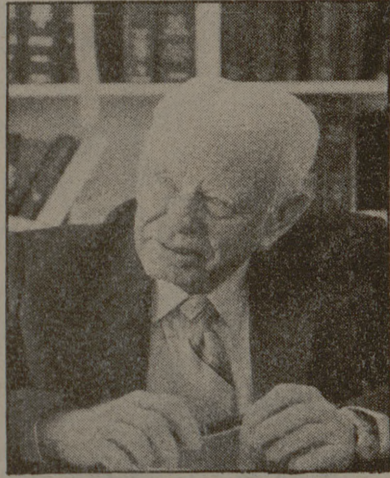


Potts still devotes time to A&M after retirement

By BELINDA HOOD
Reporter



Dr. R.C. Potts

Even though he retired in 1977, Dr. R.C. Potts continues to devote his time and energy to Texas A&M and its students.

Potts, a retired associate dean of agriculture, has been associated with A&M for more than 50 years.

He has many stories about the changes that have taken place during those years at A&M and shares them with anyone interested.

Potts came to A&M in 1935 and except for a few months spent in Georgia, has been here since. He said his interest in agriculture and A&M was due to the fact that he was born and raised on a farm in southwest Oklahoma.

"My parents went to Oklahoma by covered wagon in 1894 from Texas," he said. "My father's ambition was for his kids to get as much education as possible."

Potts earned his bachelor's degree from Oklahoma State University in 1935 and then came to A&M.

He said he chose A&M because it was small at the time and the students seemed more academically disciplined and serious about what they were trying to accomplish.

"It didn't take long to get the Aggie spirit," he said.

After completing his graduate work, Potts joined the faculty here. He was an agronomy professor for 19 years, and then was promoted to associate dean of instruction in agriculture. He held that job for 22 years

before retiring in 1977.

During his time as associate dean, Potts said his first priority was to spend time with every freshman who enrolled. It was not unusual for him to visit the freshmen in their dorms in the evenings.

Once while visiting the freshmen dorms he came upon a student who was crying, he said.

"He was homesick, had about a 1.0, had his trunk packed, and was ready to go home," Potts said. "Before I left, he had unpacked his trunk."

Potts said he made it his job to always be there to encourage students who felt defeated.

In most cases, he said it didn't take much for him to help make a student a success academically, and he always tried to help the underdog.

"Young people are young people," he said. "They get down and discouraged and homesick and someone has to show a little confidence in them."

Potts said he gets the most pleasure seeing students he has helped do well.

"I see students all the time who tell me if I hadn't given them a second chance they probably wouldn't have made it," he said.

Potts' work with A&M continues. He has worked with the Athletic Department as a counselor, and this fall he began recruiting agricultural journalism students for the College of Agriculture.

Potts said he chose to do this because of the importance of communications to agriculture in the future.

"For the number of people who graduate from A&M, no single group makes the impact of the Ag journalists," he said.

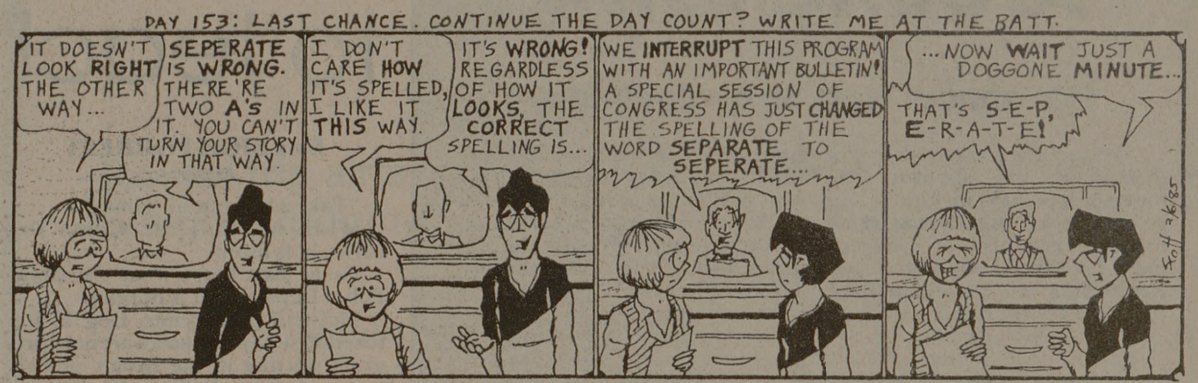
Potts also spends his time acting as a host for Southland Tours, which sponsors four to five trips to Europe each year.

