

Ogden handles game-time hunger

By **ROBERT KEEFE**
Business Editor

Most fans spent about \$1.25 on concessions during each home basketball game last season, according to Dan S. Camp, director of the Dean E. Smith Student Activities Center (SAC).

"The best we've done is probably around \$1.29 a head per capita," said Camp during a telephone interview. "The lowest we've done is around \$1 a head."

"When you don't sell alcohol, \$1.20 to \$1.30 a head is almost as much as you can squeeze out," he said.

UNC's athletic association contracts concession sales to the Ogden Allied Corporation, and the association receives a percentage on all of the company's sales.

"The best days are definitely on the weekends," said Randy Collins, general manager of Ogden Allied at UNC. "And it doesn't depend so much on the day as it does on the time of the day."

Collins said sales could drop 20 to 30 percent depending on whether or not fans have eaten lunch or dinner before coming to a game.

"For instance we could make \$10,000 during a 1 p.m. game, but only \$7,000-\$8,000 during a 3 p.m. game," he said.

Although he declined to give specific figures, Collins said that concession sales had tripled since the Tar Heels

moved from Carmichael to the Smith Center. Sales there are still only half as much as they are at football games, according to Collins. (Ogden has 28 stands in Kenan Stadium, but only seven in the SAC).

In addition to the percentage that the athletic association gets, a portion of all sales goes to the non-profit organizations Ogden uses to work the stands. Chapel Hill High School and several civic organizations work with Ogden to raise funds through concessions, according to Collins.

"We usually have about 100 people from different non-profit organizations working the games and about ten full-time Ogden employees," said Collins.

"We make a lot less than you think," he said. "We usually make about 25 cents (after expenses) on our souvenir cups, which is always our biggest seller."

Ogden sells about 11,000 souvenir cups at each basketball game at \$1.25 per cup, according to Collins. It sells 2,500 small popcorns and 1,500 large popcorns per game. The item that sells the least is potato chips, which average about 300 packages per game.

Camp declined to say exactly how much the athletic association made from concession sales, but did say "... we get a fair price — it's about standard or a little better."

Based in New York City, Ogden Allied has been in business since the 1920's, and according to Collins, is one of the biggest concessionaires in the nation.

The company has been handling UNC's athletic events since June 1985, and their contract lasts for another three years. The university handled all their own concessions before then.

"Universities are an open door in the sports and recreation business," said Collins.

"There are few other universities that hire companies to handle their concession sales," he said. "But I think the job we've done at UNC is a point in our favor. The university makes more money that way (by contracting concessions)."

The only other college that employs Ogden's services is the University of Iowa.

Ogden presently manages concessions sales at the Forum in Los Angeles and at the Mecca in Milwaukee. It also handled concessions at last year's Super Bowl.

In the business and industry division of the company, Ogden supplies food for airlines, businesses, and cafeterias. They have bid on the contract presently held by ARA for UNC's food services, according to Collins.

Through Ogden's present contract,

the athletic association is allowed to set price limits, regulate items a concessionaire can sell, and regulate the quality of items they can sell.

But Camp said that there has been no need for such regulation. "Right now we are very pleased with Ogden's performance."

After construction at the SAC is completely done, Camp thinks concession sales should get even better.

"Once we can improve the facilities so that Ogden can increase their line of services, we can up the per capita sales even more," he said.

One such improvement will be the addition of more power sources which will allow concessionaires to add more items to their menus.

"Once we have that, we will have some of the nicest stands in the country," Camp said.

Collins said that as soon as the improvements are complete, Ogden plans to offer soft pretzels, nachos, and ice cream to hungry fans.

Camp said he did not know specifically when the work would be done, but that it should be completed by next basketball season.

While there is not enough space to add more stands at the Smith Center, Collins said that Ogden will begin construction on a few more stands in Kenan in the near future.

Student leaders start lobby against ARA

By **RACHEL ORR**
Staff Writer

A committee of student leaders are starting a campaign to rid the University of ARA this week by lobbying members of the vice chancellor of business and finance's Food Service Advisory Committee.

Members of the executive and legislative branches of the student government, Residence Hall Association President Ray Jones and Black Student Movement President Sibby Anderson developed the campaign against ARA and some ideas for a new food service before spring break.

Student Body President Bryan Hassel said the committee's main goal was to prevent the renewal of ARA's contract, because the student vote on the Feb. 4 referendums demonstrated student opposition to the company.

Jones said the committee was a collective effort of student leaders reacting to student referendums.

Anderson said, "Students are dissatisfied... we want to see definite changes (in the food service)."

Hassel said the committee's efforts, scheduled to peak in April, would focus on mobilizing students to lobby FSAC members and administrators.

Jones said the committee also would make a report against ARA, which would include proposals for a new food service company, to the FSAC and Vice Chancellor of Business and Finance Farris W. Womack in early April.

"This can't be a dollar-and-cents bid," Jones said. "It's not reasonable for us just to complain about ARA. That's why we want to make proposals."

Hassel said the companies interested in the food service contract, including ARA, would be presented with the proposals.

