

Agency fosters growth in private sector

Although most discussion of the role of business and the federal government is apt to dwell on taxes, bailouts of huge corporations or increasing defense sector expenditures, national government has taken a vital role in encouraging small business and entrepreneurship. A large share of this support comes through the auspices of the Small Business Administration.

During a recent interview, Walter Fronstin, Regional Director of the Small Business Administration, discussed the unique role of government in encouraging private-sector growth.

Fronstin spends a great deal of time educating the public on the wide variety of services available to the small-businessperson from the SBA. Although the major public conception of this agency is that its sole purpose is to lend capital, this is just a small part of the comprehensive services available.

The SBA extends service in almost

only equal about half the employees of Valley Bank. Carrying the comparison further, the SBA administers almost four and a half times the assets of the bank. Fronstin believes that these figures indicate the extreme efficiency with which the SBA operates.

Fronstin fights misconceptions

Fighting misconceptions is one of Fronstin's biggest headaches. There is much more misinformation about what the SBA doesn't do than clear understanding of exactly what it does do. Among the major mistakes made about the SBA is the idea that is the idea that it is a large, financial organization with little concern for the private citizen.

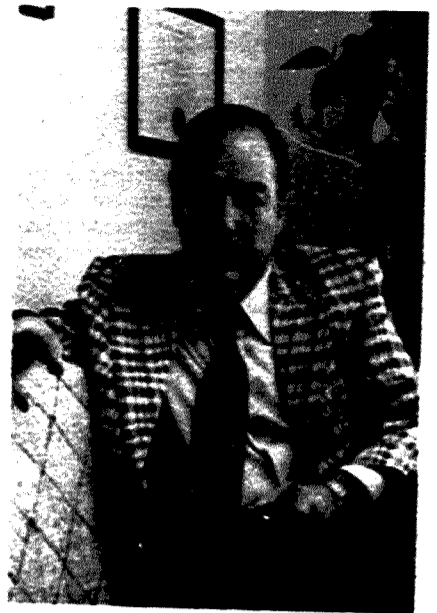
Another myth is that the SBA is strictly a minorities-only agency. Over seventy per-cent of the SBA's loan portfolio is towards non-minority groups. Another mistake is that due to the nature of government bureaucracy, the SBA is a slow, lumbering type of operation.

ing out administration policy. With change in administrations, the agency shifts with the political climate. In the past this has caused the SBA more than a few headaches. In carrying out Executive Branch orders, the SBA has had to be the subject of criticism and charges of unwise management.

Director offers unique perspective

When surveying the private sector and the overall state of small business Fronstin offers a unique perspective. Bankruptcy rates reflect only about ten per cent of all business failures, and most of them are due to management. The greatest single factor in any business, according to Fronstin, is the management.

To meet this vital need the SBA has initiated a number of programs under the auspices of its management assistance division. Among the most interesting is the SCORE program which matches retired executives with small businesses. The executives act as counselors and pro-



Regional director Fronstin explains role of Small Business Administration.

Thunder

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

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every area of relevance to the small businessperson. The SBA acts as an advocate of the business community, representing business interests in the larger setting of the total world environment. Also, the SBA acts as a catalyst and promoter of economic development throughout the economy. One of the most popular aspects of the SBA is the management assistance wing of the agency, where professional counseling for almost any business situation can be obtained. Finance is just part of the total smorgasbord of offerings.

The SBA is one of the smallest government agencies in the national government, with only 3900 employees nationwide. In comparison, this number would

Fronstin points out that the processing time for loans is often quicker than that of banks, even in the wake of large personnel cutbacks.

The demands of large budget cutbacks have caused considerable change in the type of service the SBA offers. Fronstin indicates that the push is on to provide quality service, rather than scattering scant resources in marginally productive areas. Resources must be used more inventively and creatively than in the past.

Even the Small Business Administration is not free from the political philosophies of the current administration that is in power. The head of the SBA is a direct appointee of the President and usually is directly responsible for carry-

vide assistance with no charge. Another program uses highly trained business students to act as consultants (Thunderbird participates in this program under Dr. Besisle's direction).

