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# Student aids in trade visit

BY ERIC RINEER  
Staff writer

semen and frozen embryo to South America, Canada and Mexico.

Those experiences played a key role in the university's decision to send Kroese to Asia.



Kroese

While in China, Kroese said he was able to meet some top officials in the Chinese government. He was also able to stroll through China's

**"Here I am. What have I done? I'm just a student."**

**BRUCE KROESE**  
UNL graduate student

World look to it," Kroese said.

For example, Guizhou people were using carts and buckets to carry food to the market, Kroese said.

One of the more intriguing aspects of the China trip, he said, was seeing English and Chinese translators, at times, struggling for words.

"The language barrier was tough," he said. "Even the interpreters they had for Johanns struggled at times."

"I can't comprehend how difficult their language would be to learn. I have a huge respect for anyone from the Far East that comes here to a Western university."

Kroese said he was inspired by Johanns' ability on the trip to relate to Hong Kong and Chinese officials.

"I didn't know anything about him when I started the trip," he said. "Johanns handled himself very well."

"The trip was surreal. Not only just to travel to Asia, but to do so with the governor. It was crazy. It was humbling and makes you feel guilty."

Stan Garbacz, who coordinated the trade mission and works for the Nebraska Department of Agriculture, said Kroese was the perfect choice as reporter for the trip.

"He obviously was very good," Garbacz said. "He just took volumes of notes. He may have done a better job than we would have otherwise."

Kroese said he hoped his report would lead to more cooperation between the state government, state Department of Agriculture and the governor's future trade missions on agriculture issues.

"I hope after this is all said and done, that I exceed their expectations," Kroese said. "so for the next student who wants to do so, they're 100 percent behind it."

As a farm child growing up in small-town Firth, Bruce Kroese never imagined he would one day be eating dinner overseas with government officials from Hong Kong and China.

On Nov. 10, Kroese, a University of Nebraska-Lincoln graduate agribusiness student, traveled to Asia with 29 delegates from Nebraska, including Gov. Mike Johanns, in an effort to boost trade with Asian nations.

"I never even would have begun to think about this," Kroese said.

During the 11-day trade mission to Hong Kong and China, Kroese served as reporter, taking notes during meetings of the countries' officials.

Kroese wrote a 23-page report after the trip, which he then sent to the Nebraska Department of Agriculture.

For Kroese, the trip was a dream come true.

"I almost felt embarrassed at times meeting people like the vice premier (of China)," he said.

"Here I am. What have I done? I'm just a student."

Kroese, who is set to finish his MBA in agribusiness in December, completed his undergraduate education at UNL in 1993 as an advertising major.

After graduating in 1993, Kroese briefly worked in Sacramento, Calif., as an account representative for the California Cattlemen's Association.

Through his experience in Sacramento and his time working for his family's livestock business in Firth, Kroese was able to earn himself a ticket to China and Hong Kong.

UNL's agribusiness program selected Kroese to go on the trip because of his international trade experience and academic performance.

Kroese has a 3.8 GPA and is also a graduate assistant in UNL's agribusiness program.

In Firth, Kroese helped import cattle and other livestock from countries such as Switzerland while helping to export genetic materials like

Forbidden City in Beijing and visit the Great Wall of China.

Beijing was a favorite, he said, along with staying at a number of five-star hotels in Chinese cities such as Shanghai.

Though the hotels were impressive, he said, his conversations with Chinese officials were what he'll remember the most.

Kroese said he had a dinner conversation one evening with a member of the China Council for the Promotion of International Trade.

After asking the Chinese official about his view of the United States, Kroese said the official's response was somewhat surprising to him.

The official began talking of what he believed to be a conspiracy by the United States to bomb the Chinese embassy in Belgrade, Yugoslavia, on May 7.

Kroese said Lin Shunjie, the council member, alluded that the U.S. military was too advanced to commit such an error and that its cover-up of the situation was "ridiculous."

And Shunjie claimed he mistrusted Japan more than any other country, Kroese said.

"I didn't push any further than that," Kroese said.

Another memorable experience during the trade mission, Kroese said, was in Guizhou, China, a province that he described as a poor agricultural area in the south-central part of the country.

The Nebraska delegation traveled to Guizhou to visit with one of the province's farmers.

"There was definitely a Third-

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# Councilman explores business

BY SARAH FOX  
Staff writer

**"The more (students) can understand China and other parts of the world, the better."**

**JON CAMP**  
city councilman

City Councilman Jon Camp wasn't setting people up, contrary to the goals of most matchmakers.

Instead, he was helping make business matches on his trip to China from Nov. 10 to Nov. 22.

Camp made the trip with Gov. Mike Johanns' trade mission. The group met with Chinese trade councils and businesses to introduce them to Nebraska businesses.

"The Chinese are a little bit different focus," Camp said. "They like to deal in terms of relationships. It helps us get contacts."

The trade mission of 29 people visited six cities, including Hong Kong, Shanghai and Beijing.

Camp and the trade mission met groups such as local chambers of commerce, the Hong Kong Trade Development Council and the Pudong Free Trade Zone. The Pudong zone is in an area of Shanghai that holds manufacturing plants and warehouses for companies such as 3M and IBM. The trip focused on agricultural business, but Camp said he also wanted to represent electronic commerce businesses.

He passed out lists of Lincoln Chamber of Commerce members and a directory of Lincoln area manufacturers, including businesses such as the Burlington Northern & Santa Fe Railway and MDS Harris Laboratory.

Camp said the meetings were sometimes surprising.

He was talking with members of the Pudong Free Trade Zone and said

he asked them what trade relations were like between Taiwan and China.

"This one guy just got up and walked out of the room. I thought 'Oh my god, I've stuck my foot in my mouth,'" Camp said.

The other people in the meeting told Camp the man had to answer a phone.

Cellular phones were everywhere in China, said Charles Lamphear, director of the Bureau of Business Research and professor of economics at the University of Nebraska-Lincoln.

Lamphear went to observe the Chinese economy. He said some rural provinces are 50 to 100 years behind the modern world, and 70 percent of China's people live in rural areas.

But coastal cities such as Shanghai have experienced "incredible growth."

"It's a country of extremes, but it's a country that will be a world leader in the future," Lamphear said.

Although its agricultural practices were a little behind, Lamphear said, he saw even more cellular phones than in the United States.

"Even individuals riding on bikes had their cellular phones going," he said.

Camp said street vendors would offer CD-ROMs and watches to his

group. He also saw 12 to 14 construction cranes in Shanghai in an area the size of Lincoln's Capitol block.

More than 14 million people lived in Shanghai in 1997, according to the Information Please Almanac.

"Shanghai has more construction cranes than all of the United States," Camp said.

Camp paid his own way for the trip. He said he decided to go on the trade mission because he had been to China before.

Camp advised UNL students to learn more about other countries and to improve themselves.

"The more they can understand China and other parts of the world, the better," he said.

He said understanding what is happening in China will help Americans be competitive with the country.

Camp said he met several Chinese students who wanted to come to UNL and asked him if they could use him as a reference.

UNL students should show that same persistence, but they should stay in Nebraska while improving themselves, Camp said.

"We need to have that brain drain elsewhere," he said.