

# Managers reflect on ASK

By Dick Piersol

Whatever happened to ASK? Many students probably don't know what it was much less what happened to it.

ASK is the Associated Students Ko-op, although its history suggests it was a cooperative in name only.

Business started in late 1972 with an ASUN loan of \$2,450 to buy a machine to print membership cards, which went on sale in January, 1973.

As editor of the 1973 Summer Nebraskan, Ken Kirk ran several stories on the Ko-op and became interested in its possibilities.

Kirk took over as manager of the Ko-op in August of 1973. He said he started with only eight participating businesses. He immediately started soliciting to add more.

Before long, there were 45 businesses offering discounts of 5 to 20 per cent to card holders, he said. The previous dearth of participating merchants was because ASUN senators who had been soliciting had little or no sales or business background, he added.

### Pressure raised

At the same time, Kirk said, a campaign to sell more student memberships was started. There was pressure within ASK's board of directors to raise the membership price to \$10, but the price remained at \$5, Kirk said.

A provision was made stipulating that for every \$5 membership sold, \$1.25 would be used to advertise participating merchants, according to Kirk.

Before long, ASK had paid back \$700 of the loan and things seemed to be picking up for the Ko-op.

"I notified the board that I would be quitting as manager at the end of the semester," Kirk said.

"By that time we had 600 memberships sold, but sales really slumped in November and December," Kirk said. "The participating businesses leveled off at about 50.

The spring semester of 1974 perhaps marked the beginning of the end of ASK.

### 'Dumped in our laps'

Ron Clingenpeel, who became ASUN president that spring, said ASK was "dumped in our laps without even a list of the board members."

Clingenpeel said Kirk had the Ko-op in good order when he left but the absence of a manager plagued the program from then on. He said the salary commission offered to a prospective manager was not enough to attract a qualified person, and often a quorum was not present at board meetings.

The board decided that if a manager couldn't be found, the Ko-op should be dissolved and an effort made to repay the money invested, according to Clingenpeel.

### Urged to reconsider

In the summer of 1974, Dennis Martin took over managerial duties. He said his purpose was simply to try and keep participating businesses until a permanent manager could be found.

"Some of those businesses hadn't seen a cardholder in a year," he said. "People weren't even using them."

ASUN indicated that senators weren't interested in selling cards if people weren't using them, he said. Scrapping the Ko-op is "commendable" because it is not helping students, Martin added.

## Tale of promises and predictions

On Oct. 11, it was reported that ASK still owed ASUN \$1,700. Clingenpeel said that 150 cards had been sold so far that fall.

### Wanted out

On Oct. 18, a Daily Nebraskan check said the original 30 members that year had dropped to 26 and three more businesses wanted out. Managers of the three said they had not heard or seen anyone from ASK since 1973.

JB's Big Boy restaurant was said to have had the highest amount of ASK card users in 1973. They said six people had used the cards for a discount since the program started.

The last Daily Nebraskan ASK article on Oct. 24, 1974, reported that ASUN First Vice President Sharon Johnson said 170 students had ASK cards. The manager position still was open but Johnson said they were looking for a business student intern to handle the post.

## READ WANT ADS

# BIVOUCAC



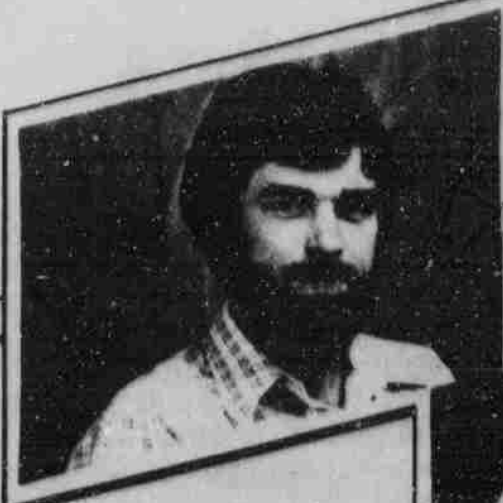
## FOR THE RUGGED INDIVIDUALIST

There's a whole new way of looking at yourself today. When you're not "packaged" by the dictates of others. And the choice of how you look and feel is yours.

Feeling good is our business at Bivouac. Yet part of feeling good is looking good, and we know that too. Stop in. You'll be surprised at the warm, wonderful things we have for you to wear.

Bivouac for functional fashion.

1235 Q Gunny's



**JOHN JACUPKE**  
Beta-Theta-Pi  
435-3253



**R. J. NEARY**  
325 South 27th  
475-9210

## Introducing your "Gusto Power" Representatives

John and R.J. are your dedicated Schlitz Reps this year. Contact these gentlemen for great service on Old Milwaukee, Schlitz, and Schlitz Malt kegs. They can also supply you with far out Schlitz novelties. Get to know John and R.J. and keep on grabbin' for gusto.

**Go for the Gusto. Or don't go at all.**



## Fight Inflation

**Faculty and Permanent Employees:  
Pay Off High Interest Charge Accounts,  
Get A Low Cost Credit Union Loan**

A credit union loan is quick and easy to get if you are a permanent employee of the University of Nebraska and have a good local credit record.

Complete the coupon below and mail it. An application will be mailed to you. Usually, your loan will be approved and you will be notified within a few days after your application is returned to us.

Please send me more information about the University of Nebraska Federal Credit Union.

Please send me a loan application.

Print Name \_\_\_\_\_

N.U. Department \_\_\_\_\_ Phone \_\_\_\_\_

N.U. Room & Building \_\_\_\_\_ Zip \_\_\_\_\_

- I am already a credit union member
- I am not a member. Please send me an application.
- I am a permanent University Employee.

UNIVERSITY OF NEBRASKA  
FEDERAL CREDIT UNION

1520 R Street  
Lincoln, Nebraska 685088  
Phone: 472-2087 or 2088