

# Tiger Clause

SUMMER 1999, VOLUME 1, NUMBER 1

INAUGURAL ISSUE!



THE NEWSLETTER OF THE STUDENT AGENCIES AT PRINCETON UNIVERSITY

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## Current Agencies

FOR THE ACADEMIC YEAR 1998-99

Delivery

Dorm Furnishings

Facebooks

Flower/Tuxedo

Graduation Frames

Laundry

Moving and Storage

Nassau Herald

Newspaper Delivery

Outfitter and Souvenir

P-Flix

Ring

Safeguard/Bartending

Shipping and Packing

Special Occasions

Tiger Computer

Tiger Food Delivery

Tiger Pizza

Tiger Rentals

Video Games

Video Productions

Water Cooler

## Agency Feature: *Freshman Week 1998*

**N**ot all Princeton students begin the school year thinking only of academics. A few creative entrepreneurs start the year thinking also about innovative ways to sell their products and services. Yes, the Student Agencies program is alive and well at Princeton!

During Freshman Week, agency managers gather outside Dillon Gym to make their products and services available to the incoming student body. Agencies such as Refrigerator, Dorm Furnishings, and Flower continue to thrive year after year. Each year some new agencies join the tried and true. For example, the Water Cooler Agency was born in 1997. Once again seeking a niche by providing "the comforts of home," this agency rents water coolers to students and delivers bottles and jugs of water throughout the year. The Water Cooler Agency has become one of the fastest growing of the past few years.

Freshman Week also provides an opportunity for agencies such as the Freshman Herald and Upperclass Facebook to deliver newly published books and to catch up with potential buyers who may have missed the summer sales mailer. For a student who has yet to master the art of juggling computer wires, the Computer Resource Agency will set up a computer and printer and all the necessary software right in the dorm room. Is keeping up with the laundry a hassle? The Laundry Agency will pick up and deliver laundry twice a week, including dry cleaning. Business is booming!

As the spring semester closes, the Student Agency office is busily planning Freshman Week 1999. It is never too early to get into gear for what promises to be yet another week of successful selling!



Princeton's student agencies offer services during Freshman Week 1998.

Check us out on the web: [www.princeton.edu/~studage](http://www.princeton.edu/~studage)

**Alumni Corner:** *Where have they been? What have they done? Because we were curious, we set out to find a few of our alumni. Here's a report on one of them . . . Tom Moore '73, manager of the Freshman Herald and the Odd-Job Agency.*

*We all know about the Freshman Herald and its importance to the freshman class. Tom knows that, much as some things change, much remains the same. There will always be a freshman class and consequently a need for a Freshman Herald. The only part Tom says he doesn't quite understand is how each year the freshman class seems to look younger and younger! (Other alumni seem to agree on this point!) Tom remembers the Odd Job Agency as "a conglomerate." Whether someone needed a lawn mowed, a house painted or a child tutored, Tom was the go-to man. In those days, the Odd Job Agency provided off-campus placements of a type now handled directly by the Student Employment Office. It provided an avenue for local residents who wanted to hire Princeton students.*

*Tom didn't always paint the houses or rake the leaves himself; rather, he coordinated a work force that was available to do such jobs. His experience in the Odd Job Agency helped Tom realize his love for marketing and for the entrepreneurial experience. He went on to spend 23 years at Proctor and Gamble, involved in worldwide marketing of their Health Care Products. Three years ago, he became president of Nelson Communications, the largest medical communications firm in New York, where he works closely with the federal government, pharmaceutical companies, physicians, patients and managed care organizations. And to think it all started by conducting odd jobs!*

*Tom has continued to support the agency through his generosity while at Proctor and Gamble and by agreeing to be the first alumnus interviewed for our "Alumni Corner" feature.*

**Tiger Clause** is produced by the Student Agencies Office, Clio Hall, Princeton University. Photos are by Tom Bates.

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## Faces of the Future

**F**or the inaugural issue of Tiger Clause, it seemed appropriate to highlight an agency that itself was a part of an inaugural celebration this year. After a year's hiatus when the football team went "on the road" for the 1997 season, the Parking Agency this year returned with a vengeance. The new Princeton Stadium provided opportunities to park thousands of cars on five eventful Saturdays.

With parking lot logistics to coordinate, tailgate parties to arrange, tents to set up, and dollar bills to count, Manager Katie Bay '99 proved quite capable. Katie plays for the women's softball team, which maintains a traditional connection to the Parking Agency. Team members donate their pay to the team for travel and other expenses not covered by the Athletic Department. That's what we call team effort!

In a spirit of celebration appropriate to the kick-off of a new football season, the Parking Agency emerged as one of our most successful businesses this year. With revenues exceeding \$60,000, Katie surely proved that the Parking Agency remains a viable student business operation.

Working closely with the offices of Building Services, Public Safety and Athletics, Katie coordinated more than 30 student workers and supervised more than 20 tailgate parties and 15 parking lots. Her efforts and those of her workers helped accommodate the more than 100,000 fans who arrived to see Princeton football in its new venue this year.

