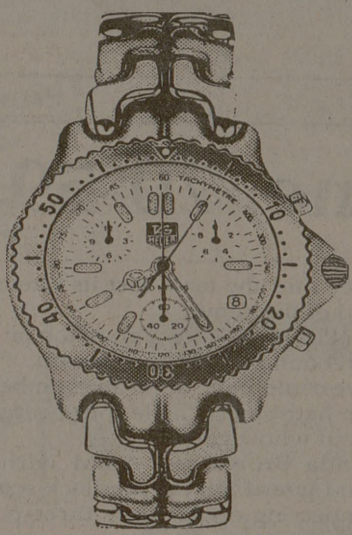


DON'T CRACK UNDER PRESSURE



TAG-Heuer
SWISS MADE SINCE 1860.

John D. Huntley Inc.
(Formerly of Texas Coin Exchange)

"Very Personal Investments"
Rare Coins, Loose Diamonds,
Precious Metal,
Fine Jewelry & Watches
313 B South College Ave. 846-8916
(Skaggs Shopping Center)

American Marketing Association

Presents

Steven Greenberg
Vice President of Marketing

Pittsburgh Pirates

Wed. Nov. 20, 1991
Rudder Tower Room 302
7:00 p.m.

Business Attire

Topic:
Marketing, Motivation, Managing

Barone on basketball . . .

Perceptions of A&M basketball are not reality

Is the glass half-filled or is it half-empty? Is the sky partly cloudy or do you see it as partly sunny? Your observation is based on perception.

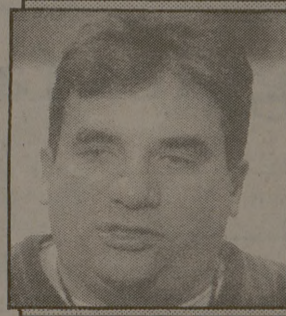
Since I became the head basketball coach at Texas A&M, my most taxing endeavor has been to narrow the gap between the public's perception of what kind of basketball program we have and the reality of our situation. We have faced two major examples of this apparent contradiction with the negative stories regarding the Special Events Center and the NCAA placing our program on probation.

I believe strongly in the concepts of communication. My perspective is based on what is in the best interest of the young people in our basketball program.

A major concern is that the interests of the University must always be placed in a priority mode. In fact, if a choice must be made between the team and the University, we must prioritize the big picture as it applies to the University. At Texas A&M, I have found the administration to be completely sensitive to the needs of the student-athletes. However, conflicts arise when influences outside the University have a direct effect upon how a program is run.

Benefits of a Special Events Center

Texas A&M University needs a Special Events Center. Please note that the term "Special Events Center" is entirely appropriate.



Tony Barone
Texas A&M men's head basketball coach

The University needs and wants a building in which to conduct its various "special events." The basketball program undoubtedly would benefit from the construction of a "Special Events Center." Recruiting quality student-athletes for our basketball program is a major part of my job. We are missing a piece of the puzzle when we cannot show a prospect an arena comparable to that of our competitors.

A prime example of the difference between perception and reality is apparent in this statement: "Texas A&M must not be committed to its basketball program because they won't build an arena." Nothing could be further from the truth. The administration clearly wants an events center and has made that point abundantly clear.

I do not want to get into the politics involved in the decision by the Texas Higher Education Coordinating Board not to approve

construction plans, but it should be stressed that Texas A&M had no control over the board's decision.

Outside influences on our program!

The NCAA -- A questionable

Our probation situation has been widely discussed and further discussion only would lead to beating a dead horse. Again, we face the problem of perception and reality. Texas A&M dealt with the problems within the basketball program quickly and efficiently. In fact, the NCAA complimented the University on its handling of the situation.

But the penalties and the timing of the penalties seemed to affect the wrong people. This is entirely my opinion, but the NCAA needs to address its approach in terms of a penalty is handed out and who it actually impacts. A recruit said to me after the probation had been announced, "Wow, you guys really did get the death penalty."

Perception versus reality!
I have always believed that if you cannot control something, do not waste time worrying about it. We have a great University and our basketball program must now put behind us our problems. Nothing great was ever accomplished without enthusiasm. The young people on this team want to be successful and we are working together to reach our full potential.

That is the reality of the situation.

Lady Aggies lose exhibition

Continued from Page 5

Medlock said the team played better than the score indicated.

"I don't think we played bad," Medlock said. "This is a better team (than Ft. Hood).

"They got up and down the court pretty good. We didn't get back in time, and they were getting easy baskets and layups."

Hickey agreed that the team played well through most of the game.

"I thought we started off the game well," Hickey said.

"We played the first half real hard, but the five or six minutes of the game we lost the edge."

Turnovers and an ineffective transition defense kept the Aggies from staying in the game, Hickey said.

Russo said it was disappoint-

ing to lose the game.

"We just kind of lost it at the end," Russo said. "We weren't running our offense and making good passes. Just little things like blocking out, and we weren't taking good shots."

"It's very disappointing to lose. You've got 27, 28-year-old women beating 17, 18-year-old girls up and down the court."

