Bryant will prosper, not only survive: President Trueheart

"I know Bryant will not only survive, we will prosper, and we will do so because we enjoy a number of advantages."

So said President William Trueheart in his annual State of the College Address last Wednesday (Oct. 16) afternoon. His message was optimistic but sobered by the realities of the challenges facing all colleges and universities in the 1990s.

These challenges, said President Trueheart, involve a troubled industry with campus problems nationally, adverse demographics, fierce competition, and rising costs fueled by increasing demands for financial aid.

This is the backdrop on the stage on which Bryant plays, the president said.

Bryant’s advantages in competing on this stage, however, Trueheart said, are that the College has a clear focus, a distinctive purpose, is of moderate size, and is independent. This gives Bryant “unusual flexibility and allows us to respond,” he said.

Also, Trueheart said, Bryant’s reputation, something that cannot be established quickly, is excellent. As proof, he cited the College’s regular recognition as one of the best business programs in the country and one of the best buys in higher education.

The College also is fiscally sound, he said, with “Moody’s vote of confidence.”

President Trueheart delivering the annual State of the College address.

It has been a “difficult juggling act” to meet the challenges of balancing quantity, quality and cost, Trueheart said. But Bryant has met its undergraduate and graduate enrollment objectives, it has maintained admissions selectivity, it has honored an obligation to provide aid to continuing students with need, and it has extended aid to those new students sought each year.

These investments in quality have paid dividends in enrollment, but at a cost to budgetary flexibility, Trueheart said. The budget remains in balance, but “we must find ways to expand our resources while reducing our dependency on tuition."

Higher education is, indeed, troubled

Trueheart (Continued on page 4)

Entrepreneurship Day tomorrow

Who better to introduce Bryant students to entrepreneurship than a variety of Bryant entrepreneurs?

Tomorrow’s first Entrepreneurship Day, “Starting and Growing Your Business: An Introduction to Entrepreneurship,” opens with a continental breakfast in Papito Dining Room at 8:15 a.m. At 9 a.m., President Trueheart and management professor Bob Ronstadt, the day’s organizer, will welcome students.

Panelists and moderators include: Ronstadt, who founded and operates his own software publishing company; Norman Groh, founder and president of Development Associates, Inc.; Nicholas Janikies ’57, ’86H, president of The Jan Companies, who operates a host of Burger King restaurants in southern New England; Judith Cadigan-Parisi ’78, vice-president of Citizens Bank; Cheryl Corin, Bryant’s director of corporate giving, who helped found a dental technology firm before coming here; management professor Jack Keigwin, who also is president of F. H. French Co., Inc.; Peter Rudd ’61, president of Eldorado Tool & Mfg. Company, of Milford, CT; marketing professor Frank Bingham ’61, ’72 MBA, who has operated several retail stores; trustee John Wolfe, president and CEO of Tytronics, Inc., of Waltham, MA, and Steven Lander ’69, owner of Amazing Stores, of Norwalk, CT.

Among the topics they will address in several sessions: what it takes to be a successful entrepreneur, financing an operation, business plans that work, and marketing and selling.
BusComm lecture series continues

The sixth annual lecture series of the business communications department continued in early October with an address by the Boston bureau chief of Business Week magazine, Keith Hammonds. He talked to 25 students in classes taught by professors Mary Jane Pelkey and Mary Lyons. His talk: the editorial content, approach, and decision-making process used by the weekly magazine.

Strategic plan meetings to continue

Nine of the meetings designed to generate campus dialogue on Bryant’s latest “strategic plan” have been held with five more to go. The next session is Thursday (Oct. 24).

The Center for Management Development is the focus group for Thursday’s 5 to 6 p.m. session in Room 258. Other remaining sessions are: public safety on October 28 and 29 (3:30 p.m. and 7:30 p.m., respectively) in Bryant Center Room 1; and physical plant on November 1 (12:45 and 4:45 p.m.) in the Lecture Hall.

The presentations have been made by strategic planning committee members: professors Pedro Beade, Michael Hobart, Phyllis Schumacher, and John Swearingen; staff members Lynn DeNoia, Robert Gibson, Howard Kay, Les LaFond, Jo-Anne Lema, Joe Melchelbeck, Mike Patterson, Wallie Roettger, and Tim Sullivan; students Malisa Linville and Neil Livingston. They have been reviewing the history, rationale, and recommendations of the report.

Written and oral comments are being encouraged.

Holiday Party moving to Marriott

Bryant’s annual Holiday Party moves to the Providence Marriott Hotel this year. The date: December 14.

Mark that Saturday evening on your calendar and plan to join colleagues and guests for dining and dancing. Music will be provided by the Black Tie Dance Band.

