



The STING

Southern Technical Institute
Marietta, Georgia 30060

Volume 4/Issue 29
May 28, 1979

Industrial Distribution - AN OVERVIEW

by Prof. Bob Paustian

A couple of weeks ago, the STING headlined the availability of scholarships in the IET Department's option program in Industrial Distribution. Today, for those of you who might be interested, we would like to outline what is meant by a career in this field. But please take note, we are not trying to promote transfers from other programs offered at STI; rather, we think intelligent career decisions can be made only when you are in possession of some facts. Since this is a new program, you are entitled to know what it is about, and that is the purpose of this article.

Fundamentally, the option prepares the student who is a bit of an individualist for a career in either of two directions - engineering sales or operations management for a "distributor." We will get to the sales aspect in a moment, but a distributor, in case you are wondering, is a commonly-used link between small and medium sized (and some large sized) manufacturers of industrial products and the ultimate users of these products who are themselves usually industrial firms. The distributor carries inventories of the products of the various manufacturers

it represents in order to provide a quick delivery as well as technical service to customers. Since the distributor handles a number of "lines" it can often provide this sales and delivery service more cheaply than can the manufacturer who handles its own "line" and who is usually located in a distant city.

In the past, industrial distributors have mostly been small organizations who have had to "home-grow" their supervisory and management personnel. But now, especially because of the industrial growth in the Southeast, many distributors have increased in size to the point where they need college-trained people to manage their "operations" and there simply aren't many such people around. So the demand for graduates is substantial, and the opportunities for advancement are many because there is not a lot of competition ahead of you out there.

But working in an industrial distributorship is not for everyone. If you like formal training programs and the security of a major company, it's not for you. On the other hand, if you like informality, variety, hustle, doing it yourself (or with a small team) "it" being purchasing, inventory con-

trol, warehousing, accounting, data processing, or sales- in a 25 to 250 person organization, maybe it is for you.

Going back to engineering sales, while distributors need technically-trained salesmen, large manufacturers need them too, so do manufacturers' agents (so-called "rep" organizations). Many of the manufacturers and agents, in fact, call on distributors, so their salesmen need to know how distributors operate, which is in part how engineering sales fits into the program. The other part is that all sales engineers need to know how to sell, as well as how to interpret product applications to engineers and purchasing agents, regardless of the level of the customer in the distribution chain. Traditionally, technical sales has been -- and still is -- a very well-paid profession. So if you think you might have the aptitude, look us over.

Obviously it is difficult to anticipate all of your questions in a brief article. If you have more, I'll be happy to try to answer them personally in Room 469 or on Extension 291. But be cautioned, there's work involved. This industry wants quality people!



Visitors from Brunswick Jr. College: From L to R Sandra Cothran, Mel Manor, Lorraine Burdette, Dwayne Morris, Ron Young (STI Instructor), and Vewell Smokes (BJC Instructor). These students are involved in the joint BJC-STI transfer program.



THE
NATIONAL
SALUTE
TO
VIETNAM
ERA
VETERANS

Vietnam Veterans Week
May 28- June 3, 1979

Letters to the Editor

Dear Editor:

There are many answers to the question, "What do the STI fraternities do for Southern Tech?"

The largest public attraction, "The Bathtub Race," began as a fraternity activity. All the fraternities actively sponsor this event with tire throwers; track marshalls, drivers, tub-racers, etc. In my opinion, the race would not have progressed to such a degree of professionalism without the fraternity competition, which exists today.

Many of the social events at Southern Tech are fraternity sponsored and supported. For example, Goat Day, Homecoming Dance, IFC parties, Greek Week are designed to get the student body involved in campus life. As the school grows, a student can lose his identity and become just another Alpha number. Fraternities fight that feeling by taking an active role in Student Government, Intramural Sports, and many other school activities.

Since every student's main goal while in school is to graduate, fraternities actively encourage and require certain academic standards. A U.S. Government study shows that 59% of all fraternity men persist to graduation. While just over 45% of all non-fraternity members graduate.

Almost all the support for the Southern Tech Alumni Association comes from fraternity Alumni.

Speaking for myself, my fraternity (TKE) has helped me develop a sense of responsibility and leadership that will continue with me after I graduate. I have developed friendships with my fraternity brothers that will last a lifetime. I have also, through interfraternity activities, developed friendships with brothers in other fraternities.

Charity Projects are just one way to learn to get along with a wide range of people. There are also fraternity trips, parties, work projects, dances, and so on.

