

Bryant University

## Bryant Digital Repository

---

Bryant 360

Publications

---

12-2010

### Bryant 360, December 2010

Bryant University, Office of Admissions

Follow this and additional works at: [https://digitalcommons.bryant.edu/bryant\\_360](https://digitalcommons.bryant.edu/bryant_360)

---

2 NO EXCUSE  
not to ACE your studies



3 GRAD FINDS MARKETING  
has appeal

6 FIELD HOCKEY  
exceeding coaches' poll

# BRYANT 360°

360° NEWS AND VIEWS  
FOR STUDENTS AND  
FAMILIES

DECEMBER 2010



Honors Program members strike a pose in Times Square.

## JetBlue, King Tut, and über-networking

Classroom learning met the real-world head-on this semester when Bryant students took part in the 4th Annual New York City Experience, a three-day trip that is part of the Honors Program curriculum. Accompanied by several professors and staff members, 24 students connected with prominent Bryant alumni and toured leading organizations that they had examined as case studies. Cultural activities included a Broadway play and the King Tut exhibit at the Discovery Times Square Exposition.

Day and night, students and professors engaged in thought-provoking discussions ranging from tax cuts and unemployment benefits to offshore

drilling and a statewide ballot referendum that would have changed the official name of the State of Rhode Island. On the bus ride home, catching some zzz's took a back seat to helping a classmate with a survey for a statistics project he was working on.

"We motivate each other to do our best," says **Alaina Umbach '13** (South Glastonbury, CT).

### Nexus of networking

**Courtney Bernard '13** (Uxbridge, MA) believes the Honors Program is providing her with the skills she'll need to excel in the future.

CONTINUED ON PAGE 8

## Bryant senior jump-starts her career at Reebok

After completing a paid summer internship with Reebok International in Canton, MA, **Alexandra Pearson '11** segued into a second internship with the company – this time for academic credit.

The North Dighton, MA, senior is a Consumer Insights Intern in the Brand Strategy Department. On Tuesdays and Thursdays, she arrives at Reebok headquarters for a 7 a.m. spin class, then works from 8:30 a.m. to 5 p.m. Through online communities and focus groups, she researches how the Reebok brand resonates with consumers, compiles competitive analyses on categories within the industry, and evaluates qualitative research. She's taken part in a project that involved skateboarders on the Dew Tour in Boston and has also traveled to Dallas

and Phoenix to observe focus groups.

"The team I work with is small, so that allows me to spend a great deal of time working with each person," she says. "Their wisdom and knowledge of the industry, as well as consumer research, is what I aspire to in my own career."

Even though she's a marketing major, Pearson never thought she wanted to do market research. "These internships have shown me that I not only enjoy it but will also most likely start my career in this type of position."

She secured her initial interview through a job search site but says she would have been passed over had she not worked with the Amica Center for

CONTINUED ON PAGE 8



Alexandra Pearson '11 is in her second internship with Reebok.

BRYANT UNIVERSITY OFFICE OF ADMISSION | 1150 Douglas Pike | Smithfield, R.I. 02917-1285

RETURN SERVICE REQUESTED



BRYANT 360  
INFO SESSION  
February  
23 or 25

Non-Profit Org.  
U.S. Postage  
PAID  
Providence, RI  
Permit No. 111



# John Dietrich

Associate Professor of  
Political Science  
Curriculum Coordinator  
Global Studies and Political Science



As the son of a college professor and a teacher, you could say that education is part of Professor Dietrich's DNA. Students describe his classes as eye-opening, challenging, and even life changing, often sparking career interest in law, public service, or government. In addition to advising and mentoring his students, he creates a supportive environment for his colleagues – especially new professors – earning him the “2010 Mentor of the Year” award.

Professor Dietrich is the editor of the “The George W. Bush Foreign Policy Reader: Presidential Speeches With Commentary,” and the author of numerous journal articles, book chapters, and reviews. He holds a Ph.D. in Political Science from Johns Hopkins University, and his research and teaching interests include international relations, U.S. foreign policy, international security, and human rights policy.

We asked Professor Dietrich to complete a number of sentences for *Bryant 360*. We're pretty sure you won't find any of this information in his “curriculum vitae.”

When I was in high school, I wanted to be a pediatrician because I like kids and science.

