

Counseling firm will study need for donation campaign

A \$30,000 three-month study may launch a \$20 million to \$35 million campaign for the University of Nebraska Foundation, according to Paul Amen, chairman of the Foundation's Solicitation Committee.

"The only reason the foundation exists is to support the university," Amen said. He added that it serves as a "custodian" of money donated to NU.

Brakeley, John Price Jones, Inc., a national fund raising counsel of New York City, was hired to study the feasibility of a major campaign for donations and to determine what Amen called NU's "philanthropic climate."

About 150 alumni and business leaders will be interviewed to discover the foundation's progress and general thoughts about the university, he said.

"In these interviews they will find out if these people will support a campaign leadership," Amen said.

This firm successfully has conducted studies for universities comparable to NU, Amen said, and added that the NU Foundation never has had a solicitation drive.

In the past, he said, the foundation has received funds from alumni, wealthy people and trust funds.

The state of the economy could have an impact on the study's findings, Amen said, so the counsel might suggest another time for a fund-raising campaign, enhancing its chances of success.

They also might find weaknesses in the university that need to be corrected before

it could succeed in such a campaign, he said.

"Timing is critical," Amen said. If the study finds that a fund drive is feasible, the campaign probably would open in fall of 1976, he said, but "much groundwork needs to be done."

Amen said that NU usually requests more funds than the foundation has available.

This year's total assets are \$23,513,508. If this study is possible, Amen said, the foundation could donate more funds to university departments.

He cited programs which are financed by the 1975 foundation's \$32.25 million donation budget as student financial aids, endowments for fine arts events, specialized teaching and research equipment and endowed professorships and lectureships.



Photo by Steve Boerner

Paul Amen, NU Foundation solicitation chairman.

Crime talks set

Frank Wilkinson, executive director of the National Committee Against Repressive Legislation (NCARL), will speak about proposed Criminal Code Revision legislation in Lincoln Oct. 29.

The bill, called S. 1, would make it a crime to have or print classified information falling under the category of national security.

Wilkinson criticizes wording in sections covering secrecy, hand guns, sentencing and the death penalty.

Nebraska Senator Roman Hruska is one of the bill's sponsors.

Wilkinson's appearance is sponsored by the Nebraska Council Talks and Topics Committee and the UNL Law College.

Wilkinson will speak at 10:30 a.m. in the Nebraska Union Ballroom, at noon at the Law College Amphitheatre and at a 2:30 p.m. informal session in the Nebraska Union Main Lounge.

All appearances are free and open to the public.

Cereal sales attributed to economy

By Barbara Lutz

Consumers are buying more dry pet food, sardines and dry cereals because of the troubled economy. Since dry cereals are selling well this year, the sale of oatmeal also has risen, according to Bruce Springborn, a director of the Quaker Oats Co.

Springborn made the remarks Friday during the Executive-in-Residence Program sponsored by the College of Business Administration.

He is director of organization, individual development and corporate personnel at Quaker Oats.

Springborn's lecture topic was "Organizational Change: It Finally Happened." Springborn mentioned several changes over his years at Quaker Oats.

Historically a family-dominated food industry, he said with the increased growth in the size of the company there was a need to "de-centralize management."

"People need to look to themselves and not to their bosses to see what needs to be done," he added. Springborn said there was a need "to motivate people to a higher productivity."

Springborn outlined several company performance divisions: clarity (employee understanding of job description), commit-

ment, standards, developmental dimensions, responsibility for results, recognition for doing good work and teamwork.

Springborn said motivation and performance can be enhanced if management responds to the workers' feelings. This can be obtained by sharing ideas and having pride in work performances, he explained.

Springborn began his public lecture with a short description of the company. In addition to their cereal products, Quaker Oats owns the companies Aunt Jemima pancake mixes, Girl Scout cookies, Fisher-Price Toys, Ken-L Ration dog food, Puss'n'Boots cat food, needlecraft and Marx Toys.

calendar

- Monday
 - 10:30 a.m.—Business Education 120—Nebraska Union Auditorium.
 - 11:30 a.m.—Psychology Dept. luncheon—Union Pewter Room.
 - 5:30 p.m.—Gamma Phi Beta retreat—Union 203-202.
 - 5:30 p.m.—Towne Club pledges—Union 343.
 - 6 p.m.—Towne Club Harvest room.
- 6:30 p.m.—Tau Kappa Epsilon—Union Auditorium.
- 7 p.m.—Career Planning and Placement—Union 242.
- 7 p.m.—Table Tennis Club—Union Conference Room.
- 7 p.m.—Delta Sigma Pi Associates—Union 216.
- 7 p.m.—Minority Affairs—Union 225.
- 7 p.m.—English Dept.—A/I corn—Union 337.
- 7:30 p.m.—Delta Sigma Pi—Union 232.
- 7:30 p.m.—Math Counselors—Union 225.
- 7:30 p.m.—College Career Fellowship—Union 343.
- 9 p.m.—Kappa Alpha Psi—Union 225.
- 9:15 p.m.—Kappa Psi—Union 216.
- Tuesday
 - 7 p.m.—International Student Union—International House.
 - 7:30 p.m.—Ag Economics-Agribusiness Club—Filley Hall 3316.

Accountant: jobs available

Despite the tight job market there are jobs for business school graduates, according to Albert Van Tieghen, president of the National Association of Public Accountants.

"It depends on how sophisticated you want to be," Van Tieghen said. "If you're going for big money, go to Omaha or Chicago."