Fraternities definitely have a purpose at Southern Tech, especially to help students to have a pleasant college experience. And it is, at some times, hard work, but I don't believe any Greek would say he wouldn't do it over again. A fraternity is composed of intangibles which a man can best understand through personal experience. I suggest that all the students who signed the letter last week take another look at the fraternity experience and talk to a Greek. See what he has to say.

Jim McClellan
Tau Kappa Epsilon
P.O. Box 9347

TO: All Bathtub Race Complainers

Well, another Bathtub Race has come and gone. All that remains is a heap of broken beer bottles and a lot of criticism of the news media for trying to cover it halfway decently. But, the note we received on Wednesday was the last straw.

Mr. Wesley McLendon is upset because his name was left out of the list of pit crew members. Sorry about that, Mr. McLendon, but if you had to find out about the so-called facts the way that we do, you would have congratulated us for being able to print any names at all. Many members of the Bathtub Racing Association were mumbling and complaining about the quality and quantity of publicity before the race. Yet, if any of them were approached for information or details, the standard reaction was to promise everything tomorrow. The only problem is that tomorrow never got here.

We had to rely quite heavily on the information printed in the programs sold at the race. If that information

is incorrect, there is little that can be done about it other than verbally informing us. Of course, we realize that this would have taken a little extra time, something that few people who want press coverage seem to be willing to give.

The Bathtub Race is a tradition on this campus. But it didn't become well-known all by itself. Some of the mumbblings going around are that it should have been handled entirely by the Bathtub Association itself. If the Association would like to coordinate all of the pre-race publicity (and even thinks that it can) while trying to solve its last-minute mechanical troubles, more power to it. In fact, they should be handed the whole project on a platter to see how well they can perform. It's much easier to criticize than it is to do something yourself.

As for the complaints from some of the instructors in various department about the number of people out taking pictures with press arm bands on: for your information, the number of people allowed to take pictures who were stu-

dents amounted to six guys who voluntarily tried to give the race the best photo coverage possible. One picture is worth a thousand words. This is especially true of the Bathtub Race.

We are more than willing to work with the coordinators of the race. All we ask is a little consideration. No one from the Bathtub Racing Association has bothered to thank us. The only feed-back that we have received is criticism. But student comments have been very positive. Obviously, the coverage couldn't have been that much of a problem for those of the student body who were interested in reading about the event.

The Bathtub Racing Association has a place on this campus along with the rest of the organizations. But it is not above any other event on this campus. If it feels that it has grown so much that it does not need to bother even making a token effort at cooperating with supporting campus organizations and staff people, than perhaps its role needs to be re-examined.

THE STING

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Campus Days...



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Campus Activities Board Formed

The Campus Activities Board is NOW being formally set up. This board will coordinate, plan, schedule, and present entertainment, cultural and recreational events for Southern Tech. Applications for the following positions may be picked up in the Student Center Office or Jean Cushing, P.O. Box 9589. The following positions are available: Chairman, Financial Chairman, Coordinator of Public Relations, Coordinator of Films/Lectures/Cultural Events, Coordinator of Contemporary Music, Coordinator of Recreation/Special Events. All positions require a 2.0 GPA.

The Campus Activities Board is a combination of the S.G.A. Entertainment Committee and entertainment money that was designated in the budget of the Student Center. This past year the S.G.A. Entertainment Committee and the Student Center Director shared a budget of 12 thousand dollars. Next year's budget for the Campus Activities Board is sixteen thousand, two hundred dollars.

This is your opportunity to get involved in the field of campus programming. Southern Tech is a member of the National Entertainment Campus Activities Association and thus participates in regional activities that brings performers of the campus market to Southern Tech.

CHAIRMAN - Qualifications

- To be eligible for the Office of Chairman, a student must have served two quarters on the Campus Activities Board as a committee coordinator or as an active committee member.
- S/He must have a 2.0 overall grade point average at the time of application and must maintain a 2.0 overall grade point average while in office.
- S/He cannot serve as an officer in any other campus organization while serving his tenure of office.
- S/He must be enrolled all academic quarters (4) during his tenure of office.

CHAIRMAN - Duties & Responsibilities

- S/He shall act as administrative head of the CAB and its committees and shall take responsibility for the implementation of policies of the CAB.
- S/He shall preside over the meetings of the CAB and shall call special meetings at his discretion.
- S/He shall call and preside at the meetings of the Executive Committee.
- S/He shall have the power to create ad hoc committees.
- S/He shall serve as an ex-officio member of all CAB committees.

- S/He shall appoint such officers and committee coordinators to fill vacancies as they may occur; with approval of the Director of Student Activities and two-thirds approval vote of the Executive Committee.
- S/He shall keep the Director informed of all programs sponsored by the CAB.
- S/He shall act on the behalf of the Executive Committee at such time as immediate action must be taken.
- In the event of a tie vote of the Board, s/he will break the tie.