In my spare time, I spend time with my children, watch sports, and try to get some regular exercise.

The last CD I bought was “Playing for Change.” It features street musicians from around the world performing in their local styles.

My students would say that I'm very organized, focused on teaching, pretty demanding in my expectations.

If I wasn't teaching, I would be doing some kind of public service or government work.

I was attracted to Bryant because I wanted to be at a school where I knew my students – and I love living in this part of the country

I think our students are hard working, interested in learning more about the world, and aware that helping the community is important.

➤ [WWW.BRYANT.EDU/GLOBALSTUDIES](http://WWW.BRYANT.EDU/GLOBALSTUDIES)  
[WWW.BRYANT.EDU/POLITICALSCIENCE](http://WWW.BRYANT.EDU/POLITICALSCIENCE)

# Your ACE in the hole

The rigor of college-level coursework can be a challenge for many first-year students. Did you know the average Bryant student is assigned 600 pages of reading? *Each week?*

The University has the perfect place for students who need help navigating their academic programs. The Center for Teaching and Learning, which houses the Academic Center for Excellence (ACE) and The Writing Center, is staffed by well-qualified professionals and has several study areas and academic labs.

“ACE is a great resource available on campus for extra help, advice, or some guidance.”

ALEXANDRA DIGREGORIO '12  
CHARLTON, MA

ACE is dedicated to helping Bryant students become self-reliant, confident learners. A myriad of services – such as peer-tutoring and learning labs in math, economics, finance, and accounting – go a long way to support academic progress and help students discover which study strategies work best for them.

“We see 75 to 90 percent of all first-year students in ACE and the Writing Center,” says Director Laurie Hazard, Ph.D. “Our research shows that students who use ACE services three to five times

or more per semester typically see a .5 increase in their GPAs.”

Alexandra DiGregorio '12 (Charlton, MA) uses the Center's study labs and takes advantage of regular one-on-one tutoring appointments. “ACE is a great resource available on campus for extra help, advice, or some guidance,” she says. “Questions always arise while doing work, so why not seek help rather than remain confused.”

The ability to write clearly and effectively is a critical skill in any professional field and key to success in many courses. The Writing Center offers one-on-one service with professional writing specialists and student writing consultants through all stages of the writing process, including brainstorming, outlining, thesis development, and draft editing.

“We work with students to improve their own writing, rather than just ‘fixing’ mistakes,” says Hazard. “With the help of ACE and the Writing Center, students develop the strategies and skills they need to succeed in their fields of study and in their careers.”

Throughout the semester, ACE and The Writing Center also hold workshops on issues such as time management, prepping for finals, and writing a research paper.

Take a look at everything The Center for Teaching and Learning has to offer at [ace.bryant.edu](http://ace.bryant.edu).

## ADVICE4U

“School is as important as extracurriculars. Keep a balance!”

LETICIA SANTANA MORA '11  
ACTUARIAL MATHEMATICS  
LA ROMANA, DOMINICAN REPUBLIC





CLASS OF 2010 | Where are they now?

Finance major **Nicole Archambault** (Southington, CT) is in the Financial Development Program at The Hartford. She was a member of the Bryant Senior Advisory Council and the Center for Student Involvement’s Leadership Council. She received two Commencement awards recognizing her leadership qualities and outstanding service to the student body. She plans to earn a graduate degree in higher education administration.

**Christopher Claude** (Medford, MA), a communication major, is pursuing an MFA in Motion Picture Production at the University of Miami. He was a member of Bryant’s Media Production Club, serving as a cameraman, among other roles, for Bryant Axis TV talk shows “Sports Axis” and “Morning Delight,” both filmed in the University’s television studio.

**Robert Harvey** (Mount Laurel, NJ), who earned a Bachelor of Arts in Sociology and Social Research in three years, is pursuing a Master of Theological Studies at the Harvard Divinity School. Among his many co-curricular activities at Bryant, he served as president of the Student Senate and was a member of the Multicultural Student Union.

**Lauren Prue** (Griswold, CT) is a senior actuarial analyst in CIGNA’s Actuarial Executive Development Program. At Bryant, she was a member of the Honors Program and was part of the Bryant team that captured third place in the 2nd Annual Actuarial Case Competition sponsored by Travelers Insurance. She received The John Hancock Insurance Company Award at Commencement.



