

Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

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8 Pages

MARKETING SURVEY OF AGSIM PROFS

The Survey

The staff of DAS TOR considered a survey of the on-campus experts in marketing/advertising useful to students not yet enrolled in marketing/advertising courses. The following questions were designed to give students an idea of the perspective of their professors. We consider it essential that student professor dialogues regarding all cur-

riculum topics be ongoing to further enhance course content.

These are the questions to which nearly all professors in the marketing/advertising courses responded. Ed. note: Dr. Carl Frear's response will be published in Das Tor's next issue.

1. Are there aspects of the marketing/advertising program at AGSIM that set it apart from

comparable programs elsewhere?

2. Are there important new developments in marketing/advertising, either domestically or internationally, that should be interegrated into the course of study here?

3. Is the InterAd program over emphasized?

4. Given the time spent and

great effort employed by students in InterAd, is it fair the course be designated only 3 units?

5. Is marketing 550 valuable training for students hoping to work in marketing?

6. Do you feel that students having completed the marketing/advertising program here graduate ready to assume entry level jobs in the field?

Their response follow. S.S.

John Lindholtz



1. The Thunderbird marketing/advertising curriculum offers several courses which are (or are almost) unique, including International Trade Administration, Consumer Products Marketing, and InterAd.

In addition, of course, the international emphasis in all our courses sets them apart from their counterparts in run-of-the-mill MBA programs.

2. Two elements should be included in Thunderbird's curriculum, but neither is "new" and neither has much educational sex appeal. They are just practical.

We should have a strong required course in Business Communication. Business' most common criticism of the MBA (and MIM) industry is that it turns out people with inadequate writing and presentation skills. This is the fundamental business skill - far more important than most of the principles, theories, and formulas we teach. But our Business Writing class is looked upon by

most students as an advanced second-language course for foreign students. That's a pity.

A substantial number of our graduates - as many as 20-25% - go into sales work. If we were really a pragmatic institution, we would have (as we once did) a course in selling and sales management. We do our students a disservice by sending them to work prepared for many things they will never do and unprepared for the things they will do.

3. InterAd attracts attention because it is public and dramatic and generates a lot of enthusiasm among its students. Because of this it is resented by some whose courses are not public nor dramatic, and which do not generate enthusiasm. This resentment sometimes takes the form of questions about the course's worthwhileness.

The reality, of course, is that it is extremely worthwhile to the few students (only 7 or 8%) who take it. It provides them a great management experience, a chance to have their work evaluated by professionals, participation in a course more respected in the industry it serves than any other I know, and may open the door to a job. In addition, it is closer to the things people in business really do than any other course with which I am familiar.

which I am familiar.

The intriguing question here really is why its worthwhileness is such a concern to those not involved in it.

4. Many courses require a great deal of time and effort in research papers, plan preparation, exam preparation, etc. but get less publicity. I think it would be unfair to students in these courses to give more than three units of credit for InterAd.

5. I don't know because I'm not familiar with the course.

6. This is hard to answer for a couple of reasons. The first is that there is no such thing as a "marketing/advertising program" here - there is only an assortment of courses. The second is that it is a bit like asking if the soldier is ready for combat at the completion of Basic Training - some are, some aren't, and some will never be. It depends on the individual.

I guess I would say that the mature, intelligent, and motivated student who takes four marketing/advertising courses beyond WB 350 is well prepared; the same student with three may be; and the student with two or less is not. The student who is not mature, intelligent, and

motivated can't take enough courses to be prepared.

One more thing:

I'd like to point out the stupidity of referring to the Principles courses as "Baby Accounting," "Baby Economics," etc.

These should be recognized as the most important course group in the curriculum. Each provides for some students a foundation upon which a whole career will be built, and as such, is more important than the subsequent courses which merely amplify and decorate its material. The student who thinks of the principles course in his field as childish is as foolish as the boob who wants to develop a cannonball serve before learning the rules of tennis.

And every student's Principles courses outside his major interest field may be the only exposure he has to these subjects. Unless he thinks that Accounting, Economics, Statistics, Marketing, or Management are unimportant in the business he will enter, he is stupid to think of them as kid stuff.

So let's grow up and stop talking babytalk.

Other faculty members respond on page 4

Key Managers From Indonesia

by Connie Dugan

Indonesia: It's another world.

With a population, however, that ranks fifth largest in the world, and oil reserves that account for ninety percent of the Southeast Asian finds, this emerging nation has become the focal point of many foreign investors.

Under the leadership of General Suharto and his strongly centralized "new order" government, this series of 13,677 islands, which stretch between Australia and Asia, are undergoing a process coined "Indonesianization."

Oil supplies over sixty percent of the national income for the Republic of Indonesia. After gaining total independence from the Dutch in 1949, Indonesia, formerly the Dutch East Indies, allowed foreign oil investors to operate under concession rights. Concession rights required foreigners to merely pay taxes on their oil profits.

Until Pertamina, the first consolidation of the major national oil companies, was formed in 1967, the Indonesian oil industry had been poorly managed.

With the advent of Pertamina, under the direction of Dr. Ibnu Sutowo, "The story begins of a successful national oil industry in Indonesia," remarked Pertamina executive Sufyan Rana. Foreign oil companies and Pertamina, the state

oil company formed in 1968, are now "working together as partners," added Rana.

In an attempt to appease communist labor unions in 1965, Sutowo initiated the idea of Production Sharing Contractors (PSC). Under PSC, the more than fifty foreign oil companies in Indonesia must operate according to conditions set forth by Pertamina. It is imperative under the program of "Indonesianization," and the conditions set forth by Pertamina, that foreign oil companies operating in Indonesia promote nationals into management positions.

One of the largest production sharing contractors, Huffco, a subsidiary of Roy M. Huffington Inc., of Houston, has selected AGSIM's INTERCOM (International Counsel for Management) to help develop Indonesian managers.

According to Director C. Wolcott Parker, INTERCOM's tailor-made Key Manager Program will make its Indonesian participants "much more promotable...They'll acquire savoir-faire and receive hard-management training." Parker, who has had over thirty years experience in international business primarily in Latin America, remarked that "Teaching people to work cross-culturally is our major forte."

Of the fifteen participating Indonesians in the Key Manager Program, all work for Huffco with

the exception of Sufyan Rana of Pertamina.

As stated in AGSIM Professor Robert Moran's book *Managing Cultural Synergy*: Indonesia "represents a rich variety of local customs and traditions found among its diverse people...Bkinneka tunggal Ika" translated "unity through diversity" is the national motto of Indonesia." The fifteen male Key Manager participants are from just such typically diverse backgrounds.

Ed Sondakh of Celebes, considers himself a "lucky one" in having been selected by his Huffco supervisor and training department to participate in the program.

Dan Matthews of Southern Celebes said he "was impressed with AGSIM. This school is really fantastic; I never dreamed I'd meet people from Thailand to Africa all in one place."

Although Willy Sumakul enjoys joking about his oppressive four-hour long homework assignments, he said that with the four rental cars among them, few of Arizona's attractions have escaped the Indonesian managers.

In addition to automobiles, Huffco insisted their managers' rooms be equipped with televisions.

When the gentlemen feel homesick, they pick up the phone; but when they're hungry for home-cooking, they head for the Thai restaurant "Siam."

Three of the managers had visited the U.S. before. Matthews said his biggest adjustment has been learning to drive on the right-hand side of the road.

INTERCOM English instructor Denise Parker said her Indonesian students were surprised at the way Americans openly criticize their government. "We can criticize our government," remarked Sondakh "but we work through the group. It has to do with our high synergy society," in which social institutions promote individual and group development. "Our cultural background (its emphasis on consensual decision making and collective responsibility) plays an important role in every step of our lives," concluded Sondakh.

Denise Parker, one of the managers' six language teachers, encourages her students to get involved with the AGSIM student body. Although some of them live with Americans, the managers are still segregated in that they have classes apart from other students. "We discovered, though, that this year's Huffco group was at a higher level (in their command of English) than last year's managers. "Therefore," added Mrs. Parker, "they have had an easier time communicating with other students. A teacher couldn't ask for a more ideal situation." she continued. "They are extremely

Continued on page 6.

★★★★★

MARKETING ISSUE

★★★★★

Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

"THE GATE"

at The American Graduate School of International Management
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Editor's Word

STEAM

High Tech At AGSIM?

The two student organizers of the Computer Club are being inundated with requests from other students for help with computers. Neither organizer can study in the library or coffee shop without interruptions from questioning students. While both organizers are still willing to help their eager classmates, these interruptions demonstrate the acute demand for improved computer instruction and facilities at AGSIM.

