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Southwestern Oklahoma State University

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# THE SOUTHWESTERN

VOL. 75

Weatherford, Oklahoma 73096

Wednesday, February 6, 1985

NO. 13

## Chicago Jazz Quintet, Dianne Reeves Head Festival

By LYNN WEEKS

The Chicago Jazz Quintet will be featured in a free concert for SWOSU students on Friday, Feb. 8, at 7 p.m. in Room 101 of the campus Music Building. This is preliminary to performances on Saturday, Feb. 9, at 1 p.m. and 8 p.m.

Professional jazz singer Dianne Reeves, who recently released her second album, will also be featured in the Jazz Festival. Dr. Terry Segress anticipates enjoyable concerts, commenting that this is the fourth time Dianne Reeves has been to SWOSU to perform. "I'm expecting the best performance from Dianne Reeves yet. Not that the others weren't very good, but this time she will be backed by the Chicago Jazz Quintet. Many people may not be familiar with this group, but they are a very talented group of young musicians, and we are all looking forward to meeting and working with them."

Also performing will be SWOSU's own Jazz Ensemble,

and the University's Show Choir as well. Student performers in the Jazz Ensemble will be saxophonists Rachel Shoemaker, Broken Arrow; Carol Palmer, Boise City; Chris Ranallo, Hartshorne; Tracy Perusse, Yukon, and Laura Busdicker, Volga, S.D. Trumpet players are Augustine Garcia, Del City; Kendale Benton, Ponca City; Mike Ford, Del City; James Schuhs, Leoti, KS, and David Gibson, Enid. Playing trombones will be Crispin Bradsher, Pampa, TX; Bob Beshears, Midwest City; Robbie Edwards, Pampa, TX; David Jobes, Cleveland, and Bruce Dickinson, Lawton. The SWOSU rhythm section features pianist Mike Miller, Widefield, CO; bassist Randy Marsh, Anadarko; drummer Aaron Rathbun, Leoti, KS, and Nancy Guillot, Kingfisher, on auxiliary percussion. Playing French horn will be Jay Schale, Muskogee, and Keith Garrison, Okmulgee.

Participants in the SWOSU Show Choir include sopranos: Paula Duncan, Oklahoma City;

Kelly Gage, Yukon, and Lori Young, Seiling. Tenors are: Joey Martin, Granite; Chris Ranallo, Hartshorne, and Steve West, Ada. Cathy Horn, Broken Arrow; Paula Summers, Cheyenne, and Diane Sutherland, Yukon, are the choir's altos. Bases are: Donald High, Altus; John Reynolds, Weatherford, and Randy Sprague, Oklahoma City.

The events begin Friday morning (Feb. 8) when the Show Choir contest begins at 9 a.m. and continues through 5 p.m. in the Old Science Auditorium. The aforementioned free concert for students by the Chicago Jazz Quintet begins at 7 p.m. All participating musicians will be in an open rehearsal in the SWOSU Fine Arts Auditorium from 8:30-10 p.m.

Saturday morning brings more Show Contest entries, this time from 8 a.m. until 5 p.m. in the Old Science Auditorium. During the same hours, a Stage Band contest will be taking place in the Fine Arts Auditorium. The first Jazz Festival concert, featuring the



DIANNE REEVES



CHICAGO JAZZ QUINTET

Chicago Jazz Quintet, Dianne Reeves backed by C.J.Q. (separately), as well as SWOSU's Jazz Ensemble and Show Choir is at 1 p.m. A trumpet clinic, featuring Mike Steinel of C.J.Q., will be held at 2:30 p.m. in Room 102 of the Music Building. A saxophone clinic with Bill Sears of C.J.Q. will be offered at the same time in Room 222 of the Music Building. Dianne Reeves offers a jazz vocal clinic in Room 101 of the Music Building at 3:30 p.m. A Rhythm Section Clinic with the Chicago Jazz Quintet will begin at 4:30 p.m. These clinics are open to the public free of charge (thanks to a

grant from the State Arts Council of Oklahoma and by the National Endowment of the Arts), but are mainly for high school students.

General admission tickets for both concert performances are \$4. Reserve tickets are available for the 8 p.m. show only. They are \$5. Tickets for SWOSU students with I.D. are \$3 for both performances.

Tickets are available from the SWOSU Music Department, (405) 774-0900. Also selling tickets are Southwestern Music (223 S. Custer, Weatherford) and Magill Drug (123 W. Main, Weatherford).

## Senate Gives Festival Funds, Discusses Video Possibilities

By LYNN WEEKS

Student Senate members got into the swing of things during their Jan. 30 meeting, appropriating \$150 to the Jazz Festival, with a promise to provide an additional \$100 if needed. A prior motion to appropriate \$100 to the Jazz Festival only if they were to be short of funds following the festival was proposed and did not pass, as Senate members elected to give the larger fund.

In new business, Scott Hoffman proposed the Student Senate cut expenses in renting movies for fund-raising purposes. He suggested that money from the marquee fund be used to buy a video cassette recorder and a big-screen TV. Then, movies could be rented on cassette for a fraction of the cost. The motion was tabled

until more information could be gathered.

It was announced that Kurt Winden, Dave Eidem, and Ginger James attended the Oklahoma Student Government Association Conference.

The treasury balance brought forward this week was \$5,976.16. Deposits from sales of "care" packages thus far total \$1,417.50. A credit of \$28.99 was cited, and an appropriation of \$150 for the Jazz Festival.

Student Association president Mike Ratke represented the Senate at a blood drive banquet where he received an award on behalf of the University.

A Valentine's Dance has been scheduled for Feb. 12 in the Student Union Ballroom from 9 p.m. until 12 midnight. Admission is

free.

