

October 18, 2004
Volume 4, Issue 6

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UPCOMING DURHAM EVENTS:

Broadway at Duke Series

October 19 — April 19

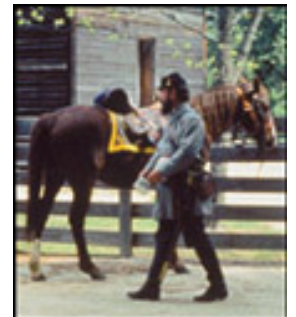
Page Auditorium, Duke West Campus
Since 1968, Broadway at Duke has brought the best of Broadway, off-Broadway, and major national and international repertory companies to Durham.

[CLICK HERE for Complete Durham Event Calendar](#)

[DCVB Charts Out Civil War Trail Through Durham](#)

A Marker Detailing the Historical Significance and Specific Role Will Be Erected at Each Site Along Civil War Trail

DCVB is working with state agencies on the "Carolinas Campaign: End of the War" Civil War trail that follows Union General Sherman's march and ends in Durham...



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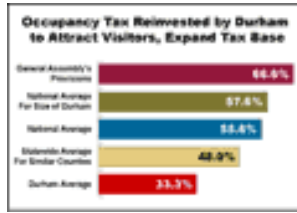
Duke University

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[Durham Tourism Product Fund a Possibility](#)

Adoption of State's Provisions Would Allow DCVB to Offer Matching Grants



DCVB has a plan to provide financial assistance, in the form of matching grants, for projects with proven potential for increasing visitation to Durham and improving the Durham as a visitor destination...

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Durham, Chapel Hill and Research Triangle region's home for up-to-the-minute news, sports and weather.

[Only in Durham](#)

Durham's Large Inventory of Unique and Alternative Meeting Venues Grows with American Tobacco's New Meeting Sites

The one-million-square-foot American Tobacco Historic District in Downtown is the home of two unique meeting sites, offering meeting and event planners additional alternatives to traditional meeting sites...



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[Golden Anniversary for Durham Arts Council](#)



Art is an Integral Part of Durham, As Well As a Strong Portion of Durham's Overall Visitor Product

For 50 years the Durham Arts Council has supported the arts in Durham and plays an important role in the development of Durham's overall visitor product...

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DCVB Charts Out Civil War Trail Through Durham

A Marker Detailing the Historical Significance and Specific Role Will Be Erected at Each Site Along the Civil War Trail

Historians have long considered Durham a significant destination for travelers enthusiastic about Civil War history. Soon, the almost 120 million historical/cultural travelers who visit historic or cultural sites each year will be re-introduced to Durham's (then known as Durham's Station) historic [Civil War role](#).

DCVB is working with the [North Carolina Division of Tourism, Film, and Sports Development](#) and the [North Carolina Department of Transportation](#) on a [new Civil War Trails project](#) in North Carolina.

The first of two N.C. trails is named "Carolinas Campaign: End of the War," and follows Union General Sherman's march and ends in Durham at Bennett Place State Historic Site. A second trail, "Raids, Railroads and Runaways: War in the Mountains" is concentrated mainly in the western part of the state.

[Bennett Place](#), where the Civil War effectively ended when Confederate General Johnston negotiated the largest surrender of the war to Union General Sherman, is the probably the most nationally recognizable Civil War landmark in Durham. As promoted by DCVB, in cooperation with other destination marketing organizations, the new Civil War Trail will bring additional national exposure to Bennett Place and other Civil War sites in Durham, including:

- The site of the Union headquarters during the surrender (present-day Downtown Durham).
- West Point, where the Union Cavalry camped, near what is now [West Point on the Eno City Park](#).
- The [New Hope Creek area](#) in Southwest Durham, soon to be a historic park like Eno River, where Union commander Kilpatrick's cavalry met retreating Confederate soldiers for the last picket battle of the Civil War prior to the surrender.
- Company C, 6th N.C. Infantry, (also known as the Durham Light Infantry) participated



"Carolinas Campaign: End of the War" trail follows Union General Sherman's march and ends in at Bennett Place in Durham.

photo by Paul Liggett & DCVB

in the famous charge up Cemetery Hill, and Company B, 6th N.C. Infantry, (also known as the Flat River Guards) were in heavy action at first Battle of Manassas.

