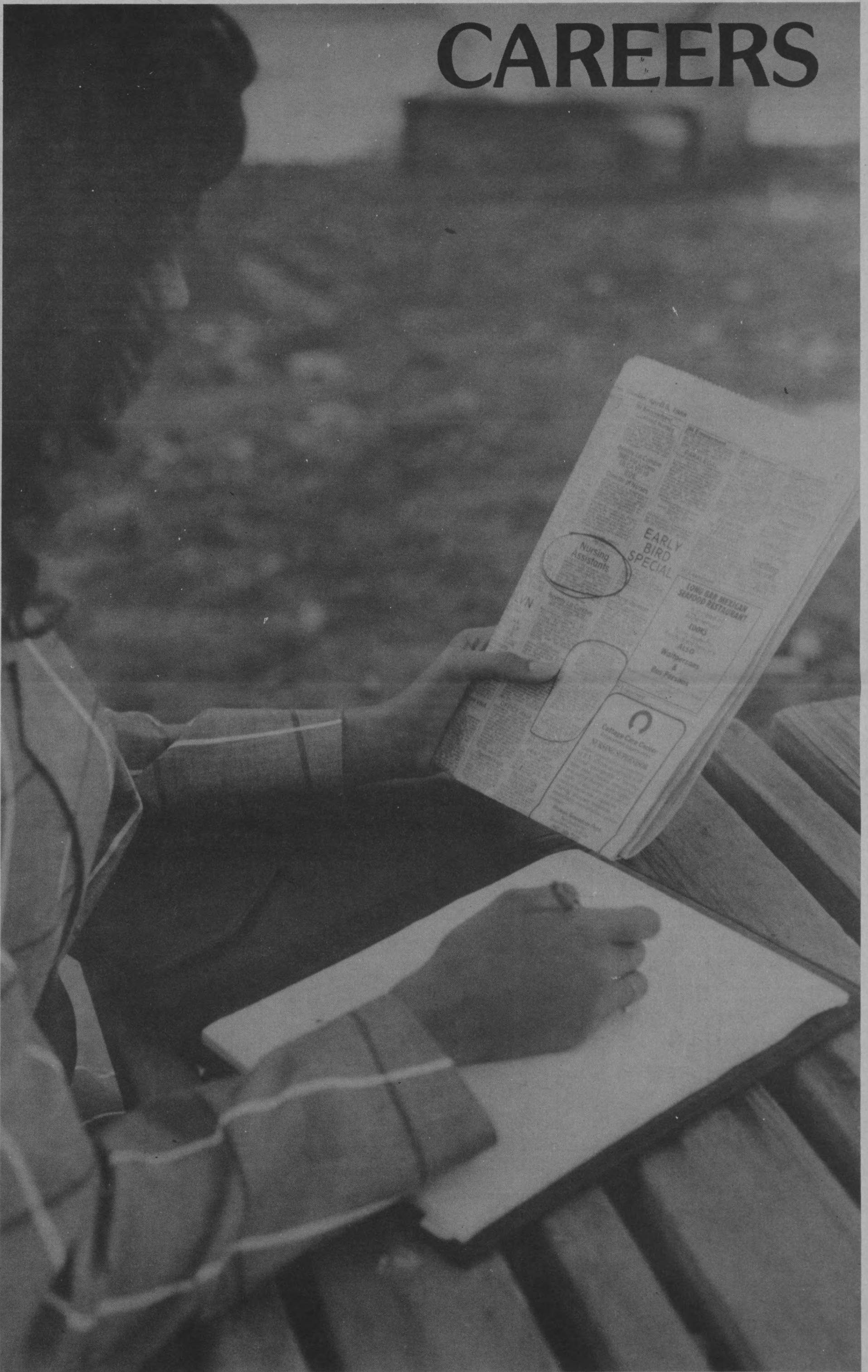


CAREERS



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Centering Your Goals

By Liahna Gordon
Contributor

See Jane. Jane goes to UCSB. Jane has no major. Jane has no career goals. Jane is going to strangle the next person who asks her what she wants to do with her life.

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Do you and Jane have a lot in common? If so, don't despair! You don't have to walk around feeling totally directionless any longer! The Career and Counseling Center can help you get your future on track and your goals in gear. However, if you already know what you want to be when you grow up, don't assume you can just skip the rest of this article and move on to the Personals, because you can't. The Career Center isn't just for the completely clueless. It has a plethora of resources and services for the rest of you too.

The center is located across from Storke Tower and next to the Campus Housing Office in the pink and green building. Approximately 10,000 students used the agency last year. Career Peer Barry Davis summarized the center's purpose as being to first help students identify their career goals, and then to assist them in their job search.

People like Jane ought to start their search in the Career Resource Room. Here you can sign up for tests, such as the Strong-Campbell or Meyers-Briggs tests, that can help you to identify career fields that may interest you, or that you would particularly enjoy. There are also computer programs, such as Discover, which will also direct you to careers, as well as binders that contain jobs categorized by personality traits. These binders include information on job descriptions, necessary education for a career, educational programs offered at various schools across the country, employers in the field, and special opportunities, such as internships.

