

Bryant University

## Bryant Digital Repository

---

Bryant Business

---

Fall 2004

### volume 8, no. 2 (Fall 2004)

Office of University Advancement, Bryant University

Follow this and additional works at: <https://digitalcommons.bryant.edu/bryantbusiness>



Part of the [Education Commons](#)

---

#### Recommended Citation

Office of University Advancement, Bryant University, "volume 8, no. 2 (Fall 2004)" (2004). *Bryant Business*. Paper 3.

<https://digitalcommons.bryant.edu/bryantbusiness/3>

This Magazine is brought to you for free and open access by Bryant Digital Repository. It has been accepted for inclusion in Bryant Business by an authorized administrator of Bryant Digital Repository. For more information, please contact [dcommons@bryant.edu](mailto:dcommons@bryant.edu).

# Bryant BUSINESS

FALL 2004

A RESOURCE FOR THE BRYANT UNIVERSITY COMMUNITY

1863



A new generation of enterprising young people launch their careers in one of a flourishing chain of business schools, the Bryant and Stratton National Business College in Providence, Rhode Island.



**BRYANT AND STRATTON**

dissolve their chain of schools, and William W. Warner buys the college, diversifying its curriculum to include philosophy, Greek, Latin, Anglo-Saxon, Old German, and Hebrew, as well as photography, sculpture, engineering hydraulics, steam engines, gears, cams, and screws.

The original course of study in co-owner Ezra Mason's Providence school was "Science of Accounts," which emphasized bookkeeping, business law, commercial arithmetic, business correspondence, and penmanship—a vital business skill before the advent of the typewriter.



**IN 1889 A WOOLEN MILL WORKER** made \$5.88 a week, a seamstress \$7.87, but a stenographer made \$11.12. Women students increased their enrollment at Bryant in the 1880s, and secretarial courses were popular for the next century.



1869

1878

1889

**THEODORE STOWELL**, hired first as a teacher and then as principal, buys the college from Warner and streamlines the curriculum to emphasize business studies. Stowell will include the new skills of shorthand and typing.



By the end of the 1930s, the college was again expanding, and Jacobs had to compete with Brown University to purchase property in the Providence area. In 1935 Jacobs bought an elegant mansion on Hope Street, subsequently converted into South Hall, and built the multipurpose "cafegymnasium." He also

bought or leased a number of area homes to convert to dormitory housing. Though most students still commuted, the expanding college was developing along the lines of a traditional residential college. With the move to the East Side in 1935, the school was renamed Bryant College of Business Administration.



Nelson Gulski graduated from Bryant in 1925 with a degree in accounting and went on to become one of Bryant's most active and committed leaders. As dean of the division of business administration during the burgeoning post-war enrollment, he and Dean Lionel Mercer invented a "warm seat

system": two alternating groups of students would take turns in the classroom. In 1975, after student and faculty protest forced the resignation of then president Harry Evarts, Gulski came out of retirement to serve as acting president, providing stability and reassurance to the college community.



### BRYANT AND STRATTON

merges with one of its local competitors to become the Bryant and Stratton Rhode Island Commercial School, a two-year degree-granting institution. New proprietor Henry Loeb Jacobs will be a dominant force in shaping the college over the next 45 years.



### ALL OVER THE COUNTRY

soldiers returning from World War II create an enrollment boom as they take advantage of the GI bill.



1916

1930

1945

1949

### A SEVERE ENROLLMENT

drop during the Depression—only 171 students graduated this year—threatens Bryant's financial viability, but Jacobs is able to keep the school afloat by selling investments and marshalling resources carefully.



### CONCERNED ABOUT WHAT

will happen to Bryant after his death, Henry Jacobs decides to give the College to Brown University. The Rhode Island legislature grants the College nonprofit status to facilitate the hand-off. Though the deal with Brown never materializes, Bryant is no longer a proprietary school. Instead, it has become an independent institution of higher learning, governed by a board of trustees.

Gertrude Hochberg, hired in 1949 as director of public relations, began her 28-year tenure at Bryant by writing to every student's hometown newspaper about his or her activities at Bryant, earning excellent publicity for the College. Bryant's many boosts under her influence include "Bryant's View," a radio program in the 1950s that featured Bryant faculty; The

Business Management Institute, an annual conference for businesspeople; and a symposium in 1963 on the status of women in America chaired by the assistant secretary of labor in the Kennedy administration. In 1973, Hochberg received the Award for Excellence in News Information from the American College Public Relations Association.



After its many improvements, the College was bursting its seams and attracting more students than ever. (Students liked to say it took five years to get a Bryant degree—four years of coursework, and one year to find a parking spot.) Room to expand in Providence, however, was limited. In 1967, in a remarkable gesture of generosity, Tupperware Corporation

president Earl Tupper gave his 220-acre estate in Smithfield to Bryant. But the College had only \$300,000 in assets, and a new campus would cost \$17.5 million to build. With a combination of grants, loans, cash from the sale of the Providence campus, and donations, the Smithfield campus was built—from the pasture up.



Before Construction

**BRYANT'S GRADUATE SCHOOL**, an MBA-granting program, is founded with Sol Liebowitz as acting dean. In 1971 MBA degrees in accounting, management, and hotel management are offered.

**COMING TO THE HELM** after a turbulent decade, President William O'Hara convenes a long-range strategic planning committee. Their first step is to articulate the College's calling: to provide the best student-centered education for students in business.

**EXECUTIVE VICE PRESIDENT BILL TRUEHEART**,



a former trustee, was appointed president in 1989.

1964



**VICE PRESIDENT GARDNER JACOBS**, Henry

Jacobs's son, seeks accreditation from the New England Association of Colleges and Secondary Schools, which will require an upgrading of faculty credentials, an increased focus on liberal arts, and improved library holdings. In 1966 the College is accredited, as is the teacher education program. Bryant is now a four-year school.

1969

1971

**ARCHITECT ROBERT HILLIER**

and vice president Frank Delmonico arrange for a rigger to transport the wrought-iron arch from the entrance of South Hall to Smithfield. In September, classes begin on the brand-new campus.



1976

1982

**THE SMALL BUSINESS DEVELOPMENT CENTER** is launched.

This training program, which offers services to proprietors of small businesses, is funded by a federal grant and brings many businesspeople to campus. Anticipating major workplace shifts because of the personal computer and women's changing roles in business, College leadership closes the doors on the two-year secretarial school program.

1989



After Construction

**BRYANT RECEIVES** accreditation from AACSB International, the Association to Advance Collegiate Schools of Business. Accreditation requires an institution to adhere to high standards in its curriculum, faculty qualifications, library and computer resources, intellectual climate, admission process, and degree requirements.



**BRYANT** and the **RHODE ISLAND SCHOOL OF DESIGN (RISD)** launch the Center for Design and Business. Leading figures in the world of design and business come to speak at the annual conference.

**BRYANT'S CARNEGIE CLASSIFICATION** status changes from "specialty business school" to Masters-I. *US News & World Report* ranks Bryant in the top 25 schools in the Northeast in this category.

1994 1996 1997 2002 2004

**RONALD K. MACHTLEY** becomes president of Bryant. Under his leadership, the College



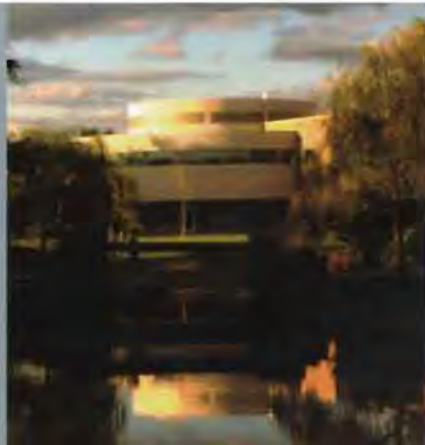
continues to grow: new facilities are constructed, enrollment figures climb, student-life and cocurricular programs—including college football and field hockey—are initiated, and a \$35 million

capital campaign meets with success two years ahead of schedule. With numerous international study programs and the offering of three new majors in 2001, the College distinguishes itself not just in the region but in the nation as well.

**BRYANT WINS** the President's Cup for the first time in its history. This prestigious award goes to the NE-10 athletic conference school with the best overall winning record (see p. 27).

In keeping with its near-150-year legacy of serving students, honing its educational focus, staying attuned to its times, and extending its reach throughout the world, Bryant College becomes **BRYANT UNIVERSITY.**

Two beautiful and sophisticated new facilities—the George E. Bello Center for Information and Technology and the Elizabeth and Malcolm Chace Wellness and Athletic Center—were constructed at the outset of the new century, enabling the College to stay on technology's cutting edge while educating the whole student. The Bello Center, pictured right, broke ground in May 2000.



OUR MISSION—BRYANT IS A STUDENT-CENTERED UNIVERSITY, FOCUSED ON ACADEMIC EXCELLENCE, THAT PREPARES ITS STUDENTS TO ACHIEVE THEIR PERSONAL BEST IN LIFE AND BUSINESS.

# UPHOLDING THE MISSION

## Bryant's Four Strategic Pillars

Bryant's leadership first started seriously considering the move to university status back in 1999. This was hot on the heels of the successful, two-years-ahead-of-schedule implementation of Bryant's first five-year plan. The plan was "a breakthrough piece," in the words of Jack Callahan '56, chair of the Board of Trustees. "As the first, second, third years came into fruition, people really began to believe in our future. The capital campaign, new buildings, the quality of students entering Bryant, programs falling into place—you could just sense we were becoming a world-class institution."

But the time for changing to university status wasn't yet right. "We still had some foundation building to do," Callahan says. So, once again, the College's leaders inventoried Bryant's existing strengths and surveyed the marketplace to identify opportunities for growth. The result: Vision 2010, an ambitious plan to advance the College's standing—in the region, the nation, and abroad. Adopted

in 2001, Vision 2010 targeted four key areas for investment: enhancing academic quality, creating a student-centered learning community, fostering technological innovation, and promoting globalization and diversity.

And, once again, the plan is being put into action—fast. In fact, Bryant has made such great strides in three years that now the time is right. "We've evolved in significant ways," explains assistant to the president Roger Anderson, who oversees Bryant's strategic planning process. "Becoming a university is the most direct, most powerful way we can tell the world."

The name change does more than send a message, however: it sets the bar. As Bryant reasserts its position in a more competitive higher education environment, it challenges itself to reach new heights of excellence. If the snapshots of Bryant's four strategic focus areas in the pages that follow are any indication, the new University is off to a running start.





# ENHANCED ACADEMIC QUALITY

Whether they're talking about the academic reputation of a university or a gleaming luxury car on the showroom floor, businesspeople and academics agree that the public's perception—or the product's brand value—is of paramount importance.

"It's all about brand," says Carolyn MaHarry '84, senior vice president and managing director of Brandlogic in Rochester, N.Y. "Brand is what gives the consumer confidence in their purchase. Brand contributes to customer satisfaction, it builds loyalty, and it creates efficiencies in your workplace because everyone's not going off in 18 different directions. You know who you are."

MaHarry's firm helps businesses manage their brand through research, strategy, and design solutions in print and interactive media. "Our mission is seamless branding—helping our clients present one face, one voice," MaHarry says. Recently, Brandlogic worked with Engelhard, a Fortune 500 company that was a collection of businesses scattered across many areas of the surface and materials science industry. Engelhard, in fact, was so diversified that in 1990 the *Financial Times* termed it a "metal-banging, dirt-digging, odd bird of a company." MaHarry's firm helped the company redefine itself, reorganizing its brand architecture and providing "soup-to-nuts full relationship management." The reinvention paid off: In 2003, *Barron's* proclaimed, "Metals, shmetals, Engelhard is really a tech company."

What is brand value in a university setting? "A reputation for academic quality," says marketing professor Sanjay Putrevu. "That's what brings students here. It's what attracts strong faculty. And it's why the business com-

munity hires Bryant graduates—they know what Bryant grads will bring to the table." One of the cardinal points of the 2010 Vision is to continue to enhance Bryant's academic quality and, in the process, build the institution's reputation.

"Faculty research and publications are important indicators of academic reputation," says Putrevu. "When faculty are seen at conferences and on editorial boards of journals, the school gets greater visibility. People start talking." And the boon isn't just for the institution's reputation—students profit as well. "When you're a strong researcher, you bring something beyond the book into the classroom," Putrevu says.

Since Bryant was re-accredited by the AACSB in 2003, there has been a greater expectation that faculty will conduct research and publish it. This expectation is being readily met. "We have this remarkable group of fresh Ph.D.s bringing us new ideas from Stanford, Columbia, NYU, Brown, and other places," says vice president of academic affairs V. K. Unni, who points out that almost a third of the faculty has been recruited within the last three or four years. "They're full of energy and are helpful in moving the University in exciting new directions." Associate professor of actuarial math Jim Bishop adds, "Now the question isn't whether or



"Building a powerful brand is more than creating a new name, logo, or tagline. A brand is a rich tapestry of ideas, images, and associations; managing it requires shaping the expectations and experiences people have with your product."

CAROLYN MAHARRY '84  
Vice President and Managing Director, Brandlogic

"Reputation is the strongest thing there is. 'Made in Japan' used to mean 'cheap.' Now it means 'quality.' The Japanese have built their brand equity."

**SANJAY POTREVVU**  
*Associate Professor of Marketing*



not we're publishing. It's: 'How good are the journals?'" (For a listing of recent faculty publications, see "Spotlight on Bryant" pp. 30-31.)

#### **A QUALITY COUP**

This fall, Bryant will host the 2004 annual conference for the Academy of International Business (see p. 33.) "This is an excellent measure of our academic quality," says professor of marketing Alphonso Ogbuehi, who's heading up the conference. Bryant had to compete with many prestigious schools to host the event, which will attract more than 100 scholars and executives from around the world. "This major achievement will allow us to showcase Bryant as a place for academic activities in international business," Ogbuehi says. Sponsored by the Office of Academic Affairs and Bryant's John H. Chafee Center for International Business, the conference is one of many ways that Bryant is staking its claim as a university of excellent—and growing—academic reputation.

"The Academy of International Business conference will allow us to showcase Bryant as a place for academic activities in international business."

**ALPHONSO OGBUEHI**  
*Professor of Marketing*



## STUDENT-CENTERED LEARNING ENVIRONMENT

Meeting customers' needs is at the heart of good business. At Bryant, meeting students' needs—including those they don't yet know they have—is right at the heart of our mission.

"A focus on the customer is a critical concept for many organizations," says Judy Cadigan-Parisi MBA '78. Cadigan-Parisi is a relationship manager at Citizens Bank, whose credo sets forth "a commitment to customers, colleagues, and community." Owned by the Royal Bank of Scotland, which is the fifth largest bank in the world, with assets of \$813 billion, Citizens Bank has numerous programs that show its commitment to those it serves. A \$200-million loan program offers low-interest loans for nonprofit housing developments, for instance, and employees receive incentives to perform community work as well: the bank offers its workers a three-month sabbatical program to do community work and then follow up with a report to their colleagues on their experiences. "It's a tangible part of our commitment to be 'customer-centered,'" says Cadigan-Parisi. "We're known for it, and we hear about the results."