- Durham's Station, Downtown near the Old Bull Building, and Brassfield Station, near [Durham Fire Department Station # 13 on South Miami Blvd.](#), key train stations during the final troop movements of the war.

A specialized marker detailing the historical significance and specific role will be erected at each site along the trail. In order to be approved for the trail, the site must be clearly and accurately interpreted as historically significant during the war, have readily available public parking, and be well maintained.

DCVB is working with the [North Carolina Division of Tourism, Film, and Sports Development](#) and the [North Carolina Department of Transportation](#) to ensure that Durham is accurately and adequately represented. Local historian and *Herald-Sun* columnist Jim Wise is providing invaluable assistance to further assess the historical value of each proposed site.

According to research by the [Travel Industry Association of America](#), historic/cultural travelers are [most interested in historic sites](#) (43%)—sites like Durham's historic districts and Civil War landmarks.



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Durham Tourism Product Fund a Possibility

Adoption of State's Provisions Would Allow DCVB to Offer Matching Grants

DCVB is often asked by local features and event organizers why the Bureau doesn't have a matching grant program like some other destinations. The grants customarily provide financial assistance for projects with proven potential for increasing visitation and improving the community as a visitor destination.

Destinations currently offering this type of financial assistance either meet or exceed the legislature's provisions for how local governments use the "[room occupancy and tourism development tax](#)."

The N.C. General Assembly stipulates that at least 66% (or two-thirds) of the local occupancy tax revenue be reinvested in the local Tourism Development Authority (DCVB) for [marketing and promotion](#) to draw visitors. No more than one third of the occupancy tax revenue can go towards tourism-related projects, including capital projects as defined by the Tourism Development Authority.

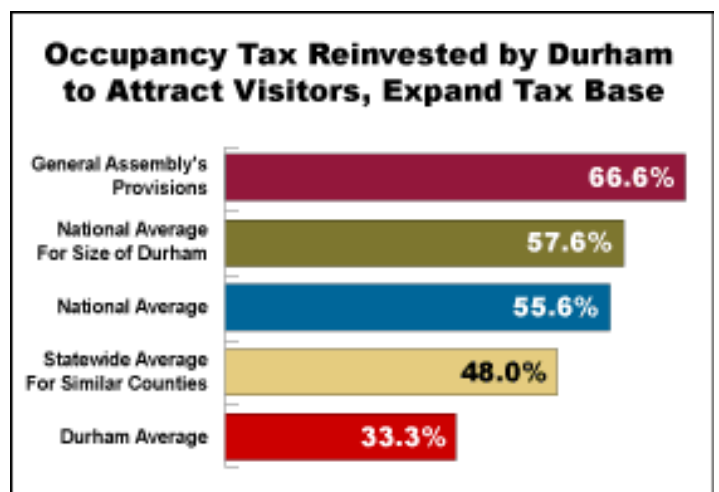
The hold up on a matching grant fund is that currently Durham reinvests only 33% (or half the state's provisions) in promotion, and nothing is designated for tourism-related projects.

DCVB has already drafted the criteria for a matching grant fund, the [Durham Tourism Product Development Fund](#), in anticipation of the future adoption of the General Assembly's provisions. The draft is based on successful best-practice models, such as Asheville. As DCVB becomes more adequately funded, a Durham Tourism Product Development Fund will become a reality.

[Durham's Tourism Product Development Fund](#) would be overseen by a seven-member committee (TPDF Committee) representing different parts of the Durham visitor product, including a representative from a cultural facility, an eatery, a major employer, and a lodging property. Committee members and the organizations they represent would be disqualified from receiving financial assistance.

