'Dress for Success' author will speak at B-Week

The grey pinstripe suit? Or would the navy one be better?

John T. Molloy, author of "Dress for Success" and featured speaker for this year's Business Week, Feb. 6 through Feb. 9, should be able to give some hints about a "successful" wardrobe.

The B-Week student advisory committee is hoping that Molloy's speech, along with other planned activities, will attract more students to the annual week-long event, said Ruth Boham, co-chairwoman of B-Week activities.

A pre-B-Week Bash, featuring music by the group Footloose, will be at Judges, 27th and Cornhusker. The bash will be from 3 p.m. to 6 p.m., and tickets will be sold at the Nebraska Union between Jan. 31 and Feb. 4 and at Judges on the day of the show. Cost is $1, and minors will be admitted.

B-Week activities begin Feb. 6 with a leadership seminar aimed at helping College of Business Administration freshmen. Two hundred students have been selected to participate, based on their grade point averages.

On Feb. 7 and 8, company booths will be open in the College of Business Administration Building from 9 a.m. to 11:30 a.m. and from 1:30 p.m. to 3:30 p.m. The booths will be operated by representatives from 12 companies, and students will be able to ask the representatives questions about what they look for when hiring, said Gary Schwendiman, dean of the College of Business Administration.

Although as many as 25 companies have sent representatives in the past, the number this year is less because of the decline in the job market, Schwendiman said. Companies must pay $75 to participate.

Molloy will deliver the keynote speech at 8 p.m., Feb. 8 in the Nebraska Union. Admission is free. Students will model business fashions from Landon's and Old Towne Ltd. during the speech. After the speech, Molloy will attend a public reception.

The B-Week advisory committee's main objective is to get the whole university community involved, Schwendiman said.

Committee officials want students other than those in the business college to feel welcome to participate, he said.

The first B-Week, in 1976, was originated as a way to help students learn more about the business world. This year, nine clubs are sponsoring the event.

"B-Week is run totally by students," Schwendiman said. "They make all the decisions, set up the programs and gain a learning experience. They have been very successful in terms of funding."

The "Dress for Success Committee" has raised about $2,500 from various companies and alumni for Molloy's speech, he said.

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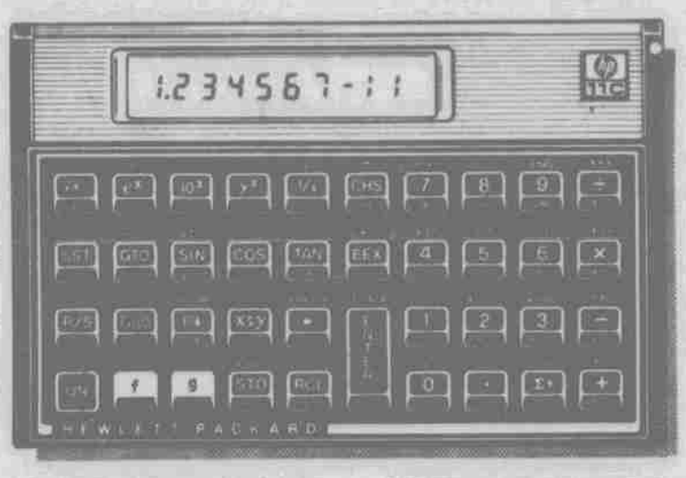

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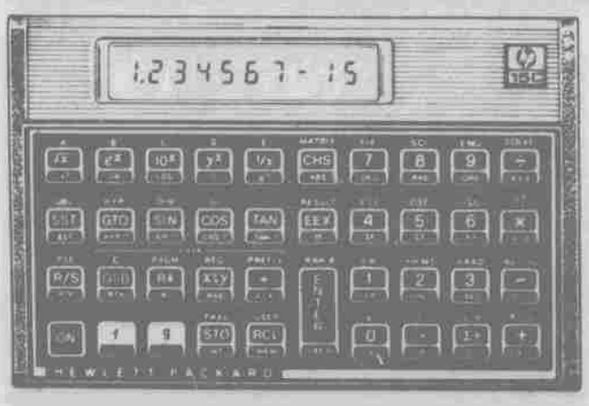

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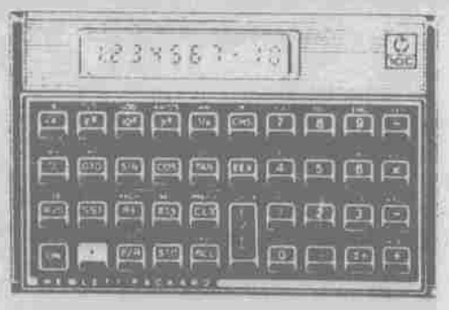

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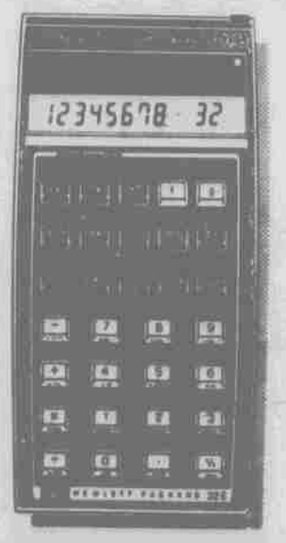

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