"Customer-centered" in the business world is "student-centered" in the academic world, and at Bryant University all resources—faculty, staff, programs, curricula, facilities—are focused on our mission to prepare students for lives of character and success. "We listen to what students want," President Machtley says, "but we prepare them with what they need."

The preparation begins the moment students arrive: incoming freshmen begin their studies with a one-credit course called Foundations for Learning. "It's a class that essentially teaches them how to be a college student,"

says Janet Dean, an assistant professor of English. "We often see a dramatic change from the first to second year, when students really learn to take responsibility for their own educations." But throughout all four years, faculty pays close attention to how students are progressing and provides a great deal of learning support. "We see the students as more than repositories of information," says Dean. "We see them as critical thinkers. We value analytical skills, which are crucial if they're going to have jobs as leaders."

The attention to students doesn't begin and end at classwork, however. "At the heart of student-centeredness is the idea that we are educating the whole person," says management professor and executive assistant to the president Roger Anderson. "The Bryant experience is not confined to the classroom, is not confined to knowledge of academic disciplines. We help students develop the skills and personal qualities that will prepare them for success in business and in life, and that's not going to change."



"Bryant's small population attracted me. Personal attention is especially important for international students."

**PARUL JUNEGA '06**  
Financial Services Major  
Finance Intern

### SUPPORT FOR LEARNING, SUPPORT FOR CAREERS

Every Bryant undergraduate has two advisors—an academic advisor and a faculty advisor. Dean says the job of the faculty advisor is not to evaluate or grade the students. "Instead the role is, 'Let's figure out what problems we can solve.'" Parul Junega '06 thought she would have to go to summer school to complete her coursework for her double major in economics and finance,



"A focus on the customer is a critical concept for many organizations."

**JUDY CADIGAN-PARISI MBA '78**  
*Relationship Manager, Citicorp Bank*

but her faculty advisor sat down with her and helped her identify the classes that would keep her on track and still allow her to go back home to India for the summer.

Like many other Bryant students, Parul got an additional boost from Bryant's career services office, which offers a shadow program where students can observe alumni in action on the job. "I was an Indian, working at Deutsche Bank, on Wall Street in New York," she says, noting the convergence of international elements. Other first-rate career opportunities for students include the Entrepreneurial Extravaganza, co-hosted with Brown in 2004, which brought to campus such speakers as media pioneer Ted Turner and founder of JetBlue Airways David Neeleman (see p. 37).

Long ago Bryant offered instruction in gears, cams, and screws—relevant topics for enterprising workers in

the 1860s. In today's information age, students need good strong business skills—and something else as well. "We want our students to be employable, but we're not a trade school," says dean of the newly established College of Arts and Sciences David Lux. "We're focused on students' long-term, professional career development. In our knowledge economy, that means a balance of liberal arts and core business classes." Bryant University's new academic programs, the Wellness Center, a technologically sophisticated campus, exciting career opportunities, close personal attention from faculty and advisors—all are a part of keeping the student center stage. "The broader business world is asking for these changes, our students are asking for them, parents are asking for them," says Lux. "Our constituency tells us what's important, and we listen carefully to them."

## TECHNOLOGICAL INNOVATION

**T**oday's business leaders know that information technology has to be well-planned and well-executed to achieve a good ROI. At Bryant, a strategic investment in technology is delivering great returns for students' educations, their careers, and their lives.

"We process up to 500 million transactions a day—more than Visa and Mastercard combined," says Tom Caffrey, vice president of global technologies at GTECH, a firm that offers a complete suite of lottery products and services to clients worldwide. In three seconds, each transaction travels thousands of miles via satellite to be logged in a system, then back to the retailer so it can be printed on a receipt for the customer. Reliable, secure, fast communication technology is critical to the company's success.

Caffrey, who serves on the master of science in information systems advisory board for Bryant, is quick to add that it's a mistake to evaluate technology independently of the business plan. "There are so many innovative things you can do with technology," he says, "but technology needs to serve strategic ends." Recently, executive leadership at GTECH looked into the marketplace, saw its consumer base was changing, and devised lottery programs with interactive dimensions to attract a new generation of players. In several jurisdictions, GTECH customers can now play the lottery through a variety of interactive channels, including cell phones, PDAs, and the Internet. GTECH's careful, strategic application of top-notch technology is smart and it's clearly paying off: the company is enjoying a rapidly rising international profile, is building a brand-new

corporate headquarters in downtown Providence, and can boast stock prices that have increased 300 percent in the last three years.

## WIRED AND INSPIRED

Bryant University, too, has had impressive success with its strategic goal to stay at the leading edge of information technology. Freshmen beginning college today were born in 1986: that means they have lived their entire lives in the era of the personal computer. They're comfortable with technology—in fact, they're more facile with a computer than many mid-career professionals. To meet the needs of

this tech-savvy generation, all incoming Bryant freshmen receive laptops, which are then upgraded after two years to keep students current with the latest innovations. Also, all freshmen are required to take PPS 101, a class that teaches them the full range of essential office software. "Bryant grads will be more comfortable in the working world," says James Nicholas '04, who started and owns his own award-winning Web development company. "As word gets out about how technologically advanced Bryant is, our reputation will only be further enhanced."

Recently named the sixth most wired campus in the United States by *Forbes.com* and *Princeton Review*, Bryant is now one of three schools in New England (along with Dartmouth



"It's all in the service of keeping Bryant an information-agile institution."

ART BLISTER

Bryant's VP for Information Services

"The biggest mistake is technology for technology's sake. You have to allow technology to drive the business strategy. What are the market demands? What are customers looking for?"

**TOM CAFFREY**

VP of Cloud Technologies, AT&T

and Brandeis) to have "voice over internet protocol" (VoIP) telephones. "It's all in the service of keeping Bryant an information-agile institution," says Art Gloster, vice president for information services. Rather than equipping dorm rooms with a POT—a "plain old telephone," this fall Bryant is supplying all students with their own VoIP telephone lines, which plug into a data port in their rooms, not into telephone jacks. The VoIP phone has computer chips in it that enable it to access voicemail and receive text messages; when students change rooms from year to year, their phone number will follow them to their new location.

"This system is more sophisticated than what many offices have," says Gloster, "so when graduates get into the business world, they'll have a head start. And students are more connected this way—with faculty, with their parents, with the University—anywhere and anytime."

Cutting-edge technology is more than an integral part of Bryant's infrastructure—it serves an educational purpose as well. As one example, Bryant recently acquired a special software package that is being used to teach students how to conduct Web-based surveys and perform data mining—important methods in marketing that will help students stay on top of the latest trends. "Many businesses have storehouses of information on their customers because technology can generate it," explains Jim Curran, assistant professor of marketing at Bryant, "but it's important to know how to use the data that technology supplies."

An example of a strategic marketer, Curran notes, is Harrah's Casinos, which have built a marketing model using behavioral data—in other words, using customers' previous behavior to predict future behavior. "They



know when you're there, they know when you've stayed to play and when you've walked away," Curran says. The casino uses this information to target its advertising, using different tactics if you've had a good experience versus a bad one. "It's technology with a strategic, marketing purpose," Curran says. "And that's what Bryant students are learning."

Another technology boon for student learning: at the beginning of 2005, a state-of-the-art television studio and editing suite will be ready for students' use. "These advanced production facilities are just what our communication majors want," says communication professor Wendy Samter. "It's probably better than what's available at local TV stations—and it will help our students hit the ground running when they enter the job market."

## GLOBALIZATION AND DIVERSITY

**B**ryant's strategic goal to enrich its international and cultural diversity will make the University more formidable in its reach—but keep it just as personal in its character.

Shifting U.S. demographics, a demand for a multicultural workforce, and vast new international business frontiers are all forces shaping the world—and shaping the way Bryant educates business leaders. One of the most crucial aspects of Bryant's strategic vision is to provide students with a rich, multicultural community that will ultimately prepare them to operate in today's globe-spanning business world. Members of the Bryant community enjoy the University's bucolic setting in Smithfield—"but we're not an isolated village," says associate professor of management Harsh Luthar, who conducts research on diversity and human resources management. "If it's happening in the world, it's happening here."

Some of the steps Bryant has taken recently to achieve this goal: the reinvigoration of the Multicultural Student Union and the International Student Organization, the celebrations of ethnic heritage months and International Education Week, and the cooperative efforts of students, faculty, and staff on the Diversity Council of Champions. In addition, University leaders are recruiting a diverse faculty and student body, with greater numbers of women, minorities, and international students—a mix that accurately reflects the nation's population. For example, as recently as 1980, only 2 percent of Bryant's student population were persons of color. By 2003 that figure had increased sixfold to 12 percent—moving toward the national average.

Bryant's new status as a university will be particularly helpful in

recruiting international students and faculty: "In some nations," says V. K. Unni, Bryant's vice president for academic affairs, "the word 'college' connotes high school or boarding school, so for students and parents overseas who may not have heard of Bryant, the name 'College' could be misleading." As Bryant University, the institution can exert a greater pull, attracting more foreign students who are seeking an American education, and providing Bryant a stronger platform from which to launch international education partnerships.

While attracting more international students to Bryant, the University is also preparing students to be proficient at practicing international business.

Professor Betty Yobaccio, who is chair of the finance department and teaches a course in international finance, helped design a new undergraduate major in international business. "More than half the students' total coursework will have an international focus, whether a business class or a liberal arts class," Yobaccio says. International business students will also minor in a foreign language. And they will attain significant international academic experience, either by studying abroad, or by taking classes like Alphonso Ogbuehi's International Business Study Tour, which travels to Brazil, Argentina, and Mexico for several weeks to study trade relations, management and marketing practices, and cross-cultural influences on the U.S.



"Our new international business major will give students a deep understanding of technical skills, a conceptual framework for international business, and a highly nuanced global perspective."

**BETTY YOBACCIO**  
Professor of Finance and  
Department Chair

President Ron MacIntyre, pictured here on the Jumbotron in the George E. Bello Center for Information and Technology, held videoconferences this past summer with incoming freshmen and their parents while he was in Shanghai and Beijing to initiate partnership discussions with several Chinese universities.



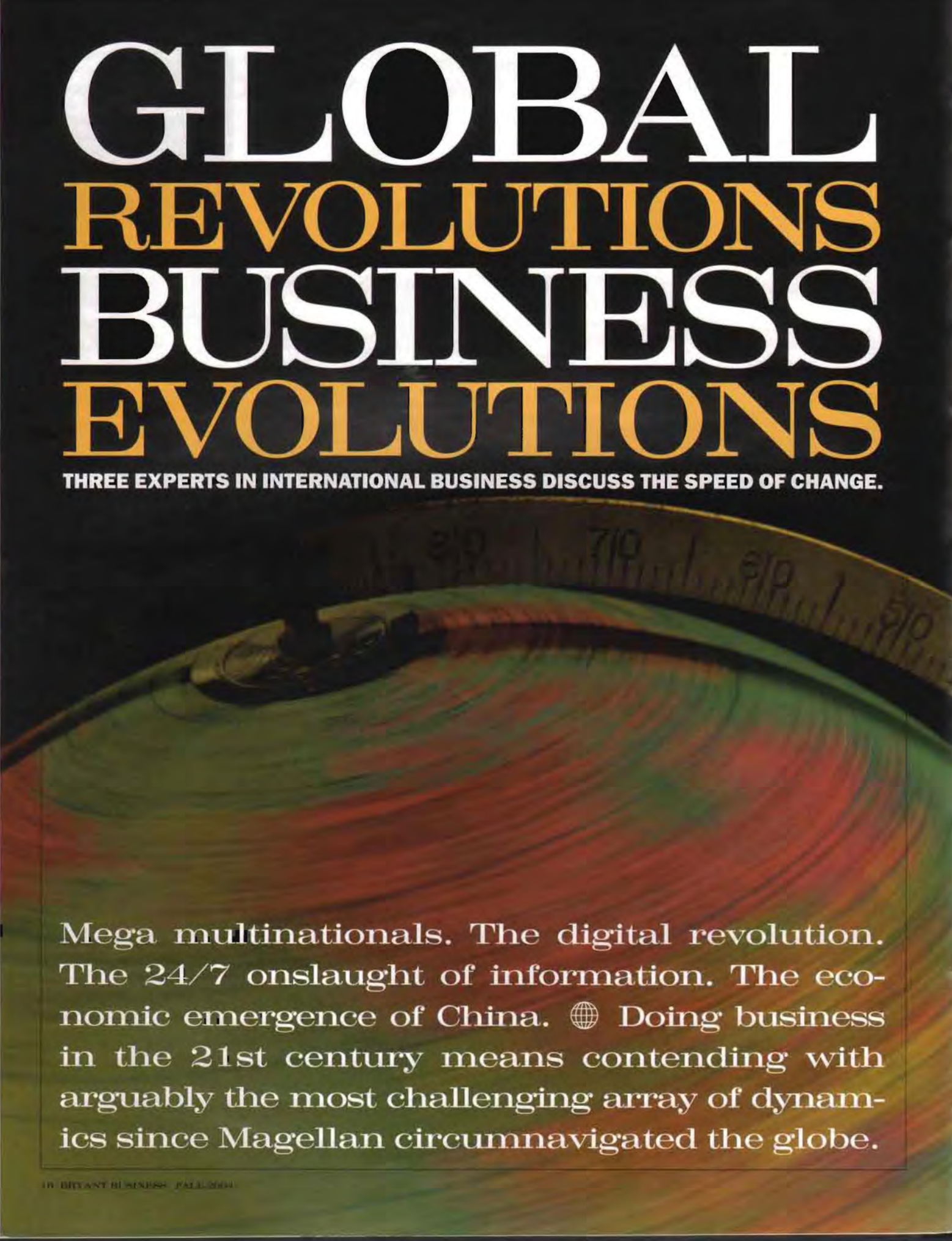
By enriching the cultural climate and simultaneously equipping students to operate in the global business environment, Bryant is fulfilling its strategic priority of preparing students for the realities of the working world. David Lux, dean of the College of Arts and Sciences, tells a success story of a recent Bryant grad who was hired as a financial analyst at Fidelity Investments. "It was her

dream job," he says. But what landed her the position wasn't her finance credentials alone; it was her fluency in Spanish—she had studied in Spain for a year. "She would have gotten her foot in the door by virtue of her resume," Lux says, "but it was the broader education that clinched it. That's what we're offering students—the education of choice for career-focused individuals." 🌐



# GLOBAL REVOLUTIONS BUSINESS EVOLUTIONS

THREE EXPERTS IN INTERNATIONAL BUSINESS DISCUSS THE SPEED OF CHANGE.



Mega multinationals. The digital revolution. The 24/7 onslaught of information. The economic emergence of China. 🌐 Doing business in the 21st century means contending with arguably the most challenging array of dynamics since Magellan circumnavigated the globe.



