



BRYAN HULSEY, THE BUCHTELITE, U. OF AKRON  
Jim Wagner and Todd Thompson

## Seabies

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Wagner will start paying themselves.

"Right now, we owe ourselves money," he said.

Thompson produces most of the artwork for Seabies, which currently consists of two distinct lines. The expedition line features shirts that represent different regions of the world, with all of the writing on the shirts

printed in the area's dialect.

The adventure line offers sporty wear, including clothes with the S Sport logo—the "S" standing for Seabies. Shirts depict different sports, such as tennis or volleyball.

The pair has since expanded their operation. Clothing selections aren't limited just to T-shirts anymore. "We've expanded into cotton pullovers, we've added two new pullover jackets, and someday we're probably going to have pants and probably some shorts," Wagner said.

Concern over the environment has given the entrepreneurs another marketable idea.

"We've come up with a world preservation line. It looks really worn and rugged. The line will depict different endangered species and environmental issues," Thompson said.

The company has grown from advertising by word-of-mouth to distributing through dorms and recently expanded to retail outlets. "We're looking to expand nationally, especially on the West Coast and in the South," Thompson said.

## Donations

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donations for 1990-91 was \$15.9 million, up from \$15.2 million the previous year.

John Hayes, director of development at Dartmouth College, said the economic situation did have some impact, but that the long-term nature of corporate investments was primarily responsible.

"If you looked at a five-year period, the slope of the line is up," Hayes said.

OSU's Eberle agreed. "I would imagine something long-term like a depression would have made a difference."

Corporations, such as automotive giant General Motors, say their game plan allows them to make donations despite the recession.

"The General Motors Foundation was founded in 1976 to maintain a philanthropic presence during economic downturns," said Tom Pyden, a public relations officer for GM. "The foundation helps General Motors maintain a consistent level of giving."

Alumni donations have also gone up at some universities — including a record increase of 42 percent at OSU.

Eberle suggested that the increase in alumni donations can partially be attributed to the fact that college graduates were not hit as hard by the recession as the less affluent.

Officials at other schools said that despite an increase in donations, they noticed more subtle ways the recession had affected how people gave money.

The U. of Michigan Telefund, which solicits money through phone calls to alumni, raised \$3.46 million this year — \$210,000 more than last year's campaign.

Mark Brotherton, program manager of the Telefund, said although the bottom line went up, the recession did change individuals' giving habits.

"People who gave money gave less, but more people gave money this year," he said.

Some schools expanded their outreach efforts to combat the economic downturn.

Rierson at Duke explained, "You need lots of projects in the pipeline all the time. We try to keep our pipeline full."

He said Duke is not attempting to raise as many funds as it possibly can. "We're not in the business to raise more money, we're in the business to raise the best money."

Despite the increase in gifts this year, Sidney Micek, executive director of Corporate and Foundation Relations at Syracuse U., suspects the real test of the recession's impact on donations may be yet to come.

He said most corporate and individual budgets were formed last year before the recession was in full swing.

"This could be a very tough year," Micek said. "I would be very cautious about saying the recession has not affected giving."



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