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Eight Pages

Student entrepreneurs launch ventures

By MARTHA SEVETSON

Next term Jayne Ressler wants to start her own Sunday night delivery service from Zingerman's Delicatessen to Hill area residence halls.

Sound ambitious? Just ask the effervescent LSA freshman about her plans for the future.

"I'm going to try to get into the business school. I'd like to work for companies in marketing. I'd like eventually to go to law school or possible (graduate) business school.

"MY DREAM," she adds in all

seriousness, "would be to start a corporation."

Students like Ressler, business observers say, herald a revival of entrepreneurship that is sweeping the United States.

The proof is evident on college campuses across the country. Last year two clubs for student entrepreneurs were formed here at the University. Also last year, the American Association of Collegiate Entrepreneurs sprung up to foster similar clubs at other campuses and to help young businesspersons establish contacts with professionals in their fields. Today, the association touts

2,500 members, and its president expects the entrepreneurial trend to build through the 1990s.

"WE EXPECT a whole new wave of young Carnegies, Mellons, and Rockefellers," says president Vern Hernish, in a phone interview from Wichita, Kansas.

Unlike their predecessors, these student entrepreneurs rarely sport three-piece suits or carry business cards. But they do try to peddle their products and are dead-sure about what they want out of a career and how to get it.

This attitude has its roots in several causes, Hernish says.

"First, there's been a transition into a service economy, which has dropped the cost of entering business," he explains. "Secondly, we just went through a recession and jobs are hard to find. Finally, we can't discount how valuable Steven Jobs was. He had Apple Computers, a multi-million dollar corporation by the time he was 30. That's got to be some inspiration."

But University students dabbling in entrepreneurship insist the shot at making big bucks doesn't drive them as much as the

less tangible rewards of working on their own: the sense of achievement in creating a unique product or service; the ability to steer a company; and, most of all, the importance of not having to answer to a boss.

For despite her grand plans, Ressler doesn't expect her sandwich delivery service to make a lot of money at first. "It's not really the money that counts," she explains. "It's more the experience of it — the reward and satisfaction of being able to start my own thing."

IN FACT, some student entrepreneurs gamble and lose money on projects before See STUDENTS, Page 2

'M' rolls to 48-7 rout over Gophers

By PHIL NUSSEL
Special to the Daily

MINNEAPOLIS — Michigan may have lost one game and tied another this year, but after Saturday's 48-7 thrashing of Minnesota in the Hubert H. Humphrey Metrodome, the Wolverines left little doubt that they are one of the nation's top teams.

And they showed their firepower — especially on offense — in front of representatives of most college bowls.

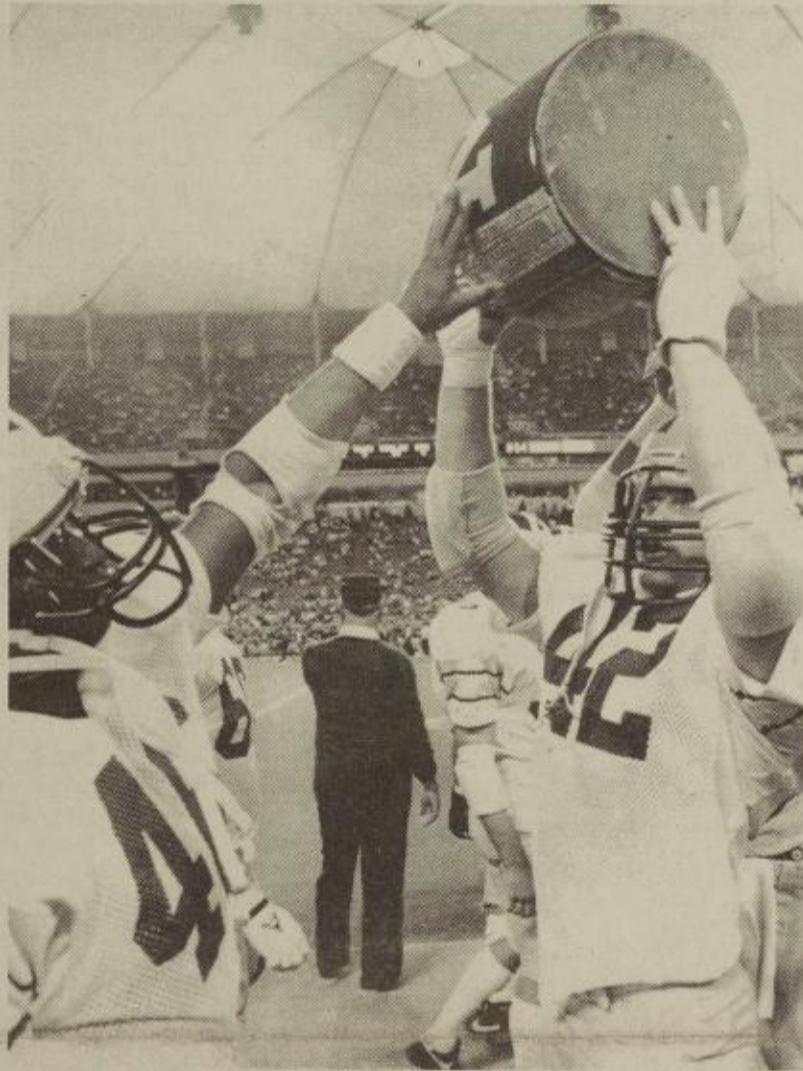
"THERE'S not too many better teams than us, is there?" said Michigan coach Bo Schembechler. "They've got great resolve, they like to win."

