Advertising Campaign Touts Grads and Their Jobs

The Disney Corporation jealously guards its reputation. So when they gave permission to use Mickey Mouse and the Magic Kingdom's castle in a print ad for Bryant, it was their equivalent of a corporate seal of approval on the College.

One of the best selling toys of all time is Mr. Potato Head. His image is also included in the Bryant ad, marking the first time Hasbro has allowed its beloved spud to be used for marketing something other than one of the largest toy manufacturers in the world.

What links Bryant with Disney and Hasbro? It's the quality of our graduates, who have used their Bryant education to work for these and other corporate giants.


"This ad was written for 17-year-old high school students as well as their parents," said Regina Ryan, associate vice president for college relations. "The ad says, in a fun, eye-catching way, 'Come to Bryant, get a quality education that is recognized as among the best in the country, and be prepared for a successful career in your field.'"

The ad, titled, "Ever Wonder What Happens To People Who Graduate From Bryant?" was prepared by the Melton Agency of Walpole, Mass., under the guidance of Regina and the college relations staff. Linda Rhault '73, is Melton's media director and is involved in the placement of the ads.

Admissions, the enrollment management team, other College departments, and student-focus groups provided feedback on drafts of the ad.

"When we talked to Bryant students and graduates, we learned there are things that set Bryant apart from other schools like Bentley and Babson," said Mark Melton, president of the Melton Agency.

"Bryant produces Bryant grads, meaning that men and women who graduate from Bryant find it's easier to get a job simply because they are Bryant grads," said Mark. "You get a great education, you work hard, and it's a friendly place. Bryant is a wise investment for both the student and his or her parents. Those are the messages that are contained in the ads," Mark added.
Trustee Koffler Dies

Sol Koffler ’70H, philanthropist, founder of American Tourister, and Bryant benefactor and trustee, died July 31 in Boynton Beach, Florida.

Koffler emigrated from Poland in 1920 and lived in Providence until his retirement in the early 1980s. Koffler established the American Luggage Works, which became American Tourister.

President Bill Trueheart offered his reflections on Koffler and his affiliation with Bryant:

“Sol Koffler was a man who was committed to making a difference. He created new quality standards in business and thereby revolutionized the luggage industry. He was also committed to making a difference in society, and there, too, he established innovative quality standards and transformed institutions devoted to the well-being of his fellow citizens through his generous contributions of time and financial support. To encapsulate the enormous influence of this extraordinary gentleman is impossible, but John Gardner’s and Paul Reiner’s descriptions of great Americans capture the essence of Sol Koffler: ‘Some people strengthen the society just by being the kind of people they are;’ ‘(they) give life meaning through (their) commitments.’

“At dinner one evening with Sol and his lovely wife Lillian, he said that Bryant had truly become their college, and their commitment to Bryant has been superb.

“During 16 years as an active member of the Board of Trustees, Sol came to know Bryant well and believed that Bryant provided top quality education to aspiring business leaders - leaders who, too, would make a difference. He believed in the value of excellence in education, and generously supported Bryant’s efforts to become a world class academic institution.

“We are deeply indebted to Dr. Sol Koffler for his service, his vision, his love and devotion to Bryant students - past, present, and future, and his shining example as a model entrepreneur, trustee, and philanthropist. His star will forever shine at Bryant College.”

The Koffler Technology Center, originally the Koffler Student Center, was named in his honor in 1978. The Koffler Rotunda in the Unstructure also bears his name. Classroom M33 was dedicated to Koffler and his wife Lillian in 1989.

Koffler was buried in Lincoln Park Cemetery, Warwick.

