

Chief leadership traits cited

by David Marchand
Battalion Reporter
Ben F. Love, recipient of this year's Texas Business Executive of the Year award, said Friday that productive leadership is a common factor in all successful business organizations.

The award was initiated here in the Spring of 1980 as a special feature in the College of Business Administration's professional journal, The Texas Business Executive.

Love, chairman of the board and chief executive officer of Texas Commerce Bancshares, delivered an acceptance speech to an audience of about 400 in the Academic and Agency Building.

There is no simple foolproof

formula that man has devised for productive leadership, Love said. But in his organization, the selection process is the key.

Love said his organization looks for five qualities, which he called "the right stuff," in prospective employees.

First, competence is important. This includes preparation, which begins in school, to allow the executive to adapt to constantly changing situations.

Next he cited the desire to excel. Echoing the language of his organization's commercials, he said an executive must have a "can do" attitude.

A high level of energy he also claimed is vital to success, and he quoted actress Helen Hayes, "Talent and ability are not enough ... nothing is good without endurance."

Physical fitness and nutrition are important, he said, because the executive is "preparing for a contest."

"No matter how good your past, you are measured by what you are doing today and will do

tomorrow," he said. "Work is indeed akin to a physical contest."

Next Love urged "a strong work ethic" that is evidenced by a disciplined individual. Few successful executives, he said, don't master detail.

Finally, he said, integrity is an element that will help others follow an executive. This includes honesty, ethics, a moral code and consistent application.

Texas Commerce Bancshares "has yet to be disappointed by someone with these five qualities," he said.

Another aspect of productive leadership, Love said, is how an organization develops its members. A "lean and hungry staff" produces less resistance to change.

Love agreed with Gen. George S. Patton's philosophy: Never tell people exactly how to do things. Tell them what to do, and they'll surprise you with their ingenuity. And he urged young executives to "risk some mistakes, take some action, don't be inert."

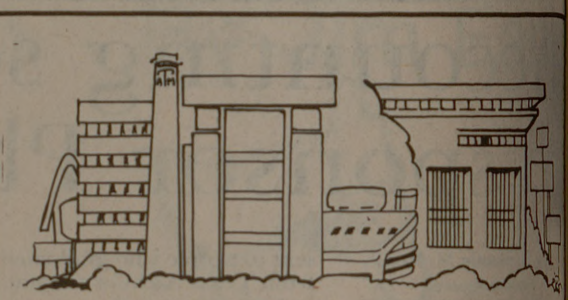
For all these qualities Love said the rewards are many.

"Our people are our most important asset," he said. "We want above average people and above average salaries. We want people who seek out opportunity ... and can be rewarded by more opportunity."

But Love's optimism was taken to task at a press conference held prior to his speech. When asked about the future of the oil industry in light of recent overproduction, layoffs and shutdowns, Love said that sometime in the next two to three years, the plants that are now hurting are going to have an upturn in business.

"We are going to be dependent on hydrocarbons," he said. The computer and construction industry also will be important to Texas' economy.

But, he said, productive leadership is the key to progress, and he quoted William Jennings Bryan, "Destiny is not a matter of chance. It is a matter of choice."



Around town

Guatemalan statue to honor Aggie

Government officials in Guatemala have dedicated a memorial statue to Douglas S. Kuehn (Class of '48) for his agricultural contributions to their country as a technician with International Programs here.

Kuehn, who died of cancer in 1979, began his work through Texas A&M in the 1960s in Santo Domingo. In 1973 he accepted an assignment in Guatemala on a program sponsored by Texas A&M and the Guatemalan government.

Kuehn worked in Guatemala until his death on a program to grow vegetables for export to the United States.

The statue honoring his work — a bronze bust and plaque — is located in the Zacapa area of Guatemala where many of his contributions were made.

Dedication ceremonies were attended by his wife, Anne Kuehn of McAllen, and other members of his family as well as representatives of the Guatemalan government.

Phi Kappa Phi initiation to be held

More than 300 Texas A&M juniors, seniors and graduate students and 12 faculty members will be inducted into the Phi Kappa Phi honor society at an initiation banquet May 1 in Room 226 of the Memorial Student Center.

Phi Kappa Phi is an interdisciplinary society whose members are drawn from the top 4 percent of the student population of each college.

The outstanding junior class member from each college will be awarded a plaque. One of those students will be named Texas A&M's outstanding junior and receive a \$750 scholarship from the chapter.

Keynote speaker for the 6:30 p.m. banquet is Dr. John McDermott, distinguished professor of philosophy and humanities and professor and head of humanities in medicine at the Texas A&M medical school.

