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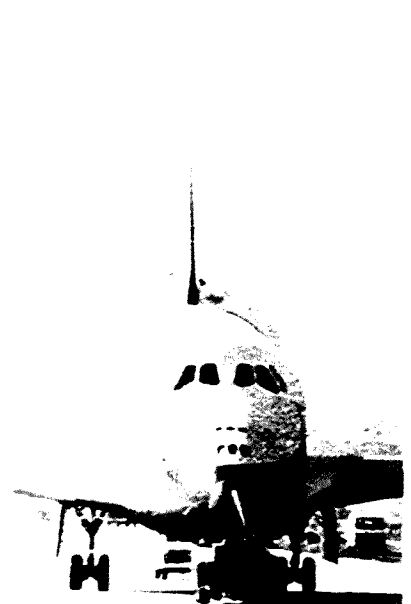
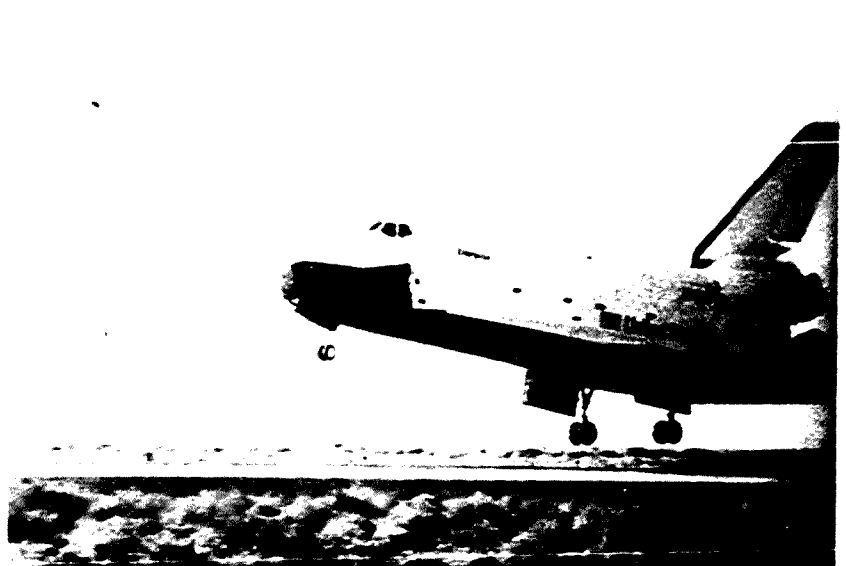
# dasator

American Graduate School of International Management

VOL. 6 – No. 36

November 4, 1977

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The NASA space shuttle (Enterprise) successfully completed the Fifth Approach and Landing Test Flight last week. The spacecraft literally "fell" from 17,000 feet to the runway of the Pomdale, California test facility in 1 minute 55 seconds! Veteran Astronaut Fred Haise, was at the controls. Viewing the test flight was Prince Charles, as well as four AGSIM students: Gary Johnson, Margaret Haise (daughter of the shuttle pilot), Terri Gilroy, and Vova Khavkin.

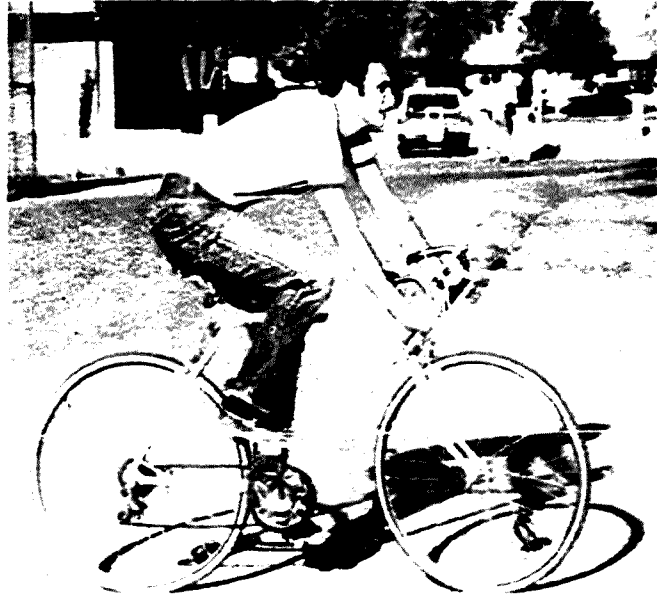
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"The Gate"

at The American Graduate School of International Management  
Glendale, Arizona 85306