Why has the administration's response to this demand been so slow? Why are the students, who pay tuition to be trained as business managers, having to organize their own solution to the lack of computer curriculum offerings?

It is the school's responsibility to provide instruction in this vital area. The glacial efforts of the AGSIM administration to provide such instruction penalizes several people:

1. Most obviously, the two student leaders of the Computer Club who offer their time and services to fill this void in the AGSIM curriculum.
2. The student body—Eager students seeking to remedy their ignorance have limited opportunity to do so.
3. The students and groups who donate their hardware and software free of charge. This includes the ASLC who donates the use of their Radio Shack TRS-80 as well as the dozen students who bring in their Osborns, Apples, etc., from home so that the Saturday Computer Club will have some hard ware.
4. Certain members of faculty—who want to assign computer assisted work but must deal with computer ignorant students as well as limited facilities.
5. AGSIM's reputation is also being hurt due to a growing concern that too many graduates are computer illiterate.

It appears that while the administration gropes to retrieve the fumbled computer football, the students have grabbed the ball and are now running with it.

The Computer Club has a paid membership of 65 and is presently AGSIM's only serious answer to hands-on instruction. Thirty other students have been denied membership due to lack of instructors and hardware. Moral: The demand is there. Why is this demand not being met by the administration?

I formally invite the AGSIM administration to submit a report of their intentions to remedy their inertia.

Puddle Jumping

When is the school going to approach the issue of adequate drainage of its grounds? Flooded walkways and parking lots are dangerous and aggravating. Just because the rest of Phoenix prefers drench to drainage, this is no excuse for AGSIM. We are not like the rest of Phoenix—neither in terms of problem solving nor in terms of what we pay to live here.

Though it rains infrequently here, when it does rain it rains heavily. The uneven paths and parking lots collect water and render many common routes useless without scuba gear. I am tired of ruining shoes while rainedancing around bodies of water on my way to the library.

Nocturnal pedestrians have a double problem. Poor lighting facilities in the parking lots aggravate the matter. Not only need they worry about the location of puddles (a problem aggravated by the poor lighting facilities in the parking lots), but given situations where they must jump through a puddle, they have no idea where the deepest part of the water is.

The solution need not be costly. For example, several years ago, public institutions faced a cut-off of federal funding if they could not comply with legislation requiring their public facilities (including water fountains) to accommodate handicapped citizens. Instead of building new, costly water fountains which were lower, some innovative administrators placed paper cup dispensers near the existing fountains and thus kept their eligibility status.

Similarly, AGSIM doesn't need a sewer system. It could however use a few well-placed drainage ditches or directions for pedestrians who walk without canoes.

Proposed solution: Build 6" wide bevelled asphalt foot bridges (not more than 2" high over the worst aquatic obstacles).

And/or

Paint a single white line through the parking lots along the paths which are most elevated and will give students, faculty and administrators alike a chance at reaching their destination with dry feet.

Brian Kelly

CAMPUS NOTES

CROSSROADS COUPONS

CROSSROADS COFFEE-HOUSE OPEN HOUSE
free brownie w/card
Sat., 19th March
7 p.m.-11 p.m.

IM/EX CLUB

Come join us in the pub on March 17th to help celebrate St. Patrick's Feast Day. Free green beer will be provided between 8:30 and 10:30 compliments of the IMPORT EXPORT CLUB. There will also be a raffle held every 30 minutes and fun Irish hats available. To get everyone in the spirit, an old fashioned Irish sing-a-long is planned. All on and off campus students, faculty and leprechauns are invited to join in the fun. Look forward to seeing you there.
The Import Export Club

GAY OASIS

GAY OASIS
WE WILL HAVE A MEETING THIS SATURDAY AT 7:30 P.M. CALL 931-2904 FOR DETAILS.

CAREER DAY

This semester's Career Day will be held on Saturday March 26, 1983 in the auditorium. The program will include a lecture on cover letter writing, 2 simulated interviews and the ever popular fashion show. Career Day will start at 8:00 A.M. with coffee and donuts and it will last until noon. So keep your calendars open for Career Day, March 26.

RULES CONCERNING ALLOCATION OF MONIES

PROGRAM BOARD

1. Individual clubs will be responsible for cleaning up after an event. If any fee should be incurred, the club's account will be charged accordingly.

2. If any club holds a negative balance in their internal account they must clear with ASLC before the club will be allotted funds for an event.

3. All prizes must be solicited from merchants in the area or furnished by the club.

4. A maximum of funds to be allotted was set for the following categories:

- a. \$20 Decorations
- b. \$10 Publicity fee (posters, flyers, promo)
- c. \$144 Max. for beer (4 kegs)
- d. \$15 Cups
- e. \$10 ice
- f. \$30 soda (it is suggested that generic soda be purchased in liter bottles)
- g. \$50 wine
- h. Equipment for keg of beer should be obtained from Buildings and Grounds (large plastic trashcans)
- i. napkins & plates should be solicited from the cafeteria or the Thunderbird Room
- j. \$17 audio equipment fee

Note: The following rules concerning maximum limits on the above categories was applied to all events with the exception of those events that the Program Board deemed applicable to change.

W.A.C.

To the Editor of Das Tor:

A belated expression of admiration and thanks to those who organized and coordinated the 4th Annual World Affairs Conference. It was a pleasure.

Sincerely,
Richard D. Mahoney

Editorial response

First of all I want to take this opportunity to congratulate Christy Grief (German Club V.P./Communications) for her editorial on the ASLC operations. Now the students have a better understanding of how their \$25 contribution is spent.

This semester, the ASLC started in a peculiar situation, i.e.: we did not have a surplus. Taking this into account plus the fact that we have 100 fewer students this semester puts the ASLC in a weaker situation financially. The fact remains, this semester more student funds will be spent on club events than was spent last semester.

AGSIM has 32 clubs this semester and quite a few of these are new (i.e.: Norwegian Club). These new clubs do not have a bank balance to fall back on. Unless these clubs are given financial support in the beginning, these clubs will not be able to have a campuswide party like that of the German Club.

SALSA PARTY

The Spanish Club is sponsoring their Spring Salsa Party, March 19, on the quad from 9 p.m. to 1 a.m. They will have lots of refreshments, including free beer and sangria. They will also be selling tamales.

and will raffle an authentic serape. Tickets for the drawing are available in the post office. Drop by the party and enjoy great salsa music all evening!

Thunderrun For Save The Children

Looking for a reason to shed those pounds? Wanting to get rid of the donut around your waist? Has the zipper broken again on those summer shorts? Well, LOOK OUT!! On April 30th, here comes the annual AGSIM International Business Women's "THUNDERRUN FOR SAVE THE CHILDREN", a 10km and a two mile run benefitting the worldwide work of SAVE THE CHILDREN.

Each week we will be preparing a "Fight the Flabbies Workout Schedule" (published

in Das Tor) to guide you through a training plan so you too can participate in the "THUNDERRUN FOR SAVE THE CHILDREN". Also at the race will be international food and craft booths for the 2-3000 participants and visitors. Any clubs or individuals who would be interested in selling goods please contact Elizabeth Hart, Box 558 or 938-6775. A \$25 charge will be levied for the booth.

So prepare yourself for the upcoming "THUNDERRUN FOR SAVE THE CHILDREN".

Explore Alternative Career Paths

Insight into job opportunities in the not-for-profit sector will be given by specialists in the area: Dana Hooper of Up With People, Ken Felt of Dean Witter, Cordelia Spicer of Career Services and Tom Kidd, Director of Alumni Services, on Wednesday, March 16 at 1:30 in Room 21. Come armed with job search questions for our knowledgeable panelists. The lecture will be sponsored by the Liaison Club, your link to development opportunities.

Would you like to make yourself more marketable? The Liaison Club is compiling a

resume book that will be distributed to more than 100 not-for-profit organizations domestic and international. Expose yourself to greater employment opportunities and include a copy of your resume in this book. This is open to first, second and third semester students for a \$2.00 fee. The deadline for contributions is March 30. The resumes may be turned in March 28, 29 and 30 to the Liaison Club table at the Post Office. Don't miss this chance to market your skills. For further information call Amy, ext. 7474.

Letters

ASLC Funds

To the editor:

This letter is in response to the article written by the ASLC regarding the allocation of student funds. I still have a couple of questions which came to mind after reading where the surplus funds were spent. First, is the allocation of funds for the various clubs dependent on the previous semester's balance or is it a function of the current student body and their ASLC fees or both? Secondly, I keep hearing rumors about a \$4000 mistake made by the ASLC in paying a bill to the Hilton. Is there any truth in that? A last issue I would like to address is that there are 935 students currently enrolled each of whom pays \$25 which totals \$23,375. Could you please give an outline of the entire ASLC budget so we can all see exactly where our money goes? For example could you list the total amount given to the various clubs, the wages paid to the ASLC members, as well as all other expenses. Thank you.

