners Lab is undeniably the most comprehensive nonwoven-textiles lab in the world.

Nonwoven fabric makes up many everyday things we use as consumers. It's found in surgical gowns, fabric dryer sheets, wall coverings, baby wipes, cosmetic washcloths, and even the interlining of men's and women's suits.

According to the Association of the Nonwoven Fabrics Industry (INDA), nonwoven fabrics are broadly defined as sheet or web structures bonded together by entangling fiber or filaments (and by perforating films) mechanically, thermally or chemically. They are flat, porous sheets that are made directly from separate fibers or from molten plastic or plastic film. They are not made by weaving or knitting and do not require converting the fibers to yarn. Nonwoven fabrics are engineered fabrics that may be a limited life, single-use fabric or a very durable fabric.

The lab will allow companies to use the research facility without shutting down corporate production lines, according to Emily Parker, College of Textiles spokesperson. "The goal is to develop new fabrics and overall textile design."

The facility is important to the university, but also to businesses in the state, says Parker. This new laboratory allows companies to run experiments and help guide the textile future of the industry.

The lab holds two 24-foot-tall, bi-component machines that allow two fabrics—polyester and nylon for example—to be woven together at incredible speeds to create a new blend of fabric. This lab, set to begin live production this month, specializes in two unusual processes: melt spinning and hydroentangling. In melt spinning, thermoplastic polymers are heated and extruded, then cooled to create fabrics. Hydroentangling uses water jets that press fibers into knotted webs that don't need bonding materials.

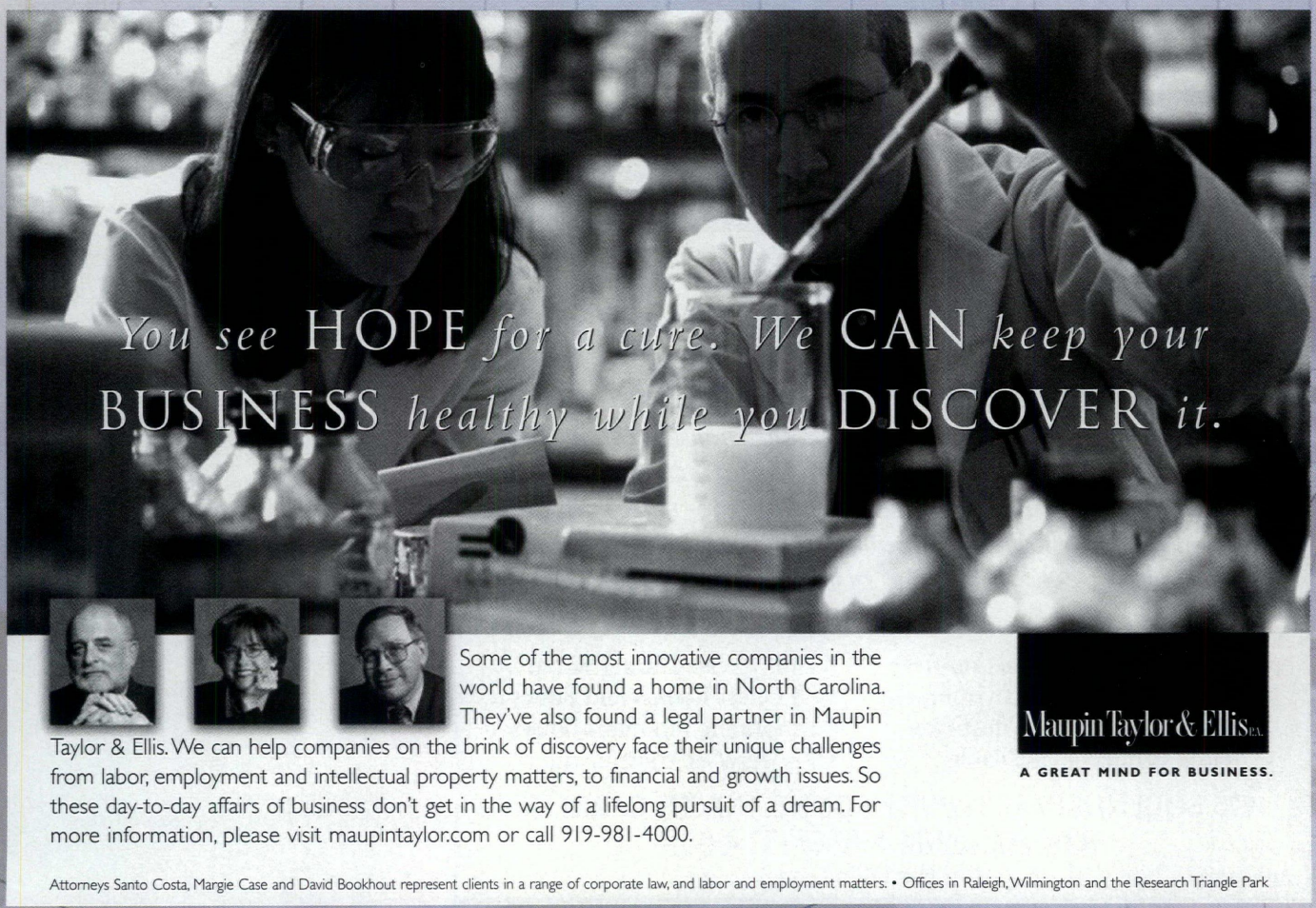
"The new materials will be incredibly important to the automotive and home furnishings market," says Behnam Pourdeyhimi, NCSU professor of textile technology and director of the NCRC. "There's likely to be apparel applications, too, and we're seeing some of that in Europe already with denim."

To provide scope, just in North Carolina there are 29 nonwoven-textiles companies, with over $3 billion in annual sales, and another 60 service companies who support the industry. Moreover, the United States leads the world in nonwoven-fabric technology and production, with 550 companies and annual sales of $38 billion, according to the INDA.

In the future, nonwovens will play an even greater role in fashion and upholstery, says Pourdeyhimi. With new technologies being developed, and with the help of the new NCRC Partners Lab, he believes NC State will be at the forefront of the effort to develop these new fabrics. The lab has recently hired four full-time staffers to help run experiments.

"This new facility shows the importance of the nonwovens industry not only in North Carolina but in the world," he adds.

Planning for the new facility began three years ago, led by Subhash Batra, the founder of NCRC, and Pourdeyhimi. NCRC currently has 34 member companies; Pourdeyhimi expects to extend the NCRC family to 50 companies in the next two years. Initially the lab will be open to members and then to the general public. MM



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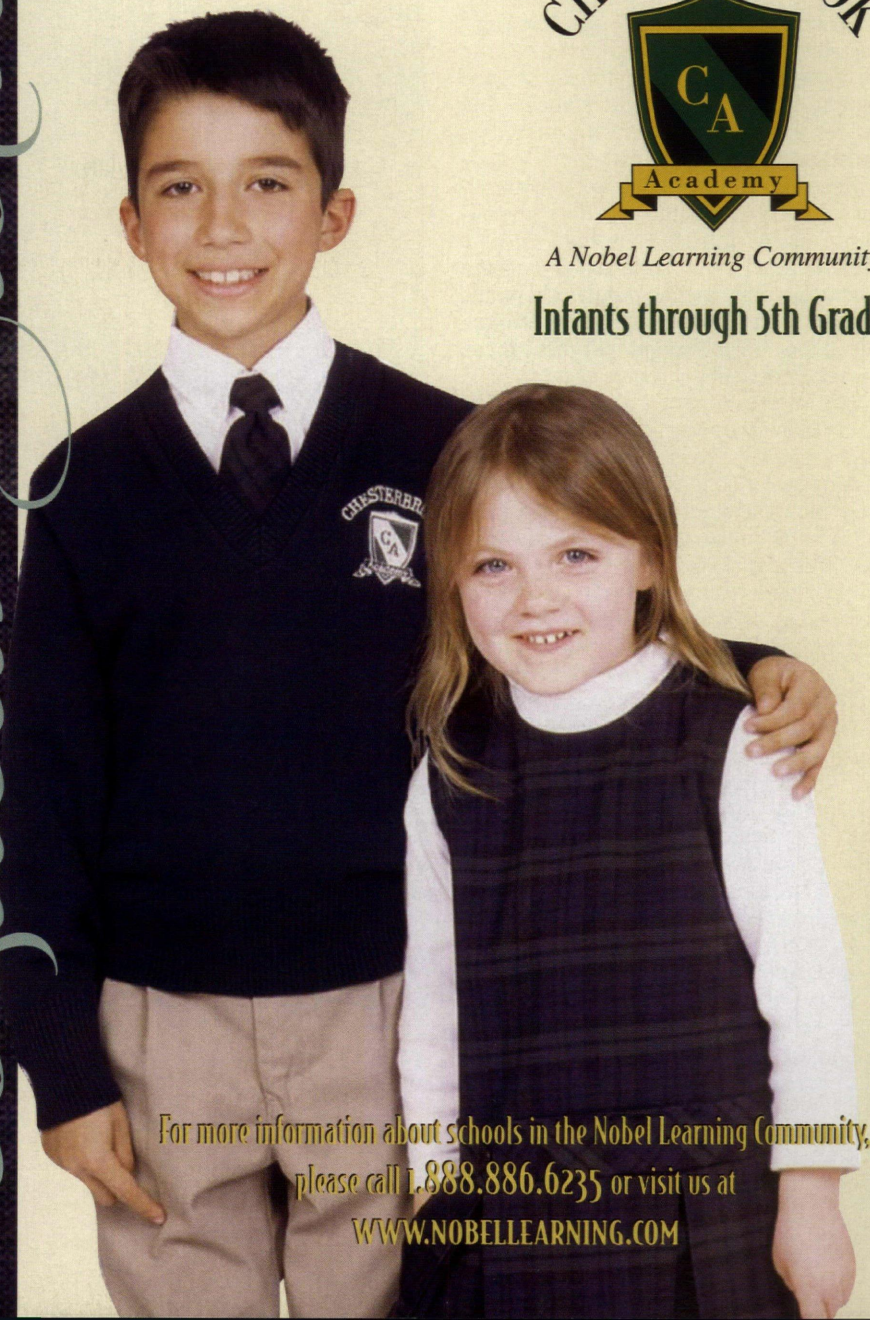

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by Allan Maurer

The future is now

AT DUKE, MEDICAL RESEARCH IS LEADING TO DISCOVERIES AND FORGING RELATED HIGH-TECH COMPANIES

From potential cancer vaccines to stem cell research, anti-AIDS drugs and 3D imaging, Duke University is building a legacy of cutting-edge research transferred to the private sector.

A few years before my father died, a number of ailments, from heart disease to arthritis, ganged up on him, and he stopped taking the walks that had helped keep him healthy for a man in his late 70s.

"There's no spring in my step," he complained to me when walking from the car to the house exhausted him. After dad stopped walking, he soon became bed-ridden. The lack of exercise made all his maladies worse, and he died within a year.

Research at Duke University may someday help people afflicted with the same ailments as my father. They fight chronic diseases and have trouble walking across a room, let alone getting regular strenuous exercise. If the Duke studies prove fruitful, a drug may be developed that reproduces the health benefits of regular exercise.

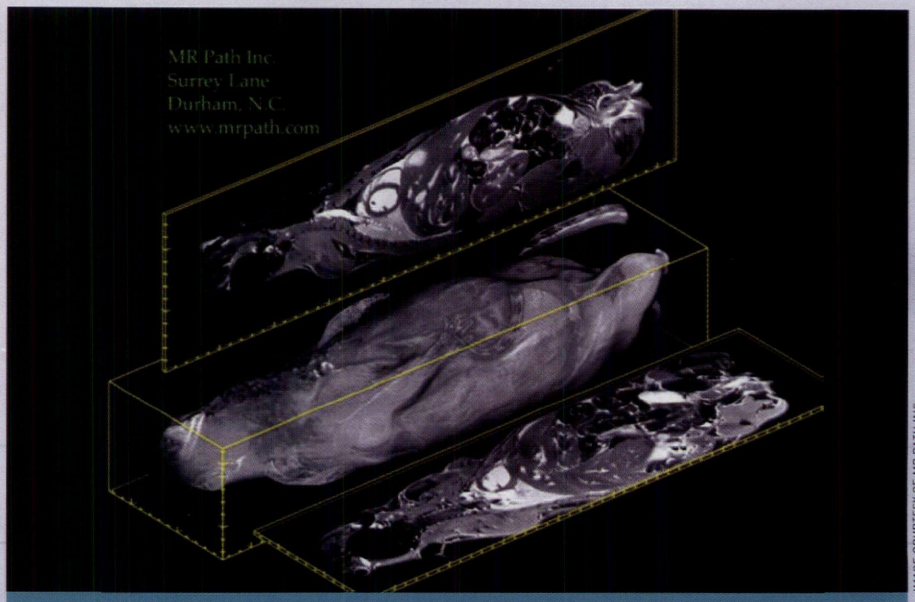

IMAGE COURTESY OF MR PATH INC.

Duke medical imaging researchers started MRPath in Durham to sell a technology that makes 3-D pictures of experimental mice available over the superfast Internet2. The resulting "Visible Mouse" offers a new tool for exploring the effects of genetically altering mice.

The researchers at Duke and Southwestern University in Texas found a biochemical pathway in muscle cells responsible for generating many of the beneficial effects of regular exercise. R. Sanders Williams, a medical doctor and dean of Duke's School of Medicine, is senior author of the study, which appeared in the April 12 issue of *Science* this year. A research team at Duke led by Williams is looking for the best targets for drug discovery.

"We think this could lead to new drugs that allow individuals to acquire the health benefits of regular exercise even if they cannot exercise," Williams says. "It has the potential to improve the lives of patients with heart failure, diabetes, and other chronic diseases."

This Duke research highlights only one recent discovery among many that the university's research laboratories crank out weekly. Many of these discoveries lead to new treatments and new companies formed to get them to market.

So much successful research is taking place now that Duke is taking steps to maximize the benefits of the dollars and time invested.

"We're looking more and more at how our basic discoveries may have commercial utility," says James Siedow, Duke's vice provost for research. Siedow thinks the university still may be missing opportunities to patent and license technologies emerging from its many research laboratories. "We think there's probably a lot of intellectual property we're not getting.

"We accidentally found someone working on something and said, 'You haven't filed a patent on this yet?' They were dangerously near publishing and dashing all patent opportunities."

Duke's record on intellectual property is quite impressive, as some statistics bear out.

The number of patents, licenses, research agreements and inventions reported by faculty are the traditional measures of a university's technology transfer programs. Last year, Duke's office of science and technology reports, research at the university resulted in 20 U.S. patents, and it filed for a record of 120. Duke hit a recent high-water mark in U.S. patent approvals in 1999, receiving 45. It received about 27 foreign patents in the last three years.

Also, the university's sponsored research agreements neared 600 in 2001 and exceeded 500 since 1999. Duke issued about 25 U.S. technology licenses and options a year since 1999, with foreign licenses and options at 15 to slightly more than 20 a year in the same period. "That's where most of the technology goes," says Siedow, "licensing."

But even with the success generated thus far, Duke is looking to do more.

Siedow points out that Duke is "trying to figure out ways of ramping up our office of science and technology" to get those ideas still sitting in labs. The director of the university's science and technology office, Bob Tabor, says the school is even looking at ways of establishing access to early-stage venture money for start-ups based on Duke technology. "Duke has a policy of not funding internal projects, but we're working on something that might modify that," he says.

A Growing list of Duke-related firms

Other ongoing research at Duke includes studies of a cancer vaccine being developed by Durham's Merix Biosciences. The vaccines work via a new method that arms the patient's immune system to fight his specific cancer. The method may make the vaccines highly effective against a wide range

of murderous tumors. Animal and clinical tests so far have been promising. Merix landed a record-setting $40 million private venture round in the fall of 2001 and has an alliance with California-based Genentech, one of the best-known national biotechnology companies.

Artecel, another Durham-based company, is testing Duke-based research that coaxes adult stem cells derived from fat into becoming other types of cells. Potential treatments range from helping replace blood cells and bone marrow for patients taking radiation for cancer to plumping up facial wrinkles.

StemCo Biomedical, founded by researchers from Duke's Cancer Center and stem cell transplant program, is also working with adult stem cells, but those derived from blood and bone marrow rather than fat. It has found a more effective method of identifying and capturing these versatile but immature cells, which like clueless teenagers, need the right signals before they decide what they want to be when they grow up.

"We're looking more and more at how our basic discoveries may have commercial utility. We think there's probably a lot of intellectual property we're not getting ." —James Siedow, Duke vice provost for research

Duke medical imaging researchers started MRPath, Durham, to sell a technology that makes 3-D pictures of experimental mice available for digital slicing over the superfast Internet2. To make the images they use "magnetic resonance microscopy" at 250,000 times sharper resolution than is used to diagnose human disease.

The resulting "Visible Mouse" offers a new tool for exploring the effects of genetically altering mice. Mice are the principal animal model for exploring a vast range of human disorders from cancer to drug addiction. The researchers say the new imaging technology will open a new era in using mouse models to understand human disease.

They foresee creating MRM images of a multitude of such visible mice, both normal strains and gene-altered animals. Such scans could be transmitted over high-speed Internet 2 connections, enabling researchers to "share" animals electronically, and to digitally "slice" the animals in a variety of ways to explore their anatomy. Thus, a team of researchers separated by thousands of miles could electronically dissect the same animal simultaneously, sharing their insights via videoconferencing.

Ribonomics, founded in 1999 based on a decade of research in the laboratory of Dr. Jack Keene, uses his method of analyzing genetic material to hunt for new drugs to treat cancers, central nervous system disorders, and diabetes.

Norak, which recently left the Becton Dickinson's Durham incubator to set up shop on its own, works with a type of cell receptors that are targets for 60 percent of the prescription drugs on the market today. Called G-protein receptors, they regulate a host of bodily functions. Norak believes potential applications include inhibiting the tolerance people develop to the painkiller morphine, asthma medications and treatments for heart failure.

Trimeris, a public company (Nasdaq: TRMS), is close to launching its first product, which is also the first of a new class of anti-AIDS drugs that originated from Duke research. The new drugs prevent HIV from fusing and thus infecting cells. "It took 12 years to get there," says Tabor, pointing out the long time frame required for biotech product development.

Although biotechnology is thought of primarily in terms of its benefits for human, animal and plant health, the industry includes many products outside that realm. Norak, for instance, says its work on cell receptors might also help create flavor and fragrance enhancers of interest to food and cosmetic industries.

Many centers of research

Duke University's biotechnology and medical research spans many centers and departments.

Duke's 30-year-old Medical Center includes 88 buildings with 7.1 million square feet on 210 acres in Durham. It includes Duke University Hospital, School of Medicine and one of the largest biomedical research enterprises in the country, doing more that $200 million in sponsored research annually.

Duke's Comprehensive Cancer Center designs innovative therapies using bone marrow transplants, hypothermia, and immune responses to tumors. It has developed unique approaches to treating cancers of skin, lung, brain, breast, ovary and prostate. The Cancer Center received $106 million in research grants in 2000, $84 million from the National Institute of Health. It usually has more than 450 studies underway at any given time and thus is at the forefront of cancer research.

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- Study of rapamyscin, a novel molecule made by a soil bacterium that appears to inhibit the growth of several types of cancer cells
- Various attempts to interrupt the tumor growth cycle
- Discovery of genetic risk factors for breast cancer

Studying heart disease, aging and more

The Duke Heart Center conducts many of the leading studies on the genetic factors underlying heart disease, early trials of new heart disease treatments, and a long-term federally funded project to define appropriate treatment for heart attack patients.

Last year, Duke researchers found they could use gene therapy to both prevent and reverse heart damage in mice with congestive heart failure. They say the minimally invasive method used to deliver the genes bodes well for developing a possible human therapy for congestive heart failure, one of the most difficult heart ailments to treat.

The Duke Center for the Study of Aging is conducting one of the nation's largest studies of the elderly, surveying over 4000 people annually to identify risk factors that lead to chronic disease and loss of independence. The Duke Arthritis Center is one of only two in the U.S. designated by the National Institute of Health as a specialized center for rheumatoid arthritis research.

Duke research in human genetics has helped identify genes associated with obesity, breast and colon cancer, Lou Gerhrig's and Alzheimer's diseases, opening new avenues to treatments or cures.

A designated center for AIDS research, Duke is evaluating the results of National Institute of Health-sponsored AIDS vaccine trials. In addition to working on a novel preventative and treatment vaccine, Duke researchers are looking for a "topical microbicide" that a woman could use to prevent AIDS/HIV infections.

Well-known for research that crosses traditional boundaries, Duke also provides a home to several multi-disciplinary think tanks that include the Center for Chemical Biology and the Center for the Study of Integrated Biology. Tabor of the office of science and technology notes that even the school's engineering and chemical departments have bent toward biomedical research.

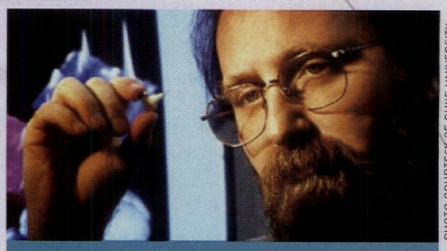

PHOTO COURTESY OF DUKE UNIVERSITY

Straight out of Star Trek: Dr. Miquel Nicolelis' work in neurobiology hopes to connect artificial limbs to the brain so they respond to thoughts.

One bioengineering project is "straight out of Star Trek," says Siedow.

He refers to Miquel Nicolelis' work in neurobiology to connect artificial limbs to the brain so they respond to thoughts. "Theoretically, an artificial hand would work just like your real hand," Siedow says.

Duke's Clinical Research Institute, which conducts clinical trials of new drugs or other medical treatments, has 3120 sites in 49 countries with over 4146 investigators studying 155,000 patients. MM

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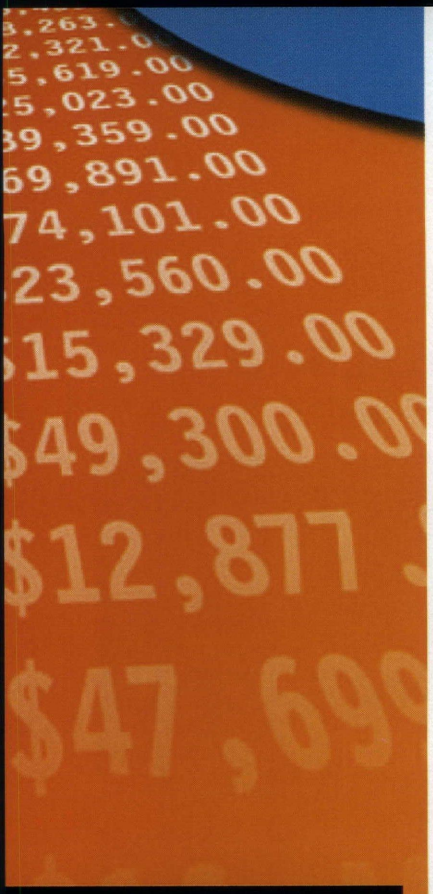

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by Allan Maurer

Research success in the marketplace

AT CAROLINA, HIGH-TECH RESEARCH PRODUCES WEALTH OF PATENTS, RESEARCH DOLLARS AND SPIN-OFF COMPANIES

In the not too distant future, a patient dying because a liver is not available for transplant may instead receive a life-saving implant of functioning liver cells on a silicon chip.

It's called "liver-on-a-chip," and the technology may also work to give patients an artificial insulin-producing pancreas or other organs. The combination of silicon and human cells may eventually even help patients with heart disease or central nervous system disorders.

This remarkable achievement is only one of many leading edge research projects at the University of North Carolina at Chapel Hill that have resulted in spin-off start-up companies in the last two years. Daji Biosciences Inc., founded by UNC transplant specialists in May 2002, plans to develop the artificial organs.

Recognized nationally as a top research university, in 2001 Carolina received $438 million in external funding, including what Chancellor Moeser termed "an impressive 20 percent increase in National Institute of Health funding" that placed it 12th among universities nationally.

Over the last five years, Carolina faculty reported 547 inventions to its office of technology development, an average of 110 a year, 70 percent of them in the life sciences. In the same five-year period, the university filed for 458 patents, an average of 92 a year. Carolina received about $1.5 million a year in licensing income based on faculty discoveries in that period.

> **"A venture fund, its new North Campus, and special focus on tech transfer and research are vital to the future of the university—and the state." —UNC Chancellor James Moeser**

The university only started focusing more on creating spin-off companies in the last two years. Although Carolina gave birth to 19 companies between 1997 and 2001, 12 of them started last year.

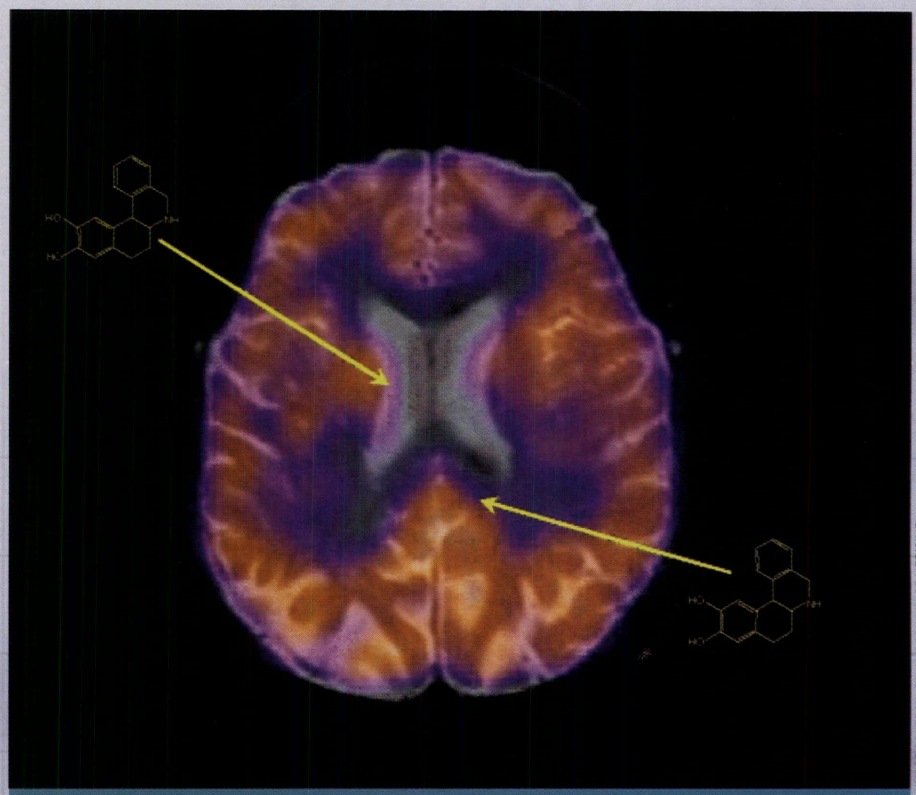

IMAGE COURTESY OF UNC SCHOOL OF MEDICINE

DarPharma of Chapel Hill is one of several companies that resulted from UNC research. The company is developing drugs to treat various central nervous system disorders. This image shows some of the critical brain region at which DAR-0100 is believed to work to treat Parkinson's disease.

