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### Hollins Columns (1982 Oct 18)

Hollins College

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Ronald Mercer, Woodrow Wilson Visiting Fellow

Photo by Robin Johnson

## Mercer visits College as Woodrow Wilson Fellow

by Carolyn Razanskas

On October 11, the Woodrow Wilson Visiting Fellow, Ronald Mercer, Senior Vice President of Xerox Corporation, addressed an issue of particular importance to the community. The lecture, entitled *The Executive Woman: Forecast for the Eighties*, provided some encouraging insights for business-minded students.

Mercer predicted good fortune for the determined woman of the decade, especially in the area of management. "Women make better managers," was one opening remark. Though the supporting statements of the assertion presumed inherent personality differences between the sexes, the resolution was favorable to women.

Paralleling facts and figures about the status of women in the executive world was presented in a series of flashbacks and foreshadowings illustrating how far women have come since 1935 and how much they will progress by the year 2000. The depressing image of a female pioneer of the executive suite, Margaret Harris, who offered to refuse her first two-weeks'

salary if her performance did not well exceed that of her male colleagues gave way to the more appealing picture of a woman of the 1990's, putting job offers on hold as she searched for better prospects.

Xerox, Mercer noted, has recognized, and instituted programs to alleviate the special problem of upward mobility. The company's largest increase in female employees since 1964 has been in the area of labor and sales. The women have tended to be left behind by their male counterparts, who more readily take advantage of opportunities to rise in the corporate hierarchy. The goal of Xerox is to foster and develop in women an urge to succeed and improve their status.

Mercer stressed the importance of earlier training for women handling computers, admonishing those who bow to traditional taboos concerning women in technical positions. He closed with the reminder that human progress is just beginning, suggesting that the use and understanding of the latest tools of knowledge-processing is basic to advancement in a rapidly changing world.

## Xerox V.P. speaks at LSC lunch

Ronald L. Mercer, senior vice-president of Business Systems Group Xerox Corporation and visiting Woodrow Wilson Fellow, spoke at last week's Liberal Studies Curriculum luncheon. His topic was "Multi-national Corporations."

Mercer began his lecture with a short history of multi-national business. He cited Renaissance bankers as the first multi-national businessmen. Mercer explained the difference between those early companies and those of the 20th century by quoting Xerox's expected total revenue of 10 billion dollars for 1982, a sum, he stated, "higher than the Gross National Product of many nations." Because of their economic power, there are many "good and bad aspects" to multi-national corporations.

Mercer, who served as the president of Xerox Canada for three years, used Canada to exemplify the problems and opportunities involved when a multi-national corporation establishes itself in a foreign country. Since 60% of Canada's economy is controlled by foreign investors, Canadian citizens and their government are concerned about the economic welfare of other nations. The U.S. and Great Britain began trading in

Canada in the 1800's. Branch plants were gradually set-up as foreign investors bought out many small competitors.

The Canadian government recently raised the question of a possible threat from these multi-national corporations. Were Canada's laws being respected and her best interests served by her foreign investors? Another concern was that business decisions directly affecting Canada were being made elsewhere. Research was not being promoted there nor were profits being spent in its economy.

As a result of these and other concerns, the Foreign Investment Review Agency has been formed by the Canadian Parliament. A set of guidelines referred to as the "Gillespie Guidelines" have been designed to screen out new foreign investors who would not seek to promote and support Canadian interests. These guidelines include the autonomy of an intended operation, the corporation's technological presence in Canada, how much of the earnings would be invested in Canada and would shares be available to the Canadian investor, and would the corporation support Canadian national objectives. Although FIRA's criteria does not apply to businesses established

before the agency's formation, all potential foreign corporations who are interested in Canada must be reviewed and accepted by FIRA.

Mercer then explained how Xerox had changed its organizational set-up to meet FIRA's criteria. A research center was set up; its goal

Mercer

Continued to page 4.

## Ray delivers more than mail

Dean Holmes tickled the piano keys as students filtered into the Rathskeller to celebrate Matty Cocks's 127th birthday October 11.

When the cardboard birthday cake was rolled in on a dolly the crowd started up a round of "Happy Birthday to You." Ray Harris, College Postmaster, popped out of the cake garbed in a multi-colored shirt and wig and throwing chocolate kisses to the crowd. His performance was followed by the singing of the "Green and Gold," the Hollins alma mater.

