

Asheville Civitan Club, Inc.  
PO Box 1755, Asheville, NC 28802

Asheville Civitan Foundation, Inc.  
PO Box 1755, Asheville, NC 28802

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# Mountain Musings



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Asheville Civitan Club  
Officers and Directors, 2003-2004  
Officers:  
President - Mason Wilson  
Pres. Elect. - Dennis Michele  
Secretary - Larry Liggett  
Treasurer - Frank Holby

Directors:  
Roger Hill, Ralph Scarritt, Richard  
Guthrie, Jr., Ahmad Amara, John  
Dankel, and William Pomeroy  
Ex officio: Mark D. Mathews,  
Richard Richards

Chaplains: Charles Johnson,  
Mason Wilson, Bancroft Smith

Sgts-at-Arms: Don Fox, Robert Potter,  
Larry Knees

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Asheville Civitan Club,  
Inc.  
Builders of Good Citizenship  
84th Year of Service  
Mountain Musings is the  
official weekly bulletin of  
The Asheville Civitan Club  
and  
The Asheville Civitan  
Foundation

Asheville Civitan Foundation  
Officers and Board Members,  
2003-2004

Officers:  
President - Mark Mathews  
Vice President - Wayne Rumble  
Secretary - Britt Hudson  
Treasurer - Robert Welch

Directors:  
Larry Knees, Dennis Michele,  
Ex officio: Frank Holby, Mason Wilson

Past Governor NC District West:  
William M. Pomeroy, Jr.

Past Lt. Governors NC District West:  
Robert Gray, 1998-1999  
Ralph Scarritt, 1995-1996  
Fred Rutledge, 1994-1995

# Mountain Musings



[www.ashevillecivitan.org](http://www.ashevillecivitan.org)

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## TODAY'S PROGRAM

TUESDAY, JUNE 29, 2004

TRINITY EPISCOPAL CHURCH, 12:15 P.M.

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### "RADIO AND THE COMMUNITY"

**ED SUBKIS, General Manager** of Asheville's Public Radio Station, **WCQS**, will talk about the place of radio, especially public radio, as it impacts a community. What is a good balance between hard news and commentary, between local and network programming, etc.?

**Dr. FREDERICK BUSSEY** will give the invocation.

**KENNETH MEEKE** will be the greeter.

**MENU FOR TUESDAY:** Barbeque \* Cole Slaw \* Fruit Bowl  
Assorted Desserts \* Beverages

### GOOD NEWS

As a result of **TUCK GUDGER's** presentation on the Veterans' Memorial for WNC, he announced receipts already of \$1011.00 in contributions from the membership. He is hoping to

reach \$2000.00 so that the **Club** can be listed on the major donors' plaque.

## BOOK NEWS

**DAVID BAILEY** has a new book, *Fashionable Asheville*, about to be published. It is a history of the city covering fifty years, 1880 to 1930, when the famous and wealthy came to town.

## SICK BAY

**CHARLES MANN** and **GRAMER YARBROUGH** are slowly recuperating from their ailments, the former at St. Joseph's until week's end and the latter at home. Cards are welcome.

## MEALS ON WHEELS UPDATE

**BLAIR MANNING**, Coordinator of the *Meals on Wheels* team, has announced recent changes in the line-up of responsibilities. **BILL NICHOLS** and his wife, **Eunice**, are replacing **DON FOX**, who is retiring after many years of service. **JULIA REEVES** is taking the back-up slot on Mondays, replacing **RALPH SCARRITT**. Regulars are **BLAIR MANNING**, **TRACY McFARLAN**, **DAN HUGER**, **BOB FLETCHER**, and now, **BILL NICHOLS**. Back-ups are **BOB HILLMANN**, **BOB BERRY**, **BOB ETTER**, **BOB WELCH**, and now, **JULIA REEVES**. The on-going effort of this team is one of the **Club's** truly great assets.

## 2004-2005 SLATE OF OFFICERS

**Nominating Committee Chair, Immediate Past-President DICK RICHARDS**, presented the 2004-2005 slate of officers for the **Asheville Civitan Club** as follows:

<b>President</b>	<b>DENNIS MICHELE</b>
<b>President-elect</b>	<b>ROBERT WEILER</b>
<b>Secretary</b>	<b>LAURENCE LIGGETT</b>
<b>Treasurer</b>	<b>FRANK HOLBY</b>

Directors for the **Club** and the **Foundation** will be presented for approval at the June 29<sup>th</sup> meeting at which time nominations from the floor will be entertained. Voting on the entire slate will then take place.

## “ENTREPRENEURIAL OPPORTUNITIES IN NORTH CAROLINA”

**JIM ROBERTS**, Executive Director of the **Blue Ridge Entrepreneurial Council** and also head of the **Blue Ridge Angel Investors Network**, gave a power point presentation on business opportunities in Western Carolina, especially focusing on attracting and retaining the talent necessary for entrepreneurial growth. Based largely on a book by Richard Florida, *The Rise of the Creative Class*, the speaker outlined the dramatic changes taking place in the workplace in regard to start-up businesses. Unlike the past model of people moving to where jobs are, the new trend sees jobs moving to where the talent is. A good example is the people in Pittsburgh who have moved to Boston because of the talent pool and innovative atmosphere there..

The answer to the problems of outsourcing and consequent job loss is a more knowledgeable economy, one that focuses on innovation rather than replication. Replication is what economies like those of India and China do well, what with low wages and vast manpower pools. Innovation, on the other hand, strives for new products which can go into growing markets such as those two countries. The service economy in this country has grown, but the manufacturing economy (in the southeast's textile and furniture industries particularly) has suffered as has the agricultural economy. The country must focus, the speaker asserted, on the technological economy for the country's future well-being.

According to the model presented, there are four ingredients needed to attract a creative class to an area: 1. Technology 2. Talent 3. Tolerance for diversity 4. Territorial assets. The first of these is Buncombe County's weakest area. Statistics show that 90% of the jobs available in the next ten years will be in either technology or in health care. Unfortunately, the work force in WNC is not geared toward technology, although programs such as those at AB Tech and Western Carolina University are trying to fill the void. There is good talent in the area, but the trick is to retain it. Tolerance and territorial assets are in abundance here. The businesses that the **Entrepreneurial Council** and the **Investors' Network** are trying to attract are those with four or fewer employees, as predictions are that 90% of growth in the near future will be in small business. With enthusiastic and dedicated professionals, such as **Mr. ROBERTS**, at work on the problems of healthy growth, there is no reason why WNC cannot become a vibrant and sustainable economy for the future.