The TPDF Committee would review each application and assess each project's value as a tourism product based on 11 specific criteria. Estimated new room-nights or day-trip visitors generated, economic impact, and return on investment would account for 75% of each project's score. The remaining 25% would consider a variety of criteria, including overall community value of the product, projected completion timeline, and management principles.

Financial assistance from a Tourism Product Development Fund would be awarded as either a grant or a loan, although a repayable, low-interest loan is the preferred alternative. Grants, if used properly, would not have to be repaid.



[click to enlarge](#)

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Only Impacts the 30% Who Stay Overnight...



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Only in Durham

Durham's Large Inventory of Unique and Alternative Meeting Venues Grows with American Tobacco's New Meeting Sites

Office, laboratory, and retail spaces have already begun to fill in the former Lucky Strike Factory. But the one-million-square-foot [American Tobacco Historic District \(ATHD\)](#) in Downtown is also the home of two unique meeting sites, offering meeting and event planners additional alternatives to traditional meeting sites.

The new 2,000-seat amphitheatre at ATHD provides event coordinators with a culturally-rich outdoor venue, perfect for live performances and receptions. Board meetings, small conferences, and expositions are more suited for ATHD's indoor, climate-controlled meeting space.

Durham has a large inventory of unique and alternative meeting venues—from [Cameron Indoor Stadium](#) and [Durham Bulls Athletic Park](#) to [The Scrap Exchange](#) and [Carolina Theatre of Durham](#).

[Unique and alternative meeting venues](#) tend to be free-standing facilities. They offer planners the freedom of coordinating specific themed events, as well as a change of pace. Such venues are perfect for family programs, hands-on learning experiences, board meetings, and social gatherings.

With its growing number of traditional and alternative facilities, Durham can host 80–85% of the nation's 1.5 million conventions and meetings. Of these 1.5 million, the vast majority are corporate or association meetings, with an average attendance of 118 people. DCVB provides detailed inventories of Durham's meeting venues and capacities both [on the Web](#) and in its *Official Durham Meeting & Event Planners Guide* (available in print or on CD-ROM).

Meeting planners and Durham residents can search all of Durham's facilities online by name, capacity, type, and location. [Click here](#) to run a customized search now.

ATHD, a product of a public/private partnership between Capitol Broadcasting Company of Raleigh and the City and County of Durham, is second only to Downtown's West Village as the largest historic preservation and renovation project in the history of North Carolina.



The 2,000-seat amphitheatre at ATHD is the latest addition to Durham's inventory of unique and alternative meeting venues.

photo courtesy ATHD

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Efforts to Revitalize Downtown Began in the 1970's



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Golden Anniversary for Durham Arts Council

Art is an integral part of Durham, as well as a strong portion of Durham's overall visitor product

For 50 years the [Durham Arts Council \(DAC\)](#) has supported the arts in Durham as a vital part of the community's quality of life. DAC also plays an important role in Durham's overall visitor product. DAC will celebrate its golden anniversary with the inaugural [Luminary Gala](#) on Saturday, Oct. 23, at the [American Tobacco Campus](#).

Founded as Allied Arts in 1954, DAC adopted its current name in 1975 and three years later moved into the City's historic Central High School and former City Hall building on Morris Street in Downtown Durham. The facility is part of the Royall Center for the Arts, which is also home to the [Carolina Theatre of Durham](#) and a portion of the overall Durham Civic Center complex.

DAC, a private nonprofit advocacy group, promotes excellence and access in the creation, experience, and active support of the arts for all the people through [festivals](#), [grants](#), [classes](#), [exhibits](#), and [fundraising initiatives](#). Art and cultural venues, displays, and events are major visitor features for cultural destinations like Durham.



Recent research shows that [19% of Durham's 4 million day-trip visitors](#) went to art museums and exhibits in Durham. The [Travel Industry Association of America](#) (TIA) indicates that nationally 21% of visitors traveling more than 50 miles are doing so for art and cultural features. Of those cultural features, [21% are art museums and exhibits](#).

