

Student makes \$10,000 on trees, lawns

Aggies go into business for themselves

By Stephanie M. Ross

Battalion Staff
 Youpon" John Hoelzel made \$10,000 last summer mowing lawns and selling youpon holly trees.

Jon Word has earned \$4,000 from a clipboard that he developed in an engineering and design graphics class.

Mark Brown collaborated with Hoelzel to sell roses for two weekends. They made \$10,000.

These three Texas A&M students know that anyone can succeed on their own, and that are and more students are learning that. Entrepreneurship is becoming a favorable alternative to working for someone else.

Hoelzel, Word and Brown have proof that students can be successful.

"I don't know what the average college student makes but I would have to say I'm at the top," Hoelzel, a senior horticulture major from McKinney,

says. Hoelzel, who has mowed lawns since he was a sophomore in high school, and his brother, began what has grown into a profitable business — John's Lawn Care Service. With the money he has made each summer he has put himself through college.

His business grew from mowing a few lawns a week to doing 50 to 60 last summer, when he hired two people to help him with the work.

In addition to the lawn-mowing service, Hoelzel digs youpon holly trees just outside of College Station and transports them to Dallas, where he hires someone to sell them on street corners.

Hoelzel began selling the holly trees after he came to Texas A&M, and then added a small landscaping business to his list of ventures.

A clipboard designed for a class project is only half of the

success story of Jon Word, a sophomore industrial distribution major from Lubbock.

"While I was a student pilot, I needed something to keep my maps on," Word says. He de-

Because financing is the major problem students face with starting their own business after graduation, Van Fleet recommends that anyone interested in working for himself first work for a company and learn the necessary skills at someone else's expense.

veloped a clipboard designed for easy use by pilots when flying.

Word made one for himself and after he began teaching flying lessons was making so many of them for his students and friends that he decided to do something with his idea.

With the help of his parents, he built 2,000 clipboards and advertised them in two flying magazines. He also sold some wholesale to flying schools. That was in March 1982.

By August of the same year he had earned enough money to make the down payment on his own airplane. With his airplane, he has taught flying lessons, and since last August has made \$10,000.

Now Word has two people teaching lessons in his plane for him.

Last fall, Mark Brown, a senior management major from Richardson, and Hoelzel, formed The Dixie Rose Co. Hoelzel originally had the idea to sell roses, but needed someone to help him market the idea.

"He (Hoelzel) had a good friend in the rose business, and I started thinking of a way to get the word out — that's how it all came about," Brown says.

They sold almost 1,000 dozen roses and earned \$4,000 for their efforts.

With the successes, there also have been some failures.

At the end of one spring semester, Word bought as much old carpet cut for dormitory rooms as he could find to resell it at a profit the following fall. What he ended up with was "a bunch of smelly carpet" and very few sales, he says.

Hoelzel once bought a load of railroad ties to resell, and when he got to the bottom of the load, found many of the ties were rotted.

Brown hasn't experienced any real failure, but says that he isn't afraid of failure.

"I'm not really concerned if I fall flat on my face because I know it can happen very easily,

but you just pick up the pieces, start from rock-bottom and build up again. That's where you start from anyway, so it doesn't really matter."

Dr. Ella Van Fleet, a management professor who teaches an entrepreneurship course here, says it's important that people know that it's all right to fail.

It also is important not to quit after a failure, but rather to learn from it, she says. The most successful businesses run by entrepreneurs usually are not the entrepreneurs' first ventures, she adds.

Van Fleet explains the recent rise in interest in entrepreneurship as part of a business cycle. Before the depression in the

1930s, small businesses were widespread, but most failed with the stock market crash in 1929. After the depression, people flocked to big corporations for jobs, because of the security and benefits they provided.

Today, people are seeing big corporations like Braniff and Chrysler in trouble, Van Fleet says, and they are looking to places other than big corporations for future jobs.

Brown already has begun plans to start several different businesses when he graduates a year from now.

"I think diversification is important," Brown says. "I just can't see setting all of your eggs in one basket."

More dogs needed for military defense

United Press International
 SAN ANTONIO — In an era of tight money and hard looks at the federal budget, one of the Defense Department's oldest weapons systems is expanding as fast as it can.

The only problem is finding enough dogs to keep up.

"We go to two cities a month looking at dogs," said Master Thomas Hawkinson, chief of the Department of Defense Center at Lackland Air Force Base. "Last year we looked at 3,000 dogs and we bought 100."

This fiscal year the DOD has orders for 1,000 dogs and we've bought 600 so far."

The doubling of demand is mainly because of an increasing need for dogs' talents and finally for economic reasons. The proper arena, one dog to do the work of 10 soldiers at a much smaller cost, Hawkinson

able for training. "We expect to buy about 50 dogs while in the Dallas and Fort Worth area," Hawkinson said. "And about 90 percent of those will pass the training program."

Hawkinson's team travels the nation constantly in search of dogs that fit exacting physical and psychological profiles. The team will only look at dogs between 1 and 4 years old, they must be at least 23 inches tall at the shoulder and weigh 50 pounds or more.

"We can judge a dog's psychological profile by the way it holds its ears, mouth, and tail," he said.

Hawkinson said dogs were purchased from the public because it was too expensive for the Defense Department to

breed dogs and because home-raised dogs behave better than dogs raised in kennels.

"Kennel dogs are much less socialized," he said. "They aren't used to hearing the car door slam or the refrigerator click on. They run from everything."

Dogs that do not make it through the training program are either returned to their owners or put up for adoption in the San Antonio area.

One of the biggest problems Hawkinson runs into is people trying to sell him dogs he doesn't want.

"We get calls all the time from people who want to sell us Rhodesian Ridgebacks, telling us they fight lions. They do fight lions, but we don't have many lions threatening our bases."

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Captain Mark McAvoy will be on campus May 4th between 8AM and 4PM in the University Placement Office (10th Floor Rudder Tower). Stop by, no appointment necessary. If you can't make it on the 4th, call 775-2199 and arrange an appointment.

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"I'm being assigned to a Chinook helicopter unit in Germany as a test pilot and maintenance officer, and I'm proud that I'll be the first woman to have that assignment over there. It's a real thrill for me.

"So was learning how to fly a helicopter. It takes a lot more skill than an airplane. If you think college is demanding, flight school is even tougher. It's not only academically demanding, it's really mentally demanding as well as physically.

"In Germany, I'll have a chance to use some of the leadership and management techniques I learned in ROTC. It's going to be a real challenge having command responsibilities.

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