Potts attends the tours as a host and comments on the agriculture programs in the European countries.

"These trips give me a chance to increase my education in international affairs," Potts said.

Warped

by Scott McCullar



Research has international focus

Trade trend sparks study

University News Service

Increasing international competition in historically U.S. dominated business markets has spurred the creation of the Center for International Business Studies at Texas A&M.

Dr. William Mobley, dean of Texas A&M's College of Business Administration, said a major objective of the new center is to develop a research program that will make significant contributions to knowledge in international business in connection with the college's Center for Executive Development.

"The economic vitality of Texas and the nation is increasingly dependent on international trade," Mobley said. "and contemporary higher education in general, and business education in particular must infuse a

greater international emphasis into the curriculum and in student development."

He said American firms will focus more on international markets of the future, and the change will bring about an evolutionary change in business schools' curricula.

"While the overwhelming majority of students won't be working abroad, they will be working for companies for which foreign trade is absolutely essential," Mobley said, "and they'll need to be informed about the international nature of business, in addition to knowing business tools and techniques."

The International Business Division of the Houston Chamber of Commerce and the Dallas-based Center for International Business are among a number of interna-

tional associations and firms that have endorsed the center. It was formally approved by The Texas A&M University System Board of Regents.

"The center is consistent with the export and economic development needs of Texas and the nation," A&M President Dr. Frank E. Vandiver said.

A \$500,000 endowment from the Cullen Trust for Higher Education will be used to recruit a director and head professor for the privately funded center.

The center also will stimulate student and faculty development in international business by encouraging the Summer Study Abroad program, Mobley said.

THE BUSINESS

Vol. 7, No. 9 - February 6, 1985

"The Business" is paid advertising published by the Business Student Council, College of Business Administration, Texas A&M University, College Station, Texas 77843. Ph. # 409/845-1320; Michele Smith, Editor; Bill Bradley, President; Lynn Zimmermann, Advisor; William H. Mobley, Dean.

Students Learn by Being Involved

By KIM TREESE
Reporter

Students get much more than just a classroom education in Texas A&M's College of Business Administration. Although academic excellence is a priority, students also participate in a wide array of extracurricular activities which enhance their academic careers.

Student business organizations are open to anyone willing to donate time and effort. However, the honorary societies require a minimum grade-point ratio for membership.

The organizations are beneficial to the college, the community and, most of all, to the students involved.

These societies are student chapters of professional organizations, which provide many programs and events to help prepare students for careers after graduation.

The organizations serve a unique and important role in a student's education. Therefore, all students are urged to find their area of interest and participate.

THE FINANCE ASSOCIATION The Finance Association plans activities designed to increase the student's awareness of opportunities in the finance field. It is a professional society open to students interested in financial careers.

Membership in the association offers several advantages to students. First, the association puts students in contact with prospective employers. Through guest speakers and field trips, students can talk to professionals on finance-related topics and careers. Many banks sponsor cocktail receptions which allow students to personally talk to bank representatives.

The Finance Association gives students an opportunity to interact with the finance faculty on a personal basis. Members also become acquainted with other students who share similar goals and interests.

In addition to guest speakers and field trips, social activities such as parties and barbecues are held during the year.

Charlotte Reuwer, president; Dr. Scott Lummer, advisor

MBA/MS ASSOCIATION The MBA/MS Association is a graduate student organization. Anyone doing graduate work in the College of Business Administration may participate.

