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Liberal Arts Leadership program targets business executives

Furman University

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Furmanreports

Science center to bear Townes' name

The executive committee of the board of trustees has voted to name Furman's revamped science facilities the Charles H. Townes Center for Science.

The announcement was made April 7 at a dinner honoring Townes, the 1935 Furman graduate who received the Nobel Prize in 1964 for his work in developing the maser and laser. The city of Greenville has recognized Townes by erecting a statue of him and naming a new center for gifted students in his honor.

When completed in 2008, the Townes Center at Furman will feature two renovated academic buildings (John L. Plyler Hall and Richard W. Riley Hall) and two new halls (Marshall E. and Vera Lea Rinker Hall and a second facility, to be named).

In addition, the center's interdisciplinary gathering area will be named the Frances Brown Townes Reading Room in honor of Dr. Townes' wife.

As of April 15, Furman had raised \$11.8 million toward construction of the \$58.3 million facility. Half of the funding for the project will come from donations and half from a bond issue. Funds are also being raised



Charles and Frances Townes admire sculptor Zan Wells' statue of the noted scientist.

from non-Furman sources to include pedagogical sustainability systems in the complex.

Furman held the groundbreaking ceremony for the Townes Center on May 18. To learn more about the project, visit www.furman.edu/wip/science/index.htm.

Liberal Arts Leadership program targets business executives

In today's highly competitive business environment, knowledge and flexibility are keys to success.

With this in mind, Furman's Center for Corporate and Professional Development is joining with the Greater Greenville Chamber of Commerce and *Greenville Magazine* to launch an executive development program designed to relate both film and literature to current business realities and organizational performance.

Called "Liberal Arts Leadership at Furman," the program will use acclaimed films and classic literature, augmented by real-world case studies, to help business executives discover how to integrate history, culture and philosophy into their experiences. The program, which will begin in August, will explore leadership themes and offer participants the chance to apply what they learn to their everyday work life.

Brad Bechtold '88, director of continuing education at Furman, says that

business executives can learn a great deal about leaders and leadership from the cumulative experiences of the human community as captured in film and literature. He says, "We believe it offers a unique approach that promotes fresh thinking and applications."

The goal is to help executives develop their creativity, problem-solving abilities and communication skills — in other words, to expand the kinds of talents that a liberal arts education promotes.

The program, which will also feature three-day sessions in October, January and April, will examine such topics as strategy, authority, empowerment and ethics. Films serving as case studies will include "Citizen Kane," "Crimson Tide," "Gettysburg" and "12 Angry Men." Participants will read and discuss such literary works as Machiavelli's *The Prince*, Penn Warren's *All the King's Men*, Dostoevsky's *The Brothers Karamazov* and Martin Luther King's *Letter From a Birmingham Jail*.

Furman faculty representing the departments of computer science, English, political science, history and philosophy will conduct the sessions.

Says Bechtold, "In their work, business leaders have to formulate the right question and then map out the appropriate course of action. This is not a linear or canned route, but a thinking and discerning process — the type of process this leadership course is designed to demonstrate and encourage.

"The most important element that our faculty will provide will be to help these executives make sense of the complex world of information, organizational culture and decision-making. Our role is to provide external insight into their worlds."

To learn more about the program, call Bechtold at (864) 294-3136, e-mail brad.bechtold@furman.edu, or visit the Web at www.furman.edu/cpd/LAL.htm.