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Winter 2005

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# Bryant BUSINESS

A RESOURCE FOR THE BRYANT UNIVERSITY COMMUNITY

WINTER 2005



Putting the  
pieces together  
for international  
business success



**THE NEW  
INTERNATIONALISM:  
Putting the  
Pieces Together for  
International  
Business Success**

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## PRESIDENT'S MESSAGE

**A**s recent events have demonstrated, we are all truly denizens of a world community. We celebrate the triumph of the democratic process in the Ukraine, while at the same time mourning the devastation of a tsunami in the Indian Ocean basin. We watch anxiously over developments in the Middle East and make bold predictions about the burgeoning economic powers in Asia.

Now, more than ever, Bryant University is committed to providing our students with the kind of education and experience that will enable them to play a role in global events—not just read about them in the newspaper.

Operating successfully in another country is as much about place as it is about process, as much about context as it is about content. Where we do something matters as much as what we do there, and the “why of the how” has to take into account the needs, interests, and perspectives of our local partners. There is no global imperative, no absolute “my way right or wrong” that can work in all countries, all climates. Certain fundamentals will always be necessary—the need to act ethically, to be consistent in word and deed, to bring to bear the “best practices” knowledge of each business discipline—but how those fundamentals are applied will be dependent on local conditions, conventions, and mores.

Do we talk business before, during, or after dinner—or all three? Is the definition of “business casual”—both in dress and in attitude—different in Shanghai than it is in São Paulo? How do our American

assumptions about the way we do business fit with those of the people with whom we work in countries that have a very different view of—and history with—capitalism, market economies, contract law, governmental involvement, and the like?

The international playing field changes very rapidly and very dramatically. Right now, China is hugely important to American producers and American consumers—but so are Brazil, Russia, India, and a host of smaller economies. And in an era when American competitiveness is going to be defined as much by our ideas as by our industrial output, questions of intellectual property, patent law, and copyright protection loom large.