The Resource Room also contains pamphlets on many majors that provides information on career options, suggests courses to increase job options, and ideas on how to gain skills for experience through extracurricular activities. There are job-offering newspapers from all areas of California, audio and video tapes on what certain careers are like, and books on career planning for certain majors.

For those interested in grad school or transferring, there are catalogues from all the UC campuses, books with information on graduate school programs nationwide, and microfiche catalogues from across the country and around the world.

Students can also watch video tapes in the Resource Room to learn about a certain company before they are interviewed. They can look through binders from companies that interview on campus, as well as through files of companies that don't. Books are available that teach students resume writing and interview skills. Those interested in education can also get information on all the elementary and secondary schools in California.

The most important resources in the Career Resource Room, however, are the counselors who can advise students on choosing a major or career, writing resumes and cover letters, and letters of intent for prospective graduate students. Drop-in hours for the counselors are 8:30 a.m.-12:00 p.m., and 1:00-4:30 p.m. Appointments can also be made for consultations up to one half hour long. In addition, peer advisors are available to assist and advise students. (In addition, if you are interested in becoming a career peer, applications for next year are being taken until April 15. Inquire in the Resource Room.)

The Applied Learning office handles part-time jobs and internships. It keeps bulletin boards of local part-time jobs listed with the office by the employer. The boards are available to all registered students and to alumni for up to six



RICHARD REID/Daily Nexus

months after graduation. The jobs are categorized into fields of interest and are updated daily. There are also sections of employment listings from newspapers, and a telephone available to call about the jobs.

If you have skills in any area, you may list your name and phone number with the Applied Learning office, and they will refer calls for the service to you. Although any skill may be listed, the ones in most demand are in child care, housework, yardwork, hauling and delivering (with your own truck), and tutoring. There are also listings for out-of-the-area summer jobs, and binders for summer camps nationwide.

The Applied Learning office also handles internships, which are available to juniors and seniors. These internships usually require 10-15 hours per week and are directly related to the student's career goals. They are available in a myriad of areas ranging from accounting to engineering, human services to education. Interviews, however, are on a first-come, first-serve basis, so it is important to apply early. Applications are taken up to three quarters in advance.

Peers in the Applied Learning office help with resumes and interviewing techniques for the internships. Workshops are also offered on summer jobs and on finding, selecting and negotiating internships.

(See CAREER CENTER, p.5A)



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For more information, contact Sandra Barrios at Counseling & Career Services for an appointment to meet with us on April 20.

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Getting Out of Summer Apathy

By Leni Herman
Contributor

Summer is just around the corner and it will soon be time to find employment. But instead of working as the usual waiter/waitress, clerk or fast food attendant, why not try something new this year and seek employment that may enhance your education and expand your mind? You can create an exciting summer job and/or internship that will prepare you for the business world after graduation. Summer jobs will help you obtain paraprofessional experience, explore different career areas, establish business contact for future job hunts and teach you to apply classroom learning to on-the-job situations.

In the past, UCSB students have obtained summer jobs and benefited a great deal from the experience. For example, Kim Lopez, Senior Psychology major, worked for a summer at *Direct Relief International* as the Public Relations Assistant. She was responsible for writing all press releases, public service announcements and assisting in outreach projects to the community. She learned about nonprofit organizations, public relations and professional work environments. Martin De La Serna, Senior Engineering major, worked for Hewlett-Packard in San Diego. He worked as a Manufacturing Engineer for ten weeks where he provided technical support to the development and manufacturing teams. He learned how to apply the technical concepts learned in school to a practical situation on the job.

Other students take different routes, some students choose to participate in educational programs overseas, some go to Washington D.C. to work in politics, while others work for environmental conservation programs. Regardless of the type of work you are looking for, it is important to start looking for a job early. The Applied Learning Program (ALP) at Counseling and Career Services (C&CS) has established a program to help students in their search for summer jobs. In the C&CS, there are a number of books containing information on local and national companies who have hired students for summer jobs and internships in the past as well as handouts, brochures and applications for some businesses and summer camps. There are structured on-campus interviews with some of the larger corporations



looking for summer employees. Workshops are given throughout Spring quarter to give students a starting point at which to begin their summer job search. Counselors are available to help students in their job hunt process.

In addition to summer jobs, ALP also offers students part time paraprofessional experience with employers in the local Santa Barbara area during the school year. Internships are offered in such areas as art graphics, education, television, radio and print media, law, business, accounting, marketing, sales, engineering, public relations, advertising, and health to name a few. They are ten weeks long and most often volunteer. Workshops are held throughout every quarter to introduce students to the Applied Learning Program and help them start their internship search.

If you are interested in a summer job or an internship attend one of the workshops given weekly at the Counseling and Career Center. Summer is only a few months away so start looking now! Find a summer job that will help you expand your mind, develop your professional skills and allow you to apply your knowledge in a business setting.

For more information on internships see **WORKING ABROAD**, p.7A.)



