

Alumni Newsletter

Volume Four, Number One
Winter 1991
Editor: Jill T. Nosach '86

*Reunion
Celebration
set for June 7,
8, 9, 1991*



50th Reunion Class Chairs Dorothy (Hines) O'Connell '41 and Alice (Hines) McLaughlin '41

Details about **Reunion '91** will appear in the winter issue of the Bryant Review. When you receive

*Executive
Board invites
you to speak
up*



The Executive Board of the Bryant College Alumni Association needs your input. We are looking for enthusiastic alumni who want to become active on the Executive Board. This is the governing arm of the

*Luncheon
Speaker Series*



The lineup for the 1991 Luncheon Speaker Series looks exciting: Douglas Schneider, vice president of Elmwood Sensors, will describe "An Exporting Success Story" on February 20; George Graboys, president and CEO of Citizens Bank and Royal Bank of Scotland, will discuss "International Banking" on March 20; Henry Woodbridge, executive director of the RI Workforce 2000 Council, will talk about "Workforce 2000" on April 17; and Richard Oster, president of Cookson

your copy in March, please look for the brochure inserted in the centerfold.

Reunion '91 is your chance to explore the Tupper Campus, reminisce with old friends, and reconnect with long lost buddies.

Don't miss out -- watch for the Bryant Review, peruse the brochure, and send your registration form to the Alumni Office.

If you need more reunion information, call Donna at (401) 232-6040.

Alumni Association, a volunteer organization responsible for initiating and supporting services and programs for all graduates of Bryant College. If you are interested, please call Paula Iacono, director of alumni relations, at (401) 232-6040.

America, will explain "Rhode Island's Commission 1992" on May 15.

Each luncheon will be held at 12:15 pm at the Omni Biltmore Hotel in Providence, RI. Tickets are \$20 per person per luncheon. To sign up, write or call Donna Harris in the Alumni Office, 1150 Douglas Pike, Smithfield, RI 02917-1284. (401) 232-6040. The Luncheon Speaker Series is sponsored by the Graduate Alumni Council.

*GMAT Review
Course*

The Bryant College Center for Management Development is now

offering a GMAT Review Course. Call (401) 232-6200 for details.

Family Day

To my fellow alumni:

Planning is well underway for the **Reunion '91** weekend activities and award nominees are being considered. If you would like to nominate an alum for any of the awards (or a faculty member for the faculty award), please call the Alumni Office (401) 232-6040 and give your nomination to Paula Iacono, alumni director.

In addition to the traditional events held during the weekend, some new ones are planned. One of these new events is a Family Day, which we hope will appeal to alumni with children (or grandchildren!). Activities and entertainment will be planned for the children, while the parents (or grandparents) can mingle with their fellow alums.

In addition to these activities, we are exploring possibilities for providing continuing education programs for alumni. In conjunction with the College, we are looking at various alternatives for structuring and providing these programs. If you have any ideas for continuing education programs that you would like to see, or topics which would be of interest to you, write to me in care of the Bryant College Alumni Association, 1150 Douglas Pike, Smithfield, RI 02917-1284.

Sincerely,

Catherine M. Parente

Catherine Parente '78
Association President

Marketing Department Earns an A



Professor
Frank Bingham
'61, '72MBA

The marketing department at Bryant has undergone some significant changes in the past 10 years. The faculty has been upgraded and the curriculum changed to reflect the current industry demands. One such change was the addition of a personal selling class, which allows students to pitch their products while being recorded on video camera. Recruiters find that the students who take this class are regularly the best in their sales training classes, and usually require less sales training.

According to Professor Frank Bingham '61, '72MBA, chair of the marketing department, Bryant has one of the top 10 marketing departments

in the US. There are 11 full-time professors on the faculty and occasionally a part-time member will be added to teach a special course. Seven of these faculty are fairly new members of the Bryant community, having arrived during the last two years. Currently there are about 600 students enrolled with declared marketing concentrations. Even with the popularity of the major, the ratio of students to professors remains around 25 to 1. There are some 20 different marketing courses that a student can choose from. When asked about the marketability of our marketing students, Frank says, "I don't know of any who are unemployed."

SBDC Invites You...

The Rhode Island Small Business Development Center would like to extend a special invitation to Bryant alumni to attend its workshop on "How to Develop a Business Plan." The workshop will be presented on March 19, May 15, and again on September 25 at the SBDC Office in

downtown Providence, 270 Weybosset Street. For registration information call the SBDC Office at (401) 232-6111. The RISBDC is funded by Bryant College, the RI Department of Economic Development, and the US Small Business Administration.

Upcoming Events

Worcester Chapter



On Wednesday, April 17, the Worcester Alumni Chapter will present a panel discussion on issues for small businesses. Lee Morrill of the Massachusetts Small Business Development Center will outline the federal and state services available to small businesses; Attorney Jeffrey Donaldson will speak on legal issues that small business owners should consider; Bryant Professor Robert Ronstadt, a nationally recognized

expert on entrepreneurship, will talk about financial sources for small businesses; and Peter Dumas '77, an accountant with Ernst & Young, will answer your questions about tax and accounting procedures for small businesses.

The chapter's steering committee is firming up the location now. Dinner will be part of the evening. For more information, please call Melissa in the Alumni Office at (401) 232-6040.

Boston Chapter



Make plans to attend the Boston Chapter comedy night at "Catch a Rising Star" on Wednesday

evening, February 27. Tickets are \$12 per person and should be ordered from the Alumni Office. The pre-show party starts at 7:00 pm. For details call Paula at (401) 232-6040.

Black History Extravaganza



The annual Alumni-Student Black History Month Celebration will be held on Saturday, February 23, on the Bryant campus.

The students are planning an "Extravaganza" to showcase student talent. Mark your calendars and watch your mail for details.

