

# Commentary

Page 4A // The Brunswick News // Wednesday, May 2, 2018

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## EDITORIAL

# Social media, cooperation has impact at shelter

The true power of social media and cooperation was on display recently, and it was to the benefit of a lucky dog at the Glynn County Animal Control shelter.

Tucker, a pit bull mix, was no stranger to the hardworking folks at the animal shelter. He had been there in early 2017, was adopted, but brought back by his owners. There was nothing wrong with the dog, but he was not immediately adopted again, a situation many adult dogs find themselves in while in shelters.

So Tucker sat at the shelter for awhile, long enough for him to make it onto the Friends of Glynn Animals list. Friends of Glynn Animals runs a Facebook page to promote dogs for adoption who have been at the shelter long enough to be on the kill list. Glynn County ordinances guide the operations of the animal shelter. Despite efforts by local animal advocates to get county commissioners to change those ordinances, the shelter euthanizes animals to make room for new arrivals because it is also prohibited from turning away animals and must take in all the strays Animal Control collects.

Tucker was noticed by a farmer in

Iowa through the Friends of Glynn Animals Facebook page and adopted from afar. He was then taken to Jacksonville by the animal control director and eventually made his way — after some delays and hitches — to Iowa, where he is now living happily with his new family.

This shows that even with a rule that the shelter use euthanization to make room for new arrivals, the kill rate at the shelter can be diminished greatly with some outside help and cooperation.

Whether it is Friends of Glynn Animals, No Kill Glynn County, Coastal Animal Rescue Society or any of the other organizations with the same goal, by working together with animal control to find homes for dogs and cats or to provide proper veterinary care for them, the rate of animals being killed at the shelter can be lower.

The more creative ways they can find to put animals in good homes, the better. Even if it requires putting a dog on a plane in Jacksonville bound for Iowa.

Kudos to all involved in getting Tucker to his new home. We hope to hear more stories like this in the future.

## COLUMN / RICHARD YARBROUGH



# This academic supporter is stoked about UGA football

I feel like a hypocrite. Well, sort of.

I am an enthusiastic supporter of the academic mission at my alma mater, the University of Georgia, the oldest state-chartered university in the nation, located in Athens, the Classic City of the South.

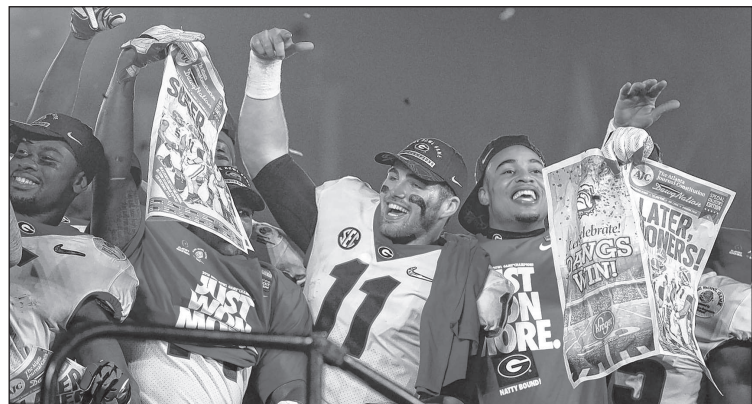
I evince that support with an annual gift to UGA's Grady College of Journalism and Mass Communications. The funds help underwrite a professorship in crisis communications leadership as well as award student fellowships. It is my wish that the Grady College becomes the go-to place for media seeking expert analysis on the current crisis de jour as well as for scholars to share research on the issue.

Why am I connected with such an effort? I like to say that I am an expert on crises, having caused as many as I attempted to solve. In truth, I was involved in some high-profile crises such as the divestiture of the old Bell System and, years later, the bombing in Centennial Olympic Park during the 1996 Centennial Olympic Games. In both cases, I had earned a seat at management's head table with the opportunity to have my views considered in the decision-making process.

That has led me to put my money where my heart is and try to encourage the next generation of communicators to earn their seat at the head table and influence decisions in the external environment.

At the same time, I am a long-time season-ticket holder at Sanford Stadium and was attending games there when Georgia was getting beaten like a drum by anybody and everybody. That all changed when Vince Dooley arrived. You remember Vince Dooley, don't you? He is the Hall-of-Fame coach for whom the field at Sanford Stadium should be named as has been done with other legendary coaches at most major college venues around the country.