Advertising, from front

Three young alums are featured in “grads ad” photos: John Bisignano ’80, who works for Disney; Brian Terkelsen ’86, who founded his own business; and Colleen Mabray Viera ’86, senior financial analyst at Rhode Island Hospital. Business cards of five other alumni are prominently displayed: Joseph Duffy ’69, president of Chase Manhattan Bank of California; John Callahan ’56, president of business insurance for Allstate Insurance Company; Joseph Lemieux ’57, president and CEO of Owens-Illinois, Inc; Jennifer Proud Meams ’83, senior vice president of International Sports & Entertainment Strategies; and Mary Dupont ’68, partner in KPMG Peat Marwick.
Dunk Named Distinguished Visiting Professor

Professor Alan S. Dunk, Foundation Professor of Accounting at the University of Western Sydney in Sydney, Australia, has been named the KPMG Peat Marwick Distinguished Visiting Professor of Accounting for the fall 1993 semester at Bryant College.

As the KPMG Visiting Professor, Professor Dunk will teach two courses this semester at the graduate and undergraduate levels, conduct research, assist and advise accounting faculty in their research efforts, and strengthen Bryant's ties with the local business community and other colleges and universities in Rhode Island.

Professor Dunk's expertise is in the behavioral implications of budgeting, especially in budgetary control in the current manufacturing environment.

He has written more than two dozen published articles and has made approximately 50 presentations in Australia, Canada, and the United States.

Dunk earned his PhD from Macquarie University in Sydney, Australia, in 1990 and a Master of Economics degree in 1986. He received a Bachelor of Business degree, with distinction, from The N.S.W. Institute of Technol-

ogy of Certified Practicing Accountants, Professor Dunk is an associate editor of Asian Review of Taxation. He also reviews submissions for eight academic journals.

Meditation's Edge to Alcohol Awareness

300 runners and walkers took part in the Alcohol Awareness 5-K and other events on Sunday, September 26.

The Hatch Memorial Road Race, which was struck and killed by a vehicle at 116 near campus in 1990.

Thus issue of the use and abuse of students seldom or never drink alcohol is an increased awareness among students, and drinking and driving in 1990, coinciding with the outbreak of alcohol abuse,

The race is a 1-mile fun run on the new 3-mile course.

Matt Boyd was the first male finisher, first female finisher was Kim Bond, and as third overall, was awarded a gift certificate for the first Bryant finisher, at.

According to proceeds going to alcohol education in Smithfield schools.

Two New York Execs Named to Board of Trustees

A publishing executive and a senior vice president of a sports marketing firm have been named to Bryant's Board of Trustees.

Anne Mollegen Smith '89H and Jennifer Proud Mearns '82 were appointed to the board at its May meeting.

Smith, a magazine consultant, started her career at Ladies Home Journal after receiving her BA from Smith College in 1961. She served as editor-in-chief of McCall's, Working Woman, and Redbook. For 10 years, Smith was the fiction editor of Redbook, which won the first National Magazine Award for fiction. Smith also was a feature editor at the China Post Newspaper in Taipei, Taiwan, for two years.

Currently president of QWERTY Communications, Smith resides in Manhattan.

Mearns, a resident of Brooklyn Heights, ran on the varsity cross country and track and field teams for two years at Bryant. An active alumna, Mearns is senior vice president of International Sports and Entertainment Strategies.

Mearns has been associated with sports marketing and promotions since 1984, and worked for Madison Square Garden Corporation, the Men's International Professional Tennis Council, and Ohlmeyer Communications Company. In 1988, she was recruited by then top-ranked tennis star Ivan Lendl to help form Spectrum Sports, Lendl's marketing and management company. Mearns also acted as Lendl's manager and publicist.
Globe Columnist Featured
Professor Schumacher Receives Distinguished Faculty Award

Boston Globe associate editor and columnist David Nyhan provided a lesson on time, money, confidence and altruism at Convocation 1993 on September 15 in the MAC gym.

"Time is the most valuable asset we have," Nyhan said. "You have to waste it to learn how to handle it. It's like money in that sense. You will have more money in your life, but less time. Use both wisely."

The theme for Convocation was "Beginnings," and focused on a welcome to the Class of 1997. Nyhan advised the students, "Do not wear the blinders of greed. Open your eyes to nature, to other people, to the many worlds where money is irrelevant. Learn from people who are successful, not only in business, but also in life."

