

Thunderbird

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

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4 Pages

August 30, 1983

WELCOME



Greetings from the Thunderbird International Community

We welcome you as members of the Thunderbird international community and we hope that you will derive maximum benefit and enjoyment from the fleeting months that you will be with us.

Abundant opportunities exist for you to tap the knowledge of faculty members outside the classroom. The World Business and International Studies Departments feature professors born in such countries as Canada, Korea, Malaysia, Latvia, Iran, Germany and Britain. Many of the American teachers have had extensive professional experience in Latin America, Europe, Asia, and Africa. If the subject of your choice is not listed in the Bulletin, you may be able, in a later term, to pursue the desired topic as an independent study bearing the number 590.

This is a student body garnered from

over 400 universities and representing over 50 countries. Students in attendance may have completed 80 undergraduate majors. You can and should learn a great deal from your fellow students

The Bulletin, as amended, represents much painstaking effort. It is the better part of wisdom to know it well and to be guided by it, rather than by some innocent bystander.

Our interest in your success does not stop with financial registration. We wish you well.

Signed,

John James Arthur
Dean of Admissions and Registrar
and
Robert L. Gulick, Jr.
Foreign Advisor
Professor of International Studies



John James Arthur



Robert L. Gulick, Jr.

ASLC President Kathy Parker Extends Greeting

Welcome to the Associated Students. You are automatically a member of this association on campus because you pay your student fees at the beginning of each semester during financial registration. The Associated Students Legislative Council (the ASLC) is the student body government on campus and consists of 21 Council members elected to represent you to the administration, the faculty, and to the community at large. We are here to assist you in any way possible.

The ASLC sponsors, among other things,

campus speakers, films, parties, the Orientation Committee, the World Affairs Conference, the Fortune Student directory, the chartered clubs, and Career Day. There are just a few of the events which your fees are used for. During the summer we had 25 chartered clubs on campus. There should be even more during the Fall; Club day is this Friday and you should be able to find a club in which you are interested. Get involved in some of the many activities on campus— you will meet interesting people and learn lots outside of the classroom.

The ASLC will soon be holding elections for seven first semester representatives. If you are interested, stop by the ASLC office next to the post office and speak to Karen, the secretary.

I will be in the office every afternoon until November, when my term in office will be over. If you are interested in October (for a six-month term) come talk to me. It's a demanding, interesting, and exciting job.

Get involved and round out your MIM while you're here. The effort is well worth it. Have a good semester.



President of AGSIM: Dr. William Voris

Letter from Dr. Voris

I am happy to welcome all of you new students to the American Graduate School of International Management. This is a school unlike any other in the world which will soon become apparent to you. There is an atmosphere here that is difficult to explain but has become known as the "Thunderbird Mystique". You will all feel it. It comes about apparently from the shared experience of living together in a dynamic international environment composed of many languages, many customs and ideas.

All of us at the School agree that our greatest strength is the Thunderbird student. You bring us intelligence, motivation, and ambition. We will supply you with a quality learning experience which will put you in good stead for a fruitful career in international management.

William Voris

New Student Reception

Dr. and Mrs. Voris look forward to meeting all new students and their families at the Friends of Thunderbird Welcoming Reception on Friday, September 9th at 7:30 p.m. As customary, the reception will be held at the Voris' house on campus.

External Affairs Department Greet T-birds

On behalf of the Department of External Affairs I would like to extend a hearty welcome to all new and returning students.

Our overall responsibility is the enhancement of understanding, respect and financial support between AGSIM and its diverse constituencies, including alumni, friends, parents, corporations, and foundations.

Other offices included in this Department are: Alumni, Communications, Corporate Development, Development Services and Institutional Development.

The focus of the External Affairs Department is on the world you will enter when you leave Thunderbird as an alumnus. Your support, your contacts, and your loyalty make the Thunderbird network a worldwide chain of T-birds that grows stronger with each graduating class. We wish you well during the time you spend at Thunderbird and look forward to keeping in touch with you as you enter the international corporate world.

Dr. Robert G. Horn
Vice President
External Affairs Department

Welcome from the Student Affairs Office

The Student Affairs Office is along the road between the Post Office and Dining Hall. It contains the offices of the Dean of Students, Financial Aids and Housing. The Health Center, located south of the Pub, is also a part of Student Affairs. All of us are here to serve you and to help in any way we can during your stay at AGSIM. If you have problems, need advice, or just want to pet a cat, come in and visit. We have the cats and, while we may not have the answers to all your questions, we'll probably be able to point you in the right direction. Welcome to Thunderbird. We hope your careers here will be both pleasant and rewarding.