## PETERSON ON STRATEGY

**"THE CURRENT EPIDEMIC OF SHORT-TERMISM CARRIES A VERY HIGH COST. LEADERS NEED TO SCAN THE DISTANT HORIZON, TO SHATTER THE TYRANNY OF THE NEAR OVER THE FAR. YOU CAN'T AFFORD TO LOOK ONLY AT SHORT-TERM CONSIDERATIONS."**

World Trade Day at Bryant in May 2004 convened 500 leaders and managers in international business to share their expertise on the most dynamic region for business today—Asia. As a follow-up to this exciting event, we asked two distinguished keynote speakers—**ERIK PETERSON** and **AMBASSADOR RICHARD FISHER**—and Bryant **PRESIDENT RONALD K. MACHTLEY** to discuss trends in our quickly morphing world. Peterson is a senior vice president at the Center for Strategic and International Studies, a non-partisan, Washington-based think tank. Fisher is a former deputy U.S. Trade Representative and vice chairman of Kissinger McLarty Associates, an international strategic advisory firm. In this roundtable discussion, they and President Machtley talk about how shifts abroad are affecting businesspeople here at home—and make some surprising predictions about who may turn out to be the most crucial players.



### **Q: WHAT CHANGES IN INTERNATIONAL BUSINESS AFFECT AMERICA THE MOST?**

**A: ERIK PETERSON:** There are several overarching changes to pay attention to, but one major shift is the increasingly intense flow of information and knowledge that alters the way we work, act, govern, and educate ourselves. One example is what's called the CNN-effect—the issue of constant, real-time information coming out simultaneously and pressuring leaders. In technology, we've seen continued advances in computational power and speed in nanotechnology and in genomics and biotechnology. The

bottom line is, increases in the pure flow of information and knowledge will be significant.

**RICHARD FISHER:** On the international stage, we're engaging with new trading partners and dynamic new competitors. Since the Cold War, our country has made it a priority to bring our former adversaries into our trade system. Many of these nations are eager to recover opportunities lost during unengaged times—they want to feed their people, create jobs, and improve their economic lot. We used to conduct most of our trade across the Atlantic. But today, we sell \$379 billion to trading partners in our own hemisphere, \$210 billion across the Pacific, and \$170 billion to partners in the EU 15. On the buy side, we import \$470 billion from across the Pacific; \$401 billion from Mexico and Canada alone; and \$274 billion from Europe. This is significantly different from just 20 years ago.

**RON MACHTLEY:** And it only stands to reason that an information-based economy in a global world requires a different way of educating the professionals who will have to operate in that world. The skills base that has always made Bryant graduates successful will still be necessary, but the workplace context has expanded to such an extent that there is increasing emphasis on broad critical analysis, communications skills, and the ability to adapt quickly to changing economic or cultural realities. In his most recent book, *Re-Imagine!*, Tom Peters emphasizes the need to "fail quickly"—to explore a variety of business options and rapidly winnow through what are successful strategies and what are, in the end, economic cul-de-sacs.



**Q: MR. FISHER, HOW HAS CHINA'S MANUFACTURING BOOM CHANGED BUSINESS FOR AMERICA?**

**A: FISHER:** The numbers are overwhelming—China has 740 million working-age people, and they are capturing the lower end of the value-added ladder (for example, labor-intensive manufacturing). But the laws of simple economics suggest we should let them do so. Winston Churchill in 1905–06 gave brilliant lectures about this very subject, saying that if other governments want to subsidize their workers with lower value-added work, it was England's duty to take those inputs and move into “super-fine processes,” capturing higher margins and greater profits. That's what we're doing today.



**Q: IS CHINA A THREAT OR AN OPPORTUNITY?**

**A: FISHER:** I was part of the team that negotiated China's accession to the World Trade Organization. China has historically been perceived as a military threat, and we wanted to replace that threat by making them an economic competitor. Competition is our bread and butter—we're going to roll up our sleeves and go at it hammer and tong with the Chinese. We are not afraid to compete, as long as our university system continues to be dynamic. Higher education is our greatest resource.

**MACHTLEY:** With a market in excess of 1.3 billion people, a GDP of about \$1.4 trillion, an economy that is accelerating

from a predominantly rural agrarian model to an urban industrial model, and the cultural shifts that come with that transformation, China must be seen as a place of tremendous opportunity and tremendous challenge. At Bryant, we are developing a number of joint degree programs and pursuing partnerships with leading Chinese universities—programs that will provide opportunities for domestic students to study about and in China, and for Chinese students to experience Bryant. These programs also offer great benefits to our faculty, allowing them more access to international opportunities, as well as allowing us to bring in faculty from abroad.



**Q: MR. PETERSON, WHAT IS THE IMPLICATION OF THIS CONSTANT CRUSH OF INFORMATION YOU SPOKE OF?**

**A: PETERSON:** In terms of work, we will be forced to refresh and re-educate ourselves and become more tuned in to a wider variety of developments farther away. In years past it was easy to gain mastery over a knowledge realm and keep it for a long time. But knowledge is perishable; it has a half-life. In the scientific domains and technologies, in the social sciences and elsewhere, many traditional approaches need to be re-engineered. For example, a demographer educated in the 1960s was thinking about a global population explosion that would overwhelm the world's resources. However, in countries where the standard of living has increased, reproduction has actually gone down, while continuing to increase in those emerging nations that are least capable of supporting a



## FISHER ON CHINA

**"COMPETITION IS OUR BREAD AND BUTTER—WE'RE GOING TO ROLL UP OUR SLEEVES AND GO AT IT HAMMER AND TONG WITH THE CHINESE."**

growing population. So a demographer schooled in the 1960s needs to relearn and rethink. The upshot is, we have to educate ourselves at the beginning of our lives, and we'll have to reeducate ourselves as we go along. We're going to have to combine working and learning long-term.

**MACHTLEY:** This is where higher education is constantly evolving, as well. For many of our graduates in the 1950s, 1960s, and even into the 1970s, a bachelor's degree was all they needed to enter the workforce, rise in their profession based on their intelligence and training, and become leaders in their chosen field. In the decades since, graduate education and continuing education have become far more important—for getting an individual started on an appropriate and productive career path, for helping people at mid-career improve their skill base, and sometimes for assisting professionals who need to convert their experience into a whole new realm. To meet these needs of the populations we serve—both prospective students and graduates—Bryant has developed a whole new array of programs at both the undergraduate and graduate level, offered here in Smithfield and via the Internet.



**Q: WHAT RESPONSIBILITIES, IF ANY, DO UNIVERSITIES HAVE TO RESPOND TO INCREASED INTERNATIONAL COMMERCE? SHOULD EDUCATION—CURRICULA, METHODS, PROGRAMS—ADAPT IN SOME WAY?**

**A: FISHER:** The U.S. economy is driven by finance and

technology, which is where education comes into play. For example, Bryant's state-of-the-art trading room—that's a big step forward for any university that wants to educate people in modern business. The next step is to globalize the curriculum. Businessmen or women who want to excel will be drawing on resources available anywhere in the world for inputs in what they produce. To do so efficiently, they have to understand new, dynamic cultures—and how business is done in these countries. This is where Bryant needs to be at the leading edge. The nice thing for Americans is that English is the world's language—English is spoken by every air traffic controller in the world, in every science lab. English has become the language of Europe, but this is not the case in China or Latin America. A modern businessman or woman who wants to play on the world stage has to be fluent in English, Spanish, and Chinese in order to succeed, in addition to being plugged in to modern technology advances and cutting-edge financial techniques.

**PETERSON:** Clark Kerr [the former President of the University of California, who was known as the Henry Ford of higher education] surveyed the 75 most well-established institutions in the Western world—the ones that have been around since the 15th century—and found that 80 percent of these institutions were universities. They've had a viability unmatched in other organizations. Universities are the ones that are going to have to adapt to a shift from younger students to more and more junior and senior career-types trying to refresh themselves professionally. That implies different challenges for academic institutions.



**MACHTLEY:** Simply put, we have the responsibility to past, current, and future generations of students to provide an exemplary model of education that meets the needs of the people we serve. For our past students, this provides “evergreen” value to their degree, as the reputation of the institution strengthens and grows. For current students, it allows them to enter the workforce primed and ready to succeed. And for future students, it holds the promise of continued relevance, excitement, and impact. Total quality management might be somewhat of an “old hat” term in the manufacturing sector, but it’s an ongoing reality in higher education.



**Q: WHAT OTHER CHANGES DO YOU SEE OCCURRING OVER THE NEXT 25 YEARS?**

**A: FISHER:** Long-term, I see a world where China and other Asian nations play a significant role in the supply chain and, eventually, in consumption. Unless changes are made, I see a declining Germany and Europe, if they remain unable to compete with American and Asian dynamics.

**PETERSON:** More groups are breaking down barriers between public and private sectors. We’re seeing new players on the international stage and the private sector, for example, a rapid rise in multinational firms—the Wal-Marts and so on—that have larger revenues than many countries’ aggregate GDP level. And you have to

add non-governmental organizations (NGOs) to the equation—for instance, a group like the Gates Foundation, which spends more in its annual grants than the budget of the entire World Health Organization and has made a worldwide impact on inoculation programs and research in tropical disease. The significant issue is, how will governments redefine their sovereign prerogatives and how will corporations redefine how they operate in their markets in our post-Enron period.



**Q: WHAT IS THE ROLE OF THE UNIVERSITY?**

**A: PETERSON:** Colleges and universities sit at the intersection of multiple pools of knowledge and expertise. They can develop new paradigms of cooperation between these large groups because they have an integrated understanding of the fields. Governments are doing their thing; corporations are thinking about their ROI; NGOs have their agenda items. Universities have different benchmarks, different hurdle rates than other classes of social organizations. Universities can be the leaders in establishing a basis for cooperation among organizations.

**FISHER:** I believe it’s the duty of every Bryant student to be aware of and participate in public policy discussions that affect our economic future. In the area of trade/international commerce, a politician looks at a tariff or import duty as a political vehicle to protect constituents. A businessper-



## MACHTLEY ON THE UNIVERSITY

"OUR ROLE IS TO CONVENE AND COLLABORATE, TO ANTICIPATE AND EDUCATE, TO PREPARE PEOPLE AND PROVIDE NEW KNOWLEDGE."

son looks at it as a tax on an import, and a consumer looks at it as tax on what they desire to purchase. Politicians and businesspeople look at things differently, and it's important that the businessperson's view be brought to bear.

**MACHTLEY:** Our role is to convene and collaborate, to anticipate and educate, to prepare people and provide new knowledge. We must remain constantly in tune with the needs of the communities we serve, and be ready to evolve our institution to meet challenges that we cannot yet know. We have a great advantage here: the young people who walk through our doors every day demand nothing less.



**Q:** SOME HAVE SUGGESTED THAT THE WORLD IS CHANGING SO FAST THAT LONG-RANGE PLANNING IS OBSOLETE AND THAT PLANNERS AND LEADERS NEED TO THINK SHORTER-TERM. DO YOU AGREE?

**A: PETERSON:** The current epidemic of short-termism carries a very high cost. You need to ask the question: What are the implications of this current policy in the longer term? For example, what does our energy policy today mean in the year 2025 and beyond? Leaders need to scan the distant horizon, to shatter the tyranny of the near over the far. You can't afford to look only at short-term considerations.

**FISHER:** Planning is never out of vogue. You always have to plan for the future. It's just that now the time frame is compressed,

and the time to react is quickened. Which means we have to be even more attuned to all the resources available around the world and able to act quickly. To maximize long-term return to shareholders you have to have a vision, if not a formal plan. You can't cut off your long-term nose to spite your short-term face.

**MACHTLEY:** I think the lesson is to plan faster, to implement more readily, to assess sooner, to fine-tune more willingly. You always have to plan—you just can't let the planning process get in the way of moving in the direction or at the speed that is required by your market realities. 🌐

---

Erik Peterson, *senior vice president at the Center for Strategic and International Studies (CSIS), a non-partisan, Washington-based think tank, is also director of the CSIS Global Strategy Institute, which conducts research on long-range strategic issues and develops programs for leaders in government, business, and other fields.*

Richard Fisher, *a former deputy U.S. Trade Representative with primary responsibility for Latin America, Canada, and Asia, is vice chairman of Kissinger McLarty Associates, an international strategic advisory firm.*

*Prior to becoming president of Bryant College, Ronald K. Machtley served as U.S. Congressman for Rhode Island from 1988–1996. He serves on the boards of several corporations and many civic and charitable organizations. He retired as a captain in the Naval Reserves after 25 years of service.*

# WELCOME THE FUTURE



Like a well-oiled machine, the planning and the execution of Bryant's 141st Undergraduate Commencement on May 22 rolled forward. The class of 675 seniors enjoyed a variety of Senior Week activities and looked forward to graduation day. Then, on the eve of their important day, the machine came to a clanking halt: Scheduled keynote speaker Millard Fuller, founder and president of Habitat for Humanity International, was forced to cancel his Bryant engagement.

With little chance of securing another speaker literally hours before Commencement, Bryant President Ronald K. Machtley decided that this unexpected turn of events presented a unique opportunity for him to speak personally to the "brilliant, successful Class of 2004."

So, following the Baccalaureate Service at 5 p.m., a reception for the soon-to-be graduates and their families at 6 p.m., and a dinner for honorary degree recipients and trustees at 7 p.m., President Machtley began to write his speech. On Commencement morning, he was still writing. After attending the Annual Commencement Breakfast at 8 a.m., he returned to his office so that his staff could make edits and print out a final draft. With only minutes to spare, he donned his Commencement regalia and processed to the Commencement platform, reading and making minor changes while he walked. And then, speaking from the heart, he delivered his speech.

"I grew up in Western Pennsylvania—in a small town where steel mills and coal mines were king," he said. "As one of five children, we saved for milk—not for college. Neither of my parents went to college—my mother died when I was in the fourth grade. I never could have imagined that one day I would be here officiating as president of this great college and giving the Commencement address."

President Machtley urged students to be brave and take chances. "In my life, I have learned that to be able to make a difference, you will have to take risks. Risk means not being afraid of change. It involves commitment, and obligations, and following through on one's word." The students listened quietly. "And, sometimes, like today," the president added, "it means letting go."

## GRADUATE SCHOOL COMMENCEMENT

Advanced degrees were awarded to 145 graduate students on Thursday, May 20. Frank J. Williams '86MST, Chief Justice of the Rhode Island Supreme Court, gave the keynote address. He stressed the importance of ethics and civility in personal and professional lives. "Seek to restore, promote, enhance, and maintain respect for all citizens of the world," he said. "Have the courage to walk your own path. As Sir Winston Churchill said, 'Courage is the first of human qualities because it is the quality which guarantees all others.'"



CLASS  
OF  
2004



BRYANT  
COLLEGE

REMEMBER THE PAST

WELCOME THE FUTURE







"José Ramon, you did it!"



Andrew Eisehart



Amy Hanson



Dave Greenan greets Kati Machtley (right) and Lucy Callahan.



Megan Bovat and Olga Ballestas



Paulo Couto



Keynote Commencement speaker Ron Machtley



145 students took their graduate degrees.

