

Business

Institute establishes center to study trends in business

By **CRYSTAL BELL**
Staff Writer

A center to research the nation's changing economy and its effects on the productivity of businesses has been established at UNC's Frank Hawkins Kenan Institute of Private Enterprise.

John Kasarda will direct the Center for Competitiveness and Employment Growth. Kasarda is a Kenan professor and chairman of the UNC Department of Sociology, and was previously a consultant to both the Carter and Reagan administrations on urban economic policy.

"The center's primary mission is to conduct scholarly research on our nation's transforming industrial base, job creation processes and changing

labor force skill needs," Kasarda said.

The center will conduct research to find out how the United States can become more competitive as a nation and how local areas can create an environment to encourage entrepreneurial initiative and business success, he said.

Officials who helped establish the center are particularly interested in mismatches between the skills of laborers and the needs of businesses, Kasarda said.

As the U.S. economy has become more global, it has fundamentally changed from one that processes goods to one that processes information, he said. This transformation has put a greater demand on the performance of the labor force.

"Brainpower is replacing horsepower as a critical resource for industrial development," Kasarda said. "Much of the labor force lacks the education and training to meet the needs of businesses."

In the past, the United States was able to compete on a basis of low wages, he said. But other countries have much lower wages now, whereas the United States has laws to prevent wages from getting too low. The nation must now compete on a basis of productivity and quality of products, and the key ingredient to achieving this goal is a highly skilled labor force, he said.

"I feel that too much emphasis has been put on technology per se," Kasarda said. "We will benefit most

from looking at the human resource."

The center will also examine those areas of the country that lag behind in providing a good education for people in the labor force. Kasarda said he is concerned that those areas will not be effective in attracting jobs, particularly jobs of the future that will require more than a high school degree.

These areas include inner cities and rural counties, where poverty and unemployment rates are higher. Kasarda said the center will work to reduce these rates as well as make the nation more competitive.

Another of the center's objectives will be to analyze the types of businesses that are creating the most jobs in the country, the kind of jobs

they're creating, where the businesses are located and conditions that help or hinder employment growth, he said.

Kasarda said researchers at the center hope to produce research that can be useful not only to people in academics but also to people in business and government.

"Our ambitions are that we will bring together researchers across the campus that are interested in business and economic growth," he said. "We hope that this center will interact with other centers and programs to facilitate their scholarly productivity."

The institute's board of directors will meet in May to decide when research will begin.

The Frank Hawkins Kenan Insti-

tute of Private Enterprise was established in 1983 to "bring the business world and academic world together," according to Rollie Tillman Jr., the institute's director.

Frank Kenan, who is currently president of Kenan Enterprises in Durham, was a 1935 graduate of UNC's School of Commerce. Kenan is a trustee of the William R. Kenan Jr. Charitable Trust in New York and was influential in getting the William R. Kenan Jr. Fund for the University.

The institute was founded by the William R. Kenan Jr. Fund. William Kenan was a graduate of UNC who died in 1965 and created the Charitable Trust in New York. This trust funded Kenan Stadium at UNC and the nationwide Kenan professorships.

Bank card used to steal \$700

By **JENNY CLONINGER**
Staff Writer

A UNC student learned not to disclose his automatic teller number to anyone the hard way, when he discovered on Friday that \$700 had mysteriously disappeared from his bank account, University police Sergeant Ned Comar said Monday.

The bank had mailed the new card to the student's old address, and the person at that address kept the card and called the student, posing as a bank official, Comar said. The student gave the caller his access number over the phone, and learned of his mistake when the impostor withdrew \$700.

A North Carolina National Bank employee supplied information about how most banks handle private access

card numbers, so that students won't be fooled by fraudulent calls.

"The identification number and card are mailed separately," she said. "Employees of the bank never have access to the customers' numbers. If a customer loses or forgets his number, the branch bank can't get it for them by phone. The replacement number has to be mailed to the customer from the main office."