Photos by Richard Reid

All clothes courtesy of Loring and Co.

Dressing for Success

By **Sandy Chuck**
Staff Writer

It's time to get out of your tank tops and shorts and into some REAL clothes if you want to make your life something more than just mindless existence! What I'm trying to say is, dressing for interviews and jobs has progressively become more important. Nowadays you can't get away with not caring about your appearance. It has become almost as important as your skills and qualifications. Loring & Company can help you get shaped up for your career or perspective career.

The career apparel business has been growing steadily every year. Loring & Company, located in the La Cumbre Plaza, does a lot of business with UCSB because of the large student clientele. They work very closely with the university,

holding several careerinterview dressing seminars a year on campus.

Chuck Loring, president of Loring & Company also attributes the rapid growth in the business to the shift to increased interest in business careers and the professional fields. "Over the last ten years there's been a tremendous change in the attention to dress and the importance of clothing," Loring added. "The students today are aware of that importance." He also believes that the importance has risen because the business field has become increasingly competitive and everyone is more career oriented than they were in the seventies. Loring & Company carry what they call "updated traditional" career apparel. "It's between the European trendy stuff in town and the too traditional clothes."

The fluctuation in career apparel is less extreme than in pure fashion, but there is still a definite direction it is taking. (See CAREER CENTER, p.8A)

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Clean Up Your Credentials

"I've never really done anything, and I didn't have a really good major in college, and I'm not very motivated, and I don't really know what I could do in a company."

This may be the conversation you had last night with your roommate, while you were feeling the pressure that tightens up your chest every time you consider *what I am gonna do with my life*. It is an okay conversation to have with a

roommate, a parent or maybe even a shrink, but it's definitely the wrong attitude when it comes to searching for a job.

Say you've got a five-page paper due. You haven't really done the research, gotten through barely half the reading for the class, and you don't really think you've got a solid thesis. You want the professor to know that? No way. Maybe you've

only had to do it a couple of times, but when the deadline starts to loom larger and larger, and you plan to pass the class, you do enough work to snow your way through the paper. How effectively you argue your point will determine your grade. It's basically a matter of selling your argument convincingly.

The fear that grips the first-time career entrant is com-

JOHN Q. STUDENT

Permanent Address:
1000 Main St.
Sunnybrook, CA 91406
(415)000-0000

Current Address:
1000 Picasso #1
Goleta, CA 93117
(805)000-0000

OBJECTIVE: Entry level position utilizing cartographic skills in a mapping agency.

EDUCATION:
University of California, Santa Barbara
Bachelor of Arts, Geography — March 1985
Bachelor of Arts, Studio Arts — March 1985
GPA: 3.57
Birmingham High School, Van Nuys, California
Diploma received in 1980

RELATED COURSES: Calculus Image Processing Techniques in Remote Sensing
Graphic Design Photogrammetry and Air Photo Interpretation
Cartographic Drafting Image Classification of MSS Data
Production Cartography Soil Geography and Land Use

WORK EXPERIENCE: *Assistant Night Production Manager*
University of California, Santa Barbara Daily Nexus
Assist with the design, layout, pasteup and proofreading of regular newspaper and advertising supplements.
January 1984 - present

Sales Clerk / Assistant Lead
Universal Studios Tour, Inc.
Cash register duties, camera sales and repair and photographic advice. Management position included sales clerk duties in addition to responsibility for opening and closing banks, reordering stock, new employee training, and customer relations.
Summers of 1980 - 1984

SKILLS: Experience in image processing using Beginner Oriented Geographic Information System (BOGIS), Video Image Communication Analysis and Retrieval (VICAR) and the Image Base Information System (IBIS).
Extensive use of Goodkin, Robertson 320, and Agfa-Gevaert Repromaster 2200 copy cameras.
Familiar with the use of Mycro-Comp 4002 VDT System 1100 computerized typesetting equipment.

ACTIVITIES: Member, UC Santa Barbara Ski Club
Member, UC Santa Barbara Advertising Club
Devised advertising strategy to market the Radio Shack TRS-80 Home Computer for a national competition sponsored by the American Advertising Federation.
Extracurricular activities include skiing, scuba diving, and photography.

REFERENCES: Available upon request.

Jane Q. Student

2000 Del Playa #2
Goleta, California 93117
(805) 685-0000

Objective
Position in news organization with potential for growth towards national political reporting.