Dean of Students: Steve Beaver

DAS TOR Needs you

I invite all members of the AGSIM community to contribute to the Das Tor. We are presently looking for writers, humorists, regular columnists, interviewers, photographers, runners (to and from the printers at 23rd Ave. and Cactus), and circulation personnel. Scoops, insight and inspiration are also appreciated. So drop by the office which is located through the ASLC office or leave a note in our yellow box outside the W.A.C. office. You can also phone us at Ext. 7119. We're there Weds. from 11:30 p.m. but a message can be left any day of the week from 9 to 5.

Thanks,

Brian Kelly
Editor

Murder, Not Suicide, in Manila

An Editorial from the New York Times, Aug 23, 1983.

Who's responsible for the assassination of Benigno Aquino? To hear President Marcos of the Philippines, the brave Mr. Aquino caused his own death. Amid expressions of "shock, humility and tears," Mr. Marcos insists that his Government tried its hardest to prevent the victim's return from American exile. But Mr. Aquino ignored those appeals, Mr. Marcos says, and besides, protecting a public official from a determined killer is difficult.

And this is the country that President Reagan still says he intends to visit in November.

Americans know better than most people that perfect security is impossible. But this murder didn't happen on the crowded streets of Manila or at an excited airport rally of thousands awaiting the return of the country's leading opposition democrat. He was shot, at point-blank range, as he was escorted from his plane by security guards.

Far from willing his own murder, Mr. Aquino had taken every reasonable precaution to prevent it, including wearing a bulletproof vest. The timing and circumstances of his arrival were supposedly secret. If the airport isn't secure in Manila, what is? If a vulnerable public figure can't be safely escorted from a plane, who is safe?

Given what is known today, it would be reckless for President Reagan to ignore the stain on the airport pavement by honoring Mr. Marcos with a visit. A 21-gun salute in November would provide a measure of the guilt of August.

Mr. Aquino understood the risks of returning to Manila, where he faced a death sentence on charges of subversion. He had been given no promises of leniency but wanted to make his own case as a democrat against a regime that derided him as a Communist. In a speech that he never delivered, he spoke of reconciliation, quoted Gandhi and pleaded for restoring the freedoms suspended in 1972.

Unless this legacy is kept alive the Marcos regime will, with new plausibility, promote itself as the only alternative to the extreme left. President Marcos already uses just that argument to justify the substantial increase in "rent" he wants the United States to pay for its bases at Subic Bay and Clark Field.

It will be hard for someone else to fill the void Mr. Aquino leaves in the responsible opposition. But other voices will rise, and as they do, Americans who love freedom and hate murder will join them. The most we can do in the meantime is to press the Marcos Government for a full and credible inquiry, and to mourn a brave man.

Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

"THE GATE"

at The American Graduate School of
International Management
Glendale, Arizona 85306

Editor: Brian Kelly
Assistant Editor: Steve Spitts
Business Manager: Ranjit Singh
Copy Editor: Kathy Parker
Cartoonist: Frank Matheis

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.

Now Can We Come Back?

\$5 Million for Oxford Business Center

John M. Templeton, the American financier who founded the Templeton Prize for Progress in Religion, is giving 3,260,000 English pounds (about \$5 million) to the Oxford Center for Management Studies. The center was launched in 1965 and works to raise professional standards in British management. Templeton, 71, who is an investment counselor living in the Bahamas, was a Rhodes scholar at Balliol College, Oxford, in the 1930s, where he read law and then went on to a career in Wall Street.

Int'l Herald Tribune 7/28/83

Editors note: The Oxford Center for Management Studies is where AGSIM hold its Oxford summer symposium of European business methods. More than 40 T-birds attended last June and July.

Gay Oasis

Welcome new students! Gay Oasis is a growing organization of lesbian and gay T-birds. Come join us celebrate our first anniversary at our first meeting of the fall semester this Saturday, September 3rd at 7:30. Confidentiality respected, call 931-2904 for details.

CLASSIFIED

Musicians, including vocalists, into Beatles, Police, Toto, Michael Jackson, Bowie, Pretenders, Cars, etc., please contact Brian Kelly if interested in forming a band. Box No. 742 or Ext. 7575.

Will whoever received a queen-size mattress & box springs with small pink roses on it please contact Bill Currie in Housekeeping (X7224). This mattress was owned by a student and inadvertently removed from the East apartments over summer break.