There are several rules that bank card owners can follow to prevent misuse of their cards, but "the preventative measures we use are only as good as those our customers use," the bank employee said. She and Comar listed several safeguards:

- Don't let someone who might have access to your card later (like

a roommate or friend) see you punch in your code at the bank machine.

- Don't give your access code out to anyone over the phone, even if they claim to be a bank employee. Most bank employees aren't allowed to ask for your number.
- Don't write the access code on your automatic teller card. If you lose it, all the finder has to do is look on the card and use the number there.
- Don't keep the printed card with your identification number on it in your wallet with your access card. Again, if your wallet is lost or stolen, all the information a thief needs is conveniently located.

Above all, remember that "the access code is nobody's business but yours. It's more private than your sex life," Comar said.

How to ease your tax anxiety

By **PATRICIA BROWN**
Staff Writer

Just as surely as blooming flowers and sunshine come with spring, so April 15 will dawn as tax day, but one organization at UNC is trying to make the process of filing taxes a little easier.

Through the Voluntary Income Tax Assistance (VITA) program, members of Beta Alpha Psi, an accounting professional honor society, help students and faculty with simple tax questions.

"For some people, when they look at taxes, their hands begin to sweat and they get really nervous. We're trying to help these people overcome their fears and answer their questions," said Marc Rubin, assistant professor of accounting and faculty vice president of the society.

The students began offering two-hour, biweekly tax help sessions in the beginning of March.

"There have been a pretty good number of people filtering through

to ask questions," Rubin said. "We're not trying to compete with accounting firms; we're just trying to help people with easy questions like putting the right number in the right place."

The volunteer members have attended a 10-hour mandatory training service and attained certification by the Internal Revenue Service.

"This is great for students because most don't have time to deal with taxes," said Ann Frey, a junior accounting major from New London. "If it wasn't for this group, some students would have to go to a CPA and pay to have their taxes done."

Because the new 1988 tax forms are more confusing than past years, the free question-answer sessions offered by the group are especially important.

"The tax forms are much more involved this year, but students will not see much change," said David Hoffman, assistant profes-

or of accounting. "Those people heavily involved with tax sheltering activities will be affected the most."

Ann Loeb, a certified public accountant in Chapel Hill, has found people willing to pay more money as the forms become more complicated.

"Because the taxes are extremely confusing this year, they're causing a lot more paper work," Loeb said. "I have to charge more money from my clients because it takes more time to complete them."

As in past years, people who receive refunds have already filed, but those who owe money wait for the deadline date to complete their taxes, Loeb said.

"I knew I was getting a refund, so I mailed my taxes in early," said Anne Vogt, a senior psychology major from Chapel Hill. "If I didn't need the money for Easter break, I probably would have waited till the last day."

Renovations

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added he believes the revised timetable to be more realistic than the one initially proposed by planning officials.

According to the current plan, the only addition to the Student Stores will be increased lighting in and around the Pit, Tufts said. Rather than constructing a new vestibule,

contractors will enclose the existing overhang which currently shades the store, he added.

Shumate said contractors will tear out the existing staircase to the second floor, replace it and "floor in" much of the opening.

The architect estimated that renovations will increase the area of the

first floor by 700 square feet and the second floor by 900 square feet.

Interior walls will also be altered so that merchandise may be displayed more effectively, Shumate said.

Officials will make efforts to improve the Student Stores so it will meet public safety codes more effectively, Tufts said.

Unity

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organization in the cause, he said.

Faline Locklear, a freshman also from Pembroke, agreed that someone must take on a leadership role to bring about any changes.

"(Pierce) was the only one talking of equality for Indians, where Britt was asking, 'What can we do for whites?'" she said.

In response to the murder, Gov. Jim Martin has established a \$5,000 reward for any information leading to the arrest and conviction of Pierce's killer. The Federal and State Bureaus of Investigation are also involved in the investigation along with local officials, said Jim Sughrue, press secretary for Martin. There are no suspects yet in the shooting.