Why influential lettermen whose lives were forever changed for the



AP/File

The Georgia Bulldogs celebrate their Rose Bowl victory on Jan. 1 in Pasadena, Calif. Columnist Dick Yarbrough is an academic supporter at UGA who also revels in the football team's recent success.

better by this good man don't make this a priority while their coach is still around to enjoy it is a mystery to me. Maybe they will tell me. So far, I haven't been able to get my phone calls returned, seeking an answer. And don't tell me it can't be done. It can.

I have often been critical of those who rate UGA only by its success on the football field. I have suspected that many of the rants on social media come from those who didn't go to school there and don't give a tinker's dam about academics. Not me, except — uh, well, ahem — this is where the hypocrisy sort of seeps in.

During Mark Richt's 15 years as head coach, I came to expect that our teams would usually be pretty good with little expectation they would be great. You may recall that in 2008, Georgia began the season ranked No. 1 and ended up 13th, despite having future pro stars Matthew Stafford, Knowshon Moreno and A.J. Green on the field together.

But having sat through enough 4-6 seasons in my time, a 10-2 or 9-3 season was OK with me as long as the Dawgs beat the You-Know-Where Institute of Technology every year, which Richt did 13 times out of 15.

I still get night sweats from remembering how Bobby Dodd's teams dominated us for eight long miserable years or roughly 2920

days until Macon's own Theron Sapp broke the drought in 1957 at Grant Field, of all places. Praise his name.

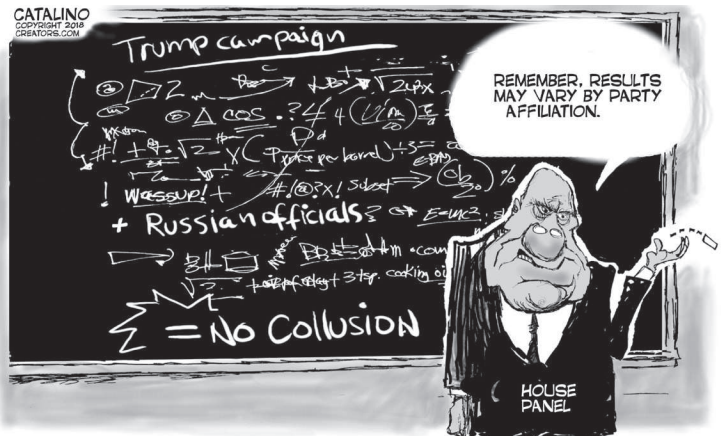
Richt leaves and in comes the pride of Bainbridge, Ga., Kirby Paul Smart, a former Bulldog defensive back, to take up the reins of the football program. All of a sudden, just being good doesn't hack it anymore. The Bulldogs end up playing for the national championship in only his second year.

Not only can Kirby Smart coach a tad, it looks like he can recruit pretty well, too. At the recent G-Day scrimmage, he put eight of the top 25 recruits in the country on the field, including quarterback Justin Fields of Marietta, the nation's top-rated quarterback. I understand more blue-chippers are on the way. Happy days are here again.

So, while I will continue to strongly and faithfully support the academic mission of my alma mater, including my beloved Grady College, with my time and tithes, I must confess I am big-time stoked over where the football program seems to be headed which is up and up. Is that being hypocritical? Heavens, no. It is being a proud Georgia Bulldog. Woof! Woof!

Dick Yarbrough is a syndicated humor columnist from Georgia. Contact him at yarb2400@bellsouth.net.

## ANOTHER VIEW / KEN CATALINO



## LETTERS TO THE EDITOR

### Coast Guard Master Plan is good for all taxpayers

I have followed the Coast Guard Beach Master Plan project closely and have watched over the years as several have attempted but failed to improve this poorly managed area. I congratulate the current leaders who stepped up to the plate to resolve the many issues that occur on the site. The proposed plan would remove the lime rock, improve the drainage, parking spaces and alignment, facilities, manage overflow parking, plant trees and allow public boat access for all county residents and visitors.

I am amazed that our county commission has allowed a private club to disrupt the entire process. I find it interesting that the commission paid the current figurehead of the surf sailors over \$24k several years ago to create a similar plan. Why is Robert Ussery

the county's primary architect for all county projects and all these projects come in right below the \$25k threshold required by law for public bid. Does the county adhere to a conflict of interest policy? Who is profiting from these arrangements?

