

What's Up

Thursday

DATA PROCESSING MANAGEMENT ASSOCIATION: Exxon will host careers in data processing at 7 p.m. at the University Inn penthouse.
KAMN STUDENT RADIO: will have an organizational DJ meeting at 8:30 p.m. in 601 Rudder.
RECREATIONAL SPORTS: will have registration for basketball, preseason basketball, 3-on-3 basketball and aerobic classes in 159 Read.
LATIN AMERICAN CATHOLIC STUDENTS: will meet at 8:30 p.m. at St. Mary's student center.
STUDENTS WITH ALTERNATIVE PHILOSOPHIES: will meet at 8:30 p.m. in 402 Rudder.
INTERNATIONAL WORSHIP HOUR: will meet to praise and worship God at noon at the All Faiths Chapel.
MSC VISUAL ARTS: will have a reception and opening of an exhibition by women artists at 7 p.m. in the MSC Gallery.
STUDENTS AGAINST APARTHEID: will meet at 7 p.m. in 507 Rudder.
ADULT CHILDREN OF ALCOHOLICS: will meet at 6 p.m. at the center for Drug Prevention and Education, 845-0280.
NARCOTICS ANONYMOUS: call the center for Drug Prevention and Education at 845-0280 for details on today's meeting.
ALCOHOLICS ANONYMOUS: call the center for Drug Prevention and Education at 845-0280 for details on today's meeting.
PARENTS WEEKEND COMMITTEE: Parents of the year applications are available in the Guardroom, Pavilion, Evans Library, and the Student Programs Office and are due Feb. 10.
ALL UNIVERSITY NIGHT: will be at 7:30 p.m. in G. Rollie White Coliseum.
BUCK WEIRUS SPIRIT AWARD: applications are available in the MSC, Student Affairs offices and the vice president of student services office through Feb. 1.
HELLENIC STUDENT ASSOCIATION: will meet at 7 p.m. at Mr. Gatti's on Northgate.
AGRICULTURAL ECONOMICS CLUB: will have a new year's party at 7:30 p.m. at K.C. Hall.
TAU KAPPA EPSILON: will have an open party at 8:31 p.m. at 102 S. Parker in Bryan.
SPRING LEADERSHIP TRIP: Graduating seniors with a 2.5 gpr or higher can pick up applications at the secretary island in the Student Programs Office, MSC.

Friday

CAMPUS CRUSADE FOR CHRIST: will have a Friday Night Alive meeting at 7:30 p.m. in 108 Harrington.
DATA PROCESSING MANAGEMENT ASSOCIATION: will have a membership drive and a diskette and paper sale from 9 a.m. - 3 p.m. in the Blocker lobby.
ALCOHOLICS ANONYMOUS: will meet at noon at the Center for Drug Prevention and Education.
RECREATIONAL SPORTS: will have registration in 159 Read for basketball, preseason basketball, 3-on-3 basketball and aerobics classes.
TAU KAPPA EPSILON: will have an open party at 8:31 p.m. at 102 S. Parker.
TAMU RUGBY: will play at the Woodlands Rugby Club. For more information about schedules or practices call 846-3122.
CLASS OF '89: is accepting pictures and negatives for the senior banquet slide show in the Student Programs Office.
STUDENT Y/T-CAMP: applications for counselor and T-Team are available in 211 Pavilion.

Items for What's Up should be submitted to The Battalion, 216 Reed McDonald, no later than three business days before the desired run date. We only publish the name and phone number of the contact if you ask us to do so. What's Up is a Battalion service that lists non-profit events and activities. Submissions are run on a first-come, first-served basis. There is no guarantee an entry will run. If you have questions, call the newsroom at 845-3315.

Brain gym helps kids, adults stimulate brain to promote learning

BEAUMONT (AP) — "Adam, how do you wake up your ears?" Beth Rhodes asked her 10-year-old son.
 With a shy smile, the youngster began gently tugging and rubbing his ears from the top to the bottom.
 Massage therapist Janelle Arrington said the exercise, called "The Thinking Cap," helps Adam to listen and concentrate better.

Massaging the ears is one of several exercises included in brain gym, a series of subtle movements and exercises designed to help children and adults relax or turn on specific sections of the brain, Arrington said.
 "There are different areas of the brain responsible for different processes," Arrington said. "We do movements to stimulate specific portions of the brain."

Arrington uses the brain gym system developed by California educators Paul and Gail Dennison. A person does specific movements to activate the portions of the brain that are responsible for such skills as reading, writing, speaking or mathematics.

Linking specific body movements with certain mental processes also is referred to as educational kinesiology or Edu-K for short.

Brain gym helps people who have trouble getting both the right and left sides of their brains to work together smoothly, Arrington said. A child who must switch off one side of the brain to switch on the other can have trouble with activities such as reading that require both sides working in unison.

Brain gym tries to repattern the mental processes of children who can use only one side of their brains at a time with exercises that require them to use both the right and left sides of their bodies, she said.

One such exercise is the cross-crawl, in which a person stands, alternately raises each knee and tries to touch it with the opposite hand.

To help with reading and writing, children can trace a figure eight lying on its side, first using each hand, then using both hands together. In a similar exercise called "The Elephant," they also can extend their

arms, press their heads to their shoulders and trace the "lazy eights" to help improve reading, listening and math skills.

Other exercises help to relax the bundle of nerve cells that connect the two halves of the brain so they can work together better, Arrington said.

Arrington teaches brain gym in workshops for educators and in individual sessions, she conducts four weekly sessions to introduce brain gym, then meets with her clients once a month for follow-ups.

