MIT, Harvard/Radcliffe students vie for board

By James J. Reibelt

The Harvard Cooperative Society mailed ballots to its student members April 5 to elect eleven student directors from a choice of twenty candidates. The ballots must be returned by April 30.

At least three MIT students, three Harvard University or Radcliffe College undergraduates, and three Harvard graduate students must fill the eleven vacancies. Nine MIT student hopes to capture the seats.

A student may either present himself to the Coop Nominating Committee or obtain one hundred members' signatures on a nominating petition to become a candidate for the board.

The Tech contacted sixteen of the twenty candidates for statements. The remaining four candidates — Regina Cecilia Brown, Kennedy School of Government '84, Mark S. Karlass, Harvard Business School '84, Mir Said Kashani, Harvard '85, and Charles R. Markham '84 — could not be reached for comment.

John H. Adler

"I have gotten a lot out of it this year," said candidate for re-election John H. Adler, Harvard Law School '84. The Coop's biggest issue is the problem of labor relations, he said. Coop employees' interests can best be served by election of candidates who are more liberal and can provide a different perspective on the board, he continued.

David L. A. Gordon

"The Coop is a unique student corporation, and I am interested in helping out," said candidate David L. A. Gordon, Harvard Business School '84. The Coop "needs to provide more information about its operations to student members," he said. Gordon, if elected, would write articles in student newspapers to explain issues facing the Coop.

Since the Coop has about 140,000 members, "it is impossible to have the same amount of commitment" as do safer cooperative organizations, Gordon claimed. "The Coop is a service organization — it should have more of an orientation toward the customer," he claimed. The Coop presently has a reasonably well-run operation, he added.

Lawrence E. Golub

"I see myself providing an experienced student voice to the board, able to make significant and effective input into the decision to be made," asserted fifth-year candidate Lawrence E. Golub, Harvard Law School '84. Because of his experience, he has claimed, he understands the Coop's functions and its interest in the community.

"The Coop will continue to be the anchor in Harvard Square," Golub said. Although growth in retail business in the square has caused a change in traffic patterns, he continued, the Harvard Coop is "still the flagship store."

David A. Guterman

"It's important that the Coop get as much attention as the Harvard Coop does. The Coop pays too much attention to Harvard," said candidate David A. Guterman '86. The Downtown Coop should also generate as much interest as the Harvard Coop, he said. Guterman would pursue "getting the word out" again on a "new Coop machine at the Tech Coop" and providing a greater variety of products to Coop patrons. The appeal of the Massachusetts blue laws will open new opportunities — if the Coop decides to open on Sundays — for "the many students employed by the Coop," he added.

Cynthia A. Hickman

"I could be a vocal member of the board," declared candidate Cynthia A. Hickman, Radcliffe '84. "Other elected students are not vocal members" and no one is willing to get involved, she asserted.

Unionization of workers and the Coop's credit program are particularly interesting, she said. She would also determine if the Coop "could work on getting the price of books down" either by charging less or raising the discount at the end of the year.

Hickman is "interested and enthusiastic" about the position and thinks she could do a good job, she said.

William J. Hilliard

"I have a strong interest in marketing and a concern about product management, and I'd like to understand how retailing works," said candidate William J. Hilliard '84. Each visit he has made to the Coop has been a "less than pleasant experience," Hilliard said. "The Coop is run more like a monopoly. It doesn't matter how you treat your customers."

"If you're paying retail prices, you should get top-level service and selection," he continued. The quality of service is poor and the stores are unattractively laid out, he said.

"If we can improve the quality of the Tech Coop, and get our prices lower, then we can try to stimulate outside sales at the Downtown Coop," Hilliard said.

Paul S. Kang

"I have gotten a lot out of it this year," said candidate Paul S. Kang, Harvard '84. He found, after speaking with many student members, most of them do not care how the Coop runs.

"Kang is interested in the Coop's operation, in particular how it raises capital," he explained. "Right now, all the money is going back in rebates, and there are not enough profits from non-member business," he explained. Several percent of all revenue comes from the Harvard Square store, he noted.

Jocelyn M. Patterson

MIT is not sufficiently represented by only three board members, she said. "Nothing is going to happen overnight."

Gordon B. Hunter

"I've already been on the board and feel that I've been effective and efficient," said candidate for re-election Gordon B. Hunter G. He has worked closely with upper-level management at the Tech Coop, Hunter said.

One of the biggest issues facing the board is the changing image of Harvard Square, he said. "Old merchants have been moving out, and displaced by fast food places. Places are starting to get liquor licenses. It's changing from a shopping district to a late night entertainment district."

Insufficient parking and Harvard Square reconstruction are also problems, Hunter said. "Nothing is going to happen overnight."

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