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DAS TOR is an independent campus newspaper at the American Graduate School of International Management. Opinions expressed are not necessarily those of the DAS TOR staff.



Richard Sanborn tries out for "Le Tour d' AGSIM."

## Bicycling Returns From Abroad

by Patrick Sinnott

America is rediscovering the bicycle. The search for a "natural high" and an alternate, inexpensive means of transportation is bringing these two-wheeled machines back into vogue.

The popularity of bicycling reached a peak in the U.S. near the turn of the century. Exceptional riders like Mile-a-minute Murphy became national heroes. (He rode a full mile in less than 60 seconds using a train to block the wind.) The introduction of reasonably-priced automobiles then relegated bicycles to the status of toys. Far more comfortable and less physically demanding than two-wheeled cycles, cars have dominated the individual transportation market. Until recently only children and aficionados rode bicycles in the U.S.

Bicycles could not be eliminated from the transportation market of other lands. American tourists have often expressed surprise at the number of bicyclists mingling with motorized vehicles on the city streets of Europe, China and Japan. The less affluent masses simply cannot afford automobiles. As bicycling declined in popularity in the U.S., it developed into a major sport elsewhere, especially in Europe. The Tour de France, the most prestigious of races, was instituted in 1903. The Tour, 23 days and more than 1700-miles in length, wrought a disastrous effect on the economy of France. Because nearly everything comes to a stop for the Tour, the French GNP is reduced by 2-3%. National pride was enhanced this summer because a Frenchman, Bernard Thevenet, won the Tour.

Major European firms sponsor the professional teams which participate in the major races. 33-year old Eddy Merckx, five-time winner of the Tour de France, is the most prominent racer on the continent. His fame certainly exceeds that of other Belgians and he is one of the world's wealthiest athletes. Much of his income is paid by his team

sponsor, Fiat of Italy, which is thus able to take promotional advantage of Merckx's notoriety. Raleigh, the British bicycle producer, expected to reap tremendous sales on the European continent because the Raleigh team was first in the team standings in the 1977 Tour.

Bicycling has established a foothold in the U.S. marketplace. Products are coming across both oceans. Most available brands are Chinese, Japanese, or European. New bicycles outsold new automobiles by volume in the U.S. in 1976. Many, of course, were sold as children's toys, but more adults are purchasing and riding bicycles. Bicycle consumer groups are campaigning for bikeways and wider roads. National bicycling activities like Bikecentennial have attracted thousands of participants.

Competitive cycling is also increasing in popularity. Two American men are riding with professional teams in Europe. Shiela Young, the Olympic champion speed skater from Michigan, has won the World bicycle sprint title twice. A U.S. rider, George Mount, was sixth of 1500 riders in the Montreal Olympic road race.

Racing has come to Arizona, albeit only at the amateur level. La Vuelta de Bisbee and La Carrera Grande de las Feministas are major international races held in southeast Arizona. A criterium race will be held at the north end of the Papago Park Zoo parking lot this coming Sunday, November 6. This type of race consists of several short laps and tests the bicyclists' cornering ability as well as strength and endurance. Criteriums are especially well-suited for spectators since the competitors can be observed throughout much of the race. The race is open to the public free of charge and will begin at 8:30 a.m. Papago Park is located on 16th Street, south of Van Buren.