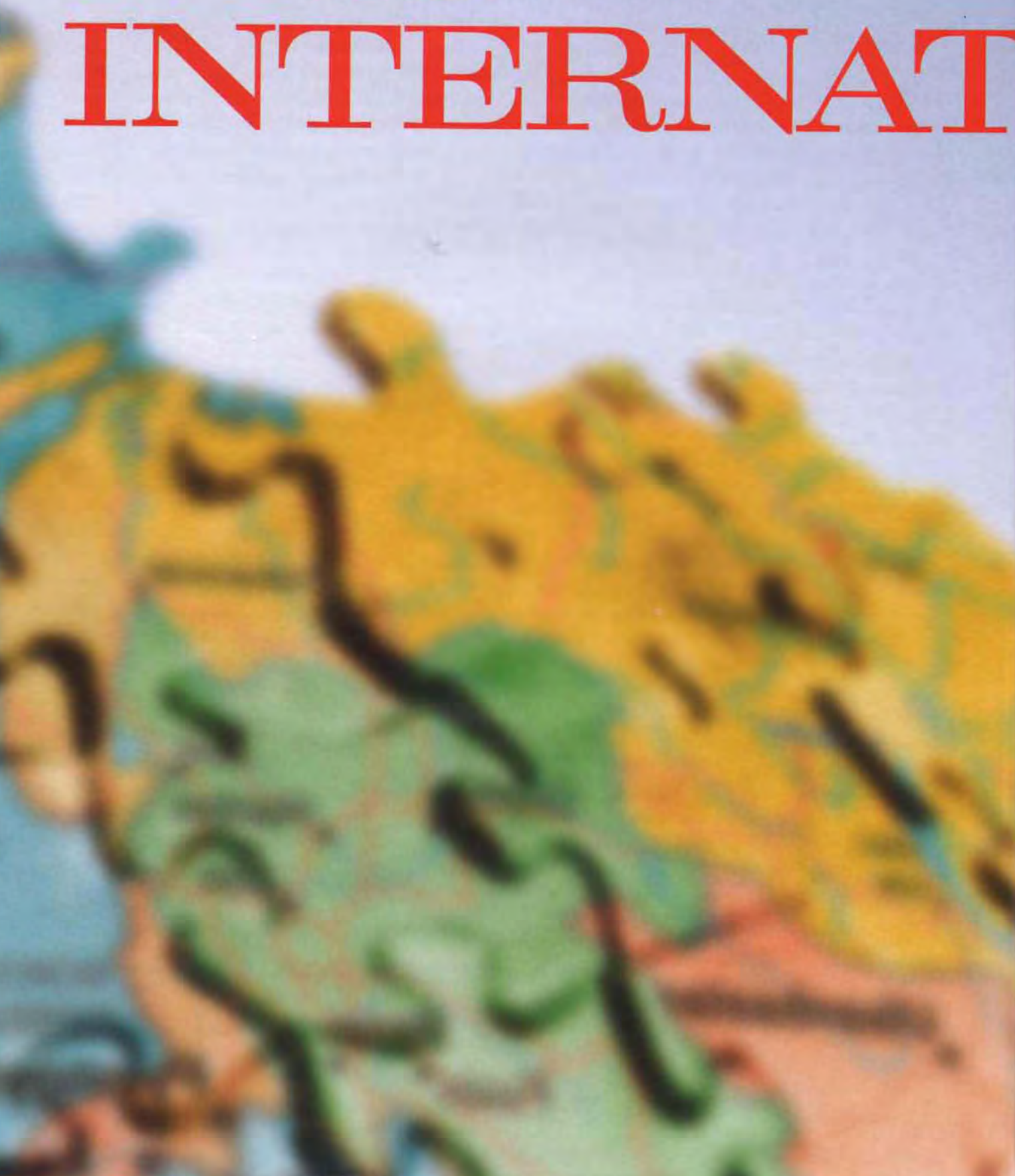
By offering a mix of courses in language and culture, industrial psychology and practical sociology, along with a fundamental business core, Bryant creates an ideal learning opportunity for our students to get a head start on careers that will inevitably take them into areas where they have to know another national context—even if they never leave New England. And these opportunities are not just in the classroom: with an international residence hall, internships abroad, professors and students from around the globe, and affiliate and exchange relationships with universities in China, the European Union, and Latin America, Bryant is positioned to offer students today and tomorrow the kind of experience they will need to be successful in a world that grows ever more interdependent.

We're proud to be on the forefront of this new internationalism—and determined to stay there. Our students deserve nothing less.



*Ronald K. Machtley*  
Ronald K. Machtley  
President

THE NEW  
INTERNAT



# INTERNATIONALISM

## Putting the Pieces Together for International Business Success

When Stuart Brenner graduated from Bryant in 1964, he never imagined the international career he has today. Except for vacationing in the Caribbean, Brenner had remained state-side until he was almost 40 years old. Now his business takes him five months out of the year to Asia—mostly to China, but also Thailand, Vietnam, Indonesia, the Philippines, Taiwan, and India—where he serves as a sourcing agent between U.S. retailers and Pacific Rim manufacturers of everything from Christmas decorations to school and office supplies. Brenner's company, Lovett International, now has a staff of three in Massachusetts and 18 in Hong Kong and annual sales of more than \$25 million.

Brenner has adapted over the years to seize opportunities presented by an increasingly global marketplace, and so has Bryant. Along with its public and private partners, the University's John H. Chafee Center for International Business offers a wide range of services and activities ranging from the Global Managers of the Future program for students to the World Trade Center Rhode Island for businesses. And this past fall, Bryant introduced a comprehensive package of learning opportunities, including a new degree program, that will give students the foundation they need to launch the kind of career that graduates of earlier eras built over the course of several decades (see sidebar on page 7).