Everything went right for Michigan in its second near-perfect game in a row.

Statistically, the contest was not as one-sided as the score indicated, but a fumble, an interception, and a blocked punt sealed the Gopher's doom before the first half as Michigan scored seventeen points on the three opportunities.

"WE GOT some turnovers early, but I don't think we dominated the line of scrimmage," Schembechler said.

See GOPHERS, Page 8



Associated Press

Sophomore runningback Phil Webb (right) and senior linebacker Mike Mallory hoist the Little Brown Jug following Michigan's 48-7 triumph over Minnesota Saturday. The Wolverine victory enabled Michigan to retain possession of the jug for the eighth straight year.

Bomb in mail explodes; injures prof's assistant

By MELISSA BIRKS
AND JILL OSEROWSKY

A University psychology professor's assistant suffered minor injuries when a package addressed to Prof. James McConnell exploded in his arms last Friday afternoon.

Nicklaus Suino was at McConnell's 2900 Delhi Road residence opening a package addressed to the professor when a concealed device within the package went off at 2:51 p.m. last Friday.

SUINO WAS treated at University Hospital for flesh wounds to the arm and superficial cuts to the abdomen. He was released Saturday.

Neither McConnell or his assistant could be reached for comment.

The Washtenaw County Sheriff's department is investigating the incident along with the Detroit Bureau of Alcohol, Tobacco, and Firearms, and the U.S. Postal Inspection Service. So far, they have no suspects in the case, but anyone with information may call the sheriff's confidential tip line at 973-7711.

CO-WORKERS in the psychology department suspected that the bombing might have been connected to a textbook authored by McConnell entitled *Understanding Human Behavior*.

McConnell, a member of the University faculty since 1956, teaches honors introduction to psychology. Co-workers and students say that his behavior modification theories have generated a lot of controversy.

Charles Morris, associate chair of the psychology department, said it is fairly common for writers of textbooks to receive letters of criticism.

"IF HALF a million people read your book, the chances are that some of those people are disturbed, especially if it's an introduction to psychology text," Morris said.

"Somebody somewhere who's familiar with his book is sufficiently disturbed to send more than the typical letter," he speculated.

Jonathan Bokor, an LSA senior who took McConnell's class as a freshman, speculated that an opponent of behavior modification might have sent the explosive device.

"A LOT OF people are opposed to behavior modification — how it's done, what it's used for — and some people think it can be abused," Bokor said.

Although McConnell's theories may have invoked the wrath of some, he is popular among his students.

"I'm pretty shocked," said LSA senior Gary Sugarman, a former student of McConnell's. "I would be very surprised if it were a student



McConnell
... not injured

(who sent the package). He seems to be one of the most well-liked ... and respected professors (at the University)."

Bokor said that McConnell was popular because of his method of applying positive reinforcement in the classroom through a grading system which involved telling students everyone would receive an A if they put in the hard work indicative of an honors course.

Ed. school rebounds but faces problems, dean says

By KERY MURAKAMI

Two years into a five-year plan to cut the School of Education's budget by 40 percent, the school has improved its overall quality, education school dean Carl Berger said Friday.

