

Former student's company sells restroom ad spots

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Not many business executives would admit that their companies are going to the toilet.

John Koenig, a University graduate who now runs Water Closet Media, is proud to make that assertion. His Portland-based company has cashed in on an idea to sell advertising space in bathroom stalls.

Water Closet Media has placed over 150 "indoor billboards" in restrooms at businesses in the Portland metro area. Koenig has opened a franchise in Santa Rosa, Calif., and Eugene residents will soon see the ads in their stalls.

Koenig will set up billboards at all Gold's Gyms, Stuart Anderson's Black Angus Restaurant and the Rock'n Rodeo in Eugene within six months.

Koenig, who is from Minnesota, said he came up with the idea in Minneapolis. He said bathroom advertising is widely used on the East Coast and realized it was virtually non-existent in the West.

He started the business in the spring of 1993, a year after he graduated from the University. His vice president, Brian Albrich, is also a University business college graduate.

"If I had a job I really wanted to pursue out of

college, I would probably not be doing this now," Koenig said. "I was hired on as an account executive at Oregon Business Magazine and began looking for an idea I could market on my own."

Koenig said it was exciting to see a business grow from an idea on paper to a thriving enterprise. Water Closet Media projects 1994 earnings of \$200,000.

Water Closet Media helps advertisers to target according to gender, reach an audience with money to spend and gain visibility at a relatively inexpensive cost, Koenig said. Each billboard includes up to four separate advertisements.

Karlin Conklin, director of the University's Center for Entrepreneurship, said Koenig was a prime example of the success possible through innovative business ideas.

Conklin said the center was created to help students like Koenig foster entrepreneurship. "We try to link the college with the business community," Conklin said.

The Lundquist Center for Entrepreneurship was founded in 1989 through a \$1 million endowment from Charles H. Lundquist, who in May announced a \$10 million gift to the business college.

POLICE BEAT

The following incidents were reported to the University Office of Public Safety and the Eugene police department Nov. 10 through 15.

• A 28-year-old male transient was arrested Nov. 10 for possession of less than one ounce of marijuana, unlawful possession of a controlled substance, trespass in the second degree and open container of alcohol in public on the 1300 block of Alder Street. According to police reports, an unknown caller reported witnessing a drug deal in the parking lot of 7-11. When an officer approached the suspect, the manager of the store came out and asked that the suspect be arrested for trespass. During the search-to-arrest process, the officer found a bag of marijuana. When the suspect was searched at the Lane County Jail, officers discovered 33 hits of LSD in the suspect's wallet.

• A 30-year-old male transient was cited Nov. 11 for having an unleashed dog on the 1300 block of Kincaid Street.

• A 19-year-old male student was cited Nov. 12 for minor in possession of alcohol, misrepresenting his age and using an

invalid driver's license on the 1300 block of Alder Street. According to police reports, the suspect attempted to use fake identification to buy beer. The suspect said he paid \$50 for the forged ID.

• A 34-year-old male transient was arrested Nov. 12 for an outstanding drug warrant on the 1300 block of Agate Street. According to police reports, the suspect was detained by OPS because he had bolt cutters and apparently was preparing to steal a bicycle.

• A 22-year-old man was arrested Nov. 12 for hit and run and felony driving while suspended on the 1300 block of Agate Street. According to police reports, the suspect said he momentarily lost control of his vehicle and hit a small car. He didn't stop because his license was suspended and he didn't want to go to jail.

• A 30-year-old male transient was cited Nov. 12 for trespass in the second degree on the 1300 block of Kincaid Street. According to police reports, the suspect had been warned several times to not accept money for playing his guitar in front of the Bookstore.

• A 23-year-old male transient was cited Nov. 13 for possession of less than one ounce of marijuana on the 1300 block of Patterson Street. According to police reports, an officer recognized the suspect from a previous drug arrest and asked for permission to search. The suspect consented, and the officer found \$775 in cash and a bag of marijuana.

• A 19-year-old male student reported robbery Nov. 13 on the 700 block of East 16th Avenue. According to police reports, the victim had left a party after a fight with his girlfriend and was walking home. An unknown assailant who came from behind hit the victim in the right eye and stole his wallet.

• A 22-year-old male transient was cited Nov. 14 for unlawful delivery of a controlled substance (marijuana) on the 500 block of East 13th Avenue.

• A 32-year-old male transient was arrested Nov. 14 for trespass and outstanding warrants on the 1200 block of East 13th Avenue. According to police reports, OPS officers found the suspect hiding in a classroom inside Columbia Hall where he had been sleeping.

—Compiled by Joe Harwood



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