CAMPUS ACTIVITIES BOARD

VICE-CHAIRMAN - Qualifications

- To be eligible for the office of Vice-Chairman, a student must have served two quarters on the Campus Activities Board as committee coordinator or as an active committee member.
- S/He must have a 2.0 overall grade point average at the time of application and must maintain a 2.0 overall grade point average while in office.
- S/He cannot serve as an officer in any other campus organization while serving his tenure of office.

VICE-CHAIRMAN - Duties & Responsibilities

- S/He shall be acting chairman

in the event of temporary absence or illness of the chairman.

- S/He shall succeed the chairman in the event of permanent inability to discharge the responsibilities and power of his office.
- S/He shall be in charge of recruiting new members and with the evaluation and research of new programs.
- S/He shall keep a record of all CAB members including names, addresses, phone numbers and class schedules.
- S/He shall keep a record of attendance at all CAB meetings.
- S/He shall keep an accurate permanent file of all minutes and resolutions of all CAB and Executive Committee meetings. S/He shall compile an accurate permanent annual report of all said meetings and adopted resolutions at the end of the term.

FINANCIAL CHAIRMAN - Duties & Responsibilities

- S/He shall, upon request of the Chairman, present a financial statement at the CAB meeting.
- S/He shall keep a record of all expenditures and incomes of all individual committees and the CAB in general.

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S/He shall submit yearly budget request to the Student Government Association.

PUBLIC RELATIONS

Publicize all events sponsored by the Board and the individual committees.

Utilize all means available for gaining the utmost recognition of campus events. Keep the Public Relations Office, The STING, The LOG, and WSTB informed of all CAB events.

Manage and distribute all publicity

Provide aid to other campus agencies upon request.

FILMS/LECTURES AND CULTURAL EVENTS

Arrange for an equal balance in the films schedules touching all aspects of campus interest.

Secure facility for showing films.

Collect money, give tickets and be responsible for all income at each showing of each film.

Arrange for any equipment needed to show film.

Review all material received in regards to film.

Coordinate films with other events in and around the College.

Work with all assigned Student Center personnel in coordinating the weekly film program.

Contact and arrange for accomplished artists in the areas of classical, fine and performing arts.

Arrange for speakers and lecturers to appear on campus.

Coordinate cultural activities with other entertainment by the Board and with other organizations on campus.

Conduct the Video Tape series until such time as a committee may be set up for that purpose.

Work with assigned Student Center personnel in coordinating all programs sponsored by the Lectures and Cultural Events Committee.

RECREATION/SPECIAL EVENTS

Provide a variety of recreational activities for students other than those offered by the College, whether indoor or outdoor recreation.

Work with Student Center Recreation Room Director and his staff in coordinating events sponsored by the CAB.

Concern itself with the organization, planning, and production of:

- 1) Homecoming
- 2) Goat Day
- 3) Other events as necessary

CONTEMPORARY MUSIC

a. Organize performances by contemporary artists for Concerts, Coffeehouses, mini-Concerts, Outdoor Concerts, and Dances.

b. Meet with Professional people and complete business arrangements. Review all material received by Student Activities from agents and artists.

c. Arrange for any equipment needed by the artist for the performance.

d. Assume the responsibility for distribution and collection of all tickets for musical events.

e. Complete a record of ticket sales and account for all money collected

f. Notify the Public Relations Committee 2 weeks prior to the event.

g. Work with all Student Center personnel in coordinating all events sponsored by the Contemporary Music Committee.

FINANCIAL CHAIRMAN - Qualifications

a. To be eligible for the office of Financial Chairman, a student must have been enrolled at Southern Tech for one quarter.

b. S/He must have a 2.0 overall grade point average at the time of application during his tenure of office.

c. S/He must have knowledge of simple accounting procedures.

**NATIONAL SALUTE TO
VIETNAM ERA VETERANS
MAY 28-JUNE 3, 1979**



Vietnam Veterans Week, 1979

By the President of the United States of America

A Proclamation

We are a peace-seeking Nation and we are at peace, but we must not forget the lessons war has taught us, nor the brave men and women who have sacrificed so much for us in all our wars.

The decade now drawing to a close began in the midst of a war that was the longest and most expensive in our history, and most costly in human lives and suffering. Because it was a divisive and painful period for all Americans, we are tempted to want to put the Vietnam war out of our minds. But it is important that we remember—honestly, realistically, with humility.

