

# MBA student makes dough as Krispy Kreme executive

Steve Bumgarner, '95, does double duty as the marketing director for Krispy Kreme and as a MBA student pursuing a management degree.

By Will Wingfield  
Managing Editor

Steve Bumgarner is like other university students. He goes to classes and cheers the Deacs on at home football games.

He is an undergrad from the Class of 1995 and a first-year MBA student, but unlike most students, he also works in corporate America – as director of marketing for Krispy Kreme Doughnut Corporation.

Since the company was first listed on the stock market in April 2000, Bumgarner has promoted the company's nationwide expansion, opening 50 new stores and increasing the company's profits.

But behind the Winston-Salem-based company's financial success has been the elevation of its doughnuts to a pop culture icon, bringing what was once a regional doughnut maker into the national spotlight.

The company's recent expansion began with highly publicized store openings in New York City and Los Angeles.

When Krispy Kreme opened flagship stores in Denver, Oklahoma City and Pittsburgh within the past year, lines of cars and people appeared at the stores' entrances.

"The new stores have had phenomenal success," Bumgarner said.

However, instead of employing marketing's traditional mainstay, advertising, Bumgarner said Krispy Kreme sells its product directly to influential Hollywood writers and celebrities.

By sending the company's doughnuts to the sets of popular talk shows and sitcoms, the puffy pastries make it into the minds, and the scripts, of those in Hollywood.

"At first it was a box, or someone carrying a mug," he said. "More and more it was getting mentions and then getting written into scripts."

In fact, the shows that have featured Krispy Kreme on the air read like a Nielsen list of most-watched TV shows.

*Ally McBeal*, *NYPD Blue*, *ER*, *The Today Show* and the *Rosie O'Donnell Show* all featured Krispy Kreme on the air.

Although it seems as though all of Hollywood is hooked on Krispy Kreme, Bumgarner said the university stopped serving the locally-made doughnuts during his freshman year in college.

"When I was in college, ironically, they didn't serve Krispy Kremes in the Pit," he said. "We didn't have a program where we delivered them every morning fresh on a pan. They kicked us off and there was Dunkin' (Donuts) there my whole four years of college."

Bumgarner said most Krispy Kreme executives are reluctant to speculate about origins of Krispy Kreme's newfound popularity.

Possibly, the company's origins are a factor in its newfound success.

"The fact that we're Southern kind of gives us a personality," he said. "The business started on Main Street in Winston-Salem, North Carolina. It's very Americana in that aspect."

Perhaps the company's neon "Hot Doughnuts Now" sign draws new customers with the lure of a freshly glazed treat.

"That light really signals we're making doughnuts right then," he said.

Maybe, in fact, the doughnuts are just that good. No one at the company knows.

Even if the national hype dies down, Bumgarner points to the company's Stratford Road store, which has had double-digit growth every year.

After the Appalachian State football game, he said, "We were with some friends of ours at the game ... and we were going to go out and have dessert."

He said, "We drove by, and cars were lined up to the road. There were 25 cars in the drive-thru."



Billie Zito/Old Gold and Black

## Three's company

Sophomores Darsey Turner, Christine Cochran and Stephanie Disheart dance in a circle around a guest at the CARE Fall Ball Oct. 17 in Benson 401. The ball is an annual event for the mentally disabled in the community.



Jay Cridlin/Old Gold and Black

## Give blood, get a cookie

Heather Howell, a third-year law student, gives blood at a Red Cross blood drive Oct. 15 in Benson 401. Students made appointments to control influx.

# Sociology class probing inequality

By Kezia McKeague  
Old Gold and Black Reporter

When senior Maura Proulx used a wheelchair to move around campus last week, the odd looks she received were only one aspect of her newly encountered challenges.

Proulx's day in a wheelchair is part of a series of projects designed by Angela Hattery, an assistant professor of sociology, for her social inequality course.

"The course focuses on social class, racism, sexism, and a variety of other issues," Hattery said.

Her goal is to make social inequality, in this case as felt by the handicapped and the poor, seem more real.

Proulx experienced firsthand dilemmas those with a disability may encounter.

She could not attend any classes in Tribble except for one in the A wing on the first floor.

To reach her dorm room she had to rely on a strong friend who carried her piggy back up four flights of stairs.

Several students have already checked out a wheelchair from Health Services for a day.

The other two options for the project will take place in November.

Fifteen students will sleep in cardboard boxes on the Mag Quad the night of Nov. 15.

"These people can't save up money for grocery shopping so they are forced to spend their money on fast food meals, which are unhealthy and more expensive than groceries in the long run."

Shontay Hayes  
Junior

Unlike the "Shanty Town" organized by students Oct. 15 to benefit Habitat for Humanity, their purpose is simply to raise awareness, not funds.

