"We did it!" shouted a jubilant Professor Frank Bingham. "Bryant came in first!" As his call was transferred from one office to another, word spread like wildfire throughout the campus. Five marketing students competing as finalists in the American Marketing Association 1995 Marketing Challenge in New Orleans had captured first place in the competition. The Bryant team beat out seven finalists; 600 American Marketing Association (AMA) college chapter affiliates had initially been invited to compete.

Each year, the AMA selects a national company to participate in the competition; Northwestern Mutual Life was chosen this year. The American Marketing Association (AMA) and Northwestern Mutual Life issued a challenge to competition entrants: develop a plan to make their peers more aware than Northwestern Mutual had many unfilled internships on college campuses across the country, and to stimulate interest in life insurance sales as a career track. There was only one restriction — the plan could be no more than 30 pages long.

Bryant seniors Lisa Gabriele, Eric Cofer, Drew Diskin, Tiffany Flanagan, and John MacPhee rose to the challenge. During the month of January, they worked day and night on campus designing the winning plan with the help of another team member, sophomore Eric Nelson, who could not travel with them.

"I've seen a lot of marketing plans," says Frank, "but our students put together one of the most incredibly complete marketing plans I've ever seen." Written plans were judged by AMA professional members and Northwestern Mutual Life executives from throughout the country. During the second phase of the competition in New Orleans, each team had less than one hour to present their plans to Northwestern executives and answer questions.
BY THE WAY...

Beth Kelly, of college relations, and her husband, Bill, announce the birth of their son, William Leahy Kelly. William was born on April 12 at 5:42 p.m., weighing 8 lbs. 15 oz., and measuring 22 inches long. He joins his sister Elizabeth at home. Congratulations to the happy family!

IFE’s Peter Mandel has two new books out: The Cat Dictionary, published by Penguin in South Africa and The Official Dog I.Q. Test, published by Bonus Books in the United States. He’ll be signing copies at Barnes & Noble in Warwick on April 22 at 2 p.m.

Bettie Weber, of information technology, and her husband, Ken, announce the marriage of their son, Steven James Weber, to Nikkole Marie Sanseverino. They were married March 18 in San Diego, California.

Karen Misiuszek of development information systems thanks members of the Bryant community for their get-well wishes during her recent illness.

Dean Richard Alberg and his wife, Becky, proudly announce the birth of their sixth grandchild and first granddaughter. Elizabeth Anne Alberg was born on March 7 to Philip J. Alberg ‘92MBA and his wife, Mary, Elizabeth, who weighed 7 lbs. 12 oz. at birth, joins three brothers at home.

Health Educator Doris (Horridge) Helmich married Charles Helmich on March 13. The candlelight ceremony took place in a chapel in Myrtle Beach, South Carolina. The couple will reside at Louisquissett Country Club in North Providence.

Sandy Sylvia, Bryant Center operations, thanks members of the Bryant community for their concern and thoughtfulness during her father’s illness and upon his death. “The flowers, notes, and cards were very much appreciated,” she says. “All the good thoughts and prayers of friends like you are what helped my family and me get through those difficult times. Thank you all.” (Cont’d. from front page)

Executives Share Expertise

The 1995 "Marjorie Burgoyne French Visiting Executives Program" held recently on campus provided Bryant's undergraduate and graduate students with an opportunity to interact with executives from a broad range of backgrounds. Sponsored and conceived by Professor Jack Keigwin and his wife Beverly, the program is named for Beverly’s mother, a pioneer entrepreneur. In the photo are (seated, l-r) Beverly Keigwin; Frances K. Gammell, secretary/treasurer, Original Bradford Soap Works; and Raymond W. Iannetto ’71, chair, Kay-Mtch, Inc. and Poly-Flex Circuits, Inc. Standing are (l-r) Jack Keigwin; J. Robert Hillier ’92H, founder and CEO, The Hillier Group; Stanley P. Goldstein ’93H, chair and president, Melville Corporation; Fredrick C. Lohrum, chairman and president, Hospital Trust National Bank; and President William E. Trueheart.

Reservations Comment

Bryant employees who have a son graduating this year may receive two reserved seats for commencement exercises. Access to the seats is upon request, present in a diploma case.

To make arrangements and request a diploma case present to John Conlon in the development office.