Senate members were issued tickets to sell for a chance to throw a pie in Dean Fred Janzen's face at half-time of the men's basketball game Feb. 23. They are 50¢ each or three for \$1 and are available in the Senate office or from most Senate members. Proceeds go to the electronic marquee fund, which is hoped to eventually replace the standard marquee outside the Student Union.

The Valentine's "care" package committee met briefly following the adjournment.

The spring blood drive is scheduled for March 25 and 26.

The next Student Senate meeting will be Wednesday, Feb. 6, at 5:30 p.m. in the Regent's Room.

## Undergraduate Numbers Fall From Last Year

Total undergraduate enrollment for spring 1985 is down about 100 from this same period last year, according to figures released from the office of University President Leonard Campbell. Exact undergraduate figures are 3,836 from last year down to 3,733 this year.

Graduate enrollment is up slightly, from 708 last year's spring term to 722 this year.

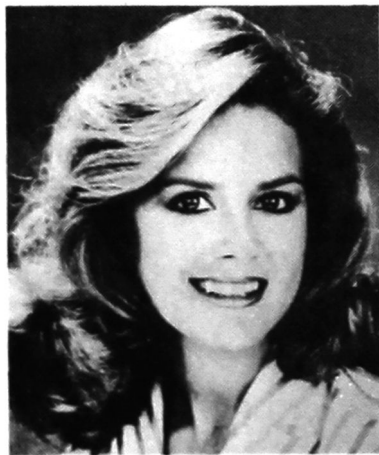
Full-time equivalent undergraduate students (carrying 12 hours or more) were down in number by about the same margin. Full-time graduate student enrollment is down by only two, from 318 last year to 316 this year.

Compared with enrollment

numbers from 1983, the total number of undergraduate students is approximately the same, while the total of graduate students is significantly down this year. The number of full-time students, both graduates and undergraduates combined, however, is up favorably from two years ago.

The decline in enrollment is not a really significant decline. From last year to this year, total combined undergraduate and graduate students are down percentage-wise only 1.96%. The full-time equivalent total for both graduate and undergraduate students is down only 2.84% from this time last year.

## Kerr To Be Mistress of Ceremonies For Miss Southwestern Pageant



TRELYNDA KERR

This year, as in years past, a well-known figure in the world of beauty will visit Southwestern during the Miss Southwestern

Pageant. Trelynda Kerr, Miss Oklahoma 1983, and Sharlene Wells, Miss America 1984-85, are currently on the agenda for the pageant to be held in the new Fine Arts Center Feb. 25.

Kerr will serve as the Mistress of Ceremonies for the pageant to be held at 7:30 p.m. Kerr, who has participated in a variety of television, radio and stage shows since her reign as Miss Oklahoma, was named Oklahoma Opry Female Vocalist of the Year in 1982-83. She currently lives in Texas, where she is planning for performances at Six Flags Over Texas.

Fourteen contestants are currently preparing themselves for the pageant. These include: Linda Bransgrove, Perryton, TX; Sharla Duffy, Seiling; Sandra Hamilton,

Fort Cobb; Rhonda Hoeksema, Lake Zurich, IL; Suzanne Howe, Davis, and Darly Pyles, Oklahoma City.

Other entries in the pageant include: Rhonda Runyon, Elk City; Tonnie Schmidt, Clinton; Sunday Smith, Laverne; Justine Snethen, Lahoma; Neysa Stevenson, Watonga; Alesia Sutherland, Yukon; Lori Young, Seiling, and Illene Zander, Chishom.

Miss Southwestern 1984, Rebecca Dorrough, will be on hand for the event to entertain the audience and crown her successor.

Tickets for the event are currently available at the Office of Student Personnel Services, A103, as well as downtown businesses. Advance tickets are \$4, while tickets at the door will be \$5.

## Calendar of Events

- Feb. .... BASKETBALL: Bulldogs and Lady Bulldogs vs. Northeastern State at Rankin Williams Fieldhouse, 6 p.m.
- Feb. 12 ..... Student Senate Dance, Student Union Ballroom, 9-12 midnight
- Feb. 13 ..... BASKETBALL: Bulldogs and Lady Bulldogs vs. East Central at Ada, a 6 p.m.
- Feb. 13 ..... Next issue of THE SOUTHWESTERN
- Feb. 16 ..... BASKETBALL: Bulldogs and Lady Bulldogs vs. Panhandle State at Rankin Williams Fieldhouse, 6 p.m.
- Feb. 17 ..... Gamma Delta Meeting at Our Savior Lutheran Church, 6 p.m.
- Feb. 20 ..... BASKETBALL: Bulldogs and Lady Bulldogs vs. Northwestern at Alva, a 6 p.m.
- Feb. 20 ..... THE SOUTHWESTERN
- Feb. 23 ..... BASKETBALL: Bulldogs and Lady Bulldogs vs. Southeastern at Rankin Williams Fieldhouse, 6 p.m.
- Feb. 25 ..... MISS SOUTHWESTERN PAGEANT, Fine Arts Center, 7:30 p.m.
- Feb. 27 ..... THE SOUTHWESTERN
- March 6 ..... THE SOUTHWESTERN
- March 8-9 ..... State BSU Basketball Tournament at OSU
- March 11 ..... Spring Break Begins
- March 18 ..... Classes Resume

# Shalia's Shift

By SHALIA WAKEMAN

Debbie and I recently--as have a number of college girls--decided to get into the nationwide exercise kick. However, due to the shortness of spare time on our part, the program seems to have fallen through.

To be truthful, I don't really mind not hopping around to music and trying to "feel that burn," as we do the "Ultimate Work-out." It might be sad that a twenty-one-year-old is saying this, since women usually wait until they're closer to forty to make this statement, but I have come to terms with my body, face, and figure; therefore, I realize that it will never be perfect. So instead of perfection, I'll settle with a body marred by scars from sheer clumsiness and not-so-swift experiences.

