

# The Battalion

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"Serving Texas A&M Since 1893"

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## Wellness Fair displays focus on health issues

By WILL HEALY

Reporter of THE BATTALION

Forty organizations ranging from the Texas Aggie Cattlewomen to Planned Parenthood worked Wednesday to clear up misconceptions about health issues at the "Reach for Good Health" 1992 Wellness Fair in the MSC.

Humana Hospital offered students a test which measures body fat. Leanne Dale, director of community education at Humana, said people are not always aware about the dangers of obesity and they suffer health problems because they do not have a proper diet and exercise program.

Dale told students about the health education programs which Humana offers on subjects ranging from CPR to baby care basics.

Texas Aggie Cattlewomen also participated, working to dis-

pel myths about beef. Janet Hoelwyn, head of the Cattlewomen's publicity committee, said beef is just like any other food.

She said eating beef in excess was unhealthy, but it provides many essential vitamins and minerals when eaten in moderation.

Beef contains fewer milligrams of cholesterol than both chicken and pork, according to a U.S. Dairy Association study.

Planned Parenthood representatives told students a common misconception about their organization is they only help women.

"People don't realize we do male screening for STDs (sexually transmitted diseases)," said Michelle Austin, a Planned Parenthood representative.

Austin said they also do anonymous HIV testing.

The organization that specialized in disseminating information about HIV and AIDS at the

fair was the Brazos Valley Community Action Agency (BVCA). Many people believe AIDS is only a homosexual disease, but it also can be contracted through heterosexual contact, said Melissa Perschau, a BVCA representative.

She said people cannot contract AIDS through casual contact, such as from toilet seats. The BVCA provides both anonymous HIV testing and AIDS education.

The Brazos County chapter of Mothers Against Driving Drunk (MADD) informed students about the dangers of drinking and driving.

"MADD doesn't intend for people to abstain (from alcohol)," said Joyce Stebbins, secretary of MADD's local chapter.

MADD's message is for people to drink responsibly and not drive afterwards, Stebbins said.

The Health Education Department of the A.P. Beutel Health Center sponsored the fair.



SANDRA M. ALVARADO/The Battalion

Three graduate assistants Jennifer ReAux, Rebecca Holub and Karen Hofmann give Lynne Remke, a senior speech communication major, information on the Center for Drug Prevention and Education's "The Rainbow Center." CDPE is located on the second floor of the Health Center and is open to all students, faculty and staff seeking information and assistance about drug and alcohol use and abuse.

## Bush to sign trade agreement with Mexico, Canada

THE ASSOCIATED PRESS

SAN ANTONIO — President Bush joined the leaders of Mexico and Canada for a North American free trade agreement ceremony Wednesday in this political battleground of Bush's adopted home state.

"We are creating the largest, richest and most productive market in the entire world," Bush said. "If anyone doubts the importance of trade for creating jobs, they should come to this great state — come to the Lone Star State."

Bush, Mexican President Carlos Salinas de Gortari and Canadian Prime Minister Brian Mulroney watched their trade ambassadors initial the 2,000-page agree-

ment in an afternoon ceremony in a shady, historic downtown courtyard.

On a nearby street corner about 200 people, including Bush supporters and trade agreement opponents, held signs and chanted political slogans.

One San Antonio woman, who said she had a right to see her president, was carried away by police after she tried to break through a police rope three times.

Bush said Texas already has seen the benefits of trade with

Mexico. In 1991, he said, Texas exports totaled \$47 billion. Of that, about \$15 billion went to Mexico.

"Free trade is the way of the future," he said.

The NAFTA accord, completed in August, would remove all barriers among the United States, Mexico and Canada over 15 years. Bush cannot sign the agreement until Dec. 17, according to the congressional procedures governing the treaty. The pact is subject to ratification by the national legislatures of the three countries. The U.S. Congress is not expected to consider it until at least next spring.

Bush's critics have accused the president of using Wednesday's initialing ceremony for political gain in Texas, consid-

ered a must-win state for Bush with its 32 electoral votes.

Republicans and Democrats have said South Texas and East Texas will be regions of Bush's adopted home state where Democratic nominee Bill Clinton will try to take votes away from the president.