It is important, too, that we remember those who answered their Nation's call in that war with the full measure of their valor and loyalty, that we pay full tribute at last to all Americans who served in our Armed Forces in Southeast Asia. Their courage and sacrifices in that tragic conflict were made doubly difficult by the Nation's lack of agreement as to what constituted the highest duty. Instead of glory, they were too often met with our embarrassment or ignored when they returned.

The honor of those who died there is not tarnished by our uncertainty at the moment of their sacrifice. To them we offer our respect and gratitude. To the loved ones they left behind, we offer our concern and understanding and our help to build new lives. To those who still bear the wounds, both physical and psychic, from all our wars, we acknowledge our continuing responsibility.

Of all the millions of Americans who served in Southeast Asia, the majority have successfully rejoined the mainstream of American life.

To them, and to all who served or suffered in that war, we give our solemn pledge to pursue all honorable means to establish a just and lasting peace in the world, that no future generation need suffer in this way again.

NOW, THEREFORE, I, JIMMY CARTER, President of the United States of America, call upon all Americans to observe May 28 through June 3, 1979, the week of our traditional Memorial Day, as Vietnam Veterans Week. On this occasion, let us as a Nation express our sincere thanks for the service of all Vietnam era veterans.

I urge my fellow citizens and my fellow veterans, and their groups and organizations, to honor the patriotism of these veterans, and to recognize their civilian contributions to their communities in America today.

I call upon the state and local governments to join with me in proclaiming Vietnam Veterans Week, and to publicly recognize with appropriate ceremonies and activities yesterday's service and today's contributions of Vietnam era veterans.

IN WITNESS WHEREOF, I have hereunto set my hand this twentieth day of March, in the year of our Lord nineteen hundred and seventy-nine, and of the Independence of the United States of America the two hundred and third.

Jimmy Carter

**VIETNAM VETERANS WEEK
MAY 28 - JUNE 3, 1979**

Campus Organizations

SIGMA NU

Once again this week the Sigma Nu's have been extremely busy. The Greek Week events and other campus activities offer something for everyone in the Fraternity.

In intramurals, our men beat the All-Stars in a very close softball game. Right after that, the volleyball team managed to take two out of three sets in the tournament. They beat TKE and the Snakes and barely lost to Sigma Phi. Our bowling team also won the overall trophy. Congratulations!

As of press time, the men of Sigma Nu have taken a lead in points in Greek Week activities. We won the pool-shooting event and also the pin-ball event.

The pledges are busy painting a house for a fund-raising project. They are really trying hard to meet their goals and are doing a fine job.

Brothers don't forget about the work project this Saturday. It's a great chance for us to make a lot of money. So, come out and participate.

In closing, the men of Sigma Nu would like to thank everyone who contributed to the betterment of the Fraternity this year. We also would like to wish all the other fraternities, independent students and Faculty that you have the best summer of your life.

GAMMA PHI BETA

The Sisters of Gamma Phi Beta are very happy to announce that we have three new additions to our sorority. Sue Konrad, Brenda Blocker and Alicia Fortenberry. We are glad that they chose to go the Gamma Phi Beta way!

We all had a great time during Greek Week. All the Sisters got to show off their many talents, especially their singing abilities. Congratulations to Mary, Sue Ellen and Barbara for doing a good job on their combo.

Memo to all Sisters: Don't forget that our study-buddy hall is about to start in time for preparing for those dreaded final exams. So, if you need help be sure to get your times set up with Sissi.

TKE

TKE is very proud that they collected more money per brother than any other fraternity for Luekemia Research. We would like to thank the BRA and IFC for their fine job on the 1979 Bathtub Race.

Greek Week this year, except for the rain, was very well planned and TKE enjoyed the whole week of fun. Thank's again Sue Konrad.

The Bathtub Racing Association will have a meeting Tuesday, May 29 in Room 119 at 6:30 p.m.



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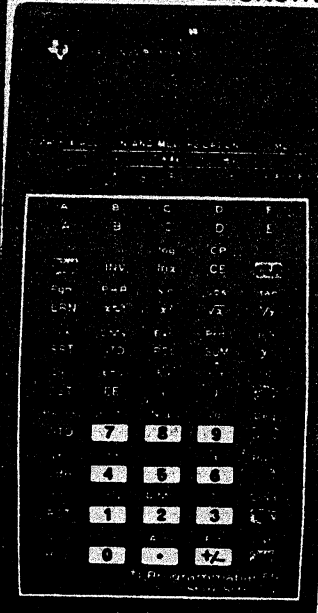
DR. THOMAS
MONDAY - FRIDAY
4:00 pm - 8:00 pm

DR. GABY
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Bulletin Board

POST OFFICE REMINDER

Students, please check your mail boxes everyday. The majority of you have a mailbox and your mail can pile up very quickly. This can be an inconvenience to the person who shares your box.