Despite gloomy job prospects, Nyhan told the students they have a distinct advantage here. "By choosing a school like Bryant, you will have a leg up on others when it comes to finding employment," he said.

Nyhan also extolled the virtues of community service. "I urge you to consider national service. This is a great time in your life to consider other people who may not pay off through the money economy."

Mathematics Professor Jim Dabney was presented with the Distinguished Faculty Service Award of the faculty by President Bailey.

"I'm truly moved by the success of my colleagues," Dabney said. President Bailey said he's been working on a more inclusive Convocation since he arrived at the campus last December.

"The campus is the best it has ever seen before," he told the students, "except for those few times I told you to do your homework.

Public Safety Employees Recognized

Ginnie Bowry, Vinny Benoit, and Ray Perry are standouts, and for their efforts, they were recognized last month as being the best in their field.

Ginnie received the Department of Public Safety's Distinguished Service Award, Vinny was named Officer of the Year, and Ray was named Emergency Medical Technician of the Year.

Ginnie's Distinguished Service Award was given "to the employee who has gained the respect of her coworkers by diligently and consistently performing her assigned tasks in such a manner as to bring honor and recognition to herself and the department."

"Ginnie is known for giving her best every day, and for her willingness to help anyone who needs her assistance, no matter what time of the day, what day of the week, or what other assignments she may have facing her," said George Coronado, director of public safety. "When in a pinch, Ginnie is the person you would call on."

Vinny's citation recognizes him as "the officer who best exemplifies professionalism, the spirit of service, and true dedication to the Department of Public Safety and Bryant College."

"Vinny is respected for his integrity, standards and ideals, and for being proficient in his duties," said George. "He's an example for others to follow as the ideal and model of officer standards and character. He's dependable, and the kind of person you'd want next to you in an adverse situation."

Ray was named EMT of the Year as the person "who best portrays the spirit of service in the form of emergency medical services."

"Ray demands the respect of his colleagues because of his expertise in his field and deserves the admiration of the Bryant community because of his willingness to provide assistance to anyone in need," George said. "Ray is responsive and responsible, quickly and skillfully diagnoses a situation, and has the confidence of his coworkers and the people he serves. If you ever were in need of emergency medical service, Ray is the person you would want to answer the call."
Distinguished Faculty Award

Proulx

97 A Lynch, assistant professor of accounting and MBA in accounting and taxation, was presented with the Distinguished Faculty Award during alumni weekend festivities.

Tuition was presented for professional accomplishment, devotion to teaching, concern for students, and constructive influence on students' personal or professional lives.

As taught at Bryant for 16 years.

Receiving awards included:

A. Almonte ’78, ’85 MST, 1993 Nelson J. Gulsil Service presented to an alumnus in recognition of outstanding service to the College and the Alumni Association;

LeComte ’68, the 1993 Distinguished Alumnus Award, presented to an alumnus in recognition of outstanding personal achievement in his chosen field and/or service to the community;

Doherty ’68, the 1992 Distinguished Alumnus Award in recognition of outstanding personal achievement (awarded last year presented this year);

R. Roscoe ’86, the 1993 Young Alumni Leadership Award, presented to an alumnus who has graduated within the last ten years, in recognition of creative and responsible leadership in his chosen professional field, industry, government, or society.

Congressional Reps Tour EAC

Half of Rhode Island's Washington delegation visited the Export Assistance Center (EAC) in the past few weeks. Senator Claiborne Pell and Congressman Jack Reed learned about the capabilities of the EAC's International Trade Data Network (ITDN) that helps businesses seeking to export in the global marketplace.

The state trade office of Connecticut joined similar offices in Rhode Island, New Hampshire, and Pennsylvania as clients of the ITDN. The goal is to add Maine, Vermont, Massachusetts, New York, New Jersey, and Delaware to form an "Atlantic Rim" trading block, which would be the fourth or fifth largest in the world.