Robert Harvey '10 is enrolled at Harvard Divinity School.

**Jessica Reategui** (Wethersfield, CT) will spend the next two years as a Peace Corps volunteer in Ecuador. The marketing major, who minored in sociology and service learning, will be part of a community development program for at-risk youth and their families. She has mentored students at a charter school in Providence and worked with children through a community development program in Connecticut.

International business major **Eli Gervais** (Charlton, MA) fulfilled his program’s requirement to minor in a foreign language and participate in an international academic experience by studying Mandarin Chinese in Shanghai. Today, he works in China as a resident assistant for a study abroad program and helps students practice Mandarin Chinese. As a senior, he was inducted into Beta Gamma Sigma, a national honor society in business.

For 2010 grad, marketing has its appeal

As a business developer for Mediapeel, a marketing firm that specializes in content development and delivery using traditional and new media, **Justin Andrews '10** works closely with prospects and existing clients and analyzes trends in the industry. When he joined the Lincoln, RI, firm in June, the 2010 graduate hit the ground running.

“Bryant prepared me to look at organizations from a number of perspectives and to evaluate strategies from both a quantitative and qualitative standpoint,” says Andrews, of Spencer, MA. “This knowledge and experience is crucial in helping me to understand what I’m looking for and how to solve problems.”

To say that Andrews had a hand in his own success is a bit of an understatement. He set goals for himself from the start of his education. He held four internships and made the Dean’s List every semester, graduating Summa Cum Laude from the Honors Program. In addition, he helped coordinate Bryant’s 2009 Elevator Pitch Competition.

He was also part of the marketing class that competed to name an innovative Intermodal transportation system at Rhode Island’s T.F. Green Airport. Marketing Lecturer Jean Murray threw down the challenge, teams were formed, and the students met with representatives of the Rhode Island Airport Corporation (RIAC).

Andrews and his team set about developing a logo, tagline, brand, and a list of reasons why their suggestions made sense. Andrews, who was interning at Mediapeel, spent extra time developing logos with the company’s graphic software. The group presented the concept and a number of variations to the RIAC team, which resulted in the students collaborating with the RIAC to develop the name that was finally chosen – InterLink.

For their efforts, Bryant received a \$1,000 grand prize that was added to a scholarship fund in memory of Marketing Professor Joseph Ouellette. On October 27, Andrews and Professor Murray were among those invited to the grand opening of InterLink. They mingled with top state and government officials and heard praise for Bryant’s role in the project. Says Andrews, “It was such an honor and privilege to be there.”

When he was first looking at colleges, Andrews’ search led him to several larger schools and the top business schools in New England. Bryant stood out as having the best campus and the most welcoming representatives. The Honors Program offered a challenging academic track, he says, while co-curricular groups and events promised an exciting social experience.

“Bryant more than fulfilled everything it claimed to offer on my first tour,” he says. “It gives its students every opportunity to succeed.”



Marketing Lecturer Jean Murray and Justin Andrews '11 share a laugh with Rhode Island Governor Donald A. Carcieri.

BRYANT BY THE NUMBERS | Academic Center for Excellence (ACE) 2009-10

.5

GPA INCREASE FOR REGULAR USERS OF ACE AND WRITING CENTER



7.5

AVERAGE NUMBER OF VISITS PER STUDENT



6,318

LAB VISITS



5,493

STUDENT VISITS WITH PROFESSIONAL STAFF AND PEER TUTORS



# BRYANT U.





# NIVERSITY



[admission.bryant.edu](https://admission.bryant.edu)



# Field hockey team finds success in Division I

## Field Hockey qualifies for Northeast Conference Playoffs

The field hockey team began the program’s first venture into Division I postseason play when it competed in the Northeast Conference semifinals November 5. The Bulldogs clinched the third seed in the Northeast Conference by closing the season with victories over Quinnipiac and Sacred Heart.

Bryant, which has won seven of its last 10 games and exceeded the preseason coaches’ poll ranking of fourth in the conference, qualifying for postseason play in its first season of eligibility. Coach Shaunessy Saucier’s squad was one of two programs in Bryant athletics that was fast-tracked for full Division I membership, allowing just two seasons

for the squad to adjust to the next level of play.