Look for additional details on the party in your invitations.

Bryant’s mark on call for ethics reforms

There is a definite Bryant mark on the call for sweeping ethics reforms that could transform Rhode Island’s government.

President Emeritus William O’Hara ‘90H and data processing director Richard Dwyer played major roles in the Ethics Task Force set up by Governor Bruce Sundlun ‘80H to recommend reforms. O’Hara chaired the 12-member group, which met from March to early October, when it released its recommendations at a news conference at the State House. Dwyer served as the task force’s executive director. Governor Sundlun is also a Bryant trustee.

“The cynicism, suspicion, and mistrust of the people of Rhode Island related to their state government offers no other alternative but bold and comprehensive action,” O’Hara said in a letter opening the 70-page report to the Governor.

Among the task force’s recommendations: establish four-year terms of office; prohibit personal use of testimonial proceeds and ban the acceptance of cash contributions; establish an ethics education program; abolish the legislative pension but establish an adequate compensation scale for legislators; remove the revolving door between the General Assembly and state jobs.

“Officially, our work is done,” O’Hara said.

But, O’Hara added, he and other task force members are sure to be called to testify at the legislative hearings to be held on the much-publicized recommendations.

“We hope to be able to accelerate enactment of legislation,” he said.

Well Fare

Bryant’s Good Health Benefit program is back for a second year. It starts today with an eight-week aerobics program, and continues Wednesday (Oct. 23) and next week (Oct. 29) with smoking-cessation and stress-management programs.

The low-impact aerobics program for beginners runs Mondays and Wednesdays at noon and 1 p.m. through December 9 and 11. Each session lasts 40 minutes in the women’s exercise room in the Gym. There is a $5 registration fee.

The seven-session Freedom from Smoking program begins Wednesday for 8-10 employees. There is a $25 fee that will be refunded to employees with 80 percent attendance. It is sponsored by the RI Lung Association.

The four-session stress management program begins October 29 and runs through November 19 at 1 p.m. in the Bryant Center. Sessions run for 50 minutes each. There is a $5 registration fee. Topics include: stress of life’s changes; stress of living in a world of addictions; balancing workplace and family stress; handling difficult on-the-job situations.

Programs are open to all employees regardless of health insurance coverage. Supervisors are encouraged to allow flexibility in scheduling so employees can attend programs.
BRYANT'S CALENDAR

Oct. 21 - Nov. 3, 1991

**MONDAY 10/21**

Noon and 1 p.m.  
Good Health Benefit program: Low-impact aerobics for beginners  
(each Monday and Wednesday through Dec. 9 and 11)  
Women's exercise room, Gym

**TUESDAY 10/22**

8:15 a.m.  
First Entrepreneurship Day:  
"Starting and Growing Your Business: An Introduction to Entrepreneurship"  
Papito Dining Room

3 p.m.  
Women's tennis  
vs. St. Anselm's

**WEDNESDAY 10/23**

9 a.m. - 4:30 p.m.  
"Introduction to Freelance"  
CMD seminar  
Unistructure, Rm. 369

9 - 10 a.m.  
Software User's Group  
Unistructure, Rm. 278

Noon - 1 p.m.  
Good Health Benefit program: Freedom from Smoking  
(run through Dec. 4)  
Bryant Center, Rm. 1

**THURSDAY 10/24**

9 a.m. - 4:30 p.m.  
"Working Successfully with People"  
2-day CMD seminar  
Unistructure, Rm. 4

7 p.m.  
Women's volleyball  
vs. New Haven

**SATURDAY 10/26**

8:30 a.m. - 2 p.m.  
"Career Transitions"  
Sponsored by Alumni Association, Alumni Relations, and CMD  
Bryant Center, Rm. 2A&B

1 p.m.  
Men's tennis  
vs. Quinnipiac

**SUNDAY 10/27**

SET CLOCKS BACK ONE HOUR!

7 & 9:15 p.m.  
SPB movie: "Misery"
MORE
INFORMATION

MONDAY 10/28

9 a.m. - 4:30 p.m.
"English Again: Mastering Grammar and Punctuation"
2-day CMD seminar
Unstructure, Rm. 3

9 a.m. - 4:30 p.m.
"How Adults Learn"
CMD seminar
Unstructure, Rm. 4

TUESDAY 10/29

9 a.m. - 4:30 p.m.
"Plan & Design Training"
Unstructure, Rm. 4

1 - 2 p.m.
Good Health Benefit:
Stress Management
(runs through Nov. 19)
Bryant Center, Rm. 2B

3 p.m.
Women's soccer
vs. AIC

WEDNESDAY 10/30

3:30 p.m.
Men's soccer
vs. Roger Williams

7:30 p.m.
Performing Arts Series:
"The Story Lady,"
Jackie Torrence
Auditorium, dessert reception following in Rotunda

THURSDAY 10/31 (Cont'd.)