John Eichhorn
DAC President

From The ASLC Treasurer

It is true that some of the older clubs will be bearing a larger percentage of the actual costs of the party, but on the other hand, what are these bigger clubs going to do with their huge bank balance?...convert it to pesos or better yet, buy some DeLorean stock? Clubs on campus are supposed to sponsor student activities not "put up bail for coke dealers."

As for cutting the salaries of ASLC officers by 20%, we more than deserve every penny we get. I put in an average of 22 hours a week (that is less than \$2.50/hr.), besides the ASLC only pays 57% of the salaries (the school pays the rest). Just to clear any doubts, the ASLC will NOT have a deficit.

I would like to conclude by saying the ASLC is a student organization, run by students, for the benefit of students.

Ketan Parekh
ASLC Treasurer

CLASSIFIEDS

Student from India, Nonsmoker, very clean, and responsible, desires roommate starting June 1. Prefer a neat and responsible person preferably of Christian faith. Please write before Apr. 28 to Pete Kurian, Box 2387, University of Tampa, Tampa, Fla. 33606-1490.

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Pub Flys Again

Yes, despite an emergency take off and a rather bumpy beginning to the flight, the newly renovated Pub is starting to stabilize. We know who the regulars are and as soon as behind the bar is finished, (contractors will be contractors, but ours make even that claim only dubiously.) we will serve you your Stoly's (James) and VO (B.E.) even faster.

As the chaos begins to recede, two programs begin. The first, of course, is the Pub Club. For all you first semester students (freshmen?), the Pub Club is an elite group that can be joined only by drinking one of each of the 70 beers the Pub carries this semester. Bartenders will keep track as you progress, and, if you make it before May 20, 1983, you will join illustrious company such as the author, Face, and Animal DeWitt hanging on the wall of the Pub for time in memorial (on a plaque). To prove your prowess to your friends and relatives in Detroit you will also receive a Pub Club T-shirt to wear home.

The second program is new this semester, and for lack of a better name we're calling it the Mug Club. For a mere \$15.00 fee every Mug Club member receives his very own 15 oz. mug. Big deal? Well, there's more. Each mug is numbered, and remains permanently at the Pub. The Pub staff will take lovingly good care of it for you, and if we break it in washing, etc. we replace it. (If you break it, it's yours.) Upon

graduation the mug goes with you and, if you wish, you may "bequeath" your number to a continuing student or staff member (Dickie?). The real kicker, though, is that members of the Mug Club get a 15 oz. beer for the regular 10 oz. price - 50¢. There are only a limited number of spots available, and sign up begins today, so hurry.

In other Pub news, tomorrow, on Wed., March 16th the Pub will feature the greatest St. Patrick's Day moview ever - **The Quiet Man**, starring John Wayne and Maureen O'Hara. You remember - it's the one where the Duke goes back to Ireland after he killed a man in the boxing ring. Anyway it's a great flick and it begins at 9:00. Irish beer, of course, will be on special and popcorn will be free.

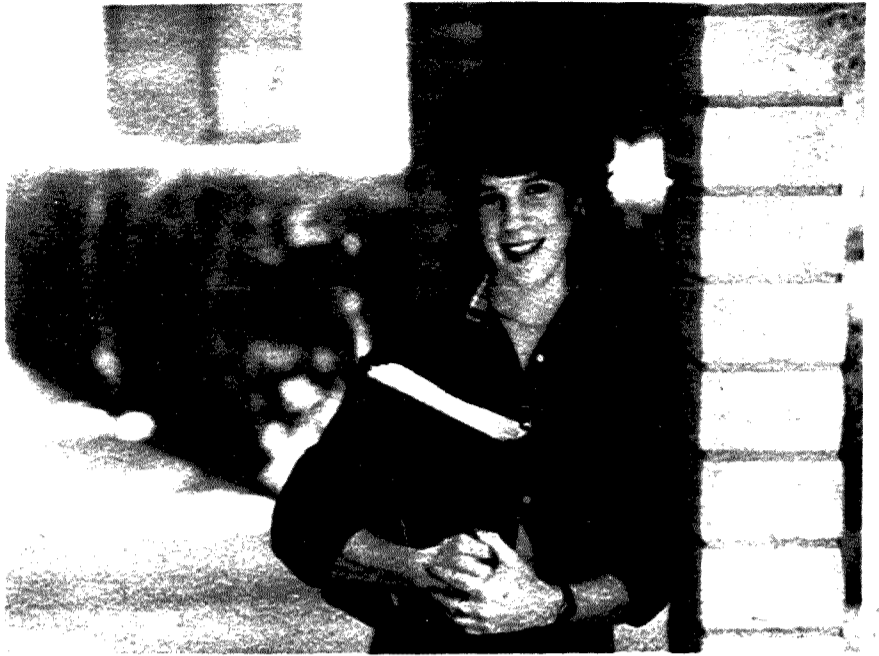
Thursday, St. Patrick's Day, the Pub will host a party sponsored by the Export/Import Club. Free green American beer and reduced rate Irish beer will compete with authentic Irish music for top billing.

That's it for now, except for one thing. The Pub is open from two p.m. to one a.m. We serve coffee, soda, fruit juices, and munchies in addition to alcohol. The Pub doesn't and shouldn't have to be a place just to get drunk (though that's allowed too). Eight percent of the time it is quiet and pleasant. When was the last time you were there on a night other than Thursday? How about an afternoon? Stop down. You may be surprised.

Mellon Bank Intern:

Laura Lukens

A Marketer in The World of Banking



Laura Lukens

by Caroline Hubbell

I was wrong, I admit it. Banking is not a dull game full of nothing but credit analyses and loan collections. Today's banks are offering extended types of services and products to a variety of customers. While an understanding of financial concepts is still important, marketing in the banking world has come of age.

Mellon National Corporation, one of the largest U.S. bank holding companies with a worldwide network covering six continents, offers financial, trade and operational services. These include not only commercial lending, but also letters of credit, clearing accounts and electronic information reporting (and many other services as well).

However, as any business person knows, the mere availability of a product is not enough to attract customers. It must be marketed. Therefore, Mellon hires a variety of people - those who can handle the technical aspects of finance and those who can also sell its services. And so Mellon rightfully comes to AGSIM whose student body offers the right combination of skills and background Mellon needs.

Laura Lukens, previously an avowed marketing major, was hired by Mellon Bank (headquartered in Pittsburgh, Pennsylvania) as an intern for this past Fall. She stated that Mellon wanted someone with a well-rounded background, not necessarily with any banking experience. "They are looking for someone who can take initiative ... and is a quick learner ... They want someone who can take the ball and run with it."

While Laura was assigned to the International Cash Management Section, she was involved in projects that involved many other areas of the bank as well. For example, she assisted officers with account maintenance that required research into the customer's various types of services she or he was receiving. She also compiled data for and presented a major pricing proposal involving international cash management services. Her biggest project, though, involved

the development of a marketing information system for which she ended up taking sole responsibility for a period of two months.

Laura felt her time at Mellon was "a very positive experience because the people were fantastic. They were really willing to help you." She also enjoyed her independence saying, "They didn't hold my hand at all." As she looked back at her time at Mellon, Laura noted, "I learned so much every day I can't even quantify it... I learned more in four months than I have in 16 years of schooling." In particular, she felt that her communication and technical skills improved immensely.

"I learned more in four months than I have in 16 years of schooling."

The only problems she encountered were due to the lack of definition - both of the job and of the hierarchy of command. With her boss gone for 6 of the 15 weeks she was there, Laura experienced more responsibility and independence, perhaps, than the average trainee at Mellon.

Laura now hopes to enter the banking field in a managerial capacity in planning or marketing. She still wants to "go through a bank credit training program, though, because it is the only way to advance in a bank," she stated.

U.S. banks, perhaps more than any other American business, are facing challenges and opportunities heretofore unthought of. The deregulation of the banking industry is forcing banks to change and compete at a new level if they are to survive. Laura Lukens discovered what an exciting environment banking can offer. Perhaps other T-birds should take a second look, too.

Why The TLO?

Why Not?



Various members of the TLO viewing the final episode of M.A.S.H.



