

Taber goes back to the fast lane

By Steve McCurdy
Of the Emerald

He sits with a cigarette in one hand and papers in the other. His blue suit and polished black shoes break the conventional but casual dress code of most University professors. He appears fidgety, rolling his pencil between his hands and moving papers around on his desk top.

A student knocks and enters his office with a late assignment, but Bob Taber, assistant journalism professor, will not accept it. The paper is late, and Taber will not make any exceptions.

"I'm just preparing the student for the working world," Taber says.

Taber, who has taught at the University since 1980, will go back into the "working world" this July as director of management development at a New York-based national trade association. The Association of National Advertisers has a staff of 25, researching ways to make advertising more effective, Taber says. He adds that his position will include consulting top advertising companies in the country.

"My job is like teaching because I will be designing seminars, workshops and the like for clients involved in the company," Taber explains.

Taber applied for the job when a colleague from a previous job in Seattle contacted him about the available position and told him teaching and professional experience were the prerequisites.

Taber says the school environment is not competitive enough for him, adding that the only incentive in teaching is acquiring tenure.

"Why work harder if there is no incentive to do so? You don't get paid any more, so why bother? This attitude is pervasive among some faculty, and it is understandable," Taber says.

"Because of a lack of direction, there is little pressure to make things happen. I'm an achiever. I like to make things happen and change," he says.

"In the ad business one is able to work with more money and more professionals. I like that aspect because with that combination, one is able to accomplish a lot."

Taber adds that his change in jobs is also motivated by his need to live in a more progressive city than Eugene.

After Taber finished his undergraduate degree at the University of Idaho, he transferred to graduate school at the University in 1971. He says Eugene seemed like a good-sized city.

Taber looks forward to the "challenge" of working in New

York. "You have to be sharp, quick and have lots of energy. It is continually stimulating," he says. "You are always surrounded by sharp, enthusiastic people. In New York you have to have an edge in life, and you cannot keep this edge in this kind of environment."

"Besides, I'm too young, career-wise, to stay in this kind of environment," says the 35-year-old professor.

Taber adds that the job offer was hard to turn down, since he will earn more in one year at the association than he would in But Taber admits that teaching was something he always wanted to do.

After receiving his master's degree from the University in



Bob Taber

1973, Taber spent five years as an account executive at advertising agencies in San Francisco and Seattle. In 1978, he moved to New York and worked for N.W. Ayer, the oldest advertising agency in the country.

In May 1980, Willis Winter — one of Taber's former University journalism professors — told him about a teaching job at the University, and Taber took it.

"Originally it was a temporary job for a year. But I liked it. And apparently they liked me, so I stayed," Taber explains. "But it's time to go back to work," he adds.

Winter is heading the search committee for Taber's replacement and says that no one has been hired for the position yet.

But Taber says his career in teaching may not be over for good. "If I do decide to teach again, it will probably be to retire."

EMU budget to face IFC action

The EMU and its various programs met the Incidental Fee Committee on Wednesday to discuss the organization's 1985-86 budget request — a figure representing more than \$1.2 million in student fees.

Last year the IFC allocated approximately \$1,227,045 to the EMU, the larger percent of which went to its administration and house branches. The EMU's current request, to be decided at the end of tonight's 5 p.m. hearing, does not yet include subsidies for on- and off-campus child care facilities, which totaled \$45,000 in each of the past two years.

Groups within the EMU's administration to approach the committee included the EMU Main Desk, seeking \$13,533 for next year; the Craft Center, requesting \$14,350; Club Sports, whose new budget request is \$47,453; the EMU Board, seeking \$3,919; and Program Administration, asking for \$296,647; the Cultural Forum, requesting \$72,720; and the Program Consulting Office, seeking \$4,990.

While the EMU's Food Services, Recreation Center and Print Shop are included in the budget, no funds are being sought for next year as the groups' projected incomes either meet or exceed their projected expenses.

At today's hearing, the committee will review the Outdoor Program's budget request of \$20,860 before voting on the EMU's overall budget. The meeting will be held in Room 337 EMU.

et al.

MEETINGS

PRE-LAW STUDENTS: There is an important meeting today at 4 p.m. in Room 164 Oregon Hall, regarding the internship program in Lane County law firms for interested students.

WOMEN IN COMMUNICATIONS meets today at 4:30 p.m. in Room 307 Allen Hall. It is important that everyone be there to discuss this month's program and officer elections.

HAWAII CLUB MEETING tonight at 7 in Room 112 EMU. We will discuss our banquet, elect new officers, etc.

ASKLEPIADS meet tonight at 7 in the University Inn lounge. The meeting will include discussion of a new date for the Portland trip.

LECTURES

ASUO PRESIDENT JULIE DAVIS will give a slide show presentation on her re-

cent visit to Nicaragua today at 11:30 a.m. in the EMU Forum Room.

ROBERT SANFORD will present a lecture titled "Men and Women: Sex and Power" tonight in the Carson Hall Gold Room at 7 p.m.

MISCELLANEOUS

MEN AGAINST RAPE will present a movie tonight at 7:15 in EMU Century

Room B. The movie will be on acquaintance rape.

Deadline for submitting *Et Als* to the Emerald front desk, 300 EMU, is noon the day before publication. *Et Als* are run only once, depending upon space availability. Events with a donation or admission charge will not be considered. Events occurring nearest the publication date, and campus-originated events will be given priority.

emu

What do the EMU Skylight Refectory and an Italian restaurant in Rome have in common?

- ☒ Fine Italian food prepared fresh daily
- ☒ Relaxing, pleasant atmosphere
- ☒ Red & white checkered tablecloths
- ☒ A view of the Roman Colosseum

STEP UP TO THE SKYLIGHT REFECTORY AND DISCOVER THE FLAVOR OF ITALY

Check CLASSIFIED section for today's special!

Fine, quick cuisine at reasonable prices

International Desserts Too!

Located a cloud or two above the EMU Main Desk
Open: Mon.-Fri.
10:30am to 2pm



UO Bookstore

Interested in Gardening?

Come in and meet
STEVE SOLOMON

Author of
Organic Gardening West of the Cascades
Growing Organic Vegetables West of the Cascades
Owner of Territorial Seed Company

WEDNESDAY MAY 1 12:00 to 2:00

- Autograph Party • Seed Packets for Sale •
- Pep Talk on Gardening •
- Drawing for May Basket •

UNIVERSITY OF OREGON BOOKSTORE
895 East 13th Ave. 686-4331

Weekend
Special
\$27⁰⁰

200 FREE MILES
Pick up on Friday,
Return Same Time
Monday

A-WAY
RENT A CAR

683-0874
#7 Coburg Road
Some Restrictions