Residents who participate in the arts have additional impact on the visitor-related development of a community. Another national TIA survey indicates that [48% of residents attend arts and craft fairs](#) within their community annually and [35% of residents visit art museums and exhibits](#).

DCVB has long recognized the impact that art has in attracting and serving visitors of Durham. In consultation with the arts community, DCVB developed its [Visual & Performing Arts Map](#) that highlights places where visitors can experience Durham's visual and performing arts. In 2003, DCVB distributed almost 38,000 of its [Visual & Performing Arts Maps](#) through 125 local outlets.

The map is distributed to visitors at [Durham's Official Visitor Information Center](#), and is available at several visitor features throughout Durham, including the DAC. [DCVB's strategic partnership with The Durham Herald Company](#) allowed *Herald-Sun* readers to receive a copy of the Visual & Performing Arts Map recently.

The [Luminary Gala](#) is a combination golden anniversary celebration, awards ceremony, and fundraising event. Durham native and North Carolina Central University alumnus [André Leon Talley](#), editor-at-large of *Vogue* magazine, will be presented with the first-ever [Luminary Award](#).



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Knowbulls

Recent Changes, Promotions, and Awards

[Awards & Recognitions](#)

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[New Businesses & New Developments](#)

[Changes & Renovations to Durham Businesses & Organizations](#)

To submit a Durham news tip or announcement, email jason@durham-cvb.com.

Awards & Recognitions

[HadenStanziale](#) won 5 of the 10 state design awards from the [North Carolina chapter of the American Society of Landscape Architects](#); one award was for [The Streets at Southpoint mall](#) • [Duke's Nicholas School of the Environment and Earth Sciences](#) received a \$1.78-million grant from the [National Institutes of Health](#) •

[Hilldale Elementary School](#) was awarded a \$20,000 grant from the [Environmental Protection Agency](#) to complete hands-on environmental science activities in the schoolyard • [Durham Public Schools](#) was awarded a \$250,000 grant from the [United States Department of Education](#) to strengthen emergency response and crisis management plans •

[The Great 100, Inc.](#) named nine [Duke University Health System](#) nurses to its annual "Great 100" list of nurses • [Duke University Medical Center](#) earned a [Consumer Choice award](#) from the [National Research Corporation](#) • [Duke's Fuqua School of Business](#) is the 14th best business school in America, according to a [Wall Street Journal](#) and [Harris Interactive](#) study •

[Hillside High School](#) won first place in the show-style, highstepping competition and the drumline competition at the **Adrian Carroll 2004 N.C. Battle of the Bands/Drumline Tour** • [Chewing Middle School](#) is one of only five schools in the state to receive the Promising School Award from the federal government and the N.C. [Department of Public Instruction](#); the Award recognizes significant commitment to school reform •

[Durham's Crimestoppers](#) program has helped in the capture of more than 100 suspects this year, which is triple the past annual average, earning Durham's program the top spot in the state • [Black Enterprise](#) named [Duke](#) the 10th best university for African-Americans •

[The Inter-Neighborhood Council of Durham](#) presented its second annual [Hero Awards](#) to 21 Durham men and women nominated by their neighbors for giving back to the community • [Duke](#) professor **Ariel Dorfman** won the [silver Lowell Thomas Travel Book Award](#) from the [Society of American Travel Writers](#) for his travel book, [Desert Memories: Journeys Through the Chilean North](#) •

[James “Jim” Goodman](#), president and CEO of [Capitol Broadcasting Company](#), developer of the [American Tobacco Historic District](#), received the [2004 Futrell Award](#) from [Duke](#) for excellence in the field of communications and journalism • [Herman “Ike” Boone](#), [Michelle Harrison](#), [Earl “Air” Harvey](#), [Elisha Marshall](#), [Robert Massey](#), [LeVelle Moton](#), and [John & Nancy Rowland](#) were inducted into the [North Carolina Central University Athletic Hall of Fame](#) on Saturday, October 16 •

