

# UO BOOKSTORE

## ★ BOARD OF DIRECTORS ELECTION ★

AT  
EMU &



UO  
BOOKSTORE

ELIGIBLE VOTERS INCLUDE CURRENT UO STUDENTS, FACULTY, AND CLASSIFIED STAFF MEMBERS.



## CANDIDATE STATEMENTS FRESHMAN POSITION • VOTE FOR ONE

### Anthony Corona

My name is Anthony Corona and I am running for the Freshman Board of Directors position. There is a great demand for better service and quality control here at the University of Oregon. There are also many faults with the way in which our bookstore is run. That is why I am running for a Board of Directors position. I feel that I can only do my best to help out all the students here at the University of Oregon in making our bookstore even more efficient and worthy of our business than it is now.

Many, if not most of the books which we are required to read and learn from are bought through our campus bookstore. Therefore, it would be to the students' best interest to have a place where he/she could find almost anything he/she would need during his/her stay at the University of Oregon. That is my goal. To make the University of Oregon Bookstore better than the rest. Looking one step ahead into tomorrow's promising future is just a single vote away...VOTE ANTHONY CORONA FOR FRESHMAN BOARD OF DIRECTORS!!!

### Bethany Strasburg

Did you know that everyone attending or working at the University is a Bookstore member? I would like to be responsible to all of you by being the next, best (freshman position) member on the Bookstore Board of Directors.

I have the leadership experience in working with active organizations and being a diplomatic liaison between staff and students. I am involved already with many groups ranging from the Honors College to intramurals to the Greek system, and this involvement gives me access to the views and concerns of members. I would be responsive to all Bookstore members by listening to their ideas about what they want, and what should be improved upon.

I want to be involved and serve all members by working with their ideas, along with my own long-range plans for the Bookstore. Some of mine entail; helping solve problems with crowding, being able to supply more books and Greek products, and investigating the idea of computerized book returns.

I want to, and know I can make a difference, for I am a dedicated hard worker, and an effective communicator with much experience. Vote Bethany Strasburg, freshman position.

### Chris Lucier

Hi! My name is Chris Lucier and I'm the candidate for the Bookstores Freshman Board position. Although I'm a mere Freshman, I have a wealth of business experience. My employment at U.S. Bank has been an invaluable educational supplement, which will prove advantageous to you and I as a serving Board member.

Does anyone really know what the Board is for? Probably very few of us are familiar with the Board and its functions. This will soon change, I associate with a diverse "range" of students, from Grads to Freshmen. It is my intention to be highly accessible to everyone at any time.

The Bookstore is ours. This is an important concept and I'll serve everyone with that thought in mind. What's best for the students, bookstore, and the University is of utmost importance. I ask you to remember on election day, that the bookstore is here for you, and so am I. I also ask you, my fellow students, to cast your votes for Chris Lucier. Thank you.

### Craig Thomas

As a frequent visitor of the U of O Bookstore, I have noticed the efficient and effective role it plays in the overall activities of the University. The U of O Bookstore Board of Directors must serve the many needs of the people using it. I feel that I possess the integrity and qualifications needed to represent the diverse student body as a member of the Board of Directors.

The Bookstore has traditionally shown its customers that it wishes to be more responsive to its customers, and along with this notion I would express a proactive attitude towards changes I would like to see adopted. I will lobby for improvements in the long lines at the beginning of each term, a cap on book prices, receive more money on book returns, make available more used books, and improve the quality of sweatshirts.

Having filled and excelled in various positions in high school student body government, athletics, and church activities, I feel confident that my experience along with my motivated, outspoken, and goal-oriented approach to life will make me a qualified candidate you cannot overlook.

### Mary Robertson

Walking into the bookstore can often lead to a lot of unanswered questions. Why do tennis balls cost \$4.45 at the bookstore and range from \$1.00-\$3.99 everywhere else? Does the bookstore really need to carry luggage and dishware? With such a large Greek population, why is there so little Greek paraphernalia? Is there a way to cut the time it takes to buy and sell books?