When not showing some of the best films on campus or winning Thunderbrains competitions, the TLO relaxes. Imbibing from left to right: Ted Peck, Lisa Belsito, Peter Amrein (horizontal and happy), Chris Norman, Lisa Hayes, Sheppard Clarke and Dan Lugar. Brett Little appears in the foreground near the I.V. bottle.

"Boredom, and particularly the incredible circumstances of waking up bored, was the only vice Bond utterly condemned"

—Ian Fleming (From Russia With Love)

Face it!! There are two ways you can take a break from clawing your way up the corporate ladder: You can sit around performing the standard AGSIM recreational activities, such as rearranging your sock drawer, or you can join the TLO. As I recently explained to a distinguished Soviet emigre, the "Liberation" in the Thunderbird Liberation Organization refers to liberation from boredom; and these methods of liberation are as numerous and disparate as are the TLO members themselves. Everyone knows about the Sunday movies, the martinis, and "The Game." Some have even caught wind of covert activities planned for the upcoming months. But how many go beyond the public image and really take a good look at the club members themselves? As Smokey Robinson used to say, "C'mon - I'll take you there."

First among equals in the TLO hierarchy is a man of unmatched sartorial and tonsorial elegance - a man so handsome that his profile is insured by Lloyd's of London. Yet, despite his unmatched sophistication, he is still a Man of the People, as evidenced by his penchant for smoking imported cigarettes and brushing his teeth at

the same time.

Proudly holding down the position of Chief Troublemaker is a mercurial polyglot of uncertain stability who focuses his boundless energy and matchless intellect on any problem facing the organization. A word of warning: Don't mess with him! You'll probably end up playing the lead role in a Golden Shower.

Another prominent TLO member spent her summer working as a secret agent in the employ of the South Pacific Republic of Nauru. She became disillusioned when she discovered that she was being paid with brightly-colored beads and coconut shells. Better luck next time.

Finally, our sergeant-at-arms. As a teen-aged gang member in West Covina, he used to shake down "Mr. T." for his lunch money. Currently, he comprises 43% of the available ground strength of the Rapid Deployment Force, and is the only person on earth with carte blanche to talk about Larry Holmes' mamma.

And, of course, there's Doctor Doom. Need any more be said?

So, as one can readily see, the TLO is more than just a collection of intellectuals who sponsor foreign-policy lectures and win the Thunderbrains competition - more than just a convenient excuse for creative revelry...

The TLO: It's not just a club - it's an adventure!
— Sheppard Clarke

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MARKETING/ADVERTISING SURVEY OF AGSIM PROFS.

Duane Hall



1. There is no such thing as a graduate "marketing/advertising" program. Advertising is a sliver of the marketing discipline, virtually never is named in any graduate core program at the masters degree level except as a minor elective, and is included profusely as a piece of the marketing mix in any number of other marketing courses across AGSIM's curriculum. Therefore, the proper nomenclature is "marketing program."
2. As to WB 550, practical work on "live" corporate problems always is a useful experience. It may even lead to immediate job opportunities, which have obvious merit.
3. Any student wishing a professional marketing career would be wise to take as many finance, accounting and quantitative courses that can be squeezed in, plus marketing "core" courses as WB 450 and WB 550, as examples. A practical adjunct for the avowed international trader would be WB 449: regardless of one's major, he or she will be concerned about and involved with export/import operations and should know how it works before leaving the campus. I could be faulted on the last recommendation as I teach the course; however, I also happen to know from experience that I am right.

"The student who thinks of the principals course in his field as childish is as foolish as the boob who wants to develop a cannonball serve before learning the rules of tennis."

John Lindholtz

Richard Bossert



Professor Bossert SURVEY RESPONSE

Response to questions 3 & 4

I do not believe the InterAd program is overemphasized. Fewer than 60 students per calendar year enroll in InterAd. As a comparison over 200 students per year enroll in the International Finance Workshop. InterAd is a specialized course for students interested in a rather narrow field of Marketing. Students do spend much time and effort on InterAd, but this is by choice. I feel that students spend as much time and effort in Marketing 550 and Bank Marketing. The difference is that InterAd projects are displayed to the public while the other 2 courses are conducted in a relatively private atmosphere. I do not believe InterAd students should be given any consideration for additional credit.

Response to question 6

There is no required marketing/advertising program at AGSIM. Mature students who complete a reasonable number of the available courses are ready to assume entry level positions, providing they also have at least a minimum background in 400 level finance and accounting subjects.

The Questions

1. Are there aspects of the marketing/advertising program at AGSIM that set it apart from comparable programs elsewhere?

2. Are there important new developments in marketing/advertising, either domestically or internationally, that should be integrated into the course of study here?

3. Is the InterAd program over emphasized?

4. Given the time spent and great effort employed by students in InterAd, is it fair the course be designated only 3 units?

5. Is marketing 550 valuable training for students hoping to work in marketing?

6. Do you feel that students having completed the marketing/advertising program here graduate ready to assume entry level jobs in the field?

Paul Schlesinger



1. I would hope there are not comparable programs elsewhere. The thing that sets ours apart is its pragmatic emphasis rather than emphasis on theory. This was one of the great attractions of this school. The Harvards, Universities of Chicago, and Whartons would teach theory, we were unique because we taught the practical approach.

2. Yes, Computer technology and improved electronic facilities, for example, a tape studio so that sample commercials and presentations could be studied. This requires an editing machine which requires sizeable investment.

3. For those who are interested in a career in Consumer Marketing and are willing to work extremely hard and get a feeling of great accomplishment and the possibility of a job, it is not over emphasized. For those not interested in it, why worry about it? In the consumer marketing community InterAd has an international reputation. Any number of Ad agencies come out here to recruit and donate to the school because of InterAd—can you over emphasize something like that?

4. Yes, and the reason is that it's impossible to standardize all courses in terms of work load. Some will always require more effort than others; you would have to re-adjust the entire curriculum and I'm sure you could not get everyone to agree. It's helpful that the per semester work load has been reduced.

5. Yes, I taught the course for 6 years prior to last fall. 550 is a "real world" marketing project conducted and sponsored, like InterAd, by a real company. The companies have been highly complimentary about the research and plans done by student teams. Like InterAd, some of the companies have hired the students who worked on their projects.

6. Yes, I have a drawer full of letters from students who graduated and went on to jobs with large, sophisticated, marketing oriented companies. They felt better prepared than their peers when they entered the marketing world. Perhaps the best evidence of this is a letter from Tom Yang, Assistant Brand Manager of the Clorox Company. Tom wrote, "InterAd prepared me well as to what kind of things to expect. Because of InterAd I feel I was better prepared than most brand assistants, and therefore, I was able to pick up the principals much quicker. It gave me an edge over them. That little edge was important in an environment where everyone wants to be the leader or, at least, a respected member of the same class."

Dan Green



1. Yes, I believe the depth of International Advertising is greater at AGSIM. The InterAd program is a strength of the AGSIM program.

2. The use of quantitative measures in marketing must be emphasized. The adoption of the SPSS (Statistical Package for Social Sciences) program and subroutines is a major addition to the AGSIM program. I believe the use and development of the computer-based decision models are essential for the marketer of the 80's.

3. I don't know. Advertising is not my area of emphasis or interest.

4. I don't know. This is a highly specialized course offering aimed primarily at those who wish a career in consumer oriented advertising.

5. The understanding and development of a marketing plan is a crucial component of modern marketing. For students who have completed WB 450 and already have completed a project in designing a marketing plan an alternative project may be evolved. Such a project may be in the area of marketing research, an internship (highly directed and structured), or the evolution and development of a comprehensive marketing plan. Some form of advanced, in-depth analysis in the form of a WB-550 course is of decided value to the marketing specialist in marketing him/her self.

6. I am most acquainted with marketing research and research firms. I believe graduates are ready to assume entry level positions in this area. Shortcomings of graduates are in the areas of research design and data analysis. However, both of these areas are also shortcomings of the industry.

Lee Ting



1. I have no basis for comparison because I know of no program comparable to AGSIM's. The other MBA programs can't be used as a comparison because most of them have full-fledged stand-alone Marketing Departments which AGSIM does not have. What we have is a cluster of courses established on a piecemeal basis over the years.

2. Definitely. I can speak only expertly on the international dimensions. The global markets, especially in the Asia-Pacific have been so shaken up by market and product changes that no course of study can adequately address these dynamic shifts. I believe our marketing program is doing quite a credible job in attempting to address these environmental changes.

3. Generally I believe INTERAD to be a valuable course that gives our graduates at least some feel for the real world through its hands-on approach and its crucial link with the real advertising world.