"There are now so many different ways—from off-shoring and joint ventures to traditional importing and

exporting—for businesses to engage in the global marketplace, but an expanded set of knowledge, tools, and skills is necessary to tap into these expanded opportunities," says Keith Murray, acting associate dean of Bryant's College of Business. Success in the international arena requires a solid grounding in business, of course, but it also requires an in-depth knowledge of a foreign country or countries—their economic structures, business practices, social mores, and people. "To be successful, you have to have all of the pieces," Murray insists. "This is true whether you work for a huge multinational corporation or for one of the many small companies where the majority of jobs are being created and where each individual is expected to be able to do a lot."

### GETTING TO KNOW FOREIGN CUSTOMERS

Bryant trustee Corey Durling '75 knows what Murray is talking about. Durling saw a promising market opportunity in Eastern Europe after the fall of Communism. At the



"The Chinese economy is going to outpace that of the United States this century. It's explosive."

Stuart Brenner '64  
President, Lovett  
International



"From offshoring and joint ventures to traditional importing and exporting, there are many ways to engage in the global marketplace."

Kathy Murray, Ph.D.  
Acting Associate Dean,  
College of Business

time, however, the extent of his international acumen was a respectable command of Spanish. So, after selling his family's milk-processing plant in 1989, he spent two years traveling back and forth between New Jersey and Poland, getting to know the latter's towns and cities, language and culture, while investigating a number of business prospects.

By the time Durling decided to buy an old wool-washing plant and convert it into a dairy-processing facility, he felt confident of his decision. "In two years, I had seen more of the country than my Polish partner had," says Durling, who identified an ideal location on a major trading route between Berlin and Moscow: "It was like Denver in the late 1800s—the end of the train line where everyone had to get off before moving on to California."

Even more important than mastering Polish geography was getting to know the country's people and their eating habits. Unlike Americans, Poles eat four meals a day: a light first breakfast, a substantial second breakfast, a late lunch, and then supper. "I was able to build a successful business in Poland because I had not only a solid functional background in marketing, but also a good understanding of how yogurt and milk fit into the Polish diet," says Durling. "They might have a drinking yogurt for their first breakfast and a cup yogurt for their second breakfast. For their afternoon meal, they drink a lot of tea with milk.

"You have to know a country as well as, if not better than, the locals."

Cory Durling '75  
Founding Partner,  
Dairy Technomics

"You have to know a country as well as, if not better than, the locals," he adds, "and you have to learn the language even if everyone there speaks English." In the four years that Durling owned his Polish business before selling it at a nice profit to Yoplait in 1996, he made foreign language acquisition a priority at both the plant and his branch offices throughout the country. "Every other day was either Polish or English day," he says. "If you wanted something, you had to ask for it in the right language or you couldn't get it—at least not until the next day."

Assistant professor of finance Hakan Saraoglu can speak from personal experience about why businesses with global aspirations should get to know a foreign country better than the locals do. Saraoglu was working as a systems analyst in his native Turkey when Apple Computer attempted to break into that country in the early 1980s. It selected as its partner a major company that had a good track record with a wide range of consumer products—but no experience with computers. "Apple left too much up to





"My international colleagues and I bring first-hand knowledge of foreign cultures and business practices to the courses we teach."

Hakan Saraoglu, Ph.D.  
Assistant Professor  
of Finance



the locals, who ran things like a soap company," says Saraoglu. Apple's local partners didn't understand the importance of developing Turkish-language software, so they didn't do so—rendering the computers useless to Turkish customers. Saraoglu went on to write business application software in Turkish for PCs, hastening IBM clones' domination of the Turkish market.

#### CHOOSING THE RIGHT INTERNATIONAL PARTNERS

As businesses increasingly invest in offshore outsourcing of both goods and services, identifying the right partners is critical. "Anybody can put up a Web site with photos of manufacturing plants and a workforce they don't actually have," says Gene Smith, a keynote speaker at the Academy of International Business Northeast USA's annual conference, which Bryant hosted in October. Smith is a founding partner of Smith Brandon International, a Washington-based firm that employs a network of global contacts to investigate prospective business partners on behalf of clients. According to Smith, good intelligence isn't just data: it's looking behind the facts. "Who are these people? Are they who they say they are? Can they do what they claim they can do?" says Smith. "These are the questions we're hired to answer, and we find issues of concern in 40 percent of our cases."