Friends of mine have probably noticed that when I smile one of my front teeth is turned at an angle and is slightly chipped. I have, finally after 13 years of bearing it, decided to shrug it off as a character-builder. My brother Bobby and my sister Carolyn are the culprits responsible for this flaw in my appearance. They were the ones who decided to teach me how to ride a bicycle. The only error in this decision was the location at which they decided to teach me--a concrete basketball court. This, combined with the then popular hand brakes on my brother Don's bicycle, proved to be deadly.

My mom still recalls how proud they were when they ran into the house yelling, "Mama, Mama, Shalia just learned how to ride a bicycle." They weren't so proud twenty minutes later when they were forced to return, bearing the news, "Mama, Mama, Shalia just wrecked Don's bike and busted her front tooth." As for me, I am a pretty unique person due to the experience--I bear a constant reminder of the day I first learned to ride a bicycle.

Nevertheless, this injury does justify my not liking one part of Debbie's workout tape, the part titled, "On Broadway." Deb may be able to throw herself wholeheartedly into the effort, smiling and kicking her legs into the air like a Las Vegas showgirl. Still, I realize that with a flawed smile like mine (of course this isn't an excuse to get out of it), would never help out any Broadway chorus line. With the picture ruined, I usually stop to take a rest break.

I'll be on the level and admit there are other reasons that I don't share Debbie's zeal for digging into the exercise. Four years ago, when I graduated from high school--thus ending the daily twenty laps or twelve conditioners per day--I swore that I would never exercise when it wasn't fun again.

So now, my idea of fun exercising includes: running down the hall to the candy machine, trying to walk faster than the person walking next to me on their way to

class, jogging around the track (when a friend begs me to go and I know that I'm at last in better shape than she is), and chasing the dust-bunnies that flock to the corners of Debbie's and my dorm room.

Of course, I guess there is one good thing about the exercise kick. You can wear sweats almost anywhere that you want. The only trouble with this is that since sweats are baggy, it is incredibly hard to find figure-flattering ones. I swore off wearing sweats to McDonald's the night that a friend of mine (and it wasn't a girl) told me that I looked like a giant grape in my purple sweats. So, so much for the good things about exercise.

For a while, I did pretend to take an avid interest in exercise. In fact, I acted so interesting that my mother actually splurged on Jane Fonda's Workout Book as part of my Christmas present. Two years have come and gone, and I have looked at the pictures occasionally--just barely daring to look at the beginner's part. The primary purpose of the book is to impress others who walk in the room. I don't know how well it will work though, since it is usually covered beneath the telephone book and old magazines. Besides, my own mother was not all that impressed when she saw my former roommates' copy (though it was what eventually inspired her to buy mine), and she jokingly said that she'd heard that anyone who bought the book was a Communist sympathizer.

The honest-to-goodness reason for my recent absence of exercise really has nothing to do with my very valid reasons, though. I did mention in a previous column that Deb is a night person, and I am a day person. Each night for the past week, Deb had prodded me into saying that I would exercise. However, before she can stop me, I usually sneak into my pajamas and am fast asleep before exercise time. As an added precaution, in case she decided to drag me to our floor's lobby--despite my being asleep--I invested in a pair of flannel pajamas that look like they came out of a 1950 movie. I can rest in peace because I know she'd be too ashamed to be seen with me in such a get-up.

If these excuses aren't enough to prevent me from being forced to cooperate with today's fitness trend, then I'm sorry. You see the only other injury instilled upon me by my siblings isn't a very effective excuse to use to get out of exercising. When I was four, Don and Bobby were playing Batman and Robin and managed to hit me in the eye with a pellet. To this day, every time I go to the eye doctor he tells me about the strange little scar on my right eye. So, I guess if I get absolutely desperate, and Debbie won't hold still for any of my other excuses, I'll have to break down and tell her how badly it stings for sweat to run into the scar on my right eye-ball.

## Officers Selected At Meeting Of Alpha Phi Omega Fraternity

Selection of officers was the main objective of a recent Alpha Phi Omega meeting. Becky Sissons was elected president, vice-president of Membership is J. R. Tredway, vice-president of Service is Lori Oderback, and vice-president of Friendship is Debbie Lubensky. Marlus Reents was elected secretary, and Debbie Lubensky will serve as historian. "Service for the community or

anyone who needs help is our main purpose," stated Becky Sissons, chapter president. "Our chapter will be assisting with the Merit Badge College this Saturday in the College Annex Building from 9 a.m. to 5 p.m." stated Sissons.

The chapter also has plans to help with the Special Olympics this spring.

# LETTERS. . .LETTERS. . .LETTERS

Dear Editor:

My life here at SWOSU is great, but I do have one major complaint. It is the cafeteria's food and meal plans.

When I say food I don't mean just the taste of the food. I realize many spices cannot be used and large quantities of food are more difficult to cook. I believe the daily menu could be improved. As I sit eating my beef tips and noodles, I think "Didn't I eat this just yesterday?" There needs to be a variety of food. Facing the same food week after week becomes boring and may cause a loss of appetite. Improvements should be made considering the five basic food groups. We eat many odd

and sometimes unnutritional combinations. Things such as lasagna, which is high in starch, and mashed potatoes, also high in starch, are served together. I believe careful planning of the menu and striving for ways to improve the food should be taken into consideration.

While living in the dorms we are required to buy a meal plan. There are many days that because of my schedule and other problems arising, I am not able to eat in the cafeteria. With such an inflexible meal plan I feel I am wasting money. Many will argue that a certain amount of food is cooked and whether you eat it or not you must pay for it. As in a

high school cafeteria and others, a medium can be found.