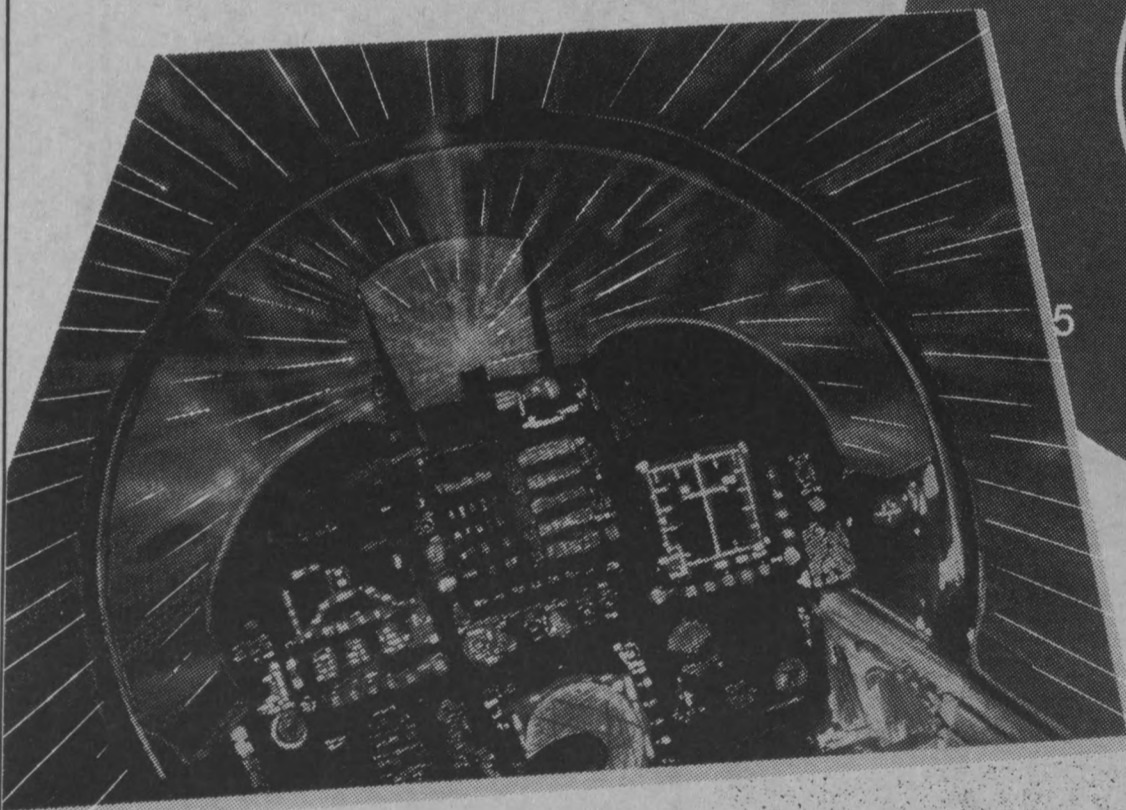
Work Experience
Editor-in-Chief, UC Santa Barbara *Daily Nexus*, June 1985 to present. Direct operations, news coverage, editorial content, and layout, and supervise staff of approximately 200 of the daily campus paper with a circulation of almost 20,000. Covered 1984 Democratic National Convention, national congressional and state assembly races, local politics and campus affairs.
Contributor, UPI, AP, *Goleta Sun, Lompoc Record, UC Berkeley Daily Californian,* and *UCLA Daily Bruin*. Have contributed stories to each organization on local and campus activities including visits by John Anderson and William Mondale.
Reporter, Editor, KCSB Radio, June 1985 to September 1985. Gathered, wrote, coordinated and anchored 15-minute midday news report one day each week for the community service broadcasting station at UCSB.
Managing Editor, UC Santa Barbara *Daily Nexus*, June 1984 to June 1985. Daily layout of a 12- to 24-page paper, supervision of press releases, public service announcements, paste-up, and use of Micro-Tek VDT, system 1100. Have also served as Campus Editor, Staff Writer.

Related Activities
President, *California Intercollegiate Press Association*, March 1984 to present. Coordinate activities of statewide organization with over 40 college media organizations as members. Planning and organization of yearly competitions and conference, publication of quarterly newsletter.
Member, *Investigative Reporters and Editors Association*, September 1983 to present. Attended educational seminars on cultivation of sources, planning for long range projects, investigation of city government, and writing investigative reports.

Education
Senior, Political Science, University of California, Santa Barbara. Expect Bachelor of Arts with distinction in June 1986.

References available upon request.

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Career Center

(Continued from p.2A)

The Campus Interviews office is available to seniors and graduate students. Approximately 300 employers from major companies, government agencies and school districts come and interview students through this office for permanent professional jobs to be started upon graduation. Lists of interviewing companies are available in the Campus Interviews office. Most interviews take place in the fall, somewhat fewer in the winter, and a relatively small number in the spring. Thus, in order to get the opportunity to interview for the most-wanted jobs, it is necessary to begin looking in the fall of your senior year.

The Campus Interviews program also runs workshops to prepare you for your interviews. In addition, each interviewer fills out a feedback form on the applicant, so that students may identify areas of weakness in their interviewing skills. It is also possible to set up a video-taping of a practice interview. A career counselor will interview you on camera, so that you may later view the film, and work to improve certain areas.

It also features an Education office, which is most often utilized by people entering the education field. It has lists and information about school hiring, student teaching, and availability of jobs.