In his State of the University speech last September, Moeser said: "Our research is making its way directly to the North Carolina economy through the creation of tax-paying, job-creating, for-profit, spin-off companions that are trying to solve local, state, and national problems. Success stories abound."

Moeser also mentioned Joe DeSimone's spin-off of Micell Technologies in 1995 to commercialize its environmentally friendly liquid carbon dioxide dry-cleaning system. The same successful technology resulted in another spin-off this year, MiCell Integrated Systems, which uses the same technology to clean semiconductor and micro-electronic components. Moeser said the technology even resulted in "DuPont's expansion of its Bladen County site with a $40 million facility." DuPont licensed DeSimone's carbon dioxide technology to improve the manufacture of Teflon. The new plant will employ 100 people.

Not all of the university spin-offs succeed, however.

Moeser also cited the creation of Xanthon Inc., which tried to commercialize a patented technology that analyzes DNA, RNA, and proteins. But Xanthon closed up shop when it failed to attract additional backing in June.

Moeser pointed out that the university has re-invested money from federally funded grants to contract new research facilities in basic health sciences. "These dollars are our seed corn, our investment for the future," he said.

"Ultimately," Moeser said, "our goal is to create our own venture capital fund and incubator space to further stimulate getting Carolina-created technology "into the hands of the public."

The university's capital campaign, Carolina First, kicks off this fall hoping to raise $1.5 billion, of which $10 million would

endow a fund to support business development programs. The university is also planning to launch a $20 million Carolina Venture Fund.

Incubator facilities will be located on the university's new Carolina North campus—nearly 1,000 acres half a mile north of the main campus where the university airport is located. Actual building on the site is not expected for at least three years, say university officials. Carolina North will be somewhat similar to North Carolina State University's hugely successful Centennial Campus, where private technology companies have facilities side-by-side with start-ups in incubators.

Directing tech development

Part of the university's growing success in getting the work of scientists into the marketplace in the last two years, can be attributed to the work of UNC's director of technology development, Mark Crowell. Crowell, an alumnus of UNC, led N.C. State's technology transfer and industry research program for eight years. In that time, its licensing income increased from $1.5 million in 1992, about where UNC's is now, to $7.7 million by 1999. From 1996 to 1999, NCSU's equity holdings jumped from two companies to more than a dozen.

Since joining Carolina in September 2000, Crowell has accelerated its transfer of ideas from laboratories to the marketplace considerably. Up to 2000, UNC had only had a handful of spinout companies. In the last two years, 15 start-ups have emerged from UNC research. "

Crowell says it's partly a matter of encouraging research faculty to bring inventions with commercial potential to the School's attention.

"For the whole process to get started, a faculty member has to officially inform us they have an invention," Crowell explains.

Crowell has already helped increase the number of faculty members submitting reports of their inventions. "They don't like to fill out forms, so they won't do it unless they think it's worthwhile," Crowell says. The rate is inching up, however. "It was 115 last year, and we expect 120 to 125 this year."

Carolina is starting the first electronic system for such invention reporting by faculty in the nation, Crowell says. The electronic system will include a database of companies looking for given things, new drugs to treat Parkinson's say. Then, if a faculty member reports a discovery in that area, the system can instantly notify interested commercial firms.

One of the attractions of the UNC campus that venture capitalists and private company partners always mention is that it provides a place for cross-disciplinary research. "We have world-class research programs in chemistry, physics and computer science on the same campus with geneticists, biologists, and those doing related work in the school of medicine," Crowell says. The ability to collaborate easily is particularly important in an area crucial to the future of biotechnology research.

"Everything you read says the future of life sciences is at the interface between biology and information sciences, and we've got that in spades. The UNC computer department pioneered virtual reality research, for instance. The advantage, Crowell says, "is that researchers in different areas can get together on a regular basis. We find that's an appealing factor whether we're talking to venture capitalists or private companies."

> **"Everything you read says the future of life sciences is at the interface between biology and information sciences, and we've got that in spades. [The advantage] is that researchers in different areas can get together on a regular basis. We find that's an appealing factor whether we're talking to venture capitalists or private companies ." —Mark Crowell, UNC's director of technology development**

That sort of interaction results in companies such as Oriel, founded in 2002 to develop smart dry-powder inhalers. The inhalers, which provide drug delivery benefits, involved Carolina's pharmacy and biomedical engineering departments.

UNC made $1.7 million from its licensing income in 1999, $952,000 in 2000, $1.2 million in 2001 and expects to make $1.4 million this year. "That's way lower than it should be," says Crowell. But Carolina got into this activity a bit later than other universities, and because we're so focused on life sciences, the time to mar-

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ket is quite long. "Ten years from now, we'll be doing just fine, thank you," Crowell says.

Crowell says plans are in place to launch a $20 million Carolina Venture Fund to help university start-ups get that initial $50,000 to $60,000 they need to do proof of concept research. "The pre-venture money is hardest to get," Crowell says, "companies that need $50,000 to build a prototype or do proof of concept."

Crowell adds that the North Carolina Biotechnology Center has often been instrumental in providing the networking environment, resources or contacts necessary to help UNC launch its start-ups. In the future, he expects the venture fund and Carolina North campus to accelerate UNC's new company birthrate.

"The chance to get in on the ground floor of this is one of the most exciting things to me about coming to Carolina," says Crowell.

Advanced research may offer many cures

Carolina spokesman Mike McFarland notes that the university is a leader in research and technology transfer in a host of areas. Those he points out include areas such as respiratory diseases, cancer, environmental sciences, pharmaceuticals, vaccines and drug development. One major thrust is in the area of genomics and proteomics, highlighted by a $245 million genomics center at the school.

Cell signaling is another major research area in which scientists from Carolina's pharmacy, biochemistry, medicine, radiation and other departments work together. In an article for the university research publication, *Endeavor*, Neil Caudle reports that pharmacy professor, Ken Harden had trouble explaining what cell signaling means to his Aunt Beulah.

"When Harden went home for the holidays," Caudle writes, "his Aunt would ask, 'What are you doing? Cancer research? Heart?'"

"Not exactly," Harden would reply.

"In a way," writes Caudle, "he was studying them all, every disease and disorder of interest to Aunt Beulah."

Harden himself notes of the cell-signaling research on the Carolina campus, "We have become one of the best places in the country to do this sort of work."

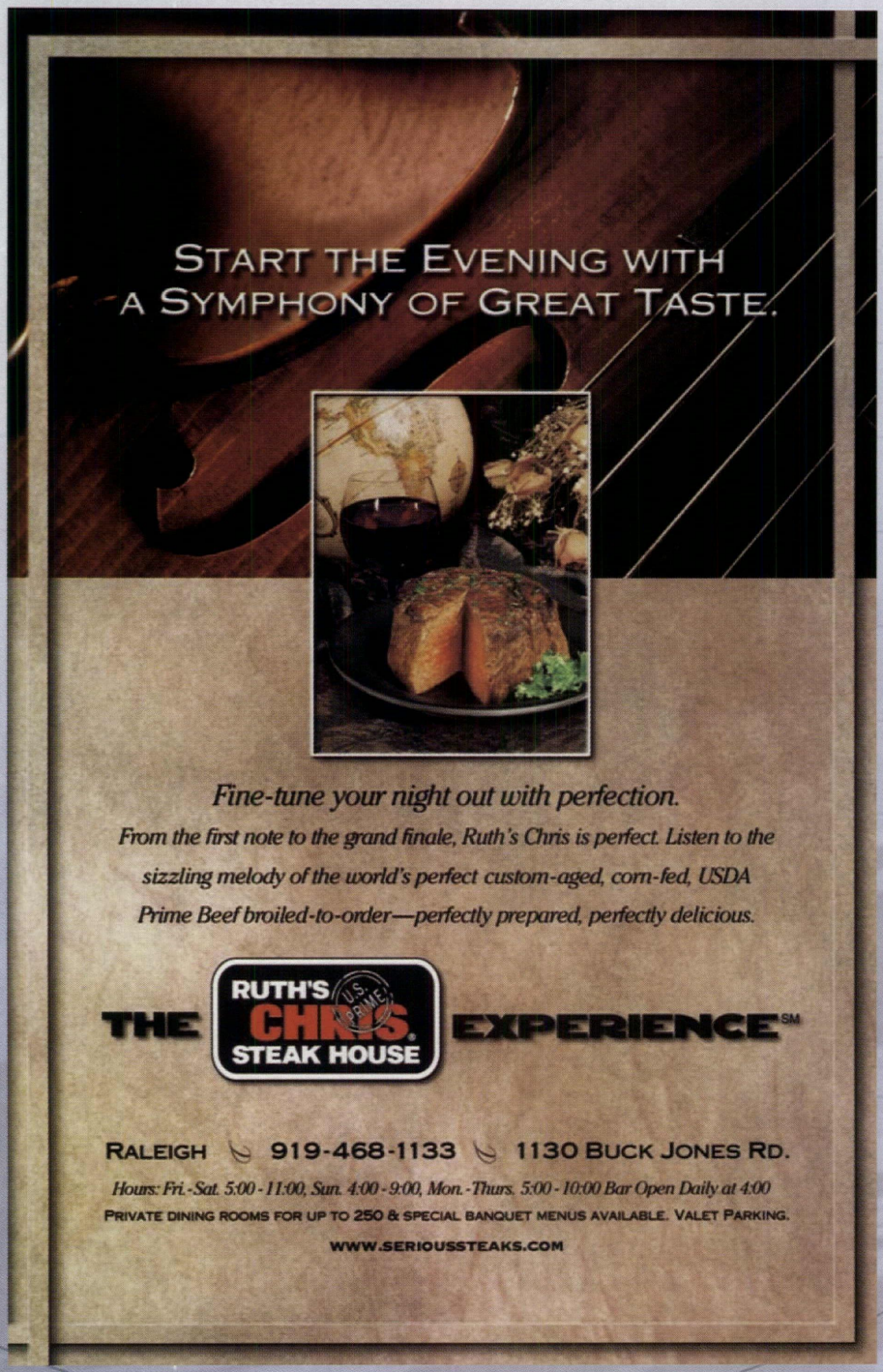
The "revolution in cell-signaling research is about to explode," Caudle says. "These scientists adamantly believe that untangling the mysteries of cell signaling will be the next necessary step toward treatments—or dare we say it, cures—for cancer and many other diseases and disorders."

Essentially, cell signaling is about how living cells communicate, and in many cases, disease represents a failure to communicate. Caudle describes it thus:

"Cell signaling is the way a cell interprets information, not only from its environment, but from its own genetic code. Cell signaling mediates our response to odors, to light and to other kinds of stimulation. It controls the enzymes of metabolism, controls how genetic information gets put to work and controls the cell's shape and movement."

Harden and colleagues work on the signaling pathways associated with adrenaline, histamine, dopamine, and serotonin. Histamine is associated with allergic reactions, dopamine affects mood and addiction, and serotonin constricts blood vessels and is connected to depression and migraines. All have a similar cell-surface receptor. Receptors are the cell's switch, allowing signals to flow when they're "on," and stopping them when they're "off."

Caudle says the subject of cell signaling is far too complex for any one lab or discipline to consider, but at UNC, "Ideas pinball from lab to lab, and everyone seems to run on adrenaline and a sense of urgency."



Nearly half of all drugs target these cell-signaling switches. One drug in clinical trials stops a form of early leukemia for 18 months by interfering with a cell-signaling error. Viagra is a molecule that signals smooth muscle to relax, promoting blood flow.

Harden explains that giving cell-signaling a chemical nudge can "restore a balance or reroute a hell-bound train."

Pharmacy professor David Siderovski told Caudle, "If we do basic research for five years, we may come up with 10 drug targets, each of which could save lives and generate a billion dollars."

UNC spin-off companies grow

A quick look at a handful of the companies that resulted from UNC research in the last few years gives an idea of the range and depth of research ongoing at the university. The 21 companies the university helped birth created a total of 12,500 jobs so far. Those companies include:

DarPharma of Chapel Hill and Greensboro closed a $3.6 million first round of venture funding in March 2002. DarPhrma is developing drugs to treat various central nervous system disorders, such as Parkinson's, Alzheimer's and others. The company, which is based on research at UNC and Purdue University, hopes to have its first drug for Parkinson's—already in clinical trials—go to market in as little as two years. The company is seeking a second round of venture capital in the $20 million range.

Alphavax Inc., founded in 1997, is developing a new technology that makes vaccines much more effective. It is testing its first product, a vaccine for HIV/AIDS. The company says its technology may lead to vaccines to treat cancer and a variety of infectious diseases.

Winston-Salem's Kucera developed a drug-delivery system that vastly improves the effectiveness of the anti-AIDS compound AZT, among others. A UNC professor's work helped Wake Forest University researchers decide to launch the company.

Crowell says the economic downturn has slowed UNC's ability to find money for its spin-offs. He says the Carolina Venture Fund, Carolina North and other initiatives will help accelerate the process considerably.

"Meanwhile," Crowell says, "We bootstrap in creative ways to keep things moving." MM

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EXECUTIVES TO WATCH

The list of executives that Local Tech Wire and *Metro* have formulated will help set the pace for high-tech in North Carolina during the next year. For more information about these men and women, please visit us at **www.metronc.com**.

Susan Acker
Chief Executive Officer | Blue 292

Leslie M. Alexandre
President, CEO | NC Biotechnology Center

Jud Bowman
CEO | Pinpoint

Josh Chodniewicz
CEO | Art.com

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by Allan Maurer

Roping and tying

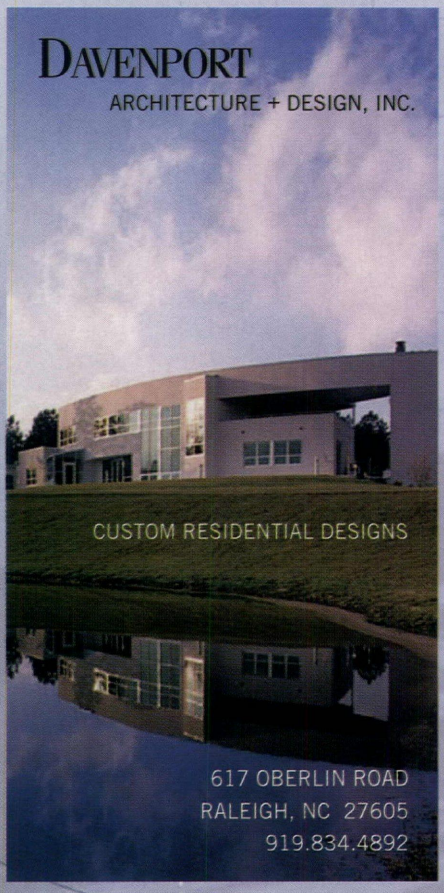
GENE HUNTERS AT UNIVERSITIES' GENOMICS CENTERS HELP SET THE PACE IN ASSAULT ON WIDE VARIETY OF NATURE'S SECRETS

The unraveling of the human genome is hardly the entire focus of genomic research. In fact, the Triangle is fast becoming a hotbed for the ever-increasing assault on a wide variety of genes that are the citadels of nature's research.

All three major North Carolina research universities—The University of North Carolina at Chapel Hill, Duke University in Durham and NSCU in Raleigh—have established genomics centers. But each university is attacking on separate fronts.

And all have exciting stories to talk about—like feeding the world.

Dr. Charles Opperman, one of the founders and directors of North Carolina State University's Genomics Research Laboratory (GRL), is one of the leaders. And he's excited about the prospects of NCSU's agricultural focus.



"Most of us in agricultural biology got into it because we wanted to feed the world," he says. "I find myself in an odd position being a professor. When I got into it, I just figured I'd be in the Peace Corps."

Instead, Opperman, who stepped down as a director of the GRL in July but remains on its advisory board, helps conduct research that may feed millions more people than any work he could have done in the Peace Corps. The idea of feeding the world still "drives a lot of us."

At NCSU, bioinformatics links vet, agriculture, forestry research

NCSU chose a unique niche—cutting-edge research in veterinary medicine, agriculture and forestry, combined with the university's expertise in bioinformatics.

NCSU boasts the largest bioinformatics degree program in the nation and is a world leader in analyzing large amounts of genetic information at its Genomics Research Laboratory. By 2004, NCSU will have invested $130 million in its genomics research programs since 1999.

In addition to the GRL, the school's genomics efforts encompass its forest biotechnology and fungal genomics labs (FGL). Already, FGL researchers have described the genome of the rice blast fungus, a major threat to worldwide food supplies. The fungus destroys enough rice annually to feed 60 million people. Some strains of the fungus attack wheat and barley. The new knowledge, says Opperman, "might lead to new types of host (rice or other grain) resistance or help design chemicals specifically deadly to this one pest, but otherwise environmentally harmless."

By studying a biological system such as the rice blast and its interaction with its hosts, Opperman explains, "you might notice things you can exploit in a more environmentally friendly fashion than we do now with some of our pesticide systems."

Calling the GRL "one of the crown jewels of the university," he says, "It speeds up discovery. But we're not in the business of making pesticides. We're in the business of providing the raw material for a company to market a new product," he says. "It's a great partnership when you think about it. The company licenses intellectual product from the university. They create jobs, so it's good for the state, and they make money on it. It's also more environmentally friendly so it's good for the consumers. It sounds very Pollyannaish, but I think that's the way you have to look at it."

> **"The Genomics Research Laboratory speeds up discovery. But we're not in the business of making pesticides. We're in the business of providing the raw material for a company to market a new product. It's a great partnership when you think about it."**
> **—Dr. Charles Opperman, advisory board member of NCSU's Genomic Research Laboratory**

At NCSU's forest biotechnology lab, director Dr. Ron Sederoff says that genomics sciences can help improve environmental, human and agricultural health. "If we can bioengineer fast-growing, high yield trees with special features and grow them as crops for human needs, we can leave the natural forests alone," says Sederoff. "It's doable and will be profitable in many ways."

Other research at NCSU focuses on using animal models to help researchers seek cures for human diseases such as HIV/AIDS and muscular dystrophy.

UNC Genomics Center unites departments

UNC has seen benefits other than in the lab.

"The challenge and the fun of the genomics center is that it integrates all of

the disciplines on campus," says Terry R. Magnuson, chairman of the school of medicine's department of genetics.

Those cooperating in the new Carolina Center for Genome Sciences include the schools of dentistry, informational and library science, medicine, nursing, pharmacy, public health, even the college of arts, sciences and the school of law.

Magnuson says that while the UNC Genomics Center works across many departments, it has three broad areas of specialization: experimental genomics, computational biology, and visualization tools.

UNC's efforts are funded by a $245 million investment over the next decade, including a $25 million anonymous gift. Four new buildings that will house genetic research, partly supported by a state bond referendum, will cost $550 million, and 40 new faculty positions are being added at a cost of $50 million from recurring funds.

The $64 million Medical Biomolecular Research Building now under construction will house the Carolina Center for Genome Sciences.

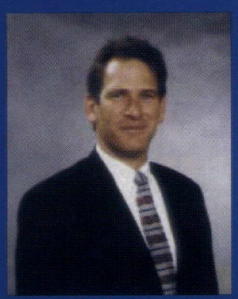
Magnuson notes that the university has hired about half the 43 members of his department since he came on board in July 2000. "We've started many new research programs and directions," he says.

One of those researchers, hired from Stanford University in California, examines breast cancer tumors. He looked at the clinical outcome from 75 different tumors and discovered that while they had previously been identified as the same type, molecular profiling divided them into subgroups. "The results were amazing," says Magnuson. Patients with one type of sub group tumor did "wonderfully and lived," while those with another sub group "didn't live two years, with others somewhere in between."

One major effort of UNC's program looks at disease. "We've made good progress on single gene defects," Magnuson says.

Another major thrust of the university's research examines not just genomics, but also proteomics. Genes make proteins, and the proteins make the body and its processes. The interaction between genes, proteins and disease states is enormously complex. "The goal in the future and of the approach we're putting in place is to figure this out," Magnuson explains.

But the center can't succeed alone. Magnuson insists that establishing partnerships with pharmaceutical companies, which already chip in to support student stipends in the bioinformatics graduate program, are essential to its success.



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EXECUTIVES TO WATCH, CONT.

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"Partnerships with biotech and pharmaceutical companies are a critical component," he says. "They bring a level of complexity to the table a university can't achieve by itself."

Magnuson says the North Carolina Biotechnology Center has often been instrumental in facilitating relationships between the university and corporate partners. In particular, he says, "Their focus on the supercomputing center's biogrid is very important and something no one university could do alone." The biotech center hopes to have a test bed biogrid up and running by spring. It would help researchers store, share, and manipulate the huge amounts of genomic, proteomic, and other biological data coming from their labs and computers daily.

Duke Center examines tough ethical and legal issues

Duke University's $200 million Institute for Genome Sciences and Policy is the most ambitious in its history.

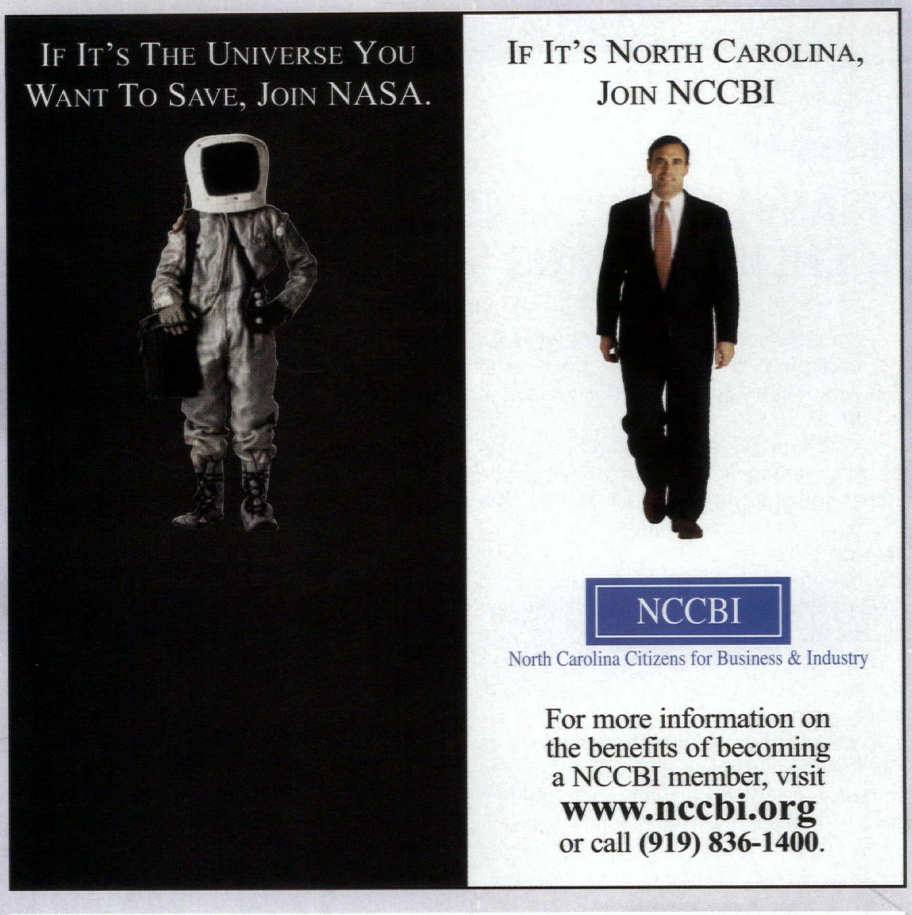
Duke conducts hundreds of genetics and genomics studies at its network of centers, including the center for human genetics, center for genetic technology, the programs for cardiovascular genetics and cancer genetics, and centers for disease models and computational biology.

