



## This week is for business at Texas A&M

A parade of executives in the business college

### Monday March 1

☐ **"Japanese Business Behavior"**  
Dr. Yasuo Hoshino, University of Tokyo (Visiting Fulbright Scholar at Rutgers University)

11 - 12am — Marketing 321, A&A room 102

12noon — Marketing 321 class, A&A room 102

1:00pm — Marketing 448 class, A&A room 135

☐ **"Business Communications"**

Dr. Francis W. Weeks, Director of Business and Technical Writing, University of Illinois  
8 - 10am — Management 630, A&A room 156

☐ **"The Role of Marketing Research in Real Estate Investment Decisions"**

Mr. Scott O. Shaffer, Marketing Analyst, Ben Bergeron and Associates, Commercial Real Estate Investment and Brokerage, Houston

9 - 10am — Finance 675, A&A room 155

11 - 12am — Finance 675, A&A room 155

### Tuesday March 2

☐ **"Managing Business in the '80s"**

Mr. C. B. Ingram, President, Baker Packers, Inc., Houston

11 - 12:15am — Management 363, A&A room 102

12:30 - 1:45pm — Management 363, A&A room 102

### Wednesday March 3

☐ **Career Fair '82 booths open**

8:30am - 4:30pm, A&A first floor hallways & second floor lobby

☐ **"Entrepreneurship"**

Mr. Greig Placette, President, Chemco, Inc., Houston

Mr. Robert Hicks, President, Hicks Enterprises, Bryan

12 - 1:00pm — Management 470, A&A room 164

1 - 2:00pm — Management 470, A&A room 164

☐ **Career Fair Banquet and Awards Presentations**

"Being Successful in Business," Speaker, Mr. Tom B. Fatjo, Jr., Founder and President, The Houstonian

7 - 9:00pm — MSC, rooms 212 - 229

### Thursday March 4

☐ **"Managing Business in the '80s"**

Mr. J. William Streidl, Director of Management Education, Tenneco Inc., Houston, Texas

8 - 9:15am — Management 363, A&A room 102

9:30 - 10:45am — Management 363, A&A room 102

☐ **"Human Resource Development"**

Mr. A. D. Scott, Director of Personnel, General Business Group-International, IBM, New York

11 - 12:15am — Marketing 675, A&A room 112

### Friday March 5

☐ **"Personal and Career Decisions"**

Ms. Beverly Brooks, Beverly Brooks & Associates, Dallas, Texas

11 - 12am — Marketing 321, A&A room 102

12 - 1:00pm — Marketing 321, A&A room 102

☐ **"Effective Business is Successful Business"**

Address by Mr. John Blocker, *The Texas Business Executive of the Year*

2 - 3:00pm — Management 211, A&A room 102

☐ **"Credit Ratings"**

Mr. Royce H. Hickman, Jr., VP - Finance, and Secretary, Associated Credit Services, Inc., Houston

2 - 3:00pm — Finance 201, A&A room 158

3 - 4:00pm — Finance 201, A&A room 158

☐ **"Human Resource Development"**

Mr. A. D. Scott, Director of Personnel, General Business Group-International, IBM, White Plains, New York

9 - 10:00am — BAAna 217, HECC 110

10 - 11:00am — BAAna 217, HECC 110

2 - 3:00pm — Management 422, A&A room 164

### Information Desk

### Service to Students

by Amy Polk

Do you have questions about the College of Business Administration? Do you want to join a business student group or sign up to work on Business Career Fair? Maybe you should try the information desk sponsored by the Business Student Council.

"We have the answers or we try to get them to the person that has the answers," Diane McGlaun, chairman of the information desk, said.

The information desk is located in 101 Academic and Agency.

"The goal of the information desk is to provide students in the College of Business with a common center for coordination and information," said Denise Johnson, president of the Business Student Council.

The desk is open from 8 a.m. till noon and from 1 to 4 p.m. Members of the Business Student Council staff the information desk, but, "It isn't strictly for the Council," said McGlaun. "If anybody wants to help they can come in and sign up to work."

Some of the services that the information desk provides include:

-- information about the departmental societies such as what they do, how to join and what recent events they will be sponsoring

-- a monthly calendar of events happening in the business organizations and the university

"We're trying to get company files set up with annual reports and other literature," McGlaun said. This would mean that students would be able to come to the information desk to search for information on companies and career opportunities, McGlaun said.



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Behavioral Lab

### Hands-on learning for business faculty, students

by Cheryl Maynard

The Behavioral Sciences Laboratory helps make Texas A&M competitive with other major colleges of business, said Dr. Howard Chamberlain, associate professor in the management department and coordinator of the CBA Behavioral Sciences Lab.

The lab, located on the third floor in the Academic and Agency Building, allows the faculty and students within the College of Business to teach and learn with "hands-on" experience in a controlled environment. With the lab, such processes as innovation, decision-making, conflict resolution, and consumer behavior can be taught and studied.