THURSDAY, 10/31

HALLOWEEN

8 a.m. - 3 p.m.
"Business Opportunities in the New USSR"
Sponsored by RI Export Assistance Center and Center for Foreign Policy
Development at Brown Univ.
Bryant Center, Rm. 2A&B

9 a.m. - 4:30 p.m.
"Conducting Effective Training"
2-day CMD seminar
Unstructure, Rm. 4

SUNDAY, 11/3

7 & 9:15 p.m.
SPB movie:
"Silence of the Lambs"
Auditorium

Note: Catholic Masses will be held daily at 12:05 p.m. in the chapel, and on Sundays at noon and 8 p.m. in Rm. 2A&B, Bryant Center.

(Deadline for next calendar is October 28. Send information to Office of Public Information, Box 15.)
plunged into extraordinary circumstances. She has performed on a variety of national TV shows and has been profiled in numerous newspapers and magazines.

Torrance's show at 7:30 p.m. will be followed by a dessert reception in the Rotunda. Tickets are $4 at the Info Desk.

**Soviet business opportunities: seminar**

A seminar at Bryant on Halloween (Oct. 31) will look at doing business in the transforming Soviet Union.

Sponsored by the RI Export Assistance Center at Bryant and the Center for Foreign Policy Development at Brown University, the seminar will address issues of concern to small and medium sized firms. It also will look at starting and operating joint ventures in the Soviet Union.

Seminar speakers include: Alexander Katkov, a visiting professor from the Leningrad Institute of Finance and Economy, who is the author of the Russian book, "Joint Ventures: Economic Organizational and Managerial Problems"; Benjamin Cole, founder and president of Cole Financial Inc., which operates a subsidiary in Leningrad to restructure banks and train Russian bank executives; Catherine Mannick, independent counsel on foreign business transactions to the Boston law firm Hale and Dorr; Alan Sherr, associate director

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**Art professor awarded NEA grant**

Bryant art professor and noted painter Thomas Russell has been awarded a National Endowment for the Arts grant from the RI State Council on the Arts. The NEA grant will be used to travel to the Greenville (NC) Museum of Art for a one-person exhibition of paintings and drawings titled "The Palimpsest Series." The series includes works created from a layered-drawing technique.

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**Quickly**

...Professor Judy Litoff appeared on CNN's Early Prime Time news show in New York City on October 8. She discussed her research and new book dealing with letters from home during World War II...

...A manuscript by professor Ron Deluga, "The Relationship of Leader-Member Exchanges with Laissez-Faire, Transactional, and Transformational Leadership in Naval Environments," will appear in the 1992 book The Impact of Leadership...

...The September edition of Crossroads includes an article, "Shared Journey," and a poem, "The Ascent," by Father Douglas Spina...

...Athletics director Leon Drury has been appointed to the District I NCAA Division II golf selection committee for the next two years...

...The fall issue of Public Personnel Management Journal will publish an article by professor Ron DiBattista. Its title: "Treating New Approaches to Recognize and Deter Sabotage"...

...Public safety Sgt. Ralph Pace has been named parking services coordinator in addition to his post as first shift supervisor...

...Professor Gregg Carter presented a guest lecture to faculty and students at North Adams State College in late September. It addressed "Using the General Social Survey to Teach the Art and Science of Research to Undergraduates"...

...Professor Jay Reedy presented a paper at the sixth annual General Conference on Medievalism at the University of Delaware early this month. Its title: "Ideology and Utopia in the Medievalism of Louis deonald"...

...CMD director Rosemary D'Arcy spoke at the annual seminar of the National Association of Executive Secretaries in Providence in early October. Her topic: self-assessment strategies...
By the way...

by Gloria Yahn

- David Hennen, of academic computing, and his wife, Maria Medeiros, are the proud parents of their first child and son, Michael, born Friday, October 4, and weighing in at 6 lbs., 6 oz. Congratulations to all!

- A warm welcome back to Ginnie Bowry of public safety who was out on medical leave. We’re all happy to see her back; we know that our public safety director is.

- If you’re out Foster way, stop in to visit the new crafts shop of Priscilla Lundblad of the publication and advertising office, and her husband. Herbal Tidings features wreaths, centerpieces, holiday gift and decorating items, and the work of other local craftspeople. Follow Route 6 to Old Danielson Pike in Foster and take the second right onto Winsor Road.

- Here’s a fishy story. Frank Weeks, of data processing, took first place in the Central Rhode Island Bassmasters fishing club tournament for the 1991 season. Frank’s biggest catch was a 5-lb, 5-oz. largemouth. And you should have seen the one that got away!