White House officials acknowledged an initialing ceremony was not held in 1988 prior to the approval of the free trade agreement with Canada.

"It's a photo opportunity because they're not even signing it," said former California governor Jerry Brown, who protested in San Antonio with other free trade agreement opponents. "In so many ways, this is George Bush's last hurrah."

Brown and labor and farm worker leaders said the free trade agreement would eliminate American jobs, reduce wages and lead to more pollution. Brown said a "super government" of trade panels from the three countries could overrule state labor and environmental regulations.

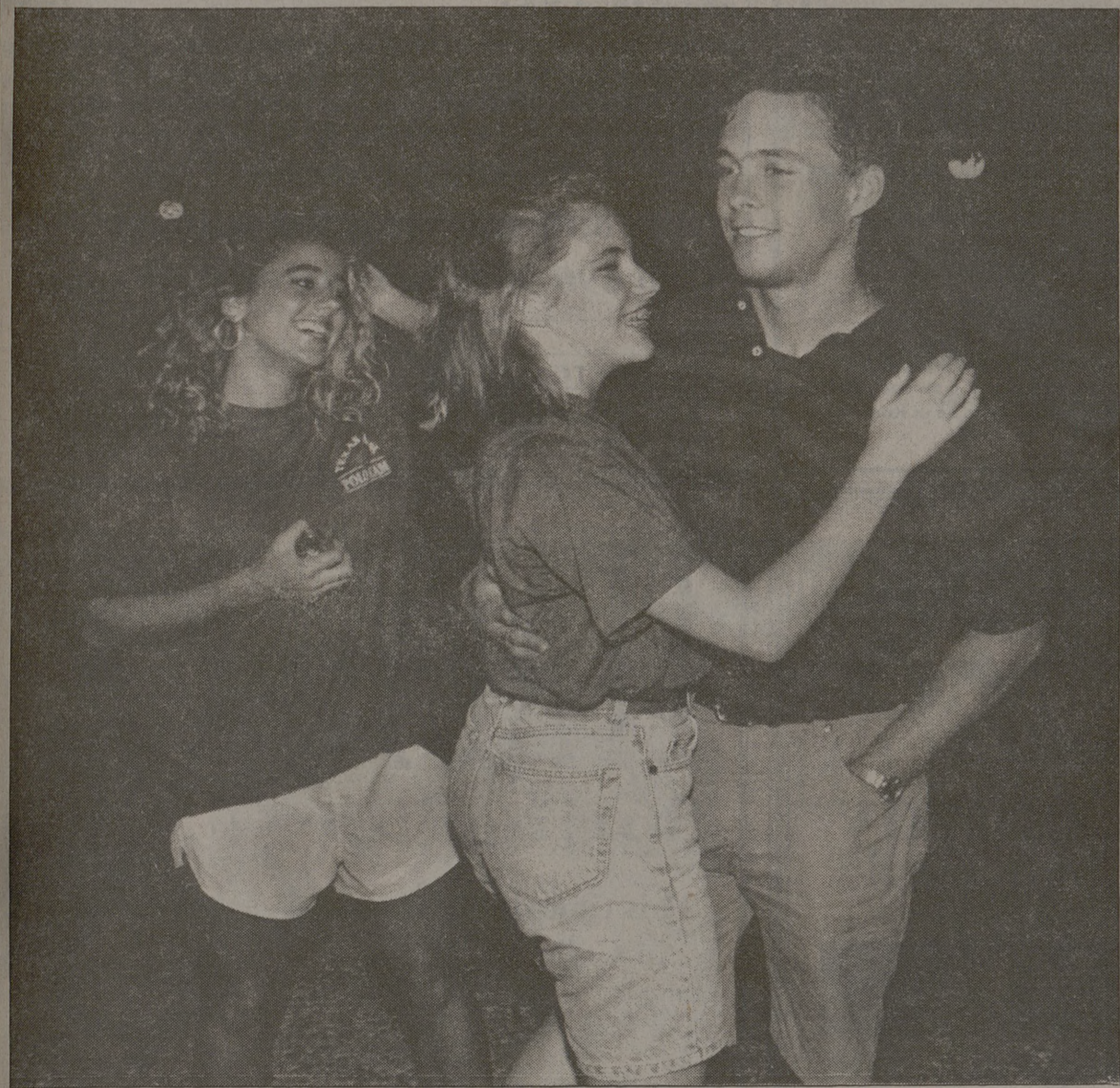
Bush referred to his trade agreement opponents during the initialing ceremony.