"The lab is the equivalent of an engineer's or physicist's science lab," said Chamberlain. The lab contains a large classroom, a central control room, six small rooms, including a marketing taste-testing room, and audio/visual equipment. Cameras, microphones, and two-way mirrors are installed in each small room. They can permanently record or send pictures live to other groups in the lab area.

"The lab should allow us to do research that can be converted into knowledge of how people conduct business, and then how they can do it more effectively," said Chamberlain. Presently, instructors need only to reserve the room, then provide their own help for research since there are no regular lab assistants.

In his Marketing 435 course, Dr. Charles Futrell, associate professor of marketing, used the lab to simulate typical sales situations. Futrell recorded the situations and allowed his students to watch their own actions.

"At first, some of my students were shy or didn't want to come to class the day we did the experiment, but once they saw themselves on film, they realized they looked better than they thought they would," said Futrell.

The lab has also been used for training workshops and executive development workshops.

Chamberlain said he expects the lab will be in a high level of use by the end of the year. Much of the lab's equipment is awaiting installation scheduled for next month. Efforts are underway to make the lab's capabilities well known to faculty and students.

In the future, Chamberlain said he would like to see a computer system for decisionmaking research and physiological testing. For example, a computer could measure various body reactions to stressful situations.



### Help for students on returns

by John P. Lopez

A program designed to provide help with answers to questions concerning tax returns will be available in Memorial Student Center during three weeks preceding the April deadline for the returns.

The accounting national honor society, Beta Alpha Psi, will sponsor the event for the fourth consecutive year. The program will be free of charge. John Porter, vice-president of Beta Alpha Psi, said the program is open to most interested persons, but is geared toward students and low-income families.

"We don't do any self-employed returns or business returns," he said. President of Beta Alpha Psi, J. Mann, said students who think it easier to fill out a short form might be making a mistake.

"Students might be able to itemize deductions and save money," he said, "might be able to find (tax) breaks that average person might not think of."

One such tax break, Mann said, results from one of the new tax law effects this year.

"The percentage levels that a person will have to pay have been broadened," he said.

The tax rate reduction, however, probably the only new tax law effect will affect students, Mann said.

"I don't think too many students will have to worry about the other changes in the tax laws," he said.

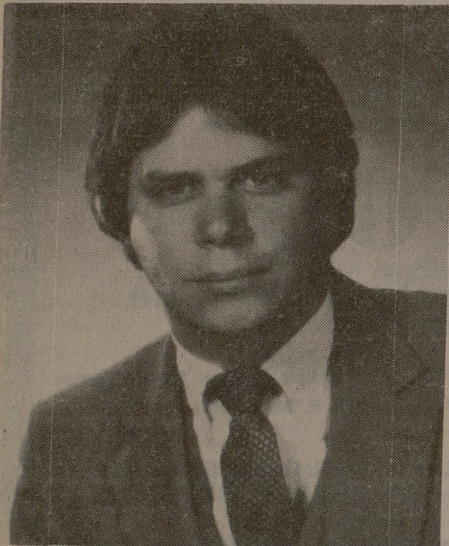
Another reason a person might want to itemize, Porter said, is if they own stocks, trusts, or a home.

"We want to take a person's financial information and find out which way is best to fill out his tax form," he said. "Most people can't decide whether to itemize or not."

Also, since most people are intimidated by the tax form, Mann said, the program could possibly make a person more confident about the way they fill out their return.

"Most people feel better when they hear someone say 'You're doing the right thing,'" he said.

### Chemco Sales founder to speak to management classes



Greig Placette, founder and president of Chemco Sales Corporation, will be visiting the Texas A&M campus on Wednesday, March 3, in connection with BUSINESS WEEK '82 activities.

Chemco, a manufacturers' representative and stocking distributor of pipes, valves, gaskets, tubing, plastic pipe and fittings for the petroleum, chemical, and petrochemical industries, is expected to gross \$5 million in sales this year. Chemco has two domestic branch offices in Port Arthur and New Orleans, and an international office in Houston separate

from headquarters that sells its products in Mexico, Argentina, Singapore, Indonesia, Saudi Arabia, Oman and Korea.

Placette, who got his B.B.A. in accounting from Lamar University, helped pay for his college by sorting gaskets and doing shipping and receiving for Epsco Corporation in Beaumont, a company much like the one he later founded.

Nine years ago, Placette saw an advertisement in *Playboy* for a \$10 book on "How to Start Your Own Business." He sent in his \$10, and learned how to incorporate a business in the state of Delaware for a registration fee of \$100. With another \$10, he opened a checking account for his new business, and Chemco was born.

In March 1980, *Texas Business* named Placette one of 25 "Rising Stars of Texas" out of 400 candidates. Placette sits on the small business committee of the Houston Chamber of Commerce, and serves on the executive committee of the Muscular Dystrophy Association. He is also the youngest president ever of the Houston chapter of Sales and Marketing Executives, Inc., which has 42,000 members in 252 cities around the world.

Greig Placette will be speaking on entrepreneurship to the Management 470 class at 12 p.m.

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