

EXECUTIVE SUMMARY

Most managers understand that effective communication is an important tool for someone to have when doing business. This is why it is important that First Union employees communicate well with their customers and peers. By making standardized letters of apology available to branch employees, the bank will improve its level of communication.

The problem in this study was to determine the need for making a standardized letter of apology available at each branch. Twenty branch employees were surveyed, and their responses provided much of the primary data. The results of the study showed that 90.91 % realized that the form letters can save them valuable time. The standardized letter of apology will provide a model of an effective and professional letter.

As the survey shows, one hundred percent of the employees said they like the idea of making the letter available at their branch very much. In addition, fifty percent of the employees surveyed felt that a standardized letter of apology would be an effective tool in communicating better with customers.

First Union National Bank should continue to provide better tools for its employees. Not only will the letters help the employees be better professionals, but they will help the employees give First Union's customers the best possible service.

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This study evaluates the thoughts and opinions of students and professors in the Health Administration, Sociology, and Human Nutrition programs concerning the proposed implementation of a retirement village on the Winthrop farm.

The retirement village should be established to give students and professors numerous academic benefits. The University should find a nursing home company comparable to the company that manages Westminster Towers and establish the retirement village on the farmland. Next, internship programs and a COOP program should be offered to students with any interest in the nursing home industry.

The facility itself could serve as a laboratory for continuous study of the various fields involved in the health care industry. The professors overlooking the programs at the facility would be able to closely monitor their students' progress because of the facility's location on University Drive.

The internship and COOP programs are not the only academic benefits that Winthrop University would reap from this plan. The school will also reap financial gains from the partnership with the nursing home company. The land will be leased on a long term basis. The University will charge ten percent on the land each year. The extra funds will certainly help Winthrop in the long run.

The recommendations are based on the surveys completed by students in the Health Administration program, the Sociology program, and the Human Nutrition program. Information was also obtained by personal interviews conducted with professors in the same programs.

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The goal of the Mooresville Golf Course is to provide the best golf course possible for the golfing public. As the Mooresville/Lake Norman area grows, so does the business at the Mooresville Golf Course. Building an additional nine holes at the golf course would help us grow with the golfing public.

This report shows both the need for the expansion and the means of going about it. The Mooresville Golf Course has been very profitable. We continue to get a lot of business out of Charlotte and other surrounding areas because of the quality of the golf course with our low fees. Over the last few years, the number of rounds played per year has grown tremendously. Often during peak season we have to turn away customers or they may have to wait before teeing off, due to overcrowding of the golf course. I have administered a survey to customers (golfers) to see what problems they have had with overcrowding. Seventy-Six percent of the golfers surveyed have had problems with overcrowding. By building an additional nine holes, we can accept more players, while reducing the overcrowding and increasing revenue. I have worked with Charlie Roberts, Head Professional, and have generated results that benefit the Mooresville Golf Course and The Town of Mooresville.

As you will see in the report, this project will not pay for itself instantly, but it will prove to be very profitable for the Town and very valuable for the golf course in the future.