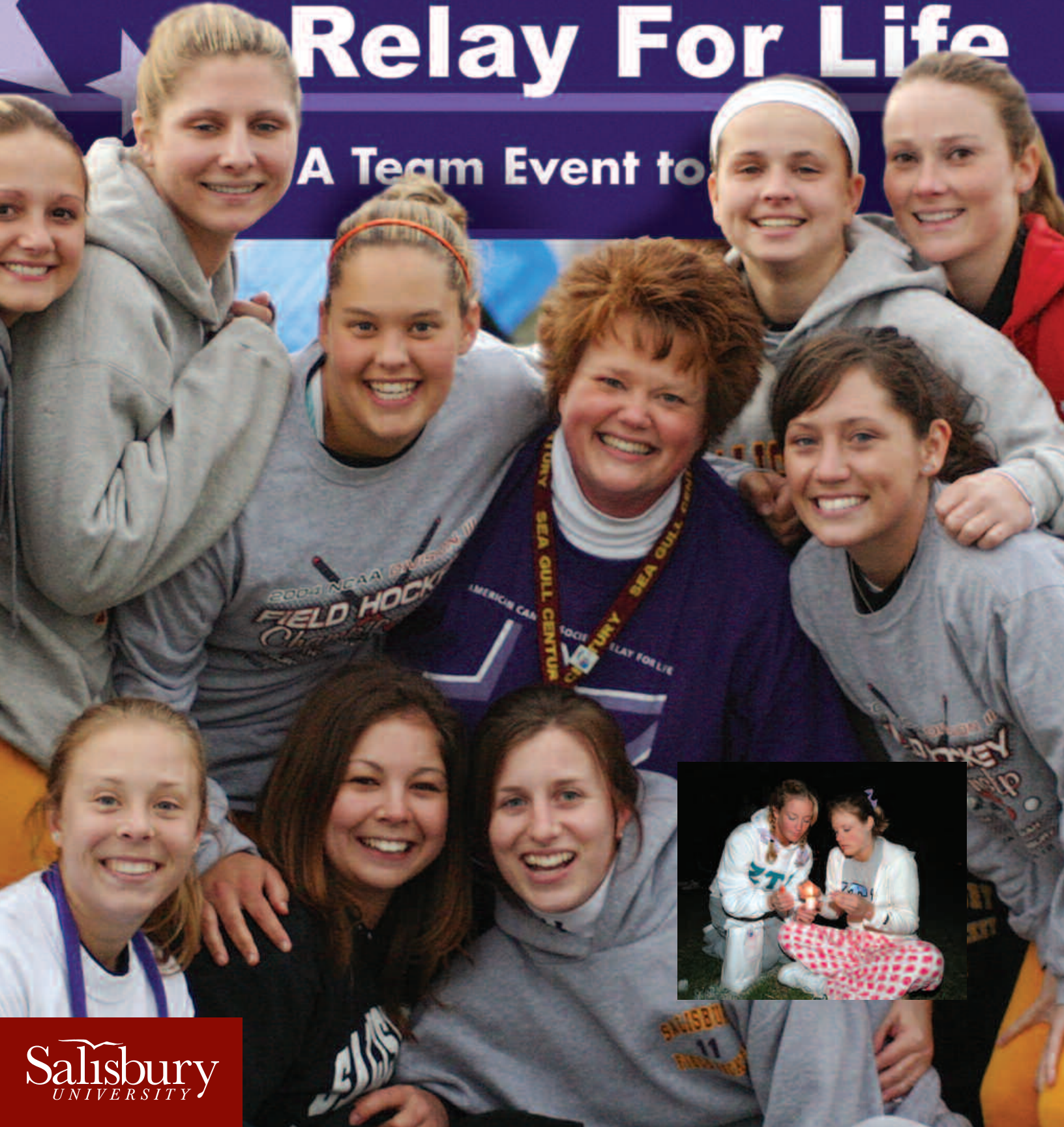


# Partnering For Success

American Cancer Society

# Relay For Life

A Team Event to



# Relay For Life No. 1 In Nation

Months of trips to local businesses to gather contributions, cell phone calls home to ask for donations and giving up late-night pizza runs paid off this past April for Salisbury University's 2006 Relay For Life participants. Ninety-three teams fundraised to benefit the American Cancer Society's programs for education, research, patient services and advocacy; and through much hard work, some 1,250 team members helped to raise over \$136,000.

