



# BRYANT'S BUSINESS

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## *Five new trustees take seats on board*

Five new Bryant trustees took their seats at the board's fall quarterly meeting on September 27. The trustees include three New England business leaders--all of them Bryant alumni, a leader in Rhode Island's social services community, and the CEO of a national management consulting firm.

The new trustees:

- **Gerald F. Cerce '69**, who is chairman and CEO of Accessories Associates, Inc., of North Providence, a costume jewelry, accessories, and leather-goods manufacturer, importer and supplier to retailers nationwide;

- **Douglas S. Krupp '69, '89**, who is co-chairman of the Krupp Companies, of Boston, a real estate investment and nursing home management company;

- **Steven H. Townsend '74, '80 MBA**, who is a partner, director and chief financial officer of Cornucopia Natural Foods, Inc., of Dayville, CT;

- **B. Jae Clanton**, executive director of the Urban League of Rhode Island and a director and leader of a host of nonprofit and education organizations in the state;

- **Arthur H. White**, president and CEO of WSY Consulting Group, Inc., of

Greenwich, CT, a national management consulting firm he heads along with Daniel Yankelovich and Florence Skelly.

Cerce, of Providence, has headed AAI since 1986, when it was merged with Femic, Inc., of Rhode Island, which he purchased in 1972 and served as

*Trustees (Continued on Page 2)*

## *Sophomore finds business is magic and vice versa*

Glen F. Davis  
Public Information Intern

Business is "magic" and magic is a business for Bryant sophomore David Kaplan.

Kaplan, of South Windsor, CT, has been interested in magic since the tender age of five when he started to learn a few simple magic tricks. You could say his interest in business began a few years later when, at age 13, he was first paid for performing a magic show. That's when he realized that magic and business definitely do mix.

A marketing major now, Kaplan, 19, actively uses what he's learning in the classroom to promote his abilities as a magician. Potential audiences, in fact, can view a four-minute videotape of his

skill that is part of a marketing package he created for them to assess his performances. The results:

"An increased number of shows have resulted from my marketing package," said Kaplan.

The total package includes the performance video, a resume, and a cover letter.

Magic also has helped Kaplan in his day-to-day life in and out of the classroom. Years of performing magic shows have given him composure and certainty when he makes classroom presentations. Card tricks have been an easy way for Kaplan to meet people in the residence halls. And Kaplan has found that job interviewers never forget his name when he demonstrates a magic trick to them.

Overall, Kaplan's magic act has given him confidence, calmness, and attentiveness--all traits that can be used to good advantage in the business world. And his magic has illustrated to others his creativity and personality.

As a hobby, magic is very enjoyable to Kaplan, who has done charity performances for hospitals, libraries, synagogues, and Special Olympics at

*Magic (Continued on Page 4)*



*Magician Kaplan on his unicycle*

### **State of College Address Thursday**

**President Trueheart will present Bryant's annual "State of the College Address" on Thursday, October 11. The address begins at 3:30 p.m. in Janikies Auditorium. The entire Bryant community is invited.**



*Trustees (Continued from Page 1)*



*New trustees (seated left to right) Krupp, Clanton, Townsend, (standing left to right) Cerce and White*

president for 14 years. Among Cerce's community activities are the Wheeler School board of directors and the regional advisory board of Citizens Bank.

Krupp, of Wellesley, MA, co-chairs a company that has raised more than \$2 billion for investment in real estate and operates Harborside Healthcare, which manages more than 20 nursing homes nationwide. Among Krupp's community activities are the Anti-Defamation League and the National Holocaust Memorial Council.

Townsend, of Brooklyn, CT, owned two variety stores and a restaurant before selling them to become a partner in Cornucopia Natural Foods, a distributor of health and natural food products nationwide. His community activities have included the Brooklyn Town Council, the Bryant Alumni Association, and his church.

Clanton, of Providence, has been the Urban League's executive director since 1985. Before that, she was an assistant director for five years with the Department for Children and their Families, the first woman and first African-American to serve as executive director of Family

Services, Inc., of Rhode Island, and a psychiatric social worker supervisor for the Providence School Department. Her other activities have included Butler Hospital, the United Way, Junior Achievement, the RI Lung Association, the Public Education Fund, the Rhode Island Foundation, and Leadership Rhode Island. She holds a master's degree from the University of Connecticut School of Social Work and a BS from West Virginia State College, and has studied in the post-graduate program at Boston University.

White, of Stamford, CT, has headed WSY since 1986, after serving as a principal of Yankelovich, Skelly and White for 27 years. A frequent speaker for national organizations, White is an advocate for public service activity. Among his interests are the Reading Is Fundamental program of the Smithsonian Institution, the Connecticut Housing Finance Authority, and the Institute for Educational Leadership. White holds MBA and AB degrees from Harvard University and has taught at MIT.

