

# NEWS

## Maxson addresses Business Night gala

by robert danner  
staff writer

President Robert Maxson addressed UNLV's first Business Night sponsored by the College of Business and Economics on Wednesday evening and from the large turnout of students and company representatives, it was a great success. In his opening remarks, Maxson noted the 2,200 business and economic majors will be able to go out into the market place knowing that their education is "second to none."

August Corrales, a student and member of the Financial Management Association, coordinated Business Night. He said that the idea was to introduce students to career opportunities that are available to them and noted that it was important to undergraduate students to tailor their academic schedules to the business world.

Corrales explained that this was the first time that Business Night had ever been held at UNLV, and noted from the large attendance that it was very successful.

Dr. Thomas Cassese, Associate Director of Career Planning and Placement, was the guest speaker. He spoke of the need for students to begin planning their careers during freshman and sophomore years and noted that students need to successfully market themselves to prospective employers. "Recruiters that we see now are looking for students who are participants of student governments and fraternities. The time to come to my office is now, not two months prior to graduation," he said.

Cassese also noted that many students become trapped by a degree in accounting, finance, or marketing. "The marketing major," he

said, "who has been an athlete all his life and loves athletics could very easily market athletic products as a sales representative for a company. Take advantage of the talent which you have and combine it with your degree."

"I like to think of graduates as being marketable products. When students come to my office, I ask them who they are, what they like, and how I can help them to blend that package together into something marketable. Every employer wants to know what value a student would be to a company. Unfortunately, millions of graduates go through a great deal of time and money without knowing what they have or what they want."

"Go with your strength. It is much easier to sell something with which you are familiar. Get to know yourself to the point of being able to sell yourself."

Dr. Cassese also noted that the value of Business Night was to introduce students to the various professional business organizations which attended and the importance of these organizations to students.

He said that students don't simply join these business fraternities. They are asked to join. "Being involved in these organizations," he said, "is becoming so much more important to the employer today. The student with a 3.50 G.P.A. who is not a member of a business club is often-times overlooked simply because he does not belong to an organization. Employers are looking for graduates who can communicate and interact."

## Calendar

March 23

**UNIVERSITY FORUM LECTURE:** "Impressionist Music and Painting: Use of the Same Language." Carol Urban. 7:30pm. Artemus Ham Concert Hall. Free. 739-3401

**SEMINAR:** "Using Creative Visualization." 6-9pm. Wright Hall 204. \$20. 739-3394.

March 24

**FILM SERIES —** *The Tree of Wooden Clogs*. 7pm. Wright Auditorium 103. Free. 739-3401

March 25

**THEATRE WORKSHOP —** "Acting." Peter Michael Goetz. 1-5pm. Black Box Theatre. Free. 739-3666.

March 25 & 26

**RECREATION TRIP —** "Paragliding." \$75. Reservations required. 739-3575.

**SEMINAR —** "Play and Your Creative Inner Child." Call for time. Carlson Education 214. \$40. 739-3394.

**SEMINAR —** "Word Perfect Macros." 9am-4pm. Beam Hall 115. \$65; \$70 with CEU. 739-3394.

March 26-27

**RAFT TRIP —** "Westwater Canyon, Utah." \$85. Reservations required. 739-3575.

**CANOE TRIP —** "Black Canyon, Arizona/Nevada." \$35. Reservations Required. 739-3575.

## Rebel wins three awards

The Yellin' Rebel staff won three awards in its first participation in the California Intercollegiate Press Association in 20 years, according to editor, Kurt Hildebrand.

The Rebel won first place in the humor cartoon for J.R. Johnstone's Jerry, first place in the

weekly editorial section competition, and third place in the sports section competition.

"This has to be kept in perspective," Hildebrand said. "It was our first time with this particular organization and we did very well."

Hildebrand said the

main benefit to the paper was feedback.

"We got a lot of feedback on both what we are doing right and what we are doing wrong," he said. "We got to see what other papers are doing, and I think we can improve our own operation accordingly."

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