Carl Anderson, information systems manager at the EAC, explains the operation of the International Trade Data Network to Congressman Jack Reed.

A $75,000 grant from the Fleet Charitable Trust to Bryant's Center for International Business and Economic Development (CIBED) will provide funding for the addition of three states to the ITDN. Connecticut will be the first of the three states. Negotiations are underway with two others.

"In today's economy, government and business need to share resources for the benefit of both the public and private sectors," said EAC Director Ray Fogarty. "Our trade data network at Bryant College is the perfect melding of education, industry, and government, and, through the generosity of the Fleet Charitable Trust, we are pleased to share these assets with our neighboring states."

Both Senator Pell and Congressman Reed were impressed with the work of the EAC and the trade leads provided by the ITDN. Both said they could use information provided by the EAC in their work in Washington and for background for speeches on the floor of the Senate and House.
“Hey, what a great place! You guys ought to advertise!” That was the resounding health services for the first time.

The college health model, as it exists at Bryant, reflects the very issues of a restructured national healthcare system. Experts agree that a success in the address the issues of access to care, quality, and cost containment.

ACCESS

Located in residence hall 16, undergraduate and graduate students and most services without an appointment. Patient visits during the past 7,276 annually. Prescription medication is delivered daily by Douglas services are available on a daily basis.

Availability of care is especially crucial for international students who do not health-care in this country and rely heavily on the campus health center for referral to area specialists. These services can be critical for foreign students experiencing loneliness and feel “connected” to Bryant through their relationship with the health education, which reached an average of 9,143 contacts annually, years, occurred both at the health center and through extensive outreach and engage peer educators, a model approach in this field.

QUALITY

Ninety-eight percent of students who have responded to exit surveys have services. These surveys are part of a quality-assurance program, and the entire health program is actively evaluated. It also includes an inciden ing room suggestion box, and campus-wide surveys through the Office and Planning.

Bryant Welcomes Dr. Sbrega as ACE Fellow

When the American Council on Education (ACE) named its ACE Fellows for 1969, among the honorees was Dr. Bill Trueheart. His mentor was Dr. Homer Babidge, president of the University of Connecticut. This year, Dr. Trueheart will serve as mentor to Dr. John J. Sbrega, associate dean of academic affairs at the Community College of Rhode Island (CCRI).

Dr. Sbrega was one of only 30 college administrators chosen from a nationwide pool of applicants. He will maintain his status as associate dean for academic affairs at CCRI but work out of the President’s Office at Bryant for the 1993-94 academic year.

As part of this leadership development program, Dr. Sbrega will “shadow” Dr. Trueheart and other Bryant College administrators to gain a better understanding of various administrative functions at a private, four-year campus. While most of my administrative experience has been in academic affairs, the ACE Fellowship will enable me to learn more about other areas such as finance, human resources, student services, athletics, maintenance, and security, Dr. Sbrega.

Dr. Sbrega will also undertake research in areas of academic interest to both the Bryant and CCRI campuses, such as Merit, free-speech codes on campus, and articulation agreements between two- and four-year colleges. He will also participate in region national seminars offered by ACE.

Dr. Sbrega is the founding chief academic officer of CCRI’s Providence campus. He holds PhD and MS degrees in history, “With Distinction,” from George Washington University, and a BA from Union College. He also received a Fulbright Scholarship for the 1972-73 academic year for study at the London School of Economics and Political Science.

The American Council on Education is a membership association of over 1,600 colleges and universities, as well as national and regional education associations, ACE provides leadership for the improvement of educational standards, policies, procedures, and services.
Cotter, director of health services

Requirements of the Americans With Disabilities Act are coordinated by Judy Farrell. Judy arranges notetakers, tutors, special equipment and meetings with faculty, and coordinates the assistance provided by residence life, physical plant, and other departments, and off-campus resources as appropriate.

