

Local

Owners selling out

12th Man bar closes

By JENNIFER CARR
Battalion Reporter

Twelfth Man & Co., a Northgate bar, will close today because the original owners have decided to sell out.

Dennis Parrish, Class of '68 and part owner of the 12th Man, said he and his two partners have decided to sell the business, and since no one has bought it, the bar will close.

Parrish said Joe White and David White, Class of '76, are selling their two-thirds of the business to finance a used car lot adjacent to their Odessa car dealership. Parrish said that since he is not willing or in a position to buy their shares, he has put his share up for sale.

The entire business — including the building, land, fixtures, inventory and the name, which is

patented in Brazos County — is selling for \$225,000, Parrish said. To lease the land, but buy the building and business, would cost \$150,000 plus \$1,000 a month for a five-year lease with a five-year option. Parrish said he and his partners would consider a price less than \$150,000, but would then increase the amount of the lease.

Parrish attributes the success of the 12th Man, which is decorated with astroturf from Kyle Field and the pictures and jerseys of several Texas A&M athletes, to the service his customers receive and to the people who frequent the bar.

"The 12th Man is really that group of Aggies from across the street that ended up being our customers," he said. "We're talking about 100 to 200 regular customers that are probably the best Aggies there are."

Parrish said the worst part of moving is wondering: "What are my good old customers going to do for a beer?"

Parrish is moving to Mobile, Ala., where he will manage the investments of a former Texas A&M student who owns a restaurant and nightclub in Alabama, as well as a vending company in New Orleans and oil and gas wells throughout Louisiana and Texas.

In addition, Parrish said he is considering buying a bar in Mobile and taking one of his full-time employees from the 12th Man, Jeff Casbeer, to run it for him.

"It's a unique opportunity for me to make a lot of money," Parrish said. "I hate leaving A&M, and I know I'll be back."



The 12th Man & Co. bar, located in the Northgate area, is closing today.

Staff photo by Dave Einsel

January selling seminar scheduled at Texas A&M

By KITTY FRALEY
Battalion Reporter

In a recent interview, 2,800 chief executives across the United States were asked, "What is a person's number one need for success?" Their most frequent answer was, the ability to sell yourself and your ideas.

"I agree with that," said Carl Stevens, president of Carl Stevens and Associates in Houston. "It takes a rare talent of skills, hard work, knowledge and talent to be a good salesman."

Stevens is scheduled to conduct a seminar titled "Selling Yourself and Your Ideas" at Texas A&M University, Jan. 29-31. The seminar is sponsored by the National Agri-Marketing Association and will cost \$55.

In the middle 1960s, Stevens was involved in sales education and consulting work but wanted more, he said, so he started his own business.

He now has nine employees, two associates in San Francisco and associates in Phoenix, Atlanta and Nashville.

Stevens is currently a visiting professor at the Hankamer School of Business at Baylor University where he teaches a marketing course entitled "Sales and Sales Organization."

He has taught similar courses at Ohio State University, Franklin University and San Antonio College.

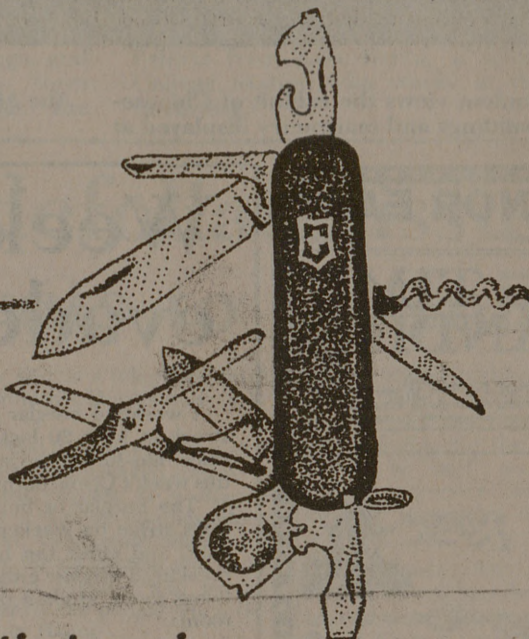
In the 1970s, Stevens began his selling seminars for people in industry. The \$445 tuition for the two and one-half day seminar includes the textbook "Selling," co-authored by Stevens, along with various workbooks, presentations and evaluations.

"I started the seminars because I was embarrassed to be in a career where less than 5 percent of the people are considered professionals," Stevens said of his attempt to help others become better salesmen.

The seminars also serve to educate people in the proper selling

techniques necessary for success because many people end up in

sales careers with little preparation, Stevens said.



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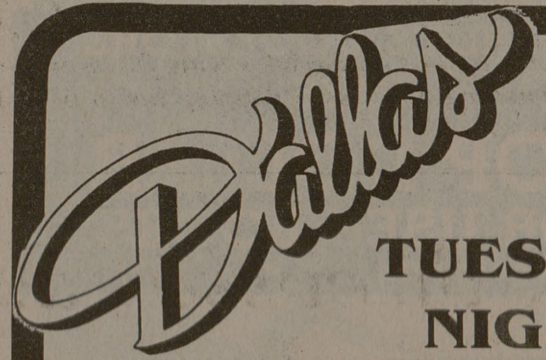
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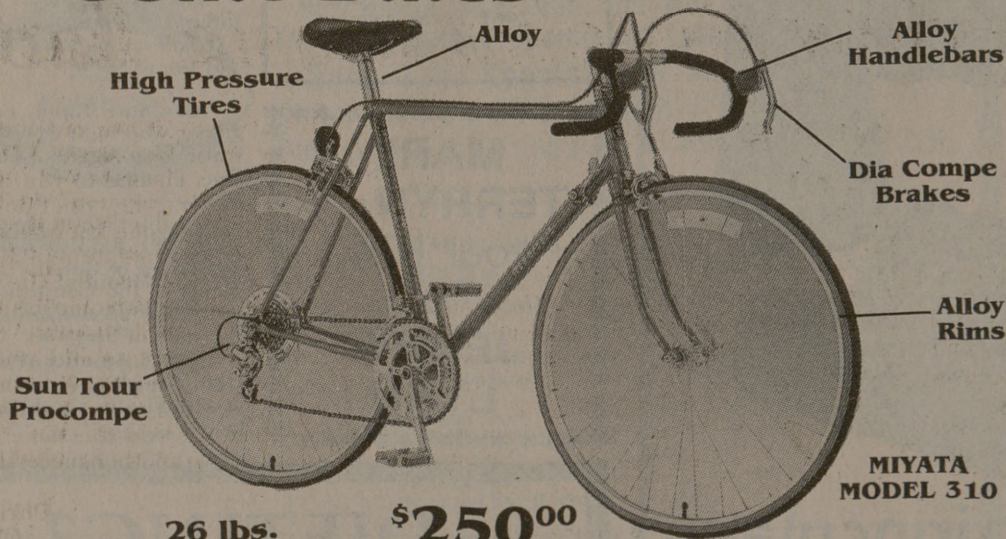
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