

Campbell CEO talks marketing

By Heather Seely
News Editor

Positioning, one of the four P's of marketing, is "80 percent of the ballgame," Dale Morrison, the president and chief executive officer of Campbell Soup Company, said in a speech about global brand management Feb. 23 in Pugh Auditorium.

The way a company presents its product can either revitalize or destroy its sales he said in his address to around 60 students and faculty.

"Brands are not built on quality alone," Morrison said.

Morrison cited numerous examples of good and bad positioning, using commercials to illustrate his point. 7-Up, for example, used to be the third leading soft drink. But the company wanted to define its role, and when it tried to position itself as the "Un-Cola," its sales plummeted.

Snickers, on the other hand, uses its positioning well, Morrison said. The candy bar is marketed as a quick and enjoyable source of energy for male adults. This

"Wake Forest and the Calloway School are special to me because of Wayne (Calloway)."

Dale Morrison
President and CEO of Campbell Soup

positioning has allowed the candy bar to retain its hold on the market, he said.

For someone in his position a brand is like a child, Morrison said. A brand manager must love, revere and understand a brand "like a doting parent," he said.

Morrison said he watches his brands like a hawk and keeps more records their health than his own.

Campbell's Soup has been an American icon for more than 125 years and "must be constantly nurtured and renewed," he said.

Brand loyalty and consumer loyalty have interdependent roles, Morrison said. He said brands more often leave consumers than consumers leave brands. A brand can do this through bad positioning.

"A brand is a rich, living entity," Morrison said. Many companies such as Snickers, Federal Express, General Electric and Hallmark use advertising to maintain their positioning.

"Advertising is your voice and face to the consumer," Morrison said.

Morrison was promoted to his current position at Campbell in 1997 after two years with the company. He was previously the president of Pepperidge Farm.

He spoke as part of the Critical Issues in Business and Accountancy series sponsored by the Wayne Calloway School of Business and Accountancy.

Before joining Campbell, Morrison was with PepsiCo Inc. for 14 years in the company's soft drink and snack foods divisions. While there, he met Wayne Calloway, whom he called a great businessman and person.

"Wake Forest and the Calloway School are special to me because of Wayne," Morrison said.

Morrison also said the university is special to him because his daughter Andrea is a senior here. He said she offered him some advice before his speech. "Don't embarrass me dad," she said.



Kirsten Nantz/Old Gold and Black
Dale Morrison, the president and CEO of Campbell Soup, has a special attachment to the university.

Graduation made easy with event

By Heather Seely
News Editor

Seniors stressed about graduation will have one less thing to worry about. The university will hold a Senior Salute from 10 a.m. to 4 p.m. March 2-4 in Benson 401 A and B to help seniors deal with their graduation needs.

Willie Williams, the merchandising manager of university stores and the organizer of the event, said the event, which is in its first year, will allow seniors to order announcements and caps and gowns.

"It's an opportunity to make things easier for those who are graduating," Williams said.

Besides University Stores, several other departments will take part in the event.

Some of the other departments taking part in the event include the Deacon Club, Residence Life and Housing, the registrar and Financial and Accounting Services.

"Everybody will be there who can answer any question that you have about graduation," Williams said.

Williams said University Stores will familiarize people with policies and procedures.

The Deacon Club will work on recruiting future alumni to support the athletic club, Williams said.

Nancy Priddy will represent RLH to answer any questions about housing.

"You can take care of everything in one full swoop," Williams said.



Go, baby, go!

While staring at a huge crowd, this baby crawls across a mat during the Great Baby Race. This event was a part of the halftime show during the Wake Forest-Florida State basketball game.

Chris Carlstrom/Old Gold and Black

Student directory lists minorities

By Jay Criddle
Old Gold and Black Reporter

The Black Student Alliance recently unveiled its newest resource in the ongoing push to enhance communication between minority students on campus — a minority undergraduate student directory.

Unveiled in mid-February, the 22-page directory is a list of minority students on and off campus that is expected to encourage their interaction with one another.

BSA believes that it will strengthen the minority community on this campus and in the Winston-Salem area by providing socially and academically useful information to all minority students, the directory says.

More than 350 black, Asian and Hispanic students are listed in the booklet, which BSA officers said they hope may enhance unity among minority students by helping to keep them abreast of upcoming events, projects and organizations both on and off campus.

"The idea behind creating the directory arose so that we could make sure that minority students were able to get a hold of each other," said senior Lakevia Hall, the president of BSA.

"I got the feeling from talking to a lot of people that some students didn't know how to get in touch with about joining organizations, getting help from tutors or finding other information. I know that other schools have similar directories, and we just wanted to give minority students a good list of resources."

"The idea behind creating the directory arose so that we could make sure that minority students were able to get a hold of each other."

Lakevia Hall
President of BSA

To obtain the information for the directory, BSA sent out letters asking minority students to complete and return a biographical form.

