New CIBED Director Appointed

Dr. Thomas V. Long II, formerly chief executive officer of a North Carolina research and development company, is the new director of the Center for International Business and Economic Development (CIBED).

"Tom's experience in a dynamic research center and in academia is a perfect blend for the directorship of CIBED," said Vice President of Academic Affairs Mike Patterson. "He will play a major role in New England to encourage the spirit of entrepreneurship, help existing business and industry increase foreign trade, and train workers to adapt their skills to the changing needs of a global marketplace."

Tom was formerly CEO of Maricultura, Incorporated, which develops nutraceuticals - nutritional materials such as beta-carotene that have therapeutic properties. He was president and founder of Technology 2000, a venture capital and new-technology consulting firm in North Carolina, where he counseled more than 80 small firms and start-up companies on strategic direction. He spent many years on the faculty of the Committee on Public Policy Studies at The University of Chicago. Tom also served on the faculties of Pennsylvania State University and the Medical College of Virginia.

Tom's expertise in biotechnology will be a valuable asset as Rhode Island and Southern New England look to attract similar companies to the area. "Being director of CIBED combines the occasion to make an impact on the economic vitality of New England with
QUICKLY

Professor Stan Kazikowski had his paper, “To Hell With His Royal Lowness: The Medieval King Lear” accepted for presentation at the Fifteenth Forum on Medieval Studies to be held in April at Plymouth State College. He will also chair a session on Medieval Drama at the Forum.

Professor Don Deluga’s article, “The Relationship Between Trust in the Supervisor and Subordinate Organizational Citizenship Behavior” has been accepted for publication in the Military Psychology Journal.

Professor Judy Barrett Litof has published “To the Rescue of the Crop”: The Women’s Land Army During World War II” in the December 1993 issue of Prologue: Quarterly of the National Archives. She is also serving as a historical consultant for a five-part documentary, “The Real War,” for PBS, and a Koch-TV documentary on the June 6, 1944, D-Day Invasion for the Discovery Channel. She recently spoke about women and World War II at “Middey’s at the Meeting House” at the Old South Meeting House in Boston, and at “Life Time Learning” at the Central Congregational Church in Providence.

Sheila Guay of the Center for Management Development, spoke at a workshop presented by the Association of Conference and Event Directors at Williams College on January 14. Her topic was “Customer Advocacy, Doing Business Differently.”

If One Lived on the Equator, a collection of poetry by Peter Mandel of IIF, was published last fall by Nightshade Press. He has a new book for children due out next September from Henry Holt & Company.

Professor Jim O’Neill of the English Department was recently named to the board of the Humanities Forum of Rhode Island, an inter-collegiate group of English, humanities, and history faculty from area colleges.

Jack Keigwin, executive in residence and lecturer in management, was the speaker at the graduation ceremonies for the 1993 Entrepreneurship Training Program managed by Bryant College and funded by the Private Industry Council. He also served as senior judge for the 1994 National High School Entrepreneur of the Year contest, in which more than 400 high schools nationwide participated. Additionally, Jack was recently elected to serve a three-year term on the Northern Rhode Island Chamber of Commerce Board of Directors.

Professors Frank Bingham and Charles Quigley have had a manuscript accepted for publication and presentation at the academy of Marketing Science Conference to be held in Nashville June 1-4. The title is “Sales Control Systems: An

Bryant Hosts Town Meeting

What is sports-like conduct? Is it concentration so the shot is missed? Is it a coach yelling at an eight-year-old writing on?

No, no, and no. Sounds obvious.

That was the basis for discussion at the Rhode Island Town Meeting on Sportsmanship held in the Janikies Auditorium. "Sportsmanship is exemplified by facing adversity and know how to compete with the true spirit of competition, and the team saying, 'I'm not going to go together,'” said former New England Patriots and Boston College quarterback Brian Holloway. Brian was the keynote speaker.