It's questions like these that have inspired me to run for the board of directors. I would like to see ANSWERS to students questions. I have 3 years experience in retail as an assistant manager. I am also dedicated and have the time necessary for this position.

It's time for the bookstore to be more responsive to students. I would like to see a more selective range of merchandise, better prices when possible, more Greek paraphernalia, and less time spent for students when buying and selling books. Please vote May 2nd and 3rd, Mary Robertson, Freshman Position.

### Jonna R. Wingren

I am running for the Freshman position on the University Bookstore Board of Directors. I decided to run because every position on the board of Directors should have the most qualified person. I am the best qualified, having been involved in the Bookselling Industry for the last seven years. Three of those years were spent as an Assistant Manager at an independently owned local bookstore. In that position I made a great deal of decisions concerning policies of the store. This experience transfers directly to what the Board of Directors' duties are. I have attended the American Booksellers Association National Convention twice in the last five years, and will attend again next year.

In this election you, as the owner of the bookstore, are choosing an employee to run your business in the most efficient, effective method possible. Would you hire a person to run your business who had no relevant experience? No, you would look for the most qualified candidate.

I am the clear choice.

## SOPHOMORE POSITION • VOTE FOR TWO

### Scott Brown

Our Bookstore operates with the purpose of serving its members—the students and faculty of the University. As a student, you have every right to express your ideas and criticisms to the administration of our bookstore with hope that your idea will be discussed and possibly initiated. As a seatholder on the Board of Directors I would do all possible to bridge communication and follow through with your suggestions.

Presently, an important issue of the bookstore is of expansion—both structurally and in products and services. As an architect student with a background in consumer relations, I feel that I would be an asset in both working with an architect to initiate spacial expansion and in creating applicable consumer policies for the betterment of customers.

The University of Oregon's Bookstore is a vital element of our campus. With your vote, I will work to insure that the bookstore's prosperity continues and insist that the allocation of space, the products, and the services will complement the diversity and continually changing needs and desires of the student body.

### Tracy Naber

My name is Tracy Naber. I am currently a member of the ASUO Executive as Assistant Finance Coordinator. I have had experience working with many students and student groups throughout the IFC budgeting process. I am also a member of the LTD Student Transit Council and the Academic Requirements Committee.

I would like to represent the student body as a member of the Bookstore Board. The board gives students an opportunity to have a voice in the running of a business that directly affects them. As a representative of the student body, I would work to expand the guaranteed book program and to make the Bookstore more responsive to the needs of the students. Vote Tracy Naber—sophomore position on the Bookstore Board of Directors.

### Scott Dunlap

Most of us find ourselves in the Bookstore on a daily or weekly basis, buying texts or supplies, picking up a quick snack, or checking out the latest magazine. The Bookstore is an integral part of campus life. It serves a large and diverse campus population, and mostly serves us well.

One of the least fun times in the Bookstore for students is registration week. Everybody has a different collection of textbooks and supplies to buy and most of us are trying to make each dollar go as far as possible. The lines are long and it seems like there must be a better way!

There are ways to improve Bookstore services for students. I believe a larger selection of used texts and a higher discount rate would save the student body as much as \$1,000,000 per year (approximately \$200 per person). We should be able to accomplish these savings and still offer the other services we value at a good price.

As a Board Director, I would listen to what you want and work for improved services for all students. I am confident that through my management experience and willingness to work, I can make a positive difference.

### Clint Weiler

Ending my sophomore year I have become more eager as time passes to become more involved with this University. I am currently a supervisor for registration and enjoy the responsibility of working with both my supervisors and subordinates. The pleasure I receive working under these circumstances comes from working well with people. I look for respect when given responsibility but also give plenty of respect to authority. I work hard for my goals and I believe if something is to be accomplished everybody must play a role and work together.

My expectations of holding a seat on the Board of Directors is to be intensely involved with the expansion of the Bookstore. Along with the structural expansion of the Bookstore I would also like to see an expansion of service in order to handle the big rush at the beginning of each term. These are general ideas that have surely been raised, and with an excited attitude and an ability to work hard I can help the Bookstore move toward progress in the future. With this in mind I will accept your vote as an invitation to improve the bookstore for everybody.

