

MIZZOU'S SPIRITED ENTREPRENEURS

Mizzou's most famous entrepreneur is, of course, Sam Walton, AB '40. Founder and chief executive officer of the highly successful Wal-Mart Stores Inc., Walton was recently selected by *Financial World* magazine as America's top chief executive for 1985. There may be some budding Waltons at Mizzou right now. Meet six student entrepreneurs in these profiles and discover the characteristics that make them successful.

By PAUL HOEMANN

MIZZOU STUDY SERVICES

After a rugged start, this note-taking business is booming.

THERE WAS NO GRAND OPENING. Hardly a student knew of the business. With little fanfare, Mizzou Study Services opened in January 1985 in an office that had a concrete floor, an empty desk and a telephone. A copy machine arrived two days later and carpeting a few weeks after that.

"How romantic, huh? We knew it would get better, though," says senior political science major Phil Bertels of St. Louis.

He was right. Today, the business he runs with senior Debbie Reynolds, an economics major from St. Louis, is growing in recognition among the Mizzou student body. In fall 1985, it serviced more than 1,500 customers.

Mizzou Study Services sells lecture notes for 20 classes to students who have difficulty taking good notes, those who want accurate lecture notes or students who miss

a class because they overslept. A semester subscription for one class costs \$15 or can be purchased on a weekly basis for \$2. Copies of old tests also are available.

The idea for Mizzou Study Services was planted in Bertels' mind in 1983, when he read about a student-run, note-copying business at the University of California-Berkeley. Bertels, 24, teamed up with high-school buddy Reynolds, 22, and began planning. In December 1984, they journeyed to Boulder, Colo., to observe a note-taking service operated by University of Colorado students.

THE FIRST SEMESTER in business, they offered notes for eight classes in psychology, geology, economics and biology. Classes in management, history, political science and sociology were added this year. Bertels estimates that one-fifth of the students in the 20 classes buy their notes.

Others use the notes, however, as some customers pass them on to classmates. This might be their best form of advertising, Reynolds says. Besides placing ads in the *Man-eater*, the student newspaper, and distributing fliers, Reynolds and Bertels are counting on a reliable reputation to gain business.

"We have to get ourselves known as a good product on Campus, which is why we stress quality," Bertels says. To that end, Reynolds carefully screens note taker applicants. Those hired earn \$10 per lecture hour. To

ensure accuracy, she says, lectures are taped. The final product on paper is a near exact transcription of the lecture.

