

N O R T H E A S T T O D A Y

February 16, 1987

Center Benefits Local Businessmen, Students

A local survey urges Kirksville businessmen to abandon the use of Eagle Stamps.

A local businesswoman learns that although 90 percent of the professional women in Kirksville originally shop locally for clothes, 80 percent of them buy elsewhere. She then opens a new successful dress shop.

A local salesman spends nine months researching the possibilities of opening his own business. Within two months of opening this year, before advertising, even before the grand opening, he is swamped with business.

The Small Business Development Center on the NMSU campus is partially responsible for these and other local business changes and improvements. The Center opened 14 months ago to provide one-on-one counseling as well as education to area merchants. NMSU's Center is one of 13 statewide developed through a nationwide effort by the U.S. Small Business Administration to reach and aid small businessmen in non-metropolitan areas.

SBDC director, William Ruble, said since the center opened on the NMSU campus, it has served 88 clients with 605 hours of consulting by professionals and 1,500 hours of consulting by NMSU students.

Consulting services are free, and Ruble said the biggest problem most of the small business owners have is mistaking all of their business problems for marketing deficiencies.

"They think, 'Sell a lot of stuff and make a lot of money,' when the problem with their business may be elsewhere," Ruble said.

Ruble said those hardest to deal with are "people who have no business going into business."

For those who do have a business going into business, the Center is a stockpile of information and service. David Shaw went through NMSU's SBDC when he wanted to research the possibility of opening a sign company in Kirksville.

"I know all the little aspects of sales, but I wanted to research and write a full-scale proposal. I wanted to know if my ideas were feasible or just visions of grandeur. SBDC helped me investigate that," Shaw said.

Ruble worked closely with Shaw, helping him develop outlines and edit the finished proposal. The Center also conducted a survey of a five-state area to measure public response to the sign company. Shaw attributes part of his success to Ruble and the SBDC.

"They're still helping me now; they haven't stopped. Bill (Ruble) and his crew really care about this community. He went to the bank with me (for the loan). He's visited here. He even brought a guy from the national Small Business Association to show him this place," Shaw said.

Different areas of concern within each business—marketing, advertising or integrating a computer system—are directed toward specific faculty who are qualified in that field.

"For example, we have someone right now in the math department who is designing a computer system for a local business," Ruble said.

Some problems are handled by students who enroll in Small Business Practicum, a three-hour course designed to give senior business majors who have maintained a 3.0 GPA the chance at hands-on experience. A group of NMSU students tackled the Eagle Stamp project. A local merchant asked SBDC to investigate ways to improve interest in Eagle Stamps. Ruble wanted to know whether they should be used at all.

The students spent last semester researching the Eagle Stamp issue. Through a survey they found that the Eagle Stamps did not motivate shoppers to buy at certain establishments. The students filed a report at the end of the semester suggesting local merchants drop the stamps. By coincidence, the nationwide Eagle Stamp center in St. Louis went under within three days of the student report.

"Their report gave local businessmen the recommendation to stop the use of Eagle Stamps on Wednesday. By that weekend, the announcement came (from St. Louis) that Eagle Stamps would be canceled," Ruble said.

Not all SBDC's plans have been successful. Educational workshops on business law and marketing drew only scant participants

from the community, and SBDC decided to discontinue them in their present form.

"We're going to try it again by using someone other than University faculty and hold them somewhere other than the University."

The U.S. Small Business Administration decided in 1979 to further its scope by trying to reach small business in non-metropolitan areas. Forty-eight states now have SBDCs. Missouri's state office at the University of Missouri-St. Louis sets up contracts with Missouri higher education institutions to provide the services. NMSU joined the network in December 1985.

*The Association of
Black Collegians
presents
the eighth annual*

Miss ABC Pageant

*7 p.m.
Sunday, Feb. 22
Baldwin Auditorium*

*Tickets are available for \$1.50 in
the Student Activities Office or
\$2.00 at the door.*

Get a Job

Job-searching techniques are available for college students at every level. The student who plans his or her strategy at an early stage will be more prepared to confront the job market. Students make their own decisions; however, help is available. These tips from Mark Bandas, director of Business Placements, and Meredith Willcox, Career Planning and Placement Center, can make the job-search process go smoother.

