

University Team Places Top in Mock Business

By JOHN DENNY
Emerald Staff Writer

Four seniors from the University School of Business Administration, after operating a hypothetical business for ten weeks, were proclaimed the tops in their "industry" at the second annual Invitational Intercollegiate Business Simulation Weekend at the University of Nevada.

The University team earned recognition as the most successful business in their industry by outmaneuvering competing teams from Brigham Young University and Sacramento State College.

A total of 12 teams from schools in Utah, California, Arizona, Nevada, and Oregon, took part in the business simulation program. Participating teams were grouped into four industries, the selection of a top company being made in each industry.

Only Oregon Winner

The University team was the only team from Oregon judged to be a top company. Other Oregon schools with teams competing in the business simulation program were Oregon State University, Lewis and Clark College, and the University of Portland.

Members of the University team included: Lee Felling, personnel and industrial management; James Thompson, finance; Jeffrey Cook, marketing; and James Watts, accounting.

Each team was given a two-year-old company, with each having equal assets, in February. Policy decisions were then made by individual teams and mailed weekly to the University of Nevada.

On April 22, teams met in Reno and began to engage in strong competition with the firms in their industry. Each week having represented a quarter of a year in the life of a company, the companies at this point were 4½ years old. At the University of Nevada, the teams were required to make business decisions and feed them into a computer every 45 minutes, each 35 minute period representing three months in the life of a company.

Analyzed by Computer

Decisions as to the amount a company should invest in research, marketing, production, advertising, etc., were fed into computers. The computers analyzed company decisions and determined their probable effect on

the success of a company.

Competing firms were provided with the computer analysis of their own and their competitors' decisions, approximately an hour after the decisions were made.

On the afternoon of April 23, after two days of competitive business of operations, 12 seven-year-old companies submitted their final business decisions to judges; and four top companies were selected.

The University team's company distributed dividends and showed a steady profit throughout its life. At one time the company was threatened by a "strike" but

negotiations were made with the union before the strike developed.

Associate professor of business Leslie Shaffer worked with the University team as their advisor throughout the business simulation program. He said that it was a "great learning experience" for all of the students who took part in the program.

The University students whose company was rated a top industry plan to present a plaque they received to the dean of the University school of business administration on Business Administration Day.

Sophomore Class Primary Election Ballot

Ballot P

VOTING INSTRUCTIONS: Vote for one candidate for each office. Mark ☐ with X.

Sophomore Class President

- ☐ John Abramson
☐ Chris Mullmann
☐

Sophomore Class Vice-President

- ☐ John Eason
☐ Stanley Wolf
☐

Sophomore Class Senate Representative

- ☐ Douglas Glover
☐

A.S.U.O. Primary Election Ballot

Ballot P

VOTING INSTRUCTIONS: Punch with end of pen or pencil. Make sure the punch hole is clean or the computer will not count it. Do not bend or fold cards. **Vote for one group.**

ASUO President & Vice-President

- [] Henry H. Drummonds
Lee Bollinger
[] Bill Hansell
Mike Donahue
[] John A. Ressler
P. Kirk Aronstam
[]

Vote for seven candidates.

Senator-at-Large

- [] Robert Caufield
[] Ed Davis
[] Gordon Empey
[] Randy Gregg
[] Errol Hammond
[] Hal K. Kingslien
[] Emily Lynn Knupp
[] Roger Leo
[] Dave McCloskey
[] Tom Mesher
[] Paul A. Tuttle
[] Bart Poston
[]

TODAY'S STAFF

Night Editor: Jim Sellers
Desk Editor: Chris Florea
Reporters: Jean Snider, Jaqi Thompson
Proofreader: Mike Buck.

To Discuss Viet Policy

The ASUO Senate's Public Affairs Committee will meet at 6:30 p.m. today to discuss a resolution concerning the War in Viet Nam.

Junior Class Primary Election Ballot

Ballot

VOTING INSTRUCTIONS: Vote for one candidate for each office. Mark ☐ with X.

Junior Class President

- ☐ Scott F. Farleigh
☐

Junior Class Vice-President

- ☐ David Bohlman
☐ Michael Retzer
☐

Junior Class Senate Representative

- ☐

ASUO Constitutional Amendments

Ballot P

VOTING INSTRUCTIONS: Vote either Yes or No. Mark ☐ with X.

Article IV Section III

(insertion and addition to present constitution)

No member of this association shall concurrently hold or be a candidate for more than one elected office under this constitution or any other elected position in organizations included under the ASUO budget.

- ☐ YES
☐ NO

Article VII Section I Clause 9

(addition and insertion to present constitution)

One representative from the international students.

- ☐ YES
☐ NO

Article VIII Section III

(addition to present constitution)

Clause 1

The freshman class president and vice-president shall serve officially from the time of elections fall term until the end of spring term of the following year.

Clause 2

The senior class president and vice-president shall begin serving officially at the end of spring term.

Clause 3

The sophomore and junior presidents and vice-presidents shall serve officially from the end of spring term until the end of spring term the following year.

- ☐ YES
☐ NO

Article VIII Section III Clause 2

(addition to present constitution)

The freshmen men's and women's dormitory representative shall be elected during fall term elections and shall hold office until the end of spring term the following year.

- ☐ YES
☐ NO

Article IX Section II

(addition to present constitution)

Ex Post Facto. Ex Post Facto rulings on any passage contained in this constitution are prohibited.

- ☐ YES
☐ NO

Article VIII Section III

(deletion from present constitution)

... who shall hold office until their successor is elected.

- ☐ YES
☐ NO

Blood Bank

The Lane Memorial Blood Bank needs the following types of blood for its special account which serves the faculty, students and staff of the University.

Donor hours are 1:30 to 4 p.m. Monday, Tuesday and Thursday, and by appointment from 3 to 7 p.m. Friday. The Blood Bank is located at 790 E. 11th Ave., next to the Mayflower Theatre. Phone 345-0336 for further information.

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2	O Positive
1	O Negative
2	B Positive
0	AB Positive

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