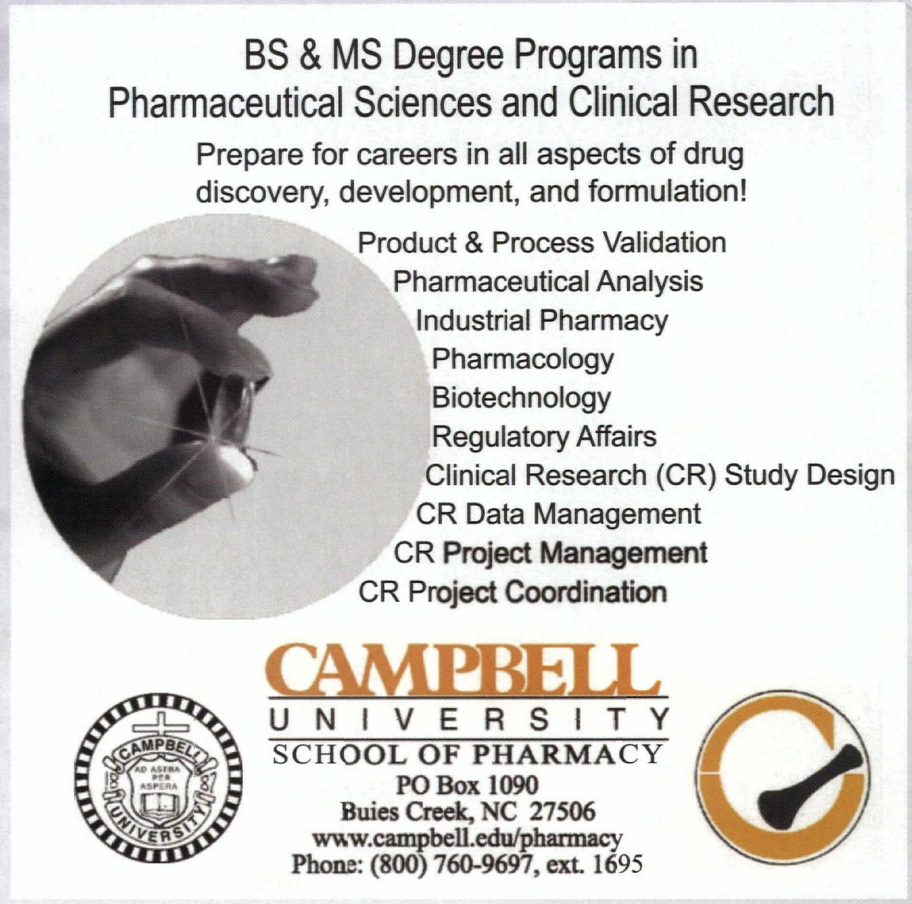
Researchers at the human genetics center, for instance, have discovered specific genes that make people susceptible to disorders such as autism, Alzheimer's and Parkinson's. The disease model center, which is completing a $41 million research building, has begun a major effort to identify genes that contribute to cocaine addiction.

Dr. John Harer, vice provost for academic affairs and one of the Genomics Institute's planners says, "The scientific challenges of the genomics era are far different from those of the past. They require a mix of expertise."

Duke's unique genome sciences and policy institute tackles the tough moral, ethical and legal issues the research raises. Those include issues such as what diseases should be priorities for research? Should we be manipulating reproductive cells—sperm and eggs—which could affect coming generations? Should corporations be allowed to patent genes? What are patient's rights to their own DNA or tissues, particularly if they hold the key to treating a disease?

The center convenes scholars from the university and elsewhere in law, medicine, ethics, theology, the humanities and social sciences, and public policy to explore the social implications of genome science. It sponsors short courses, seminars, publications, deliberations and other efforts. MM





by Patricia Staino

Kicked off the island

TRIANGLE, SOUTHEAST TECH COMPANIES SEND GLOBAL AGENCIES PACKING

In a slow economy, smaller high-tech marcom firms adapt their practices to win new business and survive tough times.

If there was a question about how local marketing firms would fare when the global agencies opened their doors in the Southeast, the marcom industry now has its answer. The small boutique firms specializing in high-tech are survivors, and the big guys dabbling in tech have been kicked off the island.

Yes, for Brodeur Worldwide, Porter Novelli Convergence and Ruder Finn, reality bites.

A couple of years ago, the Triangle was the place to be if an agency wanted to take advantage of the burgeoning high-tech industry in Research Triangle Park and surrounding areas. Many small, specialized shops popped up, headed by former corporate marketing executives. The big agencies also washed ashore, setting up high-tech practices alongside the consumer, financial and retail businesses that had made them successful.

When the tide went out on the tech market, it was the small agencies that looked shaky at first, but by 2002, the tide had turned. The small agencies were better able to weather the storm, control expenses, and ride out a few no-profit quarters, while the holding companies of the global firms pulled up stakes, laying off most of their Triangle employees, closing area offices and calling it a day.

"I think that [agencies] learned what they were made of during this downturn," says Bill Dantini, chairman, BtB Marketing Communications. "If they were play-acting, they found out very emphatically. If they had fly-by-night clients, they had their eyes opened. If they had deadwood on the payroll, they'll hire more carefully this time around. Those who survived the downturn will come out of it wiser and healthier."

And that's good news for high-tech companies—the surviving agencies are leaner, fitter, more aggressive and more creative in their strategies. Whether in Atlanta, Charlotte or the Triangle, the top high-tech marcom agencies are offering broader services, more flexible fees, and a more streamlined approach to advertising and public relations.

"The year 2001 was very difficult," says Randy Drawas, president, ROI Marketing. "Many of our clients simply went out of business as they were unable to ramp up fast enough when money markets went dry. Those that survived went into hibernation mode, especially after the events in September." According to Drawas, ROI adapted its approach by focusing solely on driving revenue for its clients with programs focused directly on clients' selling processes. In 2002, ROI is having one its best years to date.

> **"I think that [agencies] learned what they were made of during this downturn. Those who survived the downturn will come out of it wiser and healthier."**
> **—Bill Dantini, chairman, BtB Marketing Communications**

Some firms are prospering because of their small size. Limited staff numbers reduced overhead, enabling employers to avoid layoffs and grow their businesses.

"If you are willing to put in long hours and work hard to protect your clients' interests, this is a fantastic market," says Dave Murray, president, ClearImage PR. Murray started Triangle Jumpstart in early 2001 to provide affordable kick-off marketing activities to start-up companies. Now, Triangle Jumpstart is a specialized practice within

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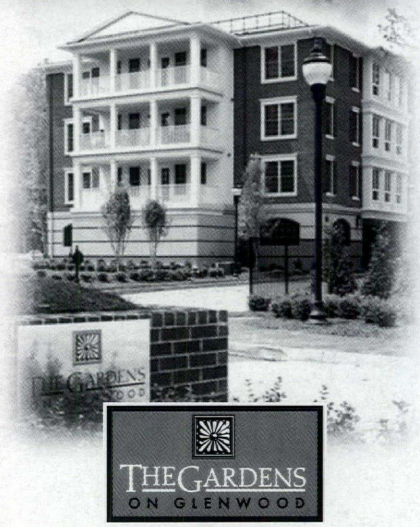

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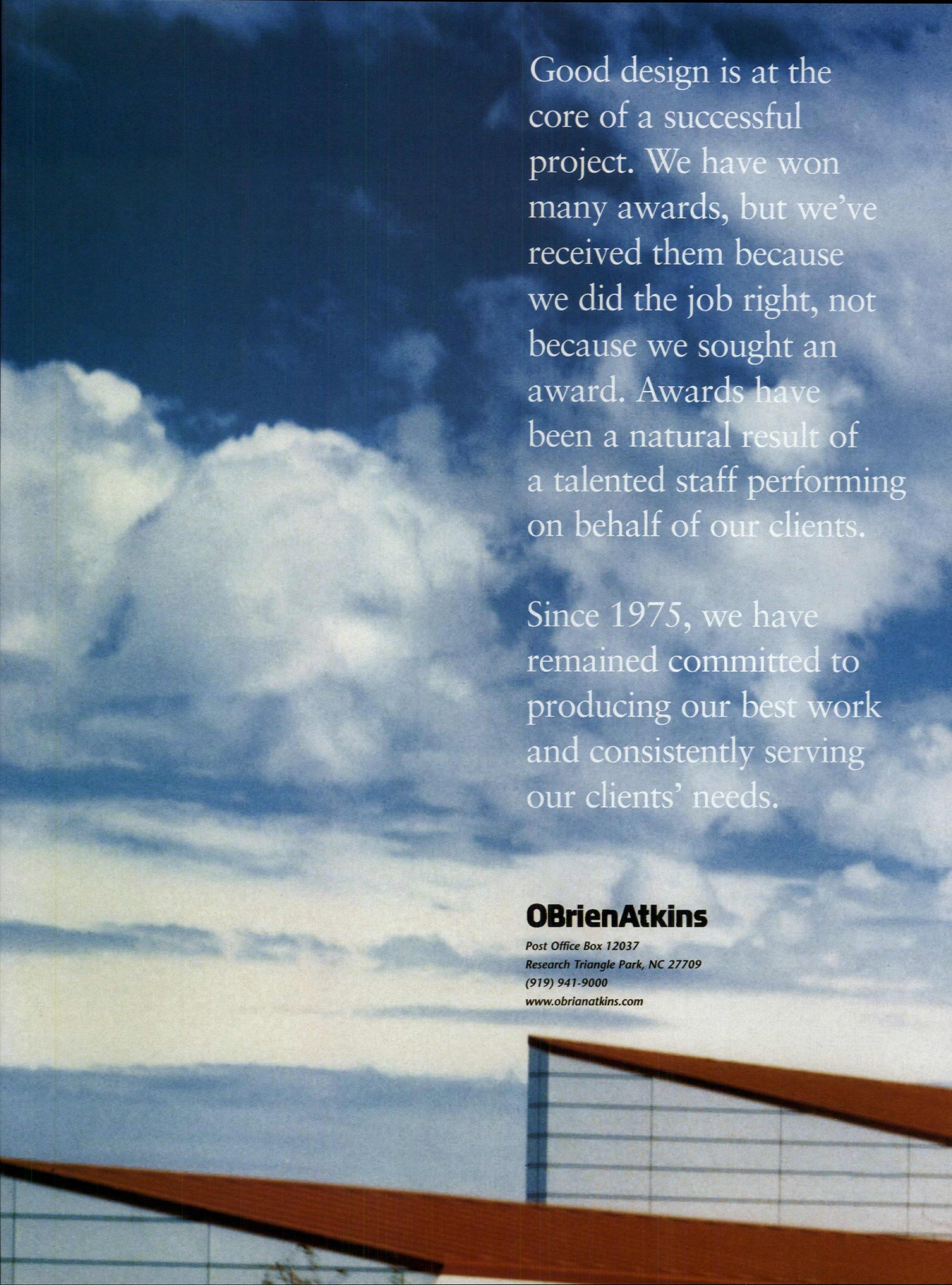
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ClearImage, which was recently launched to service more established clients.

Koroberi New World Marketing in Carrboro also succeeded with a small staff. The agency grew from six employees to 12 in the last year, while doubling its billings, and has already doubled billings in 2002. Koroberi has done work for many international corporations, and in the last year has added TripleHop Technologies, ObjectVenture, Metagenix and Flowserve Flow Control Division to its client roster. In fact, only one of Koroberi's clients is based in the Triangle, with the rest scattered around the country and around the world (they just opened a European office in Stuttgart, Germany).

While few firms have been able to avoid at least minimal job cuts, the smaller the agency, the better able they were to cut expenses and ride out the deficits while retaining employees.

BtB Marketing Communications, one of the Triangle's oldest high-tech-only firms, reduced its staff from 32 to 22 employees in the last year, almost all by attrition. The agency, which has a reputation for not letting staff go due to lost accounts or decreased work, rode out the tough times and is being rewarded for its perseverance. In addition to expanding its clientele beyond its specialty area of electronic components, the agency has also picked up a number of international clients. New accounts include Corneal Science (pharmaceutical and ocular medical equipment), Gemini Group (federal waste management), Siemens Power Transmission Division, Honeywell (roofing systems) and Coventor (optical networking technology). They now stretch around the globe from Canada to the U.K. to Taiwan.

Survivors made changes

Most agencies report a drastic change in compensation structures. At the height of the high-tech boom, when dot-coms and start-ups were throwing around their venture capital, most agencies worked on a retainer basis, often asking minimums of $15,000 to $30,000 per month.

Today's marcom agencies rarely have low-end requirements, and many are billing on a project-by-project basis. It is much more common now for high-tech companies to engage agencies for a specific project, paying for individual services and deliverables, making agencies more accountable and results-driven.

"I think three years ago many clients were willing to spend significant money on PR and were pleased with even marginal results," says Murray. "Now they expect significant results to justify their investment."

According to Murray, he negotiates each contract to work within the client's budget. "In some cases, we take stock options as part of the relationship. This recognizes cash constraints and sends a strong signal that we are willing to get in the boat and row with our partner companies."

But most agencies are now balking at the idea of exchanging services for equity in start-up companies, a popular practice for a very short period of time.

"The crash in the tech sector has had an enormous impact," says Drawas. "Not only did we lose clients because they simply went out of business, but we lost a boatload of cash we gave up for services in exchange for equity, which is now a distant memory."

> **"Three years ago many clients were willing to spend significant money on PR and were pleased with even marginal results. Now they expect significant results to justify their investment."**
> **—Dave Murray, president, ClearImage PR**

Some agencies expanded their client bases by going after business outside of their usual industries. Brogan & Partners, a Detroit-based firm with a large technology client base, opened its Triangle office in 2001 to be closer to the RTP tech boom. Almost immediately, the opportunities in the tech sector seemed to dry up, and Brogan partner Jim Tobin began pitching clients outside of the high-tech arena. While the Cary office currently has only two employees, an increasing number of new business leads and a number of possible new contracts could expand the office significantly.

"Agencies are having to reinvent themselves to stay alive in the current economy," says Rich Jeffers, director of Abovo Marketing Group, the largest high-tech marketing firm in Atlanta. "Back in the dot-com heyday, everybody had more business than they could service. Today, VC money has dried up and established technology companies are looking for a marketing partner that can move the meter."

Knowledge still counts

Although some agencies have expanded their areas of focus, the successful survivors have not strayed from offering targeted marcom strategies in the high-tech areas in which they've built an expertise. These agencies continue to win clients because of their demonstrated knowledge of a particular industry. This may have been one of the problems for the larger agencies; their competitors may have been smaller, but they were familiar with the area's business climate and the local media, and were steeped in experience in a particular field.

Atlanta's Calysto Communications, for example, specializes in telecommunications, including the wireline, wireless and optical sectors. Despite the fact that telecom has been one of the hardest hit tech sectors and is also one of the slowest in showing any signs of recovery, Calysto has signed more than 11 new telecom clients in the past year. Billings doubled in 2001 and are on track to stay steady this year.

"Without exception, the weak agencies—the pretenders—who profited solely because the economy was explosively healthy for 12 years, are pushing up roses," says Dantini.

But even when the area's marcom industry was at its worst, there was always a glimmer of hope. Triangle Jumpstart is just one agency started in the eye of the storm, with a goal of offering affordable, client-specific marcom strategy. Indicium Communications, 919 Marketing, blast!PR, and Maverick Marketing are just some of the small agencies that jumped into the fray and have made it to the other side.

Other veteran firms that weathered the storm include Cramblitt & Co. and one-person shop Diane Pettus of Pettus, Inc. who has a number of high-profile tech clients.

Now, mid-year, many agencies are reporting an up-tick in the number of new business queries they receive each week; most have stopped looking for ways to shrink expenses and maintain the status quo and are turning their attention to finding new business and expanding their agencies. Today's high-tech marcom firm is optimistic, conservative and doing business in a whole new way.

"What companies want today is very simple," says Drawas. "They want anything that is going to directly increase opportunity, period. End of story. If [a marcom agency] can't do that, pretty much don't bother. If you can convince them that you can, then you stand a chance to win the business." MM

by Bea Quirk, Worth Civils
and Mark Clothier

Three-region roundup

CHARLOTTE, TRIAD, ATLANTA TECH OVERVIEW: SIGNS OF LIFE AND GROWTH

EDITOR'S NOTE: We asked our Local Tech Writers to examine what is happening in Charlotte, the Triad and Atlanta when it comes to high-tech and life sciences. Are the sectors flat lining or are there signs of life?

Each area has a pulse, thank you. In fact, some companies are prospering. Queen City, driven by UNCC, is making moves in IT; Triad sector is reaching critical mass; and despite downturn high tech is still kicking in Peach City. Here's an overview:

Queen city of technology? Don't laugh

When you think of the state's tech industry—IT, as well as photo-optics, fiber optics, precision metrology, biometrics, and other science-oriented technology—RTP comes to mind, not Charlotte. The Queen City is often seen as the redheaded stepchild, a wannabe who is not making the grade.

Think again.

Not only do the figures put that misconception to rest, but also the city has undertaken some major initiatives—many of them coming out of UNC Charlotte—that are putting the Queen City on the technology map.

According to the North Carolina Electronics and Information Technologies Association (NCEITA), there are about 4000 IT companies in the state. About 25 percent—1000 of them—are based in the Charlotte area, and they employ about 55,000 people. NCEITA research shows that an IT worker earns an average of $57,000 annually, compared to the average North Carolinian's $29,000.

Tony Crumbley, vice president of research at the Charlotte Chamber of Commerce, says the size of IT presence in Charlotte tends to be underestimated.

"The two major banks headquartered here, Bank of America and Wachovia, lead the industry in Internet banking and have been leaders in applied technology, as has been Duke Energy," he explains. "They employ hundreds of tech people, but it's hard to get a handle on those jobs because they're considered part of banking or utilities employment.

"The future of the Web is with traditional industries, linking people with needs," Crumbley adds. "We've historically been a city of businesses, where we take what's been invented and use it to do business better. Raleigh develops technology and Charlotte applies it to grow businesses even stronger."

New companies often get started in Charlotte because it is a banking center—or to provide services for its financial institutions.

For example, LendingTree founder Doug Lebda says he moved to Charlotte to begin the online mortgage exchange company because it was a banking center. Last year, according to a survey by The Business Journal chain, LendingTree was the largest dot-com company in the state with 220 employees. Charlotte is also home to the largest Microsoft office excluding its headquarters outside of Seattle.

Four companies on last year's North Carolina Tech 50 compiled by Deloitte & Touche are based in the Charlotte area: Synapse Technologies (8th); YOUcentric (10th); Digital Optics Corporation (26th); and InfoVision (33rd).

UNC Charlotte, through its expanded IT curriculum and the Charlotte Institute for Technology Innovation (CITI), is helping spark the region's high-tech industry.

CITI was formed last year and got a major shot in the arm when Duke Energy announced a $10 million donation in February. In June, a new director was named: Deborah Clayton, director of operations for the office of technology transfer for the Chicago-based Argonne National Laboratory, one of the top-rated labs in the country. She begins work in August to raise CITI's profile and effectiveness as an economic development generator, to attract funding for research and to strengthen its ties with the region's businesses.

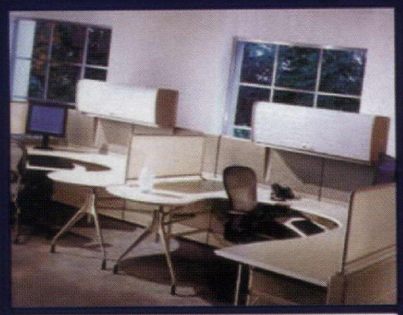
CITI will focus its efforts in three areas: opto-electronics, precision metrology and software/IT, especially regarding privacy issues. These areas were chosen because university researchers already had relationships with area businesses and the region had already developed strengths in these areas.

"It's about matching the strengths of the university with the strengths of the region," explains Mark Wdowik, director of the office of technology transfer at UNC Charlotte. "It's about having a sustainable economy. The university has a responsibility to increase its role in economic development—CITI can help attract businesses to locate here, while at the same time, be a pipeline for new spin-off companies. We've got a way to go, but we're coming on strong, and we are emerging."

CITI will be located on a 100-acre site located on the UNC Charlotte campus. The university's College of Information Technology is the only college in the Carolinas dedicated solely to IT, and the Institute for e-Business Technology was recently created under its auspices.

UNC Charlotte also is spinning out companies. In 1994, Digital Optics Corporation, a leader in mass-producing photonic chips, was spun off from the university. In the last two years, with the help and guidance of Wdowik, 11 companies have been started up, based on research conducted by faculty and students.

These start-ups include Waveguide Solutions, a designer manufacturer of innovative integrated photonic devices and subsystems; MindValve Inc., an innovator in business decisions and customer interactive support; Nanoresist Technologies Inc.,



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"Critical mass" for high-tech coming to Triad

People are taking notice that the Triad is becoming a high-tech haven.

For example, BioSpace.com, a major Web portal for the national biotechnology industry, used to limit its coverage of North Carolina to the Research Triangle Park, the state's well-established technology center. But 90 miles west down Interstate-40, the Piedmont Triad is starting to get some recognition, especially in the area of biotechnology—enough so that BioSpace.com took notice, including the area with RTP under the heading Bio NC on its Web site, with links to several Triad companies.

Many of those companies are in the Piedmont Triad Research Park, which could be called the crown jewel of the technology landscape in the Greensboro-Winston-Salem-High Point area. The region's high-tech growth also has been fueled largely by the Triad's healthcare base—its top employer—from Wake Forest University and Baptist Medical Center to Novant Health and the Moses Cone Health System in Greensboro.

Founded in downtown Winston-Salem in 1994, the Piedmont Triad Research Park has grown rapidly in the past few years. The 10-acre research park now has some 20 companies, employing more than 600 people with a payroll of $25 million plus. Begun by the Winston-Salem Chamber of Commerce to spur a new market in the declining manufacturing economy, the Research Park eventually grew too big for the chamber and is now run by a nonprofit organization called the Idealliance.

Bill Dean is the president of the Idealliance, hired by the chamber to develop the park. Dean has the park on the up and up, but he says the Idealliance must continue to take advantage of the educational and medical resources in the area, such as WFU and its Bowman Gray School of Medicine, which are closely tied to the park.

"We have a knowledge-based economy, and that was the impetus for creating the Idealliance and Piedmont Triad Research Park," says Dean, who also serves as president of the Association of University Research Parks, a national organization of 188 parks owned and managed by universities or non-profit organizations. "We have taken the steps to focus on the strengths here in Winston-Salem. We are in the initial stages of seeing how we can help the Triad develop a successful research park and spill over to the Triad region if we're successful here."

Targacept, one of the Triad's largest and most notable technology companies, moved into a 44,000 square-foot building at the park in March. The spin-off from R.J. Reynolds Tobacco Company, which deeded much of the land for the park, is seeking therapeutic uses that involve the brain's nicotine receptors to treat diseases like Alzheimer's, depression, obesity and schizophrenia.

> **"We have taken steps to focus on the strengths here in Winston-Salem. We are in the initial stages of seeing how we can help the Triad develop a successful research park and spill over to the Triad region if we're successful here."**
> **—Bill Dean, president, Idealliance**

Other companies in the park include Pilot Therapeutics, Kucera Pharmaceuticals and Amplistar, all of which spun out of WFU and, like Targacept, are funded by Academy Funds, which is also based in the park. Some additional biotech companies in the park include Anasazi Biomedical Research, Orthofix and ALR Technologies, which recently moved from Washington State. In addition to these companies, the research park also has five IT companies, including BTS Net-works, divine inc. and Silas Technologies, a producer of check imaging software owned by Wachovia.

Atlanta tech sector battered but battling

In Atlanta, the technology industry had a fairly wild ride last decade. Think oil boom. Houston. 1970s. Atlanta, already a major international city known for Fortune 500 corporations such as The Coca-Cola Company, Delta Air Lines, BellSouth and Home Depot, developed a significant and entrepreneurial base in the 1990s that landed the city on many national top 10 lists of up and coming technology centers.

Atlanta technology certainly has not lost all it gained during the rush. The city still houses two major research universities: Georgia Institute of Technology and Emory University. And some of the more resilient of the technology companies started during the boom are still thriving. EarthLink, based in Midtown, is one of the country's largest Internet Service Providers. Internet Security Systems, based in the Perimeter Center area, is a leader among firms that provide intrusion detection services for computer networks. And firms like CheckFree are leading the way in online bill payments.

John Yates, head of the technology group at Morris, Manning & Martin, was a central figure in the growth of the Atlanta technology community, serving as dealmaker, point man and connector of dots for young companies and the venture capital community.

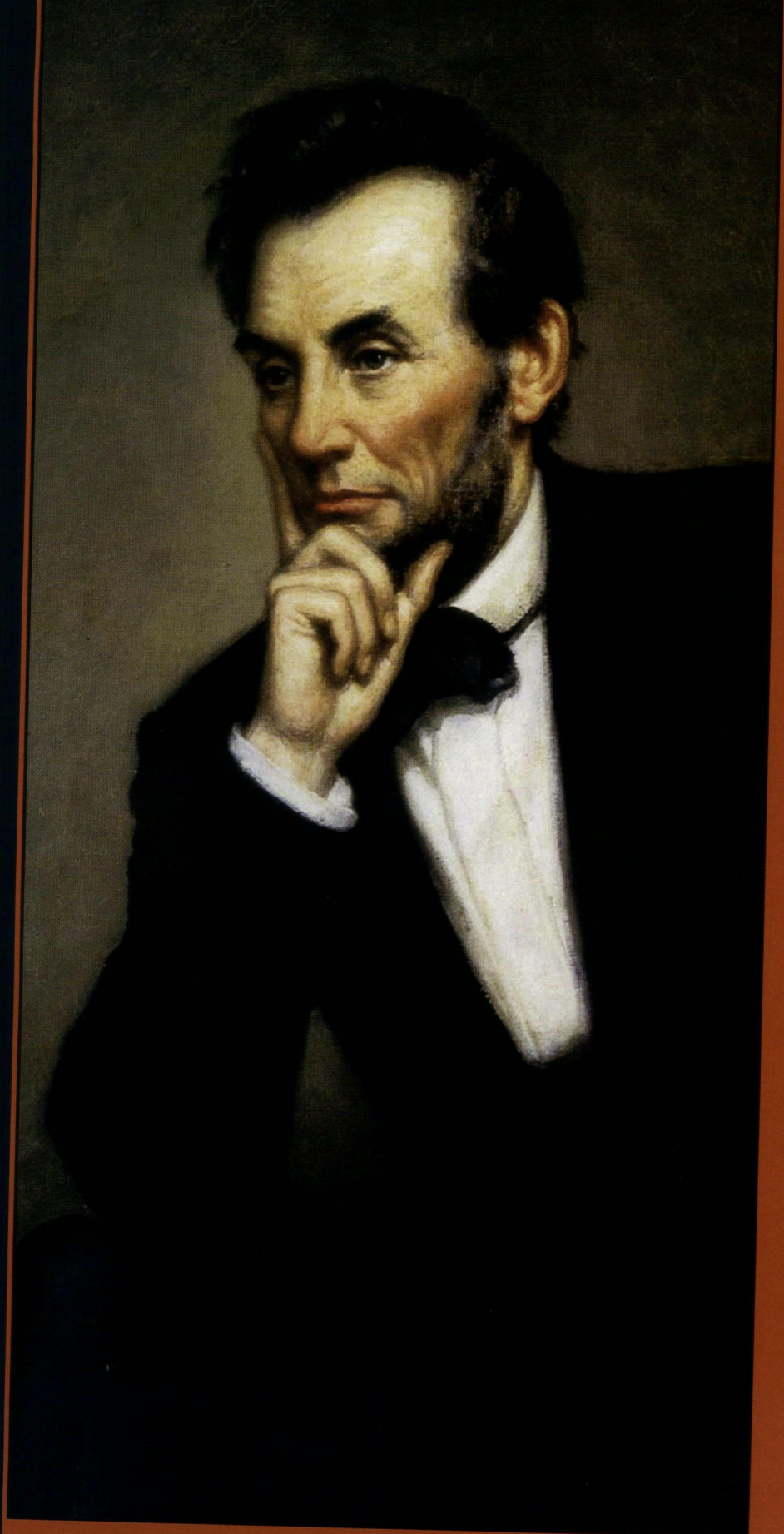
"The late '90s were a wonderful, exciting, booming time. But business and technology change quickly—that's the name of the game. Once we get past this slow time, the tech community will take off again. We have the talent and the resilience, but it will take more hard work," Yates said.