Athletes and coaches broke out into smaller discussion groups before returning to Janikies for a presentation by Wir-AR-TV sportscaster Joe Rocco. Joining Brian as panelists were Bryant Athletic Director Mike Beasley, Providence Journal Sports Editor Dave Blose, Lt. Governor Robert Weygand, sports agent Dennis Cahill, and Intercollegiate Athletic League official Alice Sullivan. Linda was selected a Rhode Island Sports Editor by the publication for her work last year to Men's Basketball Coach Ed Reilly.

Awards were presented to winners of a sportsmanship essay contest to open to elementary, middle, and high school students throughout the state. A special award was also presented to Father Robert Newbold, who served for years as Director of the RI Interscholastic League.

r-u-on-internet
Meeting on Sportsmanship

Conduct? Is it fans screaming at a basketball player on the foul line, trying to break his or her concentration by yelling obscenities? Is it a football lineman’s “trash talk,” belittling an opponent with “in your face” taunts? Is it an eight-year old swimmer and making a point so forcefully that he breaks the blackboard he’s

trying to write on? Obviously, doesn’t it? Yet, for many involved in sports today, the answers may not be so apparent.

For discussion among 200 middle school, high school, and college athletes and coaches who attended the Meeting on February 28, the eve of National Sportsmanship Day. Bryant College hosted the Townes Auditorium.

emphasized in athletes who face difficult situations, and work together as a team. They are going to go ahead unless we can win. Former New England Patriot Brian Holloway was the keynote speaker at the meet-

ing.

Sponsors for a panel discussion moderated by Athletic Director Linda Hackett, Dean Dennis Coleman, Rhode Island Sports Ethics Fellow, a distinctive

ly, middle, and high school students, who recently retired after 26

years in the game.

Professor David Louthan has co-authored an article that has been accepted for publication in the Quarterly Journal of Economics and Business. Its title is “Dividends and Investments: Further Empirical Evidence.”

Professor Jay W. Reedy will present a paper on the foundations of authority in Revolutionary France at the national conference of the American Society for Eighteenth Century Studies in Charleston, S.C. in March.

Judith Clare, a career services recently had an article published in MBA Network News titled, “Accept the Challenge — Sell Your Students to Employers.”

Three members of the finance department have had papers accepted for presentation at the American Real Estate Society National Meeting in Santa Barbara, California, in April 1994. Nicholas Koth and Elizabeth Yamada, and Jack Rubens will present, “The Inflation Hedging Effectiveness of Risk Assets: The Case of REITs.” Professor Rubens will also present “Inflation Hedging Effectiveness of Residential Real Estate.”

Professor Art Gudmunson recently spoke before the Rhode Island Chapter of the American Institute of Individual Investors on the topic of bond mutual funds.

Professor Nancy Weisner recently presented a research update on infant environments (home and family life) to fellow infancy researchers at the New England Mini-Conference on Infant Studies held at Yale.

Dean of Students F. J. Talley recently wrote a column for the ACPA newsletter, Developments, titled “Ethical Issues.”

Professor Robert Mckay’s Financial Mathematics Handbook is the only outside reference in the SAS User’s Guide. Formulas for mortgage amortization and terms of loans were extracted from the handbook and programmed into the SAS software.

Melissa Walker of the development office has had an article, “Today She Makes HerOwn Decisions: Images of the Housewife in 1920s Popular Advertising” published in the winter issue of the Popular Culture Review. “A Smile on Her Face and A Song on Her Lips: Home Extension Work Among East Tennessee Farm Women in the 1920s” has also been accepted for publication in the April issue of Southern Historian.

Professor Chantel Lewis recently served as a news source for Providence Business News. He was quoted throughout an article on the real estate market in Rhode Island.

continued inside
If you've purchased a General Motors or Ford vehicle during the past ten years, you may have been told on some models that says "Assembled in Mexico with American parts." GM and Ford are among the American companies that have "maquiladoras" facilities in Mexico responsible for some of the extensive portions of the production process.

Professor Margaret "Peg" Noble teaches production and operations management at Bryant. With Professor Basheer Khumawala from the University of Houston, Peg has visited Mexico and studied maquiladoras for various industries in a number of locations.

