

Students coffee needs heard

Friederich von Carp
Oregon Daily Emerald

Construction is underway on a seven-seat coffee counter and take-out window that will open early in November at the University Bookstore.

The bookstore will join the University of Washington, Portland State University, and other Northwest universities that already sell Starbucks' mocha, cappuccino, espresso and house-brand coffees. The store plans to expand its hours to include coffee take-out service beginning at 7 a.m.

The bookstore's board of directors decided this summer to invest approximately \$25,000 in the project, most of which has paid for renovations to the first floor food and sundry area where the coffee counter will stand.

"The coffee is allowing this whole food area to evolve," bookstore manager Jim Williams said. "It will be the flagship of our food area."

Williams expects the coffee service, which may employ five new part-time employees and one new full-time employee, to attract revenues of between \$50,000 and \$60,000 before the end of the store's fiscal year on June 30. He said the store's total sales should approach \$12 million this year.

"Part of our strategic plan is to create a neighborhood store, where if you're a student, faculty or classified staff, you can come in and feel comfortable," Williams said. "It seems that with specialty drinks, the demand is fairly large, and Starbucks is

a brand-specific drink that people like."

Jana Oppenheimer, a sales manager for the Seattle-based Starbucks Coffee, explained that she will train counter employees and oversee the coffee's quality control, but that the counter will be completely owned and operated by the bookstore.

"I think it's going to be a phenomenal success, more than they're prepared for," Oppenheimer said. "It's branding. This is the exact place we want to be, these are exactly the people who drink our coffee."

Williams said that customer's requests, collected in suggestion boxes the store maintains on each of its three floors, played a role in the development of the project.

"The food area is one we've had a lot of requests for," Williams said. "We've been real aggressive in our outreach. Our goal isn't to tell you what you want, but to respond to what you ask for."

"We really have to keep our ear to the ground to see what people want," said Arlyn Schaffer, who is the store's merchandise division manager and a 1982 graduate of the University's management program.

"That active suggestion program has been fantastically successful," Schaffer said. "People really do tell us what they want. That's the first thing we do at our leadership team meetings, is read all of those suggestions."

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MEETINGS

ASUO will meet to discuss program finances tonight at 7:30 in the EMU Board Room. For more information, call 346-3749.

Oregon Ballroom Dance Club will meet today at 5:30 p.m. in EMU Century Room D. For more information, call 346-3731.

MISCELLANEOUS

Career Center will begin accepting bid cards and resumes today through Wednesday in Room 244 Hendricks for interviews with the following organizations: BMA Financial Services, Georgia Pacific, Great West Life, Office Depot, Northwest Mutual, Principal Financial Group and Yergen & Meyer. For more information, call 346-3235.

Career Center will offer an office orientation today from 3 to 4 p.m. in Room 221 Hendricks. For more information, call 346-3235.

Educational Opportunities Program will offer a computer workshop for its students today at 1:30 p.m. in Room 116 Education. For more information, call 346-3232.

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