"Some of NAFTA's critics will fight the future — throw obstacles in the way of this agreement and mask a policy of protectionism," he said. "But history shows us that any nation that raises walls and turns inward is destined only for decline."



Bush

## '96 ELECTION RESULTS



DARRIN HILL/The Battalion

Todd Rice receives congratulations from friends for being elected president of the Class of '96.

### Class of '96 Officers

President — Todd Rice

Vice President — Dustie Householder

Historian — Meridith Sterling

Social Secretary — Ty Tucker

Treasurer — Tina Hornberger

## Marketing experts applaud Perot's campaign methods

THE ASSOCIATED PRESS

WASHINGTON — Political operatives may scoff at Ross Perot's campaign methods, but marketing experts said the Texas billionaire is using classic business sales techniques — the same ones that helped make him rich.

"The first step of persuasion is making people painfully aware of how much they need what you are selling," says Tom Reilly, a suburban St. Louis consultant who advises companies on how to improve marketing techniques.

In his 30-minute ad Tuesday night on CBS-TV, Perot gave viewers a detailed version of what

he thinks is wrong with their economy and President Bush's handling of it.

In so doing, "he paved the way for selling the solution" during a second 30-minute spot Friday night on ABC, Reilly said.

That could be a tough sell, since Perot's recommendations include higher taxes and deep cuts in popular government programs. But Jack Trout, a Greenwich, Conn., advertising consultant, said Perot has cleverly sugarcoated the bitter pill he is asking Americans to swallow by calling his program "shared sacrifice."

"That does a good job with some bad news," said Trout, coauthor with his business partner Al Ries of the book "Marketing Warfare."

The experts said Perot, the businessman turned independent presidential candidate, brings to the political stump the same skills that made him a legend on the IBM sales force, where he once

took only a month to fill a sales quota for an entire year.

"All of persuasion is built on a simple model; obviously he understands that model," said Reilly.

With its avalanche of facts and figures on charts and graphs that viewers often had difficulty reading, Perot's first broadcast didn't have the polish of a state-of-the-art political production.

But he hammered away with a simple message:

The economy is in trouble because the government is burdened with an intolerable debt the country can't afford to keep accumulating.

"It is like having a guy coming into the office with a little pile of flip charts and taking you through the selling deal," Trout said.

"In the medium of television, he should have spent a few more dollars on the production, since in reality the chart was critical to the selling," the consultant added.



Perot

## Task force tracks students

University joins 'Texas Swing' to keep in touch with Aggies

By JULI PHILLIPS

Reporter of THE BATTALION

Until now Texas A&M University had little or no information on students after their graduation, but with joint efforts between 44 nation-wide universities better feedback may be forthcoming.

Pat Johnson, associate director of the Career Center, said the new formation of the "Texas Swing" will provide the coordination between schools so A&M can track students who attend graduate schools at other universities.

The "Texas Swing" is the name of the new touring symposium of graduate and professional school recruiting representatives from universities such as Southern Methodist University, Rice University, University of Texas at Austin, University of North Texas and Texas A&M University.

"We (the Career Center task force) felt that this information we need to capture to recruit for (our undergraduate programs)," Johnson said. "New students will be able to see the potential they can

achieve in the workplace and as well as in further academic pursuits after graduating from Texas A&M."

The Career Center task force made gathering statistical information one of their goals. The statistics on career activities of graduates had not been gathered previously.

Through the program the Texas A&M student body can learn about more than 100 graduate or professional schools.

Students should come by to find out about the universities so they can make better decisions about which school to attend, Johnson said.

"Students should look at the program the school offers, not the name," she said.

Johnson said students get caught up in the overall prestige of the university and forget that some specific programs from less prestigious universities are looked upon more favorably by employers.

The graduate/professional day is open to all students and will be held Oct. 8 from 9 a.m. to 3 p.m. in the Memorial Student Center Ballroom.