

# CAROLINA YOUTH

## A L L I A N C E

### Are our schools teaching the whole child?

- Science Education: Building A Lasting Foundation
- Fun Summer Learning for Teachers
- School Nutrition & Fitness
- Youth Travel – The New Market
- Career Focus on NASCAR/Motorsports

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# CAROLINA YOUTH ALLIANCE

**This publication is dedicated to all those who take the time to make a difference.**

## Knight Communications, Inc.

10150 Mallard Creek Rd., Ste 101  
 Charlotte, NC 28262  
 Ph: (704) 568-7804  
 Fax: (704) 563-4286  
 E-mail: [cya\\_edit@baxterknight.com](mailto:cya_edit@baxterknight.com)  
 Website: [www.carolinayouth.com](http://www.carolinayouth.com)

## Staff

**Randall B. Knight** • Publisher  
**Sherry Brooks** • Editor  
**Lyn Thompson** • Art Director  
**Jean Carter** • Sr. Mktg. Consultant  
**Janet Martin** • Sr. Mktg. Consultant  
**Kay Renfro** • Mktg. Consultant  
**Dave Arnold** • Mktg. Consultant  
**Beverly Henley** • Editorial Composer  
**Mariah Comstock** • Business Manager

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## Education

Are our schools conducive to learning and free of fear?	Joanne McDaniel	3
Alternative climb to success	Tonya Vlahos	1
Four ways for handling humiliators and intimidators.	Anita I. Jacobs, Ph.D.	4
ALLTEL supports education through ClassLink program		5
Keeping kids safe after the school day ends	Judy Y. Samelson	6
Keeping gangs out	Claire Tate	
Six ways to stay safe	Corey Duber	7
Building a culture of character in our schools	Corey Duber	7
Classrooms without walls	Dr. R. Kirk Walker, Jr.	8
Read the books... See them come alive on stage!	Elaine Duff	9
Teacher Course makes great summer learning adventure	Carolyn Wood	10
Growing opportunities for women in law enforcement	Marc Rapport	11
Do you speak 'distance'?	Deb Norton	12
Education must fit the needs of its students	Larolyn Zyllicz, Ed.D.	13
	Peter Vander Haeghen, Ed.D.	14
	Richard Simon, MBA	
	Rick Betton	16

Building a lasting foundation with science education		
Homeschooling - Option to consider		18
The North Carolina A+ Schools Network	Kevin Warner	19

## Career Choices NEW SECTION

Hard work's the trick in chasing a racing career	David Poole	20
Education: Motorsports 101	Mark Davis	21
Advice to those looking to break into motorsports	Cristi Auman	23

## Educational Travel

Eastern 4-H Center connects environment with community	Deane Phelps	26
A treasure on the Pasquotank	Elizabeth City COC	28
Plan a field trip to Onslow County		29
The North Carolina Museum of History...		30
Downtown Burlington is preserving its history	Sherry B. Adams	32
'Round and 'round on Burlington's Carousel	Lisa Wolff	33
'Titanic: The Artifact Exhibit'	Karen Kemp	34
Camp - A world of good for our youth!	Larry Hancock	35
Science comes alive at SciWorks!	Debbie Cesta	36
The magic of learning - the science of fun!	Mark E. Sinclair	38
Cherryville's C. Grier Beam Truck Museum	Gert Fisher	40
Shelby's Carousel and Train	Tommy Forney	41
The youth will be heard upon the hills	Douglas J. Uzelac	42
'Mountains to Sea Trail'		43
The history of Wolf Laurel		43
'Choose & Cut': A Family Tradition	Mac Forehand	44
Slide into fitness		45
Kids learn naturally at Chimney Rock Park		46
Highland Lake Inn - A Country Retreat	Barbara Taylor	48
'Discovery at Dusk' - A guided canoe trip	Daniel Vorisek	49
Blowguns and the Scottish thistle dart		50
Pontana Village - NC's best-kept secret		51
Education always an adventure in Berkeley County		52
Beaufort is special...	Liz Mitchell	53
Experience an all new dramatic adventure!		54
Driving South Carolina's 'Cotton Trail'		55
Children's Museum of South Carolina		57
The Carolina Foothills Artisan Center		58
How to plan a group ski trip	Alice Poore	59
Winterplace Ski Resort... winter fun for everyone		60
Southern West Virginia - An appealing blend...		62
Skiing for fun and education		63
What did grandpa do during the Civil War	Arthur W. Bergeron, Jr.	64
Wyrtheville, Virginia - 200 years of history	Rosa Lee Jude	65
Students receive 'hands-on...' at Plantation retreat		66
Grand Illumination starts 2003 Holiday Season		68
Experience Europe at Busch Gardens Williamsburg		69
Colonial Williamsburg... new educational outreach		70
Enjoy a whale-watching excursion this winter		72
Preserving America's military history	J.L. Williams	73
Virginia Living Museum...nature and science come alive		74
The ocean... ships... wars, and the history of America		75
Cleveland County: Turning point of the American Revolution		78
The New Norfolk: Preserving history... of 400-year-old seaport	Theresa Earles	88