4. I don't have sufficient information to form an intelligent response to this question.

5. Yes. Again because, as I understand it, it too provides hands-on experience for our graduates so that when they are thrown into the real world there are a minimum of surprises.

6. Our graduates would be definitely well prepared in the general managerial aspects of the job. However, they would be at a loss in consumer behavioral research and computer-aided analysis.

WORDS

by Kathy Parker

Hi! Hope you all enjoyed the words pasted on your bathroom mirror last week. Did you practice being a sesquipedalian all week? Here are some more:

PERTINACIOUS (pur'te na' shes) adj. holding tenaciously to a purpose, course of action, or opinion.

My father remained a **pertinacious** disciplinarian during my high school years, despite my attempts to convert him.

TOQUE (tok) n. (no, this isn't the toke most of you are thinking of...) a woman's brimless, close-fitting hat in any of several shapes.

Jackie Kennedy often wore a **toque** during her days as First Lady of the United States.

SOPHISTRY (sop'i stre) n. a tricky, superficially plausible, but fallacious method of reasoning.

The **sophistry** of her argument is often too subtle to be detected at first.

BEMUSE (bi myooz') v.t. to confuse, muddle, or stupefy (someone).

The finance professor's jargon hopelessly **bemused** most of his students.

IPSO FACTO (ip' so fak' to) adv. by the fact itself; by the very nature of the deed.

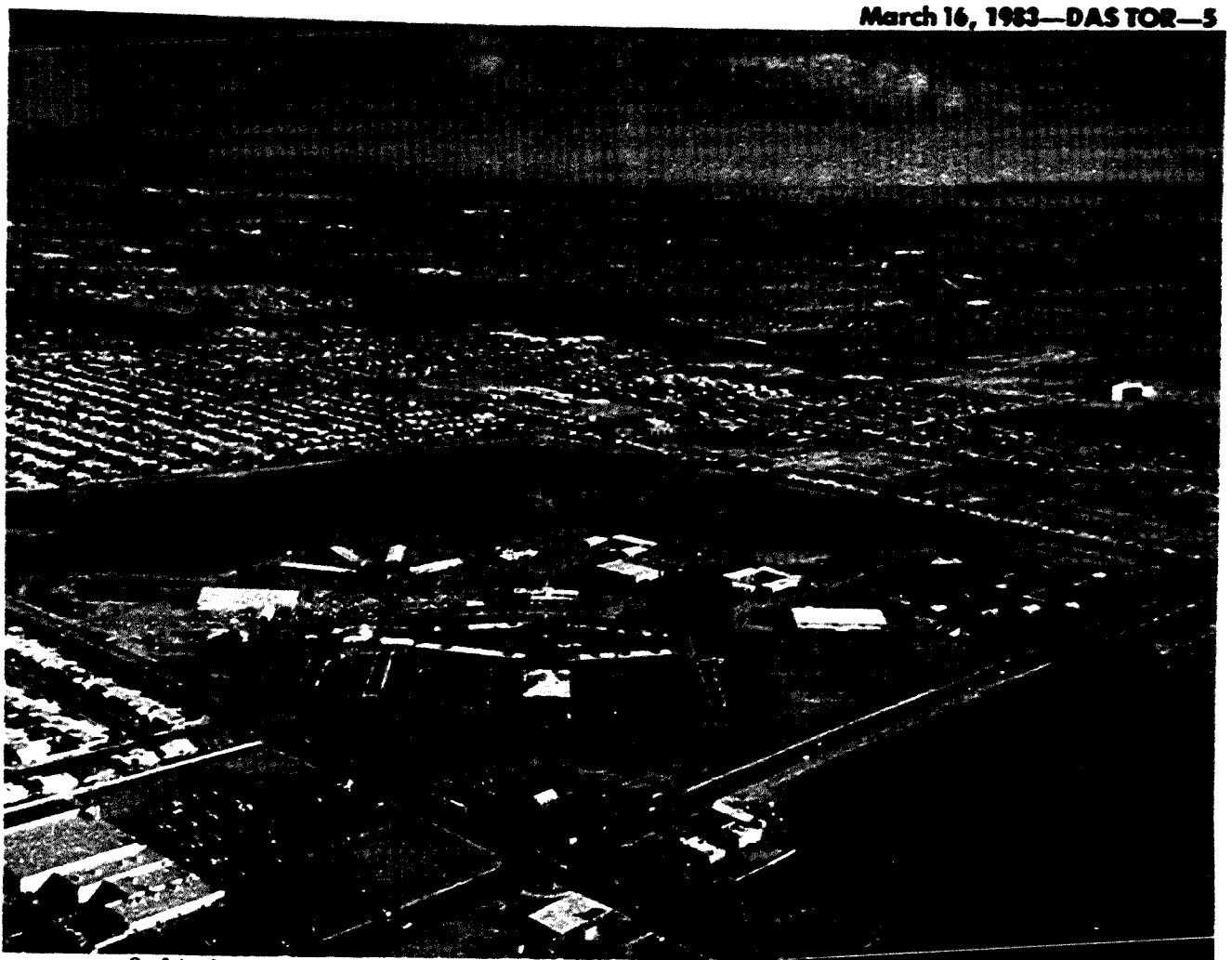
Learning to read is **ipso facto** learning to think.

OSTENSIVE (o sten' siv) adj. 1. clearly or manifestly demonstrative. 2. ostensible.

A finger to the lips is an **ostensive** indication of "Silence!"

EBULLIENCE (i bul'yens) n. 1. a boiling over; overflow. 2. high spirits, exhilaration; exuberance.

Our **ebullience** during AGSIM's last graduation party was undimmed by the hotel security guards who kept threatening us.



On Sale: Aerial color photos of AGSIM at the Bookstore. \$8 a piece.

OFF THE WALL Another - Unemployment - Related Death

Los Angeles (United Press) A man under the influence of the hallucinogenic drug PCP apparently believed he was a gopher, burrowed into a hole beneath a concrete slab in his backyard, and suffocated.

Walter Murphey's mother said her son had first started digging holes last April, staying in them for up to two weeks at a time.

"Last July, they dug him out of the same hole," she said. "I know he was depressed. He couldn't get a job."

S.F. Chronicle
9-12-82

AROUND THE WORLD ON A SHOESTRING

The Student Travel Catalog Puts The World Within Reach

The Council on International Educational Exchange (CIEE), the largest student travel organization in the United States, announces the publication of the 1983 Student Travel Catalog. Now in its tenth edition, the 64-page Catalog is one of the most comprehensive, free budget travel guides available. It is an invaluable source of information on the basics of traveling, studying and working abroad.

The Council's Work Abroad program, the only one of its kind available to U.S. students, provides an opportunity to work abroad on a temporary basis. By cutting through red tape, CIEE has helped tens of thousands of students to obtain work in Great Britain, Ireland, France and New Zealand. Participants find that salaries more than cover the cost of room and board and many save enough to finance their post-work travels too.

International work camp summer programs, open to both students and non-students, place volunteers in community service projects throughout Western Europe, Scandinavia, and Eastern Europe. Participants are drawn from every corner of the world and free room and board help to keep participation costs minimal.

The Catalog also provides information on study abroad programs, up-to-the-minute information on international railpasses, low-cost tours, car plans, budget accommodations, trip insurance, and budget travel guides.

The all-new Regional Guides supplement the '83 Catalog with detailed information on airfares and tours specific to the region covered: Europe; Asia/Australia; Africa/South America.

The 1983 Student Travel Catalog and Regional Guides may be obtained from CIEE, Dept. STC '83, 205 East 42nd Street, New York, NY 10017, (212) 661-1414, or 312 Sutter Street, San Francisco, CA 94108, (415) 421-3473. Enclose \$1.00 for postage and handling.

By all means use some time to be alone. See what thy soul doth wear.

—George Herbert

Whatever you are by nature, keep to it; never desert your line of talent. Be what nature intended you for, and you will succeed.

—Sydney Smith

A great many people think they are thinking when they are merely rearranging their prejudices.

—William James

Power buys respect but restraint of power buys admiration.

—Asminov

It's not that everyone who's travelled is great; but that everyone who's travelled knows they're not great.

—Editor

Sometimes it's better to compromise — like giving a gunman your wallet w/o approving what he's doing.

—Frank A. Clark

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Indonesian Key Managers continued

From page 1.

motivated; they're constantly surprising me with their rate of improvement. Besides, they're genuinely nice people."

Upon completion of their twelve week English language classes, the managers will spend their remaining seven months taking general business courses, classes in human resource development, basic computer usage, and specialized areas of management such as logistics and purchasing. Dr. Moran also lectures in cross-cultural training.