**EARLY  
GRADUATION  
FOR THREE  
BULLDOGS**



*Benjamin Waldron*



*Mr. Richardson Ogidan '80, Mrs. Jacqueline Ogidan, Kari Ogidan '04,  
and Chris Hadden '03*



*Dr. Phyllis Schumacher, Chief Marshal*



*B.J. Gagnon, Steve Dube, and Mike Florest*

**THREE SPECIAL BRYANT SENIORS**

were unable to attend their commencement—they were members of the baseball team, and Bryant was scheduled to make its first appearance ever in the NCAA Division II College World Series in Montgomery, Alabama. The first game just happened to be May 22—graduation day.

So Mike Florest of Franklin, Mass., Steve Dube of Cumberland, R.I., and B. J. (Brandon) Gagnon, of Rochester, N.H., were treated to a special ceremony on May 19. Before an appreciative audience of family, friends, team members, and Bryant staff, the students—in caps and gowns—processed through the Archway and into the Admission Office Atrium to the strains of “Pomp and Circumstance.” They were joined by President Machtley, Chairman of the Board of Trustees Jack Callahan '56, and Vice President for Academic Affairs V.K. Unni.

It was a fine send-off for the players, who went on three days later to win their series opener.

*The Bulldogs' World Series run was another highlight of Bryant's best-ever athletic season (see “Bryant Athletics: A Game Plan for Success,” page 27).*

## HONORARY DOCTORATES

*The following luminaries received honorary Doctorates of Humane Letters at Bryant's 141st Commencement.*



**NICOLA BULGARI** joined the family silversmith business in the 1960s with his brother, Paolo, and has been vice chairman of the Bvlgari Group since 1984. The Bulgari's descend from an ancient family of Greek silversmiths who emigrated to Italy in 1884 and opened a shop in 1905 on via Condotti, which is still Bvlgari's flag-

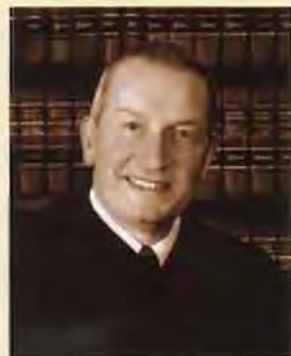
ship store. In the 1970s, Bvlgari Group expanded internationally in Paris, Geneva, and Monte Carlo, and their first overseas store in New York City. Early in his career, Bulgari contributed substantially to one of the most successful aesthetic trends—the creation of jewelry that included distinctive coins. The company, known for its high-quality, contemporary designs, has diversified into perfumes, silk scarves, leather bags, eyewear, and most recently, table and giftware.

**SUSAN L. FARMER** has served as president and chief executive officer of WSBE-TV Rhode Island PBS since 1987, and is also president of the Rhode Island PBS Foundation. She was the first woman elected to a statewide office in Rhode Island, serving as Secretary of State from 1983 to 1987. Farmer is active in the community



and the industry, serving on the Governor's Telecommunications Task Force and, until recently, on the Council (Board of Directors) of the National Forum of Public Television Executives. She received the 2004 National Advocacy Award from the National Association of Public Television Stations. Farmer attended the Executive Management Institute at California State University in 1987 and participated in the Advanced Strategic Management Program at the University of California, Berkeley in 1993.

The keynote speaker at the Graduate School Commencement was **FRANK J. WILLIAMS '86MST**, Chief Justice of the Rhode Island Supreme Court since 2001. He had previously served for five years as Associate Justice of the Superior Court. In 2003 he was invited by President George W. Bush to be a member of the review panel for the Military Commissions to be held in Guantanamo Bay, Cuba, with the rank of Major General. A practicing attorney for more than 25 years, he received his A.B. in government and history from Boston University in 1962, then entered the military. As a captain in the U.S. Army, he was highly decorated for his meritorious service in Vietnam. Chief Justice Williams earned his J.D. from Boston University School of Law and was admitted to the Rhode Island Bar in 1970 and to the bar of the U.S. Supreme Court in 1976.



He subsequently earned a master's degree in taxation from Bryant College. A scholar of national repute, he is one of the leading authorities on the life and times of Abraham Lincoln. 🌐

## BRYANT ATHLETICS: A GAME PLAN FOR SUCCESS



**O**n the heels of Bryant University's unveiling a new name, Bulldog Athletics debuts a new logo this Fall. But this is no mere facelift. Our teams have become much more formidable competitors over the past decade, and our pugnacious mascot leaves no doubt: We'll take all comers.

May 2004—the end of another academic year at Bryant. Students study for exams in the library, search for summer jobs, and try on caps and gowns for upcoming graduation ceremonies. Normally by this time of year, the spring sports season would be simultaneously ending with the academic calendar. The baseball and softball fields would be quiet but for the water sprinkler hydrating the grass and the rattle of a distant lawnmower.

But on this spring morning, at the farthest corner of campus just beyond Bulldog Stadium, the distinct sound of fans cheering can be heard. As noon approaches, students, faculty, and staff—including President Ron Machtley—are out in force, rooting for Bryant's softball team. The roar crescendos as the Bulldogs take the lead over Merrimack in the team's first-ever NCAA tournament.

A similar scene will be repeated a week later as the baseball team hosts the NCAA Regional Championship, capturing the title and advancing to the

College World Series in Alabama for the first time in school history. It's an exciting season for the school—athletic teams also qualified for the NCAA tournament in field hockey, volleyball, women's tennis, men's golf, and men's and women's basketball.

In recognition of its outstanding achievements, Bryant was awarded the Northeast-10 Conference Presidents' Cup trophy, distinguishing it as the top overall athletic program out of 15 institutions—a more than satisfying reward for the hard work and effort put forth by the student-athletes and coaching staff.

In addition, Bryant finished in the top 25 nationally in the final National Association of Collegiate Directors of Athletics (NACDA) Cup standings. Bryant finished 24th overall out of 282 eligible Division II schools (top 10 percent) and ranked higher than any school in the entire Northeast Region. Bryant is also one of the highest ranked private institutions for a school of its enrollment size.

### SETTING A CLEAR VISION FOR THE FUTURE

It's been eight years since President Machtley put forth the first phase of the New Century Plan for Excellence at Bryant. At the time, Bulldog Stadium, now a signature athletic facility on the Smithfield campus, was just an empty field.



On most college campuses across the country, a strong athletics program is a great way for a school to reach out to its alumni, community, and future students. An athletics department that is successful on regional and national stages can result in high visibility for a school.

Closer to home, athletics can have an energizing impact on a college community. A kind of pageantry exists on Saturdays during the fall as hundreds of alumni return to campus for homecoming to cheer the football team on to victory. Such athletic events generate campus pride and school spirit and can bring campus community members closer together.

The primary athletics objective of the New Century Plan for Excellence was to broaden the programs offered at Bryant to attract quality students with a wide range of interests and talent. At the same time, the

strategic plan sought to elevate the competitive standards of the athletics program, thus enhancing the student-life experience and extending the outreach to an enlarged alumni base.

In 1999, Bryant fielded its first-ever varsity football team and launched the inaugural season of field hockey as an intercollegiate sport. Men's lacrosse was added in 2000, followed by women's lacrosse in the spring of 2002. The addition of these sports increased the number of scholar-athletes by nearly 50 percent.

For university students, athletics is more than just a recreational activity; it's a way to develop important characteristics and skills useful in business and in life. Athletics, whether it is varsity or intramural competition, teaches teamwork and responsibility. Trust is built through discipline and management. Participants are able to solve problems as a group—and develop “the Character of Success.”

### LEADERSHIP FOR THE 21ST CENTURY

Under the direction of director of athletics Dan Gavitt, Bryant has assembled a first-class group of coaches and support staff who are dedicated to fulfilling the overall mission of the University.

Most experts in business management would agree that people are your most important asset. Gavitt has been able to surround himself with quality coaches: During the past five years, 10 different Bryant coaches have been named Northeast-10 Conference or NCAA Coaches of the Year.

“Bryant is fortunate to have a truly outstanding and dedicated coaching staff and athletic administrative



**“SUCCESS ULTIMATELY COMES FROM PEOPLE, AND BRYANT HAS THE TALENTED STAFF TO ATTRACT QUALITY STUDENT-ATHLETES AND SERVE AS MENTORS IN THEIR DEVELOPMENT.”**

**DIRECTOR OF ATHLETICS, DAN GAVITT**





*Elizabeth and Malcolm Chace Wellness and Athletic Center*

staff," commented Gavitt. "Success ultimately comes from people, and Bryant has the talented staff to attract quality student-athletes and to serve as mentors in their development."

Since the seven-year plan went into effect, the athletics department has been able to grow significantly while maintaining a focus on the academic excellence for which Bryant is renowned. The result has been strong graduation rates and numerous academic honors by its student-athletes as well as a healthy boost to enrollment.

Football has led the Northeast-10 Conference in average attendance three of the last four years, and to create critical mass, Homecoming and Reunion have been merged into the same weekend each fall.

Bulldog Stadium and the new baseball and softball complexes are dazzling new facilities for Bryant's intercollegiate teams. But those reaping the benefits of the New Century plan are not solely confined to the varsity student-athletes: The new Elizabeth and Malcolm Chace Wellness and Athletic Center has been a campus hub for health-conscious students, faculty, and staff. Since the opening of the Wellness Center, Bryant has been able to add a health and wellness coordinator to its staff, and the facilities are open for use throughout the year.

Participation in field hockey, lacrosse, inner tube water polo, and other intramural sports is increasing, as it is in club teams such as rugby, racquetball, squash, bowling, wrestling, ultimate frisbee, cheerleading, and dance. Racquetball and ice hockey are growing in stu-

dent popularity both regionally and nationally, while karate continues to be one of the largest organizations among all club sports.

#### **WHAT THE FUTURE HOLDS**

While it may be a challenge to repeat the success Bryant enjoyed in 2003-04, the foundation is in place for continued success well into the future. In athletics, Bryant has several exciting endeavors on the horizon as it looks to sustain long-term success.

Recently the Athletics Hall of Fame was restored after a 10-year dormancy. The formation of the Black & Gold Club—consisting of alumni, fans, and friends of athletics—continues to grow year after year thanks to various functions including pre-game receptions, alumni reunions, and the annual summer golf outing.

A new athletics Web site and the new and improved Bulldog Athletics logo were unveiled in August. With the growth of the Communication Department on campus, athletics will begin to provide audio broadcasts of various events through the Internet—providing increased exposure as Bryant celebrates the move to University status.

This winter, the men's basketball team will open the season with exhibition games against Division I powerhouses Maryland and Connecticut—representing two of the last three national champions. The games provide excellent exposure opportunities for Bryant with alumni in the Washington, D.C. and Connecticut areas, and in the media with both Maryland and UConn drawing a large contingent of high visibility media coverage.

In the Fall of 2005, Bryant will add men's and women's swimming as intercollegiate sports, bringing the total number of varsity sports offered to 22. With the Northeast-10 Presidents' Cup trophy sitting proudly in the Chace Wellness Center trophy case, the addition of swimming will provide even more opportunities to score points in the conference standings as Bryant strives to remain one of the top programs in the Northeast-10 for years to come. 🍎



**"I TELL OUR KIDS TO RESPECT EVERYONE AND FEAR NO ONE."**

**— HEAD MEN'S BASKETBALL COACH MAX GOOD ON THE TEAM'S EXHIBITION GAMES WITH MARYLAND AND CONNECTICUT.**

# SPOTLIGHT ON BRYANT: FACULTY NEWS

## PUBLICATIONS, PRESENTATIONS, AND APPOINTMENTS

Professor **Frank Bingham**'s co-authored business-to-business textbook *Business Marketing* has been published in its third edition by McGraw-Hill/Irwin.

Professor **Gregg Lee Carter**'s book *Guns in American Society: An Encyclopedia of History, Politics, Culture, and Law*, was chosen as a Booklist Editors' Choice for 2003 by the American Library Association.

**William T. O'Hara**, president emeritus of Bryant University, published *Centuries of Success: Lessons from the World's Most Enduring Family Businesses* (Adams Media Corporation.) O'Hara is the University's Henry Loeb Jacobs Trustee Professor and teaches in the Bryant MBA program. He is also the founder of the Institute for Family Enterprise.

Professor **Janet Dean** is a contributor to the book *Doubled Plots: Romance and History*, which has been published by University Press of Mississippi. According to the editors, the anthology "is a radical approach to romance, a genre often dismissed as diversionary and reactionary."



Janet Dean

Professor **Petra Koppers** was one of nine area artists who received grants from the Rhode Island Foundation. With an award of \$12,000, she will collaborate with VSA

Arts of Rhode Island on workshops that will allow adults with disabilities to explore the rural environment and create "earth works."

Professor **Judy Barrett Litoff** traveled in March to Minsk, Belarus, where she led a two-day workshop at the Center for Gender Studies of the European Humanities University and helped launch a major new project: Women, Memory, and World War II in Belarus. She delivered the annual Charles W. Johnson Lecture at the University of Tennessee's Center for the Study of War and Society in Knoxville on March 31. She also serves as a consultant for the East Tennessee Veterans Memorial Association.

At the request of the U.S. State Department, Professor **Janet Morahan-Martin** was a featured speaker, via digital videoconference, in the panel discussion "Women and Cyberspace" at the American Center in Calcutta, India. The

conference was organized as part of International Women's Day on March 8.

Professor **Robert Muksian**'s paper "The Effect of Retirement Under Social Security at Age 62" was published in the January issue of the Financial Planning Association's *Journal of Financial Planning*. He has been also recently appointed to the journal's editorial review board.

Marketing Professor **Alphonso Ogbuehi**'s co-authored paper "A Negative Binomial Model Applied to the Pharmaceutical Industry" was presented and published in *Marketing Theory and Applications, Vol. 15*, proceedings of the 2004 American Marketing Association Winter Educators' Conference in Phoenix, Arizona, in February. Co-authored papers "Stimulating Trade and Foreign Direct Investment Inflows in Nigeria: A Matter of Transportation Logistics Infrastructure

## FACULTY AWARD RECIPIENTS

The following Bryant faculty awards were presented for the academic year 2003/2004:

**Lori Coakley**  
associate professor of  
management (department  
chair), Mentor of the Year

**Sanjay Putrevu**  
associate professor  
of marketing, Research  
and Publication

**Tom Chandler**  
assistant professor,  
creative writing, Excellence  
in Teaching

**Lynda St. Clair**  
associate professor,  
management,  
Outstanding Service

**Robert Muksian**  
professor, mathematics,  
Bryant Faculty Federation  
Distinguished Faculty Award

Investment” and “Government Influences in Micro Finance Administration in Nigeria: Some Qualitative Comments” were presented and published in *Building Bridges for African Business and Development*, Vol. 5, proceedings of the 2004 International Academy of African Business and Development Conference in Atlanta, Georgia, in April.

Professor **William Sweeney** served as a presenter/panelist at the 13th Annual Action Conference (Community Groups and Unions Working Together for Economic Justice) at the Rhode Island Convention Center in February. He spoke on increasing jobs and incomes for low-income families.

Associate Professor of Marketing **Sanjay Putrevu's** paper, “Sex Differences in Processing Printed Advertisements,” has been pub-

lished in *Psychological Reports*, 94 (June). A co-authored paper, “Environmental and Social Practices: Consumer Attitudes, Awareness, and Willingness to Pay,” will be published in the proceedings of the American Marketing Association: Marketing and Public Policy Conference (May 2004).

