

Eugene company hits \$7 million in stock market venture

■ **BUSINESS:** Obie Media Corporation gave the community an inside look into its stock market success

By Daniel Pearson
Higher Education Reporter

The University's Law and Entrepreneurship Student Association sponsored a two-hour presentation by Eugene-based Obie Media Corporation Friday at the campus Law Center to detail the success of Obie Media's first public stock offering, which generated \$7 million within hours of the transaction.

Law and Entrepreneurship Student Association coordinator Tom Tongue said the purpose of the presentation was to provide a unique opportunity for students, faculty and community members to explore the intricacies of a complex business transaction.

"[The presentation] has something for everyone interested in entrepreneurship," Tongue said.

A national stock offering was a long-range goal of Obie Media, but after the company began to fall substantially into debt and observed the success of a similar company's public offering, Obie Media decided to speed up the process in order to stay competitive. The chief hurdle was the short time frame between Aug. 8 and the 1996 Thanksgiving target date by which Obie Media had to complete the paperwork, said Jim Callahan, the company's chief financial officer and treasurer.

"We began by assembling an experienced team," Callahan said. "We needed counsel experienced with the Security and Exchange Commission. Fortunately, we already had an underwriter on board along with accountants who had SEC qualifications."

After filing with the SEC, Obie Media representatives toured the country and met with prospective investors in an attempt to stir interest in the company's stock



Jim Callahan of Obie Media speaks during a presentation sponsored by the Law and Entrepreneurship Student Association Friday.

worth. The entire process was expensive and cost Obie Media \$1 million to raise \$7 million, Callahan said.

"Going public restructures a company's financial position and

causes a lot of emotional stress," Callahan said. "Right now, it isn't doing a lot for us financially."

Obie Media can potentially benefit from the seminar by introducing the company to the public,

Tongue said.

"Obie gets exposure here, which could help the company's stock," he said. "Obie has good numbers, but not a lot of people know about it."

And there were people in attendance who could provide Obie Media with such exposure.

"I do business consulting, and this has given me some insight into their company," Northwest Business Group consultant Bill Dotson said. "I thought the presentation was excellent, and the information provides people with a fascinating success story."

Callahan said he wished more people would have been there to share in the success story of a locally based company.

"The purpose of doing this was to demonstrate the process involved in some of the things students may be studying," Callahan said. "We thought this information would benefit the community."

Job search service to stop at EMU

As part of a national tour of college campuses, JobDirect, a new on-line service targeted toward college students, will make a stop at the EMU today.

The goal of JobDirect is to help college students and recent graduates locate entry-level jobs and internships with prominent national companies.

Three representatives from JobDirect will spend the day handing out literature, showing students how to use their service and recruiting University students to become campus representatives.

The JobDirect bus will be parked outside the EMU from 9:30 a.m. until late afternoon.

Burman to speak at suicide conference

The University Substance Abuse Prevention Program is offering a conference entitled "Suicide Prevention" this weekend. The conference will focus on suicide prevention at both a national and personal

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level.

The keynote speaker of the conference will be Allen Burman, executive director of the American Association of Suicidology in Washington, D.C.

Graduate and undergraduate students who attend the conference will receive two units of college credit.

Enrollment and registration for both days of the conference is \$80 for students, and community members can enroll for \$40 per day.

The conference runs from 8 a.m. to 4:50 p.m. on Friday and Saturday. It will be held at the Lane County Fairgrounds, 796 W. 13th Ave.

For more information, call Miki Mace, UO Substance Abuse Prevention Program coordinator, at 346-3397.

Position: Senate will vote on conduct code

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Luck has been trying to increase the number of standard lights on campus. As Luck was researching the issue, however, she learned the University has already started a four-phase lighting plan that is slated to be completed in three years.

"They are revamping some of the lights and adding more lighting," she said. "The idea got started by the ASUO a couple years ago, and the University got a plan together to get that done. So lighting is something that I had plans to get done, but the project is already under way."

Luck said a major part of her duty as safety advocate is to implement changes in the student conduct code. She has been working with ASUO University Affairs coordinator Jenna Wasson, people from the ASUO Women's Center and other students to change the language of the conduct code to clearly define sexual assault and rape.

The University Senate is scheduled to vote on the acceptance of this new language on May 14. Luck said she believes there is a good chance the changes will be approved.

"The main purpose of changing the conduct code is to send out a strong message about the seriousness of sexual assault and rape," Luck said. "It's an issue that isn't often addressed — and it needs to be addressed, specifically on college campuses."

"I hope that because the new code is so specific it

will make it easier and more comfortable for students to come forward and report when they are sexually assaulted or raped."

An education campaign is being planned to inform the student body of the changes in the conduct code, including why the code is being changed and how these changes will affect students. Luck said this is important because she feels the media has perpetuated misconceptions of the new conduct code.

"I want to do the education campaign to dispel the rumors that students have been hearing," Luck said. "Some students don't have a clear understanding of the intention of the conduct code."

In addition to her work with the conduct code and lighting, Luck has also been involved with the new Tandem Taxi service and the race task force. Also, she formed a safety task force, which brings together students from various student groups to discuss safety concerns.

Although this is the first year for the position, Luck said she feels many ideas have formed that will help future safety advocates.

"I think a lot has been accomplished, especially if the conduct code gets passed. That will be a huge victory," Luck said.

"It was difficult to not have someone to transition me and show me what to do, but I don't think it affected my ability to do my job," she said.

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ODE Online: <http://darkwing.uoregon.edu/~ode>

JOSHUA DOBSON

PFC Student Senate
Candidate Seat #3

- ✓ I am "pro-programs," but with a major emphasis on fiscal accountability/responsibility.
- ✓ Fair representation and equal treatment of all students and groups would be my most important concern as a student senator.
- ✓ My only motive in running for PFC/Student Senate is to serve the University and my fellow students in the best manner I know how.

I urge you **not** to elect another official to our student government that just wants to "hang out" all year and add another line to their résumé. I am committed to a common sense approach in handling our student funds and in this spirit I want to make this campus a better place for everyone.

• REMEMBER •

Primary elections are Wed. April 16 and Thurs. April 17
MAKE YOUR VOICE HEARD - VOTE!!