- Maureen Sullivan, of the development office, has been elected as a representative of the 1991-92 National Alumni Association board of governors for Providence College. Congratulations, Maureen!

- Konnie Laprade has two reasons to be very proud. Her son Eric will join the Team USA European soccer tour’s northeastern division team to play in soccer tournaments throughout Europe this summer. Eric, a Woonsocket High School senior, hopes this will lead to an opportunity to get into the Olympics someday. Not to be outdone, daughter Nicole, a sophomore and R.A. at Bryant, was chosen to tour in the future with “Up With People.”

- Jan Lewis tells me that her daughter, Kim, has been promoted to vice president, sales and marketing, for Eastern Europe for NYNEX. She will be moving to Prague, Czechoslovakia in November to establish and direct the marketing and advertising department in a newly acquired firm.

On its way: A Blast From the Past!

It’s on its way. And all for a good cause.

A “Blast From the Past” dance to raise money for a scholarship sponsored by Bryant’s administrators is November 16, South Dining Room is the place. The time: 7:30 to 11:30 p.m.

DJ John Gregory will spin your favorite records from the past—with a few Top 40 tunes thrown in. Plan to beebo, twist and jitterbug in your Nehru jacket, poodle skirt or bellbottom pants. The most outrageous and most appropriate outfits will win prizes. There will also be a raffle of items donated by local merchants.

Tickets are $10 per person or $15 per couple. Contact dance committee members for tickets: Steve Winsor, Bill Baker, Jo-Anne Lema, Melissa Walker, Bernie Blumenthal, Sheila Guay, Paula Lacono, Richard Dwyer, Jean Dominici, Claire Sancoc.

Be there or be square!

Soviet (Continued from page 3)

of the Brown foreign policy center and director of the center’s project on Soviet foreign economic policy and international security.

The Soviet seminar continues the “Awareness ’91” series of presentations with a grant from the Rhode Island Workforce 2000 Council. It runs from 8 a.m. to 3 p.m. in the Bryant Center.

Trueheart (Continued from page 1)

and faced with declining prestige and an increasing tendency of lawmakers to look at the industry as another special interest group lobbying for public support, Trueheart said. It is difficult to turn around this negative perception.

Alcohol and drug abuse also are growing worse, Trueheart said, and it is Bryant’s obligation to attack these problems. He cited the recent receipt of a federal grant to launch a peer education program on campus as another way Bryant is tackling this problem.

Demographics continue to work against the College, he said, citing a 40-percent decline in high school graduates from the three states that historically have provided 75 percent of Bryant students. And the composition of the classes coming out of high school will change significantly to include a much larger proportion of racial, ethnic, and new immigrant groups.

For the latter, Trueheart said, “we must create a climate which attracts and supports an increasingly diverse student body.”

“The stakes are enormous,” he stressed.

Requirements needed in the the future, therefore, said the president, are that “we think even more strategically; we contain costs creatively; we reduce dependence on tuition; we work together even more efficiently; we mobilize our friends, parents, and alumni, and we lead and manage even more effectively.”

“It will require the best from all of us working together,” President Trueheart closed.

Campus Campaign Standings

After four weeks, the standings in the Campus Campaign competition for the Bryant Fund:

<table>
<thead>
<tr>
<th>Team</th>
<th>Participation</th>
<th>% Behind</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Campus Hurricanes</td>
<td>77%</td>
<td>1</td>
</tr>
<tr>
<td>2. The Indian Givers</td>
<td>76%</td>
<td>1</td>
</tr>
<tr>
<td>3. Make My Day</td>
<td>73%</td>
<td>4</td>
</tr>
<tr>
<td>4. The Different Drummers</td>
<td>71%</td>
<td>6</td>
</tr>
<tr>
<td>5. The Sun Devils</td>
<td>69%</td>
<td>8</td>
</tr>
<tr>
<td>6. Too Many Chiefs</td>
<td>67%</td>
<td>10</td>
</tr>
<tr>
<td>7. The Achievers</td>
<td>55%</td>
<td>22</td>
</tr>
<tr>
<td>8. Boosters for Over the Top</td>
<td>48%</td>
<td>29</td>
</tr>
<tr>
<td>9. We Gave at the Office</td>
<td>47%</td>
<td>30</td>
</tr>
<tr>
<td>10. Whatever Happened to Stratton</td>
<td>44%</td>
<td>33</td>
</tr>
</tbody>
</table>

Prizes for the top teams include front-row parking for a week, free lunch in the Heritage Room, and a pass to the Jarvis Fitness Center. The Victory Party is November 14.