

# Corporate Rebels competing in national business policy game

**The 24-school competition takes place April 14-16 at UNLV. This year's subject: floptical disks.**

BY TONYA LOMELO  
STAFF WRITER

On the fourth floor of the Frank and Estella Beam Hall, a team of five undergraduate students are working on producing floptical disks, the latest technology in computer software which allows for 22 megabytes to be stored on a disk.

Actually, the group does not produce the product, but they work together anywhere from nine to 40 hours a week running the mock company Floptical Megabytes International. They are the Corporate Rebel team, a group of the top business students specifically chosen to represent UNLV in the national Business Policy Game.

The team members consist of Lisa McDaniel, president and CEO; Eric Endebruck, vice president of Management Information Systems; Eddie Hadcad, vice president of accounting (controller); Suzanne DeFelice, vice president of Production and Economic Forecasting and Wendy Finmark, vice president of finance.

The game is played annually by schools across the country from February to April, said McDaniel, and participation in this competition will count as an elective class for their major.

Wayne Label, the team advisor and professor of accounting, explained the teams, made up of four to six members, are required to make a total of 20 financial decisions—one a week for 10 weeks and 10 decisions during a three-day competition where all schools competing meet together in the same city.

Not all teams are dealing with the floptical disks. That was the creation of the UNLV team. McDaniel explained that each team is required to produce a \$10 durable good which the computer calls a "widget." The team itself decides on an actual product to create a company name and logo around.

"There is a quantitative and qualitative portion of the actual competition," Finmark said. "The quantitative part is the net income, market share, stock price and all that. Then there is the qualitative part where we are judged basically on our creativity. We come up with an actual product we would produce."

The weekly decisions are inputted into a central computer at the University of Oregon, the game's creator, and compared

with the decisions of other schools competing. The results are returned to the team, detailing such information as market share, stock price, net income and cash on hand.

"Let's say you increase your price and lose customers," Finmark said. "It's just like the real world—you also lose customer loyalty, so it's a lot harder to get back customers you lose then to gain new customers."

The team with a company in the best financial position along with the strongest presentation of their business policies and decision making will win.

This year's competition will take place April 14-16 in Las Vegas. This is the first time UNLV has hosted the event. During subsequent years, the game was held at the University of Nevada, Reno.

A total of 24 schools will stay in the residence halls and setting up their businesses in various rooms around the business college, according to DeFelice.

Endebruck said on the first day of the final three-day competition, "We will be doing an average of one decision every few hours and then the second day will be an average of one decision every hour. Then the third day we'll have just a half an hour to make a decision."

Judges are chosen by the administrators of the game from top Fortune 500 companies, according to McDaniel, to analyze each company's presentation of their product along with their financial decisions against their business policies.

"You've got to look like you are an actual boardroom," Finmark said. "The judges will come in and watch your actual boardroom and how you operate. They look at every aspect that you can possibly imagine in this game."

The competition consists of a total of 24 teams divided up into six worlds, said McDaniel. UNLV will directly compete with only four other schools in its world—the University of San Diego, Northern Arizona University, University of Oregon and Salem University.

"What is important with this class and this experience is that there are four major areas which employers say that people who graduate from business schools around the world don't have, and that's in the area of oral communication, written communication, the ability to have analytical skills, and the ability to communicate well in small groups," Label said. "And that's what this experience does. It combines everything that they have learned in the business college into one project."

"You learn so much from the game. I mean you go through classes and it's just so mundane. Here you actually apply it," Finmark said. "I feel much more comfortable about going out into the work force and actually taking a position within my major."

DeFelice said, "It's the one class that is putting all of our education into one package."

According to Label, students are invited to submit applications to be a part of the Corporate Rebels at the end of each fall semester. An oral interview will then be conducted with the applicant, Label and two members of a previous team. It is recommended to be a senior, explains McDaniel "because you have most of your classes to apply toward the decisions."

Label said students are "chosen based upon their fields of study, their experiences, their ability to communicate and their ability to get along in small groups."