The leader of the so-called sailors has been disrespectful to residents, public servants and anyone who disagrees with them on social media — and our commissioners want to do business with them? It is offensive that citizens must hike their families a quarter of a mile to the same beach that the sailors sit on and party behind their gated ocean-front fence. Remove the boats, fences and make sailors come and go like all taxpayers.

Sharon Laidlaw  
Brunswick

### ELECTION POLICY

Letters to the editor sent to The News from candidates for public office will not be published prior to the May 22 primary election. Letters regarding candidates will be accepted, but must be received by no later than Monday, May 13 so that letters may be published by Saturday, May 19.

### LETTERS TO THE EDITOR

Send letters on topics of general interest to readers in Southeast Georgia by: Mail Letters to the Editor, The Brunswick News, 3011 Altama Ave., Brunswick GA 31520 Email: editor@thebrunswicknews.com Fax: 912-280-0926

Letters should be no more than 250 words in length and may be edited for clarity. Letter writers will be limited to one letter every two weeks

You must include your name, address and phone number.

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## FROM THE MURPHY CENTER / SKIP MOUNTS



# The entrepreneurial spirit of college students

Spring semester is coming to a close at College of Coastal Georgia, signaling the end of another academic year. This is also a time to reflect on what happened during the recent academic season. The most important thing for me was the reintroduction of MGMT 4100 — Entrepreneurship — to the regular schedule of classes.

For 42 years — yes, 42 — I taught all sorts of economics courses. All were fun. Economists think in a very unique way and it was a special challenge in those courses to see if I could get students to think in that way too.

But now it is time to do something different, and something that will make a difference. So, entrepreneurship is it. The interesting thing is that while economists teach about the importance of entrepreneurs to our market economy, economists have done little research into what entrepreneurs actually do. So, what was I to teach?

The first thing I wanted to get across was that entrepreneurship is not small business management. Clearly, entrepreneurs end up managing businesses or nonprofits. However, management is second. The entrepreneurial act is one of creativity, not management. What need or problem will I fill or solve and what will I create to fill or answer it? This is the creative heart of entrepreneur.

In addition to problem solving, virtually all entrepreneurs have personal stories as to why they have ended up being entrepreneurial. I refer you to the video

testimonies of our local entrepreneurs at [www.1millioncups.com/Brunswick](http://www.1millioncups.com/Brunswick). All are wonderful to hear.

So, how was the course designed? How was I going to teach entrepreneurship? I decided that I would teach entrepreneurship by simply treating students how entrepreneurs are treated and judged. If you think about it for a moment, strangers — customers, judge an entrepreneur every day. If they don't solve a customer's problem they will not be successful. An entrepreneur may think that they have found a problem that needs solving, but if it is not a problem for a stranger then the entrepreneur will not be successful.

So, students created self-selected three-to-four person teams. Each team then had to identify a problem that strangers needed solving. They did this by canvassing strangers. Do you have this problem? They actually talked to people.

Next, they had to create a solution. However, strangers needed to tell the students that the solution they created was in fact a solution to the stranger's problem. Again, they needed to canvass strangers.

Each team had a mentor from the local community and each week a local entrepreneur would come to class to tell their personal story.

Once they had a problem and a solution the students created six-minute presentations for judges who themselves were strangers to the class.

The course grade was based on a total of 100 points. Over the 16-week semester, students accumu-

lated 50 points toward their grade by doing things that I would simply record in my grading spreadsheet. The remaining 50 points were determined by their end-of-the-term 6-minute presentations to the judges/strangers at the Ritz Theater. So, strangers determined student grades. No book, no tests, few lectures, and minimal requirements. All they had to do was to satisfy strangers — all they had to do was to act like an entrepreneur.

What problems did the teams address? Boredom of college students, funding for third-world water projects, cleaning the environment, convenient mobile dog grooming, finding parking places, promoting small local businesses and how to compete with the College's bookstore.

What were their solutions? A hookah bar, video arcade, social media videos, up-charging on water bills, a well-equipped van that was used on weekends, sensors and smartphone applications in parking lots and a bamboo toothbrush (that is now sold on Amazon under Nabi Effect).

We are off to a good start. Hopefully, new entrepreneurs are on the way. At the very least, there is now a greater appreciation of the power of strangers and the creativity of entrepreneurs.

Dr. Skip Mounts is the Dean of the School of Business and Public Management at College of Coastal Georgia. He is also a professor of economics and an affiliate of the Reg Murphy Center of Economic and Policy Studies.