

# Lux et Bux

## The Yale Entrepreneurial Society Presents: Running Your Own Small Business at Yale University

Have you ever craved to be the man firing disloyal employees in the executive boardroom you spent millions to furnish? Have you desired to make fun of poor people in your address to the annual company shareholders' meeting? Have you always wanted to be an all-powerful capitalist whose monied interests were powerful enough to elect the American President? Have you thought about boycotting the Olympics because golf is not an Olympic sport?

If you answered yes to any of these questions, you already have the ruthlessness to be in the next generation of the decadent greedy businessmen and businesswomen who will continue upholding Corporate America's status as the world's most powerful NGO. However, before you start telling people that popping the collar is only allowed for those with seven-digit salaries, you need to earn your own seven-digit salary. And although the Yale Entrepreneurial Society will be unable to get you that salary, we can offer you on-campus entrepreneurial ideas that can get you a triple-digit salary while you are here.

### 15 ways to run your own business at Yale:

Become a laundry contract worker, washing people's clothes in your sink at rates competitive to those of the laundry agency.

Establish your version of Durfee's Shop, buying in bulk from Shaw's and the Law School Dining Hall, then running the store in your dorm during the night owl hours from 1:30 AM to 6:00 AM.

Fine students for jaywalking along Elm Street during the 5 PM rush hour. Dress up as a policeman and wear a firearm or two to show your fellow Yalies you're not kidding with the \$5 payment for their sin.

Print and sell tickets to the Yale Philharmonic Orchestra and other School of Music recitals. As they say, there's no such thing as a free concert.

Learn to play the Harkness Tower bells and take people on \$3 late night tours of Yale's most famous tower. Hire a freshman to dress as the Harkness hunchback to entertain the tower-goers. Pay him below minimum wage, and mock his disfigurement if he complains.

Make a deal with the fake-ID network in New York City to sell IDs in the Have to those born before this date in 1983. Beware that the Patriot Act people may show up one night in your dorm room and indefinitely confine you at Guantánamo Bay to punish you for getting athletic recruits into Toad's.

Bring your car from home to New Haven and take people to nearby airports when breaks begin. With only one auto, you should be safe from the wrath of the Connecticut Limo Mafia. However, the CT Limo thugs will put all your vehicles on cinder blocks if you consider expanding.

Start a dorm room barbershop for \$10. Get the tools from Rite Aid and build a reputation as a haircutting pro. Ghost-write columns for the YDN Style Section to solidify your authority. Do not be surprised if custodial service people will refuse to clean your mess.

Raise money for a political candidate and then forget where you put it.

Get a job in the buttery of your residential college, and then run under-the-counter activities in the Butt just like they did it in the 1920's.

Make Samuel Slater proud by memorizing the way dorm room chairs are made. Then make them out of wood and sell 'em back to students for \$95, a \$5 rebate on the official replacement cost Yale charges for the \$25 chair.

Invent and market the one-size-all impenetrable microwave cover to use when that fire marshal inspection comes around.

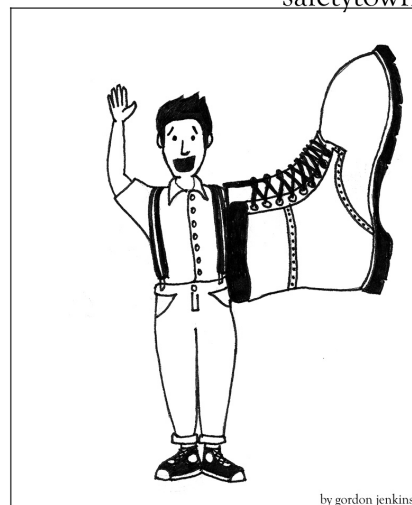
Buy a vending machine at Sam's Club and stick it in your entryway, where the Pepsi people won't find it.

Recite the same ten inspirational poems to New Haven pedestrians for \$3 a pop. Oh wait—that's already been taken.

If all your small business ventures fail, get a high-paying student job at the Student Employment Office and earn your wages legally and honestly. But that's no fun!

Hopefully this list will only encourage you to come up with even more innovative ideas for running your own business at Yale. And keep on dreaming about the day you'll be able to buy over 5 congressmen in the tri-state area. ☺

safetytown



by gordon jenkins

*"What the fuck," thought Tom. "This is not my arm. This is an oversized boot!"*