This is the 29th year of the Business Policy Game and the fourth year UNLV has participated, according to Label.

"I feel confident we are going to win this trophy for our school," McDaniel said. "This is going to be our second win in a row."

UNLV also has a graduate team participating in the competition.

# Smokers continue to violate designated policy

BY MERILYN POTTERS  
CONTRIBUTING WRITER

Despite UNLV policy and the new concerns about second-hand smoke, smoking still occurs in unauthorized places around campus.

Campus policy prohibits smoking in all buildings except in designated smoking areas. It states that "the person in control of each building shall post signs prohibiting smoking except in [a] designated smoking area of each building."

But smoke still lingers in areas other than those designated.

John Amend, associate vice president for administration who oversees facilities management, emphasized that only one area, inside or outside each building, may be designated.

Inside the Moyer Student

Union, only one-half of the study lounge on the second level is the designated smoking area. Smoking areas also surround the outside of the building on the Valerie Pida Student Plaza, the patio courtyard adjacent to the bookstore and the picnic area to the west of the MSU.

Although Theresa Chiang, director of student union activities said she is not judgmental and the majority of students respect each other's rights, the station should, legally, curtail smoking in its offices.

MSU Facilities Supervisor Ed Matyskiel said other people also disobey the rules. He has found cigarette burns on the rug in the lounges and Oasis Room. "They smoke behind closed doors," he said. He said he also finds cigarette burns on the rugs in the

downstairs areas of the MSU.

Manager of Custodial Services Harold "Arch" Archibald has found evidence of smokers in unauthorized areas around the campus. "They are still trying to sneak and smoke in their offices," he said.

Amend said violations of smoking policy are subject to university system disciplinary rules.

"The Clark County Health Department also has jurisdiction and can be called out," he said. According to Nevada Revised Statutes, fines from between \$10 and \$100 can be imposed.

Recent Environmental Protection Agency findings that link second-hand cigarette smoke to lung cancer, bronchitis and pneumonia have alarmed not

only Hillary Clinton, who banned smoking in the White House, and McDonald's, who have banned smoking in all their restaurants, but also college campuses which are beginning to ban smoking entirely.

"The trend is toward smoke-free buildings," said Larry Tirri, director of environmental health and safety. "A few campuses are even going 'smoke-free.' That means no smoking anywhere on campus property."

Non-smokers are at risk in a building that allows smoking, even in isolated designated areas. "Smoke enters into the ventilating system and is distributed around the rest of the building," Tirri said. It would be an expensive proposition to design a building or retrofit an existing

building that would filter out the smoke, Tirri said.

According to Archibald, cigarette litter is a major clean-up problem on campus.

"They mash them out on the ground instead of putting them where they're supposed to," he said. "We find butts on the ground right next to an urn."

Archibald said his staff uses a powerful blower-type vacuum at building entrances every morning filling the vacuum. They also sweep up butts a couple of times a day around entrances into major facilities.

He said if smokers would use the receptacles provided for them, it would save time and money that could be spent in other ways.

## Student Spotlight

*If you were Rollie Massimino, how would you respond to reports that J.R. Rider does not regularly attend classes?*



**Nelandra Needham**  
junior  
communication studies

If J.R. wasn't going to class it would be unfortunate, but it wouldn't be my problem. My job as a coach would be to make sure I have a good basketball team. Massimino isn't paid to follow his players around and make sure that they go to class.



**Mark Capasso**  
senior  
hotel administration

I would suspend him. Student athletes are just that. One comes to a university to attend class and get a degree, not just play basketball.



**Suzy Strazzulla**  
junior  
physical ed./ biology

Personally I would bench him, but if I was Rollie Massimino I would play him in order to keep a winning record for UNLV.



**Raeve Labaro**  
sophomore  
nursing

It is commendable for a student to succeed in athletics, but the priority of every college student should be academics.



**John E. Tucker**  
graduate student  
music/ adult education

Forget about benching and suspensions, after three missed classes he would be quickly off the team.