Jane got help at the Career Center. Now Jane is an English major, and is going to write reading books for first-graders. You can get help too. Whatever your needs, the pink and green building has something to offer.

ials

— Preparing Your Resume in Easy Steps —

parable to the student's who doesn't think he has a valuable thought in his head when it comes time to write the paper. And this time, it's not some abstract theory that's being presented; it's your life. It shouldn't be a snow job when you present yourself to an employer in resume form, but it should accentuate the positive and present a convincing argument about you that will induce a potential employer to give thought to your case.

UCSB Counseling and Career Services offers classes and informational brochures on how to write effective resumes. The information below presents some of that material, and hopefully it will get your thinking going in the right direction.

Packaging Your Resume

The "best" resume and finest credentials do not guarantee a job. Human factors may always intervene. What follows are thoughts, deliberations and actions synthesized from one woman's account of dealing with 620 applicants for one job.

Overwhelmed by the sheer number of respondents, and after reading nearly 30 responses, this employer devised a method of preliminary selection: envelope discrimination. Out went envelopes that were handwritten, that had incomplete addresses or unnecessary abbreviations, and those that bulged. Ivory, gray and blue envelopes, plus good quality bond invited inspection, however.

Having made the first discard, the recruiter moved on to examine the cover letter and thus moved to an additional screening process. Resumes without cover letters were discarded.

Forms of salutation became the next criterion for remaining in the pool "To whom it may concern," "Dear Box 2104," and "Dear Sir" did not gain any points. Those that said "Good Morning" and "Hello" scored high because they were refreshing greetings to this reader.

Moving on to the contents of the cover letter. Those that showed enthusiasm and emphasized qualifications for the position sought were put in the positive pool. Negative, self-searching honesty letters were a definite turnoff.

In examining the resumes, four-page treatises were put aside, as were all those that listed every non-related job an applicant had ever held. Frequent changes of jobs turned this

recruiter off as did resumes that listed too many unimportant duties meticulously detailed.

The final pool of five candidates had much in common:

— Their application had arrived within a few days after the job announcement.

— Their cover letters expressed and encapsulated the experience relating to the job.

— Envelopes, letters and resumes were conscientiously prepared and error-free.

— Positive personality traits came through: warmth, spontaneity and zest ... important to the recruiter.

Obviously not every employer is going to follow the same steps this recruiter did in scaling down the pool of applicants. But a few points stand clear as universally important: invest time, energy and creativity in preparing the application material, because they will serve as personal advertising. Use good quality materials and make sure that the submitted copy is error-free and properly addressed. Allow brevity to carry the impact of your arguments, not the weight of the letter.

The situation outlined above came as a response to an advertised position. Only one of the 620 applicants would be hired for the job. This makes obvious the point that by independently seeking out employers in informational interviews, using contacts, and other forms of self-initiated searching, you should improve the odds of successfully landing the job you want.


When it comes to preparing the contents of the resume, those who have never held jobs previous to seeking a position are often at a loss as to what they can put into the "Experience" section of their resume. Transferable skills can be gained from any number of endeavors. Think back to classes you've had and/or clubs in which you've participated. The experience gained in conducting a class project, or the knowledge gained while researching a paper can all be transferred as skills relating to a job you desire. Positions of responsibility within a club, campus committee or Greek organization are all items that can be related to a desired position. Also, advisers at Counseling and Career Services can help students who are unsure of how to fill this category.

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Secret of Your Success

(Reprinted from Business Week Careers.)
Finding it hard to deal with the effort and rejection of the job search? Lost your will to smile? Don't despair. There is a light at the end of the tunnel.

If you want a new job as soon as possible, try following these 11 tips from James Challenger, president and founder of Challenger, Gray & Christmas, the Chicago outplacement firm. Challenger has counseled more than 20,000 displaced executives in the techniques of job hunting.

1. Consider your search a full-time job. It's important to put in eight to ten hours a day, five days a week. "Don't wait," Challenger says. "Go out and fight for a job. Attack the market."

2. See at least 10 potential employers a week. Get interviews with the people you want to work for. Don't see personnel people unless you have to. The more interviews you go on, the better your chance of getting hired. See people even if they say they have no openings.

3. See your friends and ask them to help. Don't phone; if you confront the person, they are more likely to do something. "Some people would say that this is cashing in. It is, and you have to do it."

4. Prepare a resume, but keep it only for people who insist on seeing it. Resumes lose more jobs than they gain. If your resume doesn't have on it exactly what the employer wants to see, he or she assumes that you're not the person for the job. Instead, talk with the employer and try to sense what

he or she would like to hear. With that in mind, talk about yourself.

5. Keep in mind that the employer is always right. Don't say a qualification for the job is not important, or that it is less important than another. As a job-seeker, you are a seller in a buyer's market. The employer is buying what he or she wants for the company. Don't insist that he or she should want something different.

6. Know where the interview is and allow yourself extra time to get there. Even if a tardy bus is the cause of your lateness, the message that gets through is that you do not care enough. Someone else will be hired.

7. Dress up. Look good, but conservative. It tells the employer that you think enough of the company to make the effort.

8. Don't knock yourself. Humility is fine most of the time, but not in a job interview. If you don't tell the employer how good you are, who will?