Start-up technology companies still receive funding, just not at the blinding pace and staggering amounts of two or three years ago.

Inhibitex, a biopharmaceutical company, raised $45.4 million to lead the way in capital raising. The company is developing drugs and medications for the treatment of infectious diseases and has a proprietary technology that uses antibodies to slow or stop infection.

Gregory J. Kirsch, an attorney with Needle & Rosenberg, a specialty firm with 45 intellectual property attorneys, patent agents and science advisers, says the city deserves respect despite tougher times.

"Atlanta or Georgia doesn't have the same name recognition as Silicon Valley, but there's a lot of potential here," he says. "Atlanta has always been a city that loves to sell itself. I think that can be used to our advantage to attract companies that use intellectual property to attract them here or keep them once they are here." MM



Abraham Lincoln (detail) by George P. A. Healy, oil on canvas, 1887. National Portrait Gallery, Smithsonian Institution; gift of Andrew W. Mellon, 1942.

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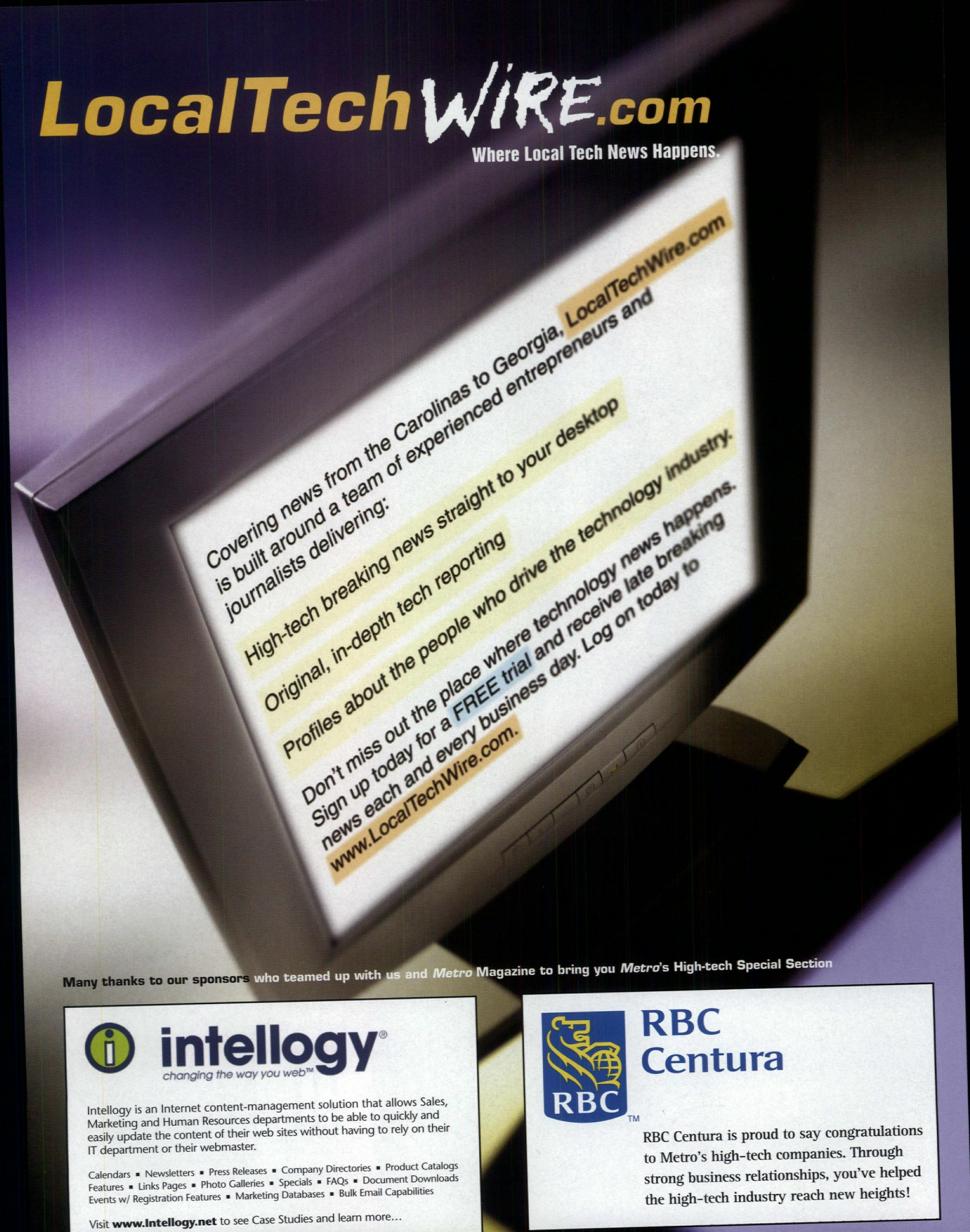

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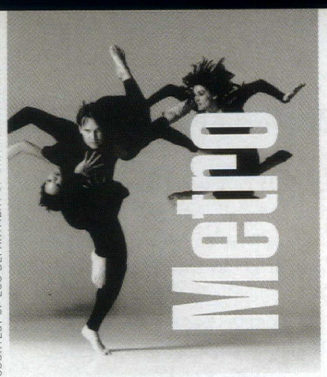

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Preview

edited and compiled by
Frances Smith, senior editor

Our thanks to Jack Morton for collecting and editing pop music and recreation each month

A SCINTILLATING SEPTEMBER SONG

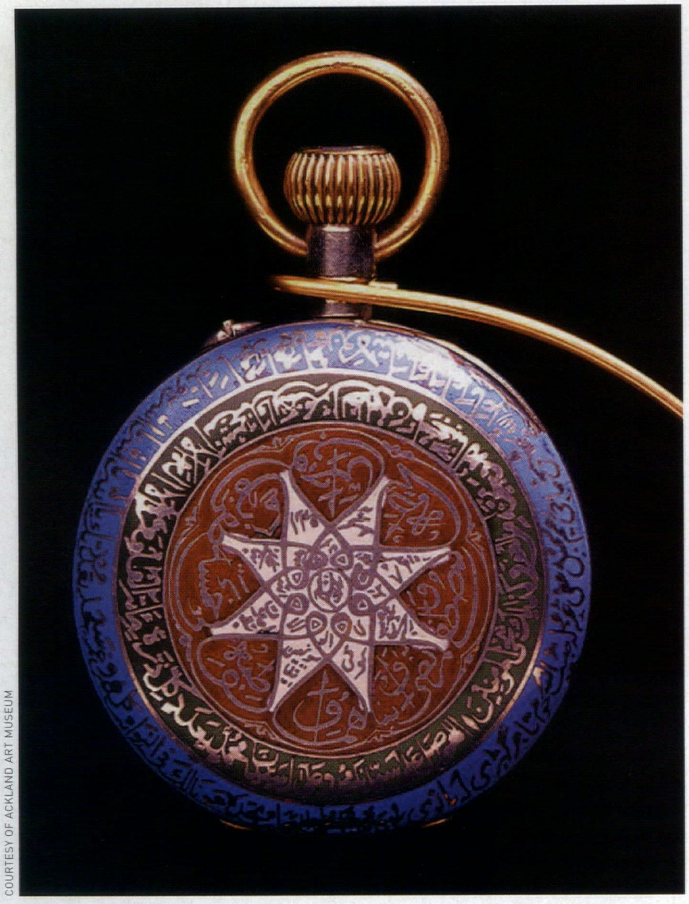
MARVELS AT MUSEUMS

In the aftermath of September 11, the **Ackland Art Museum** in Chapel Hill, wishing to present Islam objectively through works of art, selected works from their permanent collection on diverse religious traditions, added a number of loans and created a new exhibition, **Word and Worship: Approaching Islam through Art**. The display is on view now until Dec. 29. Call 919-966-5736.

A piercing photographic exhibition, **Missing: Documenting the Spontaneous Memorials of 9/11**, is on view now through Oct. 27 at the **Duke University Museum of Art** in Durham. Photographer **Martha Cooper** documents and celebrates the memorials that surfaced in New York City in the aftermath of the tragedy of Sept. 11. **Aimee Molloy** of the Municipal Art Society of New York organized the exhibition and will present a memorial lecture at the Museum on the morning of Sept. 11. Free and open to the public. Call 919-684-5135.

Juke Joint, an installation by North Carolina artist Willie Little, is on view now until Sept. 28 at the **Center for Documentary Studies at Duke University** in Durham. The exhibition is an interactive, multimedia presentation of life in the illegal liquor house artist Little's father ran during the late '60s & '70s in Pactolus Township near Little Washington, NC. Call 919-660-3663.

Good things continue at the new **Louise Wells Cameron Art Museum** in Wilmington. The exhibition **Birth of the American Modern: Selected Works from UNC-Greensboro's Weatherspoon Art Museum**,



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COURTESY OF DUMA

A skyline forever changed, but remembered...at Duke Museum of Art

COURTESY OF NC MARITIME MUSEUM

Painpol, *a colorful seaside town, by Marie-Madeleine Flambard, will be on view at the NC Maritime Museum*

open now through Oct. 27, displays 50 works representing American artists who re-defined visual expression in the early 20th century when technology re-defined American lives. Call 910-395-5999 or visit www.cameronartmuseum.com.

It will bring back **Beatle mania**, **Barbie dolls**, **Apollo 11** and other special memories. It's **Flashback to the '60s** at the **NC Museum of History** in Raleigh, focusing on a decade of social and cultural change in America, now through Sept. 28, 2003. Call 919-715-0200.

The **Nature Art Gallery** at the **NC Museum of Natural Sciences** presents the underwater photography of **Robert Zimmerman and Jim Wainwright**, now until Sept. 8. Both recognized artists use shadow, light and imagination to bring the water-world to life. Call 919-733-7450.

Build A Boat in A Day, a six-hour class for adult & child teams, is conducted each summer month by the **NC Maritime Museum,** Beaufort. Teams assemble (stitch and glue) a 7-foot, 10-inch boat and oars from a kit. Each six-hour class is held in the Museum's **Watercraft Center** and at day's end, teams can launch and go for a row the same day! The last class for this summer is on Sept. 21. Call 252-728-7317.

Coastal Scenes of France, an exhibit of watercolors by French artist **Marie-Madeleine Flambard**, will be on view at the **NC Maritime Museum** in Beaufort Sept. 28–Nov. 3. Flambard will conduct, through an interpreter, a watercolor workshop at the Museum Sept. 30–Oct. 4. Visitors may observe students in the workshop at intervals throughout the week. Call 252-728-7317.

ART IN AUTUMN GALLERIES

Flynn Gallery and Framing, 5910-127 Duraleigh Rd., Raleigh, is featuring the original oils and watercolors of Chapel Hill artist **Jo Anne Rose**, now through Sept. 18. Then a new exhibition, **Raleigh as Art**, by Raleigh artist **Lloyd Skidmore**, featuring paintings and written commentary, will run Sept. 20–Jan. 9. The opening reception will be on Sept. 20. On Oct. 1, Skidmore will display "the outrageous side of Raleigh" in **Preposterous Raleigh** at Slims Downtown Distillery, 227 S. Wilmington Street. Call 919-781-8292 or visit www.flynngallery.

Cool Blues, new works on canvas by **Nancy Tuttle May**, are on exhibition now through Oct. 31 at her new location, Nancy Tuttle May Studio, 806 Ninth St. in Durham. Call 919-688-8852 or visit www.nancytuttlemay.com.

At **Animation & Fine Art Galleries** you'll find original signed works by Dali, Miró, Masson and other masters on view in **Surrealism, the Show!** now through Sept. 28. And for animation art lovers, **Smurfs and more!** an exhibition of original cels and drawings from Smurfs and other animation classics, will be open until Sept 28. Animation & Fine Art Galleries is now located at University Mall, 201 S. Estes Drive, Chapel Hill. Call 919-968-8008 or visit www.animationandfineart.com.

The **James Smythe Art Show** will be open in the Art Gallery at **Roanoke Island Festival Park**, Manteo, Sept. 2–26. This North Carolina artist will present works depicting the Outer Banks and mountain landscapes. An **opening reception** will be held on Sept. 5. Call 252-475-1506 or visit www.roanokeisland.com.

The **Cheryl & Jefferson Glover Art Exhibition** will be displayed at the **Sea and Sounds Gallery**, Manteo, Sept. 3–29. Call 252-473-5558 or visit www.darearts.org.

The new **Grace Li Wang Art Gallery** will present its Opening Exhibition, **Atmospheres**, Sept. 3–Oct. 19, with an artists' reception on Sept. 7. The exhibition features work from three contemporary artists: **Grace Li Wang**, **Mia Yoon** and **Greg Plachta**. Grace Li Wang Art Gallery is located in Millbrook Lake Center, 2411–112 E. Millbrook Rd., Raleigh. Call 919-871-5800 or visit www.GraceLiWang.com.

Wentworth Galleries, located on the mall of the Streets at Southpoint in Durham, will present the world-renowned artist **Peter Max** and his **Pop to Patriotism** exhibit, Sept. 6–Oct. 16. The artist will be present for a public reception at Wentworth on September 6. Call 919-806-5781 or 800-732-6140.

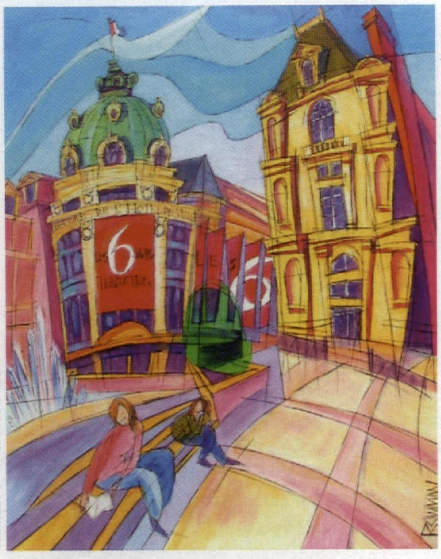
ArtSource gallery will exhibit new works by **Bruce Bowman**, **Ted**

COURTESY OF FLYNN GALLERY

Seaside II *by Jo Anne Rose is now showing at Flynn Gallery and Framing*

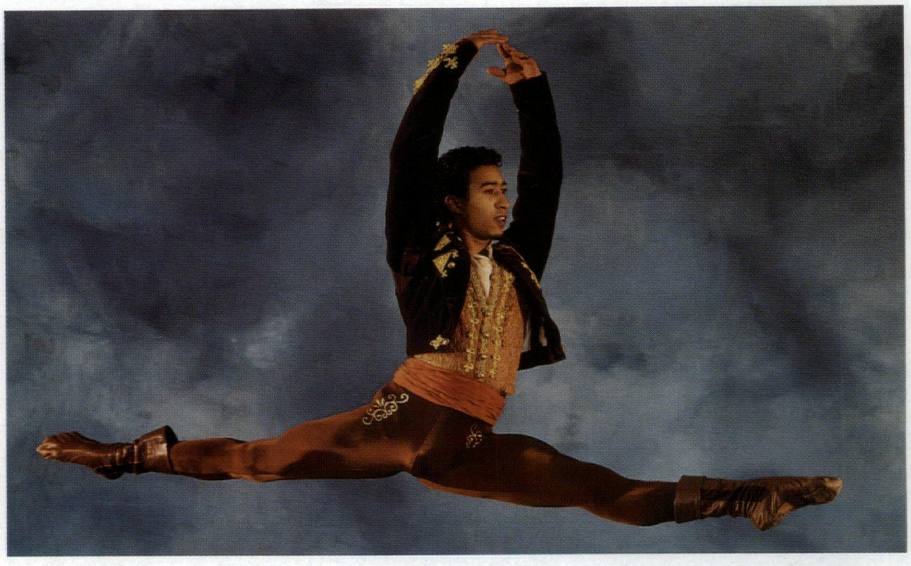
COURTESY OF VIA MAX INC.

Statue of Liberty *by Peter Max, on view in Wentworth Galleries*



COURTESY OF ARTSOURCE GALLERY

Plaza Hotel—Paris, *oil on canvass, by Bruce Bowman is on view at ArtSource Gallery*



BARBOUR PHOTOGRAPHY

Isanusi Garcia leaping as the toreador, Escamillo, in Carolina Ballet's Carmen

Jaslow, and **Mandy Johnson**, Sept. 19–Oct. 19. A reception will be held on opening night. ArtSource is located in Five Points Village in Raleigh. Call 919-838-6690 or visit www.art-source-raleigh.com.

SEPTEMBER ON STAGE

The **Raleigh Little Theatre** will continue its performances of ***Once Upon a Mattress*** on the Sutton Main Stage, Sept. 4-8 & 11-15. Written by Marshall Barer, Jay Thompson and Dean Fuller, and directed by Haskell Fitz-Simons, the play is a retelling of Hans Christian Anderson's familiar tale, "The Princess and the Pea." And in the Gaddy-Goodwin Theatre, ***Tartuffe: Born Again***, a translation by Freyda Thomas of Moliere's legendary characters, will be presented on Sept. 20–Oct. 6. For either or both plays, call 919-821-3111.

Open Door Theater will present ***Rosmersholm***, by Henrik Ibsen, Sept. 4–8, 12–15 & 19–22, at the **ArtsCenter** in Carrboro. The play, directed by **Rob Kramer**, is not as well known as some of Ibsen's works and will be a North Carolina premiere presentation. Call 919-929-2787.

Wilmington's **Thalian Hall** will be the venue for two classic theater productions this month. Tennessee Williams' A ***Streetcar Named Desire***, will be staged on the Main Stage by the **Opera House Theatre Company**, Sept. 11–15 & 20–22. And in the Studio Theatre, Shakespeare's ***Hamlet*** will be presented by **Theatre Exchange** on Sept. 11–15 & 18–22. For either or both plays, call 800-523-2820 or 910-343-3664.

The **North Carolina Theatre** will present ***A Chorus Line*** in **Raleigh Memorial Auditorium**, Sept. 13–22. The musical presents a true picture of theater life: glamorous at times, but also tough and heartbreaking. Call 919-831-6950.

Award-winning performance poet **Glenis Redmond** will present a high-energy **poetry reading** in the **Film Theatre at Roanoke Island Festival Park**, Manteo, on Sept. 13. Call 252-475-1506 or visit www.roanokeisland.com.

Carolina Ballet will open its 2002–2003 season with a series of performances of ***Carmen***. The popular story of ill-fated love gains new power in a ballet with fiery action and colorful costumes, choreographed by **Robert Weiss**, Carolina Ballet's artistic director, and set to Bizet's score. Curtain dates are Sept. 26–29, Oct. 3–6 & 10–13 in the A.J. Fletcher Opera Theater in the BTI Center for the Performing Arts in Raleigh. Call 919-719-0900.

The **S. Rudolph Alexander Performing Arts Series** at ECU in Greenville will present its season opener, the **Parsons Dance Company**,

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on Sept. 26 in ECU's **Wright Auditorium**. ECU alumnus and Broadway lighting designer **Howell Binkley** and artistic director/choreographer **David Parsons** co-founded the company in 1987. It is now an ensemble of 10 full-time dancers with a repertory of 60 works. Call 252-328-4736 or 1-800-ECU-ARTS.

The **Sandhills Theater Company** will present ***Pirates of Penzance***, a highly popular operetta by Gilbert & Sullivan, on Sept. 27–29 & Oct. 2–6 at the Sunrise Theater, Broad St., Southern Pines. Call 910-692-3799.

The **Cape Fear Regional Theatre** in Fayetteville will present ***Chicago***, Sept. 27–Oct. 13. The story is about Roxie Hart in the roaring twenties. Call 910-323-4234.

The Rainmaker by N. Richard Nash will be produced by NCSU's **University Theatre**, Oct. 2–6. **Stewart Theatre**, located on campus in Raleigh, is the venue for this heartwarming romantic comedy, set in the drought-ridden West where a "Rainmaker" promises to bring not only rain but also hope, dreams and love. Is he magic? Call 919-515-1100.

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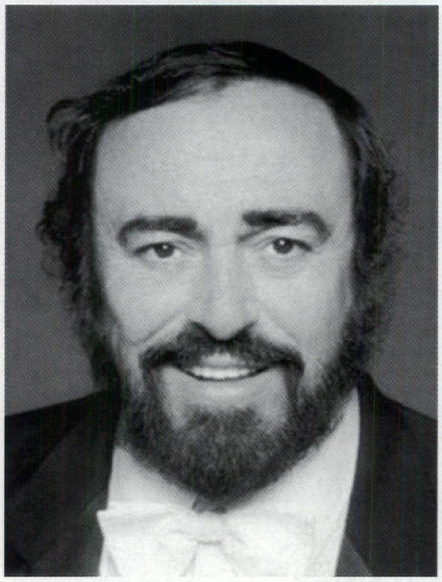

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CLASSICAL CALLING

International opera star **Luciano Pavarotti** will make his first-ever appearance in Raleigh as part of the **Opera Company of North Carolina**'s new season. Pavarotti will perform on Nov. 16 at the **Entertainment and Sports Arena** in Raleigh. Call 919-859-6180 or visit www.operanc.com.

The **ArtsCenter** of Carrboro will kick off its **World Arts Festival** with a concert by the internationally acclaimed **Ahn Trio** on Sept. 6 in Hill Hall at UNC-Chapel Hill. In association with the William S. Newman Artist's series, the show will present music from the Beetles to Beethoven, performed on violin, cello and keyboard by **Maria, Lucia and Angella Ahn**. A post-performance reception with the artists will be held in UNC's Person Recital Hall.Call 919-929-2787.

The **North Carolina Symphony** will hold its **Opening Gala Concert**, Sept. 12, in Meymandi Concert Hall in Raleigh. Featured soloist will be **Sir James Galway**, flute, with **Gerhardt Zimmermann**, directing. Following are other Symphony concerts coming in September:

- **The Great Artists Series**—a recital on Sept. 15 by mezzo-soprano **Frederica von Stade**.
- **The Classical Series**—**Lang Lang** at the piano on Sept. 20 & 21, featuring **Peter Qundjian**, as guest conductor.
- **The Pops Series**—the popular **Maureen McGovern** on stage, Sept. 27–29, with the Symphony conducted by **William Henry Curry**, associate conductor. The program will be a Broadway salute to the music of Richard Rodgers on the 100th anniversary of his birth.
- *All NC Symphony concerts listed here will be held in Meymandi Concert Hall in Raleigh. Call 919-733-2750 for information about these concerts and other Symphony concerts to be performed in the region.*

Folk Songs More or Less, A faculty recital in the **Nelson Music Room** on Duke University's East Campus, will be performed on Sept. 15 by **Fred Raimi**, cello; with **Jane Hawkins** and **Mark Kuss**, piano; and **Eric Pritchard**, violin. Call 919-660-3300.

The **Mostly Mozart Concert**, featuring the **Mallarme Chamber Players** with the **NC Youth Tap Ensemble** will perform on Sept. 21 & 22 at the **Carolina Theatre** in Durham. Call 919-560-2788.

The **Durham Symphony** will present a **Family Pops Concert** on Sept. 22 at Oval Park in Durham. Guests will be the **Hillside High School Jazz Ensemble**. The concert is free to the public. Call 919-560-2736.

The **Ciompi Quartet** will present **Music to Complement the Judaic Collection** at the **NC Museum of Art** in Raleigh on Sept. 22. Featured soloists will be Jane Hawkins, piano, and Allan Ware, clarinet. Call 919-715-5923.

The Early Flute, a faculty recital featuring **historic instruments** from Duke University's EDDY collection of musical instruments will be presented Sept. 29 in **Bone Hall**, Biddle Music Building on Duke's East Campus in Durham.

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COURTESY OF DUKE DEPARTMENT OF MUSIC

Rebecca Troxler will perform in recital at Duke

Flautist will be **Rebecca Troxler**, with **Randall Love**, fortepiano, and **Stephanie Vial**, cello. Call 919-660-3300.

COOL MUSIC FOR SEPTEMBER

With cool temperatures come cool tunes in September. Pop music fans should, however, look ahead to early October for the season's biggest concert. **Paul McCartney**, former world-renowned heartthrob with the Beatles, will rock Raleigh's **Entertainment and Sports Arena** on Oct. 7 with an array of timeless classics and current chart-toppers. The **Back in the US Tour** will feature 36 songs, including 11 solo performances. McCartney last played in Raleigh to 53,000 fans at Carter-Finley Stadium in July of 1990. "**Carolina's a good place for fun**," McCartney said. "It's a good people place." Call 919-834-4000.

Fearrington Village's **Music in the Air** series will feature **Brown Mountain Lights** Sept. 5 and the **Cyndra Fyore Jazz Quartet** Sept. 19. Call 919-542-5505.