## *Bryant Forum series opens October 25*

The annual Bryant Forum lecture series begins its 1990-91 schedule on October 25 with an address by the senior counselor to the World Resources Institute.

S. Bruce Smart Jr. will speak on "Ecology and Economic Development: Accommodation or Collision?". The address begins at 4 p.m. in Janikies Auditorium.

Smart, a former undersecretary of commerce for international trade and former chairman and CEO of The Continental Group, moved to the World Resources Institute in 1989. There, he is analyzing and formulating policies related to global environmental problems, with particular emphasis on the inter-relationship of industry, government, and the environmental community.

Smart was in the commerce department from 1985-88 after stepping down as CEO of Continental, the former Continental Can Company, in 1985. He was employed at Continental for 34 years in a variety of increasingly responsible executive posts.

Currently a director of Chevron Corporation and Exxel, Inc., Smart also is a member of The Business Council, The Conference Board, the Council on Foreign Relations, and the International Environmental Technology Transfer Advisory Board of the federal Environmental Protection Agency.

Smart has been a member of President Bush's campaign staff, and he is a former governor and vice-chairman of The Nature Conservancy. That organization gave him an Oak Leaf Award for outstanding contributions to conservation.

A Harvard College graduate, Smith also holds an SM in civil engineering from MIT.

For ticket information, call the Office of Corporate and College Relations at ext. 6139.

*S. Bruce Smart Jr.*





## New SBDC office at CCRI Providence already 'preparing' minority businesses

The ribbon has barely been cut, and Bryant's new Small Business Development Center office at CCRI in South Providence already has served almost a dozen new minority business clients.

Or, to put it in the words of Donald Lopes '58, the owner and CEO of Nerard, Inc., which operates Rhode Island's Kentucky Fried Chicken restaurants, the SBDC office there is well underway to "helping us (minority business operators) be prepared for the future." Lopes, who has served for several years on the SBDC's advisory council, was the keynote speaker at the opening of the new office at the CCRI Providence campus on September 25.

Lopes spoke to more than 60 representatives from Bryant, CCRI, the SBDC, the Small Business Administration (SBA), other government agencies, and the minority business community in Rhode Island. He described the opening of the center, in particular, as "a celebration for the African-American and women-in-business communities."

"The whole idea of the SBDC is outreach...which is critical to the success of minority business improvement," said Lopes. "This center can help us be prepared to face the wonderful world of business...and to help us change the

face of this country."

SBA-guaranteed loans helped Lopes start his first restaurant, he said, which would not have been possible without them. This type of assistance, Lopes said, gave him the "financial independence to make decisions" for himself, just like the SBDC now can help other minorities and women gain their own financial independence.

Lopes was introduced by CCRI President Edward Liston, who presided over the grand-opening ceremony in the auditorium of the former OIC building on Hilton Street. Bryant also was represented by President William Trueheart and Douglas Jobling, SBDC state director.

In his remarks, President Trueheart described this new partnership to serve minority business operators and entrepreneurs "as a major step that is long overdue." It also creates a "triangular relationship between Bryant, CCRI and the University of Rhode Island" to help small businesses. URI also has a contract with Bryant to operate an SBDC office there.

"I pledge Bryant's full support," the president said, noting that Bryant matches one-for-one every dollar contributed by the SBA. "And I look forward to a long relationship."



Don Lopes '58 addresses SBDC opening at CCRI. Seated (L to R) are CCRI President Edward Liston, Douglas Jobling, President Trueheart and SBA chief Tony McMahon.

## QUICKLY

...Professor **Chantee Lewis** is serving as a consultant for a proposed federal grant program to internationalize the curriculum at Bristol Community College...

...RISBDC state director **Douglas Jobling** was the keynote speaker at the West Warwick Chamber of Commerce's September dinner meeting. His topic was the RISBDC. Also, Jobling has been named to the Small Business Innovative Research Advisory Council of the Rhode Island Partnership for Science & Technology...

...Professors **Frank Bingham** and **Charles Quigley** published an article in the *Journal of Marketing Management* during the summer. Its title: "A Team Approach to New Product Development." Also, their paper, "Sex Role Stereotypings: The Evolving Image of the Business to Business Saleswoman," has been accepted for presentation this month at the Atlantic Marketing Association meeting in Boston...

...Professor **Elaine Notarantonio** addressed students at Barrington High School last month on marketing and location considerations when starting a new business...

...Professor **Bruce Buskirk's** textbook, *Retail Management*, will be published in January. Also, a revision on his current textbook, *Selling: Principles and Practices*, will be on the market in late fall...