## Health

Free 'Healthy Lifestyle' education at Lowes Foods	Cindy Silver, MS, RD, LDN	76
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## Family Building

My name is 'Mommy'...		77
-----------------------	--	----

## Youth in Crisis

The dangers of teens 'behind the wheel'	Dr. John Johnston	25
This culture puts too little value on children	Thomas Moore, Ph.D.	80
Safety Tips or Behavior Rules for girls?	Kathleen A. Hopwood	81
Ferocious footsteps: Domestic violence and the children	Nancy Nicholson, LCSW	83
NC AMBER Alert System passes first test	Perry F. Stewart	85



# Education: motorsports 101

By Mark Davis  
Executive Director  
Carolina Motorsports Tech Ctr.

The motorsports industry and the term "Motorsports" lend themselves to a broad array of interests. Circle track racing, road racing, off-road racing, drag racing, motorcycles, hot rods, muscle cars, aviation and boats all fall under the umbrella of an industry that spends billions yearly supporting its enthusiasts.

Over 400,000 different competitors participated in motorsports related events in the year 2000. These competitors spent more than 1.75 billion dollars for support products and services. Motorsports companies supplying these products and services consist of parts' retailers, engine-builders, chassis- and frame-builders, vehicle-builders, restoration facilities, graphic design companies, warehouse distributors, professional race teams, manufacturers, manufacture reps., racetrack owners and promoters and advertising agents — just to name a few.

Motorsports companies also include many cottage-style businesses that have evolved from other industries. Any time evolu-

tion takes place, technology lines are crossed and specialized equipment and personnel are adapted to new environments.

From data acquisition to CNC machine technology, chassis design and construction to marketing ... the business of motorsports is growing. Specialized personnel are in demand.

Educating the motorsports technician is first, and foremost, vital to the safety of the individuals involved in all facets of the industry. The life of the drivers of the vehicles being constructed depends on the skill level of the technicians' work. This, in turn, also passes on to the success rate of the competition, which gains support from sponsors and fans that pay the salaries of motorsports company employees.

These factors all fit together to make strong companies, thus making a strong industry.

Education is the first step to

growing the industry...

As in any industry, many choose to specialize in one area.

Specialized motorsports training is crucial. Educational facilities all over the United States now offer training in areas of motorsports. Fabrication, welding, assembly, chassis construction and dynamics, metal body fabrication, refinishing, graphics, metal shaping, pit-crew training, marketing, public relations, engineering, competition driving,



Students in the Graphics Class at Carolina Motorsports Tech Center decaling the race car with Instructor Danny Allen (standing), Hartwell Pritchett (front), and Devon Bollinger (back).

Cont'd on page 22



The English Wheel has been around since 1100 BC and was used for shaping armor. It is making a comeback in NASCAR Cup teams because of the fine tuning a metal shaper can put into a fender.



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# Motorsports career limited only by desire

## From page 21

equipment transportation, logistics, communications, team and driver managers, bookkeeping, etc. . . . where it ends, no one really knows.

*North Carolina is the heart and soul of Motorsports*, so it stands to reason that the best educational facilities for the motorsports industry are located in North Carolina. Engineering schools, driving schools, marketing schools, pit-crew training schools, fabrication and metal shaping schools specializing in hands-on training of technicians for the industry, are all here. Each school has established a course of study that allows students to follow the educational path best suited to their study habits.

Visiting different schools and talking with their admissions departments helps students choose the environment in

which they feel most comfortable. Cross-training in these facilities allows the student to experience different aspects of the industry. A student may begin studying fabrication, and upon taking an assembly course, uncover the natural tendency for a career as an assembler.

### Technical skills gained can also be applied to other industries...

Training the technician to be a responsible, contributing part of a team, dedicated to the success of the company is not only crucial to the industry but to the technician, as well. The skills, techniques and focus can be applied to a career in any industry.

With the proper education administered step-by-step, the winning technician has no boundaries to their success. Attitude, focus, and commitment

have to be incorporated with strong technical skills to survive in any industry. The greatest motorsports technicians today have the strongest winning attitudes.

Participation in the Motorsports industry is limited only by an individual's imagination and desire. The opportunity for a career in the motorsports industry is true and viable. The jobs do exist. From support facilities to race teams to marketing companies — the jobs are there, ready and waiting.

The skills, work ethics, and attitudes learned in these education facilities can be transferred to any career in any industry. With education and an understanding of the reach of the motorsports

industry, a properly trained individual in the motorsports industry can begin a career that will grow for a lifetime.



**Carolina Team Concept at USA International Speedway in Lakeland, FL.**

For additional information, call Carolina Motorsports Tech Center at (828) 695-8445 or visit [www.carolinateamconcept.com](http://www.carolinateamconcept.com).

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