The North American Free Trade Agreement (NAFTA) will phase out tariffs between the U.S., Mexico, and Canada during the next 15 years, dramatically altering the status of maquiladoras in Mexico. Currently there are more than 2,000 plants employing 550,000 workers, making the maquiladora industry not only to Mexico's oil industry in producing foreign exchange revenue.

"Maquiladoras have been a win-win situation for both Mexico and the foreign-owned company that have there," Peg said. "However, NAFTA will now allow for nearly borderless production, as well as with momentous implications for U.S. manufacturers."

Before NAFTA, some industries such as automobile manufacturing shipped materials "south of the border" for assembly. When the finished product was sent back north, it was taxed only on the cost of the materials which is considerably less in Mexico. Maquiladoras also manufacture products for AT&T, General Electric, Northern Telecom, and Sony.

Maquiladoras were permitted to sell a portion of their products directly in Mexico, rather than exporting it all back to the U.S. Under NAFTA, this ban will be lifted, creating a larger Mexican market and a greater availability of American goods for Mexico.

Peg notes that while some American jobs may be lost in agriculture and transportation, other industries such as toolmaking, heavy machinery, and equipment, computers, textiles, chemicals, telecommunications, and financial institutions will enjoy increased opportunities. She added that NAFTA also stands to gain some jobs while losing others.

Peg will be traveling to Mexico this summer to immerse herself in the language and economics of the country, as she and her colleague continue to examine the impact of NAFTA on North American businesses. Her work is in keeping with Bryant's commitment to assist companies seeking new trade opportunities, while reducing barriers that arise between borders.

New CIBED Director (Cont'd. from Page 1)

the privilege of participating in the academic life of Bryant College, which is a pace-setter in business education," Tom said. "CIBED has a fine record as a force in economic development in the region. Our next step is to expand the scope of our programs into the international arena, providing even greater opportunities for our students and faculty."

Tom chaired the North Carolina Governor's Task Force Committee on Technological Innovation and Economic Growth, which prepared legislation that created the North Carolina Technological Development Authority and the state's Industrial Incubator Program. The Committee also provided the first line-item funding for the North Carolina Biotechnology Center.

Recipient of the North Carolina Governor's Award for Entrepreneurial Excellence, Tom also served as a member of the North Carolina Legislative Study Commission on Enterprise Zones and Venture Capital. He was a trustee of the North Carolina Shakespeare Festival and an associate of the North Carolina Humanities Committee.

Co-author of two books and more than 80 publications in chemical and economics, Tom headed the U.S. delegation to the United Nations that initiated the first environmental treaty under the Helsinki Accords to be a participant in the Thailand-U.S. Industrial Cooperation Program and the sponsorship of the Thai National Science and Technology Development Agency and the U.S. National Academy of Science/National Research Council.

He also was a member of the National Academy of Science Committee on Industrial Energy Conservation and a member of their Japanese Mission.

Tom received his Ph.D. in Chemistry from Cornell University. He held a Columbia University Scholarship and attended Columbia's College of Physicians and Surgeons. He was a Morehead Scholar and received a bachelor's degree in chemistry from the University of North Carolina.
**NOBLE**

You may have seen a stick-figure drawing of Henry Ford. He was one of the labor-inten- 

sely productive employers of the time. Donald Bryant. Together with 

many others, he and his company have gone on to have a significant impact on the U.S., Mexico, and 

other countries. This is an example of the benefits of free trade, 

as well as free trade, 

which has helped companies investing 

in the U.S. and Mexico. The cost of labor, which is lower in Mexico, 

helped companies like General Dynamics, 

under NAFTA, those limits 

no longer 

apply. New machinery, environment- 

ally friendly 

products, and the added that Mexico 

is 

and will 

continue to study the 

impact of 

free trade opportunities, 

and 

the 

benefits 

of diversity.


**SBDC Recognizes Diversity’s Assets**

"Apsara" is a Cambodian dance performed in the palace court. It is also the name of a 

restaurant on Elmwood Avenue in Providence. When you enter, the first thing that catches 
your eye is the plaque which notes that the eatery’s proprietors completed courses offered by the 

Rhode Island Small Business Development Center at Bryant College. The certificate is displayed 

proudly by the immigrant-owners of the restaurant, which specializes in Cambodian, Thai, and 

Vietnamese cuisine.