The due-diligence process takes on added urgency in countries like China that have different laws—or no laws at all—related to patents, copyrights, and other intellectual-property issues. "As many American businesses restructure to take advantage of reduced labor and transportation costs in Asia, they're investing in CAD-CAM instead of presses and other equipment," says David Lux, dean of Bryant's College of Arts and Sciences and an expert on the history of technology. "If [these businesses] get the design right, they can easily transfer production to a fabrication shop in the Philippines with little or no reduction in quality." In such instances, however, one-time partners can quickly become competitors.

In selecting partners for Lovett International, Stuart Brenner believes in investing substantial time in developing personal relationships. "I always play golf with current and prospective suppliers," he says. "In fact, I played for three years without a single sale with a supplier who now does 70 to 80 percent of his business with Lovett. He was such an honest golfer, I figured that was his over-all personality."

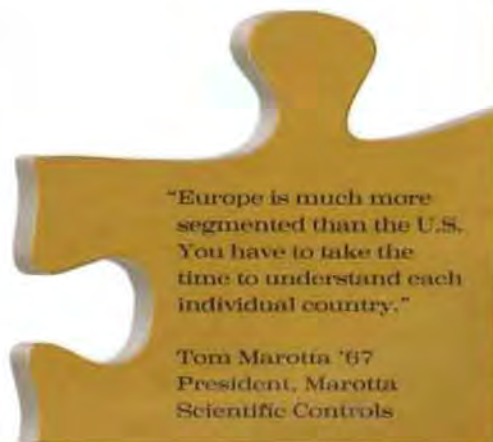
#### UNDERSTANDING FOREIGN POLICIES

Brenner takes the time to get to know not only the people, but also the ins and outs of politics and economic policy in the countries where he does business. "Like China and Thailand, Indonesia is very pro-business, but there can be problems getting merchandise out of that country," he says. "Also, Indian exporters are not yet as reliable as some others are. The first cost might be cheaper, but by the time you get through inspections it could end up costing you more."

Corey Durling learned something about unexpected costs when the equipment he ordered for his plant was slapped with a brand-new, 22-percent value-added tax when it arrived at the Polish border. While Durling's business was ultimately successful, with hindsight he thinks he may have gone to Eastern Europe a little too early. "Tax law was being written while we were trying to develop a business, and things were changing overnight," he says.

Government policies—on both the home front and abroad—played a significant role in Marotta Scientific Controls' decision to set up a subsidiary in Ireland in the mid-1990s, according to the firm's president, Bryant trustee Tom Marotta '67. A leading manufacturer of valves used in rocket launchers, Marotta saw a significant opportunity in the European Union's space market: in addition to enabling cell phones to work anywhere in the world, satellites enable dispatchers to track the locations of ships and trucks, making them essential to international business. But satellites also have defense applications, and there's where the complications arise.





"We were looking at a potential 25 percent increase in sales, but it can be hard to sell aerospace products in Europe because of ITAR [International Trafficking in Arms Regulations] issues," Marotta says. "The U.S. government wants to make sure you're not selling sensitive technology, so it can take two or three months to get approval from the State Department; by that time, the job is lost." Also, Europeans prefer to buy European. "If a country contributes 5 percent of the European Space Agency's budget, they want to see that 5 percent coming back to them," he explains.

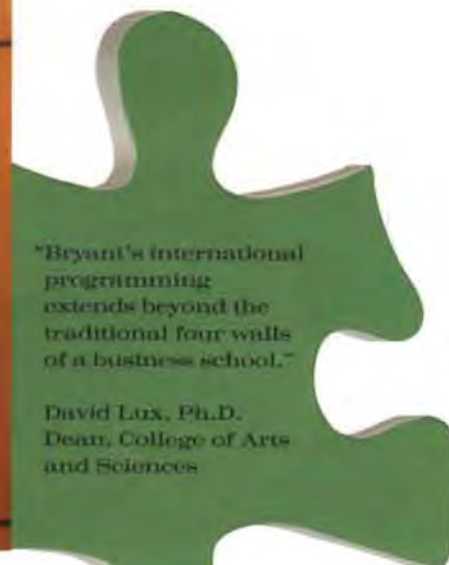
So as not to miss out on a tremendous market opportunity, Marotta Scientific Controls decided to develop a separate product line for the European market. It considered several options over the course of four years and ultimately determined the best strategy was to buy into Devtec, an Irish company that had been incubated in the early 1980s by Aer Lingus. After being purchased by Marotta in the mid-1990s, Devtec went on to acquire an

