

# Globetrotting coach combines sport, travel

By Dave McBride

UNL Basketball Coach Joe Cipriano watched the last American bomber take off on its final mission to Cambodia last summer. The next day, he and a basketball referee from Washington, D.C., were on the court at U-Tapao airbase in Thailand continuing a basketball clinic for U.S. servicemen.

Cipriano and the American referee, Jim Howell of the Atlantic Coast Conference, spent more than three weeks abroad this summer giving basketball clinics at U.S. airbases in Hawaii, the Philippines, Thailand and Taiwan and at cities near some of the bases.

The Husker cage boss compared the basketball played at the different bases to a "giant intramural program."

"Most of the players have played a lot of high school basketball," he said, "but coaches and officials were the ones we mainly were interested in with our clinics. It's too hard for these guys to spend a great deal of time on fundamentals, and consequently, there's not a great deal of discipline to the style of ball they play. About all we could do was to give the coaches tips on things like a fast break offense system and a pressing defense."

The usual stay at a base was four days, during which he worked with the players and coaches on some offensive and defensive fundamentals. Meanwhile, Howell worked with the serviceman who officiated the games at the base, Cipriano said. They also had brochures and a copy of the Big 8 basketball film to use.

"It wasn't anything tedious," Cipriano said. He added that there was time at each stop for sightseeing and traveling.

The pair also had time to watch an average of four basketball games a night at most locations, he said. Many bases had as many as four gyms which in one night could hold two service league games, a local high school game, and a "mini-game" played with smaller baskets and a smaller ball for little children.

Near the end of their trip, which lasted from July 23 to Aug. 17, they gave clinics at airbases from which planes were flying missions to Cambodia.

"It was interesting from the standpoint of being there when the bombers were taking off. It's kind of a different feeling when you realize that the planes around you are loaded with bombs," Cipriano said.

He said he felt the trip was successful. "And I was surprised that I could get along with a basketball referee that well, for so long."

## Satisfied customer replaces profit goal

Producing a satisfied customer, rather than producing profit, is coming to be recognized as the chief goal of business firms, according to Robert A. Mittelstaedt, who joined UNL's marketing faculty this fall.

Mittelstaedt will install new course work in the field of consumer behavior in the College of Business Administration.

"It is not enough for sellers merely to be crowd-pleasers," Mittelstaedt said. "Just to promote merchandise which seems to be selling well, emphasizing sales volume and profitability gives businessmen no way to keep abreast of the complex and dynamic consumer of the '70s."

Depth studies of behavior, using analytical techniques developed in psychology, sociology, mathematics and other sciences, offer the best means of interpreting consumer trends, and of planning managerial action which falls in step with those trends, he explained.

By such action the business may be said to be "producing" a customer, he said.

Mittelstaedt is the first holder of the University's Gold Distinguished Professorship in Marketing, a position established as a result of the gift from Mrs. Evelyn B. Gold of Lincoln, in memory of the late Nathan Gold, who was president of the Gold & Company department store in Lincoln (now Brandeis).

**ATTENTION STUDENTS  
HAVE A BALL!!  
PUTT PUTT GOLF COURSE**

Belmont Shopping Center 11th and Cornhusker  
Student Rates

1 game	18 holes	\$1.00
2 game	36 holes	1.25
3 game	54 holes	1.75
10 game	book	5.00
25 game	book	10.00

Must show student ID card

**Nordic Look Scandinavian Giftware** 13TH & P UNDER THE DOUGLAS III

**FIJI'S**

Bring your frat I.D. & receive 10% off on any item for 1 week.



**Bell Bottom Blue Jeans  
Levi's, Lee, Wranglers  
Regular Bells, Cuffed Bells,  
Button Front Bells**

Back Packs Air Force Hooded Coats  
Flannel Shirts Down Jackets  
Denim Jean Jackets Boots all sizes

**LINCOLN ARMY  
AND WESTERN STORE**

138 No. 11th




Shirt-Jackets are taking over where the Blazer leaves off! Wear it as a blazer to tie together co-ordinates or separates in your wardrobe. In the cooler days and nights ahead, it's perfect as a lightweight jacket. For casual or dress up, a terrific look for Campus. Available in assorted wool multi-plaids. Sizes 7-13.

The Yellow Bench, 2nd floor Downtown  
Mall Level Gateway

**\$28.00**

*Miller & Paine*

Downtown M-Sat. 9:30-5:30 Thur. 10-9  
Gateway M-F 10-9 Sat. 10-6 Sunday 12-5


**Gepetto's has a  
whale-of-a fall wardrobe for you**

It's no fish tail.  
Gepetto's is back with the most fashionable  
and comfortable leather clothing  
you've ever seen.

And now we've added genuine Indian  
Turquoise jewelry, rings, bracelets,  
and denim caps.

So sail in to Gepetto's and see our great  
new line of merchandise.

You'll dig us, or something's pretty fishy.



Monday 9-5:30 PM  
Saturday 9:30-5:30 PM

North 11th Street