Mr. Fronstin believes that the advent of large corporations has not diminished the importance and opportunities in the small-business sector. Citing recent studies, Fronstin believes large firms have done little to create new jobs. Small firms have created virtually all the new jobs in the American economy, according to Fronstin. The same would hold true with new innovation in the private sector. Fronstin believes that most technical advance is due to the efforts of small businesses.

In comparing the causes of unemployment in the U.S., Fronstin cites the major areas as the manufacturing and mining areas. In only one area, construction, has the small business been a major contributor to unemployment. Every other affected by the tough economy. For example the restaurant business has been suffering equally as much as the service station owner.

Although times are tough, Fronstin believes that good management still will be able to thrive in the free market economy. The difference in good management and not-as-good management is just accented by the presence of tough times.

Management consultant joins World Business lineup

By K.J. Wolfe

Thunderbird welcomes to campus a new professor in the World Business Department, Dr. Parviz Keyghobadi.

Dr. Keyghobadi has an extraordinary list of achievements, including positions of responsibility in both the private and the public sectors. Originally from Iran, he has served as Consultant to the Royal Institute of Welfare from 1977-78; and Dean of the School of Public Administration and Business Administration at Tehran University from 1972 to 1977. For six years he was Managing Director for Iran Air. He held the same position in the Iran Engineering Company for three years.

Mentioned above are only a few of his most notable credits. Preparation for his career began in Iran where D. Keyghobadi completed the Engineering Program in Mines and Metallurgy at Tehran University. He has, however, become an "American educational product."

Moving from a technical field into the realm of business, he received his Masters from Columbia University, his Ph.D. from the University of Southern California and his Post Doctoral from Stanford; his degrees granted were Industrial Engineering & Management; Administration; and Product Management, respectively.

Keyghobadi believes his expertise in

management lies in Product Management. He is one of the first of his countrymen to be schooled in management. In Iran, he founded the Society for the Advancement of Management which has since merged with the American Management Association.

For the past five years Dr. Keyghobadi has worked as a consultant in Ontario, Canada. This semester he will be supplementing the material in his Fundamentals of Management class with many professional experiences.



Dr. Keyghobadi will teach courses in International Management.

Dr. Gulick reminisces about noteworthy Thunderbirds

by Bryan Prill

Dr. Robert Gulick, Thunderbird's retired director of admissions, has a unique vantage point with which to view the varied group of students that have passed through this campus. The wide variety of people that call themselves "Thunderbirds" constitute a fascinating and colorful lot. In a recent discussion of some of the most interesting of the group, Dr. Gulick was not limited by any shortage of information.

Dr. Gulick, who arrived at Thunderbird in 1964, was particularly impressed with one student from Chile who arrived on campus with only 17 dollars in his pocket. In addition to being one of the world's outstanding soccer players, the student turned out to be a born entrepreneur.

The student discovered, while reading through a book of Arizona statutes, that law required construction sites to be clean and free of debris at the end of the working day. He then went to various building sites in the area and noted the violators (He had little problem finding many). The enterprising student would then call the police about the violations.

After the second or third violation the student would then approach the construction companies and offer his services. He received a great deal of business and subsequently employed a number of fellow Thunderbird students.

Dr. Gulick does not know where the student procured the original funds for school, but suspects the soccer coach helped in some way. Besides improving the economic climate of the Thunderbird

student body, the Chilean student contributed to one of the best soccer teams ever seen at Thunderbird.

The student's business acumen has continued with great results to this day. Currently he operates numerous business interests in Chile, most notably a pharmaceutical house and horse stables.

Another interesting Thunderbird graduate came to campus with an art history degree and little idea of what he wanted to do after graduating. While visiting some contacts in the stock brokerage world of New York City, the T-Bird met a representative of a large chain of luxury hotels. The representative showed interest in hiring the T-Bird for a special assignment.

After a period of reluctance, the former art-history major took the job. His task was to travel to the various locations of the luxury hotels and evaluate their overall performance. The first "work" brought him to the Caribbean and a stay of seven weeks in the hotel. Part of his job required that he live "first-class."