The association sponsors speakers, career awareness conferences and social activities, such as the SWC MBA Case Competition held during Business Week.

marily facilitates professional and social interaction between the graduate students and the faculty of the College of Business Administration.

If you are a graduate student in the business college, or plan to be soon, please contact the MBA/MS Association in the Blocker Building, room 316.

Burt Garcia, president; Dr. Dan Robertson, advisor

THE MANAGEMENT SOCIETY The Texas A&M Management Society was created to provide a professional atmosphere for students interested in the business world.

The society provides students with an opportunity to gain knowledge and experience in the field of management through interaction with faculty, guest speakers, and recruiters from various companies interested in management students.

Additional activities include semesterly field trips and receptions with visiting companies.

Membership is open to all students.

Rodger Woika, president; Mike Abelson, advisor

THE ACCOUNTING SOCIETY Striving to enhance student relations with accounting faculty members and professional accountants, the Accounting Society is one of the largest professional organizations on campus.

The club recruits speakers for presentations such as "Job Opportunities in Accounting," "Dress for Success," and "The Interview Process."

By presenting its members with opportunities to meet and talk with professionals, the Accounting Society can be an asset to students interested in accounting.

The society also provides social activities, including events such as barbecues, dances, and wine and cheese parties.

Kelly Zagotta, president; Dr. Gary Schugart, advisor

THE MARKETING SOCIETY The Marketing Society helps students take advantage of the opportunities Texas A&M offers. Being part of a professional organization like the Marketing Society is a stepping stone to a career in business.

Primarily, the society tries to show its members the connection between school and the professional business world by visiting different business companies.

Other programs include guest speakers from different fields such as retailing, manufacturing and advertising. These speakers help members make important academic and career decisions.

The Marketing Society gives students the opportunity to meet

others with similar interests and backgrounds. It also enables the student to interact with professors outside of the classroom.

Leigh Ann Seeburger, president; Larry Gresham, advisor

PI SIGMA EPSILON Pi Sigma Epsilon is a professional national fraternity in marketing, sales management and selling. Although it presses upon these areas, it is open to all majors and is a link to professionalism.

PSE extends sound practical business experience and leadership training through projects and activities. It gives opportunities for professional contacts and increased career possibilities.

PSE requires an individual who has a desire to get involved and work toward set goals.

Marla Stealy, president; Dr. Hise, advisor

BETA ALPHA PSI Beta Alpha Psi is a national professional organization comprised of honor students concentrating in accounting. In addition to promoting the collegiate study of accounting topics, the organization seeks to cultivate a sense of responsibility and service in its members.

At Texas A&M, the Delta Iota chapter of Beta Alpha Psi plans a variety of professional meetings, activities and social functions to meet the fraternity's objectives. Also, while participating in the planned activities, members are able to associate with practicing accountants.

To be eligible for membership, students must have completed six credit hours of intermediate accounting and attained a cumulative grade-point ratio of at least 3.0 overall and a 3.0 in accounting courses.

Clint Foster, president; Lorance Bravenc, advisor

SIGMA IOTA EPSILON Sigma Iota Epsilon is an honorary and professional fraternity. Sigma Eta is the Texas A&M chapter of this national management fraternity.

Sigma Iota Epsilon strives to stimulate interest and achievement in the field of management; to stimulate scholarship and research through the development of the scientific approach; to gain recognition in business; and to facilitate contacts between students and professionals.

Sigma Eta brings speakers to campus who have made contributions to the management field.

Membership is determined by the applicants' academic performance and extracurricular involvement.

Kristen Kinney, president; Dr. John I. Reynolds, advisor

BETA GAMMA SIGMA Beta Gamma Sigma, founded in 1907, is the national business honor society. The objectives of the society are "to encourage and reward scholarship and accomplishment among students of business and administration; to promote the advancement of education in the art and science of business; and to foster integrity in the conduct of business operations."

Induction into Beta Gamma Sigma is recognized as the highest scholastic honor a student in business administration can attain.

