

Local

Being an Aggie pays off in bucks

By BELINDA McCOY
Battalion Reporter

They could be called enterprising students, or they could be called just loyal Ags.

Whatever they are called, several students at Texas A&M University have found a way to make money by being Aggies.

They come up with ideas — usually employing some Aggie paraphernalia — and find a way to market

in the center of the squares and sell them.

Hines discussed the idea with a history professor who told him how to go about marketing his product. Then he presented the idea to a local business which agreed to pay in advance for the first order of doormats.

Hines used this money — \$120 — to purchase the artificial turf. Later, after he saw the doormats were selling, he used \$120 to buy more artificial turf.

Bobby Swanson, a journalism senior from Thrall, said he has made over \$3,000 from an idea that he had — to copyright the slogan "Steers and Queers, No Place But Austin" and make a bumper sticker out of it.

He also said by copyrighting the slogan, he was not trying to say that he actually made it up.

"I just decided to protect it and call it mine," Swanson said.

Swanson did not initially invest any of his own money on the venture. He worked out a deal with Dennis Rother of Rother's Bookstore whereby Rother put up the initial investment, and Swanson gave Rother a percentage of the profits. Within a week after he talked to Rother, Swanson had the bumper stickers.

They (Aggie students) come up with ideas — usually employing some Aggie paraphernalia — and find a way to market them. And they make good money from it.

And they make good money from it.

Nathan Hines, a former journalism student from Newton who graduated Saturday, said he has made almost \$1,300 from an \$120 investment.

During his economic history class last summer, discussion turned to the free enterprise system. Then someone in his class mentioned Texas A&M was selling used Astro-turf from Kyle Field. Hines got an idea — to cut the turf up into doormat-size squares, paint an ATM logo

"All it takes is the initiative — the wanting to do it — not necessarily the know-how. You can always find somebody with the know-how. You need to want to do it." — Nathan Hines, student.

Swanson said the need for money was the main reason he decided to try to market the slogan.

"I was broke and trying to decide how to fund my education."

Because of the nature of the slogan, the bumper stickers have been easy to sell to Texas A&M students and former students, Swanson said. He sold 1,000 of them the first week.

Two weeks later, during the week before the University of Texas-Texas A&M game, he sold 3,000 bumper stickers. Swanson said he has even had orders from Texas Tech University, and Oklahoma University.

But also because of the content of the slogan, some stores have refused

to sell the stickers, and some fans of the University of Texas have become offended.

"It was a money-making thing, but I also thought it was cute," Swanson said. "I didn't mean it to be offensive to anyone."

Another idea students have come up with is one for posters. Three years ago, several members of the Society of Professional Journalists-Sigma Delta Chi at Texas A&M were thinking of a fund-raising idea, and decided to produce a spin-off of the

original National Lampoon "Are You a Nerd?" poster.

The new poster was called "Are You a Teasip?" and defined, in an Aggie's terms, a "typical" student at the University of Texas.

The posters have been on the market for about three years, and act as a main fund-raising source for SDX.

But Aggies are not the only enterprising students around.

After Scott Bobo, a communications graduate student at the University of Texas, received a copy of the "teasip" poster from a friend at Texas A&M, he said he had one reaction: "Well, I know this is in fun. I like it, but I think we should be given equal time, too."

Recently Bobo, with help from Jeff Neely, a student at Texas A&M, introduced a reciprocal to SDX's poster.

The poster is entitled "A Guide to Aggies," and features, according to Bobo, the two versions of the "stereotyped" Aggie.

"College humor," Bobo said, was the main element involved in the making of the poster.

"College humor is a little more blunt, not quite as refined as typical middle-class American humor," he said. "(The poster) was meant in good fun."

So far, Bobo's posters have sold only enough to repay his investment. He will concentrate on selling them during next year's football season, he said.

"I know very few Aggies will identify with the poster," he said. "We're looking at a stereotype — (the poster) doesn't point out individuals, it points out a class."

Hines offered advice to anyone who has his own idea he would like to market.

"Go ahead and try it," he said. "Look at what you want to do, figure how much money you'll have to spend to get started, and see if you'll

be able to handle the loss if it doesn't work.

"All it takes is the initiative — the wanting to do it — not necessarily the know-how. You can always find somebody with the know-how. You need to want to do it."

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HOUSE DRESS CODE

Editor picks Battalion staff; photographers still applying

By CINDY GEE
Battalion Staff

Editor Dillard Stone has chosen the spring semester Battalion staff, but applications are still being accepted for photographer positions.

The staff is as follows:

Managing editor, Angel Copeland; assistant managing editor, Todd Woodard; city editor, Debbie Nelson; assistant city editor, Marcy Boyce; focus editor, Rhonda Waters; assistant focus editor, Cathy Saathoff; sports editor, Richard Oliver; photo editor, Greg Gammon; morning news editor, Scot K. Meyer.

Staff writers will be: Jennifer Aflerbach, Jane Brust, Terry Duran, Cindy Gee, Belinda McCoy, Liz Newlin and Kathy O'Connell.

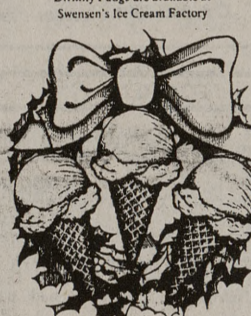
Staff sports writers will be: Rick Stolle, Jon Heidtke, Carolyn Barnes, Mike Burrichter and Ritchie Priddy. News editor and front page editor will be announced later.

Photo Editor Greg Gammon said photographers will be chosen at the start of next semester. Anyone interested in becoming a Battalion photographer can turn in an application to 222 Reed McDonald this week.

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