NOTICE TO ALL STUDENTS

11 outstanding Parking Tickets must be paid, in the Cashiers Office, before pre-registration or your grades will be frozen. Also remember that we have a Lost and Found Department, we have such things as calculators, books, jewelry, Clothing and so on...you must have some way of identifying your property, such as the Serial Number or your Social Security Number engraved on it. The Police Department is open Monday-Friday, 8:00-5:00pm.

Spelling Lab

Do you want to prepare for your English 111-112 final exam? Get a little extra help on spelling problems from Dr. Kennedy on Wednesday, May 23, 1979 and May 30, 1979. Stop by Room 275 to get the room assignment. The times are from 2:00 pm to 4:00 pm on both days.

ATTENTION: Due Dates For Library Materials

1. Graduating seniors must return all library material by June 1. Seniors having materials after this date will have academic records frozen.
2. Non-graduating students must return all library material by June 4. Those having materials after June 8 will have their academic records frozen.

PHT NOTICE

Those graduates wanting a PHT (Putting him/her through) degree for a husband or wife should contact Mrs. Meadows in the library. It is a nice way of saying thanks to someone who has helped you attain your degree. There is no charge for this service.

To: All Student Research Password Holders

From: Kathleen Hall, Computer Coordinator

Subject: Deletion of Accounts

All STSUS accounts will be deleted and their files purged on June 8, 1979. If you wish to retain your account and files, you need to re-apply to have your account extended into Summer Quarter. This may be done by contacting computer room personnel.

Thank you.

ARMED FORCES

MAIL CALL


Let's take a minute to consider something important...the American military forces. Who are they? They are young people, men and women, like hundreds of young men and women right here at home. Half are under 22 years of age. They could be anybody, maybe your own son or daughter, brother or sister, or the kid down the block. Their problems are universal...loneliness, separation from friends, family and home...limited income...perhaps they are in a country where they don't even speak the language! And that is really tough.

ARMED FORCES MAIL CALL (formerly Military Overseas Mail) is structured to provide a link between the American public and young members of the Armed Forces. The primary activity of MAIL CALL has been collecting mail from the public for distribution to military personnel on duty during the Christmas holiday season.

Due to requests from past participants in the program, plans are being made to extend MAIL CALL's operation to a year around basis. However, before this can be accomplished, the group must raise \$4,500 to obtain additional office equipment.

Director Lee Spencer, who spent three years in the Pentagon, emphasized that while thousands of young servicemen and women are served each year by MAIL CALL during the Christmas holiday season, operation on a year 'round basis would greatly increase that number. Although MAIL CALL's mail is distributed through Department of Defense, USO, and Armed Services YMCA facilities, as an independent nonprofit organization MAIL CALL receives no funding from those sources. While contributions from program participants have been more or less adequate to cover past operating expenses, it has not been possible to accrue funds for additional office equipment.

Tax deductible contributions may be sent to Armed Forces Mail Call, Box 1797, Baltimore, Maryland 21203.

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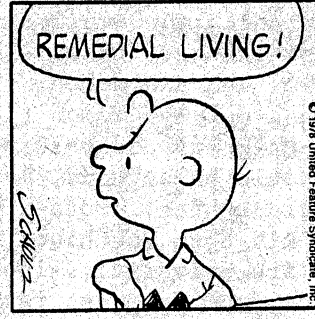
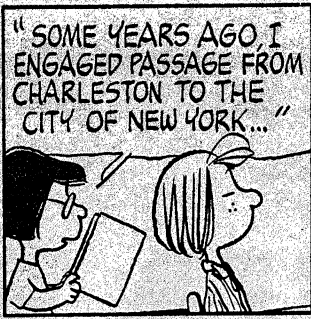
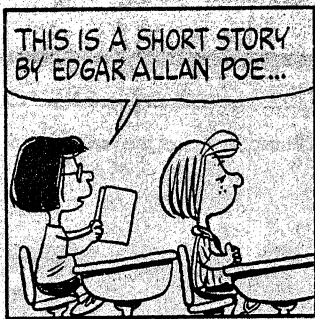
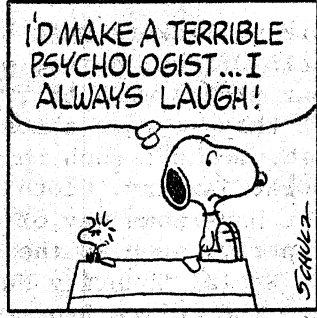
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