



NBJ photo by Wayne Cartwright

Artist Mike Cooper works on a sketch of his "Nashville's Teach" mural featuring Vanderbilt coaches Gerry DiNardo and Eddie Fogler. The mural is going up on a West End Avenue building that houses the You Greek Me Greek store.

'Nashville's Teams' coaches featured on mural, T-shirts

Vanderbilt University coaches Gerry DiNardo and Eddie Fogler will soon be eyeballing motorists from a 15-foot by 35-foot mural on West End Avenue.

The mural is being painted this week by artist Mike Cooper on the outside wall of the You Greek Me Greek sorority-fraternity apparel retail store, adjacent to the Vanderbilt campus.

Cooper's artwork is also the basis for a series of T-shirts that will be sold at You Greek Me Greek, Vanderbilt's on-campus bookstore, and at all of the school's home football games. The shirts will be on sale in time for the Commodores first home game on Saturday (Sept. 12) against Duke University.

In addition to the six-foot-tall visages of head football and basketball coaches DiNardo and Fogler, the mural — dubbed Nashville's Teams — will also feature Vanderbilt Stadium, Memorial Gymnasium and all Southeastern Conference member flags, says Cooper, who operates a company called Murals & More.

"This is the first time that anything's been done for Vanderbilt that isn't on Vanderbilt property," Cooper says. "I wanted to do the mural for You Greek Me Greek, and I came up with the idea of both coaches, the field and the stadium.

"I had the original idea, but it was (Vanderbilt athletic director Paul) Hoolahan who came up with the idea for the tie-in with the T-shirts," Cooper says.

The mural was commissioned by You Greek Me Greek, but there were some legal roadblocks to be negotiated to get the deal done, Cooper says.

"The only problem was with the licensing aspects, but they (Vanderbilt officials) got it pushed through."

The use of one of his mural images on another product, in this case T-shirts, is new territory for Cooper.

"Mostly I do murals. This is the first time somebody's wanted to take the artwork off the wall and use it for something else," he says.

According to Vanderbilt officials, it was the quality of Cooper's work that led the school to allow its images to be used.

"We were impressed with his work,



MARKETING

Doug Campbell

and we are real excited about the mural," says Rod Williamson, Vanderbilt's director of marketing and promotions. "I think it will serve as a billboard of sorts for us. It will be a striking piece with Nashville's teams up there on the wall."

- **Opryland Hotel's** sales staff booked more rooms in May than in any other month in the 15-year history of the hotel.

The 27-member sales staff booked 245,377 future-room nights that month, double the average monthly bookings of 120,000 future room nights, says Jack Vaughn, Opryland Hotel's general manager.

Major convention groups booked during May that helped in the sales and marketing efforts included the International Association of Cheerleaders for December 1993 and 1994 (12,000 room nights), Home Interiors & Gifts for five weeks in January 1995, 1998 and 2001 (31,500 room nights).

- **Union Station Hotel** is beefing up its ability to attract meetings and conferences with the opening of the William McKinley Room, a 300-square-foot meeting facility.

The hotel is also opening the Bistro at Union Station, a new restaurant from Walter Thrailkill, owner of Arthur's Restaurant, says Jim Metzger, the hotel's general manager.

- **Electronic Product Information Corp.** will soon be hitting the streets with a new computer software system designed to electronically price building products.

Currently under development, PRODUCTPricing is geared to assist building product manufacturers' sales and distribution networks, says Ed Marcoe, executive vice president of the firm. ■