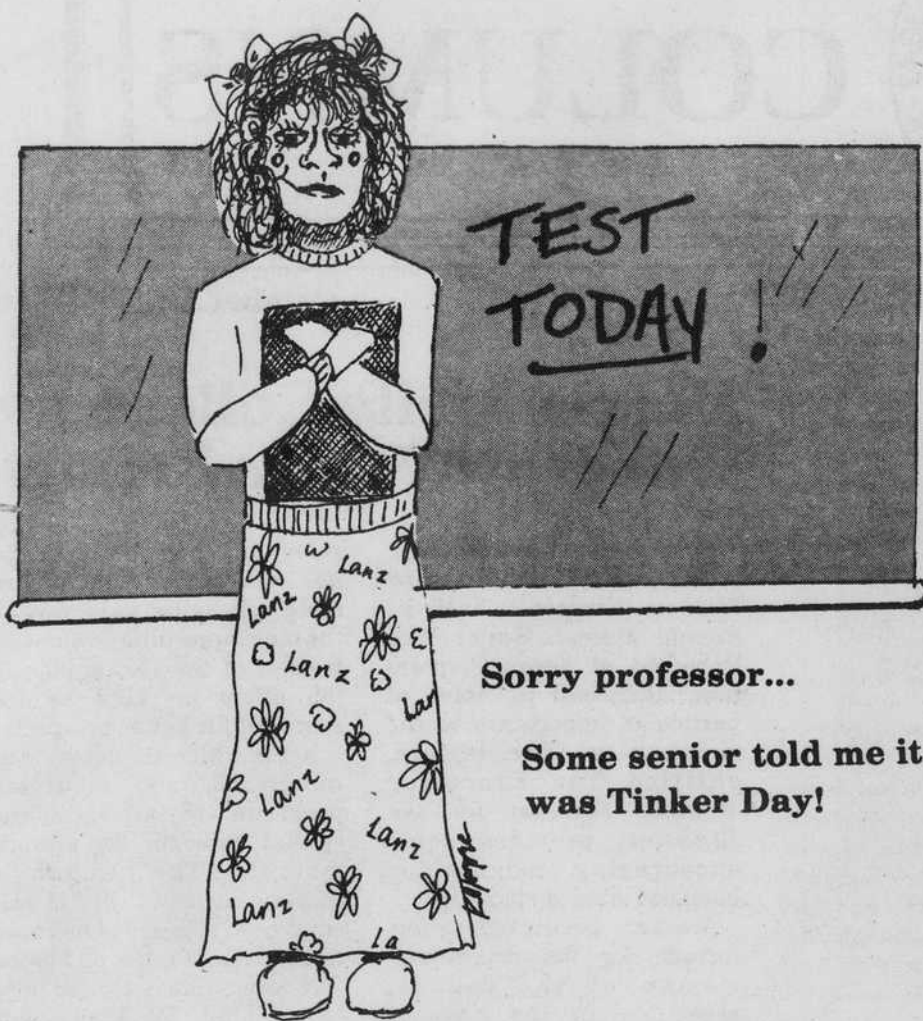
Seniors sliced the large birthday cakes and students helped themselves to Cokes and Tabs.



Ray Harris, College Postman

Photo by Robin Johnson





Sorry professor...

Some senior told me it was Tinker Day!

## Letter to the Editor

### Don't drag in class

**To the Editor:**

The Coordinating Council would like to address one of the issues brought to our attention by way of the "What's Your Beef?" box in the Post Office. The issue at hand is that of smoking in classrooms. The Coordinating Council would like to remind students and faculty of the rule passed by the College Legislature pertaining to this particular concern.

"In 1972, the College Legislature voted to ban smoking in all classrooms, including instructional laboratories, except for

designated smoking areas during exams, in all College Legislature and committee meetings, and in other meetings including students, faculty, administrators, or guests. The motion to ban smoking in seminar rooms was defeated." (*The Student Handbook*, page 36.)

All rules are made for a purpose and this one is certainly no exception. We would appreciate the cooperation of all students and faculty members.

**Mandy Hamel**  
President, Student Government Association

**Note from the Editor:**

Due to technical problems, this issue had to be shortened from eight to four pages. The next issue of the Columns will be larger to accommodate the many stories we were unable to print this week. In an effort to reorganize this operation, however, the Columns will appear next on November 1 rather than the Monday after Reading Day. We apologize for the inconvenience but are working hard to bring you the best newspaper we can.

