

**Texas Aggie Athletics
At Home This week**

- Wednesday: Softball** vs. SHSU 5pm
- Thursday: Tennis (W)** vs. Stanford 1:30pm
- Friday: Baseball** vs. K-State 7pm
- Tennis (M)** vs. Mizzu noon
- Tennis (M)** vs. OU 6pm
- Saturday: Baseball** vs. K-State 7pm
- Tennis (W)** vs. Mizzu 8:30am
- Tennis (W)** vs. Iowa State 2pm
- Sunday: Baseball** vs. K-State 1pm

Tickets: 845-2311 or Kroger in College Station

Attitude rolls downhill in business

HOUSTON — Walk into any business and chances are if an employee is unpleasant to you, it could be because he or she is not treated very well by the company. Attitudes roll downhill and nothing can roll faster than ill will.

Too many companies do not pay enough attention to the way they treat their employees. They do not treat them as valuable business partners or let employees know their contributions matter. And the customer bears the brunt of that indifference.

Unhappy employees can wreak havoc on a business because customers tend to view the whole company by the treatment they have received from a front-line employee, said Suzanne Mikulin, president of Customer Focused Systems in Houston, a customer service consultant.

Sometimes employees are indifferent — perhaps chatting on the phone to a friend while ringing up a sale — or downright rude, waving vaguely over to the other side of the store when a customer asks for a particular item.

That kind of treatment by soured employees makes retailers and other service providers such as airlines and banks vulnerable. Once a customer is treated badly, he often never uses that business again. After all, there are so many places for consumers to shop these days.

An optician at a Houston optical shop is angry at his employer and is trying to making his

employer feel some of that pain.

The optician, who asked to remain anonymous, said the company made a poor business decision and to recover, cut commissions in half, which makes up about 40 percent of the optician's salary.

The optician said he is getting revenge. He routinely gives away free products such as nose pads, eyeglass cases and bottles of eyeglass

what he charges customers, said he causes the company to lose between \$400 a week. He tries to give away merchandise for every \$1 he loses.

Kamikaze employees like the optician are not very common, said Feinberg, professor of retail management at the University of West Lafayette, Ind., and director of the university's Center for Customer Quality.

Unhappy employees are more likely to regard the things they're trained to do as a proach customers or sell additional products, Feinberg said. That is harder to catch and has a profound effect on a company's bottom line.

In surveys of employees, two out of three said, Employees want to be valued for their work, Feinberg said.

While that is easy to do, most managers do not spend their time motivating employees or making them feel part of the team, he said. Most top retailing officers come from the merchandising side, not the front-line side, he has studied retailing turnover.

Some employers are keenly aware of the relationship between employee satisfaction and customer satisfaction.

Unhappy employees can wreak havoc on a business because customers tend to view the whole company by the treatment they have received from a front-line employee.

cleaner. He has a stack of competitor coupons in his pocket that are worth about \$50 and he gives them to customers so they can get a discount. He automatically signs customers up as members of affinity groups so they can receive discounts that they do not deserve.

The optician, who has a lot of discretion in

Anita Hill says women must look past charges

WASHINGTON (AP) — Anita Hill says her case against Clarence Thomas is different from charges made against President Clinton and urges women to consider the bigger issue of the administration's policies toward women before judging his personal behavior.

Hill also joined feminist leader Gloria Steinem in saying Sunday that Clinton's alleged advances to White House aide Kathleen Willey, while improper and crude if true, did not constitute sexual harassment.

Republicans have chided Democratic women and feminist groups for not speaking out against President Clinton as they did in the sexual impropriety cases of conservative Supreme Court Justice Thomas or Republican Sen. Bob Packwood.

"There is a sort of selective outrage here," said Rep. Anne Northup, R-Ky., on "Fox News Sunday." "I'm worried that women support groups are really Democratic support groups."

But law professor Hill, who almost brought down Thomas' 1991 nomination to the Supreme Court with her claims he repeatedly made lewd remarks to her, said on NBC's "Meet the Press" that her case was "very different."

Clinton is an elected official chosen twice by a nation that knew of allegations of past sexual scandals, she said, while Thomas was being nominated to a lifetime court position that would deal directly with cases involving sexual harassment.

Asked if a double standard exists

in how women were looking at Clinton's actions, she said: "It is a reality that we have to deal with. We live in a political world, and the reality is there are larger issues other than just individual behavior."

Many women see Clinton as being strong on women's issues, and "I don't think that most women have come to the point where we've said, 'Well, this is so bad that even if he is better on the bigger issues, we can't have him as president,'" Hill said.

"The reality here is that the president does have the bona fides as a supporter of women in the workplace," said Sen. Carol Moseley-Braun, D-Ill., on ABC's "This Week with Sam Donaldson and Cokie Roberts."

