



JESPER CHRISTENSEN, UNIV. CHRONICLE, ST. CLOUD STATE U.

St. Cloud State U. student Tony Jacobson sells space to more than 300 advertisers.

St. Cloud State U. student makes \$60,000 with bathroom wall advertising business

By Nancy Stuntebeck
 ■ University Chronicle
 St. Cloud State U.

A St. Cloud State U. student has turned bathroom walls into a \$60,000 venture. Tony Jacobson plasters the walls of over 100 restrooms in Minnesota with advertisements. The marketing major leases restroom wall and stall space from restaurants, nightclubs, convention centers and sports clubs, and then sells the space to local advertisers.

Bathroom advertising is a relatively new idea, with only a few agencies across the country. Jacobson and his partner, James Arabanos, became interested after hearing about one such company in Florida. They founded A.J. Enterprises in December 1987.

"People saw A.J. Enterprises as a fly-by-night idea," Jacobson says. "It was hard to get our foot in the door because we were a new company, and our concept was difficult to grasp."

The company now boasts a clientele of more than 300, and it has been featured in more than 20 newspapers and Advertising Age magazine. Jacobson has set up his main office in Minnetonka with branches in Minneapolis, St. Paul, Duluth, Rochester and Bismark, N.D.

With the company's incorporation in January and financing from a major advertising agency, he hopes to expand his business throughout the Midwest and possibly nationwide. He also expects to increase his first year sales of \$60,000 by five to 10 times.

Jacobson attributes his success to hard work, experience in selling and his willingness to take a risk. "Starting the company was a risk because I was still in school.

"We started the company with nothing. I saw the opportunity and liked the idea of working for myself instead of for someone else."

Jacobson likes the title entrepreneur, saying college students are not encour-

aged to start their own businesses. "College students are geared too much to corporate America. They are not given a positive image of starting small businesses," he says. "The experience I'm gaining can only open up doors for me in the future, and my biggest worry after graduation isn't landing a job.

"This has opened my eyes to so many opportunities. It shows that you can be successful at anything."

IT'S ACADEMIC

Doing time . . . Some Washington State U. criminal justice majors gained firsthand experience this summer by living and working at the county jail. Six students received room and board in exchange for 32 hours a week as correction officers. The students eased the load on the jail staff by preparing meals, performing janitorial work and supervising inmates. ■ Edward M. Hunt, *The Evergreen*, Washington State U.

An alternative to med school . . . Students interested in health-related professions will find an unusual option in Flagstaff this fall, as the country's second school of midwifery opens its doors. According to Joan Remington, a licensed midwife and academic director, the school will be structured similarly to the only other school for midwives in Seattle. The 10 to 12 students admitted each year to the three-year certification program will take classes in genetics, embryology, family planning, pharmacology and anatomy. In addition, they will be required to complete a minimum 1,000-hour clinical program. Applicants must have completed two years of college with a cumulative grade point average of 2.5 or better. ■ Sonya Goodwin, *The Lumberjack*, Northern Arizona U.

Course overload . . . A Pacific Lutheran U. student who completed five majors in four years graduated in May after averaging 26 credits per semester. During the spring of his junior year, Christian Lucky carried 33 credits toward his majors in German, philosophy, history, classics and English. Lucky has been accepted to five law schools, including Duke, Virginia, Columbia, Harvard and Georgetown. ■ *The Western Front*, Western Washington U.

STRESS BUSTERS

JOE CEPEDA, DAILY FORTY-NINER, CAL STATE U.

Student massages provide stress relief

By Kerry Kane
 ■ The GW Hatchet
 George Washington U.

After a long day of tense studying, George Washington U. students can call Stressbusters.

Described as "the Ivy League's answer to stress relief" by its founder, Steven Douglas, Stressbusters is a student-operated massage service with branches at the U. of Pennsylvania, Yale U., Harvard U. and Southern Connecticut U. Students on these campuses are trained by Douglas in five forms of Swedish reflexology. They then offer an hour of their services for \$20. The masseur or

masseuse earns \$10. Students can choose either a male or female to perform the massage. Customers also design their own technique, choosing from 21 steps Stressbusters offers.

The service benefits both the clients and the students who are employed. Douglas says, "It's students servicing students." He personally hires and trains all the student employees, including a student manager for each campus.

"A lot of times, the person calling for a massage will know the person answering the phone. It helps relax a person and makes it a lot more fun when you actually know the person who's giving you the massage."

Douglas founded the service at Yale U. in 1983 when many of his friends in the graduate drama department complained

of sore shoulders, necks and backs. The 28-year-old recruited 50 Yale students, who worked as little or as much as their schedules permitted.

Douglas said he prefers working through college campuses because he thinks students appreciate the service more than other age groups. "Students are fun," he said.

Plans for starting Stressbusters at Trinity College, Catholic U. and Georgetown U. fell through — "I think mainly because of the religious objections," Douglas said.

However, Douglas says the safety factor is an important plus in his business. Students "can be comfortable with what we're doing. We try to create a very relaxed atmosphere."

Stressbusters has not received any complaints to date.

Course challenges MBAs on ethics

By Heather Maher
 ■ The Daily Iowan
 U. of Iowa

A recent study of ethics education in graduate business schools found that most schools now require education in ethics. But only 12 percent of schools have a separate course that teaches just ethics, according to the Ethics Resource Center survey.

The U. of Iowa's MBA program is part of that 12 percent, requiring all its MBA candidates to take the course "Society, Law and Business."

Taught by associate professor Nancy Hauserman, the class tries to teach ethical decision-making rather than to simply dictate to students which specific business practices are right or wrong.

Hauserman said the MBA students she teaches are sensitive to the lack of respect their career choice may bring them. "I think more students today are aware of a lack of ethics in business or of a perception of that. I think that the public thinks that both business and government suffers from this, and MBA students aren't anxious to fall into that. I don't hear a lot of people say 'Give me a million dollars

and forget the ethics.'"

Fostering awareness is a primary goal of business ethics studies, and understanding the need to carefully weigh decisions made at the corporate level in terms of how ethical they are is an important part of gaining such awareness. But the associate dean of graduate programs in the College of Business, William Greer, says ethics can be difficult to teach.

"We can give students a list of rules, but we want them to think about problems for which there are no rules, think about how to treat their fellow humans well," he said.

FRAZZLED



Credit

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Letters begin to arrive from Texaco, Exxon, Citicorp, Fleet, Bank of America . . . You begin to dream about credit card offers.

And then from the credit card companies, other people get your name and mailing address. Which allows them to get your phone number. Soon every evening at 6:15 you get a phone call from someone who is trying to sell you magazines, fake Tupperware or a trip to the Bahamas.

My only question is this: do these companies really stop offering credit to you when you graduate? I hope so, because I'm running out of little slots in my wallet to put the stupid things in.