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Consultant gives tips to businesswomen

By Sharon Maberry

STAFF WRITER

A major reason that 95 percent of top decision-making jobs in America are still held by men is women's "self-limiting beliefs," a management consultant told members of the Bryan-College Station American Business Women's Association Saturday.

"Men are socialized and reinforced for power," Connie Sitterly, founder and owner of Management Training Services in Fort Worth, said. "Women are socialized to be supportive, to please, to belong. Women have to start orienting themselves to these facts and realize that they can do anything men can do in the business world."

Sitterly urged women to tell their bosses about their strengths and preferences rather than waiting for a promotion.

"Some people will sit and wait for 18 years for a promotion," she said. "Working hard is not enough. You have to sell yourself. You can't underestimate, undersell or undervalue your own worth."

Sitterly's six-year-old company designs training

programs for large organizations, including Fortune 500 companies. She works with more than 200 organizations nationally and is expanding internationally, she said.

Despite her full workload, Sitterly said she finds time to improve women's roles in the corporate world as an adjunct business professor at Texas Women's University in Denton.

"My personal cause is to help other women move up," Sitterly said. "There is a general reluctance to admit women to the corporate world. The good old boys take care of the good old boys."

"We have to change this attitude with a positive approach. It takes women who are willing to deal with the issues and politics involved, who have the (corporate) image, can do the performance and, typically, have more credentials (than their male counterparts)."

Sitterly wrote "A Woman's Place: Management textbook for women," she said. The book's topics include transition, power, politics, risks, goals, assertiveness and negotiation.

"The format is practical," Sitterly said. "Today's woman probably needs to read it in 15-minute increments."

In addition to self-limiting beliefs, Sitterly said she sees other areas businesswomen need to improve upon, including risk-taking.

"Typically, when men hear the word 'risk,' they think of long-term gains," she said. "When women hear 'risk,' they think of hurt, pain and loss. We can't afford to focus only on short-term goals. We have to be willing to take risks."

Sitterly emphasized the importance of networking, not only with other women, but with men as well.

"It's not what you know, it's who you know," she said. "I believe in networking. It works. I should listen to your needs and objectives and share the contacts I have. Some of the best contracts I've had have been through networking."

Sitterly said women need to understand the politics of the corporate world.

"Some women are naive enough to think they can go and change the rules," she said. "What they ought to do is know how to play by them."

It is possible for women to have top management jobs and families, Sitterly said.

"One thing that's helping is the 'new man' out there who is not just paying lip service, but is babysitting and cooking while the woman works."

Bryan teen-agers learn leadership, professional skills

By Melissa Naumann

REPORTER

While high school is a time to think about football games and the prom, M.B. Flippen, a marriage, family and adolescent counselor, wants high school students to think about success beyond graduation.

TEEN LEADERSHIP is a new program created by Flippen to instill in young people qualities essential for success.

"The whole thrust of the program is to teach business, professional and leadership skills to young people," Flippen said.

The high school students involved in the 10-week program are selected by teachers on the basis of leadership potential and not actual leadership positions, he said. In fact, some Bryan High School students have called Flippen to ask why they were selected.

Each student is then sponsored by a community business which pays the \$250 fee for the student. The business selects a staff member to serve as a mentor for the student.

Five local businesses are involved in the project: Crowley, Waltman & Fugler, Anco Insurance, Dr. Stephen Tseng, Graphic Concepts and Durst, Wood, Milberger & Associates.

Flippen said a program like this is necessary because the communication between teen-agers and adults is not what it could be.

"The belief behind the program is that kids have an incredible amount of things to say," he said. "They

think well, they're sharp and have a lot of insight, but they don't know how to communicate with adults. My job is to train them to speak so adults have to listen to them."

"The second part is that adults tend to not know how to listen to them."

Specific skills taught in the program, which began Thursday, include public speaking, financial responsibility and listening skills. More importantly, however, the course will emphasize personal subjects such as self-confidence, relationships, value clarification and some nuances of the adult business world, Flippen said.