I propose a different type of program in which a student buys a certain number of meals to be used at either breakfast, lunch, or dinner. Sometimes in the morning I have time to eat breakfast and would like to go to the cafeteria, and other times in the evening it is impossible for me to make it to eat by 6:15. One could buy a ticket for X number of meals and when these are used up, buy another ticket for the number of meals the student desires. This may not be the ideal program, but I think it's worth working on.

Respectfully yours,  
JANINE PALMER

# Letters. . .Letters. . .Letters. . .Letters.

Dear Editor,

After spending one short semester at SWOSU, I have found that the enrollment process possesses a reasonable amount of unfairness to people who commute to school and then return home to work. The enrollment office is open for only a short six hours a day. Now I realize that this sounds like a long time; however, it is very inconvenient to work out a period of time to go to enroll. Since I enrolled in all morning classes, I got a job in the afternoons. After that, the only time that I could really enroll was during the period between twelve noon and twelve-thirty p.m.

I offer a solution to this problem. The enrollment office could be staffed from eight a.m. to five

p.m. by two different people taking turns in order to ensure that the office is open all nine hours a day. I realize that this would take additional manpower to operate, but this could be remedied by

shortening the time to enroll to two weeks. This may seem to be a minor problem, but it could be eliminated very easily.

Sincerely yours,  
CHRIS RIDENHOUR

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# Latest CHAPBOOK On Sale

**By TIM DOUGHTY**  
The 1984 CHAPBOOK, a volume of prose and poetry from students, faculty, and alumni, is currently on sale.  
This year's edition, according to Professor Con Hood, is late in being available to students and other interested parties for a number of reasons. "We usually try to have each edition off the press after finals week, but this year we had a few problems," said Hood.

When asked to describe the CHAPBOOK, Hood stated, "It is a literary magazine with stories and poems, and art work by the art department. The deadline for these selections was about a year ago. There are about 60 titles, with about 35 authors represented."

There were four contests among the CHAPBOOK works, those being two divisions among the poetry (students and non-students), and two story contests (students and non-students). These contests were judged by very impressive officials.

Student winners of the 1985 CHAPBOOK contests have been announced. Winning first place in the short story division was Serena Kauk with "Down a Sandy Road." Roger Burton won second place with "Within the Color Black," and Timothy Reynolds received a third place award with "The Rise and Fall of a Thief."

First honorable mention in the short story division was won by Dana Klugh and her "Hurting and Healing" original. Travis West won second in this runner-up category for "First Hunt." Third place honorable mention goes to Cynthia Wandry for "Af-

ter the Game."  
The poetry division first prize went to Anne Coleman for "Nothingness." "This Graveyard" by L. J. Corr took second place. Timothy Reynolds won third place in this category also with "My Perch on the High of the City."

The poetry division first honorable mention prize went to Pamela Kai with "Seasons of the Night." "Poem of the Decades" by Will Andrews won second honorable mention. Third place in this category went to "A Song" by Patricia LaForge.

"The prose contest judge for the 1985 CHAPBOOK was Gordon Weaver, chairman of the Department of English at Oklahoma State University, who is a widely published novelist. The poetry

was rated by Terry Hummer, who at the time was a professor at OSU in charge of the creative writing department. He is a widely published poet," said Hood.

Hood is very happy with the CHAPBOOK, as he said, "We are fortunate to have several poems from a fine poet named Karen Young Holt. She graduated from Southwestern out of the English department about 15 years ago."

Hood stated that anyone interested in purchasing the 1984 edition can contact the English department, and that, most likely, it will be available at the college bookstore. "But they had better hurry," Hood warned, "as they usually always sell out very quickly."

## Single Dorm Mom Copes

**By DEBBIE MARSHALL**  
"I can devote more time to the girls, because I don't have to divide my time between a husband and kids," stated Lisa Megli, Rogers Hall Dorm Supervisor, summarizing as an advantage she holds over married dorm supervisors. "But I also have no one to fall back on during a crisis," added Megli.

The 21-year-old math major says she became aware of the job after the previous dorm parents left. "The Dean of Women called and asked me to do it when they couldn't find any couples to fill the position," she related.

Megli has responsibility for over 140 girls and says she has run into no major snags as of yet. Megli abides by all the same rules as the girls actually living in the dorm quarters. "Because I am so

close to being the same age as most of the girls, I don't think it would be fair to have a double standard. Discipline will be no problem. If I can follow the rules, I see no reason the other girls can't abide by those same regulations."

"I don't get to go home a lot, but that is part of the job. I will have Spring Break off, and I get a few free weekends," added Megli.

Megli states that she feels honored to have been selected for this job. Many years ago, the dorms were supervised by middle-aged women, but Megli is the first single supervisor on this campus in a long while.

"I believe this job will help me deal with people, and I love having the added responsibility," concluded Megli.



TONI FREEMAN, Miss Southwestern Board of Directors member, assists contestants Sandi Hamilton and Rhonda Dee Runyon at a recent informal get-together for pageant entrants.

Freeman discussed proper pageant clothing for evening gown, swimsuit, and interview competitions, as well as answering further concerns about regulations.

## Contestants Meet For Discussion

Contestants in the 1985 Miss Southwestern Pageant met Jan. 30 in the President's Conference Room for an informal question and answer session.

Toni Freeman, local clothing retailer and member of the Miss Southwestern board of directors; Dr. Kay Williams, pageant co-director, and Rebecca Dorrough, Miss Southwestern 1984, offered advice regarding several areas of

competition.  
Freeman stressed the importance of the interview segment of the pageant, saying, "You can make or break the pageant with the interview."

The session also included discussion of proper clothing for the various segments of the event, as well as regulations of the talent competition.

