

Fraternity names Rasmussen Business Woman of the Year

By Peggy Polacek

Teaching ability, flexibility and visibility create the formula of success for Eleanor Rasmussen, Phi Chi Theta's Business Woman of the Year.

The national women's business fraternity chose Rasmussen as the recipient of the 1983 award, which is in its eighth year of existence. The award is given to a woman in business based on her character

and contributions to the business field.

Rasmussen explained her success formula at the fraternity's banquet Saturday, when she was presented with the award.

Once a job is begun, employees must strive to continue their learning process, she said. Workers must be willing to change as the business does and it always helps to remain visible in the office.

Women tend to get lost in the shuffle

of work, she said, and often, community work can make them more visible in their surroundings.

Rasmussen, who is an assistant secretary-actuarial consultant for Guarantee Mutual Life Co. of Omaha, said she was very excited and proud to be recognized for the award. She said she also appreciated the fact that the president of her company, Eugene Conley, nominated her for the honor.

Twenty-five years of experience with the company allow Rasmussen to do her job that involves the design and administration of pension plans and advanced underwriting illustrations.

Donna Sisson, historian and reporter for Phi Chi Theta, said about 100 letters were sent out to the surrounding community asking for nominations. Conley sent in Rasmussen's nomination, which included a profile of her that was featured in the January edition of Midlands Business Journal.

In addition to Rasmussen's work at Guarantee Life, she is the vice president of Omaha's Chartered Life underwriter's chapter and will soon become its first

woman president. She is president of the Omaha Women's Chamber of Commerce and a former member of the YWCA Board of Directors. She also has been involved with Junior Achievement and Girl and Boy Scouts.

"Take time to find a company you really like and feel comfortable with," Rasmussen advised in her speech at the banquet. "Make sure the company believes in the things you do and has the same basic philosophy."

It is not insurmountable if a new worker chooses the wrong company to work for because change is always possible, she said. But in the current economic times, it is best to be sure of any career choices.

Choosing a husband who will support and meet the needs of a woman in the business work force is also a plus, she said.

"It is an exciting time to be joining the work force," she said, "especially for women, since there are so many opportunities opening up. We don't even have names for all the new jobs now available."

Governor will present 1982 tree planting awards

Gov. Bob Kerrey will present awards for outstanding tree planting projects during 1982 at the annual Plant Two Trees awards luncheon April 6 at the Governor's Mansion.

Award categories are individual, youth, private business, government, civic, private windbreak, government windbreak and

organizational windbreak.

Roger Welsch, associate professor of English and anthropology at UNL, will entertain at the luncheon.

Reservations for the luncheon should be made by March 28. Contact Joe Range, 101 Plant Industry Building.

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Report: 1980-82 recession worse than '74-75 decline

By Mike Schmoldt

The 1980-82 economic recession dealt a more severe blow to Nebraska employment than the 1974-75 recession, partly because farm employment was not strong enough to cushion the shock, according to a report released this month.

The article by Vicki Brickner, a graduate researcher for UNL's Bureau of Business Research, compares the impacts of the two recessions statewide and in the Lincoln and Omaha metropolitan areas. It was published in the March issue of the bureau's monthly report, *Business in Nebraska*.

Employment in Nebraska grew almost 10 percent in 1974-75, but only 3.1 percent from 1980-82, the report said. When gains in farm employment are discounted, the employment picture darkens.

Non-farm employment in manufacturing, transportation, communications, utilities and wholesale and retail trade fell statewide during the recent recession, according to the report. In 1974-75, employment fell only in the manufacturing sector.

Manufacturing accounted for 7,100 jobs lost during the 1974-75 recession, a decrease of 7.8 percent. In 1980-82, 16,500 jobs were lost in manufacturing, a drop of 16.6 percent. Most of the jobs lost were in the manufacture of durable goods.

Employment grew statewide only in

the governmental and services sectors. Lincoln's government sector, which represents one of every four non-farm jobs in the city, grew during the 1980-82 recession, but not enough to offset losses in manufacturing.

The strength of Lincoln's retail trade also helped, but not enough to prevent non-farm employment from falling 1.3 percent. In 1974-75, non-farm employment grew 3.5 percent.

Lincoln was more fortunate than Omaha and the state as a whole, the report said. Compared to Lincoln's 1.3 percent decrease, Nebraska non-farm employment fell 2 percent and Omaha's fell 2.5 percent. Government and trade buffered the Capital City, the report said.

Lincoln's unemployment rate was only 4.9 percent in October 1982, while the state had 5.6 percent rate and Omaha had 7.1 percent rate.

At the end of the 1974-75 recession, unemployment was 3.4 percent in Lincoln, 3.8 percent in Nebraska and 5.6 percent in Omaha.

Brickner, who has been at UNL for two years on a research assistantship, said she chose to write the article on employment because it concerns an increasing number of people, especially students. She based the report on statistics from the state Department of Labor.

Although the figures are clear, Brickner said they are not easily explained. Why Nebraska is losing jobs in manufacturing sectors that are growing in the rest of the nation remains a mystery.



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