But investigative task forces set up

by the governor to study the situation in the county have done nothing, Korotkin said.

"We do not have a lot of confidence in the capacity of the task force and the governor to take any action," she said. "They have not protected people. If they had, Julian Pierce would not have been killed."

The renovation of the Student Stores is the second in a two-phase project, Shumate said. Phase one, completed in 1986 at a cost of \$359,000, entailed office renovations in the basement of the stores, he said.

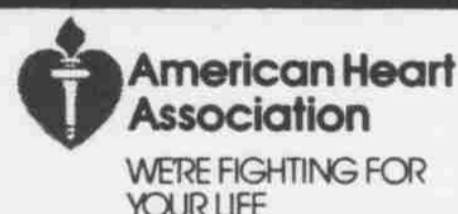
Shumate estimated the total cost of both phases at \$1,235,000.

Summer Employment Opportunity

Jobs available with the UNC Physical Plant—Housing Support Paint Crew.

Applications available at Physical Plant Personnel Office
168A Airport Road
CB #1800
Chapel Hill, NC 27599
due April 1, 1988

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APRIL

\$8 OFF WOMENS SOLID SWEATERS	25% OFF ANYTHING WITH STRIPES	T-SHIRTS BUY TWO GET ONE FREE	20% OFF ANYTHING WHITE	25% OFF LEVI'S DENIM JACKET	35% OFF "CABIN FEVER" JACKETS	\$5 OFF PLAID SHORTS
ALL SUNGLASSES NOW \$6	\$8 OFF ALL LEATHER SHOES	ALL WATCHES NOW \$25	SMALL LEATHER BAGS NOW \$10	30% OFF ALL WOMENS JACKETS	SPORTO SNEAKERS NOW \$12	BUY ONE SHORT GET 50% OFF ANY T-SHIRT



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School hires public relations firm

By **KATIE BECK**
Staff Writer

The UNC Graduate School of Business Administration has chosen Peabody Fitzpatrick Communications, a public relations firm from Washington, D.C. and Raleigh, to aid in promoting the business school outside the University.

"We need to promote the business school in the business community and with our alumni and friends," Paul Rizzo, dean of the School of Business Administration, said.

The public relations firm will aid

the business school in three main areas: helping graduates get jobs by increasing contact between students and businesses, attracting quality students and attracting quality faculty, Rizzo said.

"A public relations firm will look at everything the business school does, then help us to improve what the school does by relating it to the outside world," he said.

Peabody Fitzpatrick Communications was chosen from among 23 prospective public relations firms,

Rizzo said. The Raleigh branch of the company, opening in June, will be run by its vice president, Joyce Fitzpatrick, a graduate of the UNC School of Journalism.

"They seemed to put together the most meaningful proposal," Rizzo said. "Their people have an understanding of education on the higher level, and they are people that would represent us best."

Officials with the firm said they have many plans for helping the business school.

"We are really delighted," said Darcy Rudnay, account supervisor at Peabody Fitzpatrick. "We have quite a bit of experience in higher education and strategic planning for promoting programs like the business school."

"We will work with the school as it becomes more aggressive and starts adapting to the rapidly changing business world."

Peabody Fitzpatrick will first conduct interviews with key administrators, students and business leaders to determine the business school's reputation and image, Rudnay said. The firm will then make recommendations as to what actions the school should take.

"This is an exciting time, when the business school is making decisions about where it wants to go and what future it wants to have," Rudnay said. "It's a kind of pulse check to determine whether the school is meeting the needs of businesses."

Cartoonist

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tained the audience by acting out her favorite form of cartoon, the song parody. For example, she sang "Thank God I'm Republican" to the tune of "Thank God I'm a Country Boy," complete with a country twang.

Dennis Draughon, cartoonist for The Raleigh Times and The Technician, said he likes to test his editors' limits to see how offensive he can be.

Draughon, who also works for an "underground" publication in Raleigh, showed a series of cartoons, many of which he said could never be published in "straight" newspapers.