# THE KLOSET

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NEW MEMBERS of Alpha Kappa Psi (the professional business fraternity) include (front row, l-r): Pam Mason, Ames; Angela Privett, Yukon; Melody Bird, Mooreland; Tina Epp, Turpin; Anne Coleman, El Paso, TX, and Vicki Hoag, Silver Cliff, CO. (Back row, l-r): James Hopper, Hydro; Michael Murphy, Oklahoma City; Amy Preston, Oklahoma City; April Blaser, Turpin; Cindy Cumbus, Altus, and Keith Steveson, Weatherford.

## Student Meets Ministerial Challenges

By ROSALYN PENNINGTON

"The Lord called me to preach when I was twelve years old, but I didn't accept it until I was nineteen. This was mainly because of peer-pressure from my friends," stated Rev. Edward Tyson. "I did not really come to know the Lord as my personal savior until I was seventeen."

Tyson has always had a great love for the church. He says, "When I was younger, I was a very active member of the Junior Deacon Board, the Sunday School, and the church choir. Nevertheless, through all the things I was doing in the church, I had always felt as if I was missing something, or leaving something out. After an inner voice told me that I was to preach, I felt as if a heavy burden had been lifted."

Reverend Tyson is the assistant pastor and the music director at Bethany Baptist Church in Clinton. However, there is a difference between him and most assistant pastors. At age 23, this native of Oklahoma City, is not only a young, up-and-coming minister, assistant pastor, and music director, but he is also a full-time student living on campus at Southwestern. Tyson is a senior majoring in business administration and minoring in philosophy.

Carrying 16 credit hours this semester, Tyson finds that "being a minister and a full-time student is a very hard job." He said, "I have 16 hours of schooling and studying to carry along with 24 hours of ministerial duties." These duties include such events as visiting the sick, preparing sermons and Sunday School lessons, and ministering

The minister added that he is always in the public eye. He must be ready to assist any one any time he is needed. "My phone is a sort of public phone," he stated. "People can call me any time they need me, no matter what time it is."

Tyson came to Southwestern in 1979, taking the classes that coincided with his major and minor. "My mother had always liked the school because my cousin attended and graduated from here. It was on that recommendation that I came here after I graduated from high school," he added. "After I graduate from college, I would like to get a master's degree in theology. I would also like to stay in Clinton, but that all depends on where God leads me."

Called to the ministry on July 31, 1981, Tyson recently celebrated his second year anniversary as assistant pastor this past December. "I was called to the ministry after I started attending Southwestern and Bethany Baptist Church. I found out about Bethany by asking the location of the nearest black Baptist church. Since Bethany was the nearest

black Baptist church, I decided to go there," he said. "Don't get me wrong, I have nothing against my white brothers and sisters, but I wanted something that reminded me of home. I first attended Bethany as a non-minister, a layman."

As a minister, Tyson also has had his share of trials and tribulations. "When I first started out, I had to deal with a lot of peer-pressure from my friends. I never hung around the rowdy group of young people, but the friends that I had did try to discourage me. I also had to deal with a lot of criticism. For instance, people would say things such as "He won't last very long."

As a minister, Reverend Tyson also finds that people treat him differently. "People respect me more now. I'm glad that they treat me different, though, because I am different."

**EDITOR'S NOTE:** This story was submitted as part of a classroom assignment in Prof. Con Hood's 1213 English Composition course.

## Business School's Reeder Signs Textbook Contract

Dr. Robert Reeder of Southwestern's School of Business recently signed a contract to write a textbook in Industrial Marketing. He said his wife, co-author Elizabeth Reeder, met with the Prentice-Hall Marketing Editor, Elizabeth Classon, at the Southern Management Conference in New Orleans during the Thanksgiving holidays. Both co-authors also presented a Southwestern-sponsored research project regarding methods of improving one's leadership abilities during the conference. Professor Ed Brierty, of Southern Oregon State University, will work with the Reeder's as the third co-author of the new text.

The text deals with marketing from one business to another, while most present texts and courses examine marketing to ultimate consumers. Reeder explains that 70 per cent of university graduates take jobs with businesses which sell to other businesses rather than to final consumers, yet only two per cent of business school graduates nationwide have been exposed to courses in industrial marketing. There are, he stated, only five current textbooks in the field of industrial marketing. Reeder presently teaches a course in industrial marketing at

Southwestern and has 15 years of experience in industrial marketing firms. His wife, Elizabeth, presently teaching at Cameron University in Lawton, has taught industrial marketing at the University of Wisconsin and has 10 years of industrial marketing experience. Brierty also teaches industrial marketing and has had 26 years experience in industrial marketing with Texas Instruments.

Reeder regards industrial marketing as the "last frontier" of the marketing area, "one which has received too little emphasis at U.S. universities." He states that the American Marketing Association has just recently formed a group to encourage the teaching of industrial marketing at universities across the nation.

Reeder obtained his doctorate at the University of Arizona and taught for the University of Arizona, the University of Maryland, and the California State University in Chico before coming to Weatherford. This will be Reeder's first textbook though he has written several research articles. His research articles have been distributed to universities in more than 60 nations around the world.

## Camp Placement Day Set, Feb. 8

The Southwestern Placement Office will sponsor, on Friday, Feb. 8, a Camp Placement Day in the Student Center Ballroom. The day, which will give students, age 18 and over, opportunities for summer camp employment, will have a browsing session from 10:00 a.m.-noon and will have interviews and individual conferences from 1:00-3:00 p.m.

Kappa Epsilon Balloon Sale, Feb. 6-13 from 8 a.m. to 5 p.m. in the Student Center and Pharmacy Building. Balloons will be delivered from 8 a.m. to 4 p.m. on Valentine's Day. Cost is 75¢ per balloon or \$2.50 for a bouquet.