Assistant Professor of Science and Technology **Hong Yang** and two senior honors students—Greg Gruenfelder and Warren C. Noyes (with Ben LePage)—recently presented a paper at the 2004 annual meeting of the American Institute of Biological Sciences (AIBS) in Washington, D.C., one of the largest gatherings for biologists worldwide. The paper, “Carbon isotope ratios of individual lipid markers from fossil deciduous conifers: A record of photosynthetic responses to continuous light in the polar regions during the Tertiary,” constitutes a part of the students’ research project

for their honors thesis at Bryant. It explores molecular preservation and stable isotope signatures of the Eocene Arctic flora that existed 45 million years ago.

#### IN THE MEDIA

Professor **Charles Cullinan** was quoted in the *Wall Street Journal* on March 29 in an article on how corporate fraud is changing how auditors work. His co-authored 2002 study on methods used by major auditing firms to examine the books of their clients was also cited.

History Professor **Judy Barrett Litoff** was a guest on 93.3 radio’s “Vital Women.” The program, which focused on the experiences of American women during World War II, aired on Memorial Day. Litoff was also profiled in the June issue of *Rhode Island Monthly*.

Columnist Mark Patinkin cited Professor **Keith Murray** in a piece titled “After 50, the only ads aimed at me are the embarrassing ones,” which appeared in the *Providence Journal* on March 9. The column examined the reasons why most products are pitched to audiences between the ages of 18 and 49. Murray was also quoted in *Providence Business News* in January in an article titled “Fleet starts marketing for merger.”



Keith Murray

## WHERE IN THE WORLD?



### Where are these women, and what are they holding?

If you know the answers to both these questions, drop us a note by e-mail ([alumni@bryant.edu](mailto:alumni@bryant.edu)) or by postal mail (Bryant Business, 1150 Douglas Pike, Smithfield, RI, 02917-1284) by October 15, 2004. We'd love to hear your personal memories of this place or event, so jot them down and send them to us!

We will randomly select one winner who correctly identifies this place and names what these women are holding to win a Bryant University sweatshirt.

Our last “Where in the World” photo contest produced winners from three distinct and important segments of the Bryant community—a current student, an alumnae of the Smithfield campus, and an alumnae of the Providence campus. Matt Curry '07 recognized the Archway that he walks around every day, as did Robyn Langlais Maggio '01, who got a tip from her mother: Vivian Langlois Langlais '54 knew the Archway as it is pictured here in its original position at the entrance to South Hall. Vivian notes that she “was a dorm student in Salisbury Hall, which you can see in the background.” Congratulations to the three winners, each of whom will receive a Bryant sweatshirt.





# SPOTLIGHT ON BRYANT: CAMPUS NEWS

Since our last issue of *Bryant Business*, a remarkable array of activities have occupied students, faculty, and the many members of Bryant's extended family. From career and alumni opportunities to academic events and student-run projects, Bryant University is truly a student-centered learning community.

## ACADEMIC ADVANCES

### INTERNATIONAL COMMUNITY ARTS CONFERENCE

Approximately 100 artists from around the world converged on the Bryant campus June 4-6 for the first conference of its kind in New England. Titled "Community/Performance: Arts and Politics of the Everyday," the conference explored the myriad

issues that arise from the terms "community" and "performance." From Shawn Womack's dance-theater solo, "I'm No Beauty" to a roundtable discussion on the pros and cons of "No Child Left Behind" legislation, the event offered participants the opportunity to network, exchange creative energies, and examine the function of community arts in

the social sphere. Petra Koppers, assistant professor of performance studies at Bryant, served as conference director.

### EDC LAUNCHES TWO NEW PROGRAMS

Bryant's Executive Development Center (EDC) offers two new business programs this fall: The first—Six Sigma—is a quality improvement process driven and supported by top leaders in successful organizations such as General Electric, Honeywell, and American Express. This disciplined methodology uses data and statistical analysis to measure and improve a company's operational performance. Companies that achieve Six Sigma status have enjoyed an organizational shift necessary for continuous improve-

ment, efficiency, and increased profitability.

The second—The Business Management Certificate—will train managers, new executives, and aspiring leaders in the art of negotiation and influence, effective communication, critical thinking, marketing essentials, finance and accounting, organizational change management, and leadership. The Business Management Certificate combines business theory with practical learning applications to develop these skills across a spectrum of business disciplines.

Both programs are available to individuals, groups, or entire organizations. For more information, call 401-232-6323, e-mail [edc@bryant.edu](mailto:edc@bryant.edu), or visit the EDC Web site at: [web.bryant.edu/~edc](http://web.bryant.edu/~edc)

### A REALLY SWEET RIDE

Bryant was one of only two teams that advanced to the finals in the Cadillac National Case Study Competition at Cadillac headquarters in Detroit, Michigan. As part of a marketing class project, five Bryant seniors developed a comprehensive brand marketing strategy, competing against 100 other college and university teams. The Bryant team finished as runners up and received a \$1,000 award.

Cadillac's advertising agency, Chemistri in Troy, Michigan, developed the competition as a way for the company to build a relationship with a younger audience. According to Mary Bester, Senior Vice President for Chemistri, the ad agency

plans to incorporate many ideas from the competition into Cadillac's 2005 communications plan.

Says Professor Elaine-Marie Notarantonio, who taught the marketing class, "The students really came up

with innovative ideas for the competition. They did great work, practiced hard, and it paid off."



Bryant's Cadillac National Case Study team (l to r): Anthony Albanese of North Providence, R.I.; Scott Callahan of East Granby, Conn.; Horacio Caneja of Norwood, Mass.; Avi Levin of Ocean Township, N.J.; and Verna Dejesus of Warwick, R.I.

### **BRYANT STUDENTS KNOW THEIR BUSINESS**

Bryant students know their business, as indicated by their ranking in the top third on the ETS Major Field Test in Business—a test administered by 358 other business schools and which measures proficiency in overall business knowledge.

Tom Dimieri, director of the Office of Planning and Institutional Research, attributes Bryant's good test results to the fact that students are taking the exam more seriously. "If they do well, they know they can include that information on their resumes. Their scores on the ETS also give an approximate idea on how they'll score on the GMAT and how well they might do in graduate school."

The test measures knowledge of core business concepts in eight areas including quantitative business, finance,

accounting, marketing, legal and social environment, economics, international issues, and management. Four Bryant seniors placed in the top 1 percent. And overall, Bryant seniors excelled in their knowledge of quantitative core business concepts, placing in the top quarter of all business majors. "The great thing here is that our students get to see how they stack up against the whole country," says David Lux, dean of undergraduate studies. "We know they are great, and we tell them that. Still, something like these ETS results let our students benchmark themselves and get external validation as well.

"What's really worth noting," continues Lux, "is that our students are successful across the board—it's not just one or two students who stand out. As you go down the line—the top 1 percent, 5 percent, or 10 percent—our graduating seniors are ahead of the curve."

And high scores on the ETS bolster Bryant's academic reputation. "Results like these show us we're headed in the right direction," adds Lux.

All seniors are required to take the ETS Major Field Test in Business, which is part of the senior capstone course—BUS 400: Business Policy.

### **VP FOR ACADEMIC AFFAIRS APPOINTED MEMBER OF PREACCREDITATION COMMITTEE**

V.K. Unni, vice president for academic affairs, has been appointed a member of the PreAccreditation Committee (PAC) for the term July 1, 2004 through June 30, 2007. Comprised of 14 members, the PAC oversees the development of relationships between institutions working toward accreditation and AACSB International. The committee helps AACSB reviewers to understand the institution and the institution to understand the review process. This enables the institution to recog-



*V.K. Unni*

nize needed improvements and then present its best case to the AACSB.

Unni previously served on the AACSB Candidacy Committee and was involved with several initial and reaccreditation visits.

### **BRYANT TO HOST INTERNATIONAL CONFERENCE**

For the first time, Bryant's Office of Academic Affairs and John H. Chafee Center for International Business will host the Academy of International Business—Northeast, USA annual conference. The prestigious event will be held October 7 to 9.

Bryant marketing professor Alphonso Ogbuehi will serve as program and conference chair and is responsible for the overall planning, management, and execution of the conference, which will generate a good deal of worldwide publicity for the University.

Established in 1959, the AIB is the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues. With nearly 3,000 members in 65 different countries around the world, the



AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice.

To be chosen to host the event is an honor, according to Ogbuehi, who said the AIB executive committee conducted a complete review of proposals that came in from several institutions and decided Bryant was the best choice.

"Our selection validates our standing as a quality institution dedicated to excellence in business education," says

Ogbuehi, "particularly given our new thrust into international business."

The timing of the AIB conference is optimal, suggests Ogbuehi, because it coincides with the launch of the international business major and Bryant's move to university status. "By hosting the AIB, we have an opportunity to demonstrate our global reach as a university by the number of participants who will be traveling from as far as Japan and Taiwan," says Ogbuehi.

Among the keynote speak-

ers for the conference are Donald R. Lessard, deputy dean and the Epoch Foundation Professor of International Management, Sloan School of Management, MIT, Cambridge, Mass., who will speak on risk and dynamics of globalization. Others include Gene M. Smith, who will speak on business intelligence in the global economy and Harry B. Brandon, who will present a talk titled "International Security—Living and Working in the Global Economy." Both are of Smith Brandon International in Washington, D.C., one of America's leading consultants in international business risk analysis.

Some of the speakers will interact with students throughout the three-day visit to Bryant, which will enhance the exposure of Bryant students to various academics from different parts of the nation and the world.

## TV STUDIO AND RADIO STATION TO HAVE

### \$4.2 MILLION HOME

Ground has been broken for the University's new TV production studio, a \$4.2 million addition to the Koffler Technology Center that is slated to open January 2005. The studio will also be home to Bryant's radio station, WJMF.

The television studio will serve as a training ground for students enrolled in Bryant's communication degree program or for those minoring in communication. Students will have access to state-of-the-art equipment and technology costing an additional \$500,000. The studio will not have the capacity to broadcast programs, but programming will occur in conjunction with cable television stations.

The soundproof, 3,000-square-foot studio will have a control room, rooms for editing and support, and a "green room" where on-air staff and guests can relax or prepare for a program.

Equipment storage areas will also be constructed.

Says Stan Baran, chair of Bryant's communication department, "the new TV studio will give communication students an opportunity to put into practice everything they learn in their classes about planning communications, budgeting, pre-production, distribution, how to work with talent, copy-righting issues, deciding which technological platform is the most appropriate, writing, researching, and taking ideas and putting them into a form of communication that will have the desired effect."

Bryant currently produces content for the Rhode Island Society for Certified Public Accountants and does their weekly show at Cox Cable Network. With the new TV studio, the show can be produced in Bryant's own facilities and the University can seek other clients for whom it can produce content as well.

"It doesn't matter what area of communication you're in—mass journalism or new

media," says Baran. "As the world converges you're going to practice your communication career across multiple platforms, from face-to-face, broad-

casting, to the Internet. The TV studio will give students the opportunity to practice in an increasingly technological environment."

## ON THE ROAD TO CHINA

President Ronald K. Machtley presented a Bryant University t-shirt to Tenley Peterson '03 in Beijing, China in June. Peterson is teaching English and studying advanced Chinese language in Beijing. Machtley, along with assistant professor of science and technology Hong Yang (on left) and Bryant

Trustee Ned Grace (at right) traveled through China to begin exploring partnerships with Chinese universities. In a seven-day whirlwind tour, they visited six universities in five major cities, met with four Chinese and American governmental agencies, conducted three meetings with Chinese and American business leaders, and visited four national heritage sites.



## ALUMNI-ADMISSION CONNECTION

# Help the Next Generation Achieve and Succeed

As a graduate of Bryant, you can help us continue to recruit a diverse group of quality students. Join fellow alumni around the country by becoming a part of the Alumni-Admission Connection (AAC). Your involvement will vary depending on your interests, availability, geographic location, and graduation class. Some of the activities you may become involved with include:

### Referrals

Help us identify high school students to whom Bryant admission materials should be sent.

### College Fairs

If you live within an hour of an upcoming college fair, you may be invited to represent Bryant at one of these events. This is a great way to share

your enthusiasm and meet prospective students. Several hundred inquiries are brought back to Bryant each year as a result of these fairs.

### Recruiting Events

Throughout the year, AAC members actively participate in on- and off-campus recruiting events such as our fall and spring open houses. Depending on the event, you might speak about your career or simply mingle with prospective students and their families.

### Phone Calling Campaign

During the spring semester, you may be invited to participate in this major campaign to answer questions that admitted students have about Bryant and encourage students to accept our offer of admission.



To join the AAC or for further information, contact Michelle Barbato '95, associate director for events and volunteers, at (800)622-7001 or [mbarbato@bryant.edu](mailto:mbarbato@bryant.edu).

The 2004 Women's Summit sold out early last winter with nearly 1,000 women and men registered. "Our Women's Summit attendees were presented with three great keynote speakers all at different stages in their lives and careers," says Kati Machtley, Women's Summit Chair and wife of President Ron Machtley.

Opening keynote speaker Sharon Allen is chairman of the board at Deloitte, one of the Big Six accountancy firms. Allen has been with Deloitte for over 30 years and has dedicated her life to that company's success. Claire Shipman, the luncheon keynote, is an award-winning international correspondent and broadcast journalist for ABC, who has had exclusive interviews with many important figures including Presidents Clinton and Bush. And closing keynote speaker Deborah Rosado is an entre-

preneur who founded an umbrella company that is a provider to Wal-Mart; she is also the author of *Dream Big! A Roadmap for Facing Life's Challenges and Creating the Life You Deserve*. "These three women, along with the 50 outstanding workshop presenters, provided tremendous examples in courage, character, and creativity for all who attended the 2004 Women's Summit," says Machtley.

Sponsored by Fidelity Investments, and co-chaired by Judith Clare and Mary Moroney, the Summit received strong media coverage including feature articles on the front page of the Business Section of *The Providence Journal* (March 18) and the Sunday edition of *The Call* (March 21).

Plans are now under way for the 2005 Women's Summit, which will be held on March 16, 2005 at Bryant University.



(l-r) Ronald K. Machtley; Claire Shipman, broadcast journalist; Sheila Cavanaugh, senior vice president for corporate affairs, Fidelity Investments; and Kati Machtley.



Deborah Rosado



**2004 WOMEN'S SUMMIT SPONSORS**

Primary Sponsor  
*Fidelity Investments*

Benefactor Sponsor  
*Deloitte*

**PATRON SPONSORS**

*Amica Mutual Insurance Company*  
*EMC Corporation*  
*General Dynamics*  
*Electric Boat*  
*The Providence Journal*  
*Right Management Consultants*  
*Sovereign Bank*  
*Texas Instruments*

**CONTRIBUTING SPONSORS**

*Edwards & Angell, LLP*  
*Leading Women, Inc.*  
*PricewaterhouseCoopers*  
*The Washington Trust*

Sharon Allen



## ADVANCING BRYANT

**BRYANT APPOINTS FOUR TO BOARD OF TRUSTEES**

The University welcomes four new members to its board. Each will serve a three-year term.