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hind leg with two oval
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or
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David Belasco, the great
American theatrical producer,
once said, "If you can't
write your idea on the
back of my calling
card,
you don't have a clear idea."

A message as published in the Wall Street Journal
by United Technologies Corporation, Hartford, Connecticut 06181

History casts no doubt at all on the ability of human beings to deal rationally with their problems, but the greatest doubt on their will to do so.

J.W. Fulbright
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November 12-13 is the date of the 9th Annual Thunderbird Balloon Race. It will feature: 100 Hot Air Balloons, International Food Booths, Bicentennial Balloon, Navy Balloon Teathered to give free rides, and The Navy Skydiving Team.

Students may sign up for Crewing in the Balloon Office on September 6th after 10:00 a.m. They may also sign up for the Food Booths at that time.

The T-shirts are due in on September 6th and will be sold in the lobby for \$7.00 for ladies, \$6.00 for mens. They will be sold in the lobby by the Post Office by students. Hours will be posted on The Balloon Race Office door.

The students may get involved by: Selling T-shirts, Crewing for the Balloonists, or participating in the International Food Booths and Entertainment.

Know Thyself

We shall not cease from exploration. And the end of all our exploring will be to arrive where we started and know the place for the first time.

-T.S. Eliot

Phoenix, AZ

Population: (1981) 810,000 (City of Phoenix), 1,533,583 (SMSA); capital and largest city in state; total employed 652,400.

Industry: electronic equip. manufacturers. Second largest in the country. Honeywell and Motorola each employ more than 7,000; Arizona divisions of the Garrett Corp., Sperry Flight Systems, and Mountain Bell each employ more than 5,000; other major employers are American Express, Amerco, Arizona Public Service, Courier Terminal Systems, General Electric, General Semiconductor, Goodyear Aerospace, Greyhound, Intel, International Metal Products, ITT Courier Terminal Systems, Marathon Steel, Phoenix Newspapers Inc., Reynolds Metals, Salt River Project, Siemens Corporation, Spring City Knitting Co., Tanner Prestressed Architectural Concrete, Ind., United Metro, and Western Electric Cable.

Commerce: Wholesale-retail center for state; retail sales (1981) \$9.5 billion for the Phoenix Metro area, effective household buying income \$21,477; bank and S&L assets \$26.4 billion; 18 banks and 7 S&Ls.

Transportation: transportation center of the Southwest; Sky Harbor International Airport served by 16 major airlines, more than 6.6 million passengers (1981); 5 smaller airports in other areas of the county; 3 railroads; 2 transcontinental bus lines; 10 transcontinental truck lines; 25 heavy equipment haulers; 34 interstate and 39 intrastate truck lines; 7 air cargo firms.

Communications: 8 TV and 36 radio stations.

New construction: (1981) 22,479 new residential building permits; total value of building permits, \$1.5 billion.

Medical facilities: Barrow Neurological Institute; 27 general care hospitals.

Veterans' Hospital: other special services. **Cultural facilities:** art museum, public library, symphony orchestra, Indian museums, zoo, botanical gardens, community and professional theaters; Civic Plaza convention center; Gammage Auditorium.

Federal facilities: Luke AFB, Williams AFB.

Educational facilities: Arizona State Univ., American Graduate School of International Management, Grand Canyon Col, DeVry Institute of Tech., Arizona Tech. Univ. of Phoenix, Lamson Business Col, Maricopa Technical Col. (vocational), six community colleges, 15 public and parochial high schools, and 66 elementary schools.

Sports: 72 golf courses and \$300,000 Phoenix Open; inland surfing beach; ice skating rinks; amusement park; pro basketball and baseball teams; auto, greyhound, and horse racing; annual Fiesta Bowl football game.

Other attractions: Frank Lloyd Wright's Taliesin West; Paolo Soleri's Arosanti; Dons' Club guided tours of Arizona; full calendar of events including state and county fairs and rodeos, horse shows, regattas, polo tournaments.

History: founded 1870, on site of ancient Indian settlement; the Hohokam tribe, which flourished ca. 500-1200 A.D., developed an intricate system of irrigation canals which form the base of the canal system in use today.

Birthplace of: Lynda Carter, Barry Goldwater.

Further information: Phoenix and Valley of the Sun Convention and Visitors Bureau, 2701 E. Camelback Road, Phoenix, AZ 85016; or Phoenix Metropolitan Chamber of Commerce, 34 W. Monroe, Suite 900, Phoenix, AZ 85003.

Off The Wall

Ah... Could you spell that please?

