

Briefly...

Earth Day volunteers needed

Volunteers are needed to help with the Earth Day Fair this Saturday at Hugh MacRae park. Volunteers will assist with various activities such as music and the ECO Kinds zone.

Students interested in helping should meet at the Spirit Rock in front of the University Union at 9 a.m. Free posters and refreshments will be provided. For more information, contact John Andrew Petrequin at 962-3877 or visit the leadership center in UJ 212.

Chancellor's student hours

Chancellor Letzue will hold office hours for students next Wednesday, April 25 from 3 p.m. until 4 p.m. His office is located in Alderman Hall, room 110.

University Police Bike Round Up

The 2001 Bicycle Round up will be conducted Saturday, May 12 through Tuesday May 15. All bicycles, including those secured to bike racks, will be collected and impounded. This service is conducted annually to prevent accidents and in preparation for the fall semester. To prevent your lock from being cut and/or your bike from being impounded and subsequently donated to a charitable organization, contact the University Police at 962-3184.

Board of Trustees to meet

The regular quarterly meeting of the Board of Trustees will take place Friday, April 20, at 9 a.m. in the UNCW Executive Development Center at Landfall.

WHQR Radio to Feature UNCW Guests

WHQR will feature university guests throughout the month. The schedule includes Nan Graham, English, at 8:30 a.m. April 23 and at 10 a.m. April 27; James Letzue and Jo Ann Seiple at 7 a.m. April 23; Dick Veit and Dan Noland, English, at 4 p.m. April 23; and Dan Baden and Jeff Wright, CMS, 8:30 a.m. April 26.

M.B.A. students at Rutgers University discuss economics of beer

BY JOSEPH A. SAMBARDELLO

Knight-Ridder Tribune

CAMDEN, N.J.—Consider this formula: $Y = 0.365 + 1.37X1 + 0.116X2$.

Chances are it does not make you think about beer, but yesterday in a presentation at Rutgers University-Camden, a group of graduate students used it to discuss just that.

While most college students encounter beer from the business end of a bottle, Barbara Bickart's M.B.A. class has been taking a look at the business of getting new beer into a buyer's hand.

Specifically, the students conducted a target-market study for Windhoek Lager, a beer made in Namibia. Rutgers has been involved in projects in the southern African nation for the last decade.

Before a group of invited guests, including two beer distributors, five students in the master's of business administration program presented their findings in the Octagon Room at the school's student center.

Who thought beer could be so dry?

With Renee DiCiano of Washington Township, Gloucester County, leading off,

the students told how they had surveyed 119 Philadelphia-area people who had drunk imported beer in the last year. Those who participated in the survey were asked about their beer-consumption habits and their attitudes about imported beers, among other things.

They learned that—at least in their mostly under-30 survey group—Corona from Mexico and Heineken from the Netherlands were the favorite imports, and that Germany, Ireland and the Netherlands had the best brewing reputations.

More than two-thirds said they drank imported beer mainly for the taste. They said most that imported beers were consumed in bars and at parties.

The formula, by the way, measures the likelihood that an individual will buy Windhoek (Y), with X1 how the person scored a question on the uniqueness of imported beer and X2 the score for a question on variety-seeking.

The students conducted the survey without sampling Windhoek until they took a test taste when their work had ended.

"I liked it," said DiCiano, who described herself as a Corona drinker.

Jeffrey Hirschhoff of Albany, N.Y., who said he was not a big beer drinker, compared

it to Yuengling, which is brewed in Pottsville, Pa.

John Lestaris, a student from Greece who is used to quaffing German-style lagers, disagreed.

"It has a good taste, but I would say it is better than Yuengling," he said.

Dominic A. Origlio, president of Antonio Origlio Inc. of Philadelphia, and Charles W. Kramer, president of Kramer Beverage Co. of Egg Harbor, Atlantic County, said the students' findings about Corona and Heineken were supported in the market.

However, they were disappointed that the students were not able to conduct taste tests of Windhoek in the marketplace.

"We're always looking for opportunities," Origlio said.

Kramer said imported beers accounted for about 10 percent of the sales in the Philadelphia-South Jersey market, a figure slightly above the national average but far behind the 30 percent share in the New York-North Jersey market.

Origlio said that dozens of imported beers entered the market every month but that their monthly sales "don't equal one day of Heineken."

ECO Club's Earth Day features booths, bands

MEGAN O'BRIEN

FEATURES EDITOR

Earth Day 2001 kicked off with the Environmental Concerns Organization's (ECO) annual awareness fair yesterday.

"Earth Day is just a tool for people who are environmentally aware to get out the word and try to spread their ideas," ECO Club President Chris Register said. "Earth Day every day is a cliché, but it's true. Earth Day is an educational tool and a celebration."

The club had four area environmental groups and environmentally friendly businesses set up display booths. Among them were People Educating with an Active Commitment to Equality (P.E.A.C.E.), Cape Fear River Watch, the Discover Outdoor Center, Keep

America Beautiful and the Great Outdoor Provision Company. The groups had petitions, pamphlets and promotional materials available.

"It's a good atmosphere and people seem interested in what's at the booths," ECO Club member Chessie Ferrell said.

The biggest project ECO Club undertook for Earth Day was to collect material that could have been recycled from trash cans all over campus and put them in a wire basket in the center of the commons. The basket was covered with facts about recycling.

"Last year we had (the recyclables) in bags in front of the library," ECO Club Vice-President Caroline Wicks said. "This year it looks better and makes more of an impact. I think the experience of going through the trash shows you how much people don't think to recycle."

Bands Sycamore Grove and Coco Jones played in the commons as well. "It's nice to play outside and it's a good cause," sophomore John Thortso said.

Register said the biggest challenge was trying to get groups to come out to the fair, since the Cape Fear River Watch's big Earth Day celebration is this Saturday. "A lot of people couldn't expand the energy in one week," he said.

Next year, he said, he would like to see the ECO Club's Earth Day Fair happen at a time that wouldn't conflict as much with the larger fair, perhaps a week before, the fair.

The ECO Club will work with the Lead-

ership Center for the Saturday Earth Day Festival at Hugh MacRae Park, setting up, working in the booths and helping to take it down.

The celebration will be 10 a.m. to 7 p.m. The display will be live music from regional bands, healthy food, green gardening workshops and games for kids in the "Eco-Zone." For more information, call the EarthDay Alliance at Cape Fear River Watch, Inc. at 762-5606. To volunteer through the Leadership Center, call 962-3877, or stop by the office at UJ 212.

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Junior Kat Sparrow wrens of the Fort Fisher Aquarium's booth at the annual Earth Day Fair.