9. Don't knock your former employer, either.

10. Avoid asking about vacations, holidays and benefits. The employer will conclude that you are not interested in the work, only in yourself.

11. Smile. Happy people get jobs. People would rather work with people who have pleasant dispositions. And as Challenger says, "If you have been looking for a job for three months with no success, it may be hard to smile, but make yourself do it. It works."

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If this interests you, we invite you to attend our Company presentation on Tuesday, April 19th from 5:00 to 7:00 p.m. in the UCen Room 3. Come by and enjoy some light refreshment and learn more about Vitesse. In addition, please register to interview on Wednesday, April 20th with a Vitesse representative.

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Only A World Away

Are you petrified of the possibility that you may have to go home for summer break? Are you destitute by the probability that you'll have to spend your vacation working for Greaseburger's of Bakersfield slinging french fries? If you've ever thought of putting your education to work while you see what exists outside of Santa Barbara, you ought to definitely consider a summer internship.

Internships go beyond the Santa Barbara area. They can take you around the world to places you've only dreamed of going. The Applied Learning Program at Counseling and Career Services offers national and international internships in addition to local opportunities. You can spend a summer as a legislative intern in Washington, D.C., work on an advertising campaign for the Olympic committee in Colorado or teach English in Japan to name a few of the hundreds of opportunities listed in the Applied Learning's description binders.

Internships are the students' way of gaining hands-on experience in career fields of interest. It is a valuable, and often necessary, component of job preparation that may be your ticket to an interview or introduce you to key people in your field. Sherri Geeser, a UCSB student who interned in London, England during the summer of 1987 says, "My experience as a social worker in a foreign country enabled me to learn more about social work as a field, the systems that a different country uses, and it gave me the chance to learn about the people and the culture." Her experience in another country taught her much about her own country. "It's

amazing to me that I learned about the United States by going to England. I heard news and viewpoints of North America from the English perspective. I learned their opinions about our society and political positions."

Sherri learned more than just the social work field. "I experienced work I liked and work I disliked, but both experiences were valuable. My career goals have become more focused as a result."

Her international adventure began with a visit to the Applied Learning Program last winter. In the search for an organized program that would take her abroad and allow her to work throughout the summer, she frantically searched through the "Out of Town Career Related" binders. The diverse choices made selecting only one program hard to do, but Sherri finally settled on an internship with Winant-Clayton Volunteers and set about applying immediately. After obtaining assistance from a career advisor and attending an interview skills workshop, she was well on her way to interning abroad. "The advisors in the Applied Learning Program were so helpful and supportive of me that I never felt I couldn't do it. They worked with me on my individual intern search and gave me the confidence I needed to go through with it," says Sherri. "It was one of the best experiences I've ever had, and I'd recommend it to anyone."

Students spend their summers interning everywhere imaginable in order to make contacts, learn their fields of interest and travel, travel, travel!!!

Any Help for the Hesitant?

It is surprising to see how many people don't know what they're going to do when they graduate from college. It seems that the only thing on the minds of students is simply getting out of school with a diploma.

Seniors have spent about four years of their life striving for a degree in something-or-another and many don't know what they really want to do when they have to start working. Four years is a long time to make a career decision and in that time most everyone should be able to decide what type of work they want to do — and still many don't.

Why don't more seniors know what type of work they want to do? It could be that their scared to make the wrong decision and becoming stuck in a job that is dull and boring. Whatever the reasons are, the decision still needs to be made. All of us need to find a job or work because we have to be able to support ourselves. Of course, I don't mean just any job! I mean a job that you want to do. One that's right for you.

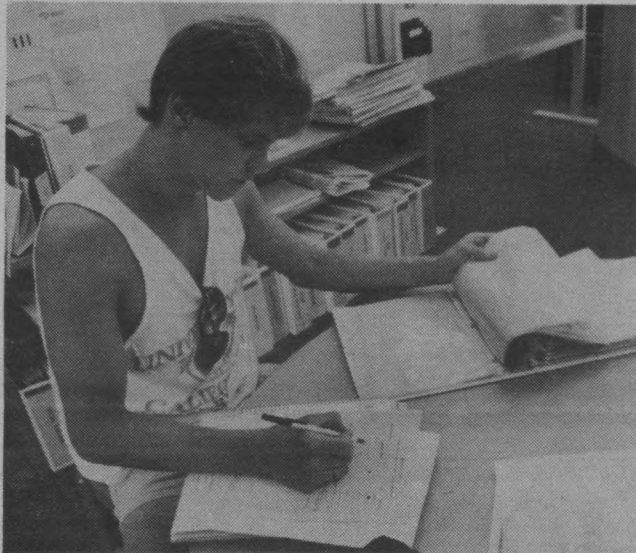
Making a career decision isn't as hard as one would think. A career decision requires the evaluation of ones *needs* and *values*: there are economic needs, social and family values, personal growth, social service desires, and self-fulfillment

needs. How much money do you want to make? How do your family needs fit into what type of job you might accept? What type of career will help you meet your needs for personal growth? Will you be able to help the people you want to? What kinds of jobs will allow you to accomplish your goals that you've set for yourself for the years to come?