CW Parker believes INTERCOM has cornered the market "in providing this kind of program," and he credits the "magnificent faculty" for making such programs possible. Whenever AGSIM instructors are unavailable, Parker recruits professionals from all parts of the country.

Parker also cited a number of ways in which INTERCOM benefits AGSIM. As a profit center, INTERCOM's net profit offsets general office operations. INTERCOM provides the student body "with another facet of the world they can interface with." While the Key Manager Program "keeps skills of the faculty sharp," it also offers them the opportunity to earn additional income. Furthermore, Parker suggested INTERCOM may even attract new faculty members.

AGSIM has also benefited from individual Indonesian Key Manager participants. Two managers of the Huffco Community Center have given lectures on the tourist industry which is rapidly increasing in Indonesia.

For many of the Indonesian managers, the essence of their stay at AGSIM is cultural synergy: the joint agreement of two culturally different groups that they need to unite their efforts in order to achieve their respective goals.



Back l right
Denise Parker, teacher, Bambang Soekiswanto
Front l right
Wanny Moniaga, Enung Rochanda, Willy Sumakul, Bambang Prajogo

As stated in AGSIM Professor Robert Moran's book, *Managing Cultural Synergy, Indonesia* "represents a rich variety of local customs and traditions found among its diverse people... 'Bkinneka Tunggal Ika' translated 'unity through diversity' is the national motto of Indonesia."

DAS TOR BREAKING BUDGET; KELLY TO BLAME

You guys are too much. There has been such a flood of golden prose coming across our desks this week, the editors decided to run this issue at 8 pages instead of 4.

The problem is these larger issues cost extra—\$700 extra. By offering the voracious T bird reader this unanticipated expanded coverage, the Editors have put their balance sheet in the red.

DAS TOR's business manager, the scrupulous Andrew Previtali, refused to give us his papal blessing to this decision. The excitable editors, however, did not heed his warning and went

ahead with it anyway. So the editors, more specifically, Brian Kelly, is responsible for breaking the newspaper's budget. (You can tell he's not studying finance.)

Mr. Kelly realizes he must temper his enthusiasm with practicality if he wants to keep his job.

When asked to comment on the solvency of the DAS TOR and if larger issues meant fewer issues, Kelly could only quote Robert Frost who said, "Happiness makes up in height what it lacks in length."

Dynatrack System Ready For Use Friday

By the time you read this the Dynatrack system should be in. The cement should be hard by this Friday at which time the course will be ready for use. The course is there for everyone to use and enjoy so do not hesitate. Go out and get some free health the fun way right here on campus.

The start of the course is at the southeast corner of the soccer field, goes behind the faculty housing and follows the perimeter of the campus. Simply follow the signs; they are set up for a four year old mentality!! There is even a cut-off to facilitate those that do not wish to run the full course. The course can be used regardless of your level of fitness, so don't be afraid to start — you just may enjoy yourself.

Many people have made the Dynatrack system possible here at AGSIM and deserve special thanks. First, Dennis Corrigan, whose idea it was to install the course on campus, Jenifer Thomas, who graduated last semester, who helped with the formal proposal, Phil Marsteller, who sold the unit to us and gave his commission as a discount to the school. We also thank him for his experience in dealing with these courses. Bob Watts and the building and grounds crew who have been extremely cooperative through rain and shine in the installation of the course. Both the ASLC, with last semester's surplus fund (or so they thought), and the Administration who matched this amount for the payment of the \$6,000 plus necessary to buy the course. It will be money well spent. Finally, a special thanks goes to those students that gave time and every last Friday to help build and install the course.

GO AND ENJOY — IT IS THERE FOR YOU!!!
— Charlie Clapp

Slideshow of Egypt at Pub Tonight - Tuesday

The Middle East Club is happy to have a slide show on Egypt tonight, Tuesday at 8:00 p.m. in the Pub given by those students who studied in Cairo (Doug, Craig, Mike and Joe) over this past summer. It should prove to be a great show! This will be followed by refreshments and a short meeting to get ready for Arabic Night which is scheduled for March 25. We look forward to seeing all of you at the Pub tonight!

Movie Review:

SOPHIE'S CHOICE, written and Directed by Allen J. Pakula

by Miguel Mitchell
arts writer

This story is all too classic: a young southern American writer goes to live in New York. *Sophie's Choice*, however, quickly outgrows this stale genre and promises seriousness and subtlety.

Finding a room in a Brooklyn boarding house, Stingo (Peter MacNicol) is All American and typically wet behind the ears. The first evening he is invited for dinner by two fellow tenants (lovers), Sophie (Meryl Streep) and Nathan (Kevin Kline). He ends up witnessing a grand fight in which Sophie is subjected to horrendous verbal abuse by Nathan. Nathan is like a bad dream: potent, great when good, Hitlerian when bad and ever present. Kevin Kline is an engaging, mesmerizing actor who can play both ends of passion, the delightful and the deranged.

Soon Stingo, Sophie and Nathan are an inseparable threesome and Sophie's story slowly, artistically unfolds. A daughter of a Polish anti-Nazi academic, she goes to Auschwitz for stealing a ham. After liberation, she does a lot of living and introspecting, winds up in New York, where she is "saved" by Nathan: American and Jewish, obsessed with the Nazis, brilliant and amiable most of the time, raving mad during hot lunar flashes.

Stingo calls Nathan, "utterly, fatally glamorous," but eventually is tipped off by Nathan's brother, a doctor on the other side of town. No, Nathan is not a Nobel biologist, but rather the doorman of an impressive laboratory. The final clue to Stingo is Nathan's neanderthal preoccupation with Sophie's fidelity. When crazed, he never misses an opportunity to accuse: how come Sophie made it out of Auschwitz alive? Why are Sophie and Stingo such tight friends?

This is particularly disconcerting to Stingo, who, although attracted to Sophie, has the sense and discretion not to try anything. However, they do get a lot of talking in and Sophie's secret past unravels. At this point, the film goes into high gear, flashes back to Europe, where Sophie speaks subtitled Polish and German, and becomes lucid.

Stingo also does some research on his own and finds Sophie's father to be a tacky, dime-a-dozen anti-Semitic, killed only accidentally by the Germans. The film enters a whole new region of quicksilver — with curtains behind curtains. You never feel like you're really getting it straight. Nevertheless, you are impressed with Sophie's sincerity, her search for truth and her existential survival instinct. She, like mankind, is simultaneously beautiful, innocent and corruptible.

There are some drawbacks. Once the threesome lunches in the park and waitzes to a background, sprung-up-from-nowhere symphony. There are two "stream of consciousness" narratives in Stingo's unalloyed accent which evoke the Waltons.

Still, the film is a baroque masterpiece of precision. The pieces are painstakingly fitted together — the result is seamless. It is Americana, if one prefers Americana, universal, if one likes a good story. And it is powerful — when Nathan and Sophie do something terrible, Stingo stands on the Brooklyn Bridge, where the three had before saluted American literati greats. He announces the morning of the Apocalypse, "excellent and fair," a lull before the storm.

Sophie's Choice raises the question of man's survival. For a postwar, nuclear generation, it could well become a cult classic.

Sophie's Choice



Meryl Streep and Kevin Kline in *Sophie's Choice*

Fourth Annual Arizona International Business Luncheon

Outlook On Int'l Trade

David Brayer

Arizona exports continue to play an important role in the State's economy, last year growing twice as fast as manufacturing capacities on the whole, according to Governor Bruck Babbitt.

Gov. Babbitt presented the opening remarks at the fourth Annual Arizona International Business Luncheon held at the Phoenix Hilton on Monday, March 7. The well-attended luncheon, entitled "1983 Focus and Outlook for International Trade," brought together business people, state legislators, government officials, as well as an impressive contingent of AGSIM students.

The luncheon was sponsored by the Arizona Office of Economic Planning and Development, the Arizona District Export Council, the Arizona Farm Bureau Federation, and the Arizona World Trade Association. Speakers included James Leinenkugel, SR VP and manager of the International Department of the United Bank of Arizona, who addressed Arizona's Export Growth, and J. Paul Lyet, Chairman of the President's Export Council AND FORMER CHAIRMAN OF Sperry Corporation, who spoke on U.S. competitiveness in World Trade.

Mr. Leinenkugel explained that Arizona is among the top ten states in total exports per capita, shipping approximately \$2.86 billion worth of manufactured, agricultural, and

mineral products abroad in 1981. He estimated that about 60,000 jobs are directly related to exports or tourism. Approximately 20% of the state's manufactured goods are exported in contrast to 12% in 1977. This is evidence of Arizona's commitment to future export growth, he said. Presently Arizona ranks third among all the state in its percentage of manufactured products which are exported.