DON'T WAIT UNTIL THE LAST MINUTE. Sounds simple enough, yet, every year around graduation, students are just beginning the work they should have done semesters earlier. Beginning the job-search process during the freshman and sophomore years is not impractical. Underclassmen can start preparing by attending career fairs, asking questions and using the career library at the Career Planning and Placement Center.

DO A SELF-EXAMINATION. As the business philosophy goes, you must know the product in order to know the market. Learn what your values, concerns, goals, skills and interests are. This knowledge reveals strong qualities as well as limitations, which play a determining role in what you can or cannot do. Consider what kind of job you would like to have; how much money you want to make; what part of the country you prefer; and the type of work environment you desire. The CPPC has two computer assistance vocational-guidance programs for self-examination.

EXPLORE DIFFERENT CAREERS. Find out what career opportunities are available. Do not be overwhelmed; the list is infinite. The goal of career exploration is to find a career that is compatible with your interests. Once matched up with a career, a student should plan courses and extracurricular experiences beneficial to pursuing that career.

DEVELOP A RESUME AND COVER LETTER. The impression the resume and cover letter make is important because they are usually the first contact an employer will have with you. Careful planning should go into both. (See related story, "Building a Resume.")

PERSONAL APPEARANCE. As John Malloy's best seller, "Dress for Success," stresses, how you look and dress does make a difference. Your professionalism will show through in the clothes you wear.

SET UP A BASIS FOR INTERVIEWING. Interviewing is a vital part of the job search. A successful interview does not guarantee you the job, but a bad interview automatically takes you out of the running. To polish interviewing skills, take advantage of mock interviews offered by CPPC. And, do not be afraid of interviewing; employers want good workers just as much as you want the job.

LEARN FROM PREVIOUS INTERVIEWS. After you have been interviewed by an employer, mentally go over the good and bad points of it. Note questions you had trouble answering. Good interviewing skills can be learned, but first you must get interviewing experience.

KEEP THE JOB SEARCH PROCESS EXCITING. Getting a job is an adventure. You have the opportunity to apply all the skills you have learned in college. Your possibilities are endless.

DEVELOP CONFIDENCE IN YOURSELF. Confidence will come naturally. As a result of taking part in the job search, you begin to know yourself better.

ESTABLISH CONTACTS. Not all jobs are advertised in newspapers. Only 15 percent of job openings are found in the classifieds. By establishing contacts, you have a better chance of finding out where jobs are. Sometimes, the best jobs are not advertised.

TAKE ADVANTAGE OF UNIVERSITY SERVICES. The University offers on-campus interviews, mock interviews, resume critiquing and academic counseling convenient to students' schedules. All are offered for free. Forty-five percent of college students get their first job through their university's placement center.

BE PERSISTENT. It's true; hard work, planning and persistence are attributed to many successful job searches. On the average, six months is the time it takes to find a job after graduation. Remember, students just like yourself are applying for the same positions. You need to prove that you are the right person for the job.

PERSONALITY IS A PLUS. Employers look for ambitious interviewees. Show, don't tell, that you are a leader. Involvement in organizations and other college activities are good examples of ways that display your leadership.

Building a Resume

Start your resume when you are a freshman. Some think that sounds crazy; actually, it's sound advice. The fall leadership conference for business students ends with the freshmen students writing the resume that they would like to be able to write at the end of their college career. This exercise is useful in goal setting and helps put into perspective what is important in the job search.

Sample resumes and more information on resume writing are available at the Career Planning and Placement Center. Here are some tips from CPPC and other sources to remember, when building a resume:

- Be neat. Your resume should show an employer that you took the time and energy to produce a visually appealing work. No grammatical errors please. A misspelled word could make the difference of whether or not you get the job.

