

New decade to bring boost of service field

By Emily Rosenbaum
Senior Reporter

The 1990s will see a rapid growth of the service, health care and technical fields and a decline in the manufacturing industries, according to the assistant director of the Career Planning and Placement Center at the University of Nebraska-Lincoln.

Geri Cotter, assistant director of the center, said that as Baby Boomers grow older and become more financially secure, they'll want to spend their extra savings on services, such as wardrobe coordinators, maids, caterers and interior decorators. Others will want to save time by hiring someone to do their grocery shopping for them, she said.

A service that just has begun to find a market, primarily on the west and east coasts, is tree trimming, she said. Working men and women who don't have enough time to decorate their own Christmas trees are spending \$200 to \$300

to have others come into their homes and do it for them, she said.

Entrepreneurs who can "anticipate the needs of others" will succeed in the service industry of the '90s, she said.

But those who hope to turn a large profit in the service industry probably won't do so as employees of a business, she said.

"The biggest area of growth is in an area that's been traditionally low paying," she said. "Those that want to make money will need to own the business."

Studies indicate that health care will be one of the biggest areas of growth in the '90s, she said. The large population of Americans growing older is creating a greater need for medical care, she said.

As technology increases, the need for electrical, mechanical and chemical engineers, as well as computer science experts, will continue to grow, Cotter said.

Because the jobs offer high in-

comes, they are attractive to college students, she said. However, national enrollment in engineering and computer science fields of study has declined the past few years, probably because the courses are difficult and often graduate school is needed to ensure a complete education, she said.

Those who graduate in the '90s with a degree in engineering or computer science will find many opportunities in the job market waiting for them, she said.

That same advancement in technology also will contribute to the decline in the manufacturing industry, Cotter said. Factories are turning to robotics and machines to perform tasks that have traditionally been done by workers on an assembly line, she said.

Statistics show that from 1982 to 2000, there will be a 53.7 percent decline in electrical and electronic assemblers, the largest decrease in any field, she said.

Cotter said that the Southeast

and Southwest parts of the United States will grow the most in the '90s. Businesses and industries recently have begun to look toward the Southeast and Southwest southwest because they have been relatively unused, she said.

The climate in these areas provides a favorable location for businesses and industries and the transportation routes also are ideal, she said.

Growth on the West and East coasts has leveled off in the past few years and probably won't grow much more in the '90s, she said.

"It's still a pretty stable area, but people are almost thinking of those areas as burnt out."

Cities in the North and Northeast that have relied heavily on the manufacturing industry have shown an economic decline in this decade, she said. Many of those cities are working toward development of the service industries to catch up with the growing Southeast and Southwest, she said.

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way. "People think they are arguing over money, when really they are ignoring the deeper problem," he said.

Smith sees certain trends continuing into the '90s, however, such as cohabitation. He says that divorced people often make up these relationships.

"Many people are simply snake-bit, and are reluctant to get married again. They say, 'I've been there, I've done that, now I want something different.'"

The biggest change affecting families in the '90s concerns the elderly, according to Smith.

"We're now at a point where people are spending more time caring for their aging parents than they did caring for their children," Smith said. "Do you see what that says?"

Smith says he sees a boom in nursing homes in the years to come.

"Who knows?" he said. "We may be watching television shows about baby-boomers caring for their elderly parents called 'fifty-something.'"

Fads to fill '90s music scene

By Bryan Peterson
Staff Reporter

Fifth Column has been chronicling the role of music in changing our lives for three years. As this decade draws to a close, it seems appropriate to offer a few humble predictions for the decade ahead.

Music in the 1990s will be even more diverse and faddish than in the 1980s. Musicians will come and go as never before and music charts will witness increasingly shorter turnover periods.

New technology will continue to revolutionize the music industry and concert tours will fade in popularity as televised "live" performances become the norm.

Computers may play a big role in this shift. As personal computers proliferate, the means of sharing music will multiply. Some sort of "subscription service" may develop in which musical releases are transferred via computer rather than on cassettes or records.

Compact discs and players of course will become even more widespread and will become more accessible to independent or underground bands. This in turn will contribute to the popularization of alternative music in the mainstream.

The underground will continue to subtly affect mainstream tastes but will do so through several routes, becoming both more and less outlandish at the same time. The extremes of punk will be both surpassed and cast aside by the underground.

Punk, rap and metal all have been absorbed into the mainstream, so even more outrageous and controversial genres will arise. But each rising style will be shorter lived than its predecessor, continuing a noticeable trend of the '80s.

The faddish aspect of new styles will become more apparent as they quickly rise to prominence and are forgotten more quickly.

Another '80s trend will be highlighted in the coming decade: the adoption of pet bands by the music press.

It currently works something like this-- A music rag declares some previ-

ously unknown group to be the newest "hip and stylish" band and will laud that group with untempered praise.

Other publications then scramble to cover the chosen band and do an obligatory (and always flattering) article or interview.

After three months in the limelight, the band is forgotten as the next hip and stylish group is chosen. But the three months likely will be abbreviated to a few weeks as the cycles shorten.

Music will play an increasingly important role in unifying the members of alternative or countercultures, the gay community in particular. This will contribute much to growing acceptance of homosexual lifestyles, a shift which may mark the '90s in history.

High school kids will continue to define themselves in terms of a favorite band as marketers find more and more novel means of selling band merchandise and youth have less and less reason to define their own identities.

Musicians will play a prominent role in a backlash against anti-drug hysteria which will lead to legalization and more responsible use of many drugs.

As the repercussions of Glasnost cut more deeply through barriers of repression and distrust, Russian and East European bands will gain unparalleled popularity in the West and may become the pet bands of the more hip and stylish members of the masses.

Meanwhile, musicians will continue to be active in political activities and to play in benefits, although such acts will be given less attention by the media and the masses as they become commonplace.

In short, there will be no single sound or trend to mark music in the '90s. Music will continue to play an important role in changing or improving our lives.

The greatest danger is that music will play an ever-growing role as a means of escape from the world rather than serving as a creator of moods and thoughts.

It is in this latter capacity which music has always best served people, whatever the decade.

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