

# Ex-PSU student now heads DBA

By BETH BOYER  
Collegian Business Writer

Geoff Brugler considered attending veterinary school and kicked around as a part-time University graduate student and bike mechanic before he finally decided to become a downtown businessman.

Brugler, now chairman of the Downtown Business Association, has owned Appalachian Outdoors House, 324 W. College Ave., for the past 12 years. He will serve as DBA chairman until March 1987.

As DBA Chairman, Brugler oversees all meetings and committee activities and is interested in working with the borough and the University on a comprehensive area plan for the future.

As an undergraduate Brugler studied physiology at the University until 1972. Brugler's said his business sense initially told him to open a bicycle shop in another town.

Instead, he looked to see what was needed in State College. Brugler's Appalachian Outdoors House originally sold outdoor equipment such as hiking and camping gear, but now focuses on lifestyle items as well. These items include clothing for people who walk their dog or work outdoors, Brugler said. When he opened his store, the town had only one other outdoor shop.

Brugler said his involvement with the DBA began in 1981. Brugler added that the DBA has "helped my business more than my business has helped the DBA. You get to see a lot of issues, the things that act on a business," Brugler said.

He added that the DBA deals with concerns, complaints and suggestions from downtown businesses and focuses on promotion and advertising of the downtown commercial districts.

"State College has a lot of small specialty shops. It's got a lot of character," Brugler said. "Our main interest is to create this as a shopping focus as much as possible."

More businesses are leaving downtown areas and are relocating around shopping areas, Brugler said.

The DBA has applied for funds from the state's Main Street Manager program directed to the borough, Brugler said.

The Main Street Manager program is a federal program that helps improve downtown business design and economic development. If State College is chosen for the program, the municipality could receive \$25,000, \$12,500 and \$6,250 in three consecutive years, respectively, Brugler said.

Under the program, the DBA would make up the difference between State College's department of community affairs budget and total operating budget of the mainstreet manager program that would initially total \$25,000 to \$35,000 in the future.

But although the DBA is an organization that represents downtown business, Brugler said current membership consists of 75-out-of-100 businesses.

The DBA's lack of membership results in less money for programs, Brugler said. More membership money would make the DBA budget stronger and enable the organization to do more, he said.

Brugler said many businesses that do not participate in the Downtown Business Association are resigning benefits without contributing any effort.

"These businesses are getting a lot of benefits from what the DBA does without any contribution," Brugler said. "The DBA is an organization that is 100 percent committed to the business downtown and for the businesses downtown to not be committed, I think they lose out. To sit back, complain and not participate isn't an effective way to run a business."

"If (DBA) could double membership, we'd triple our strength," he said.

Brugler said the DBA is also interested in working with the University on the Campaign for Penn State, but Brugler said it would "premature" to disclose any DBA contribution plans.



Collegian Photo / Michael Houtz

Geoff Brugler, owner of Appalachian Outdoors House in State College, will serve as Downtown Business Association chairman until March 1987.

Brugler said the DBA also tries to facilitate better working relationships with the University and the borough.

"With the borough the main thing is the Main Street Manager Program. We've worked with them on this for the past couple of months. We've also gotten a lot of University support," Brugler said.

"The cooperation that's gone on with the Main Street Manager program has been the most dramatic

example of how we have been working together."

"The University is very important to the town," he said, "and the town is important to the University as far as having a great place for people."

Robert Steinbach, owner of the Bumblebees, 214 E. College Ave., said the organization's different committees communicate with the University and borough on common problems.

The DBA tries to take a look at the things that affect everyone.

The Wachob campaign has also drawn House Majority Leader Jim Wright to the area. Wright, of Texas, will visit the State College Elks Club Monday night at 7:30 in a reception co-sponsored by the Centre County Democratic Committee.

Most political observers believe Wright will be the next speaker of the House because Thomas P. "Tip" O'Neill is retiring.

Dole was first elected to the U.S. Senate in 1968 and has been the majority leader since 1984. He also served four consecutive terms in the House.

The Kansas senator was chairman of the Senate Finance Committee from 1981 to 1984 and is also a member of the Agriculture Committee. Dole was Gerald Ford's running mate in the 1976 presidential election.

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# Dole to lead local rally for Clinger

By JANE KOPACKI  
Collegian Staff Writer

U.S. Senate Majority Leader Bob Dole will lead a rally for Republican incumbent U.S. Rep. William F. Clinger at 4 p.m. Sunday in Schwab Auditorium.

"I'm extremely proud to have Senator Dole coming into the district," Clinger said. "We've worked together on a number of issues and I have great respect for his abilities and his commitment to the country."

Clinger will face Bill Wachob for the 23rd Congressional District seat, which the Democratic National Committee has targeted as one of the most important races in the House.

University support groups, including Students for Clinger and the College Republicans, helped with the "leg work" involved in preparing for Dole's visit, Clinger Campaign Manager Jim Clark said.

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A private 600-plate reception at the Sheraton Penn State, 240 Pugh St., will follow the rally Sunday.

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The possibility of agreements on strategic and intermediate range missiles, as well as human rights and regional issues, are expected to be the main points of discussion, say University experts on U.S.-Soviet relations.

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Soviet physicist Gennady Zakharov, accused of paying an FBI informant for scientific secrets, was returned to the Soviet Union as part of the Daniloff deal.

Before the Daniloff affair, a summit meeting had been tentatively scheduled, said Vernon Aspaturian, Evan Pugh professor of political science.

"Reagan is now setting the agenda," Aspaturian said. "When they go to Iceland, they will be discussing regional issues which the Soviets said they would never discuss — intermediate range missiles, and human rights."

The Reagan administration is expected to address Soviet involvement in Afghanistan, Angola and Nicaragua, Aspaturian said.

"A cynical deal would be a trade-off for Afghanistan for Nicaragua... our abandonment of rebels in Afghanistan for their abandonment of the Sandi-

nistas in Nicaragua," Aspaturian said.

Since the Daniloff-Zakharov exchange and the agreement to meet in Iceland, "the rhetoric between the two powers has been cooled," said Robert L. Branyan, a U.S. foreign policy expert and associate professor of political science at the University's Schuylkill Campus.

Both leaders think it is important to meet and that the meeting appear successful, but much hostility clearly remains, Branyan said. Aspaturian said he believes Gorbachev needs the meeting more.

Gorbachev has yet to come up with any concrete achievement and there is potential good for both the Soviet Union's domestic and political purposes," Aspaturian said.

The Soviet Union suffers from internal economic problems and is seeking to develop economic ties with Western Europe, another University professor added.

Zachary T. Irwin, assistant professor of political science at Behrend College, said Gorbachev's action shows he is far more oriented and alert to Western European concerns.

"The Soviets hope to gain economic benefits from the West without political loss," Aspaturian said.

It all comes down to the question of arms control, said Robert Harkavy, University professor of political science and an arms control expert.

"However, it's not clear to me whether Reagan wants arms control to come out of meeting," he said.

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