Lynette George, twenty-five, left her husband, Trevor, twenty-eight, when he named their newborn daughter after twenty of the world's greatest soccer players. The Penarth, Wales, man registered the child's name as Jennifer Edson Arantes do Nascimento Jairzinho Rivelino Carlos-Alberto Paulo-Cesar Brietner Cruyff Greaves Charlton Best Moore Ball Keegan Banks Gray Francis Brooking Curtis Toshack Law George; but Mrs. George managed to change the name to Jennifer Anne George before moving back home with her mother.

"I'm more angry about her changing the names than about her leaving," said Mr. George. "She can stay where she is if that's what she's going to do." UPI

Un-Empressed

Forty-four-year-old Daniel Yannielli scaled a ten-foot concrete wall beside an elephant cage at the Honolulu Zoo in Hawaii, stripped to his underwear, and played his harmonica for Empress, the Indian elephant inside. Yannielli was arrested and charged with cruelty to animals. AP

And change back from your dollar.

In Sacramento, California, Rita MacDonald and her boyfriend, Joe Delgado, a Sacramento County deputy sheriff, asked for an order of guacamole and chips to go but when they got home and opened the bag, they found \$3,800 in cash. "All I wanted was my guacamole," said MacDonald, a procurement analyst at McClellan Air Force Base. They took the bag back to the restaurant, where a frantic search for the missing cash receipts was under way. Owner Luis Leyva said his daughter, Leticia, 21, had opened up a bag looking for the cash receipts and found guacamole. Leyva gave MacDonald and Delgado a \$100 reward and threw in the guacamole. He also said he would change the way the restaurant handles its receipts.

Int'l Herald Tribune

Smile and say 571426

When asked why he was supporting a proposal by the Chinese Dentists Against Crime that all photographs attached to identity cards must show the holder while smiling, Inspector Pin Xijen of the Hong Kong CID said: "Only a broad and happy smile that reveals all six front teeth will enable us to identify the serious mugger."

Education is an admirable thing, but it is well to remember from time to time that nothing that is worth knowing can be taught.

OSCAR WILDE: *The Critic as Artist*, 1891

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The Life of Reason, I, 1905

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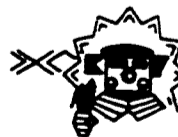
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Business Travel Amenities Curbed

The chairman of the Xerox Corporation now flies coach class on domestic business trips. The Digital Equipment Corporation will not pick up the tab for drinks employees order with a meal while on the road. And the General Motors Corporation has started to monitor by computer all corporate travel.

The costs of business travel, for more and more corporations, are beginning to seriously stretch budgets. Accordingly, they are tightening up on travel spending, negotiating corporate discounts and using automation to keep track of travel expenses.

Last year, American companies spent more than \$70 billion on business travel, not including associated administrative and accounting expenses, according to the American Express Company. This represents the third-largest controllable cost of doing business after salaries and the cost of computers and other data-processing equipment. Furthermore, the cost—up 13 percent in 1980, 18 percent in 1981 and nearly 20 percent in 1982—has been rising faster than the rate of inflation.

Amenities Reduced

One way companies have responded has been to cut back on the amenities and flexibility of air travel. Requiring employees to fly coach or the intermediate business class, rather than first class, is only the most obvious example of belt tightening. Some companies are also asking employees to fly on discount air tickets, which usually require booking at least seven days in advance, but can cost as little as half the regular coach fare.

"Most companies are not in a reactive, fire-drill mode," said Richard Van Gemert, manager of travel services at Xerox. "You can plan business travel in advance, if the consciousness is there to save." Xerox now requires employees to fly at the lowest discount air fare, unless this adds two or more hours to the flight.

Some companies are also limiting a business traveler's discretion in choosing a hotel or rental car, requiring certain price ranges.

Seeking Corporate Discounts

"In the early 1970's, there were not a lot of companies who were willing to tell their travelers what car to rent," said Frank A. Olson, chairman and chief executive officer of the Hertz Corporation. "Now, many companies do not hesitate to do so, unless there is a specific reason to rent a larger car. Eighty percent of Digital Equipment travelers now rent compacts, according to Dave Hamilton, corporate travel manager."

But a more significant limit on employee discretion occurs when companies give all their

business to one car rental company or one hotel in a particular city, allowing them to receive corporate discounts.

"By taking the business split between car companies and applying it all to one, companies are realizing significant savings," Mr. Olson said. The savings may be up to 20 percent, depending on the amount of business.