## Old Mother Hubbard's Trivia Cupboard

This week's topic: Rock classics

Mom's back, and it's think time for all of you T-Bird teenie boppers, greasers, surfers, and AM-FM groovies. Let's get it on with a blast from the past! Mom, herself a golden oldie, presents a sock hop for the mind with some old rock trivia.

1. Who recorded the 50s rock classic "At the Hop?"
2. What group did Buddy Holly record with?
3. Who recorded "Little Old Lady from Pasadena?"
4. How were the original Beach Boys related?
5. What is Ringo Starr's real name?
6. What do the initials BTO and ELO stand for?

This week's winner gets a copy of the Micro-Macro Marketing Blues Band's latest album "Kiss My Case Study."

(See answers page 4)



## Student Profile:

by K. C. Goldwasser

This, my sketch history,  
Begins at Sweet Briar College, Virginia,  
Where I gained my B.A. degree.

However remote it may seem,  
It was at Sweet Briar where I first schemed  
of pursuing a career in the international scene.

In '75 I spent six months in Spain,  
At the historical end of Franco's life and reign.  
I remember ten hours in line outside the Palacio Royal,  
Awaiting the funeral cortege, watching local grief boil.

Franco's archaic regime was finally dead,  
Hope was renewed but not without dread,  
That democracy alone would worsen Spain's plight  
Through the swift intervention of military might.

I left Spain in its throes of redefinition  
Returned to St. Louis and that sort of tradition.  
But the mud of the Manzanares had got caught in my throat,  
Resulting even now in earthy anecdote.

Next on my agenda, to update my education,  
I decided some political immersion  
Would be sufficient contamination.

I became an intern for a brief little switch,  
For Congressman Symington (Missouri)  
Ambitious and restless with the Senate seat-itch.

I was elected the hostess of a Washington tea  
Honoring a visiting Spanish dignitary.  
Plus, unprepared, and grammatically unruly,  
Mr. Symington's interpreting was assigned to . . . yours truly.

After fruitless summer on a barren campaign,  
I closed the door on the Washington political bane,  
To prepare myself in a whole different sphere  
For, possibly, one hopes, an international banking career.

As a special international one-month trainee,  
At the First National Bank of home town St. Loo-ey  
I watched African Rands, my token run-around job,  
Which in FX terms doesn't budge, in fact, doesn't even bob.

My Spanish proficiency, let's call it sufficiency,  
permitted me a little translation: And I would contribute  
To research efforts and reports of finance distribute.

Being so near that financial liquidity  
But unable to slake my thirst for it,  
I opted for Financial emphasis  
Writing a tentative Mkt. Obit.

My free time is filled with my interests which vary  
From swimming to riding and gymnastics to ballet.  
So, in one newspaper column, thesaurus on my knee,  
I've made a hasty effort to verse you all on me.

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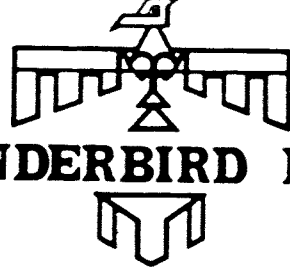
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When Mr. Mannel is not working in the Placement Office he is out taking a break and horsing around.

## Placement Promotes Advisors

Due to the tremendous student interest generated during the spring semester, the Placement Center has once again set up an informal discussion session on November 9 and 16 with Mr. Albert Lehman and Mr. Roger Burke.

Mr. Lehman was Vice-President and Manager of the St. Croix Manufacturing Company and has agreed to answer student questions and correct mis-conceptions in the career areas of manufacturing management and sales. He will be available in the Placement Center on November 9 between the hours of 1 and 3 p.m.

Mr. Burke, who will be in the Placement Center on November 16 between 12 and 2 p.m., worked as Vice-President for Wilson Sporting Goods. Mr. Burke helped students last spring and has agreed again to assist in advising on all aspects of the sporting goods industry.

