

\$15 dues buy security

Program helps people 'In A Pinch'

By MIKE LEE
Of the Emerald

It's late at night and you're stuck on a lonely highway. Your tire is flat, your spare is missing and you're worried you'll be gouged at the repair shop.

Russ Ross was caught in that position late last year. "Wouldn't it be nice," he thought, "to have one place to call where someone could take care of the problem for you?"

He'd heard of "Rent-a-kid" in Seattle and "Rent-a-slave" in San Francisco, but those were only flashy errand services. He thought he could go the idea one better.

So along with partner Jim Bartleson, Ross, the president of Venture Resources, a cosmetics and oil-additive marketing company, opened the "In A Pinch" service last February to help people get out of binds — at a price.

For a fee of \$25 a year for families and \$15 for individuals, Pinch supplies a 24-hour "rescue" service from anywhere in Oregon. And when a subscriber calls needing a babysitter on short notice, Bartleson says, one can usually be found before he hangs up. Or if someone's car runs out of gas, a phone call can quickly secure delivery of a couple of gallons. For those with a tendency to lock themselves out of house and car, Pinch keeps spare keys in an office safe.

Some pinches require more than just a wrench or some pe-

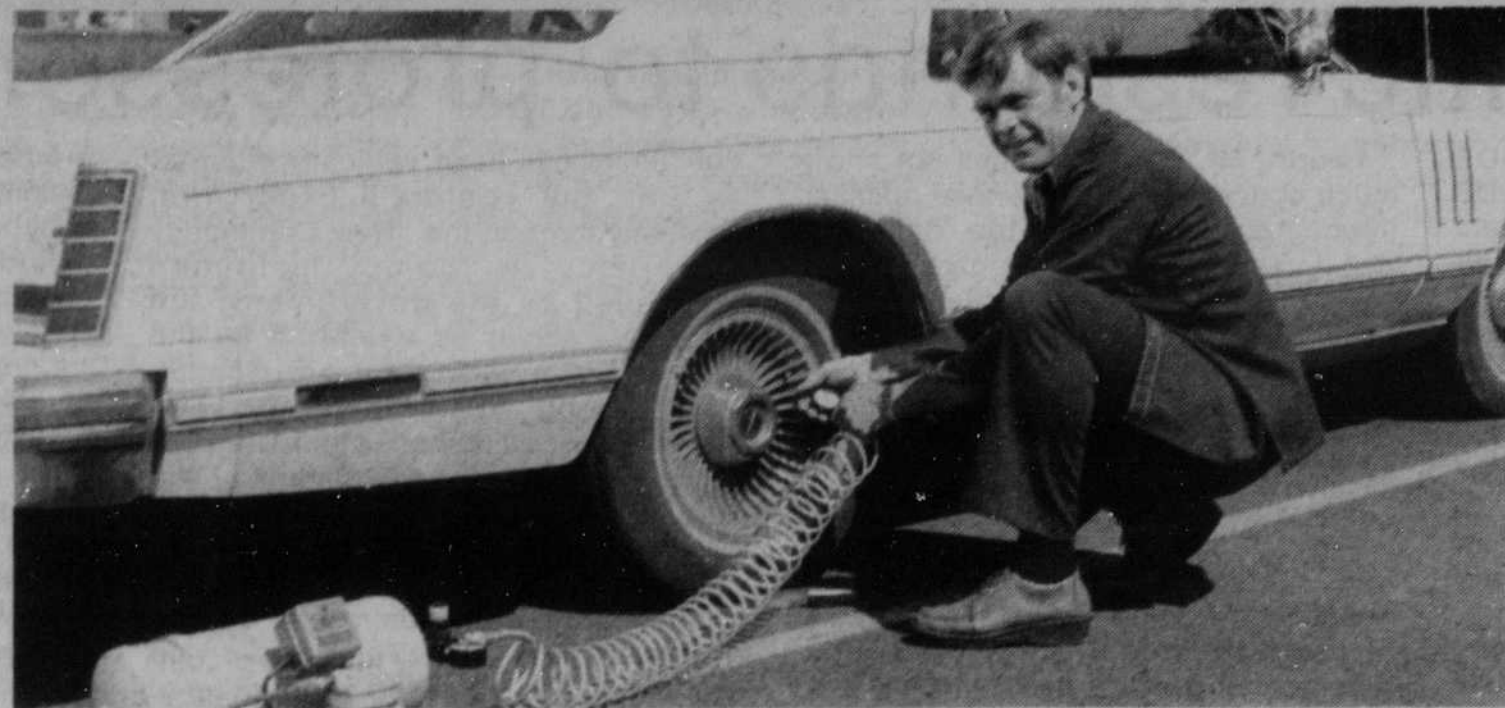


Photo by Jeffery Burns

Jim Bartleson goes to the rescue for one of his clients whose tire needs air. He and partner Russ Ross have a service ideally suited to those who find themselves locked out of cars and homes,

without babysitters or in some other tight spot. Their agency, "In a Pinch" is at least one step ahead of such services as "Rent-a-Slave" or "Rent-a-Kid."

trol. When a subscriber calls with a pinch the pair can't handle, they refer to a list of various "experts" from the state, ranging from plumbers to chimney sweeps.

