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THE STUDENT ADVISORY BOARD of the COLLEGE OF BUSINESS ADMINISTRATION INVITES YOU

to



Now in its fifth year, B-Week has proven highly successful in providing the opportunity for students to meet with representatives from business and industry across the nation. This student-sponsored and engineered activity represents a meeting of the minds . . . students learn from and about the business world and visiting businesses have an opportunity to interact with future business women and men.

Monday February 4	Business Booths
10:30-12:00	Presentation in the Nebraska Union Ballroom by Paul Stefanik, Manager of Special Products of Marketing in the International Division of Marketing, Mobil Oil Corporation; Topic: "Energy Crisis, Fact or Fiction."
12:30-2:30	Open Forum
1:30-5:00	Business Booths
2:00-3:00	Presentation in the CBA third floor lounge by Dr. Earle B. Barnes, Chairman of the Board-Dow Chemical; Topic: "The Cost of Government Regulation on Business"
6:30-8:00	Business Booths
Tuesday February 5	
9:30-10:45	Presentation in the CBA Auditorium by Lewis W. Lehr, Vice-Chairman and Chief Executive Officer of the 3M Corporation; Topic "The Global Role of a Multi-National Corporation"
10:00-12:00	Business Booths
1:30-5:00	Business Booths
6:30-8:00	Dinner Banquet with a presentation by Paul Stefanik of the Mobil Oil Corporation. Entertainment provided by the UNL Scarlet and Cream Singers.

Participating Companies As Of January 31, 1980

A. C. Nielsen Marketing Research	Lincoln Equipment Company
Bankers Life Nebraska	Lincoln Mutual Life Insurance
Blue Cross & Blue Shield	Massachusetts Mutual Life
Central Telephone & Utilities	Miller & Paine
Commercial Federal Savings & Loan	Mutual of Omaha
Commonwealth Electric	National Bank of Commerce
Dow Chemical	Nebraska Society of Certified Public Accountants
Farm Credit Banks of Omaha	Northern Natural Gas
First Federal Lincoln	Northwestern Bell
First National Bank of Lincoln	Prudential Insurance
First National Bank of Omaha	State Farm Insurance
General Motors	U.S. National Bank of Omaha
IBM	Valmont Industries

B-Week speakers include 3 corporation executives

By Suzanne Sayed

Three multinational corporate executives will be featured speakers during UNL's fifth annual Business Week Monday and Tuesday, according to B-Week Chairman Rick Dunagan.

The two-day forum is designed to provide students, faculty and the general public with an opportunity to interact with the business community, Dunagan said.

"Business Week is an excellent facility where students can discover the expectations and demands of U.S. business, and uncover their future personal growth potential," he said.

"Businesses will have the opportunity to exchange new ideas with students, faculty, and other firms, as well as the ability for students to present their services and products to the public."

Featured speakers are Paul Stefanik, a retired marketing executive for the Mobil Oil Corporation; Dr. Earle B. Barnes, chairman of the board of the Dow Chemical Company; and Lewis W. Lehr, vice chairman and executive officer of the 3M Corporation.

Station attendant

Stefanik, who rose through the Mobil ranks from a position as a service station attendant in 1933 to that of an international marketing executive, will make a public address, entitled "Energy Crisis—Fact or Fiction." The speech will begin at 12:30 p.m. Monday in the Nebraska Union Ballroom.

During the two days he is on campus,

Stefanik will lecture on business ethics to philosophy and accounting classes and will make a presentation to the business faculty and to a marketing class.

The lectures presented by Barnes, who obtained a master's degree in chemistry from UNL in 1940, will be open only to students, faculty and staff. His keynote presentation will be on Monday at 9:30 a.m., in the CBA auditorium. The topic will be "Competition in the Chemical Industry."

Lehr also will meet only with students, faculty and staff during his Tuesday visit to the UNL campus.

A native Nebraskan and a distinguished UNL alumnus, Lehr is in charge of 3M's top staff officers for finance, engineering manufacturing, marketing, personnel and the presidents of international and U.S. operations.

Global role

The topic of his speech will be "The Global Role of a Multinational Corporation," and will be presented on Tuesday at 9:30 a.m. in the CBA auditorium.

During the two-day forum, some 30 other company representatives will be on hand to talk with students, faculty and the general public about their companies, Dunagan said.

These representatives will be young adults from local and national businesses, he said. Students can come and ask questions about their futures in the professional field or about job-hunting.

The representatives will be sponsoring booths on the main floor of the student lounge in the Nebraska Union.

Parking lots plentiful—Duve

UNL parking coordinator John Duve said that parking spaces are not oversold to commuter students, faculty and staff, but that there is not a space for every car.


At the parking advisory committee meeting, Duve said that spaces are not sold for every ticket purchaser and there would be a lot of unused space if additional lots were built.

"Four student cars can fit into a parking space," he said.

Duve said there are always spaces in parking lots further from campus but drivers don't look there.

The advisory committee is also looking at expanding their function into examining alternate forms of transportation.

Regarding old business, Duve said that the advisory committee hasn't yet heard from the central planning committee about PAC's suggestion of a site between Morrill Hall and the Military and Naval Science Building for the alumni center.



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