

*"Some days,
we go to
Venice Beach
and spend the
whole day
there coming
up with new
ideas for
toys."*

SEAN LEE, CALIFORNIA
STATE U., LONG BEACH,
'93 GRAD

who are so sophisticated they can identify 32 different attributes in a beer? And before you start thinking the panelists are a bunch of drunks, you should know that in each test, they only drink about six ounces of beer. Total.

"What I enjoy about sensory is the connection back to the consumer," Statham says. "Ultimately you're doing measurements on what the consumer sees and tastes."

At General Mills, Thresher works in quality control. Although her job is much like Statham's, Thresher does most of the tasting herself.

"Most mornings I taste about 30 different cere-

als and rate them on flavor and texture," she says. Sounds like a dream job for cereal lovers, but sometimes all those flakes can be too much of a good thing. Referring to the cup she spits each bite of cereal into so she doesn't have to swallow, Thresher says, "The expectorant cup is your friend."

Around the world in 80 days

Ecotourism is the new buzz word in the tourism industry. Sophisticated tourists are no longer satisfied with a seven-day cruise. They want to live in the rain forest, trek through Tibet on horseback and see the flying frogs of Borneo. College students and recent grads are in front of the pack, leading these groups into wild adventures.

In the broadest sense of the word, ecotourism means ecologically sound sightseeing. But the purists' goals include preserving the environment, educating the tourist and creating employment opportunities for the local community.

"Ecotourism is one of the three largest-growing fields in the world economy," says Jeffrey DeVito, an English instructor at the U. of California, Berkeley, and director of Tree Top Explorations. "It's phenomenally lucrative."

Tree Top is a private company that built an observation platform in the rain forest of Costa Rica. Half of the team who went down to build and run the platform were recent college graduates, DeVito says.

Daniel Goodyear, a '94 graduate of Colorado State U., spent his first six months after graduation working for Tree Top.

"It was an ideal situation," Goodyear says. "We lived in a thatch hut right on the ocean. The nearest town was a 45-minute walk down a pristine beach."

Goodyear spent much of his time on top of the 120-foot high platform. He helped lead tours through a "ropes course" up to the platform, where travelers watched wildlife that never comes down to the ground.

"We wanted to educate people on ecology and give them an experience with something they'd probably never do again," DeVito says.

Breaking into the field as a guide may take some time. Taylor Crawford Bucci, who took time off from graduate school at the California Institute of Integral Studies to work for Tree Top, says your best bet is to get some experience as a naturalist. The National Park Service and the Peace Corps are great places to start. Bucci also suggests getting in touch with the Student Conservation Society in Charleston, N.H. It helps place students in five- to six-month internships.

So if you've got green fever and can't imagine settling into the nine-to-five life cycle, ecotourism could be your answer to The Question.

Office or Playground?

It's your first day of work. The second you walk into the office, the receptionist points you toward a door marked "boardroom." You feel your cheeks fire up as you reach for the knob.

As you open the door, "Whoa, dude," involuntarily pops out of your mouth. You didn't expect the boardroom table to be made out of four surfboards.

What?

That's right. In the Los Angeles office of the TBWA Chiat/Day advertising firm, traditional is passé.

It's the dawning of the virtual office. At the firm that created the Jack in the Box restaurant and Energizer Bunny ads, most employees don't even have their own desks.

Gone are the days of proprietary boundaries and corner offices. The new

gig is communal work space. When employees come to work, they check out a low-frequency radio phone (it works just like a cellular phone) and a laptop computer.

Throughout the building, there are study carrels, production spaces, project rooms and sitting areas that resemble living rooms. There's also an in-house library and an informal meeting area called the Club House — the name fits this room decorated with punching bags, trash can lids and stacks of tires. Wherever employees decide to work for the day, or the hour, they can plop down and plug into the computer system.

"It's a very free atmosphere," says Mike Janis, account group assistant and '95 graduate of California State U., Long Beach. "It saves you from monotony, because you can set up in a different place every day. It's part of the flow that helps you keep a free mind." — TS

Photo Courtesy TBWA Chiat/Day

The lounge, er, we mean office.



The next time someone poses The Question, don't panic. Remember, there are opportunities from Kalamazoo to Katmandu — you may just have to look outside the typical realm of jobs suggested for your field. Get creative, and you could be one of the lucky rats who escapes the corporate treadmill — and be the envy of your class.

Tricia Laine graduated with a degree in English. Contrary to the popular belief that all liberal arts majors will either teach or starve, she's gainfully employed as an assistant editor — and she eats three square meals a day.



Guest Expert: Jerry of Ben & Jerry's

On Unusual Jobs:
"I once had a job as a lab technician in a biochemistry lab, where I was smashing up frozen rat brains — in the name of science of course."

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DANIEL GOODYEAR,
COLORADO STATE U.,
'94 GRAD