Note: Watch for commencement information in a special issue of Bryant’s

"Our students really performed admirably," says Frank. "I was sitting there like a parent, and I couldn’t say a word — those were the rules. They defended their plan with superb answers, better ones then I could think of on the spot. They made me very proud."

Frank says he received many comments from faculty advisors at the competition on how the Bryant team conducted themselves. "They said our students had a lot of class," he says. "Our team took the time to go to all the other presentations, which was very much appreciated by the students. They got to know a lot of people very quickly. They were liked and respected by an awful lot of people; other students loved our kids — and the faculty liked them too."

Lisa Gabriele ’95 can’t say enough about the experience. "It was wonderful to meet other students at the competition," she says, "and the competition itself was incredible. It was especially interesting to see what ideas other students came up with. We were proud that we had already incorporated many of their ideas into our own plan, and developed them so much further."

The New Orleans’ trip, which took place from April 6 to April 9, was underwritten by Jim Richardson ’68, founder and president of the J.S. Richardson Group, Inc., Maple Shade, New Jersey; the Office of Academic Affairs; and the Bryant College Advertising Association.

As the AMA competition was taking place, six finance and marketing majors were competing in the finals of the 31st Annual International Collegiate Business Policy Competition in San Jose, California. Bryant was one of two schools competing for the first time. They were accompanied by Finance Professor Elizabeth Yobacci and Accounting/Finance Lecturer Neal Hannon.
On The Air

President William E. Trueheart enjoyed his recent guest appearance on WJMF, where he took calls from students and answered their questions. The show followed a ribbon-cutting ceremony for WJMF's new transmitter. It was President Trueheart's first public appearance after back surgery.

Quickly . . .

Merit awards for the past academic year will go to Professors Laurie Bates, David Betsch, Frank Bingham, Dennis Bline, Gregg Carter, Pat Keeley, David Ketcham, David Louton, Harsh Luthar, Mike Lynch, Laurie MacDonald, Hinda Pollard, and Marsha Pripstein-Pussney. The award is given for demonstrated merit in performance by the College in one or more of the following areas: classroom teaching, curriculum innovation, published research, or service to the Bryant Community. The recipients were nominated by their department chairs.

History Professor Judy Barret Litoff was one of 25 scholars from throughout the United States and the United Kingdom invited to speak to the United States Naval Institute and Robert R. McCormick Tribune Foundation Conference titled "How the War Was (Really) Won," held at Cantigny, Wheaton, Illinois, March 1 and 2. She spoke on "The Atlantic Transformed: United States Women and World War II." On March 3, she presented a paper, "The Wartime History of the WAVES, SPARs, Women Marines, Army and Navy Nurses, and WASPS," at the National Archives Conference "A Woman's War Too" in College Park, Maryland.

Finance Professor David Louton has had two co-authored papers accepted for publication. "Expected Inflation, Interest Rates, and Stock Prices" will be published in Financial Review and "Business Cycle Asymmetry and the Stock Market," will be published in the Quarterly Review of Economics and Finance.

Paula Iowa, director of alumni relations, recently conducted a workshop for the Board of Directors of Leadership Rhode Island. The topic was "Getting and Sustaining Alumni Involvement."

Jack Kelgwin, executive-in-residence, has been appointed by Governor Lincoln Almond as the public member of the Contract Review Committee that oversees the awarding of all state consulting and construction contracts.

Ginnie Bowry, public safety assistant, has been appointed by Governor Lincoln Almond to the Crime Prevention Planning Subcommittee of the Governor's Justice Commission.
And the Winners Are...

President William E. Trueheart congratulates Team Captain Beverly Daignault and employees of physical plant, a.k.a. "The High Rollers," who posted an extraordinary 93 percent participation rate in this year's Campus Campaign. They celebrated with a victory lunch in March.

The campaign, which ran from December 1994 to February 1995, showed a 61 percent employee participation rate, an increase of 21 percent over last year. A total of $30,034 was donated by employees, compared to $22,802 last year.

Employees designated the recipients of their donations. The categories included the Unrestricted Fund, various scholarships honoring deceased colleagues, classroom and radio station equipment, athletic programs, and special projects.

Service Planned for Thomas Curley

Thomas Curley, a 19-year-old freshman from Hicksville, New York, died from injuries he sustained in an automobile accident near his hometown. Son of Thomas and Nancy Curley.

Thomas came to Bryant to study accounting and computers and was a member of the bowling team. "Tom was a valuable asset to our team," said Dave D'Amato, president. "He will be deeply missed."