- To typeset or not to typeset. The decision is up to the student. Typeset resumes are attractive and allow a variety of type faces, but they can be expensive. Resumes that are not typeset should at least be printed on quality-bond paper. The latter may appear personal to some employers and unprofessional to larger companies.

- Your resume should be organized in a fashion that is easy for an employer to follow. Include specific section titles such as "Education," "Experience" and "Activities." Business Week's magazine, Careers, says that every resume should have at least four parts and no more than six.

- Keep Copy Concise. One page is the recommended length for resumes.

- Communicate. Although your resume should be short, it should not lack forcefulness. Your strong points must be evident.

- List helpful information. Include both your local and permanent addresses. If you are listing previous working experience, tell what skills were acquired as a result. If the job skills you received are not related to the position you are applying for, the information probably will not help. Base your decision on common sense.

- Have your resume critiqued. There are numerous styles and formats for resumes. It is important that your resume meets your purposes. Get as many opinions as you feel necessary. The University has trained staff who will help you. A career-planning and resume-critique service is offered by Janice Reilly, instructor of business administration. An appointment sign-up sheet is posted outside of Violette Hall 143.

- Always have a resume available. You never know when someone will ask to see it. Stay on top of things, and be prepared. It could make the difference.

- Include good recommendations. Along with the resume come recommendations. Make sure that the recommendations you choose to include will help you. When you consider asking a person for a recommendation, meet with them and find out how they feel about writing it. Remember, a recommendation can help you or hurt you. Including references on the resume is up to the student since references take up a lot of space. The CPPC advises students to list where the references may be obtained.

Special Collections Preserves NMSU's History

A giant leather-bound volume, displaying colorful drawings of birds, dominates the room. On the walls are sketches of Abraham Lincoln and the American Flag, Lincoln next to a fire-place, Lincoln addressing a crowd. In one corner is the desk and chair the late E.M. Violette once used.

The Special Collections Room on the second floor of Pickler Memorial Library is responsible for preserving the history of NMSU.

Not only does it carry items of historical significance and rare books, Special Collections also preserves every piece of printed material about and by the University. The recent story on NMSU in USA Today, for example, was copied onto acid-free paper for longer preservation, and then filed. Brochures, newsletters, pamphlets and all printed material on the campus are also preserved in this manner.

Other rare works the collection holds are the Missouriana Collection, a collection of books about Missouri, by Missourians or published in the state. The Brashear-Henderson Mark Twain collection includes some first editions of Twain's works as well as stories about Twain. Most of the works in Special Collections are "very old, very fragile,

valuable or signed by the author or someone famous," Odessa Ofstad, special collections librarian and archivist, said.

Ofstad said the "most valuable" collection within the department, the Schwengel-Lincoln Collection, prompted the establishment of Special Collections in 1978, establishing a special room with designated personnel and work hours. Prior to 1978, the library had no special department for its rare books.

Fred D. and Ethel Schwengel, NMSU alumni, began to donate in 1976 their collection of books, art works, various artifacts and memorabilia commemorating Abraham Lincoln. The collection presently contains more than 2,000 items and is still expanding. Library personnel opened the Special Collections Room on the second floor of the library to house the collection, rare books and future collections.

In conjunction with the Lincoln collection, the Schwengels established a Lincoln Foundation which underwrites a contest. Area high school and NMSU students can win scholarships by competing in the Lincoln essay, oratory or art contest.

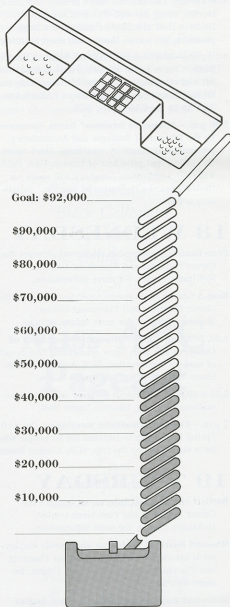
Students benefit from other collections within Special Collections. Index

reporters look up past articles on microfilm, history classes use the NMSU archives, and instructors hold class tours through the department. Ofstad said that often alumni will research family history in the county history books. Since the collections were catalogued in the library computer system, LUTIS, Ofstad said visitors have increased.