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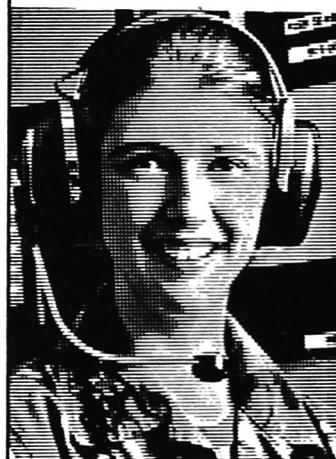
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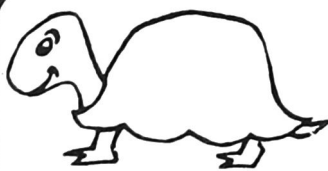
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# Eyster Likes Involvement In Business Organizations

By NEYSA STEVENSON

"Getting involved in various organizations has made college much more enjoyable for me," stated Kim Eyster, Thomas marketing-management major. One might say that Eyster has become involved in a big way.

Eyster is currently serving as Phi Beta Lambda and Marketing Management Club presidents. She also holds office as state PBL secretary.

During the summer of 1983, Eyster attended the National PBL Leadership Conference in San Francisco. She credited this experience for furthering her involvement in the organization. "This conference is what got me interested in becoming involved in PBL, along with my own personal desire to get involved at college," stated Eyster.

Further conferences are a part of the agenda for Eyster. March 29-31 are the dates set for the PBL State Leadership Conference, which will be held in Oklahoma City. As a state officer, Eyster's duties include inviting guest speakers, organizing workshops, and helping with a media presentation. Due to her secretarial capacity, she will also be responsible for minutes at the session.

Eyster pointed out that, "At the State Leadership Conference,

competitive events are held in 16 different areas, ranging from Parliamentary Procedure, Business Decision Making, Job Interview, Mr. and Ms. Future Business Executives, and Mr. and Ms. Future Business Teachers, to 11 different subject areas in business (economics, accounting, management, etc.)."

Phi Beta Lambda also coordinates the annual Fall Market Trip to Dallas. The tour gives Southwestern business and fashion students the opportunity to visit the facilities of the Mary Kay Cosmetics Building, the World Trade Center, and the Apparel Mart. A shopping excursion to the Galleria is also included in the trip.

Eyster and other members of the Marketing Management Club coordinated a fashion show, featuring clothing from local retailers this fall. She expressed pleasure in the results, "It gives us a sense of satisfaction to generate an idea and then accomplish the goal."

Marketing Management Club meets monthly, as does PBL. The next project Phi Beta Lambda has planned is to sell flowers and balloon bouquets for Valentine's Day.

Eyster has received many honors in the business area. She was named "PBL Outstanding Student of The Year" at the Business

Awards Banquet in April.

She has also been awarded a PBL Scholarship. Eyster was the PBL homecoming queen finalist and the Marketing Management Sweetheart in 1983.

The Who's Who recipient, when asked how these experiences have affected her future, replied, "It has given me a chance to develop leadership skills, increase my knowledge in many areas of business, and provided very good experience. I get satisfaction when our organizations start a project from the very beginning and work together until we have accomplished our goal."

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**AMARILLO, TX, PUBLIC**  
**SCHOOLS-Athletic Dept.**  
Interviewer: Mr. Sonny Lang  
Interviewing: Coaching w/  
teaching  
**MARCH 19, 1985**  
**FIRESTONE TIRE & RUB-**  
**BER CO. - Akron, Ohio**  
Interviewer: To be announced  
Interviewing: Business majors



KIM EYSTER

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# Lady Bulldogs Sweep to 21-0

Twenty-point showings by Kelli Litsch and Shelly Brown fueled a 67-54 victory over Southeastern Saturday, as the top-ranked Lady Bulldogs raised the team's season record to 21-0.

Carri Hayes added 10 points to the Lady Blues' offensive punch, while Donna Beed contributed six. Elissia Fountain, Marilu Dunard, and Delisa Stroud had two, three, and four in the contest, respectively. Jan "Cheese" Cheadle and Lisa Segard each finished with one.

Litsch led the team in rebounds, claiming 10 in the confrontation. Brown captured seven, and Cheadle came up with five caroms.

Cheadle and Hayes each turned in two assists, and Litsch stopped three Southeastern shot attempts.

The Lady Bulldogs downed Oklahoma Baptist, 75-57, in a Jan. 29 victory. Litsch led all scorers in the game with 32 points.

Beed followed with 11 points, while Stroud, Dunard, and Hayes each contributed eight. Brown

picked up four points in the game, with Cheadle and Segard each scoring two.

The Blue led 43-31 at the half, then outscored OBU 37-26 in the final half to ice the 75-57 win.

Litsch pulled down 12 rebounds in the game. Brown grabbed seven, and Beed, Hayes, and Segard each had three. Cheadle topped the team in assists with nine.

The nation's number-one-ranked team takes on Northeastern Saturday night at 6 p.m. at Rankin Williams Fieldhouse.

## Crink to Direct 18-Day Tour

The Southwestern-sponsored "Southwestern Tours," directed by Cedric L. Crink, will take a tour of the "Great Eastern Cities" of the United States from May 27 to June 13.

The 18-day tour will first travel to Little Rock, AR, and then to Jackson, MS; Montgomery, AL; Atlanta, GA; Raleigh, NC; Williamsburg, VA; Washington, D.C.; Philadelphia, PA; New York City; Harrisburg, PA; Charlottesville, VA; Huntington, WV; Nashville and Memphis, TN, and Fort Smith, AR.

A \$25 deposit is required for those wishing to make the tour, and it may be sent to Cedric Crink c/o Southwestern Oklahoma State University, Weatherford, OK 73096. Additional information about the trip may be obtained through the above address.

