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# 'Parental Track' is Solution for Today's Corporations, Says Men's Activist; The New Entrepreneur: Student Operates Own Business, Attends Class Full Time

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## 'PARENTAL TRACK' IS SOLUTION FOR TODAY'S CORPORATIONS, SAYS MEN'S ACTIVIST

The days of corporate executives who concentrate on a pell-mell drive for the top of the ladder may be numbered, says Eugene August, professor of men's studies at the University of Dayton. In today's fast-track, fast-food society, both men and women are regarding family life as more and more important.

"Many young two-career couples in the workforce are going to have children. And that leads to men and women who are suffering from burn-out from trying to handle too much," said August. "The corporate world needs to adapt to couples in different life phases."

August says a "parental track" would, for example, allow workers with young children to take off large amounts of time to be with their families, and, as the children get older and start to attend school, corporations could offer "catch-up" services to workers returning to the full-time pursuit of business. Men and women caught up in mid-life questions should also be able to find support at work, perhaps in the form of altering their career choices.

"I have a great deal of faith in the American business world," said August. "Corporations need to creatively rethink what their workforces are and then adapt to make the most efficient use of their workers." He says a corporation committed to developing a parental track could accomplish the planning and implementation in about six months.

For media interviews, contact Eugene August at (513) 229-3428 or (513) 299-5917.

## THE NEW ENTREPRENEUR: STUDENT OPERATES OWN BUSINESS, ATTENDS CLASS FULL TIME

During last summer's drought, Marty Grunder's Centerville grass-mowing business "took a serious beating," so he switched to a business with a better profit margin--landscaping. This year, he hopes to clear \$300,000 in gross sales.

Grunder belongs to a new breed of entrepreneurs--he's a full-time college student who operates his own business. A lot of students drive second-hand cars to campus; Grunder arrives in a company truck emblazoned with the logo of Grunder Landscaping Co. He covers all college expenses and still has "plenty of money to have fun with."

"I've always been a hustler," said Grunder, a 21-year-old Sugarcreek Twp. resident and junior finance major at UD. "I've operated my own business since seventh grade. I started out with a tractor and began mowing grass within a five-mile radius of my parents' house. I'd save money and purchase new equipment."

Grunder's age and youthful appearance ("I have red hair, freckles and couldn't grow a beard if I had to") have been stumbling blocks he has worked hard to overcome. He has secured bank loans and new business: "Once I get in the door, the age factor is usually thrown out."

Today, Grunder's company employs between eight to 10 workers, including a landscape architect. An attorney is researching a trademark on a slogan. And, most importantly, business is good: "The darn phone is ringing off the hook," Grunder said. "I'm on my way to an outstanding year."

For media interviews, call Marty Grunder at (513) 439-2003.



*The University of Dayton*

For further information or assistance in scheduling interviews, contact Public Relations and University Communications, 229-3241.