

Communication used in all jobs

By DEEENA ELLIOTT
Reporter

All students in every field of study, from engineering to forestry, need to be able to express themselves well with words, verbal and written, says Sunshine Overkamp, communications director of United Way.

Overkamp said all students need to acquire communication skills because students will be selling themselves to employers and customers.

"Everyone is a communicator," she said. Overkamp spoke Friday on the importance of communication at the monthly meeting of Brazos Valley's chapter of the International Association of Business Communicators, IABC.

Overkamp presented strategies

for utilizing communication effectively in profit and non-profit organizations and businesses. She said the strategies are applicable no matter what the area of communication or what type of group or organization is represented.

Overkamp said businesses need to do marketing research and follow up on what they discover. A business cannot afford to not know what customers think of the business — what causes them to buy a product.

Expense and time consumption can be avoided, she said, through informal research involving talking to people and asking the right questions to get an idea of the type of constituency the business serves.

Generically defining the business beyond terms such as books, makeup or fund raising gives the

business a definite purpose, she said. For example, publishers have decided they are not restricted to books, but have defined themselves as being in information, so they also publish video cassettes and other forms of relaying information.

United Way, she said, has decided it is no longer just a fund raising organization. By redefining its purpose, United Way has decided it "increases the organized capacity of people to care for one another," Overkamp said, and "phenomenal changes will occur in the next 10 years."

Deciding on a "unique strategic position," what makes the business different from other businesses with the same general purpose, is essential in deciding how to market a product and how to appeal to a par-

ticular type of customer, she said.

Analyzing the price of a service or product in terms of more than just money is also necessary, Overkamp said. A business needs to ask what the customer had to give up. A civil service, in advertising, needs to realize the pride a person may swallow in coming to that service for help, she said.

Overkamp said competency and professionalism of an organization is communicated in everything connected with that organization, from answering the telephone to the appearance of the waiting room to the appeal of the advertising.

Everyone in the organization is a communicator, she said, and the person hired as a communicator for an organization is responsible for informing everyone of that fact.

P.E. administrator dies, funeral held

University News Service

Funeral services were held Sunday for Emil Mamaliga, assistant head of the Texas A&M Department of Health and Physical Education, who died Thursday at his home in College Station following a lengthy illness.

Mamaliga, 63, had been associated with A&M for 37 years as a coach, instructor and administrator. An All-American swimmer at Ohio State, he came to A&M in 1947 as a swimming and diving coach and instructor in education. He worked closely with the Athletic Department as strength and conditioning coach and most recently in the area of injury rehabilitation.

Mamaliga became nationally known as an expert in weight training and in 1958 authored the book "Body Development Through Weight Training" which became a popular guide for coaches organizing a conditioning program for their athletes. In addition to his involvement with the A&M Athletic Department, Mamaliga was in-

strumental in updating the curriculum in the Health and Physical Education Department to meet the demands of the rapid enrollment increase during the 1970s when A&M ranked first in the nation in overall enrollment growth.

Mamagila worked with hundreds of athletes during his career at A&M, including shot putter Randy Matson, 1968 Olympic gold medalist and now executive director of the A&M Association of Former Students.

"Mammy was one of the first people to show me around the campus when I arrived at A&M as a young recruit, and I began to feel very close to him even then," Matson said. "He was very instrumental in the development of my athletic career and countless others as well. He was a great motivator and a real asset to all Aggies."

A memorial scholarship fund has been established by the Association of Former Students in Mamagila's name.

Mario — living with MD at 10 years old

By ANN BRIMBERRY
Reporter

Mario Estrada is a healthy little boy even though he is unable to balance himself or walk a straight line. It takes him a long time to sit down, and he cannot climb stairs because he is unable to lift his legs.

Mario is 10 years old and has Muscular Dystrophy.

"We found out two years ago and we never really thought he would have anything like that because there was no history in either family of this disease," Espiridion Estrada, Mario's father, said.

Mario's Muscular Dystrophy is classified as sporadic.

"The doctors told us it was hereditary and was just something that happens," Espiridion said. "He might have had it when he was born, but since the disease progresses so slowly, there is no way of knowing when he contracted it."

Mario's muscles are deteriorating little by little; however, the condition did not affect him right away.

"Over the past few years he has lost a little mobility," Espiridion said. "He still walks, but doesn't move around as much."

Mario's mother, Minerva, said he was eight years old when the doctors discovered his condition.

