

FOR RELEASE:

IMMEDIATE

Contact: Susan K. Moore



Mailed January 6, 1981

YOUNGSTOWN, Ohio - Youngstown State University's Department of Continuing Education will offer two engineering courses: "Fundamental of Engineering Review" and "Engineering Management" Winter Quarter, 1981.

"Fundamental of Engineering Review" (EIT Regresher Course) is a 24½ hour review of engineering fundamentals for individuals preparing to take the Engineers in Training (EIT) Examination. The course will begin on Jan. 17 and continue through April 4 for 12 consecutive Saturdays. The tuition fee is \$44.00 per person.

Prior academic training is essential for the topics to be covered in this review course. Course topics include: mathematics, statics, strength of materials, dynamics, electrical circuits and machines/electronics, engineering economics, fluid mechanics, thermodynamics/heat transfer, and computer programming.

The review course is applicable in both Ohio and Pennsylvania (Pennsylvanians are using the National Council of Engineering Examiners Examination). The engineering review course will also include a review of the examination format and testing procedure. The text to be used is the "Rust Engineering Company EIT Review" and is available at the YSU bookstore.

"Engineering Management" is a course on improving the management skills of participants. Class sessions begin Jan. 17 and continue for 10 consecutive Saturdays through March 21. Course tuition is \$75.00 per person and the class instructor will be John Reed, Project Engineer at Republic

MORE

Steel Corporation.

The course focuses on: the responsibility and functions of technical management; how to staff, train, budget and cost control; approaches to problem solving, communication, choosing alternatives and appraisal.

For further information on the two YSU Continuing Education Engineering courses, contact the department's business and industrial programs division at (216) 742-3358.

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FOR RELEASE:

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Contact: Bob McGill



Mailed January 12, 1981

CUTLINE

This Scottish bagpiper is typical of the scenes in "Scotland by Caravan," the color documentary film to be presented at 2:30 p.m. Sunday, Jan. 25, by Youngstown State University's Department of Continuing Education in Schwebel Auditorium, Engineering and Science Building. Traveler-journalist-photographer Fran Reidelberger will narrate the show, third in this season's "Exploring the World with YSU," a series of travelogues for the public. He and his wife, Brooke, also a travel photographer, toured Scotland by motor home. Their fascinating show covers the mainland and islands, and includes a farim in the Border Region, a sequence on wool (from sheep to sweater), trout fishing, the Highland Games, an agricultural fair and a visit to a famous distillery. Admission is \$3.50 per person.

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FOR RELEASE:

Jan. 19, 1981

Contact: Bob McGill



Mailed January 13, 1981

YOUNGSTOWN, Ohio - Professional counseling, management assistance and trouble-shooting are being offered to small businesses throughout the area through two programs offered by Youngstown State University's School of Business Administration in cooperation with the U.S. Small Business Administration.

The YSU Small Business Institute and Small Business Clinic are helping, and have helped, many small firms.

The key is the "teachers," who are local businessmen and women, accountants, bankers, YSU professors and students.

They include volunteers from the Service Corps of Retired Executives (SCORE), the Active Corps of Executives (ACE), and representatives of the Youngstown Area Chamber of Commerce, Better Business Bureau of Mahoning Valley, Inc., who sit in on Small Business Institute (SBI) clinics and workshops.

Their knowledge and expertise helps guide the "start-up," or new business persons, and also provides the insight to solve problems that beset established firms.

Youngstown SCORE/ACE Chapter 112 at YSU was formed Feb. 1, 1980. During the past year it handled more than 200 requests for information and held some 100 individual counseling sessions. There now are 26 SCORE/ACE counselors in the chapter, and the membership is still growing.

Typical of the SCORE members is Charles W. Ruther of Boardman, veteran general manager of the Sears Roebuck and Co. store in Southern Park Mall

MORE

who just retired. Ruther had been with Sears 41 years, and had been managing Sears' stores in Youngstown since 1951. He's a vice chairman of the Chamber of Commerce and member of its executive committee.

His expertise, plus that of other retired executives and business leaders, will mean much to small business people seeking help.

YSU's Small Business Institute is a research-oriented procedure that during the past academic year compiled more than 2,000 man-hours and 150 client contacts in developing a record 312 ideas for 20 local businesses. A record 13 cost-saving projects were developed that saved the clients \$20,000 a year.

Forty percent of the clients were women, and 25 percent were start-up firms, businesses less than six-months old.

The typical client was a retail firm operated by both husband and wife. The wife was generally the owner and the business usually four years old. The average firm had an annual sales volume of \$62,000 and employed three employees, including the owner.

The average counseling assignment required 103 man hours from the School of Business students and the SBI Steering Committee, made up of faculty and experienced business people.

The Small Business Clinic, an innovation of the School of Business in 1979, was the first to be offered by any of the 24 Ohio universities participating in Small Business Administration programs. The clinics integrate all programs, bringing together persons from SCORE, ACE, faculty and students, and add a fourth dimension, other business people who volunteer as counselors.

According to SBA officials in the Cleveland District Office, the new YSU "creativity clinic" is a pilot program and the only one in the U.S.

It involves a laboratory method of utilizing resource personnel from the university and local community in diagnosing and identifying small business problems and developing alternative courses in action. Faculty members, students, civic organizations, business people, researchers and administrators

all participate in the diagnostic process.

YSU's William E. Walsh, Youngstown, and Robert J. Wolanin, New Castle, associate professors in the School of Business Administration's Management Department, created this new type of clinic. They are to present a paper on these clinics at the Southwest Small Business Institute Association's meeting in New Orleans March 5 and 6.

According to Walsh, inflation, high interest rates and the recession have prompted small businesses to seek creative ways of improving productivity and solving problems such as high energy costs. He said the need for change and innovation is now being accepted by owners as the only way to survive.

Frequently, the professor said, some small businessmen are blind to the problems of their businesses because they've followed the same routines for many years.

The solutions found in the Small Business programs are institutes and clinics that help them develop a new sensitivity so they can become more aware of problems, plus utilizing the talents of outsiders, including SCORE people, active business persons in ACE, and YSU faculty members and business students.

During the past academic year, the YSU Small Business Center -- which offers counseling by Youngstown SCORE/ACE Chapter 112 -- held three Small Business Clinics. The clinics were attended by 150 people.

More than 300 man-hours went into these face-to-face, brain-storming sessions, and more than 200 ideas were initiated.

The chapter plans two workshops this spring. On Feb. 27 there will be an all-day, pre-business workshop at Mahoning County Joint Vocational School to help new or planned businesses.

In April SCORE/ACE will host the first two-day Northern Ohio District workshop in this area aimed at improving counseling skills of SCORE/ACE members in the district, which includes Youngstown, Warren, Akron, Canton,

MORE

Toledo and Cleveland.

Reservations are now being accepted for the next YSU Small Business Clinic, to be held Feb. 21 at the School of Business. Persons wishing additional information may call the Youngstown SCORE/ACE Chapter 112 at (216) 746-2687.

Professor Walsh, who is YSU's Small Business Institute coordinator, is vice chairman of the SCORE/ACE Chapter 112. Professor Wolanin, a member of the YSU Small Business Executive Committee, is a consulting executive with the Small Business Administration. Both are members of numerous management, small business and civic organizations.

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