The 15th Annual **Bull Durham Blues Festival** hits the **Durham Bulls Athletic Park** Sept. 6 & 7. Savor and celebrate this traditional style of music in the birthplace of the Piedmont Blues with acts such as Bobby Rush, James Ulmer, Vernon Reid, Eddy Clearwater and many more. Call 919-683-1709.

Legendary blues guitarist **John Mayer** and the **House of Blues Showcase** will come to Cary's **Regency Park Amphitheatre** on Sept. 7. Along with guitar pop trio **Guster** with special guest **Charlie Hunter**, Mayer brings a warm stage presence and creative songwriting to the Triangle. Call 919-834-4000.

The **Pleasure Island Merchants Association** invites you to bring the kids and a chair for live entertainment at the **Gazebo Stage** at Carolina Beach Sept. 14 when **T Bird Beach Music** will perform. Call 910-458-6835.

It's hard to be a true pioneer in music, but **Pieces of a Dream** has created a smooth jazz sound for more than 25 years. They will celebrate their silver anniversary Sept. 14 at Durham's historic **Carolina Theatre**. Call 919-560-3040.

Celebrate Celtic culture as the first Annual **Harp and Highland Fest** comes to Cary's **Regency Park** Sept. 14. The festival is an all-day event featuring the **Saw Doctors**, Ireland's best-selling musical group, as well as **Neil Anderson and Friends**, **Cathie Ryan** and more. Call 919-460-4951.

The **Del McCoury Band** will visit the **Stewart Theatre** on the campus of NC State University in Raleigh, Sept. 20, presented by PineCone. Call 919-515-1100.

Jazzy Night, the **Wilmington Symphony Orchestra**'s annual benefit concert, will be presented at Wilmington's **Thalian Hall** on Sept. 28. **Eve Cornelious** and the **Chip Crawford Trio** will appear with the orchestra as a highlight of a gala evening. Call 910-791-9262.

The fifth year of the **Carrboro Music Festival** promises to be the best yet when it hits the **Earl Wynn Theater** Sept. 29. With the help of co-sponsor **WNCU radio** from **NC Central University**, some of the area's best jazz musicians will be featured, including Kevin Van Sant's **Orgaphonics**, **Moontrane** and **The Tony Galiani Band**. Call 919-929-2787.

LIMBER UP: HERE COMES FALL!

The **Volvo Leukemia Cup Regatta** sails into **Wrightsville Beach**, Sept. 6-8, and will feature everything from boats to laughs. Comedian **Bill Bellamy** will provide entertainment at the **CoastLine Convention Center** in addition to live and silent auctions. Call 910-799-0075.

The 18th Annual **Outer Banks Triathalon** will be held on **Roanoke Island**, Sept. 7. Swim .6 miles, bike 15 miles and run 3.1 miles. Sponsored by DVAC. Call 252-480-0500.

The **Atlantic Beach King Mackerel Tournament**, the nation's largest all-cash tournament, comes to Atlantic Beach's **Sea Water Marina**, Sept. 13 & 14. Call 252-247-2334.

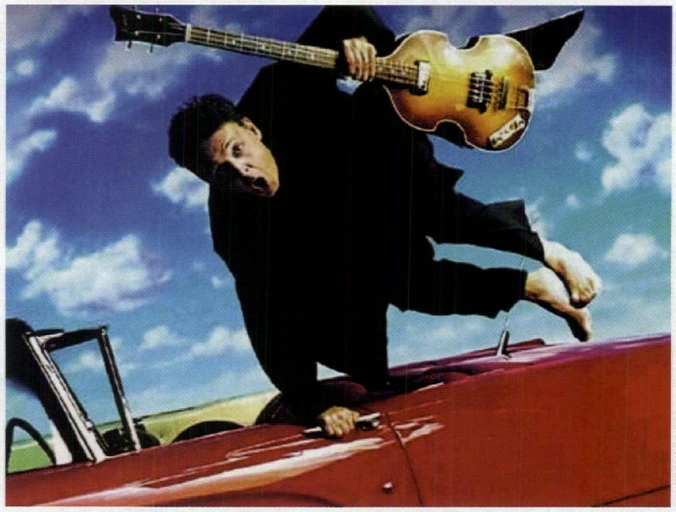
Reel 'em in at the **Wrightsville Beach King Mackerel Tournament**, Sept. 19–21, at the **Bridge Tender Marina**. Prizes will be in excess of $100,000. Call 910-799-6483.

The **Wilmington Dog Jog** trots into **Greenfield Park** Sept. 21. The charity event includes a 5K run and a 2-mile fun walk. Proceeds benefit the New Hanover County Humane Society. Call 910-341-3237.

The **Scholarship Golf Tournament** will be hosted by the **Got-Em-On Live Bait Club** at the Cape Golf & Racquet Club in Wilmington, Sept. 28. The proceeds benefit scholarships for graduate students in **Marine Science at UNCW**. Call 910-458-9735.

The **Sunnyside Oyster Bar Open Horse Show** visits the **Senator Bob Martin Eastern Agricultural Center** in Williamston Sept. 28 & 29. All breeds are welcome to this competitive yet low-key show. Call 252-792-4715.

The second Annual **Hatteras Kite Boarding Competition** will be held in **Frisco Woods Campground**, Frisco, on Sept. 28–29. The best kite surfers in the world will compete to be **East Coast Kite Surfing Champion**. Call 252-441-4124 or visit www.kittyhawkkites.com.



COURTESY OF ESA

Paul McCartney arrives energized at the ESA

POTPOURRI

The **North Carolina Collection Gallery**, located in the **Wilson Library** at UNC-Chapel Hill will open an exhibition on Sept. 5 entitled **North Carolina Mysteries, Myths and Legends** that will explore some of the strange occurrences in Tar Heel Folklore and history. A short guided tour of the gallery is offered on Wednesday afternoons and more extensive tours are available by appointment. Call 919-962-1172 or visit www.lib.unc.edu/ncc.

COURTESY OF PINEHURST AREA CVB

Visitors to the Warbird Fly-in at the Moore County Airport get up close and personal with all types of military aircraft, old and new

The annual **Flatwoods Festival at the Hussey Farm** will be held in **Bennett** on Sept. 6 & 7. Fun and festivities will include a **grand parade** of antique cars, trucks, tractors, and farm machinery. Also on docket will be artists' demonstrations and bluegrass music. Call 800-316-3829 or 336-581-3677.

Motor cars, move over. The **Downtown Antique and Art Walk** will stop traffic on Sept. 7 on **Front Street** in Wilmington so that walkers may enjoy antiques and art from **local dealers and artists** in a relaxed atmosphere. Call 910-763-7349.

The 29th annual **Bald Is Beautiful Convention**, the famous annual gathering of baldies in **More-head City** for hair-raising fun and hair-free frolicking on the Crystal Coast, will be held on Sept. 14. The Hampton Inn is host hotel. Call 252-726-1004.

Downtown Durham's annual **Centerfest Celebration**, one of North Carolina's oldest and largest street-arts fairs, will rev up on Sept. 14 & 15 with arts, crafts, entertainment, food and fun, presented by the **Durham Arts Council**. Call 919-560-2787.

In the **Tryon Palace** Visitor Center Auditorium on Sept. 14, a garden lecture, **Attracting Birds to the Garden** by John Fussell, author of *A Birders Guide to Coastal North Carolina*, will explore ways to make your garden more attractive to birds. Following the talk, a tour of the Palace gardens will highlight interesting plants and birds found on the site. Call 800-767-1560 or visit www.tryonpalace.org.

The **Downtown Antiques & Yard Sales**, will open early on Sept. 21 in downtown **Morehead City**. Businesses and residents from 4th to 14th streets, will bring out their sale items for early shoppers. Call 252-808-0440.

A **Warbird Fly-In** will be on exhibit, featuring **WW II and Korean War aircraft**, static and in flight, at **Moore County Airport** on Sept. 21 & 22. Among aircraft included will be *B-25*, Japanese "Kate" torpedo bomber, *P-51 Mustang*, *F4U Corsair* fighters and current military aircraft. A **USO Show and Hanger Dance with Jazz Band** will be held on Saturday evening. Call 910-295-1337 or 910-692-3212.

The annual **Malcolm Blue Farm Festival** will be held Sept. 27–29, featuring craft demonstrations, music and dancing and a **Civil War reenactment** with troops encamped in the meadow. Location is Route 5, Aberdeen. Call 910-944-7558 or 910-944-7685.

Historic Oak View County Park in Raleigh will host its annual **Storytelling Festival** on Sept. 28. Sponsored by the **Wake County Public Libraries**, the festival will feature more than 20 professional storytellers from around the country performing at sites throughout the park. Call 919-250-1013.

The 17th Annual **International Compassionate Living Festival** will be held on Oct. 4–6 at the **Clarion Hotel Crabtree** in Raleigh. The program, coordinated by the **Culture and Animals Foundation**, will feature speeches by noted animal rights authors and activists. On Sunday afternoon **Tom Regan**, president of the CAF, will present a homily for **Blessing of the Animals**, a ceremony in Duke Chapel in Durham commemorating the spiritual bonds between humans and other animals. For information and to register, email njregan@nc.rr.com or visit www.cultureandanimals.org. MM

EDITOR'S NOTE: Please send events and color images, slides or photos six weeks prior to the month in which the event occurs to Frances A. Smith, Metro Magazine, *5012 Brookhaven Dr., Raleigh, NC 27612 or email fsmith5@nc.rr.com.*

AUTHOR SIGHTINGS

by Art Taylor

From Maria Hummel's first novel to Lee Smith's *The Last Girls*, there's a little something for everyone at Eastern North Carolina bookstores this month. Because several stores don't have their schedules confirmed, please call for information.

RALEIGH

Barnes and Noble, 919-782-0030.

Quail Ridge Books, 919-828-1588: Allan Gurganus, *The Practical Heart*, Sept. 5; Sarah Shaber, *The Fugitive King*, Sept. 12; Lee Smith, *The Last Girls*, Sept. 18; Seth Shulman, *Unlocking the Sky: The Race to Invent the Airplane*, Sept. 25; Cassandra King, *Sunday Wife*, Sept. 30.

CARY

Barnes and Noble, 919-467-3866. Karen Dodd, *Down East on Nelson Farm*, Sept. 17; Nicholas Sparks, *Nights in Rodanthe*, Sept. 21.

DURHAM

Barnes and Noble—New Hope Commons, 919-419-3012.

Barnes and Noble-Southpoint, 919-806-1930: Lynn Hinton, *The Friendship Cake*, Sept. 12; David Halperin, *Abraham Miguel Cardozo*, Sept. 19; Mystery Panel with Margaret Maron, Tim Myers, Sarah Shaber, Ellen Edwards Kennedy & Molly Weston, Sept. 26.

The Regulator Bookshop, 919-286-2700: Tony Reevy, *Green Cove Stop*, Sept. 17; Gabe Hudson, *Dear Mr. President*, Sept. 18; E. Lynn Harris, *A Love of My Own*, Sept. 23; Jeffery Beam, *What We Have Lost: New and Selected Poems* 1977-2001, Sept. 24; Maria Hummel, *Wilderness Run*, Sept. 25; Seth Shulman, *Unlocking the Sky: The Race to Invent the Airplane*, Sept. 26; Lee Smith, *The Last Girls*, Sept. 30.

PITTSBORO

McIntyre's Fine Books, 919-542-3030: Open Mike Night, Sept. 5; Joseph M. Flora and Lucinda H. MacKethan, editors, *The Companion to Southern Literature*, Sept. 7; Margaret Maron, *Slow Dollar*, Sept. 21.

GREENVILLE

Barnes and Noble, 252-321-8119. Karen Dodd, *Down East on Nelson Island*, Sept. 12; Lu Ann Jones, *Mama Learned Us to Work: Farm Workers in the New South*, Sept. 26;

MANTEO

Manteo Booksellers, 252-473-1221.

MOREHEAD CITY

Dee Gee's Gifts and Books, 252-726-3314.

WILMINGTON

Bristol Books, 910-256-4490.

ADDITIONAL VENUES AND EVENTS

The Cave, Chapel Hill. Literary Night open mike readings, Sept. 17 (and every third Tuesday).

North Carolina State University, Raleigh, 919-515-4101: Wilton Barnhardt, Sept. 24, 7:30 p.m. [Note: Event subject to change; call to verify.]

NOTE: *To have your readings schedule included in* Metro, *fax information to 919-856-9363 or email MetroBooksNC@aol.com two months before issue publication.*

by Carroll Leggett

NO OPINION ON BARBECUE, THANK YOU

Some folks want me to write about barbecue. They know how devoted I am to Eastern, whole-hog barbecue, cooked slowly on an open pit over hardwood coals for a half day or more and basted from time to time in a vinegar-based sauce—that Eastern-style barbecue whose extraordinary wood-smoke taste, incomparable aroma and unique consistency make it second only to ambrosia as the preferred food of the gods.

They know, also, that in former House Speaker Tom McCormick's words (thanks, Chuck Stone, for the quote), "I have a minimum of high regard" for the style of barbecue generally vended west of Raleigh: roasted pork shoulders chopped and mixed with a thick tomato sauce that masks the meat's flavor and textural sameness and is served with pink slaw made from green cabbage—boring, mayonnaise-devoid stuff appropriately called, "barbecue slaw."

But I am steadfast in my refusal to express my opinion about barbecue. First, I would have to maintain some degree of objectivity, and that would be impossible in light of the fact that the Eastern style so obviously—so "patently," let us say—is superior to the Upland version.

Second, I am generally a peaceable person, and to say the slightest word in criticism of the so-called Western-style barbecue could spark vitriolic sectional exchanges and conflict contrary to my nature and distressful, I fear, to *Metro*'s rather shy and retiring publisher. Therefore, I demur.

▪▪▪

But I have thought about barbecue, and fairly recently. The occasion was an old-fashioned, Down East barbecue and political gathering in Harnett County hosted by pit master Paul Long at the historic John Long home place occupied by him and his mother Mona. They are life-long residents of the Neill's Creek community between Buies Creek and Lillington that their cousin, Paul Green of *The Lost Colony* fame, immortalized in his writings.

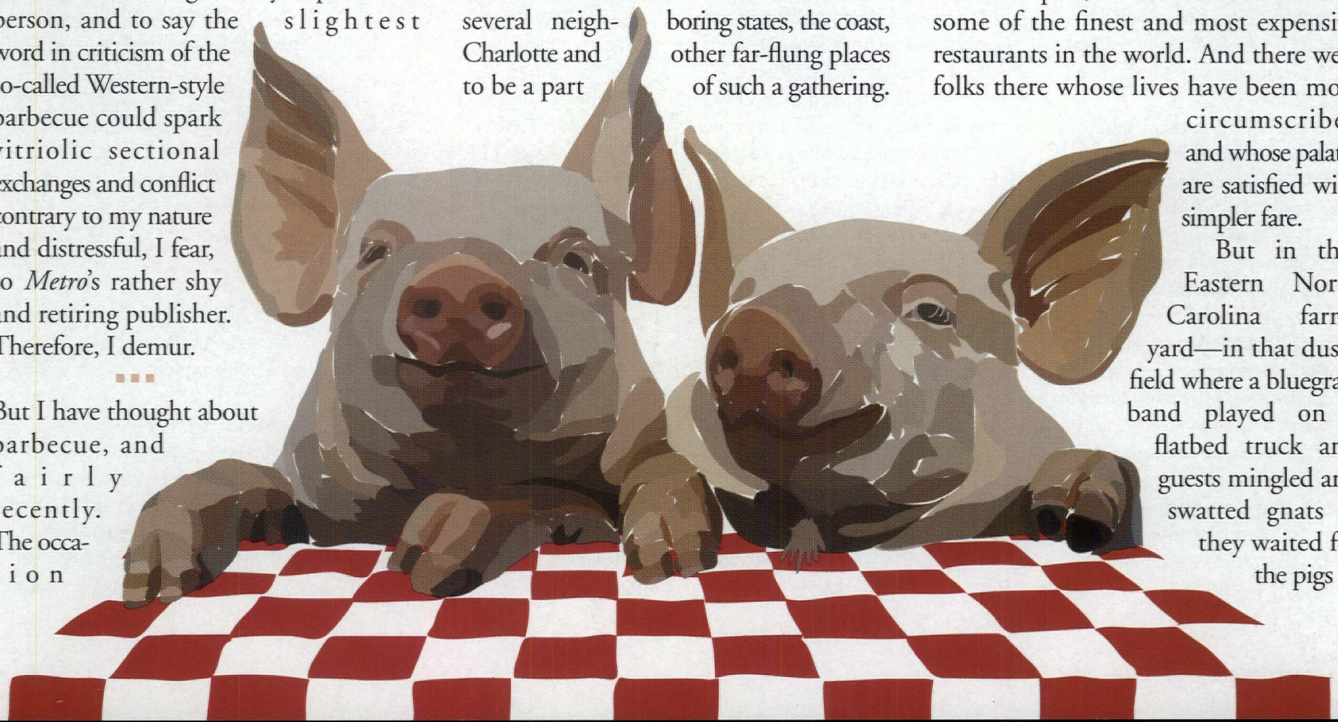
There are several versions of how the Yankees came through and tried burning the Long home. The one I like best has John Long standing on the front porch, shaking his fist at the Yankees as the flames licked at the clapboard and saying, "Burn it down if you want to, but if you do, you'll burn up one of your own that we took in and have been nursing back to health in the attic." The Yankees put out the fire, but stole the livestock and marched on toward Fayetteville looting and burning.

I looked at the crowd in the Long farm yard that recent hot, summer afternoon—some sitting under tents in lawn chairs talking intently and others standing in clusters swapping stories—and it struck me that only the promise of good barbecue, Eastern North Carolina barbecue, could have caused these folks to drive from several neighboring states, the coast, Charlotte and other far-flung places to be a part of such a gathering.

There were people there of substantial means and experience. Senators (U.S. Senator Robert Morgan, State Senator Oscar Harris); Congressmen (Bob Etheridge and Tim Valentine); judges (Bill Johnson, Phil Redwine, Sam Stephenson, Addie Rawls and my brother Frank); an ambassador (Jeanette Hyde); publishers (Hoover Adams and My Usual Charming Self); educators (Mary Lou Ellen, Ron Grooms, my brother Don and more, I expect); squires (Danny Green, Norcutt Ray Upchurch, Denny Lee, Calvin Mangum and Cecil Wilkins, who taught Paul Long most of what he knows about cooking pigs); high office holders (Sheriff Larry Knott, Assistant Secretary of Transportation Gene Conti, and Clerk of Court Will Crocker). Old friends like Dorothy Pastis, Cliff Snow, Betsy Watson, and Andy and Jackie Margoles. Deputy Attorney General George Boylan and the ever-charming Cynthia Simmons of Tarboro—fixtures in old Raleigh and Wilmington circles—and my new friends and rising Raleigh stars, Fabian and Alicia Bartolozzi.

There were folks who have traveled broadly by ship, plane, train and motor car and eaten pâté, soufflé and consommé in some of the finest and most expensive restaurants in the world. And there were folks there whose lives have been more circumscribed and whose palates are satisfied with simpler fare.

But in that Eastern North Carolina farmyard—in that dusty field where a bluegrass band played on a flatbed truck and guests mingled and swatted gnats as they waited for the pigs to



cook—where you had been and what you had done and what potentates you might have visited with made no difference. Folks were folks and everybody thanked God for friendship, for good times and bad times together, for family, common heritage, for state and country and good barbecue. That's the Down East I love.

■■■

Good barbecue. Lord, what an understatement. Paul Long and his crew cooked the best barbecue I have ever tasted, hope me die.

■■■

I stood at the pit talking to Julian Ryals and looking at the whole pigs lying there—split down the middle with legs outstretched, ribs bared and skin browning and curling—and marveled at the cooking process. I wondered to myself how Western barbecue defenders could possibly have the same degree of awe and appreciation when they look on a grill and see only pork shoulders.

As I said a silent, "Thank you," to the pigs that had made the supreme sacrifice to feed this crowd of friends, relatives and me, I wondered if there are hog farms in the Piedmont somewhere that raise a special breed with monstrous shoulders—like world-competition body builders—who go around oinking all day, "Pump me up, pump me up," as they wait to grace a plate at Speedy's or Lexington Barbecue in the Davidson County seat. I've seen the "stretch" hogs Down East that are raised to produce more bacon and look like they have been interbred with dachshunds, so I know it could be done.

■■■

It's strange how differently Easterners and Uplanders react to each others' barbecue. I have found that folks from Down East will not seek out Western barbecue but generally will eat it, if offered—reserving the right, of course, to complain about it bitterly afterward. Many Uplanders, on the other hand, have a bias so strong that it forces them to refuse Eastern barbecue, even if they have never tasted it. I think it has to do with the essential nature and appearance of each.

Western-style barbecue—chopped, roasted pork shoulders—looks so benign that Easterners figure it can't hurt you. Eastern barbecue, on the other hand, which contains the whole pig, looks so complex that many Uplanders lack the courage even to approach it, much less consume it.

I wonder if anyone has ever sat in a barbecue joint west of Raleigh and seen a rambunctious child pull something from his barbecue, hold it up, and ask excitedly, "Hey, Mom, what's this?" I bet not. But at Eastern shrines, such as Parker's and Mitchell's in Wilson and the Starlight in Ayden, kids sit in wonderment every meal and fish objects from their barbecue:

"Hey, Mom, what's this?" they ask.

"That's just gristle, Antoine."

"That's just skin, Ashley."

"That's just a piece that cooked too long, Latonya."

"That's just a li'l ole piece of bone, Puddin."

"I don't know what it is, Sean." Whap! "Just shut up and eat it."

■■■

Eastern barbecue has choice parts. Ribs, tenderloin, and crispy skin. This fact can create excitement. Late in the day, a howl went up from the barbecue pit at the Harnett County feed when someone discovered that the entire tenderloin had been stripped out of a pig—a greedy and selfish act by any standard. Western barbecue, on the other hand, has a certain sameness. There are no special parts to vie for and no need to position oneself beside the pit or at the head of the line.

Barbecue has status Down East. Each year at Deb Ball time, Down East society works itself into a frenzy chasing from one elaborately staged party to another. The activity is a part of a carefully orchestrated, decades-old mating game that puts Old World matchmaking to shame. This old-money crowd can afford to fly in the finest chefs from New York and Paris. Occasionally they do. But more often than not, they opt for a pig pickin' "theme party" on one of the farms Momma left them (Momma always outlives Poppa Down East) and serve barbecue, cole slaw, baked beans, Brunswick stew, and hush puppies on plates that match the napkins that match the cups that match the tablecloth that match the bandanas and aprons the servers wear.

■■■

Talking about barbecue can be dangerous business. That is why I don't do it. Former Attorney General and Secretary of State, Rufus Edmisten, was one of the first to arrive and last to leave the Long homestead. Rufus was interviewed by Austin McKenna, originally of Winston-Salem, who headed a camera crew from New York that filmed the event to record for all time the role barbecue plays in the lives of us Down East provincials. Rufus told the incredulous Austin that his disparaging remarks about barbecue during his campaign for the state's highest office so enraged voters that they denied him the governorship of North Carolina.

Maybe Rufus should have been governor. He sure as dickens would have made things interesting. It struck me, as I listened to him sing "Honky Tonk Angel" with the band and then encore with "How Great Thou Art," that he is sort of a cross between Mother Theresa and Louisiana's Earl Long. He loves people more and, at the same time, has a greater penchant for mischievousness than any politician North Carolina has produced in my lifetime.

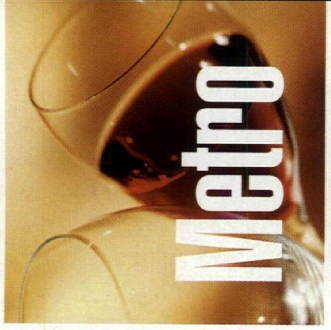
I don't know where Rufus is going when he dies, and I am not going to worry about it. But wherever it is, I want to go, too, because that's where the party will be. Bet you I can get up a crowd for that bus.

■■■

Speaking of Heaven, I have a pretty good notion of what is going to happen when our old pit master Paul Long gets there. Saint Peter is going to stop him at the Pearly Gates. His list of sins, like those of most us, is going to be long. St. Peter is going to look at the list, look at Paul and shake his head sadly. Just when he is about to tell Paul the bad news, some saintly lady in angel wings from Neill's Creek will step up and say sweetly, "But bless his heart, St. Peter, he did cook the best barbecue I ever tasted," and St. Peter will wave him on through.

■■■

My Mother told me that if you can't say something nice, don't say anything. So enough of this. Between you and me, I can't think of a single nice thing to say about Upland barbecue—except that I have wonderful friends who eat it, love it and defend it—so I'm not going to write about it. Needn't bring it up again, either. MM



Gourmet

by Daniel Pearson

Following the culinary coast

CAFÉ ATLANTIQUE: COMING BACK STRONG

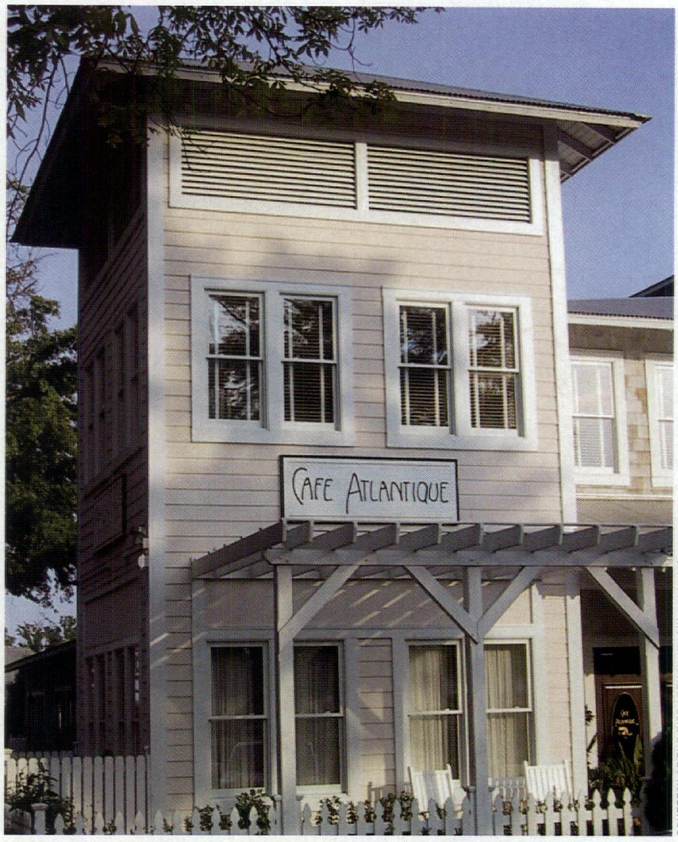
Those who follow the Cape Fear Coast's culinary scene have been keeping an eye on Café Atlantique, the Wilmington French bistro placed on the map by former owner/chef Scott Fisher, who tantalized his Market Street patrons from 1987–1994 before hanging up his sauté pan to open a business raising police dogs.