Dr. Mari Mujica leads a discussion on cultural diversity for SBDC consultants. To her left is Fran 
Walker-Briscoe, whose firm conducted the workshop.

Apsara is just one example of the ever-changing cultural mosaic of Rhode Island. New 
waves of migration from Latin America, the Far East, and the Caribbean have led to new 
markets and new business opportunities for enterprising men and women.

The SBDC conducted a training workshop for its consultants on February 18 titled, 
"Cultural Diversity - An Asset, Not a Liability." It was led by Frances Walker-Briscoe, 
director of a Newport consulting firm specializing in cross-cultural growth and awareness 
programs. She was assisted by Dr. Mari Mujica, a doctor of cultural anthropology.

"Cultural diversity is a way of life in America," said SBDC Executive Director Doug 
Jobling. "We serve different cultures. It's important that we consider our clients in the 
way we deliver our services." The 20 attendees participated in exercises to increase 
awareness of the extent and variety of cultures in Rhode Island, acknowledge feelings about 
being part of an ethnic group, and de-mystify stereotypical ideas about ethnic differences.

Doug said the goal of the workshop was to "illustrate how understanding cultural differ- 
ces can enhance a consultant's capacity to provide assistance to the increasing numbers of 
economically owned or operated businesses, businesses with ethnic employees, and 

businesses with customers from diverse backgrounds."

Fran noted, "According to the U.S. Census Bureau, by the year 2000, one in every three 
Americans will be people of color. Businesses need to adapt to cultural differences, and 

many employers are positioning themselves to take advantage of the increased variety of 

skills becoming available to the workforce."

Fran added that this increase in diversity need not be confusing. "You can maximize the 
efficiency and productivity of your workforce and quality of customer, client, and public 
contacts by being prepared to benefit from these changes."
GET TO KNOW . . . COUNSELING SERVICES

“We sit and have conversations with students about their lives...a conversation they can't have with people they know. It's a conversation with someone who's not part of their lives, with someone who won't tell them whether they're good or bad, whether they should or shouldn't have done something. It's with a person who helps them think out loud. We try to be someone who helps them stop the world for 50 minutes to get some distance from some things and take a look at them...not necessarily because the person needs therapy, but because it's a healthy thing to do.”

That quote from Director of Counseling Services Bill Phillips sums up the service his office provides students. It sounds simple, but there's much more to the work undertaken by Bill and Clinical Social Worker Roseanne Dana. They are assisted in their office by Secretary Maureen Dubuque.

"A person's academic life doesn't exist in a vacuum," Bill said. "Roseanne and I are interested in a holistic approach to people's lives. Events outside of your work in the classroom affect your work in the classroom and vice versa. Romantic relationships, sexual questions, parental relationships, anger, depression, and communications skills are all areas we ask everyone to review."

If a particular problem needs more extensive review than a few sessions, counseling services will refer the person to off-campus resources. Bill and Roseanne are also available to staff members for a one-time consultation that would help the individual clarify issues and get off-campus referrals for continued help. All sessions are confidential, for staff as well as students.

The office consults with people who, for example, secretary's sometimes become concerned and want to help," Bill says.

The office also operates "Guideline," a robust coaching program for high school students in Los Angeles county and the Black Mountain campus. The program provides peer counseling and helps students make long-term plans for their lives. Guideline provides the opportunity for students to develop their goals and plan for the future. The fall semester. The Guideline number is 1-800-306-DISC.

Counseling Services offers a weekly program for students to improve their study skills and work with others for faculty, staff, or individual counseling.

Counseling Services is located on the third floor of the Anderson Student Center. The office is open from 9:00 a.m. to 5:00 p.m. Monday through Friday, outside of regular office hours. Feel free to contact us.

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BRYCOL Marks 19th Anniversary

When hiring future executives, every company looks for experience, but for many students, the question is, "How do I get that experience?"