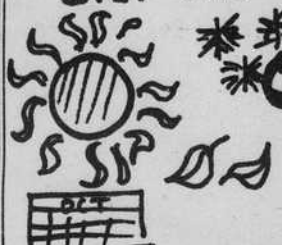
### HOLLINS COLUMNS

The Hollins Columns is published on Mondays throughout the academic year except during College holidays and examination periods. Subscription price is ten dollars. Letters to the Editor are welcome and must be signed by the author. Letters should be left on the office door. Office in lower level Starkie, Post Office Box 10154, Hollins College, Virginia 24020.  
Telephone (703) 362-6400

# Recipe FOR ONE TINKER DAY\*

STEP ONE -

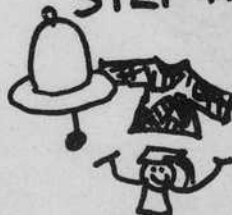
Serves approx. 900



**COMBINE:**

one empty calendar weekday (Oct.)  
a generous amm of sunshine  
colorful fall leaves  
enough frost to scare away snakes

STEP TWO -



**ADD:**

one bell at 7:00 am that rings..  
one President Brownlee on the steps of Main.

one crazy sweater

STEP THREE - **SPRINKLE:**



(heavily with)  
comfortable shoes  
crazy clothes  
encouraging trail signs

STEP FOUR - **GARNISH WITH:**



plenty of fried chicken  
delicious T.D. cake  
seniors to serve the under class men  
one infirmary truck

\* Revised from a 1961 formula.

## Hollins Columns

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# Beefeaters give blood

by Beth Clugston

The bloodmobile is here. Today, in the gym, the RLA, together with the Roanoke Valley Red Cross, are sponsoring a drive to collect 150 pints of blood. Volunteers, students from Hollins, together with Red Cross workers, will be working from 10 a.m. to 4 p.m. to try and make this year's drive an overwhelming success.

Last week, RLA dorm representatives asked for donors and assigned appointment times. The volunteers ask that you remember your

scheduled time. If you were not contacted, or have since found that you are able to give, drop by the gym and the volunteers will fit you in with a minimal amount of waiting.

Remember, any of the following conditions would eliminate you as a possible donor at this time. If you:

- : are under 17 years old.
- : weigh less than 110 lbs.
- : have been in a malarious area in the last 6 months and/or have had anti-malarial drugs in the last 3 years.
- : have a respiratory ailment

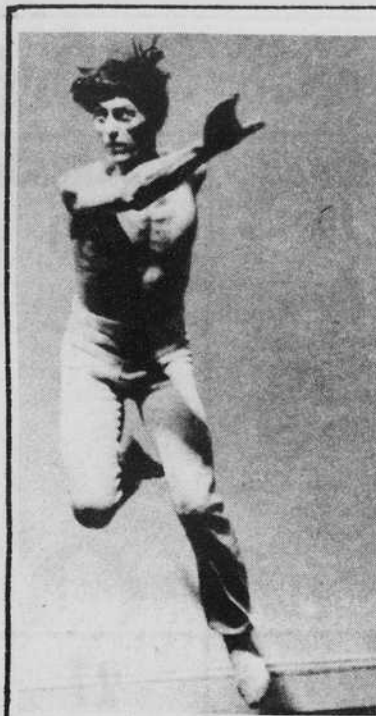
now.

- : have been pregnant within the last 6 months.
- : have diabetes requiring insulin injections.
- : have had cancer, except for basil cell skin cancer.
- : are under medication for epilepsy or convulsions.
- : have active allergies, hay fever, or asthma today.
- : have had a tooth extraction or oral surgery in the last 72 hours.
- : have donated plasma in the last 48 hours.
- : have donated blood within the last 56 days.

If there is some doubt, a donor should check with a volunteer and undergo the pre-donation medical check up.

To reach the goal of 150 pints, it is important that everyone participate. As an added bonus and a way of saying thank you, Mr. Wrobel is once again offering a steak dinner for those who donate.

Whether you give for the steak dinner, or you give for the good feeling it gives you does not matter. What is important is that you give the gift of life.



A dance concert will be held Tuesday October 26, at 8:15 p.m. in the theatre.

Daniel Nagrin is a well-known solo dance performer and artist-in-residence. All events are open to the public free of charge. The master class, however, is limited to intermediate and advanced dancers. Please call 362-6511 to reserve class space.

Nagrin has been developing the solo form since 1948. In 1957, he presented his first full-length solo dance concert. Since then, he has toured the United States, Europe and the Pacific. In 1978, Nagrin premiered his adaptation of *The Fall*, from the novel by Albert Camus, and *Jacaranda*, a dance written for him by Sam Shepard. In the 1980-81 season, Nagrin appeared as an actor in David Berry's play, *The Whales of August*, at the Trinity Repertory Theater in Providence, Rhode Island. He premiered *Poems Off the Wall*, his newest work using projections, dance and poems written and spoken by Nagrin, in 1981. His work has been funded by fellowships from the National Endowment for the Arts.

For more information contact Paula Levine, Professor of Dance.

## Dance soloist performs here

by Lauren Dickie

There will be a Daniel Nagrin Dance Residency at Hollins on October 25-26. On the first day from 4:45-6 p.m., a lecture-demonstration will be held in the Theatre.

