

# New business center established at UTA

United Press International

ARLINGTON — Many small businesses could be more profitable if the owners only understood how new technology could help them cut costs and become more efficient, Dr. John Rouse of the University of Texas at Arlington believes.

Rouse's efforts have been the key to establishment of a Small Business Development Center geared toward new technology at UTA, where he is dean of engineering.

"The Small Business Administration is very excited about this concept," Rouse said recently. "There are 29 SBDC's (nationally) but this is the only one that has a high technology base."

The SBA is putting up \$100,000. UTA also is putting \$100,000 into the technology development center, \$50,000 of which came from local contributions.

"I took the position that if I couldn't get the Dallas-Fort Worth community to put up the money we needed, then I did not think there would be enough community participation to ensure success of this program," Rouse said.

Programs to help small businesses are needed. Statistics show that about 80 percent of all small businesses fail within the first few years.

The Development Center will help small businesses become more profitable by helping them use technology in production, by helping in development of a high tech product, or by identifying new markets.

Faculty members at UTA, which a large School of Engineering, will direct their expertise to the specific needs of small enterprise being helped by the Development Center.

who hold Ph. D.s in engineering," Rouse noted.

Thousands of small businesses in Dallas-Fort Worth and the surrounding area of North Texas are engaged in some aspect of high technology, Rouse estimates. Many of them exist because the founder developed a high-tech product. In such a case the Development Center probably would not help with product development, he said, since the businessman himself has done that. But the Development Center might help the developer take the long step from creation to marketing and production.

Other small businesses could be helped in choosing computer systems and programs, or in streamlining manufacturing methods.

"After all, the consulting firm usually is a small business, too," Rouse notes.

had a call from a venture capitalist backing a small businessman," Rouse said. "He said the business was not making enough profit and he asked if we could visit it. An industrial engineering professor spent one day at the plant and he discovered an inefficient assembly line operation."

The professor then put together for the manufacturer a list of suggestions that would make it possible to produce the product with a higher profit margin.

If outside consulting is needed to help make a small business project go, the UTA center will direct the businessman to a consulting firm. The center does not want to compete with existing businesses.

"We have 100 people here" "As an example, we recently

# School board reviews options for assistant

By CHRISTINE MALLON  
Staff Writer

Monday night's CSISD meeting didn't turn out to be the normal, beginning-of-the-new-year meeting everyone thought it would be.

As the small meeting room gradually began to fill with a capacity crowd of about 40 people (an audience of 9 is about normal), it was obvious something was up.

Back-to-school business decisions were flowing at a fast pace until Board President Bruce Robeck introduced an item on the agenda which discussed the pros and cons of hiring an administrative assistant for the district.

Robeck said the most important responsibilities of a potential administrative assistant would include having primary responsibility for public relations on behalf of the board,

maintaining all board records and documents, assisting in drafting board policies and serving under direction of the board president.

Superintendent H.R. Burnett said he didn't approve of the position because under state law many of such an administrator's duties are the responsibilities of the district's superintendent.

Trustee John Reagor said nobody should be hired as a full-time employee of the district to work directly for the board president.

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## All-out effort launched

# Town calls for post office

United Press International

GUN BARREL CITY — The residents of this east Texas town have their sights set on a post office and the woman leading the effort says the community is not firing blanks.

"It may be only through mean strength and awkwardness that we get it, but we're determined," said former mayor Helen Broome, who saw her attempt to land the town a post office two years ago rebuffed by postal officials.

To that end, Broome and four other civic leaders have convinced the district's Democratic congressman, Rep. Sam B. Hall, to attend a town meeting Feb. 10 to discuss plans for getting the post office.

T-shirts with slogans calling for a post office in Gun Barrel City have been distributed and will be highly visible at the meeting next month, Broome said.

Additionally, appeals have been made to Postmaster General William Bolger, who has taken the proposal under advisement, Broome said.

All the activity in this community of about 3,000 residents 30 miles southeast of Dallas and adjacent to Cedar Creek Lake is

"Any number of our 150 businesses have difficulty with identification. They advertise and have to give their mailing address as Highway 90, Mabank." — Former Gun Barrel City mayor Helen Broome.

attempt to give Gun Barrel City businesses a fair break, Broome said.

Gun Barrel City mail is routed through Mabank, three miles away. Mabank is in Kaufman County. Gun Barrel City is just across the line in Henderson County and is booming.

"We're not talking about a little wide spot in the road," Broome said. "People who have been down here have no idea what we are. We like to say we've just growed like topsy."

But the return address residents and businesses in Gun Barrel City must use is Highway 90, Mabank, Broome said. Highway 90 runs through both Mabank and Gun Barrel City, and that creates a problem.

"Any number of our 150 businesses have such a difficulty with identification," Broome said. "They advertise and have to give their mailing address as Highway 90, Mabank."

as much a quest to correct a quirk of geography as it is an

# Youths turn from drugs

United Press International

A White House expert on drug abuse policy told 2,000 cheering El Paso youths today that young people in America are turning away from illegal drugs.

Carlton Turner, special assistant to the president for drug abuse policy, said the youth of the United States as recently as five years ago were more worried about drug abuse than their parents.

Turner gave the opening remarks at an all-day rally sponsored by the El Paso Parents for Drug Awareness.

The White House aide said he was optimistic because high school daily marijuana use has been almost cut in half since 1978.

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