

CBA program brings execs to A&M

By CHRISTI A. WILLIE

The Visiting Executive Speakers Series, first established in 1977 by the College of Business Administration, is a program which offers students an opportunity to meet with successful executives without having to leave the Texas A&M campus, said Dr. Samuel Gillespie, interim associate dean of the college.

Gillespie said that business executives are invited to campus for a day, during which time the guests may give a lecture before a regularly scheduled class, visit the dean of the college and lunch with a select group of students.

The select group of students is the Visiting Executives Committee, headed by Willie Langston, a senior accounting major.

Langston said that members of VEC, a group of 10 students this year, take the executives out to eat and talk to them in an informal atmosphere.

"Mostly what we're trying to do with this program is to get the students in front of executives instead of just the faculty," Langston said. "We get together and just talk buddy-buddy with them."

The Visiting Executives program provides benefits for executives and students, as well as the university, Gillespie said.

"Executives get the opportunity to see first-hand the type of undergraduate students that come to Texas A&M, particularly

those entering the field of business," Gillespie said.

He added that not only is it a thrill for the executives to be among students who have the same interests and job aspirations as the executives had in their own college days, but it is also beneficial for executives to see what type of students will constitute the new job market.

Gillespie said that students benefit by hearing the experiences of executives who actually work in the business world and have learned by doing. He said the executives relate the actual pleasures and pains of the business.

"Students are exposed to day-to-day situations in the classroom," Gillespie said.

He said that executives share information ranging from the very specific, such as dealings within the executives' own business, to the very broad, such as business in general.

"The program also serves as a public relations job for the university," Gillespie said.

He said that it gives the college an opportunity to get needed exposure by allowing executives from other cities to see the departments and the students.

"We're planning seven or eight luncheons this semester," VEC Chairman Langston said.

"Last semester we talked to several executives including Raul Fernandez, vice president of J.H. Uptmore & Associates and former president of the Association

of Former Students; Bill Stevens, a financial analyst; Archie Wilson, president of Dixie Carriers Inc.; Newton Graves, vice president of sales at Yellow Freight System Inc.; and Captain Grace M. Hopper, developer of COBOL (Common Business Oriented Computer Language)," he said.

Gillespie said the program has received a lot of support, especially since students have been involved with it for the last two years. One student involved in the program said he considers it to be very beneficial.

"It's a great opportunity for executives to see the quality of students on campus and vice versa," said Randy Kelley, a member of the VEC.

Teleconferencing adds new dimension to program

Executives who are unable to come in person to Texas A&M University may speak to a classroom of students by telephone, with the same conference-call techniques often used in industry.

The conference-call technique was first used the college by Gaines West, associate general counsel to the Vice Chancellor for Legal Affairs and management department lecturer. Essentially, the device is a mechanism connected to a telephone that broadcasts the voice of the person calling and allows listeners to respond.

"We have only scratched the literal surface of its potential," West said.

He said that participating

business executives call a selected classroom equipped with the device at a prearranged time. Students are then able to talk with the executives through two remote microphones.

West said that the entire system is about the size of a portable typewriter. The only special equipment needed beyond the system itself is a four-pronged jack in the classroom for the telephone.

"It takes three to five minutes to set up," West said. "It's simple and not at all time consuming."

Among those who have "visited" recently are Eddie Chiles, the outspoken head of the Western Company in Fort Worth; Clayton Williams, an assistant general counsel for the Federal Trade Commission in Washington D.C.; and Harry Hubbard of the AFL-CIO in Austin.

West is truly enthusiastic about the potential use of the system in the classroom and considers it an exceptional teaching tool.

"It keeps the attention of the students," West said. "It enriches the educational experience."

"No special oratorical skills are required. Everyone knows how to talk on the telephone."

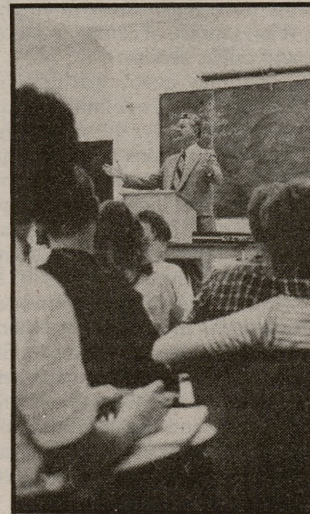
West said that another advantage of the system is its speed. When he contacted Williams early one morning, Williams called the classroom at 11 a.m. that same morning. Normally, however, West contacts the executives a week or so in advance to make arrangements for the call.

West considers the technique to be applicable for use in nearly every discipline and is trying to talk to everyone he knows about trying the system in other colleges and departments at A&M.

West said he is "very pleased with the program" and thinks it will be a great success as people become better informed about and see it in wider use.



Mr. A.L. Wilson, (upper right) President of Houston-based Dixie Carrier, Inc., talks about business operations with Bobby Dick (far left) and Glenn Wolford during his recent visit to Texas A&M.



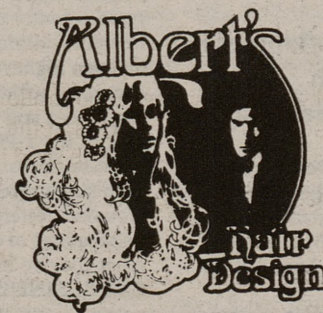
Mr. Newton Graves (right), Vice President of Sales for Yellow Freight System, Inc. of Overland Park, Kansas and a recent visiting executive to Texas A&M, discusses sales management before a class of business students.

Council members to speak in business classes

The following CBA Development Council members will serve as Visiting Executive Speakers in various business classes meeting 10 a.m. Friday, April 3. For specific locations of a particular class, please contact the department indicated. While the visiting executive lectures are open to the public, classroom size may limit the number of non-class persons able to attend.

For a complete description of the CBA Development Council, please see page 8.

Speaker	Topic	Host Department
Robert G. Wallace, Executive Vice President, Phillips Petroleum Co.	"Decontrol of Oil"	Management
Richard G. Merrill, President, First City National Bank of Houston	"Marketing Challenges for Banks in the 1980s"	Finance
Gary Shafer, Senior Partner, Trammel Crow Company	"Real Estate Finance and Construction"	Finance
Rudolph H. Stevens, Partner, Arthur Anderson & Company	"Trends in Public Accounting"	Accounting
John R. Hill, Jr., Chairman and CEO, Gifford-Hill & Company	"The Gifford-Hill Story"	Business Analysis & Research
Beverly L. Brooks, Assistant Manager, Southwestern Life Insurance Company	"Changing Roles for Women in Business"	Marketing
James B. Kelly, President, James B. Kelly & Company	"Career Opportunities in Small Business"	Management
Vern H. Goodwin, Jr., Operations Manager, Distributions Department, Exxon Chemical Americas	"Physical Distribution's Key Issues for the Eighties"	Business Analysis & Research



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