

Managers learn business

Center teaches businessmen

by Cathy Smith

Battalion Reporter

The advisory council of the Center for Executive Development (CED) will meet today for the first time, new members included.

The CED offers programs at all levels for managers and persons with degrees in other fields who have been placed in management positions, the center's director Robert Nelson said.

The CED also sponsors an international managers program to meet the needs of non-American managers employed by American or foreign firms.

Newly appointed members to the advisory council are Larry Shefferly, director of management development for Dresser Industries; Travis B. Bryan, chairman of the board of Bryan's First National Bank; E.G. Pittman, vice president of

foundry operations for Lufkin Industries Inc.; and R.L. Sloan, vice president of gas reserves, Tennessee Gas Transmissions, Tenneco.

The advisory council members will get the chance to contribute the benefits of their experience at their first meeting today (Friday).

The advisory council is divided into three committees. One checks the content of CED programs to see that current business needs are met. Another oversees the production and publication of the Center's magazine, The Texas Business Executive. Another monitors the programs to see that the needs of Texas businesses are met.

The list of the center's programs reads like a businessman's bible: management seminar, streamlining organizational structure seminar, new directions in services marketing, finance and accounting for non-financial managers, managing retrenchment and

strategies for turnaround. Programs last from one day to four weeks, depending on their content.

Texas A&M faculty teach some of the programs. Nelson says their teaching contributes to overall faculty development.

"It's important that the people who are teaching know what goes on in the real world," he says. The questions businessmen ask are problems they left on their desks when they came to the program—nothing like the questions their students ask, the director says.

Visitors from other businesses and universities teach the programs that Texas A&M faculty is not equipped to teach. A diverse faculty is important to maintain a flow of new ideas, Nelson says.

The Center is open to all businessmen (21 states were represented at the last seminar); however, Texas businesses and their needs are the priority, he says. The Center has had the strong support of Texas companies for 30 years, Nelson says.

E.G. Pittman of Lufkin says he has the highest regards for the Center.

A graduate of the Center's 1976 program, he says: "The CED has been beneficial in my career...I'm sold on it."

Pittman says the program gives businessmen a view of the big picture of business.

Companies that have been around a long time owe their prosperity to proper management, he says. Today the needs for management training are even greater, he says.

A 1956 graduate of Texas A&M, Pittman says the University should be a leader in developing executives. The programs have to

be ever-changing to stay with technology, he says. Pittman has a degree in industrial technology.

Travis Bryan, a 1949 graduate of Texas A&M, says he is willing to help the advisory council in any way he can. A lifetime Bryan resident, he has worked at First National Bank since he graduated.

"I've seen every kind of transaction imaginable," Bryan says. "I have a backlog of experience." He says he hopes that experience will benefit the advisory council.

R.L. Sloan of Houston is a graduate of the CED's advanced management program. He has been working for Tenneco for 18 years. He says he would like to help with program organization and curriculum. As a member of industry and a businessman, he says he would like to see more taught about what industry expects students to learn.

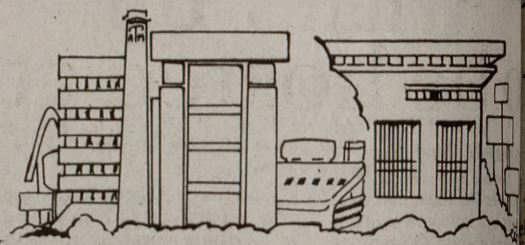
"I've made the mistakes, therefore I should be able to spot them," he says.

Larry P. Shefferly was out of town and could not be reached.

The four new advisory council members were nominated by other members, Dean Mobley and director Robert Nelson.

In the advisor selection process, the center strives for a balance between the individuals and their functions, Nelson says. It tries to get a breadth of perspective on the 16-member council, he says. For example, if the council needs a representative from the banking field, it will appoint a banker when a member's term expires, he says.

The council rotates on three-year terms to get a wider range of members. The members are eligible for renomination after one year's absence, Nelson says.



Around town

Happiness to be topic of speech

The Department of Philosophy will present a speech today about "Human Happiness and its Attainment" by Professor Robert Almeder of Georgia State University. The presentation will begin at 4 p.m. in 402 Rudder Tower. It is free and open to the public.

Robertson County to hold auction

The Robertson County Fair Association, Inc. will hold an auction as a fundraiser Saturday at the Drew Ranch two miles northeast of Hearne on FM Road 391. The auction begins at 11 a.m., breaks for a barbecue lunch and continues at 1 p.m. Some of the items being auctioned include hot air balloon rides, auto tune-ups, furniture, a used truck from a local auto dealer, haircuts, fencing, food, homemade quilts, paintings, registered Quarter Horse stud service, western wear, livestock, flowers and metal gates. All of the items were donated, and donations are still being accepted.

Volleyball league registration opens

The College Station Parks and Recreation Department will open registration for adult volleyball teams beginning Monday, Oct. 3, and continuing through the week. Five different classes of play will include men's power, men's recreational, women's power, women's recreational, and a co-recreational. The entry fee for all leagues is \$100 per team. For more information, call 693-7273.

To submit an item for this column, come by The Battalion office in 216 Reed McDonald.

Slavic festival coming here

by Traicie L. Holub

Battalion Reporter

Bratwurst, polka bands and beer by the barrel will transform Central Park into a Slavic festival town Saturday.

The Brazos Bohemian Fest will be the first of its kind to be held here, an official for the College Station Parks and Recreation Department Charles Szabuniewicz says.

"We are looking forward to the festival," Szabuniewicz said. "It will be kind of like Wurstfest with the food and all, but we want everyone to come out and have a good time — you don't have to be Slavic to come to the festival in other words."

Authentic German food and cold beer will be served.

Country and western, German and Czech music will be played throughout the day, Szabuniewicz said.

"We tried to get a lot of bands to come to the festival, but many of the ones we tried to get were already booked for this weekend," he said. "We did get

some good bands to come and play for us, though. Mountain Vagabonds will be one of the bands there. The DC had made an effort to halt the involvement of the police in the Slavic festival."

The Recreation and Park Club at Texas A&M plans to set up booths at the festival and provide games for children.

Assistant Professor of recreation and parks John Burnburn said this will be one of students' major fund raising events.

"We plan on having races, a little Miss Bohemian queen and some other things that the kids can play," he said. "The games will last from noon and we'll have a booth up where they can buy tickets."

"The money we get will send our students to different professional meetings, like state society meetings in Abilene."

Szabuniewicz said there will be something at the festival for everyone.

Triathlon is set for Saturday

by Tricia Parker

Battalion Reporter

The Second Annual Intramural Triathlon, will be held Saturday, testing the skills of 100 participants in swimming, running and bicycling.

Intramural Coordinator Michael Waldron said the triathlon combines a 250-meter swimming race, a 1 1/2-mile running race and four miles of bicycling. The competitor with the best combined time is the winner.

The contest begins with a 250-meter swim in the Wilson Cain Pool.

The run which will take competitors over the Wellborn overpass and along Joe B. Boulevard past the end of freshman parking lot. Runners then will retrace Joe B. Boulevard to the Beef Road, which they will follow parking annex 63 behind the Field where they will begin the bike race.

Competitors will race on a four-mile loop that starts from Agronomy Road to the turning on to FM 2818, to the Street, and ending back in the Field.

The winners in the individual age groups, the fastest men's and women's and mixed teams receive a "Triathlon" t-shirt.

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