"This luncheon is a good opportunity for private business people to meet with their legislators and associates in the public sector," said Dirk Moonen, an international trade specialist with AOEPD, co-sponsor of the event. Mr. Moonen, an AGSIM alumnus, said that his office is primarily involved in promoting small and medium-sized Arizona firms in overseas markets. They also work on reverse investment, encouraging foreign capital investments in Arizona.

Another AGSIM alumnus, Cynthia Ogburn, was at the luncheon representing Wyoming State Development and Planning Office. Ms. Ogburn, Coordinator for the Western Governor's Conference Foreign Trade Program was here in Phoenix attending meeting of trade specialists from various state development offices also held at the Hilton on Monday.

At right: J. Paul Lyet, Chairman of the President's Export Council speaking at the Arizona International Business luncheon.



Students Jade Barnett, Ann Alderidge and Phil Duncan meet with AGSIM alumni Dirk Moonen and Cynthia Ogburn at the Phoenix Hilton.



LYET'S CHALLENGE TO U.S. BUSINESS

Excerpts from Business Lunch Address

David Brayer

"America's position of leadership in the world marketplace is in jeopardy in an increasingly competitive world." This was the message delivered by J. Paul Lyet, Chairman of the President's Export Council, speaking at the Fourth Annual Arizona International Business Luncheon held last Monday at the Phoenix Hilton.

Mr. Lyet put forth a challenge to American business to adjust to ever changing circumstances affecting the shifting world economy. He said that American producers must begin to regard their market as global in scale rather than restrict themselves to within our boundaries. And since the U.S. is the biggest slice of the world market, it is also the favorite target for foreign manufacturers.

Of the major factors affecting U.S. competitiveness worldwide, Mr. Lyet stressed the continued strength of the dollar, especially in relation to the Japanese yen, as a significant reason "we are being clobbered in the world markets." In addition, he pointed his finger, without being specific, at some of our most competitive trading partners claiming that they are "guilty of excessive currency manipulation, unjustified devaluations, and inflexible exchange controls."

Mr. Lyet also came down hard on the European Economic Community for heavily subsidizing many of their agricultural exports. He cited the recent sale of one million metric tons of subsidized wheat to Egypt as a countermeasure

where Washington chose to use a commodity as an export weapon. But in reality this wheat is part of an enormous U.S. surplus purchased by the U.S. Government at an inflated price to keep the disgruntled American wheat farmers appeased. U.S. wheat is sold to Cairo according to Public Law 480 which demands only a 5% initial payment and the balance to be collected over thirty years at 2-3% annual interest commencing with a ten year grace period. It has been estimated that eventually the Egyptians will pay only 30% of the present-day value. So who is really paying for this wheat?

Important trade policy decisions have also had a negative effect on U.S. exports, according to Mr. Lyet, especially past failures of U.S. policy makers to fully appreciate the importance of increasing exports and to recognize imminent repercussions of other countries' export strategies. He called on U.S. firms to engage in better market penetration and more thorough market research. "We need to design more goods specifically for foreign markets," he said. Many American businesses have already begun to orient themselves more towards exports.

The U.S. Departments of Commerce and Agriculture collect a wealth of information on foreign markets for dissemination to the public, but few private businessmen make use of this facility. Moreover, the present administration's cutback policies endanger the quality of these reports, and today we are witnessing serious brain drain from these departments to private industry.

Official export credit financing has been made available by a number of foreign governments for years, and this has seriously hampered the competitiveness of U.S. products, in particular capital goods. Mr. Lyet said that the United States needs to mount a determined effort to enforce the 22-country agreement signed last February to limit government export financing. "But," he said, "in the spirit of carrot and stick economic diplomacy, I am hopeful that Congress will approve the \$2.67 billion contingency fund the President has requested to match European financing terms in case the Europeans don't hew to the pact." He made a frightening comment that these issues represent a potential "war chest" amongst nations.

Mr. Lyet observed that 1983 is likely to be a watershed year for trade legislation. Reciprocity laws, some giving the President more leverage to deal with trade issues, have an increasingly better chance of clearing Congress. Strong union opposition to the generalized system of preferences that grants trade concessions to developing countries will have to be dealt with. But Mr. Lyet was quick to point out that developing countries import more U.S. goods than Europe and Japan combined.

"The renewal of the Export Administration Act promises to produce legislative fireworks over foreign policy controls and national security issues," Mr. Lyet commented. "Are we ready to allow trade to re-enter our foreign policy arsenal?" The real solution lies in concentration on increas-

ed domestic productivity, for this is the principle source of negotiating leverage. "For if we as a nation cannot compete with the rest of the world," added Mr. Lyet, "we will forever be fighting defensive actions on the trade front." It is then that we face the danger of protectionist policies. "We must tread lightly and carefully with reciprocity legislation," he said, "or it will blind us from reality."

Protectionist policies at home would only be answered by protectionist measures abroad. This was the message received by the U.S. delegation to the GATT ministerial meeting last November in Geneva.

Staggering unemployment and worldwide recession have caused many of these issues to become highly politicized. "Is it any wonder that demagogues preaching the facile solutions of protectionism are coming out of the woodwork?" asked Mr. Lyet.

Alternative suggestions made by Mr. Lyet included more vigorous enforcement of our own trade laws against unfair trade practices and a loosening of restrictive laws and regulations that have impeded U.S. business' ability to compete overseas. He said that the signing of the Export Trading Company Law last fall was a step in the right direction.

Finally, and perhaps most difficult, Washington must do a better job of coordinating trade and monetary policy. "Unless the dollar's value declines," Mr. Lyet concluded, "America can forget about being competitive overseas, regardless of our trade policies."

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New Drugs To Fight Herpes

A common food preservative, BHT — added to extend the shelf life of everything from potato chips to cooking fats — may have a new use: Penn State biophysicists Alec Keith and Wallace Snipes report that a solution of the compound kills the herpes virus, and Key Pharmaceuticals of Miami is awaiting the go-ahead from the FDA to begin clinical testing on human volunteers. Since BHT has already gone through toxicity trials as a food additive, the researchers expect approval of the herpes experiments to be more rapid than usual.

Other promising news:

Research is underway in Finland and the U.S. with a cottonseed oil extract, gossypol, which kills both the herpes virus and the microbe that causes gonorrhea. The drug, used in China as a male contraceptive, is now undergoing clinical trials and experimenters are already forecasting good results.

Also in the testing stage is a drug called ABPP developed by scientists at the Upjohn Company. Dr. Harold E. Renis, Ph.D., reports that a cream containing the drug, applied topically twice daily for three days, has protected 80 to 90 per cent of experimental animals against genital herpes.

Dr. Renis says that, rather than acting principally on the virus itself, ABPP is thought to stimulate various parts of the immune system. It causes white blood cells to collect in the infected area and apparently triggers their capacity to

destroy the virus. In addition, it spurs interferon production and is one of a group of compounds, pyrimidinones, which have shown anti-viral, anti-tumor and immune system-boosting activity in previous tests.

The medication currently used against herpes infections is topical acyclovir. It effectively prevents cold sore and genital herpes viruses (simplex 1 and 2) from reproducing themselves. If applied early during a first "attack", the lesion reduces the time lesions are active (and most infectious) and the severity of local and systemic effects. However, the drug has no impact on pain or preventing recurrences.

Presently awaiting FDA approval are an acyclovir pill (which also appears to speed healing) and an intravenous form for severe cases. It is expected to combat life-threatening infections and viruses in people with defective immune systems.

Now, researchers at McGill University in Montreal have developed an anti-viral substance that is far more concentrated than acyclovir. The compound, BIOLF-62, penetrates to deeper tissues where the virus multiplies. It heals herpes infections and sores in some animals, and if applied within 24 hours of exposure, prevents lesions.

The above appeared in the Mar. '83 issue of Harper's Bazaar. The Campus Health Center's phone is extension x7230.

How The Pie Was Divided

Three weeks ago members of the Program Board spent 15 hours reviewing club proposals for major campus activities and allocating a substantial portion of your \$25 student fees.

A number of criteria are considered in arriving at the amount of money which will be allocated toward each event. The Board looks at the cultural, educational, and social content, the club's bank balance, the cost benefits, scheduling feasibility, past performance of club sponsor (if applicable), the number of persons expected to attend, etc.