"I want them to be able to think through issues and have a framework to build on," he said. "They need to understand some things about their own values and what they learn in the program needs to apply to the real world."

TEEN LEADERSHIP soon will spread to other cities across Texas, Flippen said.

"We've already received calls and requests from Temple, Belton, San Marcos, Austin and Madisonville," Flippen said. "So right now I'm training other people to teach this program, and by 1991, it should be statewide. Then, by 1994 or 1995, it should be nationwide."

Flippen, who founded Stillcreek Ranch, The Answer and Family Life Counseling Services in 1972, wants young people to know that success is within their reach.

"Henry Ford once said 'If you think you can or if you think you can't, you're right,'" he said. "That's the truth."

Honey bees help farmers by pollinating crops

By Sherri Roberts

STAFF WRITER

Honey bees do more than make honey. They account for 90 percent of the agricultural crop pollination in the United States, according to the United States Department of Agriculture.

"The increase in yield due to the pollination of crops by honey bees generates about \$20 billion annually in the United States," said Dr. John G. Thomas, an entomologist at the Texas Agricultural Extension Service.

This pollination occurs when the bees, while traveling among plants to gather nectar to make honey, are dusted with the plants' pollen. Because the pollen dusting the bee's body is deposited on each of the plants it visits, crop fertilization occurs. Honey bees also pollinate many of the wild plant species on which wildlife are dependent for food, Thomas said.

The agricultural and dairy industries rely heavily on pollination by honey bees to aid in the growth of crops used to feed cattle, poultry and sheep, he said.

Pollination rental is a profitable industry for many beekeepers, who charge an average of \$27 for each hive they rent to farmers, he said.

Texas produces about 5 percent of the honey in the United States from 200,000 bee colonies. This in-

"They ('killer' bees) are honey bees with a personality problem."

— Dr. John G. Thomas, entomologist

dustry, combined with the sales of other hive products such as pollen, wax, and royal jelly generates an income of \$9 million to \$11.5 million to Texas beekeepers.

World briefs

Soviet authorities close down nuclear plant

MOSCOW (AP) — Soviet authorities today began shutting down Armenia's nuclear power plant as a precaution in case another earthquake strikes the region, according to the official news agency.

It was the first time the Soviets have ever halted operations at a plant that appears to have no problems.

The Armenian plant was criticized when it was first built, and concerns took on new urgency after an earthquake on Dec. 7 dev-

astated northwestern Armenia and killed 25,000 people. Soviet authorities say the quake did not damage the plant, 20 miles from the republic's capital, Yerevan.

The news agency Tass said technicians today finished closing one of the plant's two water-cooled, uranium-powered reactors. The second reactor is to be shut down March 18.

The move was another example of the Kremlin's new, more cautious approach to nuclear power.

Honduras experiences surge in violence

TEGUCIGALPA, Honduras (AP) — A surge in violence has raised fears of a leftist revolt and renewed repression by rightist death squads in Honduras, which is squeezed between a civil war in El Salvador and a dying insurgency in Nicaragua.

Since Jan. 7, bombings have injured 10 people, three U.S. soldiers have been wounded in attacks on American troops, and three people have been assassinated.

Four bombings since Feb. 18

prompted the chief of the armed forces, Gen. Humberto Regalado, to announce Thursday increased internal security and vigilance at public buildings.

Americans are "briefed to keep a reasonable profile and be cautious in their daily lives," said U.S. Embassy spokesman Charles Barclay. He said the instructions had not changed since shots were fired at a military convoy on Feb. 1 and a bomb was tossed at a bus Feb. 18.

Polish policemen injured by demonstrators

WARSAW, Poland (AP) — Police fired water cannons and tear gas to break up stone-throwing demonstrators in the southern city of Krakow, and the state news agency reported 39 policemen were injured and 24 protesters were detained.

Opposition spokesmen said hundreds of students rallied Friday to protest the police beatings

of demonstrators at a gathering the week before against political indoctrination in schools.

Friday's clash began when police asked the protesters not to block traffic, the news agency PAP said. They responded by hurling stones and jars of red paint at police, who responded by firing tear gas into the crowd, PAP said.

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