

## *It Cost How Much?!*

By Boyd J. Conerway '96

When Texas A&M University joined the Southeastern Conference July 1, 2012 after departing the Big XII Conference, there was ample anticipation and excitement not only around campus but surrounding communities as well. However, a consequence of this anticipation was the inevitable increase in football ticket prices as a way to capitalize on this new membership.

One example is the 2013 SEC game between Texas A&M vs Alabama at Kyle Field. According to *Bloomberg Businessweek* the average ticket price was \$604.15 and the most expensive ticket was \$2,500.00 (Bouday & Mayo, 66). This amount was perceived by many Aggies as excessively expensive, especially when compared to previous football seasons with the Big XII Conference.

The good news for Aggies is that the ticket prices for 2014 have dropped ten percent since last season, bringing the average ticket price down from \$184.92 to \$165.97 a game. However, even with this drop in ticket prices, Aggieland remains one of the most expensive places in the country to watch a football game. Nevertheless, no matter the cost, loyal Aggie football fans are willing to endure the extra expense to cheer on their favorite team.

Boudway, Ira; Mayo, Keenan. *Bloomberg Businessweek*. 7/29/2013, Issue 4340, p66-66. 2/3p. 1 Color Photograph. Retrieved from Business Source Complete database.

Source:<http://www.forbes.com/sites/jesselawrence/2014/07/23/without-johnny-manziel-texas-am-tickets-down-10-from-last-season/>

“There is no royal flower-strewn path to success. And if there is, I have not found it, for if I have accomplished anything in life it is because I have been willing to work hard.”

– Madam C.J. Walker, America's first female entrepreneur millionaire

## *Black Friday: Tips and Tricks*

With the busiest holidays of the year fast approaching, everyone is looking for ways to save. Luckily retailers offer one way to help customers save big on all those presents to be: Black Friday. Black Friday, landing on November twenty-eighth, is one of the biggest shopping days of the year with deals galore. To make sure you are getting the best of those deals, follow these quick tips.

- Do Your Research - Make a list of the items you want before you go. This helps when you're fighting off the mob of avid deal hunters by allowing you to find what you want fast.

- Browse Prices - Make sure you are getting a deal by browsing the prices for the items on your list a few days before Black Friday. Compare each store and find the deal that is best for you.

- Shop Online - Avoid the hectic crowds by shopping online. Many online retailers offer 'time sensitive' deals for Black Friday.

- \*Bonus - If you're not afraid to wait, Cyber Monday is the backend of Black Friday and offers deals exclusively for online shoppers.



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