## Intramural Schedule

**Thursday, Feb. 7**

**Old Gym East**  
6:00 Eliminators vs Wild Boys  
7:00 Generics vs Apollo's Raiders  
8:00 North All Stars vs Band Klan  
9:00 Assassins vs Kappa Psi A

**Old West West**  
6:00 SWOSU Celtics vs Dachounds  
7:00 Pike I vs Ballbusters  
8:00 Pour Boys vs Electric Chair  
9:00 Tilts vs Pineriders

**New Gym**  
6:00 Pinerider Rejects vs Electric Chair  
7:00 Raiders vs Phi Delta Theta  
8:00 Bottoms Up vs The Shockers  
9:00 American Federal vs Ghostbusters

**Tuesday, Feb. 12**

**Old Gym East**  
6:00 Sky Force vs Basket Cases  
7:00 A Few Good Men vs Blue Thunder  
8:00 The Blitz vs Kappa Psi B  
9:00 Pike I vs Generics

**Old Gym West**  
6:00 Electric Chair vs North All Stars  
7:00 Average White Boys vs B&B  
8:00 Little Kings vs Wild Boys  
9:00 Phi Delts Theta vs Phi Delta Chi B

**New Gym**  
6:00 -----  
7:00 -----  
8:00 SWOSU Celtics vs Eliminators  
9:00 Panthers vs Kappa Psi B

### OKLAHOMA INTERCOLLEGIATE CONFERENCE STANDINGS (MEN)

	Conference	All
Northeastern	3-1	19-2
Southeastern	3-1	15-4
Southwestern	3-1	11-10
East Central	1-3	12-6
Northwestern	0-4	9-10

### OKLAHOMA INTERCOLLEGIATE CONFERENCE STANDINGS (WOMEN)

Southwestern	21-0
Northwestern	13-8
East Central	11-7
Northeastern	13-12
Southeastern	8-10

### SWIMMING POOL HOURS

3:00-5:00	Monday
6:00-8:00	Tuesday
6:00-8:00	Wednesday
6:00-8:00	Thursday
1:00-3:00	Friday

I.D. must be presented to lifeguard before entering pool.

### CAFETERIA MENU

February 6-12, 1985

	Lunch	Dinner
Wed.	Stromboli Sandwiches Ham/Pinto Beans	Salisbury Steak Chix Croquettes
Thur.	BBQ Beef on Bun More Cass.	Onion/Sage Baked Chix Stuffed Cabbage Roll
Fri.	French Dip RB Sandwiches Ocean Perch Fish	Country Fr. Steak 5/1 Ravioli
Sat.	Hot Steak Sandwiches Mac./Cheese Cass.	Plainn Hot Dogs Chef Choice
Sun.	Ham/Raisin Sauce Chicken Breast Sup.	B.L.T. Sandwiches Meat Balls/Gr. Pep. Sauce
Mon.	Grilled Cheese HB/Mac. Cass.	Country Fried Steak Sweet/Sour Pork
Tues.	Hamburgers Apple Fritters/Sausage	Turkey/Dressing Stuffed Peppers

February 13-19, 1985

Wed.	Chix Salad Sandwiches Spaghetti/Meat	Ham Steak Smothered Steak
Thur.	Beef Stew Turkey & Cheese	Roast Beef Liver/Onions
Fri.	Batter Dip Fish Polish Sausage/Stew	Tacos Steak Fingers
Sat.	Asst Cold Cuts Beef/Noodle Cass.	Ravioli Meat Balls/Br. Gravy
Sun.	Fried Chix Veal Parm.	Corn Dogs Ham/Sc. Potatoes
Mon.	Tuna Salad Sandwiches Burrito/Chili/Ch.	Br. Pork Chops Swiss Steak
Tues.	B.L.T. Sandwiches Campfire Hash	BBQ Spareribs Braised Beef Tips

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## Intramural Basketball Begins

By LISA SEGARD

Tuesday, Jan. 29, saw the opening play of men's intramural basketball. Six leagues competed with a total of 44 teams. Eleven games were played for the first-round competition.

First-round results are as follows: Sky Force 43, Panthers, 27; Bottoms Up 68, Jumpers 28; Tilts 39, Ghostbusters 36; The Force 27, Faculty 22; Motley Crew 32, Kappa Psi B 19; Average White Boys 49, A Few Good Men 44; The Shockers 83, Pineriders Rejects 31; Pineriders 30, Kappa Psi A 30; Pike I 51, Phi Delta Chi B

16; B&B 49, Beethovens Five 16; Wild Boys 67, Dachounds 15.

Second round action held Thursday, Jan. 31, saw 12 games played. Results were: American Federal 45, Kappa Psi A 44; Jumpers 60, Pinerider Rejects 17; Apollo's Raiders 48, Ballbusters 4; Ghostbusters 29, Pineriders 26; Phi Delta Theta 27, The Generics 19; Eliminators 52, Dachounds 22; The Shockers 60, North All Stars 48; Assassins 68, Tilts 26; Supreme Court 62, SWOSU Celtics 39; Pike I 60, Raiders 15; Pour Boys 78, Band Klan 43.

**MEN'S  
TENNIS MEETING**  
Monday, Feb. 11  
3:00 p.m.  
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# Southwestern Men Move Into Conference Tie With Two Wins

**By TIM DOUGHTY**  
It was a good week for the Southwestern men's basketball team, as the Bulldogs moved into a tie for the Oklahoma Intercollegiate Conference lead with a pair of league victories.

Wednesday, Southwestern edged Northwestern 60-56, at Rankin Williams Fieldhouse, and Saturday, the Bulldogs went to overtime to outlast Southeastern 39-37, in Durant. With the wins, the Bulldogs are locked into a three-way tie with Southeastern and Northeastern.