The eligibility rules are:
juniors - top 3 percent from the College of Business Administration

seniors - top 10 percent from the College of Business Administration

George Polydoros, president; Charlie Plum, advisor

EPSILON DELTA PI Epsilon Delta Pi was founded in 1973 to recognize outstanding academic scholarship of students in every application and level of computer science, including business and systems programming.

Epsilon Delta Pi seeks to promote the high ideals of the data processing profession; to give recognition to those persons in data processing who manifest worthy qualities of character, scholarship and professional attainment; to bind together similarly interested students; and to encourage excellence in data processing scholarship.

To be eligible for membership, an undergraduate student must have declared data processing as either a major or minor field, have completed at least 24 hours of course work with at least six hours in data processing-related courses, and have a minimum overall grade-point ratio of 3.0 overall and a 3.25 in all data processing course work.

A graduate student pursuing a data processing degree will be required to maintain a 3.25 grade-point ratio in graduate work.

Herb Billings, president; Jane Carrie, advisor

**Remember:
The Booths
are open till
5 p.m. today.**

Coors talks on Marketing Strategies

Adolph Coors Company will present a seminar on the marketing practices of the company on Thursday, February 7th. The seminars will be held in the three sections of Dr. Al Bush's Marketing 345 classes in room 165 of the Blocker building at 8:00, 9:30, and 11:00 a.m.

Speaking on the practices of Coors will be Mr. Larry Lightfoot, Coors Division Manager, and Mr. Don Marable, Area Manager. Both of these men are Aggies - Mr. Lightfoot is a graduate of the class of 1956 and Mr. Marable is a graduate of the class of 1981. Mr. Mark Jameson, Campus Representative - Class of '85, will also be present.

The emphasis of the presentation will be on marketing, not the products themselves. This is a good opportunity for marketing majors interested in advertising to get an inside look at how a company promotes its products.

Everyone is encouraged to attend this seminar on Thursday. It is open to anyone and there is ample seating for guests.

New Policy in Effect in ACC

According to Larry Bowles, Manager of the CBA's Academic Computer Center (ACC), new policies regarding the use of ACC equipment and software checkout have gone into effect this semester. He asks that all users of the ACC be aware of these new policies. According to a memo released by Mr. Bowles, "effective this semester, persons desiring to use equipment (such as microcomputer printers, plotters, etc.) will be required to present their Spring Semester '85 fee slip in addition to their current 1984-85 ID card."

One reason for such a policy is to insure micro-computer priority to those students presently enrolled in the CBA or CBA courses. Students from other colleges and those who are not enrolled in a CBA course this semester are allowed access to the equipment, but may be asked to relinquish the equipment if needed by a CBA student or one enrolled in a CBA course.

Student users of the ACC should be advised of this new policy and carry their fee slips at all times. Faculty and staff members are not affected by this policy.

In other news, Mr. Bowles points out that Room 133C has been designated as the CBA User Assistant's Desk. Teaching Assistants from the five CBA department

CASH
for gold, silver,
old coins, diamonds
Full Jewelry Repair
Large Stock of
Diamonds
Gold Chains
**TEXAS COIN
EXCHANGE**
404 University Dr.
846-8916
3202-A Texas Ave.
(across from El Chico, Bryan)
779-7662 19190

**Are You Unhappy
With Your
Hearing Aid ?**
Chicago...A free Service
Center for all hearing aid
wearers in the Bryan-College
Station area has been
announced by Beltone
Electronics Corp.
Services offered will include
cleaning of the aid and
checking for possible loose
connections or other
malfunctions.
The free Center will be held
9 a.m. to 4 p.m. on Feb. 4 -
Feb. 15 at Beltone Hearing Aid
Service: 2305 Cavitt in Bryan.
779-3070

**Love,
Etcetera**

Love, Etcetera will surprise your special Valentine by delivering a beautiful lace-trimmed red satin heart pillow and Valentine's card with your personal message on Valentine's Day.
Prices start at \$12 - Call 268-3117.

Sponsored by Enve

**something
for
everyone
in the
want ads**

Battalion Classifieds
Call 845-2611