English company—they're now known as Marotta Ireland and Marotta UK, respectively—and approximately 15 percent of Marotta Scientific Controls' business satellites and launchers are now in Europe.

#### TAKING THE TIME

While Marotta leaves day-to-day operations to local management teams, he crosses the Atlantic frequently to meet with customers, employees, and other stakeholders. "We bring a lot to the table—a history of rigorous quality control, fast turnaround because we've developed lean manufacturing techniques—but that's not enough," he says. "Europe is much more segmented than the U.S. You have to take the time to understand each individual country and its idiosyncrasies."

For Stuart Brenner, understanding the Asian ways has translated into an almost zen-like patience. "You can't walk in and say 'hello, goodbye,'" he says. "Overseas suppliers are in no hurry: the whole world is coming to them to buy." 🌐



### Bryant mixes curricular and co-curricular offerings to give students a global advantage.

This fall, 62 students who aspire to careers in the international arena embarked upon a multi-faceted learning experience at Bryant. The centerpiece is a ground-breaking new degree program, the Bachelor of Science in International Business (BSIB). Unlike those offered at other schools, Bryant's program requires a business concentration: students will graduate with as many credit hours in marketing, finance, management, or other specialization as peers majoring in those disciplines. Yet this functional foundation will be supplemented by a variety of other educational opportunities provided to foster a global perspective.

"We designed our program to meet employers' expectations of immediate productivity," says finance professor Betty Yobaccio, one of the BSIB's primary architects. External feed-

back on the young program has been positive: a representative of the North American Small Business International Trade Educators has confirmed that Bryant's approach will help ensure success on NASBITE's Certified Global Business Professionals exam, which will be offered for the first time in 2005.



Professor Betty Yobaccio

The BSIB curriculum is supported by Bryant's unique on-campus resources; these include the World Trade Center, with its International Trade Data Network (ITDN), and the Financial Markets Center, with its streaming quotes from around the world. The program's capstone course is modeled on the International Collegiate Business Strategy Competition: students will perform roles on the executive committee of a multinational corporation—CEO,



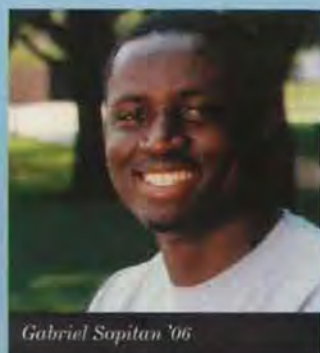
Students gather in Hall 6



Bryant's Intercultural Center Staff: Dee Vieira, Assistant Director; Kaoru Paganelli, International Student Advisor; T. Abraham D. Hunter, Director; Natalie Lewisgool, Assistant Director

CFO, CIO, etc.—and "run" the firm for five virtual years over one semester. BSIB students must minor in a foreign language (80 percent are taking Chinese) and also either study or perform an internship abroad.

Led by staff who are themselves natives of other countries, Bryant's Intercultural Center offers additional opportunities for students to gain an understanding and appreciation of diverse traditions. Founded in the 1970s to support the growing number of international and multi-ethnic students on campus, the center



Gabriel Sopitan '06

offers extensive cultural programming for all students. "The media give the U.S. one view of the rest of the world," says Abraham Hunter, the Center's director. "Our role is to provide a variety of perspectives from across the globe." As they gather informally in the Center's new space on the second floor of the Bryant Center, students pick up often-surprising insights from their peers. For instance, many Americans simply write off Africa, but "they are so wrong not to think of it as a business opportunity," says Gabriel Sopitan '06, a Nigerian student who intends to return home after graduating. "Nigeria is a ripe market for just about anything."