Customer relations seminar offered

The commercial division of the Bryan-College Station Chamber of Commerce is sponsoring a customer relations seminar at 7:15 p.m. Wednesday at the Aggie land in College Station.

The seminar will be conducted by John Allen, a public relations consultant. Topics for the seminar will include — "You" — the employee and how ego affects dealings with others — "The Customer" — how to make the customer feel important; types of greetings and thanks to avoid — "Dealing with the Angry Customer" — techniques used in calming the angry customer both in person and over the phone. Examples of conflict situations and procedures will follow.

The seminar will last for approximately two and one-half hours, and the cost is \$20 per person.

For reservations contact the Bryan Chamber Office, 779-2278.

If you have an announcement or item to submit for this column, come by The Battalion office in 216 Reed McNeal or contact Tracey Taylor at 845-2665.

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Even though we do not prescribe diets, we make it possible for many to enjoy a nutritious meal while they follow their doctor's orders. You will be delighted with the wide selection of low calorie, sugar free and fat free foods in the Souper Salad Area, Sbis Dining Center Basement.

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Salami recall extended for June purchase dates

United Press International
TOPEKA, Kan. — Ohse Meat Products Inc. has expanded its

March recall of salami that was found to contain glass fragments, a company official says.

Duane Cahill, general manager of Ohse, said Friday all salami marked est. 5539 with a purchase-by date of June 15 or before should be returned to the place of purchase.

The recall applies to Ohse, Shur-Fresh, Good Value, IGA, Brookshire, and County Fair brands, Cahill said.

The U.S. Department of Agriculture notified the company on April 15 that the source of the glass is a supplier of spices and seasoning, Cahill said. Retail customers of the company were notified of the recall the day the USDA announced its findings to Ohse.

Ohse no longer purchases

products from that company, Cahill said.

Kevin Murray, a USDA spokesman, said the supplier was Saratoga Specialties of Chicago.

Dr. Earl Montgomery, USDA director of emergency programs in Washington, said Saratoga is being investigated by the Food and Drug Administration.

Ohse issued its first recall of salami March 7 after consumers said they found glass fragments in the meat. The letter and number markings on the meat in the original recall also were est. 5539.

The salami is distributed in Texas, Kansas, Missouri, Colorado, Oklahoma, New Mexico, Minnesota, Iowa, Arkansas, Wyoming, Illinois and Nebraska.

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Police beat

The following incidents were reported to the University Police Department on April 22.

MISDEMEANOR THEFT:

- Collapsible baskets from a Schwinn three-speed bicycle were stolen from the Soil and Crops Science Building April 22.

- The license plates were stolen from a 1982 Oldsmobile

in Lot 40 sometime between April 17 and April 22.

SUPPLEMENTARY INFORMATION:

- A 1979 Yamaha motorboat that was stolen April 15 found near a stock tank on West Luther Street in College Station and returned to owner.

Cause of sheriff's car crash debated

United Press International DALLAS — Four witnesses to a car accident involving Dallas County Sheriff Don Byrd disagreed with the official explanation of the crash.

Sheriff Byrd, 55, suffered two broken ribs, a severe cut on his face and a concussion when he drove into the concrete base of a traffic light shortly after midnight Sunday on his way home from a dinner party at a downtown Dallas hotel.

He was released from a Dallas hospital Wednesday.

Police in the affluent suburb of University Park, where the

accident occurred, have filed charges against Byrd. He said he did not test the brakes for alcohol consumption that day because he was injured. He did not believe the accident was a factor in the accident.

Sheriff's department spokesman Jim Ewell said Byrd swerved into the light while reaching for a radio in the car.

But witnesses said Byrd drove straight toward the light after passing their car at speed.

Gentlemen prefer brunettes

United Press International NEW YORK — Novelist Anita Loos and lyricist Joseph Fields were wrong.

Gentlemen prefer brunettes, not blondes, as the Loos novel and play and title song proclaim. A national survey by Glamour magazine asked men 18 to 40 years old to describe their ideal woman. They said she was sophisticated (not preppy) looking, of medium height, blue-eyed, and a curly-haired brunette with shoulder length hair.

She would wear just a hint of color on her lips, a hint of fragrance, changed often, have long, polished nails.

The study also showed personality received almost as many votes as any other characteristic when the men were asked what popped into their minds when they thought of a beautiful woman.

Immediate turnoffs, however, of negative votes, were heavy makeup, overweight, gaudiness, too much perfume, swearing and rudeness.