

**DEAN
COLLEGE OF HOME ECONOMICS
OKLAHOMA STATE UNIVERSITY**

OSU invites nominations and/or applications for the position of Dean of the College of Home Economics.

The Dean is the chief administrative officer of the College and has the ultimate responsibility for all activities within the College. The Dean, under the direction of the President of the University, works both with vice presidents and the deans of other colleges.

This position requires an earned doctorate and at least five years administrative experience in home economics; scholarly achievement in teaching and research; and the ability to communicate with all publics served by the College.

Salary commensurate with qualifications. For full consideration, nominations and letters of application, with resume, should be postmarked no later than September 1, 1987, and submitted to:

**Dr. L.L. Boger, President
Oklahoma State University
107 Whitehurst Hall
Stillwater, OK 74078-0001**

*Equal Employment Opportunity/
Affirmative Action Employer*

**ALASKA PACIFIC UNIVERSITY
PRESIDENT**

Alaska Pacific University, formerly Alaska Methodist University, is seeking a new President to provide continuity and growth for Alaska's only private four-year university. This university based on Judeo-Christian precepts, provides an integrated liberal arts curriculum with a unique core, areas of concentration, and career clusters. It presently serves a growing student body of about 600 students on incomparably beautiful 170 acre campus in the center of Anchorage, the largest city in the State of Alaska. It offers BA, MLA, MSM and MAT degrees, is international and interreligious in context, faculty, and student body, and is supported by a substantial multimillion dollar endowment. The retiring President has revised and redirected the institution with a unique philosophy and curriculum unfettered by tradition. Without tenure, traditional department, and majors, the university provides a fresh blending of liberal learning and the world of work, combining theory and practice which bridges the Atlantic and Pacific cultures. The Board of Trustees seeks a strong leader committed to this direction and mission. The foundation is laid and tools are available to inspire the best to fulfill the promise of the next phase of development built on academic excellence. Salary is open to excellent. The professional staff is strong and supportive, and there is a new President's home on campus. Demonstrated leadership in private higher education is preferred as is actual experience in integrated and value-oriented education. The search process begins immediately, and the committee hopes for an early decision. Applications and nominations should be sent to: **Chair, Search Committee, Office of the President, Alaska Pacific University, 4101 University Drive, Anchorage, AK 99508.** Alaska Pacific University is an EO/AA Employer.

HELPFUL HINTS: HOW TO START A BUSINESS FOR \$100

If you're the typical "would-be entrepreneur," you often dream of launching your own business but never get beyond your "dream" because you assume you need a lot of startup capital. Maybe you don't know that:

- The founder of Fritos bought his recipe for \$100, made corn chips at night in his mother's kitchen and sold them by day from the back of his car.

- H&R Block was launched with no money because the fees customers paid were the source of capital to expand;

- Frank W. Woolworth worked in retail jobs free just to gain experience and opened his first F.W. Woolworth with \$21 of his own and \$300 worth of borrowed 5-cent goods from his last employer.

The founders of Fritos, H&R Block and F.W. Woolworth Co., as well as ADP, Ford Motor Co., and Eastman Kodak, each started with \$100 or less. What they and hundreds of other entrepreneurs lacked in startup capital, they made up for in determination—to risk their talents and time to achieve their dreams of financial independence.

"You can do the same," says Dr. Geoffrey Kessler, who has spent the past 20 years counseling more than 750 entrepreneurs and studying more than 2,000 companies. "If you use a little ingenuity, a lot of common sense and follow some ba-



Dr. Geoffrey Kessler

tics, the rest will come naturally."

To help you challenge your talents, Dr. Kessler has compiled a list of insider basics that others have used to launch a business of their own—for \$100 or less.

- Start in your home.
- Start a part-time business while keeping your current job.
- Give other hopeful entrepreneurs experience or training in return for their free labor.

- Launch a marketing campaign with 100 copy-shop fliers (under \$20).

- Moonlight on any job to earn money.

- Defer payment. Pay impor-

tant talent a small percent of future profits instead of money now.

- Ask others for free help. Give them excitement and praise.

- Start by being a salesperson to earn cash and gain experience.

- Get professionals and entrepreneurs to "help out the little guy."

- Generate startup capital and build skills by providing services weekends and evenings.

- Establish a joint venture with a company that has resources you lack (machines, vehicles, money).

- Use "night idle" facilities nights or weekends at little or no cost.

- Ask potential customers to pay up-front: a 50 percent deposit or payment in full.

- Convince hungry vendors to provide the services you need in return for your future business.

"You may not become a millionaire," Dr. Kessler says. "But most of today's small business owners earn more than \$40,000 a year, and their state of mind is considerably better than that of most employees."

For more useful tips and a list of the best business opportunities right now, send a self-addressed, stamped business envelope to The Kessler Letter, a newsletter for entrepreneurs, at 11661 San Vicente Boulevard, Los Angeles, CA 90049.