As if this type of work wouldn't be enough, the T-Bird has made a wide variety of contacts through the network of executives that stay at these hotels. Currently, the over-worked T-Bird is traveling throughout the world, putting up with the rigours of a life in first class accommodations.

The early years of Thunderbird has some extremely hard-working individuals studying here, said Dr. Gulick. One person, in particular, had only finished a

please turn to page 4

EDITORIAL

More than any other factor, the presence of the entrepreneur, able to operate in a free economic environment, has allowed the spectacular growth of America and the development of its resources. Some countries that are endowed with great natural resources have faltered in economic growth due to the lack of incentives offered by their economic system. Systems devoid of economic incentives for the individual are systems devoid of dynamic economic growth.

The basis of entrepreneurship is the fact that persons will work towards their own maximum self interest. Persons will endeavour to gain the highest use from scarce resources.

In a sense, all of us at AGSIM are entrepreneurs. We have believed that a graduate education would enhance our own talents and subsequently, our future. We're taking scarce resources (time and capital) and adding an element of hard work: we've applied them towards a graduate program. Although we operate in an environment that never guarantees success, we believe the expenditures are worth all this trouble.

One of the fortunate aspects of my Thunderbird experience has been to meet persons who are experiencing economic freedom for the first time in their life. The excitement and optimism they express about their own possibilities is truly contagious. This is not the sort of euphoria that leads them to view life as a continual acquisition of material objects—a true life "Let's Make a Deal".

Unless I am viewing it incorrectly, these persons see these economic freedoms as integrally linked to an entire framework that states: a person can be all he aspires to be. To infringe upon entrepreneurial and economic freedoms is to undermine

the entire foundation of freedom.

One of the wisest courses of action undertaken by the Reagan administration is the determination to foster a climate conducive to freeing the entrepreneurial genius of this nation. The economic creativity that is essential to the health of this nation had often become mired in taxation, unfair regulation and plain ineptitude on the part of government. Indeed, it sometimes has seemed that government and other organizations have sought to eliminate entrepreneurialism rather than foster it.

The economic health and vitality of the industrialized world is dependent on the vigour it allows in the marketplace. If we allow entrepreneurial activity to be mired, the whole society will follow into the swamp sooner or later.

To parallel the situation of the entrepreneur with our collective experience at Thunderbird might prove an apt analogy. As I have stated, all students at Thunderbird are undertaking a large investment of capital and time to pursue something that might prove valuable in the future.

Students compete in areas they feel are necessary to their individual plans. The environment is competitive, drawing out the best efforts of those involved. The administration is necessary to maintain quality, rules of behaviour and insure the operation of the larger framework in all that this entails (among other things).

As is the case with the entrepreneur and small-business person, the rewards for this expenditure of energy and agreement to play by the rules, can mean a better future. Although many work for the pure love of it, without the knowledge that this effort would bring benefits, most productive activity would dry up overnight.

New Students seek ASLC offices

Lyonnel J. Barclay

I wish to inform the student body that my candidacy, under the name of Lee Barclay, is primarily motivated by a desire to become an involved and active student at AGSIM. In addition, I view the office of first semester representative as a tool to consider whether my further involvement in areas of interest during subsequent terms is warranted.

Alane M. Bowling

If elected as a first semester representative, I would do my best to present the opinions and ideas of first term students to the ASLC. To this end, I would be interested in holding monthly meetings to discuss campus issues, and any special needs or problems that new students might have.

Mark Brown

A good student representative must always listen to students, evaluate their ideas and truly represent them, giving unselfishly his time and efforts. He must be willing to put the aims and goals of the

student body ahead of his own, whatever they may be. This is why I am running.

A. George Hayes

Greetings fellow, Thunderbirds! My name is A. George Hayes. Throughout my work and school experience I have found that any meaningful experience is a direct result of the amount of input and effort those involved put forth.

By being elected to the ASLC as a first semester representative, I would be allowed to help you, the student body, as a whole and specifically the first semester student have meaningful input into the administration and government of this school.