The numbers keep growing for SU's Relay. Last spring, the University's 2005 Relay was named the No. 1 college Relay in the nation in per-capita fundraising with a total of \$118,000—a 175 percent increase from 2004. Among SU's other honors were regional awards such as Highest Percent Increase over the last year in both the Delmarva region and its state grouping, as well as Outstanding College and University in the Region and the South Atlantic Division.

Exactly how do these table-waiting, student-loan-paying, Dollar Menu aficionados come up with \$136,000 to donate to charity? Students make some sacrificial coin scrounging and form partnerships with local businesses and community members who provide prizes and make cash donations or patronize fundraisers such as

carwashes and bake sales. The night of the Relay, area residents drop more dollars to have their children's faces painted, to play a mini game of field hockey or to buy a mix-CD of songs handpicked by student musicians. Some locals even have their own teams at Relay or join the teams of student co-workers or family members.

## Participation Grows And Grows

According to Jessica Mullins, the SU chair of team recruitment/retention for the past two years, the influx of participation is because: "Everyone's been affected by cancer somehow. It's a common cause that brings everyone together." Mullins, a post-secondary education graduate student, credits the community sponsors as an enormous source of help to the student leaders of Relay and describes local donors as absolutely "awesome." She believes



that the participation of other students, as well as community members, motivates more students to join Relay each year in order to keep SU's national ranking.

A 12-hour marathon (although it was cut down to six hours this past spring due to stormy weather) of hamburgers, karaoke, football tosses and laughter is always an incentive to be in Relay, but the bottom line is finding a cure for cancer. When survivors make the first lap around the track at the start of the evening, all eyes are on those who have emerged victorious from their battles with cancer. Moments like these suddenly make mid-semester yard sales and dozens of visits to local businesses the most important things students have accomplished in the past semester.

With the help of generous local citizens, these students have contributed to what Mullins so simply but appropriately terms "a good thing."

# Tourism And The University: A Winning Combination

What brings more than one million dollars to Wicomico County every year? It is the tourism generated by Salisbury University. Prospective students and their parents coming to tour the campus, proud families ready to cheer on SU athletes and the NCAA officials who referee games are just a sampling of all those who enjoy the local hospitality.

Dr. Michael Vienna, SU's athletic director, was awarded the 2006 Betty K. Gardner Tourism Person of the Year Award by the Wicomico County Department of Tourism for his efforts in promoting the area to a multitude of visitors in town to attend SU sporting events. His work with the local tourism officials has earned him the praise of Sandy Fulton, tourism director, who called Vienna a "visionary leader, a true professional and a really nice guy," and "a valuable asset to the tourism industry."

When county civic and business leaders were looking for a way to "brand" Wicomico to catch the eyes of eager beachgoers heading to Ocean City as they pass through Salisbury, SU business students were suggested and marketing professor Paula Morris dove into the project. A winner of one of the highest national volunteerism honors, the prestigious Daily

Points of Light Award, Morris led nine students in a semester-long class project to create a slogan encompassing the attractions of the Delmarva Peninsula.

After meeting with officials, visiting local sites of interest and brainstorming, students developed a visitor survey. Working side-by-side with the tourism staff, students gathered their findings and decided on "Discover Delmarva's Hidden Treasures," a slogan that incorporates an ever-changing roster of events and attractions, such as the Sea Gull Century bike ride and the Ward Museum of Wildfowl Art. Wicomico County officials received the students' slogan enthusiastically, marking yet another contribution of the University to Shore life.



Dr. Michael Vienna

## PRMC-SU Respiratory Therapy Partnership

Peninsula Regional Medical Center created a monumental partnership with SU by funding a faculty position in its Respiratory Therapy Program. With the additional faculty, the program is able to increase its enrollment. The partnership is vital to the growth of a program that educates desperately needed medical professionals to care for patients, especially our society's growing elderly population, with cardiopulmonary system disorders.



### PROGRAM HIGHLIGHTS

- \$20,000 per year for the next three years dedicated toward the salary of a respiratory therapy instructor
- 33 new respiratory therapy students enrolled in fall 2005
- 50% increase in program enrollment
- 100% pass rate on respiratory therapy licensing exam by SU students for the past seven years