This is a fantastic opportunity for students to receive first hand information on career and advancement opportunities in these career areas. This could be especially beneficial to 1st and 2nd semester students, as these gentlemen have inside knowledge about cover letters and resumes from the business standpoint.

We encourage anyone with questions, or those who just feel like coming by and talking to do so. It's a great chance . . . don't pass it by!

## Show Us Your Legs!

So far, the DAS TOR has received the following nominations for the Mr. Legs Contest:

- John Jones
- John Casaras
- Gonzalo Palza
- Terry Poteet
- Steve Lunde
- President Voris
- Jay Snyder
- Reed Cobb

It is still not too late for submitting nominations so all you leg watchers send in your favorite pair.

## Additions To Placement List

- Nov. 11  
W.H. Brady Co.
- Nov. 14  
Southeast First National Bank of Miami  
(Recruiting for Commercial lending. Area-Spanish, Portuguese and French.)
- Nov. 16-18  
ONAN  
(Recruiting for Area Marketing Rep.) Japanese or Chinese required.)
- Nov. 28  
Metropolitan Life Insurance (Scottsdale)  
(Recruiting for Sales Rep. Prospects in Sales Management Position.)

## What's New In The Library?

by Eric Cholerton

The observant student at AGSIM who regularly visits the Library to study will have noticed a warning statement attached to all carrels. It says that books left unattended in carrels will be removed, to make room for more students to use the carrels. Read another way, it could also mean that the removed books themselves would be used by other students. Because of the somewhat ambiguous situation, it was brought to the attention of DAS TOR that a revised notice was made which cleared up this confusion, but which suggested that students leaving books unattended in carrels should write a note to help prevent book removal by eagle-eyed Librarians and assistants. It quoted examples of typical notes such as - Back in 5 minutes, -or- Gone to the John.

The DAS TOR believes this suggestion to be a reasonable step to help stem the mass book removal which may follow after the period of grace is over.

After all, as responsible executives that we will invariably all become in later years, we will also have to notify someone if we are ever absent. Perhaps at that time, we will all carry beepers with remote-call devices we can leave on our desks during short absences.

Who said our library wasn't a good source of inspirational materials?

## Attention All Students!!

Counseling and Express Lane times for Mr. Mannel, Director of Career Services, and Carol Hazelett, Assistant Director, have been revised as follows:

### INDIVIDUAL COUNSELING

#### MANNEL

#### HAZELETT

Monday . . . . .	2:00 - 4:00	Monday . . . . .	2:00 - 4:00
Tuesday . . . . .	2:00 - 4:00	Tuesday . . . . .	2:00 - 4:00
Thursday . . . . .	2:00 - 4:00	Wednesday . . . . .	2:00 - 4:00
Friday . . . . .	9:00 - 11:00	Friday . . . . .	9:00 - 11:00

### EXPRESS LANE

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Tuesday . . . . .	Mannel . . . . .	1:15 - 2:00
Wednesday . . . . .	Hazelett . . . . .	11:00 - 12:00
Thursday . . . . .	Mannel . . . . .	1:15 - 2:00
Friday . . . . .	Hazelett . . . . .	11:00 - 12:00

These times are presently effective.

## Rent-A-Friend

Rent-A-Friend has some terrific treats in store - now's your chance to rent Professor Boller's bicycle for an afternoon or get someone else to do your laundry for a change. November 12, at the Balloon Race.

## Answers

1. Danny and the Juniors
2. The Crickets
3. Jan and Dean
4. Three brothers, a cousin, and a classmate
5. Richard Starkey
6. Bachman Turner Overdrive Electric Light Orchestra



The Health Center is sponsoring a Blood Drive. It will be held on Campus Thursday, November 10, 1977 from 9:00 am to 3:00 pm. The Blood Mobile will be on Campus near the Parking lot near the Post Office. APPLICATIONS will be at the BOOKSTORE, THE CAMPUS HEALTH CENTER, ASLCOFFICE, COFFEE SHOP, DINING HALL, PLACEMENT OFFICE, and the HOUSING OFFICE. If you'd like to donate Blood, please pick up one of these applications, fill it out and either call or come by the Campus Health Center to MAKE AN APPOINTMENT. CALL Rosemary at the Health Center if you've questions. ph. # X-7630.