However, Berger, giving a progress report of the school's reductions to the University Board of Regents, said the cuts have also hurt the school's reputation and its ability to give individual attention to its students.

THE UNIVERSITY in the midst of a budget crisis in the late-70s and early-80s, embarked on a plan to reallocate \$200 million from lower priority areas such as the education, natural resources, and arts schools to higher priority areas like faculty salaries. The education school was cut by \$20 million.

"It's been one of the most exciting times, but also one of the most trying times for the school of education," Berger said.

In the last two years, he said, the school has begun its five-year reduction of its faculty from 75 to 40. About 15 have left the school so far, either through retiring, leaving the University, or transferring to another college within the University.

BERGER SAID the curriculum has

also been cut according to schedule, reducing the number of programs offered from 13 in 1983 to four. In addition, the number of courses the school offers has been cut from the 485 it offered last year to 170.

Berger said the problem was compounded because the school has only modestly cut its number of students over the same period of time. "This has resulted for the first time in our history that we have large classes with as many as 150 people," he said.

In addition, Berger said enrollment changes had stabilized, and an increase in undergraduate students was expected in the future.

DESPITE the crowded classes, Berger said the school was forced to increase enrollment to try to help meet the nation's teacher shortage.

"You just can't teach people to teach in such a large class," said Tom Marx, an education student who presented the regents with a petition Thursday saying students in the school are being shortchanged. About 80 percent of the students in the school signed the petition.

Berger said another problem was the lack of courses. "If you miss a class you have to take, you might have to wait another year or two before it's offered again."

MARX AGREED, and added that because of the low number of courses the school can offer, many are too general. "I'm taking a class on psychiatry for teaching elementary and secondary education. The people studying elementary school education should study psychiatry for elementary school education. The people taking secondary education teaching should study psychiatry for teaching secondary education."

The school's main problem, however, Berger said, is the bad publicity the school received when the budget cuts were announced. Many people had thought the school had been eliminated. "We had a phone bank to ask alumni for contributions. Several of our callers were told they were not calling from the University of Michigan's School of Education because there was no such thing as the University of Michigan School of Education."

Despite the problems, Berger said, there are some bright spots for the school. He said several college studies had ranked the University's education school as among the best in the country.

In addition, he said juniors and seniors in the school had the second best GPA of all schools and colleges in the University last year.



New wing

University President Harold Shapiro (inset) dedicated the new wing of Tappen Hall (outset) Friday. The addition is part of a \$2.3 million project that included renovation of the 91-year-old building.

TODAY

Go Blue

THE WEEK has arrived. In five days the pitiful Ohio State "University" football team will drag themselves from that armpit of the Midwest — Columbus, of course — to take on the mighty Wolverines. The Today column, as you know, has declared war against the boys and girls of this little farming school. In order to get ready for the showdown, we asked you last week to send us your best Ohio State jokes. Though we have been flooded with submissions, we still need more. You see, even the Daily has certain standards, and, well, some of your jokes just weren't printable. Send your jokes to:
Buckeye Blues
City Desk

The Michigan Daily
420 Maynard St.
Ann Arbor, Mich. 48109
or if you want, just drop it by on your way to class.

Today's joke:

A FRESHMAN farm boy (one of thousands) showed up for spring try-outs for the Ohio State football team. When asked by the coach what position he wanted to play, he said quarterback. The coach handed him the football and said, "Do you think you can pass this ball?"
"Hell," the boy said, "if I can swallow it, I can pass it!"

Blood Drive

AFTER you drop your jokes off at the Daily, be sure to stop by the Pendleton Room in the Union between 9 a.m. and 5 p.m. to give a pint of blood. Let's not let the farmers embarrass us like last year. Don't worry though, the Red Cross has assured the Daily that the nurses taking your blood are not graduates of OSU.

If you see news happen, call 76-DAILY

INSIDE

FIRE AWAY: Opinion looks at the local handgun ban initiative. See Page 4.

THEN AND NOW: Arts reviews Emilio Estevez's latest celluloid effort. See Page 5.

SPLIT: The 'M' hockey team splits its weekend series with the University of Illinois-Chicago. See Sports, Page 7.

WEATHER: Cloudy, with a chance of showers and a high in the low-60s.