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Guy Fronstin, 22, (left) and Kevin Cohen, 23, have written a book, *College: Maximize the Opportunity*.

It's College 101: First-hand guide

By KAREN CHERRY
Times Staff Writer

Collaborative book teaches the ins and outs of college

Ah, that wonderful summer between high school and college. You've been accepted into a college. You know you should be ecstatic. You've worked 12 years for this feeling. Why, then, are you so worried?

Guy Fronstin, 22, and Kevin Cohen, 23, know that feeling well. They graduated from college in 1987, Fronstin from Tulane University in New Orleans, La., and Cohen from American University in Washington, D.C.

"The first year and a half I spent finding out the chain of command," said Fronstin of his college start.

To help high school graduates adjust to college, they have written a book called *College: Maximize the Opportunity*. It's published by Fronco Enterprises Inc., a company formed in 1987 by Fronstin and Cohen and based in Tampa.

"The book evolved because it (college) is what we know best," Fronstin said.

The two knew each other as youngsters in Tampa, but they lost touch when Fronstin's family moved to Daytona Beach when he was 7. They became reacquainted 13 years later, when they were college sophomores.

College: Maximize the Opportunity is not the result of months of surveying students from across the country. What they have produced, Cohen and Fronstin said, is a manual on what to expect from a college, how a university is set up, what it has to offer and what they think freshmen should get from the experience.

"This is a book written by us and it's our opinion,"

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College from 1-D

Fronstin said. "We feel that it is an advantage that we are recent graduates. The book is not a result of doing research over many years or not having been a student for many years."

It is clearly written and filled with facts in short easy-to-digest segments. "We were very realistic about writing this book," Fronstin said. "We remember when we graduated from high school, and one thing we did was look at how many pages were in a book, so we purposely kept our book short and to the point."

Charts and other illustrations help to explain such topics as how to account for expenses or set up study schedules. Lists of reference materials are provided at the end of most chapters.

The chapters include "Structure of a College Campus," "Your Roommate and Dorm Life," "Planning a Major," "Greek Life" and "Sports."

Cohen thinks that chapter 3, "Establishing a Broad Niche," is one of the most important.

"In life you will meet people with various interests and if you have something in common then that's beneficial for you," he said. "For instance, Beethoven doesn't turn me on, but the only reason I can say that is because at least I know I've exposed myself to it."

Cohen believes that there are certain skills that all students should learn in college.

"Every student should learn computers, pick up another language, read as much as possible, learn to listen, expose yourself to the arts and learn about the humanities and social sciences," Cohen said. "It's a matter of getting into something to develop your interests."

They stress taking an active role in college life. "One of the reasons why we can do this is because we were so active during our college years," Fronstin said.

Fronstin was a student promoter for Tulane University's Travel Department, pledge director of his fraternity and a U.S. Congressional page. Cohen was a student representative to the College of Arts and Sciences Budget Committee, had an internship with the National Conference on Soviet Jewry and spent a semester studying in Madrid.

"It is your people skill, knowledge and judgment base that are important," Cohen said. "Anybody can learn technical skills if they devote the time, but it is learning how to work with people that is important."

They estimate that it has cost them \$1,100 to produce the book. To pay for it, they have worked night jobs, had car washes in various neighborhoods and sold watermelons. "We do anything," Fronstin said.

"Now we're at the point where we do have some cash flow," said Cohen.

College: Maximizing the Opportunity is not their first project, Fronstin said.

"Right now we prefer small ventures, like novelty items. Things you won't see all over," Cohen said.

"We're not setting out to be authors, we're just trying to provide products that there is a need for," Fronstin said.

For example, their advertisement in *Rolling Stone* magazine: "Are you tired of back seat drivers? Flash your official Back Seat Driver Buster Badge and end their unwarranted behavior."

They also are marketing a "Location Finder Pad," sheets of paper printed with street directions.

But, Fronstin said, so far *College: Maximize the Opportunity* has been their most successful venture. Although it's available only by mail order, Fronstin and Cohen have sold more than 80 copies in nine weeks.

"We are hoping to be sold in Walden Books on consignment. They have divisions to help the small guy," Fronstin said. "It is difficult to get a new book, with little professional reputation already, published. They are working with people who publish in very small houses."

The book already has won an endorsement of sorts. Mihrican Havens, supervisor of secondary educational media for the Hillsborough County School Board, shared the book with her senior high department heads.

"They felt it was a very valuable document and would like to have it in their media centers," she said. "They were very positive and are interested in purchasing it."

Havens said the department heads thought that the book, particularly the chapter on budgeting money, would be very helpful for college-bound students.

Copies of *College: Maximizing the Opportunity* also have been purchased by libraries at Purdue University and the University of Georgia, Cohen said.

"We may break up and go to work or go

Notes on college

Some helpful tips and assurances for new college students from Guy Fronstin and Kevin Cohen's book *College: Maximize the Opportunity*:

■ Being unsure of or changing your major during the first two years of college is very common.

■ To live successfully with a roommate in a dorm room, you both must be considerate, cognizant of your surroundings and circumstances and willing to compromise and communicate.

■ Your roommate does not have to be your best friend.

■ Find out about professors before enrolling in their classes. You don't have to take classes with professors whose teaching styles you don't like.

■ Consult your academic adviser and the college catalog to determine course requirements.

■ Keep to a strict monthly financial budget. Don't withdraw large sums of money from your account "just in case."

■ Don't think you have to pledge a fraternity or sorority. Greek life is not for everyone.

■ Consider spending some of your college career studying abroad.

■ Go to the counseling department for help, whether you are having roommate problems or feeling overburdened by academic pressures.

■ You are not the only college freshman having problems.

— KAREN CHERRY

back to graduate school and come back in 10 years," said Cohen of the future of their partnership and corporation.

"I guess we have been working on this in a backward way," he said. "A lot of people work for a company, then in their 30s they go out and start a business."

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To purchase *College: Maximizing the Opportunity*, send \$9.95 (plus \$1.35 shipping and tax) to: FRONCOH Enterprises Inc., 4836 Gandy Blvd., Tampa 33611 or phone 831-3396 in Tampa.