But what keeps Pinch from being just a \$25-a-year yellow pages? Ross says that businesses will often give subscribers a discount on services as a "fee" to Pinch for the increased business, though the only cash Pinch gets is from subscribers.

After the service is completed, Pinch calls the subscriber to find out how well the business performed. This way, according to Bartleson, Pinch will know whether to refer that business

again.

When they started Pinch, Ross and Bartleson worried about the type of calls they would get. "We thought it would be abused," remembers Ross. "We were expecting calls from party-goers in Veneta saying" — here he slurs his voice — "Hey, we need more wine..."

Their worries, however, proved needless. Now with about a thousand subscribers, neither the pinches nor the volume of calls has been as bad as the two expected.

Their strangest pinch, believes Bartleson, was from a woman who needed to take her dog to the veterinarian for some shots. She was able to get her

dog into her car, but couldn't drive and handle the animal at the same time. When she called Pinch, she was presented with the options of a dog sitter to ride along and hold Fido down or a vet who made house calls.

"We usually respond to Pinch subscribers only," says Bartleson. "They are the people who plan ahead for an emergency." The partners are thinking of charging a \$5-a-pinch fee to non-subscribers. Ross says non-subscribers who

are helped out of a pinch usually don't join.

One woman, he explains, ran out of gas on Delta Highway and called Pinch for help. They drove a couple of gallons out to her. She thanked them for the help, but said she didn't feel she needed to subscribe. Returning to her own car, she discovered that she'd locked herself out of it.

She subscribed.

Most of the subscribers are women, says Bartleson. Retirees and widows like the security of knowing there's someone to call if they have a problem, he believes. None of the subscribers, he adds, are under 25.

Pinch is currently negotiating three other franchises in Oregon, according to Bartleson. They have been running a low-key advertising campaign to see if they can handle the volume, but they plan to step it up soon. Even so, they don't expect much extra action.

One time, says Ross, a television crew came out to the Pinch office to film an actual pinch-in-progress. Reporter and mini-cam were poised to follow Pinch in action, but the phone never rang. As the pair and the TV crew discovered, there are some days when nobody gets in a pinch.

Motion to modify requirements orphaned when quorum fades

By GLENN BOETTCHER
Of the Emerald

The University Senate lost its quorum Wednesday before deciding whether to modify graduation requirements for a bachelor of science degree.

The requirement change was the last of three motions on the agenda, and when a number of senators left during a short break in the meeting, the final item could no longer be considered.

History Prof. Robert Berdahl's motion, which contained six parts, will now be dealt with at a special meeting scheduled for 3:30 p.m. Friday in 229 Law.

The purpose of the motion, said Berdahl, is "to try to coordinate University requirements with those passed by the College of Arts and Sciences."

At present there exists considerable disparity between BA and BS degree requirements, he added, and the college faculty felt that difference should be corrected.

During the two hours they still had a quorum, Senate members did vote 14-7 with six abstentions to recommend to the University Assembly a motion that would create an experimental class-review process. By that process departments could request a Curriculum Committee ruling on whether an experimental course duplicates an existing class. Such duplications could

then be excluded from further offerings.

Linguistics Prof. Dale Sloat, who presented the motion, said it is intended as a touch-up measure to provide some sort of quality control for experimental course offerings.

"We see it (being) activated only in extreme cases," he said, adding that he sees duplications as a serious — and inherent — problem.

After a lengthy series of debates and amendments, the Senate endorsed SUAB chairer Jess Barton's motion, which if approved by the Assembly next week, would request that each department or college within the University submit to the ASUO course guide descriptions of courses numbered 50-499. Courses numbered 199, 401-406, 408, 409 and those offered only to students majoring in a particular department or school would be excluded.

Some senators argued that the change sought by the motion will offer students a valuable service by helping them understand what they will be taking before actually enrolling for a course.

However, it was noted that the motion, even if finally approved by the Assembly, may be invalidated by previous Assembly legislation concerning course descriptions.

In the course of the meeting, the motion was amended four times for a variety of reasons, including changing it to read as

a request rather than a direct order.

University Provost Paul Olum said the ASUO may be required, before the University will allow departments to release course descriptions, to print a disclaimer in The Guide to avoid legal problems. Olum said that in the past problems have arisen when courses described in The Guide differed from those actually offered.



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