

Maturing baby boomers will help improve economy, speaker says

By Joseph Menzel
Of the Emerald

As "baby boomers" mature, the U.S. economy will improve, Roger Engemann told business students Friday.

Engemann visited the University under the business school's Executive-in-Residence Program, which brings executives to the University to provide students with a working professional's perspective. About six executives come to campus each year to attend classes, lectures and to discuss their fields of business.

Engemann, a University alumnus, is the founder of his own investment firm in Pasadena, Calif.

"We haven't had (high) inflation since 1982, and we won't have any more inflation for 25 years," he said.

When members of the baby-boom generation, which includes those born between 1946-1956, first entered the job market in their 20s, they had a tremendous voice in the political and economic realm because of their significant size, Engemann said.

At first, this group had a lot to learn about the business world because its members were just learning their jobs, he said. The boomers were nice and wanted to solve our problems like pollution and poverty.

Their attitude was, "Let's eliminate the business cycle to do away with inflation," he

said.

While these people were altruistic, they were too young to realize the cost of what they were proposing, he said.

Because of their vast numbers, the baby boomers were influential in choosing the political leaders who best exemplified their way of thinking, Engemann said.

"We went from Eisenhower who said 'never' to Kennedy who said, 'Yeah, let's do it.' Reagan ran for president in 1964, but his name was Goldwater. If Kennedy ran today, he'd be laughed at," Engemann said.

"Regardless of whether they are Democrat or Republican, these guys (candidates) will start sounding the same to please this group," he added.

As the baby boomers grew up, they became less idealistic and more realistic, he said. And the attitude change led to economic improvement, he said.

"Now boomers are constructive members of society," having learned to do their job more efficiently, he said. "They are married with a home mortgage and a concern about their family's future. Lastly, they are paying more taxes as they get older."

Only one thing could spoil his optimistic attitude about the U.S. economy in the years to

come, he said.

"If the supply of money grows, my mind will change. If money grows, there will be more inflation," he said. However, this is not likely to happen because the baby boomers won't allow it, he said.

Engemann also discussed the implications of the new tax law passed a few weeks ago.

"When we changed the tax policy, we have coddled the rich; we are rewarding the successful," he said.

For these reasons, the baby boomers have become increasingly concerned about saving money for the future, Engemann said.

The old tax policy was unfair because it forced successful companies to pay a higher tax rate. Under the new policy, weaker companies now must get stronger or fail. "That's how the free enterprise system works," he said.

"These people have little faith in Social Security; they know they have to depend on themselves," he said. This concern has led to a downward trend in the inflation rate.

Engemann likened the cycle of the baby boomers to "a rat going through a snake." Political candidates will now have to present platforms that will cater to the baby boomers' concerns of saving money, he said.



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New satellite dish will increase range of programming available to University

By Tonnie Dakin
Of the Emerald

Students, faculty and staff will have a chance to explore new avenues of learning with the University's recently acquired remote-control satellite dish.

The University's satellite will be within the "geographic footprint" of 19 satellites positioned in space, said George Bynon, director of the Instructional Media Center.

A geographic footprint is the area of reception of signals coming from other satellites, Bynon said.

The signals are sent from an uplink, or sending station on earth, to a satellite in space back to downlinks, one of which is the University's satellite, he said.

"This is a much more efficient method of sending messages than anything that is ground-based," Bynon said.

This wide reception range will allow for the optimum number of signals to be received, he said.

"The satellite will be able to pick up every signal being

beamed in the Western Hemisphere unless they're scrambled or coded," Bynon said.

The satellite has virtually limitless uses, from the reception of foreign language broadcasts to teleconferences across much of the globe, he said.

"What we'll be able to do now is to take advantage of vast amounts of information available within the guidelines of copyright use," Bynon said.

For example, the dish can pick up and monitor transmissions from Mexico or Canada, which then can be played for students as an example of actual foreign language use, he said.

"We intend to take advantage of all the information we can use," he said. "It (the satellite dish) will have broad-based applications across all fields."

The satellite dish, which cost about \$6,000, was purchased by the University from Keen Communications Co., Bynon said.

The signal from the dish will be cabled directly into the IMC's television facility. The

dish, which is four meters in diameter, will be positioned on the west end of the roof of the University Main Library sometime in November, Bynon said.

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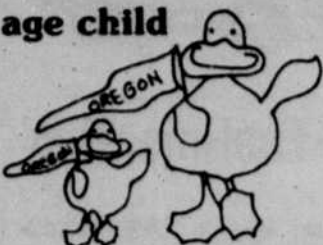
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