These are some of the questions that help people find direction in life. You need consider these factors to find a career emphasis. It's not hard, you usually have four years to think of such things and a university is the perfect environment for making career decisions.

On the other side of the coin, there are those individuals who decide upon a career simply to make the decision. They say "I'm only doing this (their chosen job) so that I can find what I really want to do." Such people choose careers they feel comfortable with and they avoid challenges to their personal needs.

They avoid challenges! This is as bad as not deciding on a career, even worse. If you don't challenge yourself you will become bored and come to hate your career choice. It's a known fact that people who are bored aren't as effective doing something as they would be if they were interested in what they were



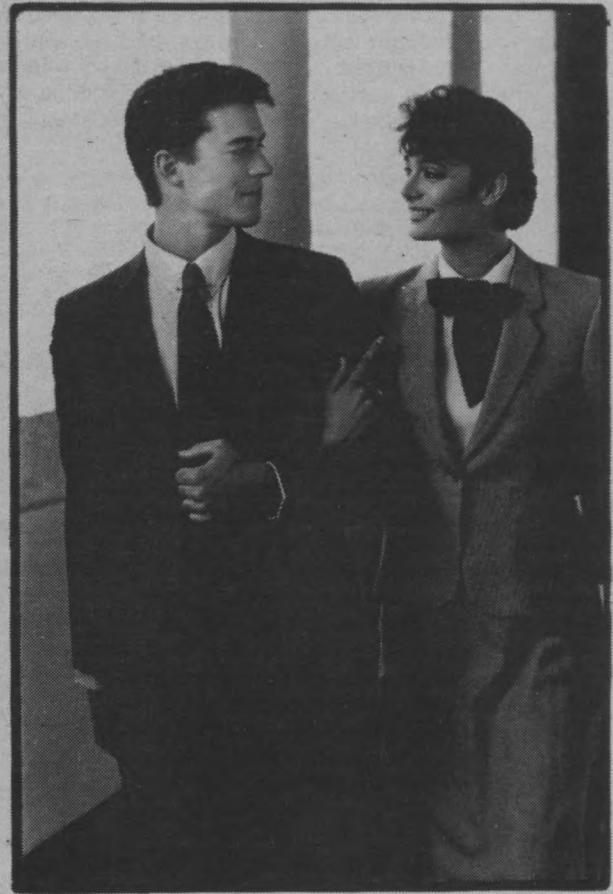
TONY POLLOCK/Daily Nexus

This student isn't waiting for life to pass him by.

doing. So, why wait until you graduate? Search while you're in school! Although, it's never too late to find just what you want to do. People having trouble finding direction for their lives always begin searching for their future today. Career assessment begins by understanding yourself. You have to know what you want. No one can, safely, tell you how well you'll do in a certain career. You must determine that for yourself.

You need to look for patterns or themes that run through your life. Think about your values and your goals. Trust your feelings and get better acquainted with yourself.

Job Interviews?



Dress for success.

Are you a senior looking for work? Let us help coordinate your wardrobe so you make a great first impression. Stop in anytime or call for an appointment. We'll analyze your existing wardrobe and recommend changes and additions if you need any. We specialize in clothing for men and women.

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CAREER DRESSING

(Continued from p.4A)

In men's fashion, suits with pleated pants are still definitely acceptable and the spread collar is now worn more often than the traditional button-down and straight collar. Now men have a choice of three rather than two. The big question in women's career apparel has always been in the skirt hemline. "Miniskirts didn't make it and probably won't next year either", said Loring. Women's career fashion is also moving away from bows and neckties- less neckwear, more open blouses.

In career dressing, Loring suggests dressing to accommodate where you want to be, not where you are. "Follow what they're wearing and wear what is appropriate for the job you want to work up to."

Interview dressing is a little more tricky. The key to dressing for interviews depends on the industry, company and location it's being held. "For example, you would have to dress a lot different for an interview with a bank in New York than you would for a bank in Palm Springs."

Loring also emphasized the importance of interview dressing. "The first impression is very important because the decision to hire or not is made within the first 30 seconds; the rest of the interview is spent just looking for reinforcement of that decision." The employer immediately picks up a non-verbal message from the appearance of the student. Dressing well and appropriately for an interview says the student cared enough to take time to do it right.