Some companies remain relatively liberal in their approach to employee travel. For example, Apple Computer employees are eligible to fly first class at company expense when the flight is longer than three hours, and they are not limited in car rentals. But even those companies, in some instances, are pulling in the reins by putting their travel policies in writing.

Indeed, without formal, written guidelines to follow, experts agree, employees tend to travel as comfortably as they can, thereby undercutting management's cost-cutting goals. "A written travel policy is the cornerstone of controlling travel and expense costs," said Jeanie M. Thompson-Smith, president of Topaz Enterprises Inc., a travel management consulting firm based in Washington.

Many companies still lack such written guidelines, however. An American Express study of the travel policies of 10,000 American companies found that 43 percent of those responding did not have a travel policy manual. One-quarter of the companies that indicated concern that their employees comply with travel policy did not have a written program.

Using Computers

But the most effective brake on rising travel costs may be applied in the home office, not on the road, as companies computerize travel planning.

"At every downturn in the economy, corporations become more sophisticated," Mr. Olson said.

Reports generated by a computer can tell a company, by department, the savings by requiring an employee to fly at the lowest fare, whether the employee took advantage of it, and if not, why not.

"It is very important to communicate travel policies to employees," said David K. Hillman, a vice president at Thomas Cook Travel, "and it is just as important to monitor compliance with the policies."

A computer can also help a company document its business with a particular company or hotel, providing leverage in negotiations for corporate discounts. "Companies should be building a history of their corporate spending if they want to achieve savings in the future," Mrs. Thompson-Smith said.

The New York Times, Wednesday, June 15, 1983

How to Handle the Summer Heat

HEATSTROKE

Heatstroke (also called sunstroke) can be fatal, because the body cannot cool itself. Instead, the body gets hotter and hotter and the patient can no longer perspire because of dehydration.

Signs and Symptoms of Heatstroke:

1. Mouth temperature is above 104° F.
2. Skin is hot, red, and dry, because the sweating mechanism isn't working.
3. Rapid, strong pulse.
4. Victim may be unconscious, irrational, or unable to move.

WHAT TO DO

1. Have someone call a hospital ambulance.
2. Cool the body.
3. Observe the victim carefully.
4. Do not overcool him.

Read General Procedure for details.

GENERAL PROCEDURE

- Immediately attempt to cool the victim's body to 102° F. Take him to the coolest place nearby. If possible, undress him, place him on his back, and spray or sponge his body with cold water. If you can't unclasp him, spray his body with cold water. Or place him in a tub of cold water, but add no ice.
- Use fans or an air conditioner, if possible, to get his temperature down to 102° F.
- A thermometer is the best means of determining his temperature. Otherwise, judge his temperature by his general condition and his pulse rate. A pulse rate below 110 beats per minute usually indicates a tolerable temperature.
- Have someone contact medical help, or take the victim to the emergency room of a nearby hospital.
- Do not overcool the victim. Once his temperature is down, observe him carefully. Cease cold applications for about 10 minutes. If his temperature increases, resume treatment. If the temperature decreases, provide a covering.

• Never give fluids to an unconscious person. A conscious victim of heatstroke can receive what he desires, except for hot fluids or stimulants.

HEAT CRAMPS

Description: Heat cramps are a minor emergency that often, but not always, precede heat exhaustion. During heat cramps, the muscles tense or spasm. In most cases, the muscles of the arms or legs are the first affected; abdominal pain can also occur. The cause of heat cramps is loss of body water and possibly loss of body salt as well.

TREATMENT

- To help relieve the spasm, press your hands firmly on the cramped muscles. Or gently massage them.
- Give the patient sips of salt water—1/2 teaspoon of salt per glass of water.
- Also, have the victim drink plenty of plain water.

HEAT EXHAUSTION

Description: Heat exhaustion usually is a minor emergency caused by lack of salt. Although the victim's temperature will be about normal, his skin will be pale and clammy. He will sweat profusely, be tired and weak, have a headache, and be dizzy; he might have cramps, become nauseous, and he could faint.

TREATMENT

- Give the patient sips of salt water (1/2 teaspoon of salt per glass).
- But if he vomits, give no fluids. Take him to a hospital for an intravenous salt solution.
- If he doesn't vomit, have him lie down, then raise his feet about 8-12 inches.
- Loosen any tight clothing.
- Apply cool, wet compresses. Fan him or take him to an air-conditioned room.
- Also, have the victim drink plenty of plain water.

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R. W. EMERSON: *The Conduct of Life*, IV, 1860





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