Katie was looking for business experience. "I needed a job and wanted some real-world experience that I could build on in the future," she said. She saw an opportunity to earn needed income while honing her communication and organizational skills. No doubt her success with the Parking Agency and skills as a manager will follow her into the business world as she takes on Madison Avenue in the field of public relations next year. Ultimately, Katie's ambitions lie with a federal agency in the field of criminal investigation. We wish Katie the best of luck and continued success.

This year we say good-bye to a wonderful group of managers, all of whom have contributed to the success of the Student Agency program. Their efforts, particularly in training those who will follow in their footsteps, enables the PSA program to continue as an integral part of the undergraduate experience at Princeton.

Thank you and good luck to our graduating managers: Greg Grabow, Dorm Furnishing; George Mastoris, Flower/Tuxedo; Mike Keller, Golf Cart; Nick Rankin and Trevor Magyar, Moving and Storage; Sly Apps and Brian Horst, P-FLIX; Amanda and Aimee Hector, Ring/Video Game/Diploma Frames; Sam Diehl, Bartending/Safeguard; Christina Turney, Shipping and Packing; Brad Hart, Souvenir; Jason Elinoff and Drew Evans, Laundry; Reuben Teague, Computer Resources; Craig Foote, Tiger Pizza; Will Krusen, Tiger Rentals; Phillipe Crampe and Mike Akins, Video Productions; Jake Levin, Water Cooler; and Beau Brauer, Agency Liaison.

## From the Director's Desk—

Our interest in generating this newsletter is two-fold. We want to reacquaint our alumni with the agencies and invite you to share your knowledge and experience.

Over the years, Princeton Student Agencies have grown substantially in the range of products and services they offer and in their efforts to involve more students in the experience of entrepreneurship. Almost without exception, our managers view the time they spend with the agency program to be an important aspect of their Princeton education. We would like to establish a link with our former agency managers and generate feedback from you.

We welcome your thoughts, your advice, your experiences, your support, and your ideas. With your permission, we would like to contact you in the future. If you are willing to share your expertise, please drop us a note or e-mail. Our various addresses may be found on page 4.

I look forward to seeing those of you who managed agencies during my tenure, as well as meeting those of you who preceded me. We hope you will stop by and say hello during Reunions or anytime you are in the area.

— Bob Cunningham, Director, Student Employment

## From the General Manager—

The past couple of years have seen many positive changes for the Student Agency program. Consolidating similar agencies streamlined our operations, enabling us to serve our customers more efficiently. We combined the Carpet, Lamp, Futon, Loft and Used Furniture agencies to create a single Dorm Furnishing Agency. Tiger Fridge and the TV/VCR Agency became Tiger Rentals. The Souvenir, Wall Banner and T-Shirt agencies joined forces to become the Souvenir and Outfitter Agency. All in all, we combined over 35 agencies into the 22 currently in operation. I believed that this change would allow us to better serve our customers by pricing more competitively and focusing on service. The change also freed time, allowing Pam Conner and I to involve ourselves more in the day-to-day operations of the agencies. Despite the decrease in the overall number of agencies, we maintained a core of senior managers and asked each to name an assistant manager or two, depending on the size of their agency.

As of the printing of this newsletter, the agencies are approaching \$1.1 million in gross sales. Tiger Food Delivery topped our agencies in gross sales this year, with revenues exceeding \$225,000. We currently employ nearly 600 students, making the agencies the second largest on campus.

Pam Conner, assistant manager of Student Agencies, has been with us for four and a half years and is responsible for maintaining the agencies financial accounting records. She has a degree in accounting and a background in retailing and banking. Reyne Schleifer, office assistant, has been with us part-time since the fall of 1993. Our main source of historical information, Reyne has a degree in business management and has operated her own small business. She often helps our managers with day-to-day challenges by drawing on her own experiences.

I hope you enjoy this first issue of *Tiger Clause*. We look forward to hearing from you.

— Tom Bates, General Manager, Student Agencies

### Want to know more?

Would you like more information about your agency? Contact us and we will send you a current portfolio. Or, check out the web pages for each agency. The address is [www.princeton.edu/~studage](http://www.princeton.edu/~studage)

### Student Agency Staff



Bob Cunningham



Tom Bates



Pam Conner



Reyne Schleifer



Kevin Zeppernik '00  
99-00 Manager  
Liaison

## ALUMNI OPEN HOUSE

Friday, May 28

1:00 to 4:00 p.m.

Clio Hall, Top Floor

We'll have refreshments and would love to have the opportunity of saying hello to you. Please stop by and see us! You may be surprised at how we've grown!!

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**INAUGURAL ISSUE!**

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# *Tiger Clause*

SUMMER '99, Vol. 1, No. 1  
NEWSLETTER OF THE STUDENT AGENCIES



**1999-2000 Managers**

## *Feedback welcome!*

Do you have any suggestions, comments, advice that you'd like to see in print? Please just let us know.

## **How to reach us:**

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