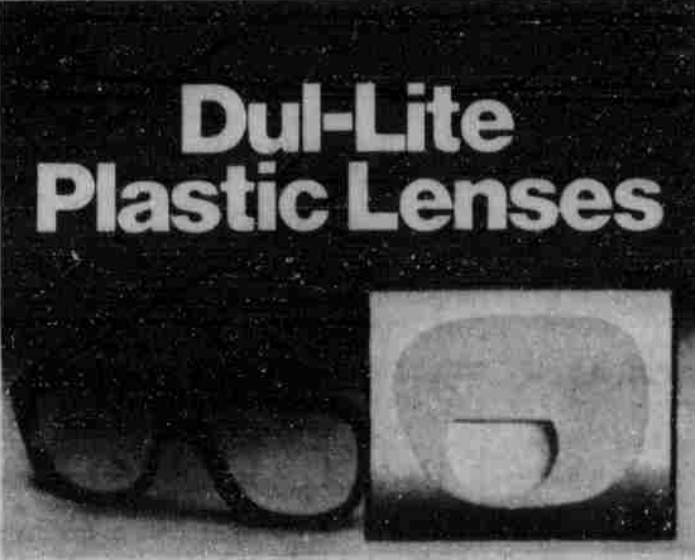
"Whether you go into industry or government, you've got to report the facts, we have to have convictions in our profes-

sion. We have to stand up to our people, even our clients."

He said he prefers ten small accounts to one large account because, "if you get one large client, he thinks he owns you."

Van Tieghen, a public accountant for 17 years, is now a member of an Illinois accounting firm which has pioneered a "unique" four-day work week with a staggered-shift system.

He also cited the need for accountants to serve all levels of people.



Dul-Lite Plastic Lenses

are lighter, thinner, safer.

Ask for Dul-Lite® plastic lenses by name. They'll take a load off your nose—and your mind. And only we have them.

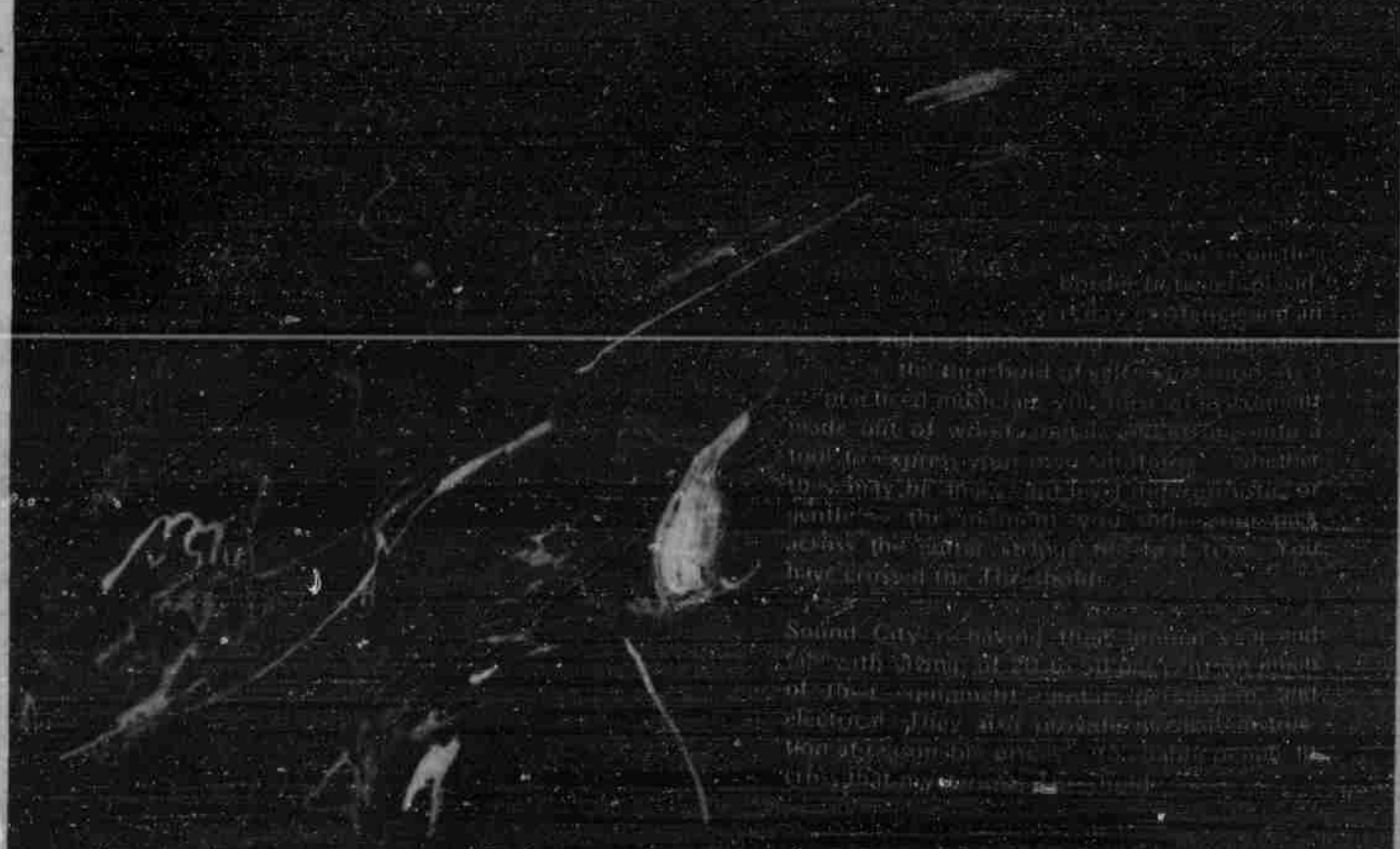
Duling Optical

Because nothing you wear is as important as your glasses.

1324 "O" Street, Lincoln, 432-9652
840 North 48th Street, Lincoln, 466-1924
BankAmericard and Master Charge accepted

A member of the Opticians' Association of America.

On The Threshold...



144 South 9th

475-5128

Sound City