Attention Job-Seeking Alumni



Bryant College has joined a consortium of eight Boston-area colleges to bring you the first Job Fair for Experienced Alumni on May 2 at the Hynes Convention Center in Boston. The day will begin at 2 pm

with a series of one-hour workshops by career services professionals. The Job Fair, with employers from a variety of corporations, will run from 5 to 8 pm. To obtain a registration form, call Melissa in the Alumni Office at (401) 232-6040.

Oozball



It's Mud Time again. The Student Alumni Association is holding its annual Oozball (volleyball-in-mud) tournament to benefit Rhode Island Special Olympics. Would you like to organize an alumni team of all your old

buddies? All you need is six to eight guys or gals. (The rules stipulate that three males and three females must be on the "court" at all times.) For more information on entry fees, etc., please call Melissa in the Alumni Office at (401) 232-6040.

Stamford Chapter

A group of Stamford, CT, alumni are organizing a chapter event to be held

in early March. For details call Melissa in the Alumni Office at (401) 232-6040.

Greek Life

The past year has brought some major changes for the Greeks on Bryant's campus. As a result of the study on the future of Greek life done by the Committee on Fraternities and Sororities--a group composed of students, faculty, and administrators--all local Greek organizations have sought national affiliation.

Since spring 1990, three national fraternity chapters have been installed: Delta Chi; Phi Kappa Sigma, formerly Tau Epsilon; and Sigma Phi Epsilon, formerly Phi Epsilon Pi. Since fall 1990, colonies, the first step in becoming a chapter, have been formed by Phi Kappa Tau, formerly Kappa Tau and Delta Kappa Epsilon, formerly Phi Sigma Nu. Beta Sigma Chi and Delta Sigma Chi are seeking affiliation and the three established nationals, Kappa Delta Rho, Tau Epsilon Phi, and Tau Kappa Epsilon remain strong.

Since spring 1990, two national sororities have been installed: Alpha Phi and Theta Phi Alpha, formerly Sigma Lambda Theta. Since fall 1989, colonies have been formed by Sigma Sigma Sigma, formerly Beta Sigma Omicron; Delta Zeta, formerly Sigma Iota Beta; and Phi Sigma Sigma, formerly Alpha Phi Kappa.

The governing body of the Greeks has been divided into the Panhellenic Council for sororities and the Interfraternity Council for fraternities.

The Greek undergraduate population as of spring '90 totals 18% of the student body; and as of fall 1990, involvement in rush has increased 31% over last year's membership. The Greeks remain proud of their local heritage while growing in strength and unity through their national affiliations and increasing involvement in campus life and philanthropic institutions.

Calendar

- Jan. 23 New York City event
Jan. 25 Alumni Task Force Meeting
Jan. 29 AAEB Meeting
Feb. 20 Speaker Luncheon
Feb. 21 GAC Mentor Reception
Feb. 23 Black History Celebration
Feb. 27 Boston Comedy Night
March 12 Boca Raton event
March 10 Sarasota Brunch
March 19 AAEB Meeting
March 20 Speaker Luncheon
March Stamford event
April 5-7 SAA Regional Conference
April 17 Worcester Dinner and Panel Discussion
April 17 Speaker Luncheon
April 24-25 Reunion Phonathons
May 2 Alumni Job Fair
May 4 Athletic Hall of Fame Dinner
May 5 Oozball
May 7 AAEB Meeting
May 15 Speaker Luncheon
May 17 Graduate School Commencement
May 17 Senior Night Fireworks
May 18 Undergraduate Commencement
June 7-9 Reunion Weekend '91
June 8 Association Meeting
Sept. 11 Smithfield Campus 20th Anniversary Kickoff
Oct. 12-19 Switzerland Trip

For details on calendar events, please call Robin at (401) 232-6040.



President Trueheart awards the grand prize Silver Cup trophy to Bob Quirk '88 for having the low gross score of 81 at the annual Alumni Golf Tournament.



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*"Alumni
Newsletter"
Survey Results*

Recently the Bryant College Alumni Office conducted a survey to obtain feedback on the quality and impact of the "Alumni Newsletter." Out of the 212 respondents, 90% read the newsletter regularly.

Overall, responses were favorable, particularly stressing that the newsletter is informative, enjoyable, and easy to read.

Most found the content satisfactory. 72% of the respondents would like to see the addition of class notes.

Of those alumni surveyed, the

majority are happy with the title of "Alumni Newsletter."

The three most read articles are Special Events (82%), Reunion (80%), and Calendar (75%).

Responses were first divided into "Old Campus" and "New Campus." From the "Old Campus" (1919-1970) came a 58.01% response and from the "New Campus" (1971-1990) a 40.57% response. Dividing the responses into decades indicates a strong response from alumni in the 1950s and the 1980s.

*Walking Tour
of Switzerland*

Join in the 700th Anniversary of Switzerland by traveling with your Bryant friends to this exciting country. Stay in Engelberg, "the cradle of Switzerland," nestled high in the Alps.

The Bryant Alumni discount price of \$1,595 per person includes:

- * Round trip air transportation from Boston to Zurich via Swiss Air
- * Accommodations in a first-class hotel
- * Buffet breakfast and dinner daily at the hotel
- * Welcome and farewell receptions
- * Private bus transfers between the airport and the hotel

- * a ride up breathtaking Mount Titlis by funicular
- * a visit to a local museum
- * a walk through the ancient city of Lucerne
- * local train rides
- * a boat ride in the lakes region
- * professional Swiss guides throughout the trip
- * detailed fact sheets and maps
- * taxes, service charges, and portage at the hotel
- * and more!

Call Jill in the Alumni Office at (401) 232-6040 to receive a **free brochure**. **Travel dates are October 12-19, 1991.**