"The school nurse found that Mario had problems with his motor abilities; but it took the doctors a long time to find out what was wrong with him," she said. "The

doctors in Bryan were trying to tell us there was nothing wrong with him, so we took him to Temple where specialists took a graph of a muscle tissue to determine if he did have Muscular Dystrophy."

Muscular Dystrophy is divided into 40 different types. Mario's was diagnosed as being hereditary and affecting only male children. Mario's sister, Irene, could be a carrier, but she would never be effected. However, if she had a male child, it is possible he could have Muscular Dystrophy.

"For a male, this is the worst one for him to have," Espiridion said. "Our first reaction was shock. I couldn't believe it. I never imagined something like that was wrong with him. I always thought it was just him, that he didn't want to do things and was just being hard-headed about learning."

The Estrada family said they have more or less accepted the situation and are trying to handle it the best way they can; however, many more difficult situations and responsibilities lie ahead of them.

"The doctors told us things to expect as Mario loses more and more control of his muscles," Minerva said. "Right now he walks on his toes a lot because the muscles in his calves are growing shorter."

"His calves are huge, in fact, too big for a normal little boy, so it is just fat building up and has no flexibility to move up and down. He will even-

tually lose the use of his legs and from there it works up."

Espiridion said the worst part is knowing there is no cure.

"There is no medication given at all, just therapy," he said. "We do an exercise stretching his foot muscles to try to get more flexibility so he can walk flat-footed, but that will only help for so long," he said.

Mario is given therapy in school.

"There is no problem with what he does now," Minerva said. "He goes to school, rides the bus, goes to school the regular class day and still walks around, but there are certain things he just can't do."

Minerva said the children attending school with Mario ridicule him because of the way he walks and this bothers him.

"I guess you expect that from kids," she said.

He has always been in special education classes so the teachers spend more time with him, Espiridion said.

"The teachers always treated him different because he wasn't able to do a lot of things the other kids could do," he said. "With the teacher he has now, Mario has progressed a lot. We have noticed a big change in the past three months. He is reading, writing and doing subtraction problems, and they told us he would never be able to do any of that."

However, the Estrada's have not noticed much improvement in Mario's motor abilities.

"Sometimes when he is walking he

will just fall down," Espiridion said. "Little by little you can just tell his muscles are getting weaker. The doctors told us we could put him in braces, but Mario refuses."

When Mario sees a child in a wheelchair, he does not want to get near them, Espiridion said.

"He subconsciously knows that eventually he will end up in one," he said. "He likes to be outside playing tag and the one thing that really scares me a lot is how he will react when he has to be put in a wheelchair."

So far the doctor is amazed at Mario because usually when a child with Muscular Dystrophy reaches the age of 10 years, he is unable to walk, but Mario is still getting around, Minerva said.

"There are some questions I cannot answer," Espiridion said. "The other day Mario and I were watching the Dallas Cowboys on T.V. and Mario said, 'Daddy, when my legs get well can I play football?' That makes me feel bad. It's hard when he asks questions like that."

Minerva said thinking about the future really scares her, so she just takes it day by day.

"We lived through a nightmare the first month. I kept hoping I would wake up. But now we just hope for the best and maybe something will happen and things will get better. Until then, we have a lot of faith and hope and make the best of the situation."

Service calls to mind Jonestown tragedy

United Press International

WASHINGTON — The daughter of the late Rep. Leo Ryan, slain by the People's Temple cult six years ago, led a memorial service commemorating the tragedy Sunday saying, "We cannot afford to forget what happened in Jonestown."

"We are here to make sure something like this never happens again," Patricia Ryan told about 25 people at the service outside the Capitol. "And we are also here because it can."

The deaths of more than 900 residents of the People's Temple colony run by the Rev. Jim Jones occurred on Nov. 19, 1978, at the jungle settlement of Jonestown, Guyana.

The mass suicides followed the fatal shooting by Jones' followers of Ryan, a congressman from San Francisco and four other Americans who had inspected conditions at the sect's jungle camp, originally located in San Francisco.

Jones ordered his followers to drink deadly poison and then killed himself as well.

"Today people are involved more than ever with cults," Ryan said. "These groups falsely promise easy answers to the complex problems of life."

Ryan said her father knew the people of Jonestown were "brainwashed," and were only pretending to be happy.

Rep. Ryan was murdered at the Port Kaituma Airport near Jonestown as he and his group prepared to return home.

Larry Layton was accused of conspiracy to murder a congressman, aiding in the murder of a congressman, conspiracy to murder an internationally protected person and aiding in the attempted murder of an internationally protected person.

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