Committee proposals will include: ●Grievance channels should be established between students, food service employees and the selected food service company.

●An operational standards list made by students should be used to regulate the operations of the selected food service.

●An active student advisory committee to the selected food service company should be formed.

Steve Zorn, an executive assistant on the meal service committee, said he hoped administrators would consider the campaign and the proposals when making their decision, because low student morale concerning the present food service produced a negative effect on UNC.

'Voice of the Tar Heels' named voice of local McDonald House

By **MICHELLE EFIRD**
Staff Writer

Woody Durham, "the voice of the Tar Heels," recently became the honorary chairman of the Ronald McDonald House fund-raising campaign in Chapel Hill.

Gennie Polk, president of the board of directors for the Chapel Hill Ronald McDonald House, said the board wanted someone well-known and respected throughout North Carolina.

Polk said it was valuable for important people to represent the fund-raising program. Durham is an asset, she added, because he is well thought of throughout the state.

As honorary chairman, Durham will make speeches, work on radio and television advertisements and help with various fund-raising events.

"I am flattered to even be a part of the campaign," Durham said when he accepted the chairmanship. "It is such a worthwhile project, not just in Chapel Hill but all over the United States."

"I just hope I can bring some public knowledge and awareness to it because of my association with the Tar Heel Sports Network and with the University of North Carolina athletic teams," he said.

The fund-raising committee for the house hopes to raise \$800,000 by

December of this year, according to Katherine Smart, spokeswoman for the Chapel Hill Ronald McDonald House.

Smart said \$431,310, or 54 percent of the total figure, has been raised so far for the 20-bedroom house to be built on Old Mason Farm Road.

The money raised so far has come from corporations, businesses, individuals, church and civic groups, memorials and other fundraisers, she said. The regional McDonald's restaurants contributed \$200,000, while the Kate B. Reynolds Foundation gave \$100,000.

Local groups involved in the effort include the Marching Tar Heels, several UNC fraternities, the UNC Athletic Department and UNC IBM PC users.

There are currently four Ronald McDonald Houses in North Carolina. Two are in the beginning stages in Chapel Hill and Greenville. The remaining two — in Durham and Winston-Salem — are now in operation.

These houses provide chronically ill children and their families with a place to live, while the children receive medical attention at area hospitals, Polk said. "It's a home away from home," she said, and it allows families to share their fears and joys with people in the same situation.

Union relocates poolroom area, old space will become cabaret

By **MARIA HAREN**
Staff Writer

The poolroom in the Frank Porter Graham Student Union has found a new home. Completed Monday, it now shares its new haven with the bowling alley, leaving behind a room that will be turned into a cabaret, the Union Director said Tuesday.

The relocation of the poolroom, previously opposite the bowling alley on the ground floor of the Union, began last summer and the poolroom is now in an expanded area next to the bowling alley.

Howard Henry, Union director, said the University's physical plant did the construction, "cutting out doors and redoing things" while Union staff members moved the original pool tables and video games.

Because of its recent opening, Henry said he did not know what the student's response to the poolroom's new location would be. "Some will probably like it, and others won't," he said.

The bowling lanes were left unchanged except for the addition of a ramp on "one lane for" handicapped students, but the plans for the old

poolroom will definitely bring about some changes of their own.

"We've put aside additional facilities for when the drinking age turns to 21," Henry said. The old poolroom will become a cabaret room which will open before the drinking age rises from 19 to 21.

Henry said that the idea for a multi-purpose facility such as the cabaret room began more than four years ago. The plan to turn the old poolroom into a cabaret was his, Henry said.

"It's something I've wanted to get done for a long time," he said, and the drinking age just pushed it into the forefront.

Henry said the Carolina Union Activities Board would plan the entertainment for the cabaret room. "I just set aside the room," he said.

Archie Copeland, associate director of the Union, said more plans would be made as the room was finished.

Although the Union activities board probably has not given much thought to the cabaret's potential programs, Copeland said, it could be used for most anything. Drama groups, local talent, small bands, talent shows are some possibilities, he said.

Personality

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"Even as it isn't her designated position, that doesn't stop her from being my right hand person," Gilbert said. "She has a tough class schedule and also keeps office hours helping me with the administrative things."

One might think that Barrett never takes time for herself — both her director and coach might be inclined to agree. Balthrop conceded that Barrett's main concern is the group and Gilbert agreed. "Vicki won't be selfish unless you remind her to," she said.

What does Vicki think? Well, judging from her recent performances in both the department of dramatic art's "Bus Stop," and the speech communication department's "God's Trombone," she's not putting any limits on the time she devotes to campus activities.

Her coach explained it. "She (Barrett) is often called upon to perform because she is so talented. She acts, and sings wonderfully. She's really grown, channeling her energies and talents, and becoming an outstanding person," Gilbert said.

And what is next for Barrett? Well, she may go on to graduate school here

at UNC, which should please a lot of people who would like to keep her around. She has also applied at Yale. The opportunities are endless, and her coach would be able to give a glowing recommendation if asked about her character.

"In every capacity I've known and worked with Vicki," Gilbert said, "she's been an incredible asset."



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