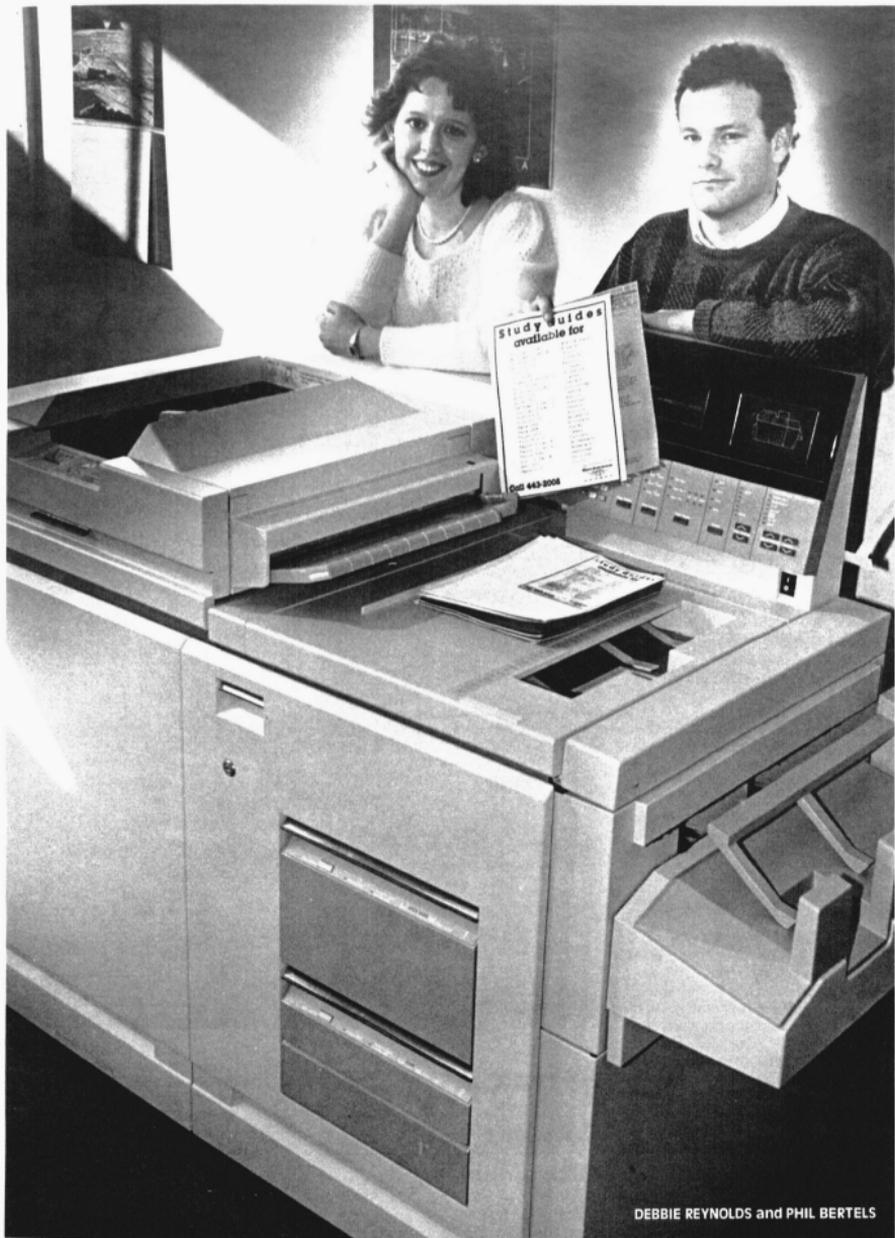
Before offering notes for a class, Reynolds and Bertels seek the instructor's approval. Besides accuracy of the notes, most teachers are concerned about class attendance. Reynolds stresses that notes should be used as a supplement to, not a substitute for, attending class.

Improved grade-point averages for subscribers may have contributed to lower GPA's for Reynolds and Bertels, however. During their first year in operation, Bertels estimates each spent 35 to 40 hours a week in the office. This year, with the addition of more part-time office help, both were able to pare their work week down to 15 or 20 hours.

"It's hard to take school as seriously because you're talking dollars and cents, business success and failure. Each day can play a major part," Bertels says.

NO MATTER THE SACRIFICE, they say the experience of running their own business is worth it. Both have decided they don't want to work for a large, bureaucratic company.

"When you work for yourself, you know what your contribution is and its impact," Reynolds says. "That makes it all worthwhile." □



DEBBIE REYNOLDS and PHIL BERTELS

HYPNOTHERAPY

**An old therapy has
born Pat Hughes a new,
promising career.**

IRONICALLY, her mother was in a hypnotic state when Pat Hughes was born 29 years ago. But inheritance does not fully explain the St. Louisan's attraction to hypnotherapy.

Hypnosis treatment for relief from colitis and ulcer pain made Hughes a believer in the power of hypnotherapy. Intrigued, she read books to learn more about the treatment and then studied self-hypnosis under a hypnotherapist.

After coming to Mizzou two years ago to pursue a marketing degree, Hughes decided to use her blooming talent to make extra money. Now, a busy week includes four therapy sessions, \$20 each for students, \$40 for others.

Hughes' clientele are people who want to quit smoking, lose weight, improve study and test-taking skills or build self-confidence. She helped a man overcome a fear of reading that stemmed from a traumatic childhood incident with his father. Allowing a hypnotherapist to re-program the mind through hypnosis, she says, is a way people can overcome problems and achieve goals.

IN THE HUGHES METHOD, the subject lies down and Hughes produces an "altered state of consciousness," the definition of hypnosis, through relaxation, rhythmic breathing and visual techniques.