[Randall Kramer](#), professor of environmental economics at [Duke](#), is the 2004 recipient of the [University Scholar/Teacher of the Year award](#) • [Durham-based](#) semiconductor company [Cree Inc.](#) will receive \$4.2 million in funding for research and development from the [National Institute of Standards and Technology](#) and the [U.S. Department of Energy](#) • [Duke](#) senior [Philip Kurian](#) received the [2003-04 Melcher Family Award for Excellence in Journalism](#) for his article “Journeys in South Africa” •

Events & Happenings

October 17–23 is [National Wolf Awareness Week](#), and throughout the week the [Museum of Life and Science](#) will present special educational animal keeper talks and giveaways to promote greater understanding of the [endangered red wolf population](#) • [The Durham Arts Council's](#) 2005–06 [season grants](#) are now available; non-profit organizations with 501(c)(3) status programming within [Durham County](#) may apply •

Promotions, Staff & Board Changes

[Ellen Medearis](#) is [Duke's](#) new executive director of university development • [John M. Miller](#) is the new director of the organizations of the [U.S. Army Research Laboratory](#), including an extramural program managed by the [Army Research Office in Research Triangle Park](#) • [Paul Montgomery](#) is the new general manager of the [Durham Symphony Orchestra](#) •

[The Washington Duke Inn & Golf Club](#) named [Janet Collins](#) the hotel's new front office manager and [Thomas Tombley](#) its first director of security • [Christopher Clarke](#) is the new associate dean for development and principal giving at [Duke's Pratt School of Engineering](#) • [Barry G. Pea](#) is the new executive vice president of corporate development and general counsel at [Inspire Pharmaceuticals Inc.](#) •

New Businesses & New Developments

[Isagro](#), a pesticide company based in [Italy](#), is moving its [U.S. headquarters](#) from [San Francisco](#) to [Durham's Keystone Park](#); the company cited the Durham's proximity to major agrochemical research companies as a primary reason for the move • [Pop's Pizzeria](#) is now open at 3438 Hillsborough Road •

[The Durham Center](#) opened its mental health and substance abuse crisis center on October 14 in [Central Medical Park](#) on Duke Street • [Claire's Cottage](#), a home furnishings store and interior design service, is now open at 3308 Old Chapel Hill Road •

[Tyler's Restaurant and Taproom](#) will open a 9,000-square-foot eatery at the [American](#)

[Tobacco Historic District](#) in late January or early February • [Stone Cold Creamery](#), [Just Fresh Bakery Café & Market](#), and [Starbucks Coffee](#) will open at [Renaissance Center at Southpoint](#) on Fayetteville Road in late November •

Changes & Renovations to Durham Businesses & Organizations

Mount Zion Christian Academy is moving forward with plans to reinstate its football program next season; the school has hired **Carl Reed** to lead the program • [Guglhupf Bakery and Patisserie](#), at 2706 Chapel Hill Boulevard, has opened a two-story addition called the [Guglhupf Cafe Lounge](#), serving breakfast, brunch, and lunch • **Merix Bioscience** has changed its name to **Argos Therapeutics, Inc.**; the company has a new website, www.argostherapeutics.com •



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Feedback

Letters, Emails, Comments to DCVB from Residents, Civic and Business Leaders, and Visitors

"Hillside High School Class of 1944 thanks you for the splendid cooperation [DCVB] gave to its membership in the [Hillside High School Class of 1944 "Revisit Durham" Tour.] We shall always be grateful. Our tour guide...was outstanding and informative."

—**Gladys G. Knox**, President, Hillside High School Class of 1944

"Thank you for all of your help in planning [[Toronto Star travel editor](#)] [Marc Atchison's trip to North Carolina](#). He was glowing about our state and said North Carolina is overlooked."

—**Mikie Wall**, [Director of Sales & Travel Trade Development](#), [North Carolina Division of Tourism](#)

"I just wanted to send you a big 'Thank You' for a job well done on getting together the [[Durham Sales Blitz to Raleigh-based Associations](#)]. It was a wonderful experience and an excellent way of getting the word out about Durham."