"It's kind of embarrassing, but I think we did okay overall. It's just that at the very end we lost it."

Hickey said the mistakes the her team made can be corrected very easily.

"The biggest problem I saw was turnovers and then defensive transition," Hickey said.

"Those are very correctable things."

"Those are things we can work on and this was a very good experience for us."

Bergeron

Continued from Page 5

backs were one of the first real teams we've played.

The Aggies are over the hump now.

The SMU game this weekend will suffer by comparison to other games this season.

What's worse, the Mustangs have lost two starting quarterbacks this season due to injury.

They are 1-8 this season and one has to wonder when they ever win again?

Morale has got to be low on this squad. Sadly enough, my old high school team could take them on and have a reasonable chance at winning.

What's most upsetting about is that A&M isn't ranked higher on the AP poll. The Aggies should be in the top ten by now. Don't expect A&M to make any big leaps after defeating SMU.

The real highlight of this

weekend will be camping out for Texas tickets.

This is always the game to look forward to, because both teams will give it their all, no matter what.

It's the Aggies turn for revenge, and the only thing better than rubbing a win in the Longhorns' faces is rubbing the Cotton Bowl trophy.

And for the Aggies... that's sure thing.

Soon it will be time to buy tickets and reserve hotel rooms for the New Year's Day holiday. A&M has waited four years for this, and it keeps getting better. Florida State -- How sweet it is!

I know a lot of people are apprehensive about playing the team, but the Aggies have surprised fans more than once before. It should be a time to be a member.

The best part is at least the Aggies will have a white Christmas.

MSC TOWN HALL PRESENTS

VIOLENT FEMMES

TOMORROW 8:00PM
Deware Fieldhouse
TICKETS STILL AVAILABLE
\$10 Student / \$12 Non-Student

MEXICO MEXICO MEXICO MEXICO

"I gotta get out of here!"
"That's easy. Study at Monterrey, Mexico for your Junior year. You'll even get TAMU credit!"

You need:
* U.S. citizenship
* Minimum 3.0 GPR
* Language proficiency (4 college sem.)

For more information come to one of our meetings:
Thursday, November 21 2:00-3:15 pm or
Friday, December 6 10:00-11:15 am at
251 Bizzell Hall West

Study Abroad Office 161 Bizzell Hall West 845-0544

PUEBLA, MEXICO CAN BE YOURS

(Spend your Junior Year Studying in Mexico)

Informational Meeting
Friday, November 22
11:00 am - 12:15 pm
251 Bizzell Hall West

or
Tuesday, December 3
2:00 - 3:15 pm
251 Bizzell Hall West

- Minimum 3.0 GPR
- U.S. citizenship
- Language proficiency of host country

Contact: Study Abroad Office, 161 Bizzell Hall W. 845-0544

URINARY TRACT INFECTION
Do you experience frequent urination, burning, stinging or back pain when you urinate? Paull Research will perform FREE urinary tract infection testing for those willing to participate in a short investigational research study. \$100 incentive for those who qualify.

TENSION HEADACHE?
Individuals with moderate to severe Tension Headaches wanted to participate in a 4-hour headache relief research study with an investigational medication in tablet form. Flexible hours. \$75 incentive for individuals who are chosen and complete the study. Daily, till 6:30 776-0400. Weekends 361-1500.

CEDAR ALLERGY STUDY
Cedar allergic individuals age 6 and older needed for 4 week research study using a nasal spray for allergy symptoms. Free skin testing. \$200 for those completing the study. Call Paull Research International 776-0400.

HIGH BLOOD PRESSURE STUDY
Individuals either on or off high blood pressure medication needed to participate in a high blood pressure research study involving an investigational oral medication and an investigational intravenous medication. \$600 incentive paid to those chosen to participate upon completion of the research study.

ASTHMA STUDY
WANTED: Individuals, age 12 and older, with mild to moderate asthma to participate in a clinical research study for 15 weeks with an investigational medication in capsule and inhaler form. \$400 - \$500 incentive for those completing the study.

PAULL RESEARCH INTERNATIONAL®
776-0400

COFFEEHOUSE

MSC Town Hall

"Like wow, man!
This is the last
Coffeehouse of the
semester. Groovy,
dude, we're there!"

8:00 Rumours
Friday
November 22

MUSIC SPRING 1992

COURSE ADDED
MUSC 489.501
FUNDAMENTALS OF MUSIC
TR 2:20-3:35 McDaniel, J.

COURSE CORRECTION
MUSC 489.503
MUSIC HISTORY FROM 1750
TR 9:35-10:50 Houtchens, A.
For more info: ACAD 404/945-3355

Why settle for a patty when you can have a ball

The 6" Meatball Sub Only

\$1.69

SUBWAY

Northgate • Southgate • Parkway Square • Woodstone Center • Post Oak Mall 3601 E. 2500 Texas Ave. - Bryan (Across from Allen Oaks)

Visit our Newest Location
330 George Bush Dr.
(Next to Rother's)