Local dining stalwarts longed for his soufflés, crème brulée and daily menu "additions" for seven long years until Fisher again fired up the kitchen and re-opened Café Atlantique in Lumina Station in late 2001.

By all accounts, Fisher poured every ounce of his soul into whipping the new establishment—a green-carpeted, stale-cigar scented room, previously home to a Vinnie's Steakhouse—into a light and airy-colored dining hall accented with a European-style décor.

Observers hailed Fisher as a genius, a master of his art who was primed to raise the expectations of fine dining in Wilmington and perhaps across the Southeast. Fate, however, had ideas of its own. Fisher perished after crashing his car two months following Café Atlantique's re-opening. The restaurant, which he often described as a "showpiece," briefly closed again.

Owner Fred Eshelman recruited Chef Stewart Woodman (whose bio includes four of New York's five-star restaurants) from trendy Zoe's in Manhattan, and it seemed that the Café Atlantique showpiece would shine bright enough to attract diners to the coast from across the region.



COURTESY OF THE RITZ AGENCY, WILMINGTON, NC

The dream of Café Atlantique lives on at its new location near the Intracoastal Waterway near Wrightsville Beach, and its course is being plotted by new chef Tripp Engel

But some celebrity marriages just aren't meant to be. Quietly, Woodman has been replaced by Chef Tripp Engel, who is making his first foray into the world of cuisine as an executive chef. Engel actually studied under Fisher several years ago at undercurrent @ 10 Market in downtown Wilmington, which has since changed into the Caprice Bistro.

"Scott called me up in June 2001 and told me about Fred Eschelman re-opening Café Atlantique," Engel says. "It was like a dream come true."

It's a dream that Engel almost never realized, but again Fate played its hand in Café Atlantique's future. Engel attended Johnson & Wales University in Charleston, South Carolina, studying under celebrated experts including German certified Master Chef Karl Guggenmos, who is now Dean of J&W's Rhode Island campus. After graduation, Engel accepted an internship at Rowes Wharf Restaurant in Boston, located in the Boston Harbor Hotel in the city's financial district, where Chef Daniel Bruce quickly promoted Engel to the "hot line," after observing his panache for preparing seafood and his dedication to the craft of cooking.

But Engel's rise toward recognition as a budding Boston chef would be cut short. After just three months of working under Chef Bruce, Engel received word that his mother's Wilmington home had been flooded by Hurricane Floyd, and she had no family members living close enough to help her rebuild.

"Plus, she was getting over a heart condition, so I came back here to help her out," Engel says. "I didn't have the money to get back to Boston either. Chef Bruce kept calling me up saying, 'Tripp, when are you coming back?' And I'd ask him, 'When are you going to buy me a plane ticket?' And he'd say, 'Oh, I can't do that.' That's just the kind of guy he was. So I never went back."

Engel took a job working as a sous chef at St. James Planta-

tion in Brunswick County near Southport; a job he said he found to be very remedial and, quite frankly boring.

"That's when I met Scott Fisher," Engel added. "The owners of undercurrent @ 10 Market had just fired their chef and manager when I arrived. Scott was working as a consultant to help out through the transition, and after I was hired, I worked with him extensively as a prep cook every morning for about three months. At night I was working across the street at Circa 1922, but Scott persuaded me to join him full time. Again, the owners weren't happy with the current chef. He was soon released, and I was promoted to chef."

Engel also met Café Atlantique's current Pastry Chef Brad Rice at undercurrent @ 10 Market, and it wasn't long after Fisher recruited Engel away that he was convincing Rice to join him too.

"I stumbled into food much later than Tripp," Rice says. "I went to college for pre-law, finished and worked in a law firm for a year, basically just in the basement digging through case books for hours and hours. I had a friend who grew up in Surf City, South Carolina, and he was working in a restaurant called Morgan's Seafood Grill. He convinced me to move there for a summer and work with him, so I did. I knew immediately after the first month I was there that I loved everything about the kitchen. So I took it and ran with it."

Rice, originally from Gulfport, Miss., stayed in Surf City for two-and-a-half years but left in 1996 after Hurricane Fran hit. Eventually, he found his way north to Burlington, Vermont, and the New England Culinary Institute, where he honed his skills before moving on to positions working under Anne Kearney at Peristyle in New Orleans and his first pastry chef position at the Fearrington House in Pittsboro.

Rice likens himself a fan of art and says he tries to transform his passion for drawing into the delicacies he creates.

"Except I try to make something that's pleasing to the palate rather than something you can just look at," Rice says. "I like to keep my plates clean and tight. I'm not into architecture where there are hoops and loops and things you have to undress before you can eat it. Another one of my philosophies is never to put a slice of anything, like cake or pie, on the plate."

No doubt Café Atlantique has been praised in the past—especially for Chef Fisher's precision and attention to detail—including a write up on Discovery.com's "Great Chefs" Web site. But going through three chefs in less than one year and knowing that the principal owner has more hands-on experience as a biotech executive than with French cuisine is a recipe for, well not quite disaster, but a less-than-pleasant experience at least. And true, at 27 years old Engel doesn't have the experience that comes from spending years behind the scenes orchestrating a kitchen staff. But Engel is a raw talent, and what he lacks through the passing of time he more than makes up in pleasing the palate and presentation.

The tasting menu, available on request and paired with a glass of wine for each course, is arguably the best method for experiencing the subtle, fine-dining experience that is Café Atlantique, and it's guaranteed to spice up the evening's table conversation. Engel started off serving an Amuse Bouche, or palate-teaser, of oysters on the half-shell followed by Moulard Foie Gras au Torchon served with white truffle honey and ranier cherry, and rhubarb salad. To trim away the fat, so to speak, the sweetness and texture of the foie gras was a perfect contrast to the bitter-tasting rhubarb and left a sense of expectation of what was coming next. Then a pleasant surprise

Off The Menu

LOCAL EATERIES RECEIVE 2002 WINE SPECTATOR AWARD OF EXCELLENCE

Wine Spectator announced the winners of its coveted **2002 Restaurant Awards** and not surprisingly 18 favorites from the Triangle to the Coast received awards of excellence for their wine selection.

The winning restaurants are: From **Chapel Hill**, Elaine's on Franklin and Il Palio; from **Durham**, the Washington Duke Inn & Golf Club and Four Square; from **Pittsboro**, the Fearrington House Restaurant; from Cary, Lucky 32; from **Raleigh** Nina's; Enoteca Vin; Prime Only Steak, Seafood, Wine Cellar and Bar; Sullivan's Steakhouse; Second Empire and Tony's Bourbon Street Oyster Bar; from **Nags Head**, Penguin Isle Soundside Grill & Bar; and from **Wilmington** the Port Land Grille, Roy's Riverboat Landing Restaurant and Milano's.

Incidentally, the Fearrington House also received an Excellence in Dining award. The magazine also ran a 4-by-11 pullout spotlighting Enoteca Vin with a delicious photo of their fried green tomatoes and crabmeat plate, and a salute to the sommelier's savvy for Syrah.

DUPLIN WINERY'S PINK MAGNOLIA AWARDED BEST ROSÉ IN THE US

David Fussell, winemaker for the **Duplin Winery**, took his Pink Magnolia and Magnolia varieties to the San Diego National Wine Competition and walked away with four awards.

Pink Magnolia ($5.99), a sweet-tasting blend of Magnolia grapes and red Muscadine, took 2002 honors with a Double Gold for Best of Class in the international competition. Magnolia ($5.99), a crisp, fruity wine, received silver and bronze medals for overall quality and the Hatteras Red, another fruity wine and Duplin's best seller, also received a silver medal for overall quality.

David Fussell, Duplin's winemaker, who delivers about 300,000 cases annually, says he was surprised by the outcome. "Our experience has been that if a rosé doesn't come from California, it's generally not received as well," Fussell says.

BLUE MOON BISTRO BEAMS IN BEAUFORT

Chef Kyle Swain, formerly part owner of Morehead City's top eatery Windandsea has struck out on his own to open the **Blue Moon Bistro** in his hometown of Beaufort in the renovated historic Dill House at 1827 Queen Street near the waterfront. Open at 5:30 p.m. every day but Monday, Blue Moon Bistro features trademark Kyle Swain dishes started from scratch daily including fresh daily catch fish and shellfish, steak choices, and a very popular and eclectic rendition of barbecue chicken to die for. Go to bluemoonbistro.biz for information and menu choices or telephone 252-728-5800.

MAXWELL'S GEARING UP FOR HOLIDAY SEASON

Maxwell's Gourmet Food's father-and-son owners Don and Paxton Kempf tell Gourmet they are starting to receive inventory for the holiday season and will be introducing two new flavors of gourmet candy.

Paxton says Maxwell's fans will be crunching through chocolate-dipped pecan brittle and chocolate-covered cashews, which will probably retail between $10–$15.

Maxwell's, founded in 1993, is a true Gourmet treasure that's tucked inside the Parker-Lincoln North industrial park in North Raleigh. The company largely targets corporate clients but is trying to branch out into retail and online sales, Don says.

If you haven't sampled their product, tempt your taste buds by visiting their store on the Internet at www.extraordinarygourmet.com.

IL PALIO WELCOMES NEW EXECUTIVE CHEF

CHAPEL HILL—Il Palio Ristorante located in Chapel Hill's Siena Hotel announces that **Claudio Brugalossi** has replaced Gennaro Villella as executive chef of the upscale Italian establishment.

Brugalossi is leaving behind his own restaurant, La Taverna, located in Perugia, Italy. A native Italian, Brugalossi has spent the last 14 years cooking in renowned kitchens around the world, including La Tour d'Argent in Paris, the Ambassador's Club in London and Hermitage in Los Angeles.

Villella is leaving to attend to family and business matters back in Italy, but no other details were available.

"Chef Villella has completed his three-year contract at the helm of the kitchen and has provided Il Palio patrons with his exceptional cuisine," Il Palio spokeswoman Sasha Travers says.

Fred's bistro

"Classic cuisine off the beaten path."

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Featured in Metro Magazine, May 2002

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YOU MAY NOT FIND CANTALOUPE ANYMORE, BUT YOU'LL FIND JUST ABOUT EVERYTHING ELSE. TASTY TAKE-OUT AND SIT-DOWN DINING. FINE WINE AND FLYING PLASTIC PIGS. FEATHER DUSTERS AND FRENCH SOAPS. BASKETS AND BIRDHOUSES. YOU MAY NOT THINK OF THEM AS STAPLES NOW. TRUST US, YOU SOON WILL.

NOFO

821-1240 ★ 2014 FAIRVIEW RD.

arrived in the sautéed grand banks scallop *en consommé* with celebrity tomato, garden cucumber and chervil. Quite frankly the lukewarm, pan-seared scallop was the best this writer has ever tasted.

Next came a crispy skin vermillion snapper with langoustine sabayon and haricot vert that melted upon hitting the tongue, followed by the main course, petit rack and leg of lamb served with mint gnocchi, golden chanterelles and pearl-onion compote. Simply put, the lamb was prepared perfectly—succulent, moist and easily removed from the bone. It's a conversation stopper, and this entrée will most likely be complimented by a round of "Mmmmmms" from your table along with curious glances from nearby diners.

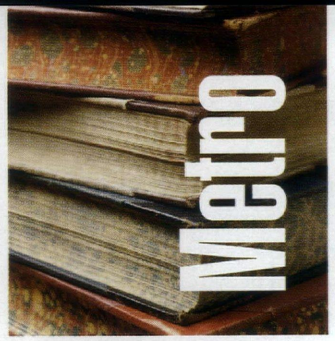
Next, it was Rice's turn to shine and the blueberry macadamia strudel caramel and sour cream anglaise with nutmeg ice cream, followed by glace au apricot and lavender with sesame crunch and candied grapefruit, made this diner ponder how Rice manages to remain so thin while spending day after day creating similar sinful sweets. (He claims never to crave chocolate.)

The only detraction we found from the meal was the silence that seemed to envelope Café Atlantique, which was, at times, broken by music piped in over tiny, round speakers mounted somewhere out of view. It's almost uncomfortable to hold a conversation any louder than slightly above a whisper, and even the wait staff addressed the table in seriously hushed tones.

But that is a quibble. Make no mistake: Café Atlantique is in good hands with Engel and Rice, and it has all the ingredients it needs to maintain the superior quality diners from the Triangle to the Coast continue to seek. Gourmet promises to keep a hungry eye on this up-and-coming chef; in the meantime, it's well-worth experiencing Café Atlantique for yourself. MM

Café Atlantique

Lumina Station
1900 Eastwood Road, Wilmington
Hours: 6–10 p.m. Mon.–Thurs.
6–11 p.m. Fri. & Sat.; 6–10 p.m. Sunday
Telephone: 910-256-0995
Credit Cards: Visa, MasterCard, American Express
Serving: Full bar and extensive wine menu



Books

by M.D. Baer

Laugh-out-loud funny

DEALING WITH CELEBRITY WORSHIP

"I basically forgot to fire Toby every day for five years."
— Graydon Carter
Editor-in-Chief, *Vanity Fair*

Toby Young's *How to Lose Friends and Alienate People* is laugh-out-loud funny and also looks great on the coffee table. For anyone who has experienced the angst of not being famous in a world where celebrity seems to be ubiquitous, this is a must read. For those who think the New York–Hollywood media hub is an alien planet, the book is even more fun.

This true story begins in Los Angeles with the author crashing the A-list *Vanity Fair* Oscar party by assuming the identity of a friend who actually has an invitation. Young thrills at the sight of Tom Cruise and Nicole Kidman, offends a few lesser lights with his less than snappy patter, but manages to break the ice with figure skater Nancy Kerrigan. Unfortunately, while he is mentally whisking her back to his hotel room, his ruse is discovered. As Young is hustled away by Security Apes, a terrified Kerrigan glares at him "as if I might at any moment whip out a retractable baton and start pounding away at her knee."

Thus the stage is set and our hero spends much of the rest of the book struggling to get past "clipboard nazis," intransigent

Toby Young

PR people and thuggish bouncers who would keep him from reaching nirvana on the other side of the velvet rope.

Is celebrity worship sick? Absolutely. Is rubbing elbows with Jim Carrey and Ralph Fiennes intoxicating? Only a fool would deny it. And that's the charm of Toby Young. He doesn't turn his nose up at the spectacle; he jumps right in with a big, obnoxious splash.

Young first made a name for himself in London where he was co-founder of *The Modern Review*, a magazine that featured intellectuals writing about low culture. In the mid-'90s he left England for New York to become a contributing editor at *Vanity Fair*.

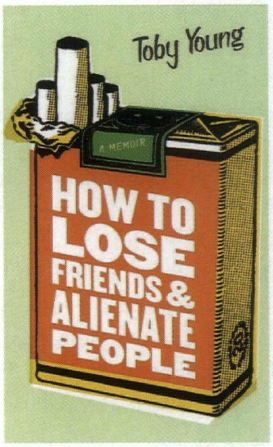
His dreams of Dorothy Parker, Robert Benchley and the wits of the Algonquin round table are quickly dashed as he realizes that glossy magazines are big businesses run by egomaniacal personalities who take as divine right the perks that come their way—everything from beauty treatments and designer clothing to theater tickets that arrive at their offices like offerings to the gods.

Young never quite fits into the Condé Nast culture. On his first day, after failing to realize casual dress does not mean jeans and a funky T-shirt, he is directed to the post room via the service lift. Some months later, and tone deaf to sexual impropriety, he hires a strippagram, on what turns out to be Bring-Your-Daughter-to-Work Day.

The author is just warming up, and his genius for self-sabotage knows no bounds. During the next five years he distinguishes himself as a career failure, an alcoholic, a social Neanderthal and a pathetically inept suitor.

The reader is by turns embarrassed and repulsed by this post-modern Sammy Glick but, if it all sounds depressing, it is not. We root for Young because his heart is mostly in the right place. He is not a snob, and he does have at least a shred of journalistic integrity in a milieu where honesty is hardly ever the best policy.

We also never feel sorry for him. A graduate of Cambridge and Oxford, Young is a very



How to Lose Friends and Alienate People
by Toby Young
Da Capo Press, 352 pp.

smart cookie. His late parents, Sasha and Sir Michael Young (founder of the Open University in England) were the personification of what the English refer to as the Great and the Good. Perhaps this helps explain why their son's rebellion against the "educated bourgeoisie" took the shape of embracing American popular culture.

Young's candor is often refreshing, and some of his observations are spot-on. As a Fulbright scholar at Harvard, Young was appalled at the cult of political correctness, and his rant against this idiocy is one of the highlights of the book. He quotes knowingly from Alex De Touqueville, Jane Austen and Allan Bloom and also gives sage advice about how to make it as

a man in New York. That is, dress British, think Yiddish and be just gay enough.

While Young is deadly accurate as a satirist, he is wise enough to see the complexity of most of the people he is covering. He can be tart, but he never comes across as bitter as he paints intriguing sketches on *Sex and the City* creator Candice Bushnell, eccentric *Vogue* editor Anna Wintour, power couple Tina Brown and Harold Evans and his boss at *Vanity Fair*, Graydon Carter.

Bottom line, Young proves the maxim that experience in itself is neutral; it is what one does with it that counts. Young's book is a success story disguised as a failure, a feel-good romp in the guise of a tragedy. Had he behaved better, he might not have done so well. As things stand now, Young has a six-figure film deal; the book is No. 20 on the *New York Times* bestseller list (No. 1 on the *New York Post* list); his old enemies want to take him out to lunch; and by writing scathingly about the magazine business, he has insured himself endless press. Oh, and did I mention he found true love? Yep, he even got married and for all the right non-cynical reasons.

Toby Young is a work in progress and—ultimately—it is more interesting where he is going than where he has been. One senses he is eager to hang up the clown suit and become, as they say in the biz, a *mensch.*

Q & A WITH TOBY YOUNG

The Toby Young of the book and the Toby Young who wrote the book are different people. Tell a little about your parents and how they've influenced your worldview.

My father was a social entrepreneur who created a number of successful, not-for-profit organizations and my mother was a writer and a journalist. They were both liberals, and I rebelled against that, becoming a fairly staunch conservative at an early age. I was a bit like the Michael J. Fox character in *Family Ties.* However, now that I've gotten older and both my parents are dead, I'm beginning to come round to their way of thinking. I wouldn't describe myself as a liberal, but I've definitely mellowed. Free market capitalism doesn't seem like the universal panacea it once did. I think we're going to see more and more conservatives coming out as liberals. It's the 21st-century equivalent of liberals becoming conservatives.

You're expensively educated—what was your attraction to low culture?

My interest in low culture stems from being educated at the British equivalent of public schools until I was 18. My parents encouraged me to take up a musical instrument and learn French, but I ignored them. Low culture was cool. I used to pick my friends according to how much TV they watched—the more, the better. After Oxford, I tried to rationalize my passion for low culture by arguing that some of it could withstand comparison to high culture, particularly Hollywood screwball comedies of the '30s and '40s. That led to *The Modern Review*, a magazine I started in 1991 with some friends in which we got journalists and academics to write long, scholarly pieces about people like Madonna and Arnold Schwarzenegger. Its motto was "Low Culture for Highbrows." Needless to say, my interest in low culture is beginning to fade, and it's being replaced by a passion for the classics. I'm now the theatre critic for *The Spectator* (of London) so I get to see a lot of Shakespeare. I've also started working my way through the classics of English literature. I read a lot of Dickens last year, and I'm currently reading Thackery's *Vanity Fair.* I've got a lot of catching up to do.

In the prologue you state, "I want to be SOMEBODY!" You said you would do just about anything to become famous, but you weren't willing to sell your soul to hang out with famous people. Do you think that distinction helped you survive?

I used to exaggerate my interest in famous people, as well as my own desire to be famous, as a way of pissing off my parents and their friends. I embraced the shallowness and vulgarity of American show business because it seemed so appealing next to their earnest high-mindedness. But after living in America for five years, and being exposed to people who really do worship fame, I've concluded that my parents were probably right. I started out thinking celebrity culture was an antidote. Now I think it's a disease.

Many of your coworkers at Vanity Fair *adopted an attitude that they are more important than the people they write about.*

·IN COMMON PURSUIT·

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18TH ANNUAL FALL CONFERENCE

November 15, 16, & 17th, 2002

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NORTH CAROLINA WRITERS' NETWORK

What is that special arrogance?

One of the corrosive effects of celebrity culture is that non-celebrities start mimicking celebrity behavior. Celebrities are the equivalent of aristocrats in 18th-century Europe—they set the standards that everyone else follows. I saw this among my colleagues at *Vanity Fair*. They'd have personal assistants, personal trainers, dog groomers, leg waxers—all the trappings of fame. Yet they were just journalists. It was disheartening. I think that in order to be a good journalist, you need to have certain hostility to the world you're covering.

Graydon Carter probably won't be flattered by your portrait of him, but he should be. The seven-rooms speech—what did you take it to mean?

The seven-rooms speech encapsulates Graydon's whole philosophy. For him, life is a game in which the object is to get to the seventh room—the ultimate inner-sanctum. I think a lot of people in New York think that way, but they feel obliged to pretend otherwise. For one thing, unless they do, they'll never make it to the seventh room. So in many ways Graydon's candor is refreshing. But it's still a pretty shallow outlook.

Ben Hecht and his ilk would not be writers today; they'd be producers and have 20 writers working for them. Given that you were naïve to think any semblance of that golden age was still alive, what journalists currently on the scene do you admire?

Was it naïve of me to think I'd find the contemporary equivalents of Dorothy Parker and Alexander Woolcott in New York? Maybe. I would have liked to have met Tom Wolfe. He's at the top of the tree, as far as I'm concerned. The journalists I admire most are the ones who are completely independent-minded, who are beholden to no one. I'd put James Wolcott and Christopher Hitchens in that category, along with Michael Wolff and Mark Steyn. I read pretty much everything they write. Among people my age, I like Dave Eggers, Walter Kirn, Laura Miller.

What is next for you?

I'm currently adapting my book for film. After I've done that, I want to try my hand at a novel. I'm going to try and write a big beast of a book in the tradition of Dickens and Thackeray—a satire of contemporary society that's based on a lot of careful reporting. It'll probably be a miserable failure, but I feel I have to try.

M.D. Baer is a novelist and screenwriter. He has recently moved to Raleigh from Los Angeles. MM

IS AMERICA WORTH FIGHTING FOR?

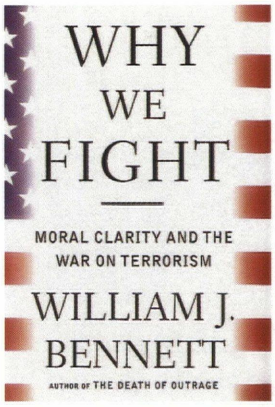
by Arch T. Allen

Yes, emphasize Bill Bennett and Dinesh D'Souza, American is worth fighting for. In *Why We Fight: Moral Clarity and the War on Terrorism*, Bennett refutes the moral relativists and explains our moral right to defend ourselves against terrorism. In *What's So Great About America*, D'Souza refutes the multiculturalists and explains America's unique greatness.

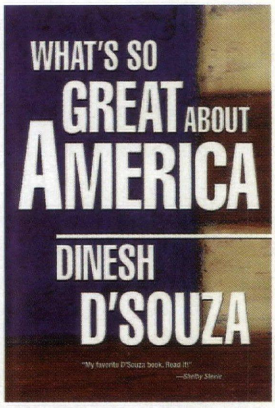
The books were a joint feature selection of the Conservative Book Club, and conservative commentators have praised them. They have received less attention in left-liberal review media.

Although both books deal with the post-September 11th War on Terrorism, they include historical, timeless wisdoms. In explaining America's defense against the Islamic militants, D'Souza begins with the 430 B.C. funeral oration of Pericles to the people of Athens about their defense against the Spartans. For a summary of the just-war theory, Bennett draws on Saint Augustine of the 4th century and Saint Thomas Aquinas of the 13th century in explaining our right to defend ourselves against terrorism.

Both Bennett and D'Souza are qualified critics of Islamic militancy against Western modernity and qualified defenders of the West. Bennett, the well-known former Secretary of Education in the Reagan administration, earned a doctorate in philosophy and a law degree, and once headed the National Humanities Center in Research Triangle Park. (His wife is a Tar Heel native, and they have a second home on the North Carolina coast.) The less-known D'Souza (who lacks North Carolina ties but debated academic superstar Stanley Fish about multiculturalism when Fish was at Duke University) was a public policy analyst in the Reagan White House and is now a research scholar at the Hoover Institution at Stanford University.



Why We Fight: Moral Clarity and the War on Terrorism
by William J. Bennett
Doubleday 2002, 170 pp.



What's So Great About America
by Dinesh D'Souza
Regnery 2002, 218 pp.

Both Bennett and D'Souza have previously defended Western civilization against attacks from academic relativists and multiculturalists such as Fish. In these books Bennett criticizes Fish for his relativism and D'Souza for his multiculturalism. Undeterred by any criticisms, Fish continues his postmodernist interpretations of the events of September 11 and the War on Terrorism, most recently in a political journal symposium, "Can Postmodernists Condemn Terrorism?" and in a magazine article, "Postmodern Warfare: The Ignorance of our Warrior Intellectuals." Fish defends his fellow academics who have condemned America as the

"greatest terrorist state," a "rogue nation," or an "international outlaw." Fortunately, other critics of Fish have picked up where Bennett and D'Souza left off in these books.