Since 1975, Bryant College students have had the opportunity to work as staff and managers of BRYCOL Student Services Foundation, Inc., a $300,000-a-year nonprofit corporation owned and operated by Bryant students for Bryant students. More than 100 students are employed by BRYCOL annually.

On February 25, BRYCOL founder Michael Hammer '77 and current Chairman Jim Zahansky '95 marked the corporation's 19th anniversary during ceremonies at "Tupper's," in the Bryant Center. BRYCOL alumni and supporters also attended an anniversary dinner that evening at the 1025 Club in Johnston.

"These events showcased the experience gained by BRYCOL alumni who have gone on to become successful entrepreneurs after their graduation from Bryant," said Zahansky. "We also highlighted the network of contacts who are available to support current students who will soon be entering the workforce."

BRYCOL is organized as a regular corporation and is entirely student run. It has a board of directors and an executive board, and provides experience in areas such as personnel management, purchasing, publishing, accounting, public relations, advertising, and restaurant management.

In addition to Tupper's, BRYCOL operates other enterprises such as the on-campus pub The Country Comfort, campus vending, travel services, appliance rentals, and class ring sales. The corporation publishes The Informant, Bryant's student directory, and is also available to assist student entrepreneurs in establishing their own businesses on campus.

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Memorial Service

A memorial service will be held on Thursday, March 24, at 7 p.m. in the gymnasium for John DeShaw, an 18-year-old freshman marketing major who died as the result of injuries he suffered in a fall in Residence Hall 15 on March 4.

John was remembered by the Bryant Community during a minute of silence at noon on March 9. Students distributed purple ribbons in the Rotunda to wear in his memory. The flags outside the Unistructure was lowered.

A member of the intramural hockey team, he had recently lived in Hong Kong when he passed away. John will be buried at St. Bridget's Church in Frampton.

John's parents are establishing a scholarship in honor of John. Students are also accepting donations. Details will be announced soon.

The Bryant Community extends its
VICES

with people who know someone else who is facing a particular problem. For
sometimes become surrogate parents for students working with them in their
problems being faced by a particular student. “We’re a resource to people who
want to help,” Bill said.

uses “Guideline,” a 24-hour help line that provides recorded advice on a variety of
sensible drinking,” the ups and downs of a career search, dealing with depression,
relationships, sexual assault, and sexual orientation. “Someone may never come to
directly for assistance, but they still have questions concerning an aspect
provides the opportunity to receive advice on an anonymous basis, and the
to seek further help,” Bill said. Guideline received more than 500 calls during
Guideline number is 232-6444.

offers a weekly program called Beat Academic Probation, which helps students
skills and work habits. The office is also available to conduct workshops on top-
individual classes.

located on the second floor of the Unistructure across from Career Services.
8:30 a.m. to 4:30 p.m., and Bill and Roseanne are available for emergencies
hours. Feel free to stop by their office, or call them at ext. 6045.

Interservial Service Set for John DeShaw

will be held on
at 7 p.m. in
John DeShaw,
ian marketing
result of
a fall in
March 4.
by the
March 9.
purple ribbons
the

Students, faculty, and staff gather in the Rotunda March 9 for
a minute of silence in memory of John DeShaw ’97.

mural hockey team, John was born in Framingham, Massachusetts.
in Hong Kong, where his father was employed. His parents were with
away. John was buried on Cape Cod following a Mass of Christian
Church in Framingham on March 11.

Establishing a scholarship in their son’s memory. Donations may be
DeShaw, Jr. Scholarship Fund, P.O. Box 1609, Framingham, MA 01701.
cepting donations for an on-campus memorial. Details will be

Community extends its deepest sympathy to John’s family and friends.

Internet (Continued)

Potential Bryant students also have access to information about the
college and the area via the Internet. Using Gopher, which allows the
Internet users outside of Bryant to log into the College’s system, they
can view the College catalogue, learn the specifics of the MBA program,
or find out what restaurants or beaches are in the area. Thus, in addition
to being a research tool for faculty and administrators, the Internet
can also serve as an arm of the Admission Office. The Archway also
went on the Bryant Gopher in February, one of the few college papers in
the country to be accessible via the Internet.