—**Jina McGraw**, Association Sales Manager, [DoubleTree Guest Suites](#)

"We'd like to visit Durham sometime again in the future. It's a lovely, green city. I sometimes visit the website of Durham."

—**Kyoko Nishimura**, Durham Visitor from Kyoto, Japan

"You guys are awesome."

—**Leslie Brame**, Co-Owner, [Greystone Inn and Conference Center](#)

"Thanks for the terrific work you did in pulling together [the blitz](#). It was great to work together as a team with other area sales people. The tremendous work you put into this blitz was evident and I wanted to let you know how much I appreciate it. Thanks for everything. This was a valuable experience! Go Durham!"

—**Tamara B. Grant**, Conference Sales Manager, [Paul J. Rizzo Conference Center at Meadowmont](#)

"Once again thank you for your hard work. Putting this [type of event](#) together is no easy task. I hope more of this type of effort is on the horizon, and I will support as much of it as we can.... Kudos to you...keep those ideas coming and all of us hotel owners informed on your next BIG IDEA."

—**Shauna Dethloff**, Managing Partner, [Wingate Inn – Page Road](#)

"I want to thank you for such a [successful blitz](#). I know you worked hard on the blitz, and it definitely showed."

—**Carol Wright**, Director of Sales, [DoubleTree Guest Suites](#)



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Durham Community Calendar

Searchable Durham Event Calendar and Printable 3-Week Snapshots of Upcoming Durham Events

[Broadway at Duke Series](#)

October 19, 2004 — April 19, 2005

Page Auditorium, Duke West Campus

Since 1968, Broadway at Duke has brought the best of Broadway, off-Broadway, and major national and international repertory companies to Durham.



Printable Snapshots of Upcoming Durham Events:



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Durham Note-A-Bulls

Recognizing Durhamites for Service to Visitors

Carol Barden, Co-Owner, [Carol's Garden Inn](#)

"Her hospitality made our stay incredibly enjoyable & we hope to return again soon!"

— Durham Visitor from Portsmouth, Va.

Massey Brothers, 2108 E. Hwy. 54

"On a recent trip to Durham...I had the misfortune of losing my air conditioning in the car. My son and I were shopping in the Food Lion, when I asked someone for a name of a repair shop. The woman was very nice and gave me the name of the Massey Brothers. It was very hot, and I was very worried. I spoke with one of the owners, and he let me bring the car in on Saturday morning. It was a wonderful experience to know there are still nice, friendly, caring people. The trip was great...and my bank account is not empty."

—Jan Lapin, Durham Visitor from Mineola, N.Y.



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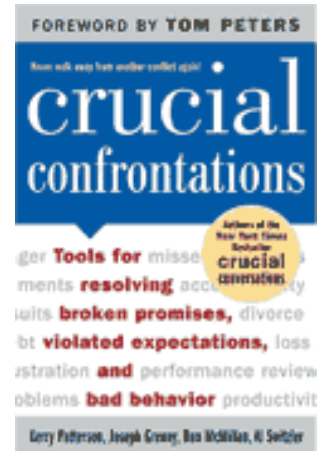
Crucial Confrontations

 by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
McGraw-Hill, 2004

In this follow-up to their 2002 book, *Crucial Conversations*, the authors tackle the causes and effects of the often uncomfortable confrontations in the workplace, home, and elsewhere. Settling disagreements or conflicts, regardless of the cause, requires knowledge of the overall situation (without judgment) and the confidence to address the problem.

Crucial Confrontations helps identify situations worthy of confrontation and outlines several techniques that strengthen relationships while working towards solutions.

The ability to address disagreements and communicate problems within an organization is vital to that organization's success. *Crucial Confrontations* cites new research that workplace conflict can cut organizational performance by as much as 50%. But there is a fine line between aggressive and passive confrontations. The key is identifying a middle ground where each party is positive about the outcome.


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