

Business/Economics News

100% For St. Andrews Big Success

The campus fundraising drive, 100% For St. Andrews, publicized by the Business/Economics classes, was a whopping success. Only eight people out of 902 on campus have yet to commit to St. Andrews. The highest pledging group was the students, with 772 out of 772 pledging for St. Andrews. The total on-campus percent of participation was 98%, a truly admirable job.

Marketing skills for the drive were credited as the main factor for the remarkable results. Student teams prepared "getting started" kits for dorm leaders, with B/E students available to help suite leaders explain the rationale for the campaign and the concepts of the various steps of the pledging process. Sincere person-to-person discussions resulted in gaining many last minute pledges. Student leaders worked hard to convince the student body that this was a good time to send a positive message. Two out of the three faculty divisions are 100% and all but one of the staff offices were. The campaign will continue until Oct. 23 and will hopefully continue the 100% pledging.

Congratulations to the Business students who have worked hard to make this year's John Blue Festival, to be held Oct. 17, bigger than ever, and especially to raise the level of campus support to record numbers. By unofficial count Albemarle Dorm leads the campus in student participants. David Tew is directing the student contacts with the Scotland County Parks and Rec. Department. Other Albemarle participants include Tim Voige, Julie Butcher, Cheryl Himegarder, Diane Cantrell, and John Lenham; Granville is represented by Jerome Crumbley; Winston-Salem by Bob Lentz; Mecklenburg by Clay Campbell and James Inman; Highland/Freedom Village by Del Spruill. Paul Patton of Laurinburg is working on an Economic Impact Study. 'Chelle Venable, Wilmington president, will be giving away balloons in her mime performance. Darin Lawrence

will be playing blue grass at the John Blue Farm, and Lee Huber and Tanuj Kulkarni will be playing with their rock groups on Main Street, which will be blocked off for the event.

Omicron Delta Epsilon, the Business Honor Club, is once again offering tutoring services to students who need a kind word and some one-on-one help with the mysteries of any of the Business class offerings. Contact any of the club members (Jeff Callahan, Michelle Bird, Charles Brown, David Tew, Cyndi Adams, Scott Benson, or Roger Cole) for more information.

Thanks to Dr. Ronnie Newman for once again scheduling the practice job interviews, video screenings, and critiques. This year's Job Fair will be held at Queen's College in Charlotte on Nov. 18. 40 St. Andrews students are expected to attend, up from 25 last year. The event is expected to draw 45 companies, up 27 percent from 1986.

N. Donald Edwards, father of Chris Edwards '91, will speak to the Business Club on Wed., Oct. 28 at 7:00 p.m. Edwards has owned and operated a successful specialty sales company in Stamford Ct. for the past 25 years. Many of his clients are among the Fortune 500 companies, and in recent years, Edwards has launched a second career developing his own series of business seminars. If time permits, Edwards will review some Marketing and Advertising class projects. Students will make stand-up reports of plans, objectives, and strategies (emphasizing the sizzle) and will receive advice from a pro in the field. Dr. Jack Powers, St. Andrews Vice President for Development, has agreed to sit in. There were great results last year in similar sessions with Dean Benson and President Perkinson.

The Evening Speakers Series, "Creating Your Own Career", will reach the mid-point on Oct. 20, when Herr Eckart Goette, Honorary Consul of the Federal Republic of Germany, will speak at

7:00p.m. in Vardell. Herr Goette is an international businessman whose presence on campus coincides with the celebration of German Week. Dr. Till and Dr. Newman are presenting the series for the second year and attendance has been good, especially since the seminars are being video-taped for those students with class conflicts. Gerry Gauger, Division President

of Marley Electric began the series this fall and Peter Klopman, St. Andrews grad and plant manager for Burlington, spoke two weeks ago.

The second annual B/E Recognition Dinner will be held in Belk Lounge on Nov. 12. Lisa Ritchie, Patrick Coats, Jeff Noel, and Wendy Rodgers are managing the event.

Phi Beta Lambda is sponsoring this year's Las Vegas Night, with David Turner organizing. It should be a real event, with blackjack, no-limit Wild West Stud Poker, and Maryanne and her Magic Wheel. Watch for more information!

The B/E Department will sponsor a registration greeting room for Parents Weekend, with David Tew as the student leader. Parents of those students interested in B/E are encouraged to attend. B/E faculty will be available to meet campus guests, respond to questions, and to make dates if personal appointments are appropriate. Other departments are welcome to join in, contact David Tew or Pete Prosser for more info.

Ron Bayes' duck, "John Maynard Keynes" may be heard evenings behind Granville holding forth on "The General Theory of Employment, Interest, and Money". Just another benefit of the spring Marketing project that might have been too successful. If you have been wondering, the rest of the Duck Brigade, including Pinney Geffert's duo "Hans und Fritzie" are vacationing north of town, compliments of Wini Gay. They will return to honor Bill Loftus on his birthday, and also to promote Patsy Webb's new vest pocket size "scooper". Need a topic that will unite even the most contumacious (ask Jack Ferren what that means) of your St. Andrews friends and neigh-

ors? Just mention "ducks" and stand back. The Arabs and the Israelis are considering visiting here. The NFL players and owners have reserved space at Pate to observe. Dr. Melvin is quietly working on a new plan with the Marketing students that involves goats. Stay tuned for further developments...

Survey Results In

Preliminary Results of Steve Skinner's Marketing Survey indicate great student interest in publications offered by St. Andrews. Most considered The Lance to be a key source of campus news and opinion. All students responding would welcome a radio station that was more readily available to students and the local community. The St. Andrews yearbook got high marks, and the Cairn and the St. Andrews Review have a loyal following. The initial feedback implies that a Cairn price of \$3.50 would be considered a good value.

V.I.T.A. Volunteers

HELP YOUR NEIGHBOR...

Join individuals and organizations who are helping nearly one million people with their tax returns. The people being helped are low-income, elderly, handicapped or have difficulty with English. The IRS will train you. The program is called VITA—Volunteer Income Tax Assistance. For details, call the nearest IRS office listed in your local telephone directory.

