

## Coca-Cola is not "it" at PSU SpringFest at Ski Roundtop to feature snowboarding, celebrity ski race and battle of the bands. Benefits David Hearth Memorial Foundation.

by Jason Nedrow  
Contributor

Universities are often the target of big businesses trying to corner the market.

Universities guarantee businesses, for a price, sole usage of their products prohibiting competing products from being used.

For instance, Penn State has a deal with Pepsi Co. to sell only Pepsi products throughout the university's 23 campuses. This means a Penn State student or employee can never find a Coca Cola machine at any Penn State school or branch campus.

The price tag: Pepsi will pay Penn State \$14 million over the next 10 years.

Corporate and university agreements are becoming more popular as businesses try to find ways to attract new customers and universities seek new ways to raise money.

But a university may be involved in many such agreements.

Within the Penn State budget, the school has agreements with at least three major businesses. Penn State has agreements with AT&T for communication services while the Barnes and Noble Company, the book store company, is the sole supplier of academic materials.

From a corporate perspective, the consumer students will become the con-

sumer professional.

From the university perspective, the agreements are a way to guarantee additional monies to the school for such projects as the new Convocation and Events Center at University Park and other "critically needed facilities and programs," former University President Joab Thomas said in a newsletter in 1992.

With the cooperative, Penn State is restricted from selling or using products from competing companies. This means every phone call made from a Penn State phone will be serviced by an AT&T representative. Essentially the Pepsi Cola Co., AT&T and the Barnes and Noble Co. have cornered the market for the 70,000 students.

"The logic behind this is students' tastes are formed while they are away from home," Sandy Friedman of PSH Development Office said.

"This is another way companies try to influence future consumers," Friedman said.

Chris Jones, Pepsi Co. spokesperson, said the cola company tries to give consumers every opportunity to buy their product.

"We're always looking for areas to sell our products and universities give us an opportunity to branch out," Jones said.

The company has been focusing on the university as

a marketing strategy within the last five years, according to Jones. So far, Pepsi has agreements with close to 50 percent of Pennsylvania's state and private universities.

"Research shows when you have tried something at an early age, you will stay with it or eventually go back," Jones said of the college-age market.

Other corporate agreements are found at various levels in the university, especially collegiate sports programs.

Many university coaches have contracts with major companies such as Nike Inc. or Adidas, which guarantees their sports program bonuses for endorsing their product.

Nike, a major supporter of collegiate sports, guarantees North Carolina \$4.6 million over four years if the team endorses the sneaker.

Georgia gets \$800,000 for four years and Georgia Tech receives \$200,000 a year. The program only needs to wear the sneaker to keep the money coming in.

So when coaches like Joe Paterno and Notre Dame's Woody Hayes endorse Burger King, Penn State football benefits from scholarship funds as an incentive for them to do the advertisement. How much? Try \$1 million in scholarships for Penn State football.

AT&T representatives refused to discuss corporate agreements.

By Emily Damanskis  
Contributor

"When my brother died, I looked at what that would mean to my family and what that means to me, and rather than make it a negative experience I've tried to use it to enrich the lives of other people," said Tracy Hearth, a Penn State Harrisburg alumna.

David Hearth died in a fire at California University of Pennsylvania in February 1992.

The David Hearth Memorial Foundation was created out of this personal tragedy. It has raised more than \$10,000 in three years for local chapters of the Special Olympics and the American Red Cross.

David loved skiing. During high school, he gained self confidence instructing children at Ski Roundtop in Lewisberry. While attending college, he coached Special Olympic athletes at Seven Springs Ski Resort.

Hearth wanted to share the joy David found in skiing while helping the charity he supported, the Special Olympics, and the one that supported his family and friends at the time of his death, The American Red Cross.

"This is why I have created the mission of the David Hearth Memorial Foundation to be an encouragement of

personal growth, to lessen the impact of sudden tragedy and to enhance the human spirit," Hearth said.

That is why the David Hearth Memorial SpringFest will take place at Ski Roundtop on Mar. 8-10 and at Killington, Vt. on Mar. 23-24.

A host of festivities and surprises, including a celebrity ski race, snow boarding, snow volleyball, a slalom race, a pond skinning competition, as well as a battle of the bands, will make it a multi-faceted event.

"This is the first year that we are taking the SpringFest nationally to one of the largest slopes in the East," Hearth said. "We have an incredible package set up that's probably half the price of what you'd get there that weekend, but the Killington group has done that as a favor to the David Hearth Memorial Foundation."

Lisa Heyman, public relations and publicity team leader said, "You don't have to ski to volunteer, you don't have to ski to participate. The battle of the bands and the national band that we'll have are going to be free. You can come up and just party at Ski Roundtop; it's free to get in."

They will also be sponsoring ten publicity nights at local bars; seven in the Harrisburg area, one in York,

and two in Lancaster. They plan to sell 16 ounce tumblers with the SpringFest logo on the them. The first cup includes beer for \$5 and each additional beer is 50 cents. They will also be providing the entertainment there.

Heyman said this year they will be giving out a free Supercard with a list of local merchants who will accept the card. Each merchant can offer their own promotion. Volunteers, participants and customers at the bar nights will be given the Supercard, which is valid for one year.

"The Supercards not only provide us with publicity, they give something back to all of our volunteers and our sponsors, which we all feel is very important," Heyman said.

Volunteers can do anything from selling mugs on publicity nights to helping out with one of the various committees, which include entertainment, sponsorship, public relations and publicity committee.

"None of us are paid, but I'm doing this because I'll make a lot of good connections for future job possibilities and I get a lot experience," Heyman said.

For more information on how to participate, provide financial support or to volunteer, call (717) 432-0391.

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