From 8-9:30 p.m., a master class limited to intermediate-advanced dancers will be held in the Tayloe Gymnasium.

## Music recitals announced

by Lauren Dickie

This semester the Music Department will be sponsoring many recitals including performances by faculty, students, and guests.

During the rest of October, there will be three recitals. The first is at 8:15 p.m. on Monday, October 18. Milton Granger will perform on piano. At 3 p.m. on October 24, there will be a Preparatory Division Recital. The following week, on October 31, Thelma Diercks and Carolyn Victorine will give a duo-piano recital at 3 p.m. They will give another performance on November 1 at 8:15 p.m. All three of these events will take place in Talmadge.

A guest artist, Don Smithers, will perform on trumpet and James Leland, associate professor of music, will perform on the organ on November 8 at 8:15 in the chapel. On November 15 at 8:15 p.m., Leland will be performing again. He will play the harpsicord with the Rowe String Quartet. This performance will also take place in the duPont Chapel.

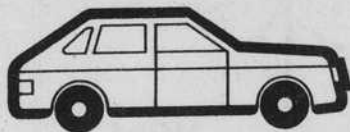
December 1 there will be a student recital at 4:30 p.m. in Talmadge. A Preparatory Division Recital will be held on December 5 at 3 p.m. in Talmadge. The White Christmas Service is that same night at 7:30 p.m. in the duPont Chapel.

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# Coming Events ... October 18 thru October 31

Monday 18	Tuesday 19	Wednesday 20	Thursday 21	Friday 22	Saturday 23	Sunday 24
<p>RLA Bloodmobile, 10 a.m.-5 p.m., Gym Student Senate, 4:30 p.m., Babcock Paris Orientation, 6:30 p.m., GDR Concert Series: Milton Granger, piano, 8:15 p.m., Talmadge</p>	<p>Field Hockey, 3 p.m. Volleyball, 6 p.m. Junior Class Meeting, 6 p.m., Janney Swimnastics, 7-8 p.m., pool CROP Walk Rally, 7:30 p.m., Rathskeller</p>	<p>LSC Lunch, President Brownlee, 12 p.m., PDR Chapel, 7 p.m.</p> 	<p>Honors Reception for Honors students and their guests, 4-6 p.m., Ballator SGA 3-D Movie: <i>It Came From Outer Space</i>, 8 and 10 p.m., Babcock</p>	<p>Reading Day Tennis, 3 p.m. Cinema Society Film, <i>Curse of the Cat People</i>, 8 p.m., Talmadge Moody Monday on Friday: Scott Jones, 9 p.m., Rathskeller</p> 	<p>HOP Raft Trip Tinker Movie: Woody Allen's <i>What's Up Tiger Lily?</i>, 9 p.m., Tinker Oval Rm.</p>	<p>Concert Series: duo piano recital, 3 p.m., Talmadge Sunday Service, 7:30 p.m., duPont Chapel</p> 
25	26	27	28	29	30	31
<p>Paris Orientation, 6:30 p.m., GDR Moody Monday: Music by Snuff, 9 p.m.-12 a.m., Rathskeller</p> 	<p>Freshmen/Senior Dinner, 4:30-6:30 p.m. Swimnastics, 7 p.m., Pool G.S.F./Theatre Arts Dance Concert, Daniel Nagrin, 8:15 p.m., Theatre</p>	<p>LSC Lunch, 12 p.m., PDR Philosophy Club "Temperance as Quietness", 4:45 p.m., PDR Volleyball, 6 p.m., Gym</p> 	<p>Water Basketball, 7-8 p.m., Pool SGA Movie and Faculty Happy Hour, 9 p.m., Rathskeller  Board of Trustees</p>	<p>Cinema Society, 8 p.m., Talmadge 1842 Dinner</p>	<p>HOP Rock Climbing Tinker Movie: <i>Repulsion</i>, Roman Polanski, 9 p.m., Tinker Oval Rm CROP Walk, leaves Moody 9 a.m.</p> 	<p>Sunday Service, 7:30 p.m., duPont Chapel</p>

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— Mercer —

Continued from page 1.

being the marketing of a global mandate product, a product invented, patented and marketed in one country. A component meeting these requirements is now being exported by Xerox Canada. Xerox Canada also exports other Xerox products. Mercer himself trained the Canadian president who replaced him. He stated that Xerox was now meeting 76% of FIRA's criteria.

Mercer used Xerox to prove that a multi-national business could "be a good corporate citizen" and discussed the idea that a foreign corporation should behave as a guest in a host country.

In his last remarks, Mercer proposed the formation of an organization which would "unite the business interests" of the U.S., Mexico, and Canada. He mentioned issues such as acid rain and hydraulic power treaties as topics for the organization's discussion.

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