But for the best results, Arrington said the parents and, if possible, the whole family should do the exercises together with the child.

Rhoades said she was a little skeptical about brain gym at first. But she had tried other types of testing and tutoring with little success for Adam, who has lost much of his eyesight except for some peripheral vision.

She later noted the exercises seemed to help her son to relax and to enjoy learning more.

"Adam thought it would be hard to sit down with pen and paper for an hour, but afterwards he thought it was so much fun," she said.

Arrington said brain gym can benefit other students in addition to those with learning disabilities. She and Beaumont education counselor Tanya Goldbeck said traditional education styles that do not allow children in the lower grades to move around may hinder learning.

"It begins in infancy when you learn through movement," Arrington said. "That's the way you learn until the first day of school, where you are put in a desk and told not to move and not to talk."

Goldbeck said some youngsters at age 5 or 6 may not be ready for a teaching style that stresses sitting in a desk and using pencils and paper. For learning to be effective it needs to stimulate most of the senses, she said.

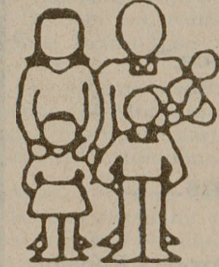
Arrington said she hopes to interest more teachers in brain gym and eventually set up a pilot study at an elementary school to test its long-range effectiveness.

Business Career Fair

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Kaepa makes run in footwear market

SAN ANTONIO (AP) — Lateral motion stabilizers. Action hinge. Independent suspension.
 They sound more like components of a souped-up race car than parts of a tennis shoe, but officials at Kaepa shoes hope the technical terms of their new line will help them catch up with the competition — both on and off the court.

The San Antonio company was founded in 1975 and boomed in Texas on the basis of its patented double-lace shoe design.

But since then Kaepa — pronounced Kay-pa — has switched owners, logos, shoe design and marketing in its struggle to dig a niche into the \$3.58 billion-a-year U.S. athletic shoe business. The company recorded \$60 million in sales in 1988.

Now its president and chief executive officer, Frank Legacki, is declaring "guerrilla warfare" on bigger shoe companies, introducing several lines of shoes and a new marketing program.

The expansion follows three unprofitable years.

"This was like an old Rocky (movie)," Legacki says.

"In the beginning, there was no experience here in inventory management and then they elected to change the logo and to market two different logos," says the 49-year-old

Legacki, a former executive with Converse and Spalding. "That was very critical and I think it stopped the growth. It took a nosedive."

"Now, we really have turned this business around. Sales were up 35 percent in 1988 and we are now a profitable company and the key is the in-depth experience of the management team."

Although Kaepa ranks around 18th of 25 athletic shoe manufacturers, Legacki believes aggressive marketing will keep it from being left in the tracks of industry giants Nike and Reebok, which together control about 60 percent of the athletic shoe business.

Kaepa also is pinning hopes on its movement into the casual shoe business and the introduction in February of athletic shoes called the 1020 and 1820, which will have patented lateral motion stabilizers.

The stabilizers are pieces of specially molded rubber that extend from the soles onto the outer shoe to provide support, shock absorption and to reduce ankle sprains.

The new shoes will have Kaepa's independent suspension feature, the "Action Hinge," which splits the shoe into two separate moving parts for better mobility.

The shoes also will have the patented "Lace Lock," a design developed in 1986 that eliminated the need for two laces, but still provided

the independent suspension feature that the company credits for helping it grow outside the Lone Star State.

Legacki and other company officials devised their guerrilla warfare marketing after realizing it would be futile to try to compete directly with Nike, Reebok, Converse, Adidas, Puma and other industry leaders.

Kaepa sales representatives are concentrating on specific markets including Texas, southern California, the Southeast and parts of the Midwest, Legacki says.

Kaepa believes it will be able to increase sales not by signing big-name athletes to expensive promotion contracts, but by allowing tennis pros and their students to use the shoes and give feedback.

"We'd be just a mouse competing against an elephant if we used big-name athletes," Legacki says. "We feel better about using tennis pros who deal with people and telling them about the benefits of the product instead of someone who gets paid for it."

"Reebok and Nike will be following their own strategies, but we have had Reebok reacting to our guerrilla warfare tactics," he says. "We've seen Reebok stepping up that program because they probably see it as a pretty good idea."

But Elizabeth Armstrong, an analyst who follows Reebok for Johnson and Redbook of New York, says

Kaepa's marketing technique doesn't have Reebok and Nike fidgeting.

"It's not a serious threat to them," she says. "Obviously, there are a lot of shoe manufacturers out there, but you can't change your entire marketing plan to challenge each competitor that you have or you would lose."

She also says that Kaepa's shoe stabilizer design is not new.

Nonetheless, Kaepa officials are upbeat about their sales, particularly overseas, Kaepa shoes are manufactured in South Korea, Taiwan and China.

Sales are high in Japan and Kaepa hopes to increase European sales by opening distributorships this year in Finland, Holland, Sweden, Spain, Germany and Italy.

"In Japan, the consumer is attracted to our product because it is a very sound product and we just started clean over there, without some of the problems that we had over here," Legacki says.

The problems were immense.

After the company was founded by former priest Thomas Adams in 1975, it went through a growth spurt in Texas before management problems drove it near failure.

Then Michigan-based Wolverine World Wide Inc., took the company over in 1983 and Kaepa sales increased from \$3.2 million in 1982 to \$30 million in 1985.

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