**C. Correll "Corey" Durling '75** is co-owner and president of Quick Chek Food Stores/Durling Farms, a family-owned convenience store business that operates 106 stores throughout 15 New Jersey counties. Established in 1966, Quick Chek Foods Stores, Inc. today employs 1,800 workers and has sales in excess of \$200 million. Durling also established Bona Yogurt in Poland in 1990 and Dairy Technomics in 1997.

**Richard A. Plotkin** is the chairman and co-founder of Rooney, Plotkin & Willey, LLP, a large, highly recognized and respected Southeastern New England accounting and consulting firm with offices in Providence and Newport. He has more than 25 years of experience in the public accounting and management advisory services, including business planning, financial issues, accounting controls, personal financial planning, and general management.

**Rita Williams-Bogar '76** is the former underwriting administrator for State Farm Insurance Companies' Parsippany, New Jersey, Operations Center. Her responsibilities included managing the underwriting operations for New Jersey, New York, Pennsylvania, and New England. Bogar is president and CEO of Personal Development Solutions, LLC, in Montclair, New Jersey. She retired in 2003 after 25 years.

**Andrea Barbosa '04** of Somerset, Mass., has been named student trustee. She is a marketing and communication double concentrator. She was a Presidential Scholar,

member of Beta Gamma Sigma, editor-in-chief of *The Ledger*, past secretary of the Student Programming Board, Orientation Leader, member of the Senior Class Committee, and a recipient of two Commencement Awards, including a Senior Service Award.

**BRYANT MEETS THE KRESGE CHALLENGE**

Thanks to the generosity of more than 1,000 alumni, parents, and friends of the University, Bryant has met the bricks and mortar challenge put forth by The Kresge Foundation, an independent, private foundation created in 1924 by Sebastian S. Kresge "to promote the well-being of mankind."

By raising a total of \$20 million to complete the financing for the campus expansion project, Bryant has successfully met the terms of the \$750,000 grant from The Kresge Foundation. By the time Bryant applied to Kresge in 2002, the College had raised more than \$15 million—or 75 percent of its goal—in the

initial silent phase of The Campaign for Bryant. After the Campaign kicked off its public phase in October 2001, Bryant stepped into high gear to raise the final \$5 million to satisfy the terms of the challenge.

"Kresge challenged us to do more than just build a new building," notes vice president for institutional advancement Laurie Musgrove. "We were also expected to broaden our base of support and our level of volunteer involvement." Statistics from the Kresge Challenge bear out the college's success:

- 1,407 individuals contributed 1,540 gifts to the facilities initiative.
- Gifts ranged in size from \$5 commitments from members of the senior classes of 2000, 2001, and 2002 to a \$5 million commitment from George '58, '96H and Carol Bello.
- 54 of these commitments were in amounts of \$10,000 or higher from first-time donors to Bryant.

Many alumni responded positively to last year's request to combine their annual support of the college with a special gift to the Kresge Challenge. "The prestige of The Kresge Foundation and the importance of meeting the challenge resonated with me," says 1968 alumna Mary DuPont-Decelles, who directed her own support to the project, as well as a matching grant from KPMG.

**PROUD OF OUR OWN**

A ceremony to present this year's Alumni Achievement Awards was held on April 8. Award recipients include Kristian Moor '81, Distinguished Alumnus Award; Jennifer Proud Mearns '82, Nelson J. Gulski Service Award; Shannon Dunnigan '93, '97 MBA, Young Alumni Leadership Award; and Harold Records, Distinguished Faculty Award. Acclaimed vocalist Shawn Monteiro performed in a concert following the ceremony, as part of the President's Cultural Series.

## CONFERENCES AND CONNECTIONS

**WOMEN'S HERSTORY MONTH**

The Student Herstory Event (S.H.E.) is an annual junior women's conference providing students the opportunity to explore a variety of women's issues in the workplace. Cheryl Watkins Snead, president and executive officer of Bancker Industries, Inc., was keynote speaker at the March 2004 conference, which was sponsored by the Alliance for Women's Awareness and the Intercultural Center. Another event to celebrate the month was the 9th Annual Women's Herstory Month Awards and Dinner, held March 31, when 32 women



and men were nominated for their contributions toward creating a more equitable and just environment for women.

*Recipients (l-r) Janet Dean, Faculty Award; Jessica Donovan '05, Truc Lai '05, and Aliana Soto '04, Student Award; and Toby Simon, Staff Award.*

## THE 2ND ANNUAL ENTREPRENEURIAL EXTRAVAGANZA

David Neeleman, CEO of JetBlue Airways and one of *TIME* magazine's 100 most influential persons in America, was just one of the prominent speakers at the spring Entrepreneurial Extravaganza, now in its second year at Bryant. Co-sponsored with Brown University, the conference drew nearly 300 students from a distinguished roster of universities including Harvard, Massachusetts Institute of Technology, Princeton, and NYU Stern School of Business. Aspiring entrepreneurs had the opportunity to attend workshops



Amy Henry

and compete in elevator pitch and case study contests.

Other luminaries at the conference included media mogul and philanthropist Ted Turner; the chief economist for the U.S. Small Business Administration Office of Advocacy Chad Moutray; and finalist in the smash television show "The Apprentice" Amy Henry, who gave tips for career success. One of the conference highlights was Neeleman's keynote, in which he stressed the importance of leading by example: Neeleman described how, each week, he boards a JetBlue plane, serves snacks, listens to customers, helps the cabin crew clean up, and is always the last to leave the plane.



David Neeleman

In four years, he has taken JetBlue from a two-plane airline to a company that earned more than \$100 million in 2003.

Troy Byrd, program manager for Bryant's Global Entrepreneurship Program, was co-organizer of this event. For more information about the Entrepreneurial Extravaganza, go to [www.epextravaganza.com](http://www.epextravaganza.com).

## SUCCESS BY DESIGN CONFERENCE

More than 400 people attended the 7th Annual Success by Design Conference held in April at the Rhode Island Convention Center. The daylong conference, which explored how good design can lead to increased sales and profits, featured keynote speaker Ron Johnson, senior vice president of retail for Apple Computer and the driving force behind Apple's successful launch of its retail stores. The conference was presented by the Center for Design & Business, a joint venture between Bryant College and Rhode Island School of Design. For further information, see [www.centerdesignbusiness.org](http://www.centerdesignbusiness.org).



Alan G. Hassenfeld '85H

## HASSENFELD UNCOMMON

In April 2004, students had the opportunity to learn life and leadership lessons from Alan G. Hassenfeld '85H, a Bryant trustee and chairman of Hasbro, Inc., one of the world's leading toy manufacturers. Students were able to network with Hassenfeld at a reception following his talk. This event was sponsored by the Bryant College Xi Psi Chapter of Delta Sigma Pi and the Global Entrepreneurship Program.

# JOIN US AND CELEBRATE HOMECOMING & REUNION AT BRYANT

Friday, Sept. 17 - Sunday, Sept. 19



Come back to Bryant and share the character of success.

Alumni, current students, friends, and families can enjoy a variety of athletic events and plenty of food and fun activities all weekend on Bryant's dynamic campus.

Reconnect with classmates at your class reception.

And don't forget, Bryant is a sponsor of a special WaterFire on September 18. Don't miss this event, at sunset on Saturday night in downtown Providence. There will be a private, casual reception to celebrate the change to Bryant University, with great food, music, and the sparkling bonfires and enchanting music of Waterfire.

To register online, go to [www.bryant.edu/homecoming/](http://www.bryant.edu/homecoming/)

## THE 2ND ANNUAL ENTREPRENEURIAL EXTRAVAGANZA

David Neeleman, CEO of JetBlue Airways and one of *TIME* magazine's 100 most influential persons in America, was just one of the prominent speakers at the spring Entrepreneurial Extravaganza, now in its second year at Bryant. Co-sponsored with Brown University, the conference drew nearly 300 students from a distinguished roster of universities including Harvard, Massachusetts Institute of Technology, Princeton, and NYU Stern School of Business. Aspiring entrepreneurs had the opportunity to attend workshops



Amy Henry

and compete in elevator pitch and case study contests.

Other luminaries at the conference included media mogul and philanthropist Ted Turner; the chief economist for the U.S. Small Business Administration Office of Advocacy Chad Moutray; and finalist in the smash television show "The Apprentice" Amy Henry, who gave tips for career success. One of the conference highlights was Neeleman's keynote, in which he stressed the importance of leading by example: Neeleman described how, each week, he boards a JetBlue plane, serves snacks, listens to customers, helps the cabin crew clean up, and is always the last to leave the plane.



David Neeleman

In four years, he has taken JetBlue from a two-plane airline to a company that earned more than \$100 million in 2003.

Troy Byrd, program manager for Bryant's Global Entrepreneurship Program, was co-organizer of this event. For more information about the Entrepreneurial Extravaganza, go to [www.epextravaganza.com](http://www.epextravaganza.com).

## SUCCESS BY DESIGN CONFERENCE

More than 400 people attended the 7th Annual Success by Design Conference held in April at the Rhode Island Convention Center. The daylong conference, which explored how good design can lead to increased sales and profits, featured keynote speaker Ron Johnson, senior vice president of retail for Apple Computer and the driving force behind Apple's successful launch of its retail stores. The conference was presented by the Center for Design & Business, a joint venture between Bryant College and Rhode Island School of Design. For further information, see [www.centerdesignbusiness.org](http://www.centerdesignbusiness.org).



Alan G. Hassenfeld '85H

## HASSENFELD UNCOMMON

In April 2004, students had the opportunity to learn life and leadership lessons from Alan G. Hassenfeld '85H, a Bryant trustee and chairman of Hasbro, Inc., one of the world's leading toy manufacturers. Students were able to network with Hassenfeld at a reception following his talk. This event was sponsored by the Bryant College Xi Psi Chapter of Delta Sigma Pi and the Global Entrepreneurship Program.

# JOIN US AND CELEBRATE HOMECOMING & REUNION AT BRYANT

Friday, Sept. 17 - Sunday, Sept. 19



Come back to Bryant and share the character of success.

Alumni, current students, friends, and families can enjoy a variety of athletic events and plenty of food and fun activities all weekend on Bryant's dynamic campus.

Reconnect with classmates at your class reception.

And don't forget, Bryant is a sponsor of a special WaterFire on September 18. Don't miss this event, at sunset on Saturday night in downtown Providence. There will be a private, casual reception to celebrate the change to Bryant University, with great food, music, and the sparkling bonfires and enchanting music of Waterfire.

To register online, go to [www.bryant.edu/homecoming/](http://www.bryant.edu/homecoming/)

## STUDENT-RUN SUCCESSSES



### RELAY FOR LIFE RAISES \$56,000

For the second consecutive year, students, faculty, staff, and alumni organized the American Cancer Society's (ACS) Relay for Life at Bryant, an 18-hour walk to honor cancer survivors

and raise money for the ACS. Bryant students, including some cancer survivors, planned and executed this event, which was held on April 16-17. The 520 registrants raised \$56,000 for the American Cancer Society, almost twice as much as last year.

### BMA HOLDS FIRST NETWORKING EVENT

The Bryant Marketing Association (BMA) hosted its first networking event, "Rhode Island's Best," on April 14 in the Grand Hall of the George E. Bello Center for Information and Technology. More than 130 students from Bryant and five area colleges had the opportunity to meet with representatives from 30 companies to learn about job and internship opportunities. Bose Corporation, Fidelity Investments, Maxwell Marketing Group, Sherwin-Williams, and Philip Morris were among the organizations represented.

The inaugural event was organized by Emma Surprenant '04, of North Branford, Conn., who serves as president of the BMA. She and members of the BMA Executive Board decided that one of their goals

for 2003 - 2004 was to provide marketing students—the most popular concentration at Bryant—with more networking and job opportunities.

Surprenant partnered with the Rhode Island Chapter of the American Marketing Association (AMA) to achieve her goal of getting 30 employers on campus. Reaction was positive from both employers and students. "I wanted to help members of the senior class to get jobs," says Surprenant. "Sometimes students need an event like this to give them a push to begin networking with employers and to start thinking about the future."

Surprenant was awarded a Certificate of Excellence from the American Marketing Association Rhode Island Chapter for her work and dedication in planning this event—the first, she hopes, of many more to follow.

### STUDENTS IN FREE ENTERPRISE (SIFE) WIN REGIONAL AWARD

Six members of the Bryant Students In Free Enterprise (SIFE) won the Regional Champion Award at the 2004 SIFE Regional Competition and Career Opportunity Fair in Hartford, Conn., in April. Teams were judged on how well their community service projects taught others the principles of free enterprise. The Bryant team then advanced to the SIFE USA National Exposition, hosted by the Kansas City business

community in late May.

The team includes Daniel Dabrowski '04, of Manlius, N.Y.; Nicole Sparrow '07, of Taunton, Mass.; Michele Clarino '05, of East Haven, Conn.; Bryan Sergeant '05, of Groveland, Mass.; Julie Saucier '05, of Mansfield Center, Conn.; and Cory Robinson '05, of Warwick, R.I. CIS Professor Kenneth J. Sousa, of Smithfield, the team's faculty advisor, was named a Sam M. Walton Free Enterprise Fellow by SIFE in recognition of his leadership and support of the SIFE program at Bryant.

### BRYANT HOSTS NORTHERN RHODE ISLAND SPECIAL OLYMPICS FOR THE 23RD YEAR

A tradition continued on May 8, when Bryant College served as host of the Northern Rhode Island Special Olympics for the 23rd year.

More than 400 athletes competed for the gold in relay races, softball throw, long jump, and high jump. Approximately 200 student volunteers from Bryant, including an all-student Special Olympics management team, aided the athletes.

Members of the Bryant College Alumni Chapter of Rhode Island volunteered at the games as part of their Community Service Program.

Members of the Delta Chi Fraternity at Bryant College began a torch run at 6:30 a.m. from the Rhode Island State House. They travelled on Route 7 North and arrived on campus at approximately 8:30 a.m. A Special Olympian took the torch and lit the flame at the opening ceremonies.

Showing its spirit of teamwork and success, Bryant once again managed a fun and impressive event.





**THE FIRST ANNUAL PRESIDENT'S CUP GOLF TOURNAMENT**

The first annual President's Cup Golf Tournament, which took place June 21 at the Newport Country Club, was a success both at the tee—and beyond. Participants putted their hearts out, inspired by the scenery and the challenging private course, raising more than \$36,000 to support the President's Scholarship, which provides full tuition, room, and board for a talented student every fall.

The event was organized by co-chairs Tom Celona '69, owner of Thrifty Car Rental in Warwick, R.I., and a current trustee; former trustee Jerry Cerce '69, partner of Management Capital; and active honorary trustee Charlie Francis, president of CB/Richard Ellis in Providence, with support from the University's development office.

Approximately 120 golfers graced the greens of the country club, which dates back to 1895 and is one of the original five founding member clubs of the USGA. Designed by William Davis, the club changed significantly between 1913 and 1917, when nine holes were added by architect Don Ross. The club was the site of the 1895 U.S. Open and U.S. Amateur, won by Horace Rawlins and



*Pictured left to right are Tom Celona '69, president of Thrifty Car Rental in Warwick; Rhode Island Governor Donald Carcieri; and Ron Machtley.*

Charles MacDonald respectively and, a century later, the 1995 U.S. Amateur won by Tiger Woods.

