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Quick Exchange, April 21, 1998

Office of Public Relations, Bryant College

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QUICK Exchange

FOR AND ABOUT THE PEOPLE OF BRYANT COLLEGE

Bryant's 135th Commencement

Thomas Taylor '63, president and chief executive officer of Amica Mutual Insurance Company, will be the keynote speaker at Bryant's Undergraduate Commencement on Saturday, May 16, at 10 a.m. **Robert L. McCabe**, chairman of Narragansett Electric, will speak at Graduate School Commencement on Friday, May 15, at 4 p.m. Both commencements will take place under the tent behind the Bryant Center.

Taylor and McCabe will receive honorary degrees from Bryant, along with: **Dr. Morris J.W. Gaebe**, chairman of the board and chancellor, Johnson & Wales University; and Ernest E. Stempel, director and senior advisor - Life Division, American International Group, Inc. **Bessie Jae Clanton**, civil rights activist, Urban League leader, and Bryant Trustee, will be honored posthumously with a Doctor of Humane Letters at undergraduate exercises. (Watch for more Commencement information in May issue of *Bryant Exchange*.)

Live on the Web

This year, Bryant will be the first college in Rhode Island and the region to offer Commencement "live" on the web. Virtually anyone in the world with basic computer access can view Commencement exercises on May 15 and 16 via the "What's New" section of the college's home page or at the direct address of <http://www.bryant.edu/commencement/webcast.html>. Commencement will remain "live" on the web site for two weeks following graduation.

Schedule of Commencement activities

ROTC Commissioning

Friday, 1:30 p.m. — Unistrukture Rotunda

Graduate School Commencement

Friday, 4 p.m. — Outdoor tent site

Baccalaureate Service for the Class of 1998

Friday, 6 p.m. — Unistrukture Rotunda

President's Reception

Friday, 6:30 p.m. — Reception tent

Annual Commencement Breakfast

Saturday, 8 a.m. — Papitto Dining Room

135th Undergraduate Commencement

Saturday, 10 a.m. — Outdoor tent site

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Reserved seating for Commencement

Bryant employees who have a son, daughter, or spouse graduating this year are eligible to receive two reserved seat tickets to Commencement exercises. Employees participating in Commencement with their sons and daughters may also request reserved seating. Contact Debra Medeiros at ext. 6597 for information or to request tickets.

Bryant marketing team snap, crackle, and pop their way to second place in national competition

Kudos to six Bryant marketing students who earned second place in the finals of a national marketing competition in Dallas last weekend. The team was one of eight finalists in the American Marketing Association (AMA) Marketing Challenge, the third time a Bryant team has made the finals since 1995.

Eight finalists teams were chosen from among 27 colleges and universities in the initial competition, which challenged the students to create a marketing plan for The Kellogg Company that would help them penetrate the lucrative recreation market that accounts for food and snack purchases made outside of the supermarket. The finalists were chosen based on written analyses submitted to the AMA and Kelloggs in February.

The Bryant team began working on their marketing plan in early January during semester break, logging in 60 to 70 hours each week. The team included five undergraduate students: seniors Tracy Bolduc, Jacqueline Longtin, and Vincent Sullivan; juniors Brian Willinsky and Barry Yackolow; and graduate student Jeffrey Teixeira. Professor Frank Bingham served as faculty advisor. (Look for a photo in the May issue of *Bryant Exchange*.)

At the competition, the teams each made a 30-minute presentation, followed by a 15-minute question and answer session to defend their case.

Rogers University (formerly Northeastern State University) in Tulsa, Oklahoma, placed first in the competition. Behind the Bryant team followed Cleveland State University, Ohio; Loyola University, New Orleans; Ohio University; St. Cloud University, Minnesota; Stephen F. Austin State University, Texas; and University of Hawaii in Manoa.

Poetry reading rescheduled for April 23

The date/time/location for the poetry reading by C.D. Wright, Rhode Island's Poet Laureate, has been changed. It will now be held on April 23 at 8 p.m. in Papitto. Wright had to cancel her original Bryant engagement with good reason — she was also invited to read at the White House on that date.