Against Northwestern, the Bulldogs trailed by one point at halftime before taking over the lead early in the second half. From there on, Southwestern held off the Rangers to claim the win.

Harry Ballard paced the Bulldog attack, which was very balanced, with 21 points. Kirk Wilson hit 10 points, as he was the only other Southwestern player in double figures. Bryan Baca pulled down 10 rebounds, and Wilson recorded four steals to lead the Bulldogs in those repsective departments.

Coach George Hauser changed his strategy a little bit in Saturday's clash with Southeastern, and the move paid off with the 39-37 overtime win.

Southwestern went into a four-corner, time-consuming offense,

with the Bulldogs shooting only 21 per cent from the field in the first period. Once again Southwestern was behind at halftime, as Southeastern went ahead 18-15 following the first half.

But the Bulldogs managed to tie the back-and-forth contest 30-30, at the end of regulation time. Southwestern's leading scorer was Ballard, who put in 10 points. Southeastern's leading scorer was Dennis Rodman, who accounted for 19 points.

Southwestern's next test will be

a crucial one, as the Bulldogs will play host to tri-leader Northeastern Saturday night at Rankin Williams Fieldhouse.

**SOUTHWESTERN 60, NORTHWESTERN 56**  
SW--Harry Ballard 21, Kirk Wilson 10, Bryan Baca 9, Harvey Craig 5, Ken Jones 5, Rickey Speed 4, Nathan Mitchell 4, Steve Hines 2.  
NW--Terry Van Buren 17, Robert Holland 14, David Freeman 14, Marvin Jones 5, Dale Biles 4, David Walker 2.

**SOUTHWESTERN 39, SOUTHEASTERN 37 (OVERTIME)**  
SW--Harry Ballard 10, Rickey Speed 8, Bryan Baca 7, Ken Jones 6, Kirk Wilson 4, Harvey Craig 2, Steve Hines 2.  
SE--Dennis Rodman 19, Carl Davis 10, Phillip Stevens 4, Gerald West 3, Mike Converse 1.

## MARQUEE RESERVATIONS

Marquee reservation forms for those who wish to have an upcoming event announced on the marquee are available in Dean Janzen's office. Forms should be returned to the Student Association office in the basement of the Student Center.

# Women Start Intramural Play

**By LISA SEGARD**  
Seventeen women's teams competed in the first round of Intramural Basketball on Jan. 28. Two conferences, blue and white, and eight of nine teams competed among themselves for victories.

In the Blue Division, Ghostbusters, Hot Shots, P.Y.T.'s, and the Survivors all lead in the league with one win and no losses. The Ruff Necks and Silver Bullets are tied with one win, one loss each. The Rebels hold up the bottom with two losses.

First-round action results are as follows: Ghostbusters 38, Roughnecks 31; Survivors 48, Silver Bullets 38; Silver Bullets 58, Mighty Mouse 39; Hot Shots 53, Rebels 10; Go-Fors 33, B-13 Babes 28; P.Y.T.'s 32, Mass Confusion 29; Ruff Necks 48, Rebels 10; Spiro Jive 62, Sigma Kappa 10; Spiro Jive 53, BSU Dolls 29; Quiet Riot 34, Top Ten 33; S.O.L.'s 44, Quiet Riot 30.

Second-round tip-offs follow on Feb. 11. In the new gym at 5:15 p.m., Ghostbusters take on the Survivors. At 6:15 p.m., P.Y.T.'s hook up with Hot Shots, while at 7:15 p.m. the Go-Fors and Quiet Riots battle it out.

In the old gym, east end, at 5:30 p.m. Mighty Mouse takes on Mass Confusion. At 6:30 p.m. Mighty Mouse goes up against Survivors. Silver Bullets take on Ruff Necks at 8:30 p.m. and Silver Bullets meet the Rebels.

On the west end, the BSU Dolls and B-Ball Babes meet at 5:30 p.m. The BSU Dolls also compete with S.O.L.'s at 6:30 p.m. Top Ten challenges S.O.L.'s at 7:30 p.m., and then at 8:30 p.m. Top Ten takes on Spiro Jive.

**Next home basketball games:**  
**Sat., Feb. 9,**  
**Men and Women vs.**  
**Northeastern, 6 p.m.**



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## Central Plains Region Rodeo Standings

### WOMEN'S TEAM

- 1 Southwestern Oklahoma State University
- 2 Panhandle State University
- 3 Labette Community College
- 4 Western Oklahoma State College
- 5 Dodge City Community College
- 6 Fort Scott Community College
- 7 Northwestern Oklahoma State University
- 8 Fort Hays State University
- 9 Oklahoma State University
- \*\*10 Northeastern Oklahoma A&M College
- \*\*10 Central State University

- SWOSU  
PANHDL  
LABETE  
WOSC  
DODGE  
FTSCOT  
NWOSU  
FTHAYS  
OSU  
NEOAM  
CSU

### MEN'S ALL AROUND

- 1 Wright, Bryan Lee
- 2 Gooch, Philip Craig
- \*\* 3 Hazelbaker, Doug B.
- \*\* 3 Anderson, Leon D.
- 5 Crouch, Kent Thane
- 6 Hainzinger, Henry Lee
- \*\* 7 Ford, Robert A.
- \*\* 7 Crase, Robert Todd
- 9 Domer, Jay W.
- 10 Hudgins, Jim Dee

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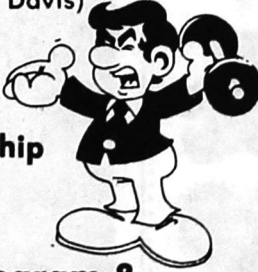
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