

Bookstores

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munication for Barnes and Noble, Inc. "Competition allows us to focus on providing a high standard of customer service."

A lot is at stake on both sides of the debate, since book sales have become a big business in recent years. Barnes and Noble College Bookstores, Inc. was named as one of the nation's largest companies in one of Forbes' Private 500 lists at the end of last year. According to its Web site, the company made an estimated 1999 revenue of \$830 million from sales at the more than 350 college bookstores it operates.

At Mother Kali's Books in Eugene, co-manager Tova said the store sometimes feels the squeeze from larger bookstore chains. But carrying University textbooks helps bring in new customers, and the location across from Sacred Heart Medical Center keeps the bookstore visible, Tova said.

In general, the community is supportive of the local independent bookstores, she said, though

many people don't realize how important their business is.

"People need to know that when you shop at the chains, you're putting nails in the coffin of the independent bookstores," Tova said. "Every book people buy here is really important."

The University Bookstore has also been feeling pressure from other book retailers, especially on-line textbook companies, said Chris Standish, the bookstore coursebooks manager.

"We really can't compete on price alone," he said. "We can't sell the merchandise for less than we pay for it. But we do offer discounts to faculty, students and staff, and we feel that's a real strong selling point."

Standish added that most students like the convenience of visiting the campus bookstore and don't have to worry about shipping costs or waiting for weeks for their textbooks.

But John Bates, co-founder and "chief evangelist" of leading on-line textbook retailer BigWords.com, said the company's profits for the last couple of terms have been "absolutely

through the roof."

"We're sucking up the market share like crazy," he said, heralding the era of on-line textbook ordering as opening up the market for the benefit of the students.

"Far from making a monopoly, we're breaking the monopoly," he said. "This is an exciting time for students."

While the on-line company may be successful in other areas around the country, it's not having that big of an impact here, Standish said. The University Bookstore, however, has started offering a course textbook locator and an "Early Duck" book ordering service in recent years, to entice students who want to use the Internet to order books.

And that's the smartest thing small independent bookstores can do to stay competitive, said Valerie Valente, vice president of marketing for Textbooks.com.

"The best thing for a local guy to do is have his own Web site," she said. "I think the market is pulling towards the Internet. The beautiful thing about it is, anybody can participate in it."

HIV program

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vention activity with the goal of promoting the adoption and maintenance of HIV risk-reduction behaviors by clients with identified risk-reduction needs.

"The very distinguishing feature of this program is motivational interviewing," Prevention Case Manager Marc Miller said. "What this involves is one-on-one client assessment of HIV risk behavior, psychosocial and health service needs concerning HIV prevention."

Although the program is free, it is not open to everyone. The client must have an identifiable high-risk behavior and must be willing to change.

Lane County is one of three counties in Oregon that will pilot this program. Benton County and

Multnomah County are the other two.

Rebecca Harmon, who helps administer the program at the state level from Portland, said the Oregon Health Division chose to pilot the program in Lane County because of its mix of urban and rural populations. She said Lane County was also a good test site because of the high number of HIV-positive people in the county.

"There are other places around the country doing HIV prevention case management but not in this form," Harmon said. "This is an intensive program with multiple sessions, individually tailored to the needs of each client."

Although funding for the program comes from the Oregon Health Division, Oregon Health Sciences University serves as the parent organization of the program. The purpose of the program is to decrease the spread of HIV

and help clients control high-risk behavior like drug use and multiple partners.

"We want to help them enhance their readiness to make positive behavioral changes," Harmon said. "This program will help our clients live healthier lives and not transmit the virus."

According to Janet Winters, the other prevention case manager at LCPHS, the need for this program arose from the fact that people would test negative for HIV and test positive for HIV only a short time later. She said this means patients were not getting enough education about their risk behaviors while testing.

"This program provides more quality of time and more quantity of time for people to look at their risk behaviors," Winters said. "We're aiming at people with high-risk behaviors so that their tests will stay negative."

Calendar

Thursday, Feb. 10

"Medieval Scribal Psychology: Clues from Medieval Gospel Manuscripts." A presentation by Dr. Sergejus Temcinnas from the University of Vilnius in Lithuania will be held at 4 p.m. in the Oregon Humanities Seminar Room, 154 PLC.

Human Resources Mini-Seminars. No preregistration needed. 10 a.m.-2 p.m. Rogue Room (seminars) and Century Rooms B-E (individual meetings), EMU. For information, call Miki Powers, 346-2950.

Craft Center Lonely Pot Sale: Features the work of Jason Solomon and Joe Davis. 10 a.m. to 4 p.m. Craft Center, EMU. Free. For information, call 346-4361.

Documentary Film Premiere: View "Roll On, Columbia: Woody Guthrie and the Bonneville Power Administration," co-directed and produced by Michael Majdic, Knight Library Media Services, and Denise Matthews, Journalism and Communication. 7 p.m. Browsing Room, Knight Library. Free. For information, call 346-3091.

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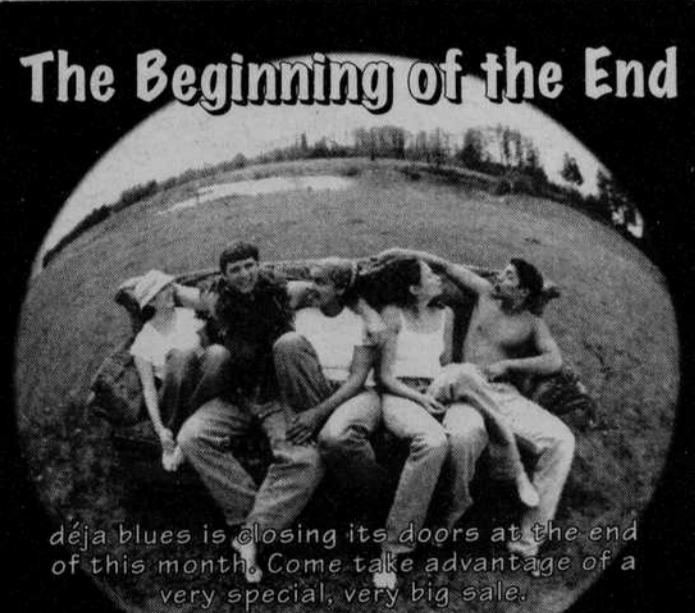
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