Steve conducts computing seminars for faculty and staff each semester.
They range from introductions to the Internet to how to access infor-
mation and computer software at sites around the world. Faculty and
staff also have access to the UNIX system, the equivalent of DOS on a
personal computer. Anyone interested in taking any of these classes
can contact Steve at ext. 6363.

Admission Open House April 9

The Admission Office will host an Open House for recently accepted
students on Saturday, April 9 from 11 a.m. - 4 p.m. Approximately 400
prospective students and their families will be participating in several
programs, which include academic presentations, financial aid
overview, parent and student panels, and campus tours.
PROMOTIONS

Congratulations to the following individuals who have recently received promotions:

Cheryl Faria: Program Manager, SBDC
Sheila Guay: Director of Conferences and Special Events

NEW FACES

TIMOTHY P. LLOYD
Assistant Director of Student Activities

Tim comes to Bryant from Northeastern University, where he was interim assistant director of student activities. Prior to that, he was acting assistant director of university activities at Fairfield University. Tim holds an M.A. from Fairfield University, and a B.A. from the University of Lowell.

JOYCE IMPERATURE PEMBERTON
Operations Coordinator
Office of College Relations

Joyce was most recently special products buyer for The CoLAD Group in Providence. Prior to that she was marketing coordinator for Ross-Simons and held various production and marketing positions in the printing industry. Joyce holds an A.S. from Bryant College.

HELEN D. YOUNG
Secretary
SBDC

Helen most recently served as administrative assistant for the SBDC’s Entrepreneurship Training Program. Previously, she was executive secretary to the general manager of Philips Circuit Assemblies (Amperex) in Slater'sville. Helen attended Notre Dame Secretarial College in Montreal, Quebec.

SPORTS SCHEDULE

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

Monday, March 21
3 p.m.-Baseball v. Salve Regina
3:30 p.m.-Men’s Tennis v. Roger Williams

Tuesday, March 22
3 p.m.-Baseball v. UMass/Dartmouth
3:30 p.m.-Baseball v. New Haven
3 p.m.-Softball v. Brown
3 p.m.-Men’s Tennis v. Springfield

Friday, March 25
2 p.m.-Softball v. Dowling

Saturday, March 26
12 p.m.-Baseball v. St. Anselm
12 p.m.-Softball v. St. Anselm

Tuesday, March 29
3 p.m.-Men’s Tennis v. St. Anselm
3:30 p.m.-Softball v. So. Maine

Thursday, March 31
3:30 p.m.-Men’s Tennis v. Babson

Monday, April 11
3:30 p.m.-Men’s Tennis v. Roger Williams

Tuesday, April 14
3 p.m.-Baseball v. New Haven
3:30 p.m.-Softball v. Brown
3 p.m.-Men’s Tennis v. Springfield

Saturday, April 16
12 p.m.-Baseball v. Assumption
12 p.m.-Softball v. Assumption

Tuesday, April 19
3 p.m.-Baseball v. Bentley
3:30 p.m.-Softball v. Bentley
3:30 p.m.-Men’s Tennis v. Stonehill

Thursday, April 21
3 p.m.-Baseball v. Suffolk

Wednesday, April 27
3:30 p.m.-Softball v. UMass/Lowell

Thursday, April 28
3:30 p.m.-Baseball v. UMass/Lowell
3 p.m.-Men’s Tennis v. RIC

Saturday, April 30
12 p.m.-Baseball v. Springfield
12 p.m.-Softball v. Springfield

Friday, April 8
3 p.m.-Baseball v. AIC

Saturday, April 9
12 p.m.-Baseball v. AIC
12 p.m.-Softball v. AIC

BY THE WAY

Congratulations to Charlie Mandeville of athletics who was selected to receive the 1994 A. A. Savastano Sports Medicine Achievement Award. The award will be presented at the 7th Annual Sports Medicine Symposium on March 26 at Rhode Island Hospital.

Ron DiBattista thanks the Bryant Community for the help and support given to him and his family upon the death of his mother in February.

Reggie Pavao thanks the Bryant Community for all their get-well wishes. She misses everyone and hopes to be back soon.

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