Bryant's new international residence on the second and third floors of Hall 6 further encourages BSIB students to learn about other societies and economies from fellow students who know them first-hand. "You'd be surprised at how much more tech-savvy Asian consumers are than U.S. consumers," says Rohan Shah '05, a native of India who serves as a resident assistant in the hall. Argentine Guillermo Cabrera '08, an international business major, sums it up: "I don't think there is a better way for us to be immersed in the IB program than by living together in Hall 6."



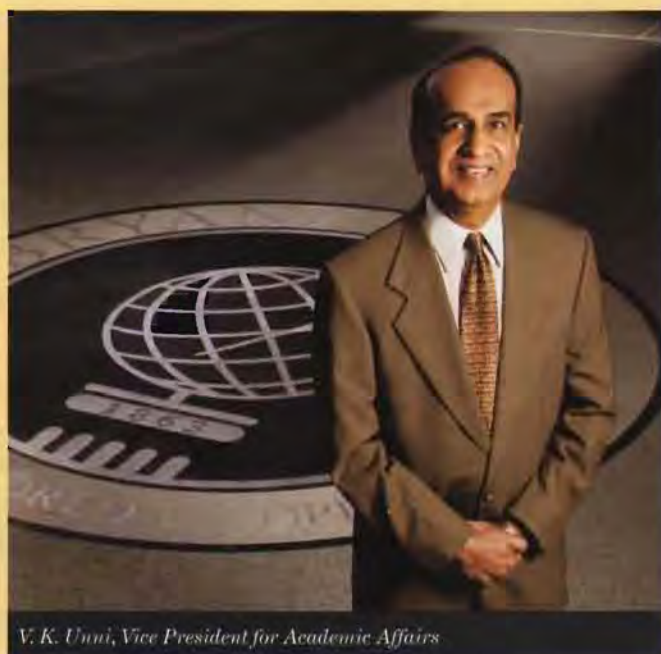
The explosive growth of China's economy has been powered by its vast work force. But while its population of 1.4 billion virtually ensures that the nation will continue to be a leading supplier of inexpensive labor for decades to come, the maturation of China's economy is creating a parallel demand for skilled business professionals—both homegrown and imported from the West. Anticipating this demand, Bryant began developing ties with Chinese institutions in the 1990s and has developed a multi-pronged strategy for engaging with China for the benefit of businesses, students, and the University alike. A likely model for how Bryant approaches Europe and Latin America in the future, these programs will be coordinated by Bryant's new U.S.-China Institute—to be launched this year and housed at the John H. Chafee Center for International Business here on campus.

"Bryant is better positioned than most other American universities to participate in China's transformation because we have already built relationships on many levels," says vice president for academic affairs V.K. Unni. Six Bryant professors have spent extended periods of time in China, and President Machtley recently traveled there to explore partnerships with Chinese universities as well as with the American Chamber of Commerce in Beijing. One possibility: a Bryant-sponsored China Trade Day—à la World Trade Day at the Chafee Center—to be attended by U.S. businesses from around the country.

Bryant's core mission is undergraduate and graduate education, however, and that's where the most exciting opportunities lie. Since 1999, assistant professor Hong Yang has brought Bryant students to his alma mater in Wuhan for three weeks of summer study; these annual trips will continue and serve as a template for similar arrangements with other Chinese universities. Bryant is also exploring opportunities to offer certificate pro-

grams in business for Chinese employees of American businesses in Shanghai, toward the ultimate goal of offering full-fledged graduate programs there. "Other universities offer MBAs in China, but we have a unique opportunity to offer a master's degree in financial services," says Unni. "With our special competence in that area and China's growth in trade activities"—China's total foreign trade for 2004 is projected to have jumped by 30 percent to US \$1.1 trillion—"such a degree will be a good fit."