In addition to the standard telephone numbers, housing information and e-mail addresses, the letter asked students to offer hobbies, organizations and areas of interest or study.

This information is meant to help students in need of academic assistance contact other minority students who have experience in that field.

"Unfortunately, we did not get a big response from the letters we distributed," Hall said.

"We included what supplemental information people provided us with, but we just recorded basic information for the students who didn't respond."

Minority student directories can be found in a box outside the BSA lounge at Benson 413. Minority students are encouraged to pick up a copy for themselves or for interested friends.

Assistant News Editor Travis Langdon contributed to this story.

BRIEFLY

Campus organizations may have their announcements listed by sending e-mail to news@ogb.wfu.edu, faxing to Ext. 4561 or writing to P.O. Box 7569. The deadline for inclusion in each week's paper is 5 p.m. Monday.

Law school to host lecture on British laws

The Law School Steintrager lecture will be at 4:15 p.m. today in Worell 1302.

William Eskridge will speak on sodomy laws in the United Kingdom.

SG to honor food service employee

The Student Government Advisory Committee on Dining Services is sponsoring a campus-wide campaign to search for the employee whom students deem most friendly and helpful.

The committee will collect ballots for the "ARAMARK Ace" until Feb. 26 in the Benson University Center, the Pit and the Information Systems Building food court.

Students may vote for anyone who is not a university student and who works in any of those locations or the Sundry Shop, the Magnolia Room and Shorty's.

Students may only vote once and are asked to write the employee's name on a ballot.

Ballots should be dropped into one of the three voting boxes. The

employee will be presented with a gift.

ARCH to host forum on interracial dating

The Alliance for Racial and Cultural Harmony will host a forum on interracial dating at 7 p.m. today in Shorty's.

All interested students are invited to attend.

Hispanic writers to discuss their craft

Rosario Ferre, a Puerto Rican writer, and Cristina Garcia, a Cuban-American writer, will discuss "Who is the Writer? How Does She Write and What Does She Write?" at 4 p.m. March 1 in Scales 102.

There will be a reception after the discussion, which is sponsored by the department of Romance languages, the office of multi-cultural affairs, American ethnic studies, the department of English and the North Carolina Humanities Council.

At 7:30 p.m. March 1 in the Forsyth County Main Library, the authors will read from their works based on the theme "Narratives of Bi-cultural Identity."

Open Curriculum deadline approaching

The Open Curriculum program is accepting applications. The deadline is March 1.

This program is open to students at all levels and provides an opportunity to design a lower-divisional curriculum to fit the students' interests and goals.

More detail about this program is available on the Web site at http://www.wfu.edu/undergraduate_college/open_curriculum.htm.

Applications are available on-line or can be picked up at the Dean's Office.

Safe Break to give food, tips, survival kits

Safe Break '99 will be from 10 a.m. to 4 p.m. March 3 on the Benson University Center patio and parking lot.

Students are invited to try to negotiate a simulated DWI course with a golf cart and goggles to win a prize.

There will be free food, survival kits, safety tips and travel information.

Applications being accepted for Spain

Applications are now being accepted for study abroad in Salamanca, Spain during the Spring 2000 semester.

See Cathy Harris in Tribble B201 for an application, or contact Violeta Padron, an instructor of Romance languages, for more information.

Sophomores must declare majors soon

Sophomores are asked to sign up for an advising appointment at the department(s) of their choice this week.

The advising conferences will be held March 15-26.

Any sophomore who does not plan to declare a major at this time or who does not plan to return to the university in Fall 1999 must notify Hallie Arrington in the Registrar's Office.

Applications available for Hearn scholarship

Applications of the Thomas K.

Hearn Jr. Scholarships for Excellence in Leadership and Service are available in the Volunteer Services Office and by the Benson University Center Information Desk.

Rising seniors who have demonstrated leadership and service to the university and have accumulated at least a 2.75 grade point average are eligible to apply.

The deadline is 5 p.m. March 16. Applications should be submitted to the Provost Office in Reynolda 204 or sent to P.O. Box 7688.

Summer jobs available in Benson Center

Benson is taking applications for a summer manager.

The job is 40 hours per week, 8 a.m. to 5 p.m. Monday through Friday.

It will run from May 24 through August 7.

If interested, stop by Benson 335 and pick up an application.

For more information, call Gale Newport at Ext. 5230.

Applications for part-time summer employment will be available in March.

Relations officer joins staff of news services

Julie Leonard recently joined the News Service as a media relations officer.

As part of her responsibilities, Leonard maintains the news service's Web site www.wfu.edu/wfunews.

Leonard also represents the university in its relations with local, state and national news media.

Correction

The Feb. 18 article "Greek life mirrors society's schisms" did not mention Zeta Phi Beta as one of the black sororities on campus. The organization does not have a charter, but is still seeking new members.

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