A memorial service is being planned for April 23 by the Office of Residential life. Details will be announced in the near future.

A Presidential Trio

President William E. Trueheart is flanked by (l) Joe Finocchiaro '96, incoming Senate president, and Rob Fontanella '95, outgoing president. The two were seen at a recent meeting of the Community Relations Council.

A Sobering Demonstration

As students, faculty, and staff evacuated the Unistructure recently during a fire drill, they saw what appeared to be a two-car collision at the entrance to the parking circle. Smithfield Police cars and a fire truck, all with sirens blaring, raced to the scene of the accident to rescue the injured occupants, while camera crews from local television stations kept their cameras rolling. What everyone actually observed was a realistic portrayal of a crash resulting from drinking and driving. The BACCHUS/GAMMA Peer Education Network coordinated the demonstration with the cooperation of the Department of Public Safety and the Smithfield Police and Fire Departments. The mock crash kicked off "Play It Safe" activities prior to Spring Break.

Bryant Goes Hawaiian

If winning the lottery is the only way to get that desired island vacation, despair. A mini-getaway can be had for just $4.50 at Bryant's 28th Annual May Breakfast. The event will be held on Friday, May 5, from 7 to 8:30 a.m. The theme is Hawaiian, and South Dining Room will be decorated with palm plants, and tiki torches, and the strains of Hawaiian guitar music will be played. Don Ho won't be there but Bryant's own entertainment legend — Dr. Tim Keeley — will be. He will serve as master of ceremonies throughout the event.

The breakfast menu includes scrambled eggs, pancakes, a whole hat, apple slices, bacon, home fries, and fruit salad with mangos, kiwi, and pineapple. Assorted muffins, danish, and bagels will also be served along with coffee and fruit juices.

The May Breakfast committee includes co-chairs Joanne Socci and Dino Bizzo and members Sue Wadys and Carol Platt.

Guests are welcome to attend. Tickets will be available beginning April 26 from faculty suites, support services, and the development office. Island wide, though rumor has it that the best-dressed person may win a prize.
Thomas Curley

of New York, died March 12
at his home. He was the

computers and was a member of
the Office of Residence Life.

Entrepreneurs Complete Program

It was a small commencement by most standards. For the 21 men and women
graduating from the Entrepreneurship Training Program (ETP), however, the
graduation assumed epic proportions. It marked the end of four months of intense
40-hour weeks spent learning all the intricacies of successful small business
ownership. It recognized the sacrifices made by the graduates, and by the families
and friends who supported them. It marked the end of unemployment and the begin-
ing of new careers as business owners.

ETP Commencement speaker John Hazen White Jr., executive vice president of TACO, Inc. in Cranston,
Rhode Island, offers advice on how to run a successful business. Congressman Patrick Kennedy (left) also
addressed the graduates.

John Hazen White Jr., executive vice president of TACO, Inc., gave the keynote
address. He touched on critical elements to running a business including: develop-
ing and maintaining a mission statement, putting aside fear of failure, keeping
an optimistic attitude, managing your own ego, and customer service. He consid-
ers a company’s employees to be the most important element. “You must love your
employees just like they were members of your own family,” he said. “They can tell
you what you have to do and how to do it successfully. TACO, I feel, is one of the
best companies in America — that’s because we let our employees show us how
to do it.”

Following his remarks, Cheryl Faria, ETP program manager, presented John with
an Honorary Degree in Entrepreneurship. She thanked him for the time he spent
with the class when they visited his company.

President William E. Trueheart introduced Congressman Patrick Kennedy as an
enthusiastic champion of Rhode Island and a great friend of education.
Congressman Kennedy offered the graduates his wishes for success. “I’m truly
impressed with the businesses you’ve developed,” he said. “With the fine training
you’ve received, you’re surely on the right path to success. I wish you all the best.”

The Entrepreneurship Training Program was established in 1992 as a collabora-
tive effort between the Northern Rhode Island Private Industry Council and
Bryant. It provides a free, three-month training program to Northern Rhode Island
residents who have been unemployed for at least six months and who have ideas
for starting their own business. Since its inception, the program has graduated
112 entrepreneurs.
GET TO KNOW . . . BRYANT CENTER OPERATIONS

Rich Dankel, director of Bryant Center Operations, and Sandy Sylvia, secretary/scheduler, have come to think of the Bryant Center as their "home away from home." They spend a lot of time there — but that's just fine with them. "We enjoy what we do," says Rich. "This is a comfortable place to work." "Comfortable" seems apropos, especially when he refers to the Bryant Center as the "living room" of the campus.