"It's wonderful to begin a new tradition with the first annual President's Cup," says Celona. "This year was fabulous and negotiations are already underway for next year's tournament."

Among notable guests in attendance was Rhode Island Governor Donald Carcieri, who welcomed everyone before the official tee-off. Volunteers from Bryant's development office were stationed at each hole to engage with players and offer party favors. A reception with hors d'oeuvres and cash bar with a silent and live auction followed at Castle Hill Inn and Resort. Prizes were awarded to Craig Weisbruch, Betty Arnold, Mike Barone, and Tony Dematteo for "Closest to the Pin"; and Alan Webber for "Longest Drive."

**The President's Cup**



*Left to right are Bryant alumni and Phi Sigma Nu fraternity brothers Dick Sorel '66, Ray Melillo '64, Tom Celona '69, Richard Battista '65, Jim MacNamara '68, and Jack Renza, Jr. '70.*



*Pictured with Bryant University President Ronald K. Machtley (second from left) are (left-right) Jerry Cerce '69, former Bryant trustee and partner of Management Capital; Thomas Celona '69, a Bryant trustee and owner of Thrifty Car Rental in Warwick; and Charles T. Francis, an active honorary trustee and president of CB/Richard Ellis in Providence.*

Trophy—a cherished memento from Bryant's East Providence days—was awarded to Ted May and his golf foursome for the "Lowest Gross Team Score" in the "Best Ball Format." May and his wife, Debbie, are the parents of a Bryant student, Kevin May '07.

**Live auction items ranged**

from the exotic to the practical: Ralph Cote '56 donated a week's stay at the Timothy Beach Resort, West Indies, while Bryant trustee Dr. Kathleen Hittner secured a donation from Miriam Hospital of an external defibrillator for surviving cardiac arrest. Standout silent auction items included a Titleist driver autographed by famed golf pro Billy Andrade, donated by Ted and Debbie May, and a baseball autographed by former player Mark Fidrych, donated by Richard Carriere '82, '87MST.

Rhode Islanders think of Newport Country Club as a sort of "golfer's nirvana," and the event was good fun to a great end: another student will have a chance to build his or her knowledge, character, and success on Bryant's dynamic campus for the next four years.

**SPONSORS** included lead sponsor Tyco Engineered Products & Services, The Berkshire Group, Stuart Brenner/Lovett International, Walter Stepan, Alliance Bernstein, GE Financial, J.R. Group, Inc., Lynch Construction, Move Management, and Trinkle Design Associates. Favors at each tee were provided by Skip Hebert '72 / Bacou-Dalloz; Dana Barron '81 / H.B. Communications, Inc.; David Bottone '86 / Olde Smoke Shoppe; Lucy Callahan / Peachtree Place, Inc.; Tom Celona '69 / Thrifty Car Rental; Nicholas J. Cioe, Jr. '71 / Liberty International, Inc.; Coca-Cola; Frederick Edelstein '65 / Ceramic Development International; Peter Kaloostian '56 / Virginia & Spanish Peanut; Darlene (Scirpo) Riley '95 / Pez Candy, Inc.; Pro-Forma; Robert Salamida '74 / Robert Salamida Co., Inc.; Sodexho; and Swarovski International.

# CLASS NOTES

**1958**

**EDWARD C. LABRECQUE** of Palm Harbor, Fla., graduated with honors from Schiller International University in Dunedin, Fla., with a master of business administration degree in international business.

**1961**

**FRANK E. MACAULEY** Ph.D. of Madeira Beach, Fla., and his wife, Cheryl, completed the Florida Master Naturalist course requirements at the University of Florida, Institute of Food and Agricultural Sciences in Gainesville, Fla. The goal of the Master Naturalist is to assist others in developing a greater appreciation and respect for the land and all the creatures within it.

**1962**

**RICHARD A. BEY** of St. Louis, Mo., retired as an airline captain for American Airlines. Richard volunteers with the AARP Foundation in St. Louis, teaching taxes and doing free tax work for the public.

**1965**

**RICHARD M. TAVONE** of Cranston, R.I., was nominated Golf Teacher of the Year in "Golf Range Magazine." He is a teaching professional at the Washington Village Golf Course in Coventry, R.I.

**1967**

**DAVID E. BENEVIDES** of Cary, N.C., regional director for IBM Corporate Community Relations in Research Triangle Park, N.C., won the prestigious Josephine Clement Award for support of education. This award recognizes individuals who have made an impact on improving public education in Durham, N.C.

**1968**

**THOMAS P. BRISSON** of Reston, Va., was promoted to senior vice president, debt management at SallieMae Corporation in Reston.

**FRANK A. PONTARELLI**



'72MBA, Ph.D. of North Providence, R.I., was named Dean of the Alan Shawn

Feinstein Graduate School at Johnson & Wales University in Providence, R.I.

**1970**

**SUZANNE (LECLAIRE) ACCARDO** of Johnston, R.I., founded and is president of Lenders Title Services, Inc., a title and closing agency located in Johnston. The company will be celebrating its 15th anniversary this year.

**1973**

**PHILIP D. STANG** '76MBA of Naples, Fla., placed Bryant's banner at the Foxboro Tavern in Naples, next to other banners from Boston College, Boston University, etc. Phil hopes other Bryant alums will join him at the Foxboro, where the Sox, Patriots, Bruins, and Celts get plenty of airtime.

**1974**

**KEITH G. HOFFMAN** of Montoursville, Penn., is a sales representative at KEITH Manufacturing Co., for the Northeast, Ohio, and Michigan areas. Keith, who has over 25 years of experience, completed a two week in-plant training program at the company's worldwide headquarters in Madras, Ore., and has also attended numerous trade shows throughout the country.

**PAMELA (QUINLAN)**

**WILKINSON** of Warwick, R.I., is an advancement administrative assistant at Bishop Hendricken High School in Warwick.

**1975**

**ROBERT A. DICAPRIO** of Cumberland, R.I., of Images by Bob DiCaprio of Woonsocket, R.I., was re-certified as a PPA certified photographer by the Professional Photographers of America. This designation indicates that a photographer has met rigorous requirements designed to measure artistic, technical, ethical, and business competence. Bob was also chosen as a finalist in the 2003 An-Ne Awards, the PPA's annual competition for marketing excellence.

**1976**

**MATTHEW J. HELEVA** of Duluth, Ga., was appointed president/chief executive officer (CEO) of Tim-Bar Corporation, a specialty corrugated packaging and point-of-purchase display supplier servicing the eastern United States and based in Hanover, Penn.

**1978**

**GEORGE H. CISNEROS** of Marmora, N.J., is a talk show host on a Christian radio station in Ocean City, N.J. It is a Biblical, financial talk show and features listeners calling in with questions. George covers topics with specialists including CPAs, attorneys, and banking personnel.

**MITCHELL G. SAMUELS** of Elmira Heights, N.Y., is the president of Electri-Cord Manufacturing in Westfield, Penn. Mitchell purchased EWC from Tyco, and in 2001, he formed ES Electri-Cord in Guadalajara, Mexico, and later purchased Power Cabling.

**1979**

**JANET C. SPINELLA** of Watertown, Conn., is a specialty sales representative at GlaxoSmithKline based in Pittsburgh, Penn.

**1980**

**JAMES C. BERARD** of Pleasantville, N.Y., is the chief executive officer (CEO) of Scentsisphere, LLC, located in Pleasantville.

**1981**

**EDWARD J. PARRY III** of Cumberland, R.I., was appointed to the board of directors for Allmerica Financial Corporation. Ed serves as the executive vice president and chief financial officer of Allmerica in Worcester, Mass.

**1982**

**SANDY (MUSUMECI) ALDIERI** of Middletown, Conn., started a new business called Perceptions, which offers both human resources and photography services.

**THOMAS K. HANSON** MBA of Bristol, R.I., was appointed program manager for the radar affordability program at Raytheon Company in Portsmouth, R.I. Tom will be responsible for the overall execution of the various radar cost reduction projects being conducted throughout the company.

**1983****CAROL (PERNORIO) BALERNA** of North

Stonington, Conn., was promoted to controller at Electric Boat, a division of

General Dynamics in Groton, Conn.

**FRANK D'OSTILIO JR.** of

Woodbridge, Conn., was installed as the 2004 president of the Greater New Haven

Association of Realtors. Frank is the president of William Orange Realty with offices in Orange, Woodbridge, and New Haven, Conn.

**MICHAEL T. LINDGREN**

of Southborough, Mass., is senior vice president and head of production at Berkshire Mortgage

Finance in Boston, Mass.

**STEPHANIE (RAGAS) PTAK** of Quincy, Mass., is an account coordinator at Dalbar, Inc., in Boston, Mass.**1984****LEON F. FAIRLEY** of Alpharetta, Ga., was named controller at Citect Americas located in Alpharetta. Citect is a global business solutions provider and leader in industrial automation and information management. Citect is headquartered in Sydney, Australia, with offices located in Australia, Europe, China, and Africa, and its products are distributed in more than 50 countries worldwide.**KEITH R. FOWLER** of Foxboro, Mass., was promoted to manager, forecasting, budgeting, and planning at National Grid in Westborough, Mass.**MARTHA (HEYWORTH) HALVORSEN** of Fort Myers, Fla., was promoted to vice president of finance and operations at Travel Partners USA, Inc., and will open a third office next year in Tampa, Fla.**CARL E. SEADALE MBA** of Barrington, R.I., is a broker with the Brokers Service Marketing Group in Providence, R.I.**1985****DAVID J. SYNER** MST of Cranston, R.I., was elected to the North American Board of Directors CPA Associates International, Inc., which is a leading association of accounting firms. David is a partner at Syner, Cavallaro & Cabral LLP, in Cranston.**1986****BETH (WAGNER) SCHWENZFEIER** of Westborough, Mass., co-founded Computer Expressions, Inc., in Westborough, specializing in computer training for ages 2-99 and business intelligence solutions.**1987****MARK C. LESCAULT** of Swansea, Mass., is the administrator of Grace Barker Nursing Center in Warren, R.I. Mark also serves as the executive director and co-owner of The Willows, an assisted living and adult day care community in Warren. He serves as the treasurer of the Rhode Island Health Care Association, and was elected to the board of directors for the Rhode Island Assisted Living Association.**ROBERT G. SEIPLE** of Northborough, Mass., formed Howard Street Properties, LLC, a South Carolina corporation. They have purchased 20 acres of land in Murrells Inlet in Myrtle Beach, S.C., and are beginning a 30-month project to build and sell 59 single family homes.**RODERICK S. VOGEL** of Cumberland Center, Maine, is the director of philanthropy at The Nature Conservancy in Brunswick, Maine. He is also a trustee of the Maine Island Trail Association and The Children's Theatre of Maine.**1988****DAVID E. HOBAICA** of Bridgewater, Mass., and **ARTHUR G. KARALEXIS** of Norcross, Ga., ran the Boston Marathon on April 19, 2004, in order to raise money for the Dana-Farber Cancer Institute in Boston. They collectively raised over \$12,000 for this effort, and both finished the race.**DAVID E. HOBAICA** of Bridgewater, Mass., is the president of Easton Pool & Spa Inc., in South Easton, Mass. Easton Pool & Spa was inducted into the AQUA 100 Hall of Fame, an honor reserved for the most professional dealers, builders, and service technicians in the pool and spa industry.**ELIZABETH RESENDES**

MST of Smithfield, R.I., was named tax manager at Sansiveri, Kimball &amp; McNamee, L.L.P.

Elizabeth will service closely held and public companies with income tax planning and tax compliance, including the review of "C" and "S" corporation tax returns.

**1989****EVERETT B. GABRIEL** MST of Cranston, R.I., was named assistant treasurer of the Gilbane Building Company in Providence, R.I.**DENISE (RIVARD) JOHANNESSEN** of Quechee, Vt., was promoted to marketing coordinator at Red River Computer Company in Lebanon, N.H.**BRUCE S. LEVINE** of Mansfield, Mass., was named vice president of worldwide sales at eDial, Inc., in Waltham, Mass. The company is a leading provider of real-time collaboration systems, and enables organizations to maximize their overall technology investment and productivity without redundancy in functionality.**TELL US ABOUT YOUR SUCCESS.  
SEND YOUR NEWS TO:***Bryant Business*  
1150 Douglas Pike  
Smithfield, RI 02917-1284e-mail: [bryantbusiness@bryant.edu](mailto:bryantbusiness@bryant.edu)  
fax: **401-232-6732****Please note:** Due to space limitations, we cannot print all entries. The information you provide is subject to editorial review.

DAVID J. MORRILL '91MBA of Hermon, N.Y., presented research papers at two international conferences: "Strategic Planning in a Time of Crisis for a Small Corporation" at the Academia De Ciencias Administrativas VIII Congreso Annual in Acapulco, Mexico; and "Job Satisfaction Level of Petrochemical Workers in the Philippines: A Comparative Case Study" at the Third Wuhan International Conference on E-Business. He created the manuscripts as a doctoral candidate at Argosy University Sarasota in Sarasota, Fla.

#### 1990

JOHN D. CLAYPOOLE of New York, N.Y., vice president of The Citigroup Private Bank in Manhattan, was recognized for the second consecutive year by The Citigroup Foundation in honor of his outstanding contributions to the community. John is an active fundraiser and volunteer of the Central Park Conservancy, GMHC, and God's Love We Deliver. The Citigroup Foundation provided a grant to GMHC in honor of John's dedicated community service.

SHARON M. MATYAS of Hyde Park, N.Y., was named the 2003 Staff Member of the Year at The Culinary Institute of America, where she is special events coordinator. Sharon was also elected to the board of the Hyde Park Central School District.

EDWARD J. RAZZANO of New York, N.Y., was named senior director of film and television at BMG Film & TV Music in New York City.

#### 1991

DONALD J. DESFOSSE of Chelmsford, Mass., graduated with high honors from the Executive MBA program at Boston University in Boston, Mass., and was inducted into the Beta Gamma Sigma honor society. Don, a lead expert for the Integrated Defense Systems Supply Chain Management organization of Raytheon, based in Andover, Mass., received the Raytheon Six Sigma Expert Certification.

DOUGLAS J. HIGBEE of Kings Park, N.Y., was named communications manager of Time Warner Cable Ad Sales in New York, N.Y.

#### JENNIFER M. REMMES



of Cumberland, R.I., and her brother purchased *The Hometown News* in Norton,

Mass. The newspaper circulates predominantly in Attleboro, Easton, Mansfield, Norton, Raynham, and Taunton with an estimated readership of 15,000. Jennifer will handle all the day-to-day operations of the company.

PAUL L. REYNOLDS of Shrewsbury, Mass., was named vice president of quantitative research services at META Group, Inc., of Westborough, Mass.

STEVEN P. SMITH of Avon, Conn., is enrolled in the master of business administration program at the University of Connecticut in Storrs, Conn. Steve is the manager at Corporate Connections in Bloomfield, Conn.