None of the works within Special Collections may be checked out. Hours for the Special Collections Room on the second floor of the library are 8 a.m.-5 p.m., Monday through Friday.



Special Collections Librarian and Archivist Odessa Ofstad shows Library Director George Harje and President Charles McClain the newest addition to the Special Collections Room, a collection of works by John James Audubon.



TEL-ALUMNI

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16 MONDAY

Presidents' Day

5:15 p.m.—**German Language Table meeting**, Ryle Hall cafeteria private dining room. Hildegard Blaim and Heinz Greschke, graduate assistants from the Federal Republic of Germany, will be present to converse in German. All interested students, faculty and staff are welcome.

5:30-6:30 p.m.—**Resident Advisor selection** informational meeting, Centennial Hall.

8 p.m.—**Military Airlift Command Band** from Fort Scott, Ill., concert featuring concert band, jazz band and vocalists, Baldwin Hall Auditorium. Tickets available in Baldwin Hall 118 and 155. Admission is free.

17 TUESDAY

Last day to drop full-semester courses without code.

New Faculty Exhibitions, Steve Briscoe and Jenny Morlan, today through March 6. Art Gallery, Baldwin Hall 218. Briscoe will show a large photographic mural, Morlan will show paintings.

3:10 p.m.—**Rescheduled SAB Ski Night** at Rainbow Basin. Cost is \$6 for lift ticket only and \$11 for lift and equipment, or \$4 for lift ticket only and \$5 for lift and equipment with an SAB sticker. Sign up in the SAB office, SUB.

7:30 p.m.—**"Issues in Business"** forum, sponsored by the Division of Business and Accountancy, presents Jack Laughery, chairman, chief executive officer and president of Imasco, USA, Baldwin Hall Auditorium. Laughery will speak on "Notes Toward a Definition of Success." Admission is free.

18 WEDNESDAY

Penn-Daniels employment interviews, contact the Career Planning and Placement Center, McKinley Center, for more information.

Rent-A-Center employment interviews, contact the Career Planning and Placement Center, McKinley Center, for more information.

1:30, 3:30 and 7 p.m.—**Missouri Department of Conservation** slide show celebrating five decades of modern conservation, SUB, Activities Room. Everyone is welcome; admission is free.

5:30-6:30 p.m.—**Resident Advisor selection** informational meeting, Blanton-Nason Hall.

7 p.m.—**Final informational meeting** on the SAB Spring Break Trip to Daytona for all people who have signed up for the trip, SUB, Alumni Room.

19 THURSDAY

Bartlett employment interviews, contact the Career Planning and Placement Center, McKinley Center, for more information.

Missouri Board of Probation and Parole employment interviews, contact the Career Planning and Placement Center, McKinley Center, for more information.

Men's and women's swimming Midwest Region Championships through Saturday, Pershing Building, Natatorium.

THIS WEEK

5:30 p.m.—**Attention transfer students**: The NMSU chapter of Phi Theta Kappa, an honor fraternity for transfer students, will hold an informational meeting in SUB 5. Phi Theta Kappa is a new organization looking for new members.

5:45 p.m.—**Informational meeting** for German Study/Travel Program in Konstanz, A/H 308.

8 p.m.—**"Alien," Alien Film Festival** part of SAB Hot Winter Weekend, Baldwin Hall Auditorium. Admission is \$1.50 or free with an SAB sticker.

20 FRIDAY

Worlds of Fun internship and summer employment interviews, contact the Career Planning and Placement Center, McKinley Center, for more information.

8 a.m.—**GED-General Educational Development Test**, A/H 103.

7 and 10 p.m.—**"Aliens," Alien Film Festival** part of SAB Hot Winter Weekend, Baldwin Hall Auditorium. Admission is \$1.50 or free with an SAB sticker.