Bennett and D'Souza continue to defend America against academic anti-Americanism in these books. Among the academic expressions criticized are the "teach-in" at UNC-Chapel Hill after September 11, equating the American victims of that day with alleged "victims of American imperialism" and a charge, on another campus, that the cause of September 11 was "the fascism of U.S. foreign policy."

Because of his earlier criticisms of the academic Left's relativistic and multicultural curricula changes and his defenses of traditional scholarship, Bennett, over a decade ago, became a *bête noire* to the academic Left. For similar reasons, D'Souza also became an anathema to the academic Left. Bennett, a white Roman Catholic, is an easy target for the academic Left. D'Souza, now an American citizen who came here from a Christian family in India with Brahmin ancestry, is a "person of color" in the Left's politically correct vocabulary and is a tougher target for them to attack.

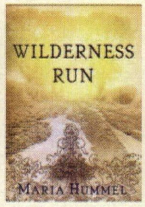
Bennett and D'Souza provide articulate, indeed eloquent, arguments for Western civilization and American values. Bennett's arguments are more conservative; D'Souza's more libertarian. Thus, while each questions whether we Americans always exercise our liberty wisely, they have some differences, especially over what to do about the libertinism of some parts of our culture. While neither overlooks faults and failures in our history, each is committed to the defense of American liberty.

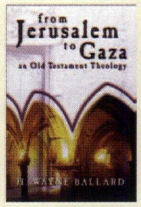
While both discuss the threat to American liberty of Islamic militancy, their books have different scopes. For example, Bennett explains the importance of Israel and defends America's support of it. "Keeping faith with the people of Israel in their still unfinished confrontation with evil is," for Bennett, "a species of keeping faith with ourselves; breaking faith, a species of self-negation."

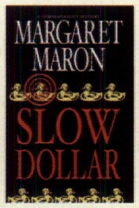
D'Souza defends America against various charges, including contemporary condemnation for past slavery. He notes that slavery had been widespread throughout most cultures until objections arose in the West, originally from English and American evangelical Christians. The characteristic of slavery unique to the West was abolition. In rejecting current claims for reparations for slavery, D'Souza points out "the little-known fact that African chiefs, who profited from the slave trade, sent delegations to the West to protest the abolition of slavery…The descendants of African slaves owe their freedom to the exertions of white strangers, not to the people of

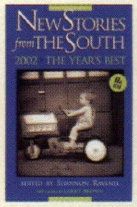
NEW AND NOTEWORTHY

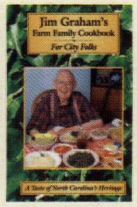
by Art Taylor











GIRLS TO WOMEN. A new book by Lee Smith is always a cause for celebration, and the publication this month of ***The Last Girls*** (Algonquin) should prove no exception. Though the book is a novel, the story is based in part on Smith's actual experiences rafting down the Mississippi with her college classmates in 1966. *The Last Girls* revisits four women (and one husband) who have reunited to repeat their journey over three decades later—this time on a luxurious riverboat, a trip occasioned by the death of a fifth member of their group. Smith says of that novel that she's "trying to examine the idea of romance, the relevance of past to present, the threads of memory and desire." One can scarce imagine many writers whose gifts for voice and character are more appropriate to telling such a tale and to leading the reader on what promises to be a memorable and multi-layered journey.

PAGE TO SCREEN. On the occasion of her new novel's arrival, Smith will be joining D.G. Martin on ***North Carolina Bookwatch***, on UNC-TV on Sunday, September 15, at 5 p.m. We're already two-thirds through a series of 12 interviews with noted North Carolina authors, but for those of you who have missed it so far, there's still more to come, including best-selling author Mel Levine (*A Mind at a Time*) on September 1; Trudier Harris Lopez, author of *Saints, Sinners and Saviors: Strong Black Women in African American Literature*, on September 7; and Bland Simpson, previewing his new book *Ghost Ship of Diamond Shoals*, on September 22. Tune in!

POET TO NOVELIST. Many in the Triangle best know Maria Hummel for her poetry. Her chapbook *City of the Moon* won the North Carolina Writers' Network's Harperprints Competition in 1999, and her works have appeared in publications as distinguished as *The Georgia Review*. But this month, Hummel, who received her MFA at UNC-Greensboro, takes a break from poetry to publish her first novel. ***Wilderness Run*** (St. Martin's Press) relates the story of two cousins during the Civil War and has already received high praise from Fred Chappell.

JERUSALEM TO GAZA. Donald Keyser, theologian in residence at Memorial Baptist Church in Buies Creek, and Wayne Ballard, assistant professor of religion at Campbell University, have recently published ***From Jerusalem to Gaza: An Old Testament Theology*** (Smyth & Helwys), which offers perspectives on themes found throughout the Old Testament. The book bills itself as combining a "straightforward approach…with Christian sensibilities" and intends to be suit-

Africa who betrayed them and sold them." Indeed, an irony in the appeal of Islam to some American blacks is the Muslim participation, past and present, in the slave trade of Africans.

Bennett regrets that "many of us have forgotten the truth we once knew about the heritage of our Western civilization." He admonishes that "the time has come to begin remembering." D'Souza also laments our lapse of historical memory. He reminds us that "America is the greatest, freest, and most decent society in existence... History will view America as a great gift to the world, a gift that Americans today must preserve and cherish."

Everyone exposed to the relativistic and multiculturalist ideologies now dominant in our schools, colleges and universities should read these brief books. Either book would have been a good substitute for the controversial selection for required summer reading by new students at UNC at Chapel Hill, Michael Sells' *Approaching the Qur'an: The Early Revelations* (1999). Academia defended the required reading of that translation of some of Islam's sacred scriptures as expanding the perspectives of new students, while some critics of the choice saw it as an extension of politically correct multiculturalism.

Ironically, over a decade ago D'Souza, in *Illiberal Education* (1991), argued that if academia were serious about multicultural studies, as opposed to multiculturalist ideology, a prime subject of study should be Islamic fundamentalism. Academia ignored D'Souza's advice and criticized his book. Academia took the ideological path instead, leading to little academic credibility on the crisis now confronting us, as explained by Martin Kramer in *Ivory Towers on Sand: The Failure of Middle Eastern Studies in America* (2002).

That ideological path led also to an ambivalent student population. According to a recent poll of American college students by Empower America, an organization of which Bennett is co-director, 84 percent do not think that Western culture is superior to Arab culture and 60 percent think that promoting multiculturalism is the preferred method of preventing terrorism. The poll shows, as explained by a commentator, that academia has taken multiculturalism to such extreme ideological levels that students, rather than gaining perspective on their own culture by learning about other cultures, "now embrace and praise all societies but their own." Among the other poll results, 70 percent of American college students responded that they would not serve in the Armed Forces if they were to be sent abroad. Such students need to read these books.

Then they will know that, yes, America is worth fighting for. MM

able not just for the church and classroom, but also for a lay person with an interest in studying the scriptures.

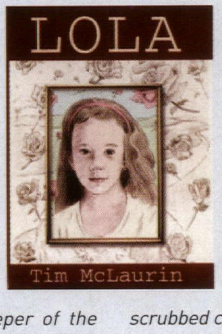
MYSTERIES MODERATELY MENTIONED. The carnival has come to town in Margaret Maron's new mystery, ***Slow Dollar*** (Mysterious Press). This ninth entry in the Judge Deborah Knott series finds murder on the midway, and when the first victim is discovered to be Knott's kin, the judge finds herself drawn even more deeply into the mystery. The book's title comes from old carny lingo—"A fast dime is better than a slow dollar"—and in that same vein, Maron's books are better than most other mysteries, so be sure to check it out. Also this month, Raleigh author Sarah Shaber adds a third book to her award-winning (and very entertaining) mystery series with ***The Fugitive King*** (Dunne Books).

SHORT STUFF ON SHORT STUFF. Two notable short story collections have recently been published: The ***O. Henry Prize Stories 2002,*** selected by Dave Eggers, Joyce Carol Oates and Colson Whitehead (Anchor Books) and ***New Stories from the South 2002,*** selected and edited by Shannon Ravenel (Algonquin). Read them. (It won't take long.)

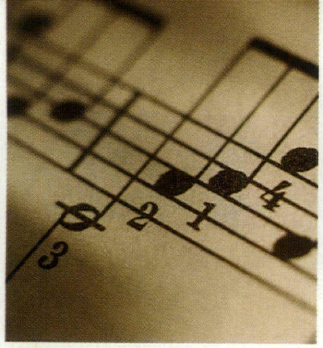
AN OFFER YOU CAN'T REFUSE. Former Agriculture Commissioner Jim Graham swaps his trademark Stetson for a chef's hat with the new book ***Jim Graham's Farm Family Cookbook for City Folks: A Taste of North Carolina's Heritage*** (N.C. Agricultural Foundation), featuring more than 500 recipes gathered from around the state by the N.C. Cooperative Extension Service and the N.C. Farm Bureau. The chance to sample some down-home cooking may be enough of a selling point for the collection, but purchases also benefit a good cause: All proceeds go to the Jim Graham Scholarship Fund at NC State University, The Farm Bureau Foundations and The North Carolina Extension Service and Community Association. So listen to what the Sodfather says; this book is an offer you can't refuse. MM

READING TO REMEMBER

Since the last issue of *Metro*, Southern Literature has lost one of its favorite sons, and it's only fitting to pause a moment in his honor. A gifted writer, a generous teacher and a fine, brave man, Tim McLaurin passed away on July 11, finally succumbing to one of the cancers that he had so long battled. Those who knew him well will likely carry some favorite fond memory of him, but perhaps there is no finer legacy for this ex-Marine, Peace Corps veteran and former snake handler than the body of literature he gave to us in his life—a shelf of books including the novels *The Acorn Plan, Woodrow's Trumpet, Cured by Fire* and *The Last Great Snake Show,* and the memoirs *Keeper of the Moon* and *The River Less Run.* Taking the time to read or revisit any of these is a fine way to pay tribute. My favorite of Tim's works was the epic poem *Lola.* Published in 1997, this slim book remains both daring and unforgettable, and as I took it down in the days after the author's death, I found new resonance in several of the lines that open the story, lines that bear repeating here:



Many people have gathered here in praise of a good man.
Two hundred strong they number,
men who have
worked his fields,
bought his grain,
repaired his combines
and his teeth,
and hunted in bands
the woodland and
meadows.
Most admired him,
a few despised him,
but everyone has
come,
their children
scrubbed clean and
their wives in tow bearing homages
of fried chicken and layer cakes.
John Wesley Stewart is dead,
a Southern farmer,
one less of an endangered breed.



PvV

by Philip van Vleck

Melodies come in the night

EXCELLENT TUNES SEND SONGWRITER JIM LAUDERDALE SOARING

North Carolina native Jim Lauderdale is one of the most prolific songwriters in Nashville. He's released seven albums since *Whisper* in 1998, including two with Ralph Stanley and The Clinch Mountain Boys—*I Feel Like Singing Today* (1999) and *Lost in the Lonesome Pines* (2002). Lauderdale released *The Hummingbirds* simultaneously with *Lonesome Pines.*

What makes Lauderdale's recent creative output so impressive is the quality of his songwriting. Since his first album, *Planet of Love*, released in 1991, his tunes have been consistently excellent, and his work in the last four years is so articulate and musically appealing that he appears to have ascended to yet another plateau as a singer/songwriter.

When asked if he feels he's reached a particularly fertile point in his songwriting career, Lauderdale responded in the affirmative.

"I do. I think the last several years have led to this point. Years of hammering away with record deals and writing and going on the road have led me here, and I feel good about what I'm doing. I have to keep myself going with projects, because that helps me focus and stay on track. Melodies come to me at odd times, and then the hard work, for me, is fleshing out the lyrics. If I'm co-writing and somebody just gives me the lyrics, well, of course, that's a much faster process.

Jim Lauderdale

"I enjoy co-writing a lot, and it's so much quicker," he explained. "I can usually co-write a song in one or two sittings. If they give me the lyrics, the melody will come to me fairly quickly, or it won't come at all. I either hear a melody, or I think of a title. That's how a song starts for me. It's always been like that—the melodies come first."

It seems like this might be a little inconvenient. Songwriters whose inspiration begins with lyrics can always write down what comes into their minds. Lauderdale, by hearing a melody first, in order to remember what has inspired him, needs to sing it or play it on his guitar. His solution is to carry with him a small tape recorder. No matter where he is when a melody hits him, he can go off by himself and sing it into his tape deck to save the idea.

"Sometimes, right before I fall asleep, a melody will come to me," he added. "If I fall asleep and don't record it, I won't remember it when I wake up. I have to get up and record the melody."

Lauderdale has had an especially fruitful relationship with the legendary Ralph Stanley in the last few years, resulting in two fine bluegrass albums. He allowed that working with Stanley has been one of the highlights of his career.

"I started listening to him when I was 15, when I started playing the banjo," Lauderdale noted. "I was just blown away the first time I heard the Stanley Brothers. Ralph and Carter Stanley had a big impact on me. I met Ralph in Florida at a bluegrass festival when I was a kid. Five or six years ago I did a TV show with Ralph, Ricky Skaggs and Patty Loveless, and that was when I approached him about writing a song for him and The Clinch Mountain Boys, which I wanted to put on this record. I eventually did [a song] called *Whisper*. That's how I got started with Ralph. Then he invited me to sing on his album *Clinch Mountain Country*, and I became friends with the band. After that, any chance I could get, I'd sit in with the band.

"Ralph and the band invited me to come sit in with them at MerleFest [1997]," he continued. "I'd never been to MerleFest, but my manager got me a backstage pass. When I showed up, a few minutes before they were supposed to go on the big stage, they told me that Ralph's son was sick,

and they needed me to go on in his place. It was almost like a dream, you know, where you're afraid you'll get out there and totally wipe out. It worked out okay, however. After that happened, I got up enough guts to ask Ralph if we could do a whole record together. He agreed, and the result was *I Feel Like Singing Today*."

Lauderdale has, in the past several years, become a fixture at MerleFest, as well as becoming heavily involved in the Chris Austin Songwriting Contest.

"I love MerleFest," he stated. "I hope they keep asking me back for a long time. With the Chris Austin Songwriting contest, I help get the judges together here in Nashville, and I try to get a real wide range of music industry folks lined up, from publishing, record labels, publicists. They have to get through a lot of submissions, and the number gets bigger every year. I think we're up around 800 now. I keep myself out of the judging at that stage. I'm usually one of the finals judges at MerleFest. We receive a lot of really good song submissions, and I can really feel for the people who don't make it to the finals. It's such a subjective process, and I don't see songwriting as some sort of competitive art form, you know. I feel awkward because I want everyone to win.

"Of course, I understand that disappointment is part of the music business," he added. "If you're a writer or a performer, you're bound to face so much disappointment and rejection, or what can be perceived as rejection. I deal with that all the time as a songwriter. My publisher presents producers or artists with some of my songs that I feel are obvious hits for this person, and they get passed over. Or a song gets released on the album but it's not chosen as a single, or it's chosen as a single and it doesn't do that well. All those scenarios can be frustrating.

"I've been on four major record labels, and none of those deals yielded a hit," he added. "That was disappointing. On the other hand, other artists have had hits with my songs, so that's great, and that's made it possible for me to have a career as a songwriter."

Lauderdale is, indeed, enjoying a stellar career as a songwriter, and he approaches his art in a very matter-of-fact manner.

"I just really keep my nose to the grindstone," he said. "Songwriting is my job, and I work really hard at it. I also tour as much as I can, though that slows down my songwriting some. I'm also working on a group of songs with Robert Hunter, who used to be the lyricist for The Grateful Dead, and I'm planning on doing a project with him. I've written about half an album with the group Donna the Buffalo. I'm also gonna do a solo bluegrass album, but I haven't started writing for that yet. Buddy Miller and I are going in the studio in August, so I've started writing for that. In fact, Buddy dropped off a song last night. I need to finish the lyrics for that, and he needs it by Friday. Sometimes I write best under pressure.

"When I was working on Lost in the Lonesome Pines, I'd co-written six of the songs," he added. "I had melodies and ideas for the rest of them, but I couldn't finish them until the day I was in the studio. It's totally scary and nerve-wracking to have Ralph Stanley standing there waiting for you to finish writing a song." MM

MUSIC FOR SALE

Laura Minor:
Salesman's Girl (Hightone)

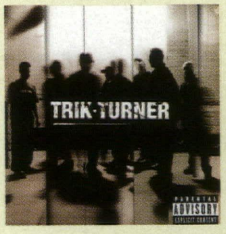
>>>>>>>>>> MAJOR BUZZ >>>>>>>>>>

This is a very promising debut album. Minor is a Florida native with a big voice and a notable songwriting gift. All the songs on *Salesman's Girl* are Minor originals, most written with Jared Flamm, who's also a guitarist in her band. The basic vibe here is rock, leavened with a noticeable twang. Minor's sound is more southern, or Americana, than it is country. She's got a wonderful voice, occasionally reminiscent of the ragged vulnerability we hear from Casey Chambers. The material she's co-written for this CD is distinguished by down-to-earth storytelling. Her lyrical world is familiar; her perspective is fresh and open. The album was produced by David Lowery (Cracker), which helps explain the overall excellence of the production and the artful combination of rock and roots sensibilities. Special songs include "American Girls," the title track, "Can't Keep Giving Away My Light" and "Rust of the Carolinas."

Kev Russell's Junker:
Buttermilk & Rifles (Sugar Hill)

Russell is an integral member of the Austin band The Gourds, an unpredictable, musically adept crew that cites influences ranging from hip-hop to old-time music. Russell's solo album is pretty nearly as far-flung as his work with The Gourds; rock, Cajun, blues, old-time, bluegrass, country and ragtime seem to be his main inspirations here. Eleven original songs are featured on Buttermilk & Rifles, plus an excellent cover of The Carter Family's weird tune, "No More the Moon Shines on Lorena." Russell can be a compelling songwriter when he puts his mind to it. The ballad "Imbibing My Prescription," for instance, is a terrific, country-inflected tune, distinguished by Russell's odd lyrical vision, i.e., "I been confiding my confessions / To the grackles and the coffee and the cottons in my crimes." In the same song, Russell sings: "Although my heart is grievous I make rhymes." Other major thrills include "Blackfoot," "Virgin of the Cobra," "Way Fallen Stranger," "Twilight of Song" and the instrumental "Shoetie Rag."

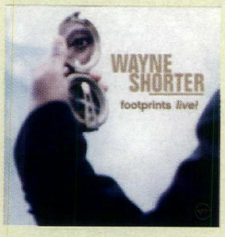
Trik Turner:
Self-titled (RCA)



This is the debut album for this Phoenix-based band. Their main thing is a strong blending of hip-hop and hardcore rock that's thoroughly convincing on both counts. A signature tune for the band is "Friends & Family," a righteous hip-hop number that matches up quite favorably with the Long Beach Dub All Stars awesome single "Sunny Hours." Both tunes shame much of the Neanderthal rap currently polluting the airwaves. "Sacrifice" is a cool meditation on the struggle to stay authentic. "Ish," "Let It Rip" and "New York Groove" rock very hard, and it's the sonic blast of these tunes that offers a giant clue as to the popularity of Trik Turner's live show. Any rock fans who are into Limp Bizkit, Alien Ant Farm and Linkin Park will like what they hear from Trik Turner, keeping in mind that TT is not nearly as dysfunctional and overtly hostile as Limp Bizkit's Fred Durst.

MUSIC FOR SALE, continued

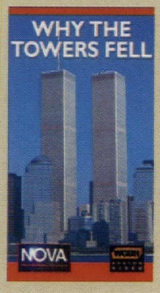
Wayne Shorter:
Footprints Live! (Verve)



Saxophonist Wayne Shorter, veteran of the Miles Davis Quintet and Weather Report, put together a terrific quartet for his 2001 tour. Pianist Danilo Perez, bassist John Patitucci and drummer Brian Blade joined Shorter, who worked tenor and soprano saxophones. These tracks were all recorded in Europe during 2001, and seven of the eight songs are Shorter originals. "Valse Triste," a Sibelius composition, appears here via Shorter's compelling arrangement. The prevailing mood of the album is quiet. The interplay between the quartet is pensive and easy. Shorter's solos tend to be speculative and beautifully articulated. Perez's rejoinders are fluent. Particularly rewarding numbers include "Juju," which at 10 minutes is a thoroughly unpredictable piece and something of a tour-de-force for the entire quartet. "Aung San Suu Kyi" finds the rhythm section opening in a moderately propulsive mode, underpinning Shorter's initial soprano sax sortie. An angular exchange between Shorter and Perez leads to an extended solo by Perez. Shorter returns, playing crisply, as the tempo slows. This is live jazz at its best.

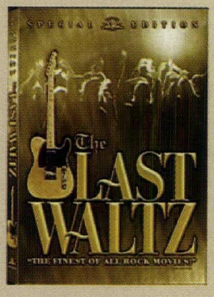
VIDEOCENTRIC

Why the Towers Fell
WGBH Boston Video. 60 mins. Documentary. DVD.



Shortly after the collapse of the World Trade Center towers on September 11, 2001, the American Society of Civil Engineers sent a team of forensic engineers to New York City to determine what caused the towers to fall. NOVA was with them from the outset of their investigation, and this documentary chronicles their inquiry and presents their conclusions. Though some observers may think the reason for the collapse was obvious, it was not. The airliners that crashed into the towers did not cause the structural failure of the towers. The answer is a good deal more complicated, and the engineers' conclusions will provide skyscraper architects with some valuable insights. This film is fascinating viewing, though it isn't pleasant watching the towers pancake time after time. Certainly the lessons learned in this investigation will make future skyscrapers even stronger.

The Last Waltz
MGM Home Entertainment. 117 mins. Documentary. DVD.



MGM has issued on DVD the film many rock fans and critics consider to be the best concert documentary ever filmed. *The Last Waltz* was directed by Martin Scorsese and captured The Band's farewell concert, held November 25, 1976, at Bill Graham's Winterland Ballroom in San Francisco. Guest artists for the gig included Bob Dylan, Neil Young, Dr. John, Muddy Waters, Van Morrison and Paul Butterfield. Scorsese intercut concert footage with Bandmember interviews, which are quite entertaining by themselves. This is, indeed, a superb concert film. All facets of the production were top notch, and the transfer to DVD was well done. An eight-page booklet, written by The Band's Robbie Robertson, is included with the disc, and one extra feature is audio commentary by the director and artists. MM

Metro INDEX

National ranking of North Carolina as a turkey producer: 1
National ranking of the state as an egg producer: 10
Approximate population living within 60 miles of Kinston: 1.2 million
Number of those residents who fly out of RDU each year: 306,000
Destination of first passenger jets ever to fly out of Craven Regional airport this summer: Atlantic City, NJ.
Drop in writing proficiency of North Carolina 7th graders since 2001, causing the state to drop the test as a factor in ranking schools: 12 percent
Drop in writing proficiency of state 4th graders since 2001: 22 percent
Year the writing tests will again become part of the state school ranking system: 2005
Number of churches in the Wilmington area broken into by convicted felon Eric Paul Gruver: 12
Number of people accidentally shot by police while scouting church parking lots for Gruver and his girlfriend accomplice before their arrest: 1
Number of years Gruver will spend in prison for his spree: 5
Number of birthday cards received by the average North Carolinian last year: 8
Ratio of North Carolina islanders to mainlanders: 1:10
Average number of times Tar Heel women cry a month: 4.8
Number of times men cry in the same period: 1.4
Pounds of blue crab unloaded at North Carolina docks each year: 65 million
Approximate worth of the state's annual blue crab catch: $40 million
Ranking of the Nile River in Egypt in terms of oldest rivers in the world: 1
Ranking of North Carolina's New River among the world's oldest rivers: 2
New Bern's chronological ranking among Tar Heel towns to get a printing press: 1

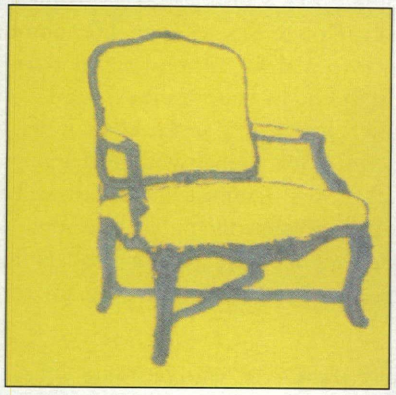
continued from page 14

honored through the awards program. Past winning projects have ranged from renovated storefronts to entire subdivisions, and have included newly minted landmarks such as the Pullen Park Aquatic Center, All Children's Playground, the United House of Prayer For All People, and the North Carolina Museum of Natural Sciences. Their common ground is the contribution each has made toward making Raleigh a more attractive and livable place.

Nominations for this year's awards, accepted through August 29, covered more than half a dozen categories, from residential construction to industrial projects, commercial buildings to tree conservation, historic preservation to maintained outstanding appearance. Selection criteria required that winning projects exhibit a standard of excellence, exemplify community involvement, demonstrate good stewardship, and go beyond the expected.