The Bryant Center provides students, faculty, and staff with an informal place to socialize. Many conveniences and services are available including lounges and study corners; student mailboxes; dining facilities; a mini mall offering a variety of student services; a bookstore; and student organization offices. Most of these services are coordinated through Bryant Center Operations. The operations office is located on the second floor of the building. Business hours are Monday through Friday from 8:30 a.m. to 4:30 p.m., although student managers staff the office from 4:30 p.m. to midnight while the building and most of its businesses remain open.

Bryant Center Operations' mission — to provide an atmosphere that fosters personal and professional growth through the programs and services it offers — is achieved by employing students to manage and staff the various businesses that are housed within the building. These include:

* The Info Desk, which provides campus information and the opportunity to purchase items such as candy, stamps, newspapers, and tickets for movies and campus events.
* Images, which offers services such as typing, copying, binding, and poster making. In addition, Images produces flyers and provides a dry-cleaning service.
* The Scoop, a campus convenience store/ice cream shop that also provides catering services to campus organization and offices.
* Nick's Place, a lounge with television, video games, and pool and ping-pong tables.

Other businesses and services include Shear Art, a hair salon; the Subway Sandwich Shop; Tupper's Pizzeria; and the Bryant Bookstore. The building also houses the Office of Student Activities; South Dining Room, a student dining hall; and the Heritage Room, a formal restaurant.

Smithfield Students Demonstrate ITDN

Smithfield high school students demonstrate their knowledge of the International Trade Data Network (ITDN) to (standing from l-r) Lieutenant Governor Robert Weygand; Paula Tivey, Export Assistance Center; and President William E. Trueheart. The demonstration was held during a recent press conference announcing the partnership between Bryant and the Smithfield School Department. Smithfield High School is the first school in the state to tie into the network at Bryant through the Linking International Trade Education (LITE) project.

Service Awards Reception

A total of 77 employees will be honored at the 30th annual Service Awards Reception, held from 4:30 to 7 p.m. in the Heritage Room and Papitto Dining Room, and after the award presentations. The list of retirees and employees who have served 25, 30 and 40 years is as follows:

Retirees
Francis Andrade
Dan Conti
Roy Nelson
Robert O'Connell
Eleanor Paquet
Frank Pavao
Eugene Peterman
Sid Rollins

25-Year Award
Michael Filippelli
Gaytha Langlois
Mary Lyons
Celia Podmaska
David Simpson
Janice Smith
Steven Soulos

20-Year Award
Nora Barry
Brian Britton
Glen Camp
Robert Jencks
Deborah Jolin
Stanley Kozikowski
Judy Litoff
Aurelie Maciejewski
Nancy Parchesky
Richard Smith

15-Year Award
Paulette Allaire
Bernie Blumenthal
Earl Briden
Arthur Johnson
Susan McDonald
Roger Pereira
William Phillips
Bruce Plante
Dorothy Scott

10-Year Award
Dorothea Butmarc
Judy Clare
Lorraine Cournoyer
Ronald Di Battista
Dennis Dooley
Elaine Goodwin
Irene Lanowy
Cleo Lindgren
Seven student managers each oversee a specific area and supervise 63 student employees. Each manager is responsible for everything from hiring and firing students to marketing the services they provide. “The student managers are always creating new services,” says Sandy Sylvia. “When I think an area offers all it could possibly offer, the students manage to come up with an innovative idea.”

The services offered can sometimes contribute to a senior’s success in the interview process. “Everything a student could possibly need to survive an interview is here in this building,” says Jill Pasini ’95, manager of The Scoop. “Dry cleaning, resume service, breath mints, and even a last-minute haircut are all conveniently located under one roof.”

It’s a roof that covers a building teeming with activity. “There is always a surprise waiting inside,” says Student Manager Dianne Kan ’95. “It could be a program sponsored by the Student Programming Board or the Office of Student Activities, a musical group, a comedy act, a craft show, or a vendor promoting sales items. There’s always something entertaining going on.”

Suggestions for new services are always appreciated and can be sent to the operations office. Or better yet, drop by for a visit. Rich, Sandy, and all the student managers want everyone to know that their “living room” is for everyone — and it’s a comfortable place to spend some time.