Hattery planned it for a colder time of year in order to maximize the students' understanding of homelessness.

Senior Laura Teeter expects the homeless experiment to be an eye-opening experience.

"I think it will help people realize how we take for granted the smallest things – like electricity, running water and a warm bed inside," she said.

Those students who chose the third option for the project will eat using only \$4.50 per day for two days.

This figure was calculated from the federal government's current poverty formula, which has not changed since the 1960s excluding adjustments made for

inflation. The exact amount they arrived at, Hattery explained, was \$4.33, but they decided to round it up.

"They (the students) are going to have to be a little creative in making their money stretch," Hattery said.

She suggested they do it on two consecutive days, with one day on-campus and the other off-campus.

"I predict that the off-campus day will provide an interesting lesson," junior Shontay Hayes said.

"Obviously, \$4.50 won't get very much at a grocery store so I'll probably be eating at fast-food restaurants," She said.

"This has an interesting implication when you apply it to people that eat on that kind of budget daily," Hayes said.

"These people can't save up money for grocery shopping, so they are forced to spend their money on fast-food meals, which are unhealthy and more expensive than groceries in the long run."

Such conclusions will be included in the students' reports and shared in a day of structured discussion.

Hattery hopes that their experiences will ultimately give them a glimpse of the obstacles that poor and handicapped people face on a daily basis.

"I'm sure that we won't experience the true plight of the needy, but I believe it will give us some important insights," Hayes said.

## BRIEFLY

Campus organizations may have their announcements listed by sending e-mail to [news@ogb.wfu.edu](mailto: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.

### Golf teams hosting benefit tournament Nov. 3

The men's and women's golf teams and Salem Glen Country Club are holding a golf tournament to benefit the victims of the Sept. 11 attacks on New York City and Washington, D.C.

The tournament begins at 11 a.m. Nov. 3 at Salem Glen Country Club. A tax-deductible donation of \$300 per golfer, or \$900 per team will be given to the American Red Cross. For more information or registration materials, call the golf office at Ext. 6000.

### Subway restaurants holding food drive through Nov. 18

In response to an ongoing need for food in North Carolina, Subway restaurants in the Triad area will be collecting food to help the Second Harvest Food Bank of Northwest North Carolina from Oct. 8 to Nov. 18.

Subway is asking local residents to drop off non-perishable foods at any Subway location in the Triad area, and is offering discount coupons to those who donate.

### Truman scholarship open to aspiring public servants

The Truman Scholarship is awarded to juniors who have an outstanding record in service and academics and who plan a career in public service.

The scholarship provides monies for the senior year and for graduate school.

Contact Katy Harriger, a professor of political science, at Ext. 5450 or e-mail [harriger@wfu.edu](mailto:harriger@wfu.edu).

### History and film series continues in Scales

The History and Film Series continues October 23 with a showing of Steven Spielberg's 1997 film, *Amistad*, dealing with the 1839 revolt of African captives

aboard a slave ship. The movie will be shown at 7 p.m. Oct. 18 in Scales 102, and will be followed by a discussion. The presentation is free and open to the public.

### Emmy Award winner to speak Oct. 25 in Pugh

Sandra Guzman, an Emmy Award winning journalist and former editor in chief of *Latina* magazine will speak on "Diversity Beyond Black and White: The Latino Factor" at 7 p.m. Oct. 25 in Pugh.

The lecture is co-sponsored by the Office of International Studies and Romance Languages to celebrate Latin Heritage Month.

### LEAD now accepting applications for spring

LEAD (Leadership, Excellence, Application, and Development) is now taking applications for interested freshmen and sophomores.

This experiential learning program of leadership skills and personal development is offered on eight consecutive Wednesday or Thursday afternoons beginning in February. Information and applications are available in the Student Development Office, Benson 317 and are due Oct. 30.

### Panel to discuss responses to Sept. 11 attacks

A faculty panel will present, "Responding to Conflict: Military, Diplomatic and Humanitarian Approaches," at 8 p.m. Nov. 1 in Pugh Auditorium. The event is part of the *Year of Unity and Hope: Pro Humanitate at Work*. It is free and open to the public.

### Project Pumpkin taking place Oct. 25 on Quad

The annual community service event "Project Pumpkin" will be held on the Quad from 3 p.m. - 6 p.m. Oct. 25. The theme this year is "Sports." Everyone is invited to participate.

If you would like to escort a child, there is a mandatory training session in Pugh from 8 - 9 p.m. Oct. 21, 4:30 - 5:30 p.m.

Oct. 22 and 11 a.m. - noon Oct. 23. Visit the VSC office in Benson 345 for more information.

### Correction

A story in the Oct. 11 *Old Gold and Black* incorrectly reported Junior Ashley Larson's title. She is the president of Student Union.

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