Kevin Siers, who recently became the editorial cartoonist for The Charlotte Observer, said he is thankful to his predecessor for breaking in his editors.

"I show them a cartoon and they say, 'Ohh... that's real mean and nasty. Go ahead,'" he said.

Draper Hill of the Detroit News showed slides of his own cartoons and others from the history of cartooning.

Hill said although drawing cartoons is enjoyable, it can be frustrating, such as when candidates drop out of elections.

"Frankly, it's like giving birth to a new child. You finally get a caricature down and then half of them are gone. What's a mother to do?" Hill added that all cartooning isn't for humor, referring to a poignant cartoon he drew concerning the Vietnam Veterans Memorial.

"Sometimes you have to play with the dangerous lightning of serious emotion," he said.

Campus Calendar

The DTH Campus Calendar is a daily listing of University-related activities sponsored by academic departments, student services and student organizations officially recognized by the Division of Student Affairs. To appear in Campus Calendar, announcements must be submitted on the Campus Calendar form by NOON one business day before the announcement is to run. Saturday and Sunday events are printed in Friday's calendar and must be submitted on the Wednesday before the announcement is to run. Forms and a drop box are located outside the DTH office, Union 104. Items of interest lists on-going events from the same campus organizations and follows the same deadline schedule as Campus Calendar. Please use the same form.

5 p.m. **Student Television's "Off The Cuff"** writers will meet in Room 224 Union.

5:45 p.m. **Student Television's "Campus Profile"** will meet in Room 226 Union.

6 p.m. **Student Television's "General College"** will meet in Room 218 Union.

7 p.m. **The Sociedad Hispanica Carolinense** will show the Luis Berlanga film "La Escopeta Nacional" in Dey 303. Admission is 25 cents. All are welcome.

7:30 p.m. **Hinton James Residence Hall and the department of housing** present "Black Presence at UNC: Moderated Discussion Concerning UNC's Black Community" with faculty panel in Gerrard Hall.

8 p.m. **The Carolina Symposium** presents Dr. Kit Salter of the National Geographic Society who will speak on geography and education in Hanes Art Center Auditorium.

8:30 p.m. **The National Student Movement** will meet in Room 208 Union to work on the N.C. Child Care and Neglect Project. Everyone is welcome.

The UNC Equestrian Club will meet in Room 218 Union to elect new officers and discuss next year's plans. All old and new members are welcome.

ment Service will host the Employment Securities Commission every Wednesday from 1-3 p.m. to help students locate part-time and summer jobs. Or go by 217E (Suite C) Union or call 962-0545.

Industrial Relations appointment sign-up sheets for summer and fall pre-registration are posted in 230 Hamilton Hall and third floor Steele Building.

Career Planning and Placement Service needs all proposals for academic credit by March 31 from SPCL 91 Internship turned in to the experiential learning coordinator in 221 Hanes Hall.

English Department has posted appointment sheets for pre-registering for summer/fall with your adviser on the bulletin board opposite 212 Greenlaw.

The Health Professions Advising Office is now offering 90-minute workshops to help you improve your interviewing skills. See bulletin board outside of 201 D Steele Building for details and sign-up.

The Health Professions Advising Office is now taking applications for office peer adviser for next year. Applications are available in 201 D Steele Building for those seniors who are pre-med, pre-dent or pre-vet.

The Loreleis will hold auditions for the 1988-89 school year at 6 p.m. Sign up ahead at the Union desk. Call 929-9506 for more information.

Inter-Varsity Christian Fellowship presents Cliffe Knechtel, an itinerant evangelist, who will speak in the Pit from noon-2 p.m. Monday-Thursday.

Items of Interest

Campus Y is now taking applications for co-chair positions. Pick up applications at the Union desk or at the Y Building. For more information, call the Campus Y at 962-2333.

The Carolina Population Center Library will be closed the week of March 28th because it is moving to the third floor.

Student Part-Time Employ-