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# Alumni Services

by Vickie Griswell

When visiting the Placement Office to look up companies and do general research for a job, you can make the effort more complete by stopping in at Alumni also. The Placement Office can give you lots of facts on companies' profits, product lines, and corporate philosophy. You can improve your total picture of the company in the Alumni Office.

You can have access to their files and easily come up with a profile of the type of person that company hires. You can find out if they are looking for a certain educational background, a particular type of undergraduate institution, and in some cases, even the physical type they are looking for. Do you want to know if they tend to hire women, certain age groups, or foreigners? It's all there!

Another advantage to using these files, is finding out how T-Birds tend to progress with certain companies. Do a lot of students leave the company soon after being hired? Do they seem to be in training for ever? Do they advance to positions of responsibility rather rapidly? Does the company send T-Birds to overseas locations you're interested in? Are there a lot of companies in the geographical area you're interested in that hire T-Birds?

Diane Connelly is the Director of the Alumni Office. She attended Thunderbird at one time, and was working in Kingman in vocational rehabilitation when Berger Erickson called and asked if she would be interested in being Alumni Director. The position was under the Executive Vice-President until about nine months ago when they reorganized and placed Alumni under the Department of Development and Public Affairs.

Going into the Alumni office is a totally unique experience. There is always a pot of fresh coffee, and in the morning there is a tray of delicious doughnuts. In the corner of Diane Connelly's office is a broken hockey stick. In another corner is what must be the world's only macrame clothes closet. The atmosphere is comfortable, relaxed, friendly and hectic.

## Das Tor Bites The Dust!!

Sad but true. We ran an ad for new editors in the October 28th issue. The deadline is now past and no one has applied!! Without an editor-in-chief, there will be no paper. We are extending the deadline to November 11. Remember, this is a paying job!! If you are interested in any of the other staff positions, send an application too. We will give it to the new editor for his/her consideration. (That is, if we can find a new editor) Let us know what you can do and what hours you will be available to learn the newspaper business.



Diane Connelly - Director of the Alumni Office

"We're entirely theory Y people here. We sometimes call a day for lack of interest," says Diane. "Actually, we feel philosophically that the office should open at 8 a.m., so in order to keep it open, we work staggered hours."

The Alumni office is staffed with lots of volunteers. The students who come in there to work stay there for the year rather than switching jobs around the campus.

"Rather than assign each person some small task, we assign the work here by projects. Then each student can gather a few other people to help with it. When they have the responsibility for the whole project, they do a better job and have a greater feeling of accomplishment," Diane says in explanation of their working policies.

The Alumni Office is really a service organization. They get phone calls from Alumni regularly. The main requests from them are for names of contact people, addresses of friends, where to look for work, and to ask them to look after friends who are coming to the school.

The Alumni Office is currently working with Alumni in a variety of areas. Alumni with companies like J.I. Case, Quaker Oats, and Mobil Sekiyu K.K. are conducting in house fund raising drives for the school. Some of the Alumni are acting as placement counselors for various regions. The Alumni Office is currently encouraging Alumni to work through their local World Trade Councils and make presentations. Not only will the presentations be of value to others, but they will help build P.R. for the school.

"One of my concerns is that the Alumni office tends to keep a low profile on campus. I wish more students here would come in and see what we can do for them. We work very closely with Placement," says Diane.

While I was sitting in the Alumni Office talking with Diane, a T-Bird who graduated in 1967 stopped by to say hello and show the place to his wife. Another student, in the process of a job search came in to look for companies hiring in Peru. According to Diane, it was a typical day in Alumni.