

Secretaries told which 'doors' to open

A secretary's job is a house with many doors, some of them should not be opened while the opening of many others is essential to success, College of Engineering Dean Fred J. Benson claimed last weekend at the thirteenth annual Seminar for Secretaries.

"One door leads to office gossip," Benson observed, "difficult relations with individuals and the art of playing people against each other."

"This can be exciting and even dangerous to one's well being, but it is seldom productive. It is a door which once opened, is dif-

ficult to close," Benson said.

He told the 200 secretaries the door to friendship and warmth is opened by a "willingness to be a decent human being at all times."

Benson discussed the keys to professionalism, claiming "too many of us take a narrow view of our jobs and have too little confidence in our ability to handle a task."

He advised the young secretary to continually seek the widest possible opportunity for varied experience in her job.

"One of the most important aspects of a secretary's position, in my opinion, is that of develop-

ing a real understanding of the person for whom she works," the dean declared. "A thorough knowledge of what makes that person tick is an important door to mutual success."

Benson said an office's reputation reflects the warmth and friendliness of the secretaries within that office.

Mrs. Dorothy Faver presided at the program sponsored by the Bryan-College Station Chapter of the National Secretaries Association.

Gen. A. R. Lueddecke, A&M executive vice president, gave the welcome.

"The life of a real topnotch secretary is an exciting one," Lueddecke claimed. "She occupies a job right next to the spot where the action is."

Ten office equipment exhibits were featured during the meeting.

Dr. Raymond P. Witte, executive vice president of St. Mary's Dominican College, New Orleans, spoke on "I'm the Doorkeeper."

Witte made fun of technological systems and emphasized the importance of people in any business organization.

"When asked what will we do with all the people the computers

will replace, I always answer 'put them in public relations — you're going to need them,'" Witte quipped.

He said the average person is educated to think in generalities, but to live in details. He added communications is the most important door in business.

The bigger a company or university becomes, Witte said, the more unimaginative and dull people are hired. "Sooner or later these dull people are promoted into policy-making jobs," he said, "forcing the organization to operate by the letter of the law, not the spirit."

Witte described increasing one's word power as a reduction in communication. He said a Ph.D. acquires a vocabulary of 120,000 words — meaning he probably can converse intelligently with another Ph.D.

Guests at the noon luncheon included A&M President and Mrs. Jack K. Williams.

FOR BEST RESULTS TRY BATTALION CLASSIFIED

3 urban projects receive \$92,000

A&M has received through the Coordinating Board, Texas College and University System, a \$54,000 grant for assistance in solving problems associated with growing urbanization, President Jack K. Williams announced.

Grant funds are made available on a matching basis through the U. S. Office of Education under provisions of the Community Service and Continuing Education Program of the 1965 Higher Education Act.

A&M is injecting \$38,000 into the three-project program, bringing total funding to \$92,000.

Projects include continuing education work with Model Cities Agencies in eight Texas cities, community transportation programs and economic development planning.

The model cities project, directed by Architecture Dean Edward J. Romieniec, will involve Laredo, Eagle Pass, Texarkana, Waco, Austin, Edinburg, San Antonio and Houston. It will supply, on request, graduate stu-

dents in urban and regional planning to the city to work with the agency. Faculty assistance will include seminars, technical advice and information clearinghouses.

Model Cities project funding totals \$50,000, of which \$10,000 is from federal funds.

Application of new technology to community transportation problems and planning will be enhanced in the second project directed by Milton L. Radtke, assistant research engineer in the Texas Transportation Institute. It will assist community leaders through state and regional conferences, short courses, seminars, workshops and special investigative and consulting services. A transportation project is financed by \$12,000 each from federal and non-federal funds.

The third project will assist urban leaders to plan necessary services and bond obligations to aid in development of existing industries and to attract new industries. James R. Bradley, head of the Industrial Economics Research Division of the Texas Engineering Extension Service, directs the work.

Project members will work with the Texas Industrial Commission in selecting cities to be studied and assisted with economic development programs. The project is under \$12,000 funding, \$12,000 from federal sources.

Fund awards internship to A&M junior

Roger P. Miller, junior journalism student, has been named recipient of a \$700 scholarship from The Newspaper Fund.

In conjunction with the scholarship, Miller has been given the opportunity to work as a copy editor this summer on one of the nation's leading newspapers.

Miller is the son of Mr. and Mrs. R. B. Miller Jr. of Hamilton. His father is publisher of the Hamilton Herald-News.

The Newspaper Fund is supported by Dow Jones and Company, publisher of The Wall Street Journal, The National Observer and Barron's National Business and Financial Weekly.

Miller was one of 60 students selected nationwide for the finest top scholarships and copy-editor internships.

This marks the second consecutive year that a Texas A&M journalism student has received such a scholarship. A similar award was made last year to David M. DeBrooke of Houston, who is senior this year and serves as editor of The Battalion.

Miller is vice president of the Texas A&M student body and member of the university's Student Publications Board. He previously served as a staff writer for The Battalion.

He elected to serve his nine-week internship on the Wichita Beacon, beginning June 28. Prior to joining the Kansas paper, he will attend a three-week course in advanced copy-editing at the University of Nebraska.

Exes approve \$1 million-plus budget Sunday

Officials of the Texas A&M University Association of Former Students approved a \$1,049,750 budget for 1971 during the annual Winter Council Meeting here Sunday.

The budget included \$599,700 from the unrestricted annual giving fund for individual scholarships, gifts to the university and services to the university and former students. Restricted gifts by the donor are projected at \$45,000, including club and individual scholarships, direct gifts and 10 President's Endowed Scholarships.

Past-president James L. Sewell of Dallas gave the final report on 1970 programs and presented A&M President Jack K. Williams \$45,007.85 to close out the fiscal year.

Friday night the association honored deans, providing each A&M's 10 college deans with \$2,000 for use in their colleges.

Sewell asked Dr. Williams to use \$10,000 for president's scholarships and the remainder for research programs.

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