...An article by professor **Ron Deluga** has been accepted for publication in the *Journal of Occupational Psychology*. Its title: "The Effects of Transformational and Transactional Leadership Styles on the Influencing Behaviour of Subordinate Police Officers"...

...A special TV segment on Channel 18 in Connecticut showcased Bryant's varsity bowling program in late September. **Ken McKenzie** has been coaching the successful team for many years...

...Professors **Larry Lowe** and **Allen Kruger** will present a paper in November at the International Academy of Hospitality Research in New York. Its title: "Extent of Agreement Between Anticipated Audience Profile and Anticipated Advertising Message for Motel Operations"...

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## By the way...

by Gloria Yahn

● **Ray Fogarty**, of the Export Assistance Center, was **honored** late last month with the first Harmony Hill School Humanitarian Award. Nice going, Ray!

● **Donna Bager**, registrar's office, and her husband, Kenneth, are the proud **first-time parents** to a son. Robert Joseph entered their lives on September 12, weighing 6 lbs. 3 ozs. Congratulations!

● Bryant's second annual **Crime Prevention Fair** will be held on **October 17**, beginning at 10 a.m. Exhibits from crime prevention agencies, colleges, universities and state police departments will be set up. Take time to stop by!

● Faculty coordinator **Jackie David** is the **proud grandmother** of Emily Elizabeth. Born August 21 to Jackie's daughter, Susan '78 MBA, and husband, Richard, Emily weighed 6 lbs. 14 ozs. Best wishes to all.

● Just 60 days from today is Bryant's annual **Holiday Party**. So mark your calendar for **Saturday, December 8**. I'll keep you posted with details as soon as they're released.

● **Who's Who** Among Students in American Colleges and Universities is **calling for nominations**. If you know of a deserving junior or senior, contact Phyllis Schumacher in Suite K for more information.

● **Bettie Weber**, academic computing, **says thanks** to the Bryant Community for the kind expressions of sympathy after the death of her sister.

● **Rejoice!** The **end of the roadwork** on Jacobs Drive is in sight, says Brian Britton, physical plant director. By mid-October, asphalt paving will be laid on both sides of the construction area for the new reception/information building. The driveway work also has included relocating telephone cables, installing a larger water line, and connecting Jacobs Drive to the new townhouse access road. Brian thanks the Bryant community for its patience and understanding during the disruption.



*Hundreds of runners prepare for start of Hatch Road Race*

## Hatch road race draws almost 700

Almost 700 persons ran and walked in memory of Kristen Hatch on September 29 in the first racing event bearing her name.

Organized by the Smithfield Lions Club as an anti-drunk driving town-gown event, it was described by co-chair Joe Sweet as "an outstanding success." He said more than \$12,000 was raised for the scholarship fund established in Hatch's name.

Hatch's parents, runners themselves,

ran in the event, which actually involved three races: a five-mile run, a one-mile Fun Run, and a five-mile walk. Each race began and ended on campus. Leading the sanctioned five-mile run were two English runners visiting New England on holiday, which made the race a truly international event. One runner came from California.

Sweet said the Lions plan to sponsor the race each year.

## 'Weekend in New England' returning

Bryant's annual "Weekend in New England" begins Friday evening, and students are hustling this week to put the finishing touches on the many activities planned to keep their parents and families busy this weekend.

Known now as "Parents and Family Weekend," the Student Senate-sponsored event begins with a Casino Night, two comedy shows featuring some of Boston's best headliners, and the "Magic of Lynn"--an evening of illusion and mystique.

Saturday morning includes President Trueheart's "State of the College Address," a Shopper's Fair and Craft Festival that runs into the afternoon, and several special-interest sessions led by faculty and staff.

The afternoon includes a performance of "Hide and Seek" in the auditorium by the Bryant Players, an ice cream social, a freestyle bike-riding performance, and a Mass.

Saturday evening begins with the "official welcome" by President Trueheart, followed immediately by "Murph the Physical Comedian" in the

Gym. Parents also can sing along with the duo of "Sean and Jamie," listen to oldies but goodies by "Poppa Luv A Mambo," be mystified by ESP and hypnosis, or laugh along with a one-man revival of comedy, music and ventriloquism.

Jazz and Hillel Brunches end another "Weekend in New England" Sunday morning. Cost is \$15 per person.

*Magic (Continued from Page 1)*

Bryant. But magic also has become a profitable business enterprise. The money Kaplan earns for performing helps pay for his college books and other expenses.

"Magic will always be at least a hobby for me, and who knows...someday maybe I will appear on Johnny Carson," Kaplan said. "That's what my Grandmother tells me!"