## Field hockey standouts earn Northeast Conference awards

Field hockey senior defender **Brittany Glenn** (Easthampton, MA) headlined a trio of All-Northeast Conference selections for the Bryant University field hockey team, earning the program’s first-ever, first team all-conference recognition, as announced by league officials at the NEC Championship Awards Banquet.

Juniors **Courtney Landi** (Kingston, NY) and **Katherine Andrusin** (North Andover, MA) were named to the all-conference second team, rounding out the most all-league picks for the Bulldogs since joining the Division I ranks.



Brittany Glenn ’11 earned Bryant’s first-ever first team all-conference recognition.



## Big football win highlights Parents & Family Weekend

October 30 was a crisp fall day – perfect for football and Parents & Family Weekend. With a capacity crowd filling Bulldog Stadium and the tailgate area, the football team didn’t disappoint as the Bulldogs rallied to beat their opponent. Numerous records and milestones were set in the game as the Bulldogs remained undefeated at home on the year.

## Bryant men’s basketball ready to go for 2010-11

With a veteran returning cast to surround a strong group of incoming freshmen, the men’s basketball team has many things to look forward to in the 2010-11 season, not the least of which is proving to the basketball world just how much the program – in only its third Division I campaign – has improved from a year ago. Looking at the talent the Bulldogs have returning from last season and how much they gain from an impressive incoming rookie class, head coach Tim O’Shea already knows the monumental turnaround that his team is capable of.

The NEC will televise 22 men’s basketball conference matchups in 2010-11, including a pair of Bryant contests. The Bulldogs will appear on MSG+, Fox College Sports, and



Cox (CT/RI) when they take on Central Connecticut in New Britain on Wednesday, Feb. 9 (7 p.m.) and will host Sacred Heart at the Chace Athletic Center in front of a national audience on Saturday, Feb. 19 (2 p.m., MSG, Fox College Sports, Cox).

► [WWW.BRYANTBULLDOGS.COM](http://WWW.BRYANTBULLDOGS.COM)

# Age is no barrier for young entrepreneurs

It was a whirlwind couple of days for entrepreneurship concentrator **Chiyun (Jane) Li ’12** (Tongling, China) at the New England Startup Weekend held at Bryant in October. As part of a group of current and aspiring entrepreneurs who pitched their ideas for companies, Li confidently presented “Bridging Cultures,” an intensive immersion camp in China focused on teaching English and living in the United States.

“While pitching my idea, I truly realized the impact of the education that Bryant provides me,” says Li, whose idea was selected as one of the dozens developed throughout the weekend. She recruited a team that included **Mayreni**

**Hernandez ’12** (Providence, RI) and Santiago Paara, a high school student from New Jersey who hopes to enroll at Bryant.

The group worked late into the night Friday, all day Saturday, and most of Sunday before returning to the stage to pitch a refined idea based on their research. “During the whole weekend, I watched and experienced the amazing process of how people can transform an idea into a reality,” says Li. Her pitch wasn’t one of the top three, but that has not dampened her enthusiasm for starting the company. Her entrepreneurial marketing teacher, Sandra Potter, taught her well.

“Professor Potter always told us there is no failure,” says Li. “Instead, she

encouraged us to overcome obstacles and keep trying.”

Communication major **Kevin Mandeville ’11** (Charlton, MA) was a member of the team that placed second among the final pitches on Sunday evening. An experienced entrepreneur in his own right, Mandeville has already launched a web and graphic design business called Bounce Web Solutions. “The best part of the weekend was the connections I made and people I worked with,” he says. “I learned so much from them and will continue to do so moving forward.”

Mandeville worked on the CrossCampus team, which created an application

for smart phones that would make existing information and maps on college Web sites more searchable and user-friendly for visitors. The idea was pitched by Emily Gravel, a high school senior from New Hampshire who hopes to be part of Bryant’s Class of 2015 beginning next fall.

“Amazing weekend that I will never forget!” she tweeted.



BRYANT HAS HISTORY



1

1. College life at Bryant in the 1950s included formal teas, visits to the soda fountain, and wearing beanies during freshman week.



2

2. Margaret Chase Smith, United States Senator from Maine from 1949-1973, received an Honorary Degree in 1959.



3



3. Bryant held its first classes on the Smithfield campus on September 20, 1971 – just 17 months and one day after groundbreaking.