Health care and education are delivered in an effective team approach that includes three certified registered nurse practitioners who hold masters degrees in nursing and prescription privileges: Betty Cotter, Maureen King, and Donna Tawse. The physician is Steve Hokeness, M.D., who is board certified in internal medicine. Certified registered nurses include Judy Farrell and Theresa Daigle, both of whom have bachelor's degrees in nursing. Doris Horridge, MEd, is the health director, and Irene Bedard is secretary.

COST-CONTAINMENT

While national health care costs posted a 22 percent increase in 1990 and another 23 percent increase in 1991, the College is able to control and has actually reduced costs through the current program. A major factor in this cost-effective approach is the use of registered nurse practitioners for primary health care at Bryant. Many research studies completed during the past 30 years have demonstrated that these advanced practice nurse specialists provide high quality medical care comparable to that of a physician, but with a strong focus on health maintenance, at a much reduced cost to the employer and patient.

Availability of staff to immediately respond to medical situations that have occurred on campus, such as bacterial meningitis and tuberculosis, prevents disruption of students' education and allows for business as usual at Bryant by averting lost productivity of students and staff.

Freshman Experience Welcomes Class of 1997

Almost 800 freshmen and transfer students joined the Bryant community this month, signaling a dramatic rebound from enrollment trends throughout New England over the past two years.

Labor Day weekend marked Freshman Experience, an orientation program for the Class of '97. About two dozen upperclassmen rolled out the welcome mat to make the newcomers feel more at home.

Interim Director of Student Activities Deb Pasquarella joins the nearly two dozen orientation leaders who worked to make the 1993 Freshman Experience a success.

Bryant Mourns Death of Bob Ferbert

Robert A. Ferbert, Jr., the College's locksmith, died Friday, September 17, of a heart ailment at Brigham and Women's Hospital in Boston. He was 22 years old.

Bob, a life-long resident of South Kingstown, joined Bryant in 1992, and was a registered locksmith. "Bob was wonderful to work with and well-liked by everyone on our staff. His passing is a great loss," said Public Safety Director George Coronado.

Born in Frankfurt, Germany, Bob was the son of Barbara (Smith) Bridges of West Kingston and the late Robert Ferbert. Besides his mother, Bob leaves a stepfather, Kenneth Bridges; a sister, Jody Ferbert of Exeter; a stepsister, Amy Bolduc, Fort Hood, Houston; a maternal grandmother, Lois (Tanner) Smith, of West Kingston; and a paternal grandfather, Robert Ferbert, of North Kingstown.

Funeral services were held Wednesday, September 22, in West Kingston. Burial was in New Fernwood Cemetery, Kingston.

The Bryant community expresses its deepest sympathy to Bob's family.
PROMOTIONS

Roger Anderson: Dean of Academic Programs;
Cheryl Comai: Senior Director for Capital Projects, External Affairs;
Mary Alice Conlon: Manager of Research and Prospect Management, External Affairs;
Margaret Drugovich: Executive Assistant to the President;
Pamela Iacono: Interim Director of Annual Giving and Alumni Relations;
Jill Nosach: Interim Associate Director of Annual Giving and Alumni Relations;
Mike Patterson: Vice President for Academic Affairs/Dean of Faculty;
Pete Peterman: Associate Dean of Academic Administration;
Carol Pehse: Manager of Development Systems, External Affairs;
Betty Powers: Director of Undergraduate Programs and Registration;
Marty Solty: Assistant Superintendent of Housekeeping.

NEW FACES

MICHAEL J. FRANKLIN, '76, '91MBA
Financial Manager/Case Manager
Rhode Island Small Business Development Center
Mike came to Bryant from Philips Components (formerly Anampex Electronic Corporation) in Smithfield, where he had worked since 1986 in various positions, most recently as product group controller. Prior to that, he served in the Air Force.

RAY LOMBARDI
Lab Supervisor
Koffler Center
Ray most recently worked at Test Point Enterprise as a computer service engineer. Prior to that he was a biomedical technician at Kevian Biomedical, and a research and development test technician with Coto Corporation.