21 SATURDAY

8 a.m.—**RELE-Real Estate Licensing Exam**, place to be announced.

10 a.m.—**Bluebird Nestbox Building Workshop** sponsored by the Chariton Valley Audubon Society, Science Hall 117. Cost is \$3. Bring a hammer.

5:30 p.m.—**Women's basketball** vs. Southeast Missouri State (Cape Girardeau), Pershing Arena.

7:30 p.m.—**Men's basketball** vs. Southeast Missouri State (Cape Girardeau), Pershing Arena.

8-10 p.m.—**Casino Night**, sponsored by LIVE-AID, Centennial Hall Cafeteria. Prizes will be auctioned from 10 to 10:30 p.m. Admission is free.

9 p.m.—**midnight—Fun Night, dancing, casino and movies**, part of the SAB Hot Winter Weekend, SUB. Admission is free.

22 SUNDAY

8 p.m.—**NMSU Live**, part of SAB Hot Winter Weekend, SUB, Georgian Room. Admission is free.

NOTES

Mr. and Ms. University Contest will be at 8 p.m., Feb. 25, Baldwin Hall Auditorium. Admission is \$1 at the door.

Ken Knight, Ph.D., ATC, will speak on "Physiology of Treatment of Athletic Injuries Using Cryotherapy," 8 p.m., Feb. 25, SUB, Activities

Room. Knight is the leading authority on the use of cryotherapy for the treatment of musculoskeletal injuries to athletes and has written the book "Cryotherapy-Theory, Technique and Physiology."

Free Blood Pressure Screening from 1:30-2:30 p.m. every Monday, A/H lobby and 2-3 p.m. every Thursday, SUB lobby. For more information, call 627-1917.

Summer-Camp Jobs are available. Contact Career Planning and Placement Center, 785-4136. Many application deadlines are March 31.

Informational meeting for students and faculty interested in the summer program in Quebec City, 7 p.m., Feb. 23, in A/H 308. The program, which will take place July 6 to Aug. 14, includes six weeks of intensive French courses at the level appropriate for the participant. For more information, contact Betty McLane-Iles, A/H 310.

Information on study abroad, including financial aid, is available in a bibliography of sources in Pickler Memorial Library. For more information, contact the Library Reference Desk or Constance Reid, Baldwin Hall 279.

Phi Delta Kappa, honorary education fraternity, is offering two \$400 scholarships. Applicants must be seeking a BSE or a master's degree in education and have a minimum GPA of 3.2. For more information contact Ann McEndarfer, Baldwin Hall 287, 785-4481 or Bill Rideout, Violette Hall 241, 785-4395.

NMSU Mock Interview Service is seeking qualified individuals for peer counselor positions for the 1987-88 academic year. Applications will be available Feb. 17 at the Business Academic Advising Center, Violette Hall 184. Applications are due Feb. 27 at the BAAC. Interviews will be held March 2-6. For more information, contact Mark Badas or Ricki Trosen at 785-4268.

Career Planning and Placement Center, McKinley Center, is offering resume critiquing for the spring semester. Hours are Mondays, 2:30-5 p.m.; Tuesdays, 3-5 p.m.; Wednesdays, 2:30-5 p.m.; and Thursdays, 3-5 p.m. There is no charge for the service; however students must set up an appointment.

The Missouri Council of the Blind is offering \$20,000 in scholarships to eligible students. Applicants must be legally blind Missouri residents. For more information or for an application, contact the Dean of Students Office, A/H 204, at 785-4111. The deadline for applications is June 15.

The Association of Black Collegians will observe Black History Week Feb. 22-28. Activities have been planned throughout the week.

The Science Seminar Series will present David Pimental, professor of insect ecology and agricultural science at Cornell University, at 9:30 a.m., Feb. 25, in Baldwin Hall Little Theater. His lecture will be "Environmental Control of Pests: An Alternative to Pesticides." Pimental will speak on "Food, Environment and People," at 12:30 p.m., in the SUB, Activities Room.