Faces in the Bryant crowd



Nick Russell '13  
Computer Information Systems  
Bellingham, MA

Russell and three other members of the Bryant chapter of Students In Free Enterprise (SIFE) traveled to Los Angeles with a faculty advisor to attend the 2010 SIFE World Cup. Their aim was to evaluate the competition and determine how to take Bryant's chapter to the next level. Russell observed a number of presentations and networked with many of the 1,500 SIFE students representing 39 countries, as well as university and government leaders. He also blogged his impressions for the Bryant home page. "The trip inspired me to become 'SIFE for Life,' meaning I plan to carry the SIFE mission of social responsibility and free enterprise into my future and well beyond Bryant," he says.

➤ [WWW.BRYANT.EDU/SIFEWORLDGIFT](http://WWW.BRYANT.EDU/SIFEWORLDGIFT)



Emily Murphy '11  
Marketing  
Quincy, MA

From her first day at Bryant, Murphy, an Honors Program member, focused on academics and developing the skills to excel in a career. She also took part in co-curricular activities, developed friendships, and built networks that have made for an unforgettable college experience. Murphy serves as Senior Class Gift Co-chair and is helping to raise \$40,000 for a gift that will be voted on by the senior class. "It's important to me that our class provides future Bryant students with a gift that represents the beliefs and personality of the Class of 2011," she says.

➤ [WWW.BRYANT.EDU/SENIORCLASSGIFT](http://WWW.BRYANT.EDU/SENIORCLASSGIFT)



Christina Shaw '10  
Woonsocket, RI  
Management

"From the moment I first stepped onto campus, I knew that Bryant was the school for me," says Shaw. Being a commuter student didn't stop her from becoming fully engaged on campus. She served as a student assistant in the Intercultural Center and made it her second home. She joined the Society for Human Resource Management, Toastmasters, and the Bryant Senior Advisory Council. At Commencement, she received the George J. Kelly Award for having the highest cumulative grade point average in her class and was appointed to Bryant's board of trustees. Two summer internships with MetLife Auto resulted in a job offer as a project analyst.

➤ [WWW.BRYANT.EDU/CHRISTINASHAW](http://WWW.BRYANT.EDU/CHRISTINASHAW)



Mary Lyons, Ph.D.  
Professor of Communication

Although she's been teaching at Bryant for 40 years, Professor Lyons keeps her finger on the pulse of world changes and adapts the curriculum to meet future needs. "I'm always working with a new technology," she says. No stranger to thinking outside the box, she earned her undergraduate degree in English from Simmons College, then set about the task of truly understanding her students by enrolling in Bryant's MBA program. "I wanted to be able to reinforce what they were learning and offer alternative ways of looking at a problem," she says. The idea of retirement hasn't even entered her mind. "What else could I do that I enjoy this much?"

➤ [WWW.BRYANT.EDU/MARYLYONS](http://WWW.BRYANT.EDU/MARYLYONS)



## IMPORTANT ADMISSION DATES



### Ladies' Night

Wednesday, February 16  
Tuesday, February 22

### Bryant 360

Wednesday, February 23  
Friday, February 25

### Transfer Information Session

Saturday, February 26

► [ADMISSION.BRYANT.EDU](http://ADMISSION.BRYANT.EDU)

## Bryant senior jump-starts her career at Reebok

CONTINUED FROM PAGE 1

Career Education on her resume. She also took part in various workshops and solicited advice.

"Amica gives you the tools to be successful in your job search," she says. "Courses such as Career Planning 101 help you figure out the steps you need to take to get to your career path, and other sessions help you with everything in between."

In addition to two internships with Reebok, Pearson has also completed two internships with Biogen, Idec in Cambridge, MA, the oldest independent biotech firm in the world. She studied in Scotland for a semester, and spent two weeks in Panama, Ecuador, and the Galapagos Islands through the Sophomore International Experience. She's also found time to volunteer for Relay for Life, and participated in two community service projects as part of her sociology and service learning minor, tutoring inner-city high school students and assisting at the Rhode Island Free Clinic.