PAULA TIVEY
Operations Support Manager
Export Assistance Center
Paula came to Bryant from Number Nine Computer Corporation in Lexington, Mass., where she was a technical support specialist. Prior to that she worked at R.G. Vanderweil Engineers, Inc. in Boston, and Suffolk University.

TIMMIAN C. MASSIE
Communications Director
College Relations
Tim joins Bryant after a career as a news reporter and corporate spokesman for Central Hudson Gas & Electric Corporation in Poughkeepsie, NY, where he also served in county government and on the Board of Education.

FALL SPORTS

The schedule below lists only home games. For information about away games, contact the athletic department at 232-6070.

Saturday, October 2
11 a.m.-Men's Cross Country Tri-States
Non-Women's Cross Country Tri-States
1 p.m.-Women's Soccer v. Springfield

Monday, October 4
3:30 p.m.-Women's Soccer v. Stonehill

Tuesday, October 5
3 p.m.-Women's Tennis v. St. Anselm
7 p.m.-Women's Volleyball v. Springfield

Wednesday, October 6
3:30 p.m.-Women's Soccer v. New Hampshire

Thursday, October 7
TBA-Golf ECAC Qualify
TBA-Golf ECAC Final

Saturday, October 9
1 p.m.-Men's Soccer v. AIC
1 p.m.-Women's Tennis v. Franklin Pierce

Sunday, October 10
1 p.m.-Women's Tennis v. URI

Monday, October 11
3 p.m.-Women's Tennis v. Quinnipiac
Tuesday, October 12
3:30 p.m.-Women's Soccer v. Quinnipiac
7 p.m.-Women's Volleyball v. AIC

Thursday, October 14
3 p.m.-Women's Tennis v. Connecticut Coll.

Saturday, October 16
TBA-Golf ECAC Final
1 p.m.-Men's Soccer v. Merrimack

Sunday, October 17
TBA-Golf ECAC Final

Monday, October 18
3:30 p.m.-Men's Soccer v. Bridgeport
3:30 p.m.-Women's Soccer v. Bridgeport

Tuesday, October 19
7 p.m.-Women's Volleyball v. Quinnipiac

Thursday, October 21
7 p.m.-Women's Volleyball v. New Haven

Saturday, October 23
TBA-Women's Tennis New England/ECAC

Thursday, October 24
TBA-Golf New England
TBA-Women's Tennis New England/ECAC

Monday, October 25
TBA-Golf New England
3 p.m.-Women's Soccer v. Assumption

Tuesday, October 26
TBA-Golf New England

Wednesday, October 27
3 p.m.-Women's Soccer v. St. Anselm

Friday, October 29
TBA-Women's Cross Country New England

Saturday, October 30
9 a.m.-Women's Volleyball Invitational
Southern Connecticut, Franklin Pierce, Merrimack, AIC, Quinnipiac
TBA-Men's Cross Country New England
TBA-Women's Soccer NE-10

New Bus Service to Bryant

Need a ride from Providence to Bryant? No need to use your thumb, now that RIPTA, the Rhode Island Public Transit Authority, began service this month.

The #52 Branch Avenue line formerly ended on Douglas Avenue (Route 7), but now runs to the Bryant campus. Bus #52 runs from Kennedy Plaza in downtown Providence to Bryant. Weekdays, buses leave Kennedy Plaza hourly, beginning at 7:10 a.m. and arrive at Bryant by 28 to 30 minutes later, with the last bus departing Kennedy Plaza at 6:10 p.m. The first Saturday bus leaves Kennedy Plaza at 8:10 a.m.

Buses leave Bryant at 50 minutes past the hour, beginning at 7:50 a.m. weekdays and 8:50 a.m. Saturdays, with the last bus heading downtown at 6:50 p.m. There is no service on Sundays and holidays.

Schedules for the #52 bus are available at the Bryant Center Info Desk.

Bryant's Business is published by the Office of College Relations.

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