Bryant's Chinese partnerships will build the University's international name recognition both among prospective employers of graduates and among prospective students in China, whose ranks at American universities are expected to swell when Chinese incomes rise and visa barriers fall. Having more Chinese students on the Smithfield campus will add yet another layer of depth to Bryant students' international experience. "There aren't that many Chinese undergraduate students anywhere in the States right now, but there will be," says Unni. "And when they are ready to come, they'll know who we are." 🌐



V. K. Unni, Vice President for Academic Affairs

# AMERICAN POWER

## IN A FRACTURED WORLD



What do massive shifts in the world's workforce, hugely disproportionate population increases, and a deeply interconnected \$40 trillion global economy mean for someone who manages a business today? Recently, international affairs expert Professor Paul Kennedy came to Bryant to share his ideas about global trends and how they affect the business world. The lecture, according to Dean of the College of Arts and Sciences David Lux, was "a wonderful example of Bryant's mix of traditional business and the broader view of the world." The following excerpt provides the Bryant community with a fascinating take on what world leaders and strategists see when they look at the state of business.

I'd like to begin with an anecdote. Recently six senior executives of British Petroleum—including the company's chief political strategist—made a three-day visit to us at Yale. Now, BP is the second-largest oil company and the fifth-largest company in the world. It operates in 130 countries; it's the biggest oil investor in Russia, China, West Africa, and Indonesia; and it owns the rights to most of the industrial North Slope oil and gas fields.

So what did this gigantic player on the world scene come to talk about? Not about geology—they have thousands of geologists. Not about engineering—BP has tens of thousands of engineers. It was not about sales or marketing or finance or personal management.

What they wanted to learn about is global politics—about power, about the future of China, Russia, the Middle East, Africa. If they are going to put down \$23 billion for exploration off the coast of West Africa, then they want to know what is going on in the coast of West Africa—and no geologist or financial consultant can tell them that. They want to know how America stands in the world and what the challenges will be to American power—this is what the businesspeople in the world want to know.

In this evening's presentation I am going to talk about U.S. power and about global trends that affect our planet. To measure American military power, it seems to me perhaps the

most potent symbol is a Nimitz class nuclear power aircraft carrier. It is four football fields long and 20 stories high. It carries about 70 high-performance aircraft and helicopters. It has a crew of about 3,300 to run the ship and about 2,000 to man and service the aircraft and the helicopters. So it is like a small village of about 6,000, except that it moves.

The Nimitz never goes out to sea alone, however. It always goes out with Ticonderoga Class Aegis Missile Shield Destroyer, two or three frigates, Ticonderoga Cruiser Frigates, and probably an attack submarine, some supply ships, and possibly a Marine carrier. I made a cost estimate using the old dollar figures for when the carriers were launched, and I came up with the rough total of \$18-\$20 billion for a carrier task force group. That is the equivalent of the entire defense budget of Italy.

Now, there are 14 carrier groups scattered across the globe, and if one of them costs approximately \$18 billion and there are 14 of them, and you add in ten to twelve U.S. divisions including heavy armor divisions and 130 airborne, and the cost of the United States Air Force, and the Coast Guard, and all of the surveillance and satellite detection and other systems, it comes up to what my grandmother would call a pretty penny. In 2000 the U.S. percentage of total defense spending was about 38 percent. The last two years have seen very, very large increases in the Pentagon's budget and that has pushed it up to 42 percent.

#### PAUL KENNEDY

**"DO THESE OBVIOUS MANIFESTATIONS OF U.S. POWER AND POSITION IN THE WORLD FIT WITH OTHER THINGS HAPPENING AROUND THE GLOBE THAT ARE QUITE LIKELY TO HAVE STRATEGIC AND INTERNATIONAL IMPLICATIONS?"**



Global Population Growth, 1950-2050



**"THE ENVIRONMENTAL SCIENTISTS ARE ALL OVER THE MAP ABOUT WHETHER THE EARTH CAN SUSTAIN A TOTAL POPULATION OF NINE BILLION PEOPLE BY THE YEAR 2050."**

When I run this figure again in a year's time, we will be spending over 50 percent of all of the defense spending of the 191 nations that comprise the international community. If you look back in history, nobody before has done that, not even during the Roman Empire or the British Empire. Some of you may rejoice at that figure and some of you may be disturbed by it, but I offer it as a statistic of historical fact of the global reach of U.S. power.