In working with students who are just beginning their career wardrobe, Loring stresses versatility. "We suggest buying a basic navy or charcoal suit which you can wear with a variety of accessories." If you have three different in-

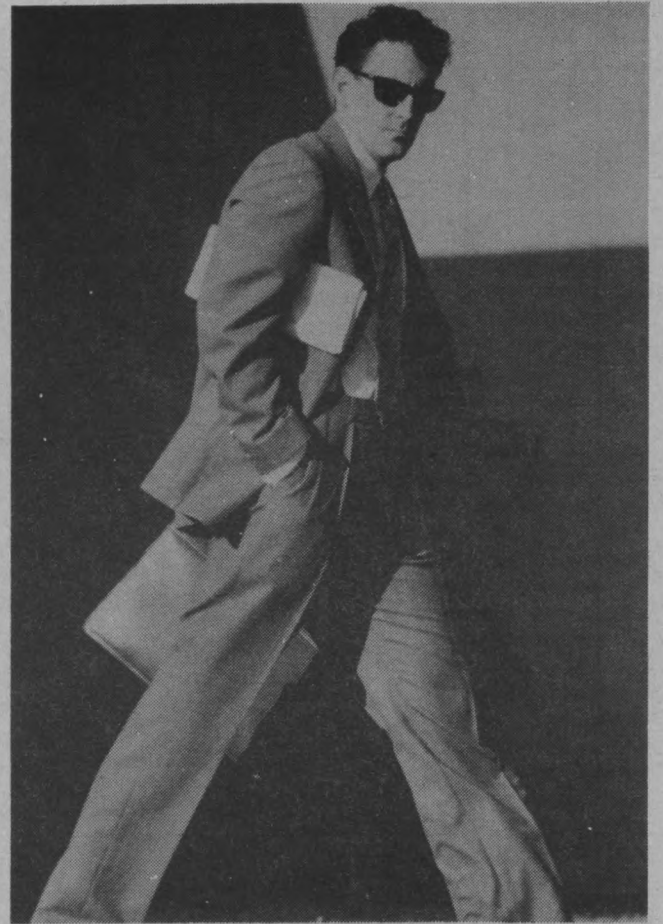
terviews, it's not practical to buy three different suits. You can work with one suit with different accessories for three separate looks; and Loring & Company teaches men how to do this.

"Women basically know how to do this, so what we suggest to them is to give thought to their hair and make-up." To have the wrong hair-do may ruin the whole look. Loring recommends just a really simple, cleaned-up look.

Loring & Company also carries apparel priced especially so that students can afford it. Men starting out can expect to pay between \$250-\$350 and women between \$300-\$400. "Dressing well can be inexpensive if you have a plan. People tend to be terrible shoppers, so we try to develop a plan when we work with students," said Loring. "We ask them what their budget is and go from there." For instance, if a student has \$300 to work with, we're not going to show him or her \$300 suits. We're going to work with lower priced suits so he or she will have money left over for shoes, shirts and other accessories. The total look is really important," Loring said.

They also cater to students in that they carry "athletic cuts," which solves the problem of suits not fitting students. "The typical male student's build is very different from the typical man's build. The design for students' is more tapered so they don't look as boxy," said Loring.

Tomorrow Loring is holding one of his seminars at the Student Alumni Association sponsored business conference, noon in Buchanan Hall.



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MAJOR DECISION

ATTENTION SOPHOMORES!

Choosing classes for fall? How about selecting a major?

Attend an information meeting and learn about the following majors:

APRIL 4:00 - 5:15

| MAJOR | ROOM | DATE |
|----------------------------|-----------------------------------|--------------|
| Anthropology | Counseling & Career Services 1109 | Wed. Apr. 13 |
| Art History | Counseling & Career Services 1109 | Tue. Apr. 12 |
| Biology | Counseling & Career Services 1109 | Mon. Apr. 11 |
| Business Economics | Phelps 1431 | Tue. Apr. 12 |
| Chemistry | Phelps 1440 | Mon. Apr. 11 |
| Communication Studies | Phelps 1445 | Mon. Apr. 11 |
| Creative Studies/Engr. | UCen 3 | Wed. Apr. 13 |
| Creative Studies/Lib. Arts | Phelps 1447 | Wed. Apr. 13 |
| Economics | Phelps 1431 | Tue. Apr. 12 |
| Engineering | UCen 3 | Wed. Apr. 13 |
| English | Phelps 1447 | Wed. Apr. 13 |
| Environmental Studies | Counseling & Career Services 1109 | Mon. Apr. 11 |
| French & Italian | UCen 3 | Wed. Apr. 27 |
| Film Studies | Phelps 1447 | Wed. Apr. 13 |
| Geography | Geology 1006 | Mon. Apr. 18 |
| Geology | Geology 1006 | Mon. Apr. 18 |
| German | UCen 3 | Wed. Apr. 27 |
| History | Counseling & Career Services 1109 | Wed. Apr. 13 |
| Law and Society | Counseling & Career Services 1109 | Wed. Apr. 13 |
| Linguistics | * | Wed. Apr. 13 |
| Math | Phelps 1431 | Tue. Apr. 12 |
| Philosophy | Counseling & Career Services 1109 | Tue. Apr. 12 |
| Physics | Phelps 1440 | Mon. Apr. 11 |
| Political Science | Counseling & Career Services 1109 | Wed. Apr. 13 |
| Psychology | UCen 3 | Mon. Apr. 11 |
| Religious Studies | Counseling & Career Services 1109 | Tue. Apr. 12 |
| Sociology | UCen 3 | Mon. Apr. 11 |
| Speech & Hearing | * | Wed. Apr. 13 |
| Spanish & Portuguese | UCen 3 | Wed. Apr. 27 |

* To Be Announced

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