It seems like only yesterday that Pearson was beginning her college search and visited Bryant – a decision she made



because her father and uncle are alumni. "It was a beautiful spring day, and the campus was in full bloom," she recalls. "I compared every college I visited after that to Bryant, and none were able to compete with its beauty, sophistication, and professionalism."

Now, in her senior year, she hopes to enter the field of consumer insights, which she feels is not only the perfect fit but also a solid foundation for a marketing career. She believes she's ready – well rounded and fully prepared for a career in business.

"Any student who is considering Bryant should realize that it is more than just an academic experience," she says. "It is a community where you can expand your intellectual knowledge, have incomparable experiences, and form relationships that will last a lifetime."

## JetBlue, King Tut, and über-networking

CONTINUED FROM PAGE 1

"In addition to programs like the NYC Experience, professors integrate real-world applications to enrich students' understanding of the concepts we talk about in class and read about in textbooks," she says.

For Bernard, the highlight of the trip was the opportunity to hobnob with accomplished Bryant alumni during a reception at the New York Athletic Club. The students were in awe, but the alumni were equally impressed by the students.

Host **Nick Bohnsack '00**, partner and COO of Strategas Research Partners, lauded the students for their drive to be the best. "Our firm interviews a lot of recent graduates from a variety of colleges and university, and we are continually *unimpressed*," he said. "But these students live up to the billing of being honors students, and we would be happy to have them work for our firm."

**Anthony Nader '12** (Milton, MA) connected with **Scott Powell '94**, vice president of investor relations at Hayden Communications International. By the end of the evening, Powell offered Nader the opportunity to shadow him the following morning and invited him to be present at the NASDAQ closing bell on Friday afternoon.

"The fact that the students are willing to accept the invitation to be in the Honors Program is a feather in their caps because it signifies that they realize where they want to be in four years," says **Barry Ringelheim '68**, senior vice president of investments at UBS.

### Behind the scenes and ahead of the competition

Students were treated to a behind-the-scenes tour of the JetBlue Operations Center, a visit coordinated by Honors Program member and Bryant resident airline guru **Dan Webb '12** (Harrisville, RI). The group got a crash course on retail management at the Times Square Location of Toys"R"Us, and later met with a senior vice president at Nickelodeon.

Prior to the trip, which was organized by CIS Associate Professor and Honors Program Coordinator Kenneth Sousa, students researched the companies so they could ask questions of the executives. At Toys"R"Us, questions launched discussions about plans to open temporary stores during the holidays, as well as strategies for managing a large volume of suppliers at the world's biggest toy store. At Nickelodeon, students learned how the organization mitigates the risk of negative backlash associated with advertisements that air on the network.

"Anyone can memorize theories and vocabulary and recall them for a quiz or a test," says **Matt Galluzzo '11** (Londonderry, NH). "But being able to take that outside the classroom and see it applied in real life is when you really start to learn."

## OVERHEARD

"Parents and Family Weekend at Bryant was terrific. As parents of a freshman, we left campus with big smiles knowing our daughter is in such an inspiring, beautiful, and secure environment. Tupper adds a nice touch too!"

KERRY AND TED MCFARLIN  
PARENTS OF KELLY MCFARLIN '14

## Visit Bryant and see for yourself

At Bryant University, 12 miles outside Providence, Rhode Island, seeing is believing... according to Barron's "Best Buys in College Education."

A campus visit is the best way to make an informed decision about college. Prospective students who visit Bryant's campus usually apply – evidence that our friendly atmosphere, beautiful campus, and high-quality academics are best experienced in person.

- Take a **Student Guided Tour** (Monday-Friday and most Saturdays).
- Attend an **Information Session** presented by a member of the admission staff (Monday-Friday and most Saturdays).

- Spend a **Day With Class**.
- Schedule an **interview** with an admission counselor or a student fellow.
- **Fly-in** and you may qualify for a reimbursement.

Can't make it to campus? Take a **Virtual Tour** at [admission.bryant.edu](http://admission.bryant.edu).

► **CHECK OUT THE FULL CALENDAR OF ADMISSION EVENTS AT [ADMISSION.BRYANT.EDU](http://ADMISSION.BRYANT.EDU), CALL US AT (800) 622-7001, OR E-MAIL [ADMISSION@BRYANT.EDU](mailto:ADMISSION@BRYANT.EDU) FOR MORE INFORMATION.**