In September, an independent jury is to determine the winners with final approval from the City Council. The awards will be formally presented in public ceremonies in October. The Raleigh Appearance Commission coordinates the awards program. MM

A new Web site housed at **NC State University** critiques **science textbooks**. Over 800 mistakes have been found. Go to www.science-house.org/middleschool/reviews ■■■ After years of fighting Washington, the classical radio station **WCPE**, 89.7 FM, has won permission from the **Federal Communications Commission** to broadcast at full power—**100,000 watts**—in all directions from its transmitter site north of Raleigh. The station's Web site, TheClassicalStation.org, recently earned top honors nationally in the **Silver Microphone Awards** for 2002 ■■■ **Bowman Hall Lewis LLC** recently opened an office in the Triangle. The company is dedicated to assisting families, businesses and non-profits in developing and managing strategies for long-term financial success and security. Principals include **Susan Bowman**, with over 30 years of banking experience in two major financial institutions, **Robert Hall** and **Sam Lewis**, both with over 20 years of financial experience. For information call 919-858-5883 or visit www.bowman-hall-lewis.com ■■■ The **Triangle Tech Journal**, which bills itself as the largest technology newspaper in the southeast, launched **RTP-TV** in late July and plans to present interviews with Triangle high-tech executives during coming months. The station only broadcasts over the Internet. To watch the video interviews, visit www.rtptv.com ■■■ The **Carolina Arts Festival**, which recently presented the **Broadway Rocks for the Arts** concert at the Amphitheatre at Regency Park in Cary, donated tickets to groups of area children who otherwise could not have attended. The effort was supported by grants from the Triangle Community Foundation-Peter T. Loftin Foundation Fund, Progress Energy and others ■■■ **President George W. Bush** recently honored a young UNC-Chapel Hill scientist as one of the Presidential Early Career Award winners for 2002. **Dr. Regina Carelli**, associate professor of psychology, received the award during special ceremonies in the Eisenhower Executive Office Building in Washington, DC ■■■ **Margaret Cowan**, owner and general manager of **Rella:Cowan Advertising, Public Relations and News Media**, was recently selected president of the Triangle Chapter of the **International Association of Business Communicators** (IABC) ■■■ The **Durham Symphony** is looking for **musicians**—French horn, oboe, bassoon, strings and percussion. For information, call Alan Neilson at 919-489-8139 ■■■ The **ArtsCenter** of Carrboro has installed **200 blue cushioned seats** in the Earl Wynn Theater and has added a new **air conditioning** system. Now the Center has placed the previously used **Eames chairs on sale** for $25 to community members. Charles and Ray Eames, noted furniture designers, made the chairs, called Eames side shells. Call 919-920-2787, ext. 101 ■■■ A new **electric journal** for researching poetry has been created by NCSU professor **John Thompson**. The Web site is http://english.chass.ncsu.edu/freeverse ■■■ Three **North Carolina research universities** have received a total of **$5 million** in grants from the **Howard Hughes Medical Institute** to support programs that will expose undergraduates to emerging fields in biology and life sciences. **NC State** and **UNC-Chapel Hill** each received $1.6 million and **Duke** received $1.8 million ■■■ The **International High IQ Society** (www.highiqsociety.org) has teamed up with **Brain.com** and prominent psychologist **Arthur Jensen** to add two IQ tests to the Society's lineup: a **five-minute IQ test** and a **12-minute IQ test**. To become a member of the Society's new automated sign-up program, visit the site, take one of seven free IQ tests and, if you score 126 or higher, join online ■■■ UNC-Chapel Hill's **Center for Sustainable Enterprise** (CSE) at **Kenan-Flagler Business School** has received a **$100,000** three-year grant from **DuPont**. DuPont is a founding member of CSE's **Base of the Pyramid Co-Laboratory**, a consortium of multinational corporations working to provide goods and services to four billion people at the base of the socioeconomic pyramid ■■■ **MerleFest 2002,** the 15th annual festival in celebration of the music of the late **Merle Watson** and his father **Doc Watson**, presented recently in Wilkesboro, exerted a regional economic impact estimated at **$15,045,673**. The festival earned nearly $700,000 for Wilkes Community College ■■■ Two professors from the **UNC School of Public Health** have received Lifetime Achievement awards: **Dr. Vaughn Upshaw**, has received the 2002 **Everett I. Hageman Award** and **Dr. Prenab Sen**, is recipient of the 2002 **Gottfried E. Noether Award** in nonparametric statistics ■■■ **Charles R. "Chuck" Davis**, founder and artistic director of the **African American Dance Ensemble**, has won the **National Governors Award for Artistic Production**. Davis, an accomplished choreographer, is also a board member of the NC Arts Council and is widely known for entertaining audiences in rural communities and urban centers as well as in major performance venues of the nation ■■■ The **Music Maker Relief Foundation**, a non-profit organization operated by **Timothy and Denise Duffy** and located in Hillsborough, helps Southern traditional musicians who are living in extreme poverty to receive recognition and supplemental income. Music Maker artists have appeared in Carnegie Hall, Lincoln Center, House of Blues and other important venues. Tim Duffy, along with Axel Kushner and Mark Austin, has written ***Music Makers: Portraits and Songs from the Roots of America***, to be published in October by Hill Street Press. For information or to donate to the foundation, call 919-643-2456 ■■■ **Ray Buchanan**, head of **Stop Hunger Now** in Raleigh, recently returned from **Mongolia** where he and other Stop Hunger Now workers purchased **$500 worth of bread** for the Mongolian Outreach feeding program and established relationships so that SHN can react to future emergencies rapidly and effectively ■■■ **Frank R. Liggett III**, a senior partner of the law firm **Ragsdale Liggett PLLC** in Raleigh, has been elected to the Board of Directors of the multinational **Federation of Regulatory Counsel**. During his three-year term, Liggett will represent the southeast region of the Federation, which includes eight states and Puerto Rico. The **Washington Tourism Development Authority** has announced a **153 percent** increase in visitor traffic ■■■ **Chase Gallery**, headquartered in Boston, recently opened a new gallery in **Wilmington**, located at The Forum, 1125 Military Cutoff Road, to bring to the area **contemporary art** typically only exhibited in galleries in large urban centers or in museums. Chase Gallery owner Jeff Chase says he chose Wilmington for his second location because of "the warm weather, friendly people and welcoming arts scene" ■■■ Raleigh lawyer **Alfred P. Carlton Jr.**, a partner with the international law firm **Kilpatrick Stockton LLP**, recently began a one-year term as **president of the American Bar Association**. In his new position, Carlton will focus on informing the public of the importance of the rule of law and lawyers in American society. He will also focus on improving methods in state judicial selection ■■■ The **Last Unicorn** will host a one-day workshop, **Earth, Stone, Metal & Fire**, to introduce principles and practices of primal stonemasonry, organic gardening, and antique ornamental iron restoration and fabrication on Sept 14 at 536 Edwards Ridge Road, Chapel Hill. A potluck lunch will be shared. If interested, call 919-968-8440 ■■■ **Nicole Studio** at 715 N. Person St. in Raleigh will present a class in watercolor painting and one in oils during Sept. and Oct. **Watercolor Painting** with Roxanna Alexander will run Sept. 11–Oct. 16, and **Oil on Canvas** from Composition to Color with Nicole White Kennedy will be held on Sept. 19–Oct. 24. For information call 919-838-8580. MM



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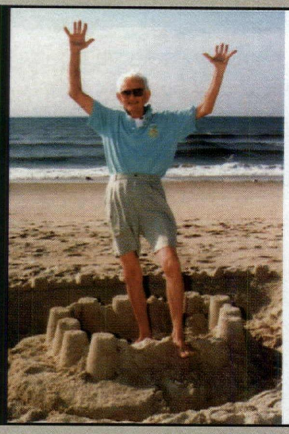

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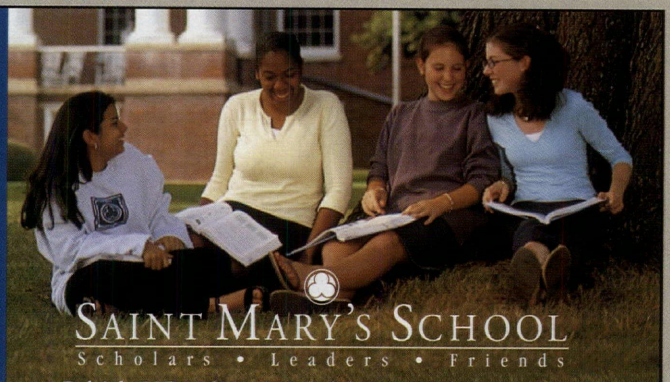

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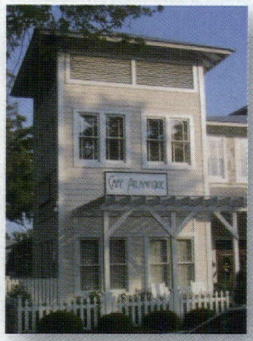

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Carolinas Magazine
-Billy Cone

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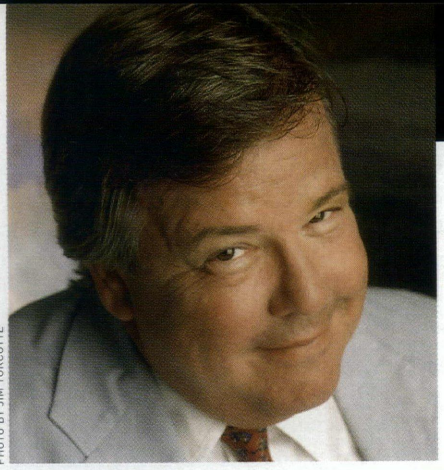


PHOTO BY JIM TURCOTTE

My Usual Charming Self

by Bernie Reeves

CAMPUS JIHAD

UNC-Chapel Hill Faculty Chairman Sue Estroff was "appalled, aghast and angry" that the Board of Governors did not round up a required two-thirds majority to back a resolution supporting the recommendation that entering freshmen read *Approaching the Qur'an: The Early Revelations* after a legislative committee voted to cut funding to the reading program. A lawsuit brought by three unnamed students admonishing the school for teaching religion in violation of the constitutional requirement of separation of church and state was decided in the University's favor since the reading requirement was supposedly "optional." Former UNC system president Bill Friday was wheeled out to compare the Koran controversy to the Speaker Ban Law of the 1960s that prohibited avowed communists from speaking on campus. The law fueled campus foment and cost the University accreditation until the ban was struck down by the US Supreme Court in 1968. Estroff, draped in the raiment of academic freedom, drew upon the Speaker Ban to state that the faculty at Chapel Hill would "go over the wall" if need be—meaning across the wall that separates the campus from Franklin Street where communist speakers were required to orate during the ban—to carry through on the seminars on the Koran tract that were attached to the required reading. The seminars were held on campus after the court ruling but the tempest in the University teapot had already boiled over, scalding Tar Heels with the blatant thoughtlessness of the faculty committee that chose the book. National media attention has ensued, including a *Wall Street Journal* opinion piece that wanted to know why the American Civil Liberties Union, so quick to challenge any display of Christian teachings and ceremonies anywhere near a school, has been strangely silent about celebrating Islam at UNC.

This controversy is not the Speaker Ban and "academic freedom" does not resonate today after 20 years of enforced speech codes on campus. The taxpayers of this state are being made out to be troglodytes by the Estroff gang for their objections to the Koran assignment. Yet they know, even if they cannot articulate it, that the majority of the UNC faculty is responsible for the fissure in our culture created by radical scholarship on campus. And they know that academic freedom has been the excuse to introduce academically unsound curricula that have served in the undermining of Western culture and what is loosely referred to as American values. The campus has gone beyond a cloister for intellectual freedom to become a conglomeration of activist cells committed to breeding radical social policy. They had their academic freedom and they abused it.

My email has been burning with arguments about the Koran controversy for a month and I've reached the conclusion that studying Islam is not the issue. It's the choice of that particular book among the hundreds available that triggers vehement opposition in the context of the patriotic wake left from 9-11. How, citizens want to know, could the University faculty involved be so insensitive to the suffering felt by the families of the victims and by all Americans on that fateful day? The suicide killers were hardly vague. It is inarguably clear that the attacks were acts on behalf of Muslims in the name of the Koran. Of course, not all Muslims participated in the heinous act or agreed with the terrorists. Yet the resulting reaction in the Arab/Muslim world was one of complicity and, in some notable cases, outright joy at the slaughter. Since the attacks, America is engaged in a military action in Afghanistan and covert activities to locate the al-Qaeda terrorist network. Our country remains in a high state of alert for fear of further attacks on our soil by cold-blooded killers who maim and murder in the name of Allah. School children are agonized by nightmares after the 9-11 attacks, Soviet-style security is now a permanent condition of our everyday life and a major confrontation with Iraq appears to be on the agenda, risking American lives and thrusting the country into an unsettling war footing.

The right word then is *heedless*. That's what the faculty committee at UNC was, heedless of the national trauma. I doubt a soul would have piped up an objection if the book chosen for required summer reading were one of the dozens that describe Arab/Muslim history, politics or its impact on the world today. I have several in my own library, collected over the years and based on my initial interest in Lawrence of Arabia. I'm sure this is true of thousands of you. Back when history was actually taught as history and not as self-esteem therapy for less achieving cultures, educated people were quite aware that while Europe was enveloped in the Dark Ages after the collapse of the Western Roman Empire, it was the thriving Islamic world that carried on the haute culture of civilization. The discovery of oil, the end of the Turkish Empire and the establishment of Israel added new dimensions to the layman's interest in the

continued from page 6

number for the Foundation for Shackleford Horses, Inc. has changed to 252-728-6437 or 6308.

Carolyn Mason, President
Foundation for Shackleford Horses, Inc.

APPLAUD DIVERSITY AND CREATIVITY

Metro Magazine has been coming to me for two or three years. The designs are attractive and some articles have been interesting.

It was rather appalling, however, to read the most recent "My Usual Charming Self" (July/Aug. 2002) Not. It was fallacious and sanctimonious with regard to the Catholic church. Further, it was poorly written.

Your next SPECIAL ISSUE was advertised to "follow the money." Will information on the latest include the less salubrious activities of Bush and Cheney, *et al.*?

May I suggest that self-indulgent editorials be relegated to some personal email and that authentic questions of culture be addressed with humility and compassion? Let us applaud the diversity and creativity in North Carolina in lieu of promoting an agenda of feigned pomposity.

Carol Corwin

LOSE "MOST POWERFUL" TITLE

America isn't the most powerful nation in history ("My Usual Charming Self," Dec. 2001/Jan. 2002). In comparison to the best known example, the British Empire of the 19th century, America is nothing. America does not control 50 percent of the world's trade as Britain did and does not hold sovereignty over a quarter of the globe. Nor has it built up a tradition of americophilia (for anglophilia) amongst those it wishes to influence. All these, the British Empire did. The US isn't therefore even the most powerful country in the short, overrated time it has been a nation of the world.

If the USA is going to grasp the proper means to wield its power and make people like it, it must acknowledge that fabrication of humankind's history is deeply insulting and probably one of the reasons everyone outside America hates the place. Indeed, throughout history, the rulers of the world have created ridiculous titles for themselves to provide a facade of power. European kings often called themselves lords of Jerusalem when, in fact, the Turks ruled that city. Most countries, however, outgrew the habit when they realized the danger of offending others. Perhaps 'leader of the free world' and 'the most powerful nation the world has ever seen' should be consigned to the trash with other nonsenses.

David Milnes, British online reader

CORRECTION: In an announcement in July/Aug. Preview about Bug Fest (Aug. 4) at the NC Museum of Natural Sciences, the name of the museum was given incorrectly. We apologize and hope many of you attended Bug Fest, one of the biggest events of the year at the museum. MM

Arab world, as do the continuing romanticism of the desert and the image of an ancient and noble people left behind in the slipstream of modern history.

So what motivated the faculty committee, out of all the choices on Arab/Muslim history and culture, to choose a book that would inflame the citizens of the state? Was it total heedlessness and disrespect for the victims of the tragedy of 9-11? If so, how could they be so clueless—academics that they are with all the time in the world to meditate on events, secure in their tenured superiority, ensconced in the musty Shangri-la of the Chapel Hill conclave? Did they honestly think that the Koran book-choice was somehow uncontroversial in the context of recent events, or were they actually trying to stick it to the public and the students to make some kind of political point? The anger felt in the state about the book is probably based more on that arrogant guilelessness than anything else.

So, are the faculty involved simply dumb and unaware of the world around them or did they choose the book on purpose, aware of the reaction? There's probably a little of both in the equation if you look at the campus mindset over the past 30 years. It's difficult for professional and working people to believe that the liberal arts curricula on most campuses have been raided and taken over by radicals dedicated to the destruction of Western culture and the emergence of a one-world socialist order. This was demonstrated to a shocked public immediately after 9-11 when the reaction on the UNC campus was to organize a "teach-in" with the theme that America deserved to be attacked since it is a "rogue nation" that wields its "imperialism" at the expense of other cultures. The call to action was to eliminate "profiling" of Arabs and to warn against the ridiculous notion that the US planned to create internment camps for Arab-Americans similar to those created during World War II to isolate the Japanese-American population of the West Coast. To the self-righteous multicultural academic activist, America, with its free capitalist culture, is the enemy, not the Islamic terrorists. As the saying goes, my enemy's enemy is my friend. In this instance campus radicals and Islam are good friends indeed in league against America, their common enemy.

NOTES FROM LA-LA- LAND

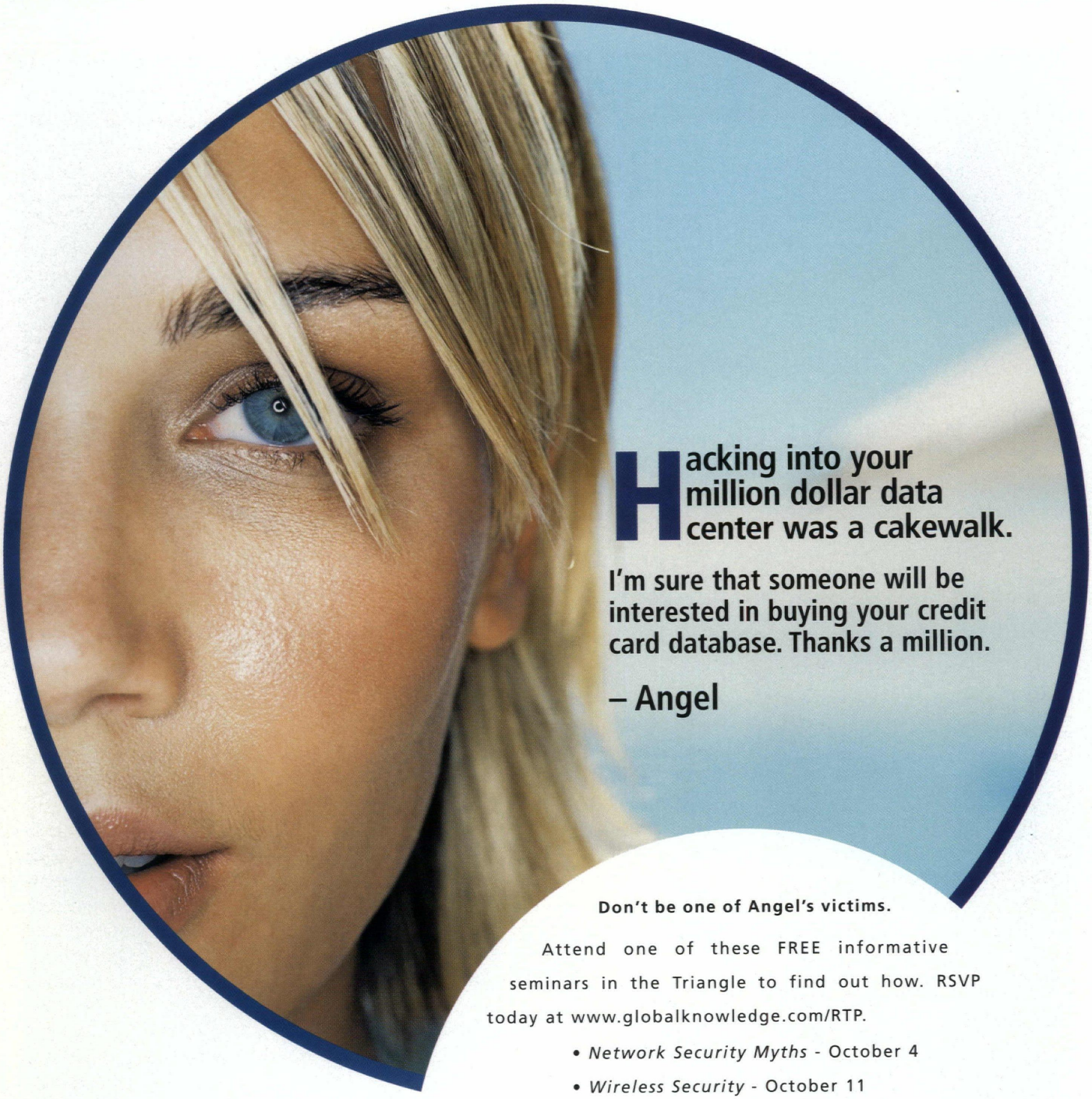
The dog days of summer were still barking furiously as North Carolina school children were ordered into classrooms on August 12 to accommodate the teacher union that insisted on the early start to ensure that enough "teacher work days" would be provided during the academic year. Only non-tenured teachers are required to be there on "work days" so it is actually more vacation, bringing the total to 31 days off during the academic year. Teachers, with nine weeks off in the summer, then work only 156 days a year compared to the rest of us who slave an average of 244 days. Let's be sure we have this right. Teachers work fewer days, have top benefits and North Carolina has dropped to the bottom nationally in academic achievement. Go figure.

■■■

The International Spy Museum opened recently in Washington, DC, with yours truly in attendance. I was also treated to a tour of the CIA where I walked by a sign with the ominous words: "Robert Hannsen Damage Assessment Unit" which became the subject of conversation that evening at the Spy Museum opening gala as it has now been divulged that Hannsen tipped off our very own local spy Felix Bloch of Chapel Hill who was forced to resign as US Deputy Chief of Mission in Vienna in 1989 over espionage allegations. Certain intelligence officers are vocal in their anger that Bloch has not been prosecuted now that the evidence is clear he was a very high-ranking KGB asset.

■■■

The health fascists, in league with trial lawyers and the gang of states attorney's generals, are at it again after the massive attack on tobacco, this time zeroing in on the diets of Americans. The tobacco attack forced the abandonment of smoking in public (with no evidence, by the way, that passive smoke has any measurable negative effect). So the next stop, after forcing fast-food chains to cough up billions, will be your kitchen. Ironic, isn't it, that government control of our private lives suits insurance companies perfectly. By dictating our behavior—smoking, eating, driving—they cut their losses. Yet there is no campaign against alcohol. A puzzlement indeed. MM



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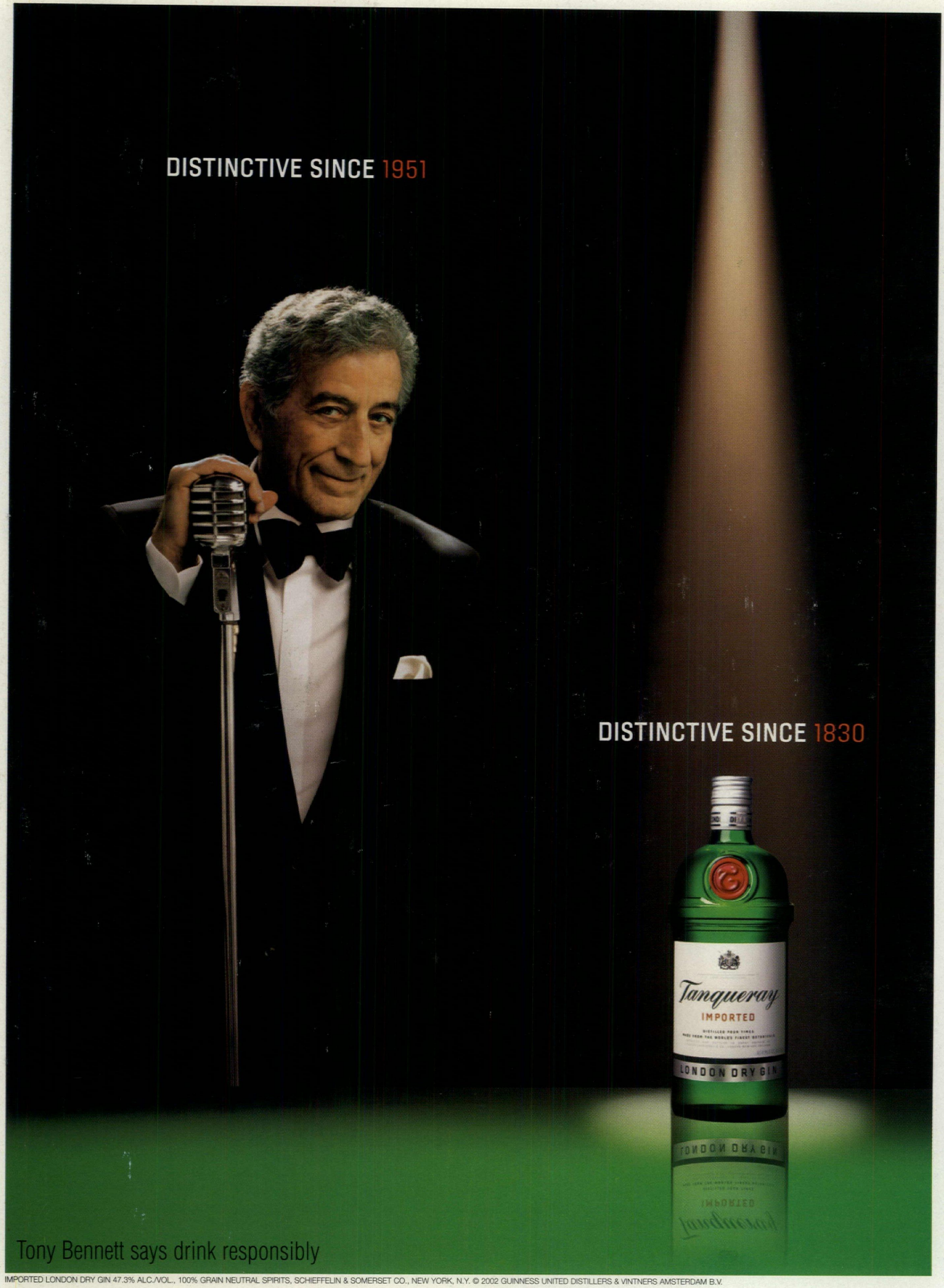

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