Derek Kostl

Previous experience in campus affairs at the University of Wisconsin, River Falls, has given me the understanding of the framework and role of student councils. The diversity in educational and cultural backgrounds here accentuates the AGSIM program. It therefore, is very important to form a cohesive working unit in order to assure that everyone benefits from the intercommunication potential at this campus.

MacAndrew-Richardson

I am a native of Massachusetts recently returned to the U.S. from two years of graduate management study in Barcelona, Spain. I have six years of student government experience to my credit from the organizational to the directional function.

I believe that active representation in administrative and extracurricular activities is important and believe I can devote the time and energy to effectively represent you.

Dennis Moulton

As a representative in the ASLC, I would work to initiate: 1) A broader based orientation program revolving around the various dorm courtyards and not just the pool area. 2) A meal plan offering fewer meals on a flexible schedule as an alternative to the present rigid and wasteful system. 3) Greater upkeep of the now decaying sports facilities. please turn to page 4

FREEZE FRAME

This weeks question posed by the reporter at large was: If you were given half a million dollars to start a small business, what type of business would it be, where would you locate and why?

Brad Else: Probably used air craft parts in the U.S.A., because there is a tremendous need for them. It's like the used car industry: new cars and parts are so expensive that people turn to used cars and parts.

Barbara Langston: I would market something in the health care industry, probably neo-natal care. I would start in the U.S.A. and then move to Europe. Along with the best hospitals and universities, we have the brains and the financial resources here to develop this type of care.

B.J. Bottger: The computer industry. I wouldn't concentrate on one certain country, but rather one regional bloc, probably the major developing Latin American countries (i.e. Argentina, Chile) because the computer age is upon us and these countries are computer poor.

Steve Thomsen: I would open a bookstore cafe in Paris, because that way I would be a free man in Paris, with all the espresso and books I wanted.



REVIEW

by Wendy Wong

So you want to write a review? You've what...never written before? Oh, that's okay, everyone has an opinion and yours is as good as any.

And so that folks, is, as I see it, how I came to be here on the second page of Das Tor. My God, the second page, everyone will see it!! That's okay, has any one really ever listened to Siskel and Ebert anyway?

Well, I guess everyone's a critic, so here's my go at it.

To the relief of most of you, this will not be a review of "Return of the Jedi." I decided to choose instead a slightly obscure Spanish film that took last year's Oscar for Best Foreign Films, "To Begin Again." (Volver A Empezar)

"To Begin Again," was for me a surprising film with a misleading title. Surprising, because the routine plot works, and misleading because the title suggests beginnings, while the film spoke to me mostly of endings.

The film centers around Antonio Albajara (played by Antonio Ferrandis), a Professor of Literature at Berkeley. He returns back to his hometown of Gijon after an absence of some 40 years to find so little, yet, so much has changed.

Sound familiar? Albajara, a former concentration camp prisoner, now a Nobel Prize Winner (who also happens to be dying of cancer), finds in Gijon, his old flame Elena (played by Encarna Paso). His old friend and soccer-mate, Roxiu (played by Augustin Gon-

zalez) is still very much a part of his life.

Sound more familiar? I know, you say, you can finish the rest. Well, perhaps. However, Producer/Director Jose Luis Garci brilliantly adds the subtle touches that make this routine plot into an award winning film. Garci communicates largely through the eyes and in the expressions of the actors themselves. That's really where the true story lies.

In the opening scene (set to the music of Pachelbel's Canon—a bit overdone throughout the movie) Senor Albajara walks the streets of Gijon to the various places he spent his young life. One feels from his expression that his burden is heavy and carries with it a great deal of sadness. (Ferrandis consistently portrays that feeling superbly throughout the movie.) Albajara seems to say to himself, while looking out over the seashore, 'Gijon has been so far and yet so near to me, why did I ever leave it?' Those reasons unfold throughout the movie and the timing is what gives the film it's momentum.