### Rick Luetenhaus

Two years of my service on the Board of Directors will mean this for you: (1) Authentic progress toward meeting the special needs of all members while keeping the operating costs to a minimum, and (2) the immediate resolution of complaints or problems that impede our abilities to serve you better.

In 1986 JCPenney flew me to their corporate headquarters in New York to meet with one of their CEO's—Robert Gill—because they believed that I will be one of the nation's future leaders in merchandising. In my free time I have started my own small business with the same two objectives that are necessary at the University Bookstore: Provide all students with quality products at the lowest possible price.

If you have any questions regarding my qualifications please call 343-7384 and leave your name and phone number. I'll get the message and will try to provide you with the information that you need. I plan to be equally accessible if elected to the Board. Many candidates will spend a lot of money for your vote. I will spend less than \$5 to inform you about me.

### Carl Zingmark

I am running for the two-year sophomore position on the bookstore Board of Directors. I am interested in this position because the University of Oregon Bookstore is one of the best in the country and I would like to take part in its management.

If I am elected to this position I will work on:

- increased handicap access with an elevator
- install extra lighting in the darker areas of the basement
- increase amounts of used course books
- increase advertisement for the EMU and Portland Bookstore
- more coupons in the Oregon Daily Emerald

These are just a few of the issues I have in mind. I will work hard to represent student interests because it is your bookstore. Remember me, Carl Zingmark, on the elections of May 2nd and 3rd.

### NO STATEMENT Erik Lund

## GRADUATE POSITION

### Walter R. Wittkugel

Did you know it's OURS? As UO students, we are privileged to own our store. It is not owned by the administration; it's a non-profit co-op belonging to "every registered student, every faculty member", "every classified and management service member of the University of Oregon." You're thinking... "that's nice, but what does it mean to me?" It means YOU can have direct impact on what happens in your bookstore. Your input, ideas, and suggestions are valued, and necessary to provide service and product selection you want. You ask: "How can I make a difference?" VOTE! Vote WALTER WITTKUGEL. I ask for your vote. I'm committed to listening to what YOU want, working on keeping bookstore prices down, providing best possible selection of used books and other merchandise, improving accessibility for the physically challenged. What new products do you want? Drop your ideas in suggestion box (2nd floor stairwell). You can make a difference. My 3 years experience in retail customer service, 1 year airline public contact experience, and 3 years Better Business Bureau Consumer Arbitrator experience qualify me to make your bookstore what YOU want it to be. WALTER WITTKUGEL—"Working for You." Vote TODAY at the EMU or bookstore.

1. Articles of Inc., U of O Bookstore, Inc., Article IV.

## NO STATEMENT

Lisa Webber



## FACULTY POSITION

### Carol Smith

#### Theses on the Bookstore

- I. Faculty members are one of three publics the bookstore serves. Are their needs met?
- II. Faculty comment and behavior suggest not.
- III. Faculty members look to the bookstore to satisfy both nonreading and reading needs.
- IV. With respect to the former, there are needs for cards and stamps, Duck memorabilia, snacks, Kleenex, cigarettes, tapes, tennis balls, calendars, etc.
- V. Faculty nonreading needs are probably well enough met.
- VI. More important, however, are faculty reading needs. And as people of ideas, intellectuals, scholars, and teachers, faculty needs here are quite broad.
- VII. They include a good backlog of scholarly books across the various disciplines; a diverse selection of serious fiction and nonfiction trade books; a variety of newspapers, magazines, journals of opinion, literary reviews, and scholarly periodicals; reasonably priced coursebooks; and reference books.
- VIII. The scholarly reading needs of faculty could be better satisfied.
- IX. "Where are the books?" is a traditional faculty complaint about university bookstores.
- X. But what is a bookstore for? Further, what is a university bookstore for?
- XI. Faculty have only complained about the bookstore, in various ways; the point, however, is to help change it.