

NEWS

The Evergreen State College
Olympia, Washington 98505

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FOR FURTHER INFORMATION

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If you want to succeed in business, you've got to find a demand that's not being met and meet it. At least that's the theory behind a new business being established by three students at The Evergreen State College.

Employed part-time in Evergreen's Office of Student Services, the three discovered that most community and small four-year colleges need help providing student entertainment and activities, Pete Pugh, an Evergreen senior from Olympia, said. "We also found that, because of our work at Evergreen, we had the know-how to meet that need and provide those activities, so we were off and running."

Calling their business Student Developmental Services, Pugh and two Tacomans, Mark Peterson, a junior, and Ed Doane, a senior who initiated the idea, began offering their services to community colleges.

"We offered them a full slate of student programs --- from booking a band for a single dance to staging a week-long crafts fair with demonstrations, exhibits, artists and musicians," he said. "Our ideas have been greeted with tremendous enthusiasm by the activity directors from these schools, and we've even got five contracts already."

The infant business, born winter quarter, has already provided Fort Steilacoom College with a "Potpourri of Arts and Crafts," an evening event which attracted more than 170 visitors to the Lakewood campus, and will provide a similar event for Tacoma Community College later this month.

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Dick Nichols, Director
Information Services

"We're hoping to contract with several schools for their entire summer activities program," Pugh said. "We've got some really unusual programs in mind and we'll take care of all the details from bookings to promotion , security and cleanup."

Next fall the trio hopes to expand its business into consultant and management services in student financial aid for propriety schools such as business colleges and vocational schools.

"Most of these schools are not aware of the financial aid available to their students and don't have the manpower to keep track of aid programs," Pugh said. "Congress has recently passed new financial aid programs to help students in these kinds of schools and we're hopeful we can help the schools help the students."

In the meantime, the three, all transfers from community colleges themselves, will continue their academic study programs and their part-time jobs in Evergreen's Student Services where they gained the training which enabled them to found their new business.