The film is not laden totally with sadness, regrets or memories. The light touches and the comic relief performance put in by Jose Badalo (the anything-I-can-do-for-you-Mr.-Nobel-Prize-winner Hotel Manager Gervasio Losada), add to the film that much needed contrast.

"To Begin Again" is a bittersweet romance for those who look for expression to tell the story rather than a unique line story. "To Begin Again" is definitely worth its weight in Oscar Gold.

Following is a schedule of planned orientation sessions for those interested in learning about AGSIM's computer system. The sessions will be held in the D-1 Seminar Room. Advance sign-up sheets are located in D-1.

Subject for the sessions will be the basic structure of the computer system, available software and documentation, and how to get started using the computer.

MON	June 13	3:30-4:00 PM	TUE	June 21	1:00-1:30 PM
WED	June 15	11:00-11:30 AM	WED	June 22	3:00-3:30 PM
FRI	June 17	8:30-9:00 AM	THU	June 23	9:00-9:30 AM

Das Tor

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DASTOR accepts and encourages letters to be submitted on any subject with relevance to the AGSIM community.

To ensure the maximum expediency in publishing, all submissions should be typed, double-spaced and margins set 20 and 70.

Letters should be signed and are subject to revision at the editors discretion.

Business As Usual

ASLC

By Kathy Parker

The ASLC budget meeting will be held on Wednesday, June 15, at 6 p.m. in Room 31. All students are welcome to attend.

The summer AGSIM Board of Trustees meeting was held on Friday, May 13. As student body president, I was invited to attend and was impressed with the genuine interest the Board expressed about some of the items we students are concerned about, such as the core curriculum, computer deficiencies and MONEY. The financial statement and 1983-84 budget are on file at the ASLC office. Please feel free to stop by and review them during our office hours, 7 a.m.-3 p.m., Monday through Friday.

Internships

There will be a meeting for students interested in participating in the THUNDERBIRD GRADUATE MANAGEMENT INTERNSHIP during Fall Semester, 1983. This meeting will be held at 4:00-5:00 p.m. on Thursday, June 16, 1983 in the lecture hall (Room 21) of the new classroom building. (Snell Learning Center)

The THUNDERBIRD GRADUATE MANAGEMENT INTERNSHIP is organized under the alternating full-time plan. In this type of program, students alternate a term of study with a term of work on a full-time, meaningful, professional-level job with industry or government.

A student information sheet further explaining the program and description of the assignments available are on file in the Placement Center Library.

Computer Club

Contrary to some beliefs, the Computer Club is not a group of computer intellectuals that get together to discuss the latest in computer advancements. The club is made up of students who, for the most part, have had little or no exposure to computers. The club recognizes that computer literacy is becoming a necessary part of any manager's job and it's goal is to promote computer literacy. It is doing this through a series of Saturday workshops where students can familiarize themselves with personal computers and some of the programs that are applicable to those computers. These workshops are possible because some students that own personal computers donate their time and machines so that others may learn. Several area computer stores are now expressing an interest in the club and have offered to lend the club a few computers for these workshops. The types of programs that are encountered in these workshops are Visicalc, Supercalc, Database, Financial Spread Sheets, and Wordstar.

The club welcomes all members of the AGSIM community and would like very

much to work with all members of that community (students, faculty, and administration) to promote computer literacy as an enhancement to our positions as managers of the future.

Terry Munson

Toastmasters

The Thunderbird Toastmasters Club is an organization devoted to personal development through communication. It teaches such communication techniques as body language, speech organization, voice control, and comprehensive listening. Toastmasters helps a person gain self-confidence in speaking before an audience, both in prepared and impromptu talks. If you are a self-motivated achiever, Toastmasters is the club for you!

Squash Club

This summer the AGSIM Squash Club will be in full swing as usual. Squash is a fun-filled invigorating game which requires more exertion than either tennis or racquetball. Therefore, one can get a great workout in half an hour or forty-five minutes. High-quality racquets and balls will be available at extremely reasonable prices (racquets for less than \$20) throughout the semester, as well as basic lessons for beginners.

