

# STUDENTS HELP STIMULATE STANLY COUNTY INDUSTRY

***"Pfeiffer has a wealth of untapped resources and hopefully the community will be more inclined to seek our help."***

***-Professor Deborah Burris.***

By Cory Roberts

Deborah Burris's Organizational Communication class has been chosen to help create the new tag line for Stanly County's Economic Commission.

"This is an exciting opportunity for our class to participate in something that will be instituted in the community," Professor Burris said.

Students in the class are thrilled about the possibilities stemming from the chance to make their mark in the world.

"It's so amazing to know I am working on something that people all over the globe will see," sophomore communications major John Goble said.

Kevin Gullette, Executive Director of the Stanly County Economic Development, approached the class with two new logo ideas for the commission and asked students to come up with a tag line to accompany the logo. The Economic Development Commission is the group responsible for attracting new business to the Stanly County area. This opportunity can prove to be very valuable for participating students.

"This gives the students hands on public relations experience," Burris said. "The participating students will be able to put this on a resume."

The question students must ask themselves when creating the tag line is what will make people want to come to Stanly County. Companies from all over the world could base their decision to come to this area on the logo and tag line of the commission.

"This logo and tag line will be the international symbol for Stanly County's Economic Commission," Burris said. "Pfeiffer

students could be directly responsible for the growth of Stanly County."

Before the semester ends Gullette will return to Pfeiffer with members of his board to take make their decision on the new tag line and logo. Burris is hoping this project will attract other organizations to Pfeiffer.

"Pfeiffer has a wealth of untapped resources and hopefully the community will be more inclined to seek our help," Burris said.

If you have any ideas for a possible Stanly County tag line share it on Twitter @falconseyenews.