TRICIA M. ZENOBIO of Rego Park, N.Y., was appointed a senior policy advisor to the Commissioner of the New York City Department of Environmental Protection in Flushing, N.Y.

#### 1992

GEORGE D. CHATEAUNEUF of Roslindale, Mass., joined Site Radius Inc., a marketing firm specializing in Web site design, e-commerce, corporate identity development, and more. George is working in all aspects of the business, including sales, marketing, project management, and creative design.

JOHN A. CIRELLO of New Haven, Conn., opened his own law practice with longtime friend Mark P. Vessicchio. Cirello & Vessicchio, LLC, is located in New Haven, and specializes in litigation, real-estate closings, and other areas of general practice.

TAMARA (CLAFFEY) WRENN of South Windsor, Conn., is the business manager for the George Bray Cancer Center located in New Britain General Hospital in New Britain, Conn. Her area of specialty is outpatient treatment, including infusion therapy, oncology research, and physician practices.

#### 1993

THOMAS M. CAPUANO of Cumberland, R.I., was promoted to cash management supervisor at Quick & Reilly in Lincoln, R.I.

KARA (KELLY) DEROSA of Stratford, Conn., was promoted to the position of corporate counsel in the legal department at BIC Corporation in Milford, Conn.

MICHAEL P. GRAY of Sudbury, Mass., was promoted to chief financial officer and vice president of finance at Curis, Inc., a biotechnology company in Cambridge, Mass.

EVELYN A. GREENWALD of Egg Harbor Township, N.J., is an equities analyst at Susquehanna International Group in Bala Cynwyd, Penn.

KEVIN M. LAJOIE of Enfield, Conn., was named manager in the Group Annuity area at Travelers Life & Annuity in Hartford, Conn. Kevin is responsible for supervising a small staff of associates in the completion of actuarial studies, and is heavily involved in the pricing of structured settlements and group pension closeouts.

JAMES M. MARASCIO of Charlotte, N.C., was promoted to director of network operations at Muzak LLC, in Charlotte.

JILL (KOSTZEWSKI) PERKINS of Monroe, Conn., was named director of brand communications at Elizabeth Arden Spas in Stamford, Conn.

#### 1994

PAUL R. AMES of Pittsburgh, Penn., was named director of the Institutional Data Division at Yanni Partners, Inc., in



Pittsburgh. This division is responsible for the Yanni Partners proprietary databases of investment manager performance, statistics, and distinguishing product characteristics.

#### 1995

MARCO A. FIGUEROA of Charlotte, N.C., is the operations manager at Label Service, Inc., in Charlotte.

**KEEP IN EASY TOUCH WITH BRYANT AND YOUR CLASSMATES:**

Update your e-mail address today at:

[www.bryant.edu/alumni.htm](http://www.bryant.edu/alumni.htm)

**KAREN (BISON) HOOPER** of Enfield, Conn., is the human resources manager at First Notice Systems, Inc., in Springfield, Mass.

**KRISTY (BRYANT) TRICE** of Pasadena, Calif., graduated with a master of business administration degree from Pepperdine University in Malibu, Calif.

#### 1996

**JEFFREY L. BISHOP** of Arlington, Mass., is the food service manager for Sodexo Campus Services at Framingham State College in Framingham, Mass.

**JOSEPH G. FINOCCHIARO JR.** of New York, N.Y., was named director of development and operations for the BigBam! Foundation in New York City.

**DANIEL P. LABRECK** of New York, N.Y., is a manager of non-apparel licensing for the National Basketball Association in New York City.

**BRIAN M. MAYER** of Scottsdale, Ariz., was promoted to marketing manager for the University of Phoenix Online in Phoenix, Ariz.

**JESSICA (BONER) MUSUMARRA** of Methuen, Mass., is an executive assistant at Concentric Energy Advisors in Marlborough, Mass.

#### 1997

**CLIFFORD B. BOWYER** of Norwood, Mass., published a new book, *The Imperium Saga: The Impending Storm*.

**JOHN L. CARPENTER JR.** of Pleasant Hill, Calif., is the tax manager-special acquisition services at Deloitte & Touche in San Francisco, Calif.

**JENNIFER A. D'ANDREA** of Manchester, Conn., was promoted to director of human resources at CIGNA HealthCare in Hartford, Conn.

**LISA (FERREIRA) MORRIS** of North Attleboro, Mass., is a senior account manager at New Century Mortgage Corporation in Foxboro, Mass.

**WILLIAM T. SCHIMIKOWSKI** of Northboro, Mass., was promoted to senior manager of product development for the Corporate and Employee Services Group (CESG) at Fidelity Investments in Boston, Mass. CESG offers retail-based products to the institutional marketplace such as stock option plans, employee stock purchase plans, stock appreciation rights, and restricted stock awards plans.

**CHRISTINA (ROSABIANCA) WILONSKI** of Meriden, Conn., is a senior accountant at Ann Taylor, Inc., in New Haven, Conn.

#### 1998

**JENNIFER D. CARVALHO** of Marietta, Ga., was named senior consultant at The Hackett Group, an Answerthink Co. in Atlanta, Ga.

**IVY M. KUSLER** of Newburyport, Mass., was promoted to general manager of the Battery-march Conference Center at ARAMARK Harrison Lodging in Boston, Mass.

#### 1999

**MELISSA (SHOVER) CHMURA** of Cranston, R.I., along with her husband, are the new owners of The Daily Catch Fish Market in Smithfield, R.I.

**MEAGAN S. MIRKOVICH** of Middletown, Conn., an actuarial assistant at The Hartford in Hartford, Conn., was named an associate of the Casualty Actuarial Society (CAS). Meagan was awarded the designation by successfully completing a series of examinations that are administered by CAS twice a year.

**DEREK W. RURKA** of Glastonbury, Conn., was promoted to regional director—client operations for Uniprise, a UnitedHealth Group Company, in Schaumburg, Ill., where Derek will relocate.

#### 2000

**WILLIAM D. CADY JR.** of Dorchester, Mass., was named senior product specialist with Deutsche Asset Management in Boston, Mass.

**DAVID F. GRECO** of Hamden, Conn., was promoted to district manager of the major accounts division at Automatic Data Processing, Inc., in Hartford, Conn.

**RAINA GRIGEVICH** of Foxboro, Mass., is at State Street Corporation in Boston, Mass.

**STEVEN D. LARCO** of Providence, R.I., is a senior financial analyst at Tyco Healthcare in Mansfield, Mass.

#### 2001

**CHRISTOPHER G. BROWN** '03MSIS of Coventry, R.I., was promoted to assistant signal officer for the 118th Military Police battalion in Balad, Iraq. Chris was also promoted to information management officer for the 304th Military Police battalion in Kuwait.

**KRISTINE A. KIRONYO** of Wilkinsonville, Mass., received a master of business administration degree from Suffolk University in Boston, Mass.

**JULIE (CARD) PARKES** '03MBA of Cumberland, R.I., is a replenishment/sales analyst for Hasbro, Inc., in Pawtucket, R.I.

#### 2002

**CARRIE I. BLAIR** of Edgartown, Mass., is a classified ad accounts receivable representative at the Martha's Vineyard Times in Edgartown.

**JASON M. COLGAN** of Cranston, R.I., president of A Safer Start Child University, received an award recognizing A Safer Start as the top early learning institution in education, safety, staff, and overall operations from the Providence Chamber of Commerce, Options for Working Parents, the Department of Human Services, NBC10's Karen Reed, and Verizon.

**MICHAEL G. MAKSYMIV JR.** of Manchester, Conn., successfully completed all four parts of the November Uniform CPA Examination in Connecticut. Michael is an associate accountant at Pue, Leibowitz & Chick, LLC, CPAs, in Vernon, Conn.

#### 2003

**KEVIN F. RILEY** of Warwick, R.I., was named an assistant accountant at Sansiveri, Kimball, & McNamee, LLP, in Providence, R.I.



**KAITLYN R. SPINELLI** of Norwood, Mass., a commercial lines account manager at Berry Insurance in Franklin, Mass., received a Massachusetts license as a Property/Casualty insurance broker.

# IN MEMORIAM

RUTH (GARDNER) MAXCY '28  
*March 17, 2004*

EDMUND J. MASTROVITO '29  
*January 16, 2004*

ELIZABETH A. REYNOLDS '31  
*April 3, 2004*

LORETTA (DONNELLY) BLANCHARD '32  
*March 2003*

HELEN (PARZYCH) DOBRYDNIO '33  
*October 26, 2003*

JOSEPH A. FARIA '33  
*November 11, 2003*

GLADYS (WATERMAN) SHERMAN '33  
*November 10, 2003*

ROSE (GENTILE) DELUCA '34  
*January 30, 2004*

CATHERINE C. HANLEY '34  
*January 1, 2004*

DAISY L. KRAUSE '34  
*April 3, 2004*

ETHEL (KORB) TROBERMAN '34  
*November 14, 2003*

RUTH (ROSS) BINNS '35  
*April 18, 2003*

GRACE (GERRY) DESROSIERS '36  
*January 7, 2004*

HELEN (WELCH) EWALD '36  
*April 12, 2004*

HELEN (BARBER) GOLDING '36  
*November 24, 2003*

ALSTON M. RIGBY '36  
*February 5, 2004*

EVELYN (BEEBE) SNYDER '38  
*October 21, 2003*

HARRIET (SMITH) BAKER '39  
*February 27, 2004*

ROBERT V. COMSTOCK '40  
*April 1, 2004*

JOHN F. DOHERTY '40, '83MST  
*February 19, 2004*

JEAN SWIFT '40  
*January 20, 2004*

PATRICIA (OLIVA) CHAVES '41  
*December 28, 2003*

LEONARD E. SWEENEY '41  
*January 24, 2004*

JANE (MONIER) ZIMMERMANN '41  
*February 24, 2004*

AILEENE L. GOODLOFF '44  
*April 25, 2003*

CARL A. PETRONIO '44  
*January 14, 2004*

FRANCES (CUDDY) SWEENEY '45  
*November 8, 2003*

BERTHE (METHOT) ERICKSON '46  
*March 13, 2004*

SHIRLEY (SMITH) POYNTER '46  
*January 31, 2004*

MARY (COGSWELL) RUSSELL '46  
*December 9, 2003*

ALFRED C. IWANSKI '47  
*February 17, 2004*

VINCENT R. LONARDO '47  
*December 16, 2003*

EDWARD J. STRYBUC '47  
*April 6, 2003*

BESS (DARDECK) BARBER '48  
*November 22, 2003*

C. BARD HILLS JR. '48  
*February 4, 2004*

RAYMOND N. WALSH '48  
*March 4, 20004*

ANTHONY BISBANO JR. '49  
*February 13, 2004*

BETTY (DEXTER) BROWNING '49  
*December 11, 2003*

DOMENIC N. DILAURENZIO '49  
*April 10, 2004*

ARNOLD R. GOODMAN '49  
*January 12, 2004*

RICHARD V. HARRIS '49  
*November 12, 2003*

BURTON S. HIMELFARB '49  
*November 2, 2003*

RICHARD L. HOLBROOK JR. '49  
*March 31, 2004*

JOHN L. WILSON '49  
*March 6, 2004*

ANTHONY D. ANANIA '50  
*April 15, 2004*

ROSALIE (SANDERS) FINEBERG '50  
*April 13, 2004*

FLOYD E. FORDE '50  
*January 19, 2004*

SEBASTIAN C. SANTORO '50  
*April 15, 2004*

WILLIAM R. DAVIS JR. '51  
*March 8, 2004*

LEO P. PRIVE '51  
*February 26, 2004*

GERARD L. SEPE '51  
*December 24, 2002*

DAVID T. KEARNS '52  
*July 31, 2003*

LULA (SLEMON) SIMMONS '52  
*February 27, 2004*

GARDNER R. THOMPSON '52  
*March 10, 2004*

JOSEPH A. CALVO '55  
*November 13, 2003*

ANDREW E. GABORCIK '55  
*October 30, 2003*

PHILOMENA (BIELIZNA)  
CASTRONOVO '56  
*December 6, 2003*

RAYMOND R. LEVESQUE '57  
*March 31, 2004*

ROBERT J. MCMILLAN '57  
*February 25, 2004*

RICHARD R. PELLETIER '58  
*October 31, 2003*

EDWARD A. ELLIMAN '60  
*December 31, 2003*

ANTHONY J. SILVA JR. '60  
*February 7, 2004*

LUCIEN R. NOURY '61  
*December 23, 2003*

RICHARD M. STANEK '65  
*February 24, 2004*

RUSSELL K. BELL '66  
*December 26, 2003*

THEODORE V. MCGRATH '67  
*September 20, 2003*

ROBERT R. RAJOTTE '67  
*November 14, 2003*

JEAN R. LECOMTE '68  
*January 31, 2004*

FRANCIS J. LYNCH '70  
*December 28, 2003*

JOHN H. WHITEFIELD '72  
*March 9, 2004*

E. ROBERT PARRELLA '73  
*March 5, 2004*

ROBERT C. LONG '74, '78 MBA  
*March 16, 2004*

SHIRLEY (JOHNSON) O'HARA '75  
*January 4, 2004*

RENE L. RICHARD '75  
*January 11, 2004*

RICHARD E. WAGNER '75  
*April 1, 2004*

ANTHONY A. SARLI '76  
*December 25, 2003*

GARY R. SEAMAN '76  
*December 26, 2003*

JOHN L. CURRIER '78  
*January 1, 2004*

CHARLES E. O'DELL '78  
*February 26, 2003*

ROBERT W. JOHNSON '79MBA  
*November 24, 2003*

LOUISE (SHEPARD) TERRA '79, '85MBA  
*January 8, 2004*

JOAN MANCINI '80  
*March 17, 2003*

HERBERT A. THOMPSON JR. '80MBA  
*December 23, 2003*

PETER OKERO '81MBA  
*March 20, 2004*

CHERYL L. SABATINI '81  
*February 2, 2004*

CHERYL A. RUGGIERO '83, '90MST  
*March 17, 2004*

DAVID E. GRANT '86  
*March 13, 2004*

JEPHRY R. BOISVERT '88  
*January 1, 2004*

GREGORY B. MILLER '89  
*December 26, 2003*

KIM L. HENRIES '90  
*November 14, 2003*

JENNIFER (HUNTER) YATES '92  
*April 13, 2004*

CRAIG S. ADAMZ '94 MBA  
*December 28, 2003*

---

ALTON H. MOTT  
*May 1, 2004*

Alton H. Mott was vice president for business affairs at Bryant College from 1979 to 1987 and controller from 1973 to 1979. He is survived by his former wife, Joanne (Thibeault) Donovan, his daughter Bethany, and sons Adam, Andrew, and Justin. A former resident of Rhode Island, Mr. Mott lived in Naples, Fla.



Bryant is accredited by  
AACSB International -  
The Association to Advance  
Collegiate Schools of  
Business, which recognizes  
those institutions that meet  
its rigorous standards of  
excellence.



Bryant BUSINESS

1150 DOUGLAS PIKE  
SMITHFIELD, RI 02917-1284