So squash enthusiasts, beginners and experts alike, come join the AGSIM Squash Club on Friday, June 10 — Club Day! All you need is \$3.00 and a desire to play squash.

Elections

ATTENTION!!
ATTENTION!!
ATTENTION!!

FIRST SEMESTER

REPRESENTATIVE ELECTION

Just a reminder to all students that elections for first semester representatives will be this Friday, June 17 in the post office. All AGSIM students are eligible to vote. Don't miss your chance to make your vote count.



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IBW

The IBW is one of the largest and most active clubs on campus. The goals of the club include promoting the development of personal and business skills in its members, and preparing them for a smooth and successful transition into the professional/corporate environment. In addition, the IBW takes a very active role in sponsoring some of the campus-wide activities each semester.

Stop by our table at Club Day to find out more. Also — summer semester elections will be held at our first meeting on Thursday, June 9 at 7:30 p.m. in the Thunderbird Room. See you there!

Career Day

One of the valuable events here at AGSIM that helps you prepare for your future is the Career Day. At Career Day you can observe the job interview process by watching mock interviews. This semester we have an example of a private sector interview by a representative from Arizona Bank and an example of a public sector interview by a representative from the Arizona Office of Economic Planning and Development. Following each interview, a question and answer period is provided.

Also this semester we will have Tamera Wilson, a Phoenix fashion consultant, giving a demonstration on how to choose your wardrobe for the business interview and we will have a guest speaker providing insight on a related interview subject.

The Career Day will be held on Saturday, June 18. The exact time of each event will be posted on the campus bulletin boards and in the campus newspaper. Please watch for these timetables and plan now to attend Career Day.

For additional information about Career Day or the Placement Committee contact: Bilquis Hameed — AGSIM Box #536 or Terry Munson — AGSIM Box #647.

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Career Services

June 15 - Wednesday, 4:00-5:00 p.m. Exclusively for first semester students intending to use the Center. LECTURE GIVEN ONE TIME ONLY.

Thunderbird Auditorium

Topic: Introduction to Career Services

Speaker: Carol Hazelett, Director, Career Services

June 16 - Thursday, 4:00-5:00 p.m.

Classroom 21

Topic: Thunderbird Graduate Management Internship

Speaker: D. R. Beisle, Director, Internship Education

June 20 - Monday, 4:00-5:00 p.m.

Thunderbird Auditorium

Topic: Career Planning/Objective/Battle Plan/Research

Speaker: Carol Hazelett, Director, Career Services

Entrepreneurial profit... is expression of the value of what the entrepreneur contributes to production in exactly the same sense that wages are the value expression of what the worker "produces." It is not a profit of exploitation any more than are wages.

Joseph Alois Schumpeter

Experience is a hard teacher because she gives the test first, the lesson afterwards.

Vernon Sanders Law

Business is like riding a bicycle. Either you keep moving or you fall down.

John David Wright

We are constantly misled by the ease with which our minds fall into the ruts of one or two experiences.

Sir William Osler

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Gulick Interview Con't.

high school reputation had been admitted due to his excellent leadership that resulted in a high graduation rate. Thunderbird's students took an assignment to research and then come back to the States.

From then on, this former student has gone on to do very well in the executive world. Reported in Gulick's report he is president of a firm in California and has received the James Mayer award. The outstanding graduates from Thunderbird are awarded this. This graduate typifies the early graduating classes from Thunderbird people willing to work.

In the early days of Thunderbird a college degree was required to begin studies. A certificate of study was awarded to students. Dr. Gulick has evaluated the accomplishments of the certificate holders and has found their performance exceptionally high with regard to other graduates of Thunderbird.

Dr. Gulick has studied the performance of Thunderbird graduates since he assumed his job as Director of Admissions. It amazes him that many students who have less than impressive academic credentials prior to attending Thunderbird seem to blossom here. On the other hand, excellent students sometimes fail to live up to their potential. Excellent grades have not necessarily meant success in post-graduate life," advised Dr. Gulick.