Once a hypnotic state is attained, Hughes applies "mind dynamics," an oral process of removing negative thoughts from the subconscious and planting positive ones to help the subject overcome a phobia.

Often, she must return to a subject's past to find a specific event or time period that is the root of the problem. To ensure that the subconscious mind is speaking and listening, she instructs the subject to use finger responses to answer "yes" or "no."

BEFORE BRINGING SUBJECTS out of hypnosis, Hughes asks them if their problems still exist. If so, a future sitting is scheduled. One session usually lasts an hour.

Hughes discovered that subjects respond best to treatment if the hypnotherapist is upbeat and energetic. That's not always easy when the hypnotherapist is a student, too.

"To be successful, I have to be mentally up for each appointment, pay attention to them and have a positive attitude. If I have a bad day at school, sometimes that's hard to do."

Hughes believes prosperous days lie ahead. After earning her degree, she looks forward to a career as a marketing consultant for a hypnotherapist or hypnotherapy clinic. □



PAT HUGHES

Larry Boehm photos

RENT-A-LOFT

Lofty goals raise

Mizzou students to

new heights.

IN HIS FIRST 20 YEARS, Dan Henry has yet to fail at an entrepreneurial undertaking.

His high-school years in St. Louis were especially fruitful, as he successfully marketed calendars and managed snow-removal and lawn-care businesses. Earlier, he re-sold golf balls that he had recovered from the woods and pond on a course near his home.

Henry has simple explanations for his entrepreneurial instincts. "I have a fear of being

laid off by a corporation, and I never want to have to fill out a resume," he says.

Now, he and business partners Mark Douglas, 21, of Orange City, Iowa, and Andy Robertson, 20, of Kansas City believe they've struck gold with Henry's latest brainstrom.

The three Pi Kappa Alpha pledges created Rent-a-Loft, a venture aimed at occupants of Mizzou's residence halls. Henry, a junior economics and finance major, thought of the business after seeing loft beds in a private residence hall on Campus.

He and his partners were aware of the loft bed's popularity among college students. All three had used them. When some fraternity little sisters asked Henry to build them loft beds, he was convinced a market existed at Mizzou. Rent-a-Loft opened for business last January.

HENRY AND CREW construct the beds by building a wood frame made of 2 x 4's, held together with 3/8-inch bolts. Frames are built to hold two beds. Henry's home workshop in St. Louis is equipped with a table saw, drill press and welding materials, allowing them to do precision work. Finished products are transported to Columbia in a pickup.

The frame is wedged against the wall with expansion bolts. The room's existing beds are placed onto hooks screwed into the wood frame. The beds hang five feet above the floor, so a wooden ladder is included.

Cost to renters is \$30 a semester or \$50 a year. Installation is included. Working together, the three can install one bed an hour.

Douglas' entrepreneurial philosophy is that he's the best man for the job and should harvest the rewards accordingly. He serves as the business' marketing director.

"If I see a job to be done, I think my way is best," says the sophomore accounting and marketing major. "It's a matter of my reaping the rewards for my own efforts, not someone else's."

Robertson's career dream is to be a restaurateur. He hopes to begin learning sound business principles from this entrepreneurial project, his first.

"I see this as a trouble-shooting experience. It's starting small and working toward a bigger goal," says the junior hotel and restaurant management major.

TEN RENTALS during their first semester of business covered only building costs. The threesome has set a goal of 50 rentals for the 1986-87 school year and 100 for the next.

Despite the slow start, Henry is convinced a market for the beds exists. Creating more available floor space in a cramped residence hall room is its biggest selling point, he says.

"There's a great demand for lofts, but a large lack of knowledge of how to put one in for yourself."

Henry, Robertson and Douglas plan to funnel profits from Rent-a-Loft into their next entrepreneurial project, a "finals" kit for students to use during finals week. Candy and coupons for pizza and soda are included. As Henry says, "I've never shied away from a business risk." □



MARK DOUGLAS, left, and DAN HENRY