

# Brenham to host cow-calf clinic

BRENHAM - The South Central Texas Cow-Calf Clinic VII, which will be held at the Brenham Livestock Auction on Nov. 3 at 8 a.m., will offer a program concerning performance tested bulls and their offspring.

Producers attending the clinic will receive actual performance information on long range sire progeny demonstrations under way in South Central Texas," says Bill Kane, Washington County Extension agent and clinic coordinator.

In the demonstrations a high and low performance bull are being used in two herds (the Mayfair Ranch in Washington County and the E.D. Perry Farm in Burlson County), says

Dr. John Spitzer, area livestock specialist with the Texas Agricultural Extension Service.

Weaning weights of calves from both bulls will be compared with yearling information on heifers and yearling, feedlot and carcass data on steers. This information will be presented at the clinic. Thane says participants will be able to see the bulls as well as the types of heifers and steers they have produced.

# Company rivaling Ma Bell

United Press International  
ST. LOUIS — A private telephone supply company is finding businesses are willing to break the habit of automatically turning to the Bell System for communications management.

Paul D. Olsen started Telecommunications Services Inc. six years ago with \$3,700 he raised by selling Maserati sports car. Last year, the company had before-tax profits exceeding \$1 million on sales of \$8.3 million.

Olsen, TSI's president, expects sales this year to top \$10 million.

"Severing Ma Bell's umbilical cord has become more common," he said. "But, this business is still in its infancy. There's more rapid growth ahead."

A spokesman for Southwestern Bell Telephone Co., Don Lottmann, said there's no question that there is intimate and significant competition from the interconnect companies.

"Given our chance, we fully expect to win our share. One of our strong points is our 102 years of dependable and reliable telephone service."

Olsen, 38, has made TSI into one of the largest of the unaffiliated "interconnect" companies, which design, sell or rent private telephone systems to businesses. Among his nearly 2,000 clients are IBM, Westinghouse, Panasonic, Xerox, May Co. and the Federal Reserve Bank of St. Louis.

Olsen's company, with the help of computers, determines the telephone requirements of his clients by analyzing calling patterns and other information. The company then makes such recommendations as to where additional equipment may be needed and how long-distance calls may be routed through the most economical ways.

The Federal Reserve Bank estimates it will save \$1.13 million in the next 15 years because TSI replaced its phone system.

Olsen said in many cases improved customer goodwill may be as significant as any direct savings in equipment and service costs.

"If I dial an organization and repeatedly get a busy signal, how long will it be before I let my fingers do the walking to the next listing in the phone book?" he said.

"Or I call a company number long distance, get the switchboard and ask to speak with a particular salesman. I hear a click and I begin hearing the salesman's phone ring. After 12 rings, I feel this is ridiculous. I want to leave a message but I can't get the operator again. I have to hang up and call again and leave a message with the switchboard."

A new telephone system can handle incoming and outgoing calls more efficiently, Olsen said. TSI uses computer printouts to monitor the time and place of long-distance calls to spot possible unnecessary calls.

"Bell's top concern for the most part is to increase the cost of your service," Olsen said. "We don't care how much or how little the customer spends. We advise him of the best service for his needs. It puts no money in our pockets to advise him to use an expensive system."

Lottmann said Southwestern Bell recommends organizations take only what services and equipment they need.

"It's ridiculous to say we'd sell more than what's necessary," he said. "If we're not competitive, we don't make the sale."

For many businesses the ordinary telephone is a minor part of the variety of communications devices they use for transmitting voice, data and video. Olsen said electronic fund transfers and changes in computer technology will ensure the growth of this company.

Olsen formed TSI in 1972 after he left Arcata National in California. Although he had never been in St. Louis, he picked the city because of its central location and what he considered its conservative image.

"I figured if it'd work in St. Louis, it would work anywhere," he said.

The interconnect industry got off impressively in the East and West coasts but at the time it was somewhat new in the Midwest.

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