A 1966 graduate has done remarkably well since finishing studies in 1964. After graduating he began work as a trainee at Chicago Bridge and Iron. From this domestic job he traveled in London, then Algeria and Spain, before returning to the U.S. to be a special assistant to a U.S. Senator. Politics interested him and he went on to become a state senator in Pennsylvania.

His political life yielded to his love for international business and he has subsequently been in charge of marketing in almost every region of the world. After being one of the first businessmen to travel extensively in China, he assumed the post of Marketing Director for a large company in Europe and Africa.

In 1964 Dr. Gulick decided to poll the graduating student body and determine the most desirable students in the eyes of the recruiting corporations. The most wanted student had two job offers on the strength that he once had made over 250,000 dollars profit, selling powdered milk in Mexico. Unfortunately, the student had slackened his studies and was unable to make his grades, thus, he was on the bottom of the academic list.

The second most recruited student was an Ivy League graduate that had majored in classical civilizations. He had received nine job offers.

One of Thunderbird's wealthiest graduates is a Cuban who participated in the ill-fated Bay of Pigs invasion. He did well at Thunderbird and went on to work initially for Continental Grain. He transferred to a company doing business in Venezuela and moved there. After a few years he started his own business in Caracas and has done very well.

Few students have scored on the infamous side of the ledger; but one particular case stands out. The student in question was a great bird-lover and hated all things that could do them damage. One morning the large cat population was found to have their paws missing. The bird-lover had chopped the paws off with a knife. The outcry was so great that the student was expelled.

It is interesting to note that the stories of fascinating Thunderbird graduates are almost endless. The stereotypical notion of legions of briefcase carrying, three-piece suit wearing, automatons coming off an MBA assembly line would never describe Thunderbird.

Our business needs massive transfusions of talent. And talent, I believe, is most likely to be found among non-conformists, dissenters, and rebels.

David Mackenzie Ogilvy

Elections Con't.

Mary Beth Simons

My name is Mary Beth Simons. Basically, I am an interested and enthusiastic soul, who enjoyed being involved in a variety of extracurricular activities during high school in Buenos Aires and New Jersey. I would very much like to represent you, the student body, by committing my time and energy in working with the ASLC.

Gary Vanderhoof

My name is Gary Vanderhoof. I present myself for your brief but important inspection as a candidate for first semester representative.

Simply stated, I believe any institution is as good as the people who run it. The way to make things happen is to become involved, and to be a member of the ASLC is to become involved. Vote for me, you can't miss that last name, VANDERHOOF.

Stuart Wiley

I, Stuart Wiley, in running for first semester representative, would like to get involved with student government cooperation in the designing of projects and the allocations of funds.

I would like to help instill a feeling of campus cooperation so that effective management of funds and the prioritizing of projects would be an effective investment in the future value of the university as well as to create student satisfaction and enthusiasm.

Mike Wong

Hi, I'm Mike Wing. I've just returned from the Gambia, West Africa, where I've spent most of the past three years with the U.S./A.I.D. and the Peace Corps. Prior to that I was with Dial Financial Corporation for seven years, and lived and worked in Detroit, Des Moines and Dallas. I have a B.S. in Business Administration from Wayne State University in Detroit.

My "platform" is fairly simple. I haven't been here long enough to discover too many skeletons hanging around. But I'd like to get involved and meet you all. If you have any problems I'll do my best to help you sort things out.

OFF The Wall

There are many issues in the corporate environment when it is so important to tell the truth. But no moral businessman will ever consciously lie. Here is a list of the seven most common strategic misrepresentations used in business.

1. Your check is in the mail.
2. The customer is always right.
3. Let's get together for lunch sometime.
4. There's no such thing as a free lunch.
5. It's not the lousy hundred grand that counts—it's the principle of the thing.

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6. This special sixteen-piece set is not available in any store.
 7. I'm from corporate headquarters and I'm here to help.
 8. This company is run in the interest of the shareholders.
 9. The numbers tell the whole story.
 10. Look...I know this really honest accountant, (lawyer, broker, developer)...
 11. That's absolutely my rock bottom offer.
 12. Trust Me.
- Taken from
The Official MBA Handbook

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