The table below gives a breakdown of the allocated funds by event and by category. Entertainment includes anything from recorded music to our school band "Standard Deviations." For most major events, the sponsor club and/or other campus clubs will sell their own food for a profit and thus, in most cases, no money was allocated to this category. The funds which were

allocated in the food category for some activities will go towards light snacks (chips & dip, olives) which will be served free.

Alcoholic refreshments include beer, wine, and liquor. ASLC will fund a maximum of 4 kegs \$144 (2 kegs if event is held in the Pub). Those clubs that serve alcohol are required to provide sodas for non-drinkers. The service category includes charges for the audio equipment set-up.

Lastly, the "other" category includes allocation for soda, ice, cups, etc.

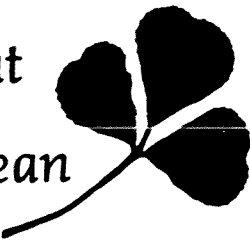
The table printed here only includes those events which are organized by clubs. It does not include those which are put on by committees within the ASLC, such as the Talent Show, Thunderbrains, and Career Day. So as you can see by the host of activities we have in store for you, this should be a very busy and exciting semester.

ASLC ALLOCATIONS

| EVENT | DATE | SPONSOR | AMT. ALLOCATED | LIVE ENTERT. | DECORATION/PROMOTION | FOOD | ALCOHOLIC REFRESHMENTS | SERVICE | OTHER |
|--------------------------------|------|----------------------|----------------|--------------|----------------------|------|------------------------|---------|-------|
| MEDITERRANEAN WINE FESTIVAL | 3-11 | WINE TASTING CLUB | \$317 | -0- | -0- | 75 | 200 | 17 | 25 |
| FASCHING | 3-12 | GERMAN CLUB | 441 | 175 | 30 | -0- | 174 | 17 | 45 |
| ST. PATRICK'S DAY | 3-17 | IMPORT/EXPORT | UNDECIDED | | | | | | |
| SALSA NIGHT | 3-19 | SPANISH CLUB | 421 | 100 | 20 | 35 | 194 | 17 | 55 |
| ARABIC NIGHT | 3-25 | MIDDLE EAST CLUB | 436 | 200 | 20 | -0- | 144 | 17 | 55 |
| CAREER DAY | 3/26 | PLACEMENT COMM. | | | | | | 17 | 55 |
| WESTERN NIGHT | 3-26 | IBW/MARKETING | 316 | -0- | 30 | 30 | 184 | | |
| CHRISTIAN FELLOWSHIP BREAKFAST | 4-3 | CHRISTIAN FELLOWSHIP | 180 | -0- | 10 | 150 | -0- | -0- | -0- |
| FRENCH CULTURE NIGHT | 4-8 | FRENCH CLUB | 315 | -0- | 20 | 30 | 223 | 17 | 25 |
| NORWEGIAN NIGHT | 4-9 | FRIENDS OF NORWAY | 386 | 20 | 30 | -0- | 264 | 17 | 55 |
| CARNAVAL | 4-22 | PORTUGUESE CLUB | 496 | 200 | 30 | -0- | 194 | 17 | 55 |
| LIUAI | 4-23 | MARKETING CLUB | 366 | 50 | 20 | 30 | 194 | 17 | 55 |
| HOODS & SPOOKS | 4-29 | TLO | 300.50 | -0- | 15 | 4 | 209.50 | 17 | 55 |
| DAC EMPLOYMENT | 4-30 | DAC | 180 | -0- | 30 | 15 | 72 | 17 | 35 |
| AFRICA | 5-6 | AFRICA CLUB | 579 | 350 | 30 | -0- | 144 | -0- | 55 |
| ASIA | 5-7 | ASIA CLUB | 886 | -0- | 30 | -0- | 214 | 17 | 75 |
| THUNDERBUN | 4-30 | IBW | 75 | | | | | | |
| OLYMPIC DAY | 4-9 | GERMAN/AFRICA | 150 | | | | | | |
| SPEAKER | - | TLO | 70 | | | | | | |
| LACROSSE | - | LACROSSE CLUB | 33 | | | | | | |

ST. PATRICK'S

DAY: What Does It Mean



by Kathy Parker

We all know that March 17th is St. Patrick's Day and that it means green clothes, green beer, shamrocks, pinches if you don't wear green, big Irish parades in New York City and wild celebrations for others who don't give a damn if they're Irish or not. But how many of us know why we celebrate St. Patrick's Day or why, for that matter, Patrick is a saint??

After some real fast research, I found out that Patrick, the patron saint of Ireland, was no Irishman, but the son of a Welsh aristocrat and was probably born somewhere in England about the year 372 A.D., although a lot of uncertainty surrounds both his birthplace and his entire life. Most of what is known of Patrick is steeped in legend. Some historians even assume now that there were two or more Patricks who have been rolled into one (how else could one Patrick have gotten around so much??).

Anyway, poor Patrick, as we know from his own account (he left some writings) was carried off by pirates when he was a tender sixteen years of age, was taken to northern Ireland and there sold as a slave. He worked for seven years in the total immersion program there, learning the language, customs, and habits of the Irish. (Maybe that's what we AGSIM students need to be able to learn a foreign language - to be carried off by pirates....) Then he escaped from his job as a swineherd and somehow made it home where he was ordained a deacon, then a priest, then finally a bishop. About this time he had a dream that the Irish people were calling him back to preach the Gospel (they were heathens heavily under the influence of the Druidical priests) so with the authority of Pope Celestine he was off to Ireland again, but this time of his own volition.

Apparently the Druids hated him on the spot and made a whole lot of trouble for him, for which (even though he was a benevolent guy) he was compelled to get back at them by cursing their fertile lands, their rivers, their tea kettles, and then the very Druids themselves. The results?? The dreary bogs of Northern Ireland, the rivers which produce no fish, the kettles that don't boil and the lack of Druids today. After all these miracles, the legend goes, Patrick was able to convert the heathens so well that today they are among the most adamant Catholics in the world (I'm sure some of you have heard of Belfast....) All told, he founded 365 churches, a school by each church, consecrated a couple of bishops, established one or two colleges and just generally civilized the heathens.

One of the most famous legends surrounding the life of Patrick(s) concerns the one about all the slimy snakes and ugly vermins he drove out of Ireland. This story has been improved upon considerably by successive generations of story-telling grandmas and drunken Irishmen. So how did he get them to leave Ireland? Well, according to the legend, he beat a drum that drove the serpents crazy and they all left.

St. Patrick died, it is commonly said, on the 17th of March 493 or thereabouts. His death was much mourned by everyone. His age at death has been estimated at anywhere from eighty-eight to one hundred and twenty-one years.

So when did St. Patrick's Day become the 17th of March (or vice versa) in Ireland? Nobody knows exactly when or where, but there is no doubt that it is now a national holiday there (and don't we wish it were here at AGSIM, or at least the day after). The shamrock, or small white clover, which is said to represent the Trinity which Patrick preached, is worn by everyone. In Ireland, a plateful of the herb (this is the shamrock herb, folks) is put on every breakfast table on St. Patrick's Day and the master and mistress of the house are expected to drown the shamrock with generous amounts of whiskey, then send the bottle to the servants' quarters (now where did they get a custom like that?) Other customs include a "Patrick's pot" which of course contains beer or whiskey, shared along with oaten bread and fish by many patriotic, happy Irish revelers on the 17th.

Anyway, it all boils down to this: St. Patrick is a much-loved saint in Ireland (don't argue with an Irishman about this) and in some of the smaller hamlets and villages, the legends surrounding his life continue to hold much water. Speaking of water, one last thing: one of the legends says that when St. Patrick was banishing the snakes and toads from Ireland, he chained one humongous serpent by a lake and told him to remain there until Monday. So nowadays, the story goes, every Monday morning the serpent calls out in Irish, "It's a long Monday, Patrick." Don't we all agree? HAPPY SAINT PATRICK'S DAY and don't forget to wear green!

Sports Talk

—All athletes are bilingual - English and profanity. - Gordie Howe

—The way to catch a knuckleball is to wait until the ball stops rolling and then pick it up. - Bob Uecker

—If Howard Cosell was a sport, it would be Roller Derby. - Jimmy Cannon

—I'm playing like Tarzan - and scoring like Jane - Chi Chi Rodriguez

—If you drink, don't drive. Don't even putt. - Dean Martin

—Sports do not build characters. They reveal it. - Heywood Hale Brown

—Last year wasn't as great as I am, it's hard to be humble. - Muhammad Ali

—Last year wasn't all that bad. We led the league in flu shots. - Bill Fitch, coach Cleveland Cavaliers

—All I had to do was keep turning left. - George Robson, 1946 Indianapolis 500 winner

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