Reception to Recognize 77

Annual Service Awards reception on May 10. The reception will be in the Dining Room; this year refreshments will be offered before the event and employees who will be honored this year are:

5-Year Award
- Sue Barker
- Helen Baron
- Maurice Carriere
- Kumar Chittipetti
- Joseph DiOrizio
- Lynn DeNoia
- Patricia Durand
- William Gilmore
- Richard Glass
- Arthur Gudikunst
- Paula Jacobs
- Jims Jean-Louis
- Eileen McAlulife
- Thomas Leonard
- Douglas Levin
- Dana Lowe
- David Lux
- Shirley Jo Miller
- Lynda Nagle
- Patricia Odell
- Deborah Pasquarella
- Miriam Perry
- Janet Proulx
- Walter Reedy
- Nanci Weinberger

A Clothesline That Speaks Volumes

The Worcester County Clothesline Project was displayed in the Unstructured’s Rotunda March 21 and 22. Similar to The Names Project AIDS Memorial Quilt, the Clothesline is a display of shirts decorated by women and children who have been victims of violent crimes, and by friends and relatives of murder victims. The national network includes hundreds of regional projects and more than 35,000 shirts from across the country. Its purpose is to provide survivors and friends of victims with a medium for healing and a safe way to speak out about abuse. The display was sponsored by The Commuter Connection and the Panhellenic Council.
NEW FACES

MARIAN DORA-LOUISE HOWE  
Project Venture Coordinator

Marian comes to Bryant from UMass/Noble & Greenough School, where she served most recently as program director of the Upward Bound Regional Math/Science Program and before that as director of multi-cultural affairs and director of admissions. Prior to that, she was a Metco specialist/high school coordinator at Wayland High School in Wayland, MA, and a talent scout for the Urban Scholars Program at UMass/Boston Harbor Campus. Marian holds a BLS from Mount Ida College and an MEd from Cambridge College.

PAUL RONDEAU  
DPS Patrol Officer

A DPS reserve officer since February 1994, Paul came to Bryant from the Donald Wyatt Detention Facility, where he was a corrections officer. Prior to that, he was a field investigator for a cable company, and a military police officer. A Desert Storm veteran, Paul served in the U.S. Marine Corps for six years and the R.I. Army National Guard for five. He is an assistant instructor in Tae Kwon Do, an art he has practiced for 12 years.

ANGELA RUSSELL  
Secretary, Office of Vice President for Academic Affairs

Angela comes to Bryant from Providence College, where she was principal secretary in the Balfour Center for Multi-cultural Affairs. Prior to that, she was a secretary for the Family Aids Center for Treatment and Support in Providence, a clerk for HBJ Insurance Company in Orlando, and a reconcile/distribution clerk at Fleet National Bank in Providence. A graduate of The Sawyer School, Angela is currently pursuing a degree at Providence College.

SARAH T. LEVY  
Academic Advisor

Sarah comes to Bryant from Boston College Carroll Graduate School of Management, where she was special projects coordinator, office of the dean. Prior to that, she was assistant academic officer at Beaver College Center for Education Abroad in London, England. Sarah holds a BA from Tufts University and an MA from Boston College.

ON THE MOVE

Congratulations to the following individuals on their recent promotions:

Bernie Blumenthal: Associate Director of Admission, Internal Operations
Pat Durand: Accounts Payable Assistant
Ray Lombardi: Network Analyst
Tom Mefford: DPS Sergeant
Ray Perry: DPS Corporal
Bob Wilks: Programmer/Analyst

The following have assumed new positions on campus:
Kathy Albanese: Secretary to the Director, RISBDC
Jim Segovis: Deputy Director of CIBED

SPORTS SCHEDULE

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

Wednesday, April 19
3:30 p.m. - Men's Tennis vs. Franklin Pierce
12 p.m. - Softball vs. St. Michael's

Thursday, April 20
3 p.m. - Baseball vs. Suffolk
3 p.m. - Softball vs. PC
3 p.m. - Baseball vs. Stonehill
3:30 p.m. - Softball vs. Stonehill

Tuesday, April 24
3 p.m. - Baseball vs. Bentley

Friday, April 28
3 p.m. - Baseball vs. Springfield

Sunday, April 30
12 p.m. - Softball vs. RIC

Thursday, May 4
3 p.m. - Baseball vs. Brown