Hill said she did not think Paula

Jones, who has charged a lawsuit with sexual harassment, has a very good case. Lack of evidence that she was affected by her relationship with Clinton is not an excuse for her sexual advances by Clinton.

She noted that Clinton made no claims that he was on the job because of an incident. "We aren't talking about sexual harassment on the facts that we know of us," Hill said.

Steinem agreed that Sunday's New York Times allegations are true. She would be a candidate for sexual harassment, but he is not guilty of it, she said, and it was not again. In other words, Clinton took 'no' for an answer.

CAREERS AT KAPLAN



We helped you get into college.

Now we'll help you on the way out.

Remember those anxious High School years when college and standardized tests were practically all you could think about? Kaplan was there for you, providing the very best in test prep services. Now that you're in college and thinking about the future, earning a living, and hey!... maybe even a career, Kaplan is there for you again.

We're visiting your area to give you a leg up on some of Kaplan's exciting job opportunities in areas like Management, Marketing, Academics, Operations, Training and Sales.

ON CAMPUS INTERVIEWS

Mon, March 30, 11am-7pm at Texas A&M Career Center 20 Koldus Bldg. College Station, TX 77843

It's never too soon to start thinking about work after graduation, so don't let these great opportunities pass you by! To reserve your space, fax resume to (212) 957-9695, E-mail: opportunities@kaplan.com. or call 1-800-950-0350, Ext. 5960 for further information. EOE M/F.



Penberthy Softball Tournament



Aquatics Fitness Feature Programs Sport Clubs Intramurals Golf Course Ultimate Adventures Student Rec

INTRAMURALS
Penberthy Softball Tournament
Swim Meet
Horseshoes
Putt Putt Golf
Golf

REGISTRATION
Mar. 2-Mar. 24
Mar. 23-Mar. 31
Mar. 23-Mar. 31
Mar. 30-Apr. 7
Mar. 30-Apr. 7

PENBERTHY SOFTBALL TOURNAMENT
Registration ends tomorrow March 24 and tournament play begins on March 27-29. Only \$30 for each team to play in the following divisions: Mens A/B, B/C, and C/D; CoRec A/B and C/D. Prizes will be awarded!

FITNESS PROGRAMS

- **Healthy Living Lecture Series**, Wed. 25, 5:30pm, Linda Kapusniak, M.S., R.D. will lecture on trends in dining in the 90s and how to fit your diet into this new age of "home meal replacement" and "dashboard dining."
- **AFAA Personal Training Certification**, April 3-5 at the Rec Center.
- **Unlimited Aerobic Passes** on sale now for only \$25!

Check out our flyers for more details on our programs
For Information or Visit our Homepage
call 845-7826 http://recsports.tamu.edu

AQUATICS

- CPR for the Professional Rescuer Mar. 25
- Become a Water Safety Instructor Mar. 27-Apr. 5
- Stroke Improvement Clinic April 4
- Adult Learn to Swim April 6-16
- Basic SCUBA Diver Course Apr. 6-19
- Advanced SCUBA Diver Course Apr. 22-26
- Springboard Diving Course Apr. 18

PROGRAM DATE	REGISTRATION
Mar. 25	Mar. 2-23
Mar. 27-Apr. 5	Mar. 4-25
April 4	Mar. 10-Apr. 2
April 6-16	Mar. 11-Apr. 1
Apr. 6-19	Mar. 12-Apr. 1
Apr. 22-26	Mar. 20-Apr. 2
Apr. 18	Mar. 25-Apr. 16

FEATURE PROGRAMS

- **Beginning Jitterbug**-classes begin March 30, 7:30-8:45pm. Only \$20 per couple for six lessons.
- **Tai Chi**-classes begin March 30, every Mon. and Wed., 6-7pm. Only \$20 for six weeks!
- **Yoga**-classes begin March 24, every Tues. and Thurs. Level 1: 6-7pm & Level 2: 7-8pm, Only \$20 for five weeks. Call DeAnn Woosley at 862-3995 for more information.

ULTIMATE ADVENTURES WITH TAMU OUTDOORS

ACTIVITY DATE	REGISTRATION
March 27-29	Mar. 23
March 28-29	Mar. 23
March 31	Mar. 23
April 4	Mar. 23
April 4	Mar. 23
April 4	Mar. 23
April 4	Mar. 23
April 7	Mar. 23

MAY BREAK TRIPS Priced from \$289.
Sail/SCUBA the Bahamas May 23-29 Jan. 20-23
Backpack the Grand Canyon May 23-31 Feb. 9-11

SPORT CLUBS

DATE	TIME	PLACE
Mar. 25	4-6pm	Zach's
Mar. 28	8am-6pm	Zach's
Mar. 28	8am-10pm	Rec
Mar. 29	8am-3pm	Zach's

For more information, please call Paula Opal at 845-7826