To measure our intellectual or technological power, we can look at universities: now, there has emerged kind of a super brand of American research university that has gone way ahead of anyone else, including Oxford, Munich, or Tokyo. Harvard University has an endowment of somewhere over \$20 billion, whereas Cambridge University, which is the most successful one in the United Kingdom, has an endowment of about \$1 billion. You can do an awful lot with \$20 billion that you cannot do with \$1 billion. Or, if we look at statistics of Nobel Prize winners: 75 percent of all of the Nobel prizes in the hard sciences awarded since 1975 have been awarded to people working in U.S. research universities or places like Bell Labs. So we have reason to feel pretty good about how things are going.

But now I am going to ask a rather awkward question: do these obvious manifestations of U.S. power and position in the world fit with other things happening around the

globe that are quite likely to have strategic and international implications?

I am going to take you through it in a second sort of logic chain, starting with an overview of some macro statistics. The graph above is a 100-year span of global population growth with the year 2000 right in the center. It was easy to get from 1950 to 2000. The projection forward from 2000 to 2050 is simply the median projection of the United Nations population fund. The high projection would take the forecast figure up to 11 billion people on our planet, and the low one would bring it to about 8.5 billion people.

Either way, high or low, there is going to be a large number of additional human beings added to our planet in the decades ahead. The environmental scientists are all over the map about whether the earth can sustain a total population of nine billion people by the year 2050. The more optimistic ones say that human productivity, especially in agriculture and ingenuity, could sustain the carrying capacity of nine billion people and therefore we might breathe a sigh of relief. This assumes, though, that the increase from our six billion to nine billion is reasonably well distributed across the globe.

And of course herein lies the rub: 95 percent of that three billion people increase is likely to come from poorer, developing, or underdeveloped nations. In the graph [on page 12], the white column is the total number of people in advanced or

mature economies, and the gold column is the number in developing countries. You can see that the increases occur in those countries that are in the developing world, some of which are increasing very fast indeed. This may be the single most interesting graph or illustration that I am going to show you. We can't fully think of the implications, but I think that you see why a company like British Petroleum wants to try to understand better what is going on here.

You can look at this like a glass half full and a glass half empty. Are these new customers for British Petroleum? Or are they sources of trouble because there are too many frustrated young people in certain parts of the globe who can't get jobs and who can't get an education? In places like West Africa, where BP is interested in operating, much depends on what you would do to satisfy the appetites and the needs of this enormous swelling of people.

Let me show you another way of thinking about this. The graph [on page 13] is the growth of the world labor market since 1950 and going through to the year 2020. If you were living in a village in Thailand in the 1970s and growing rice from your paddy, tending to some chickens for the local market, and having little to do with the world outside your community, you were not counted as being in the global workforce. But if Motorola sets up a factory five miles down the road for the assembly of hand-held phones, and members of your family go to work

assembling the components for machines that will be distributed across the globe, you have entered the global workforce.

Now as I said you can look at this from an optimistic or a pessimistic view. When I show this population graph to people from Pepsi Cola, they get really interested because it looks to them as if what we are describing is a steady rise in terms of hundreds of thousands of new consumers of Pepsi Cola. So it is possible, depending upon your business, to see this as promising and to welcome newcomers into the international workforce because once you start assembling goods in a factory rather than raising chickens on the farm, your level of income and your level of consumption go up dramatically. Therefore there is a future Pepsi generation.

But to other people—say, the Department of Peacekeeping Operations in the United Nations—this is potentially a dangerous, disturbing, and destabilizing phenomenon. Is it really going to be possible for that number of new young recruits to get into reasonable jobs and also get an education for those jobs in the next 15 years?

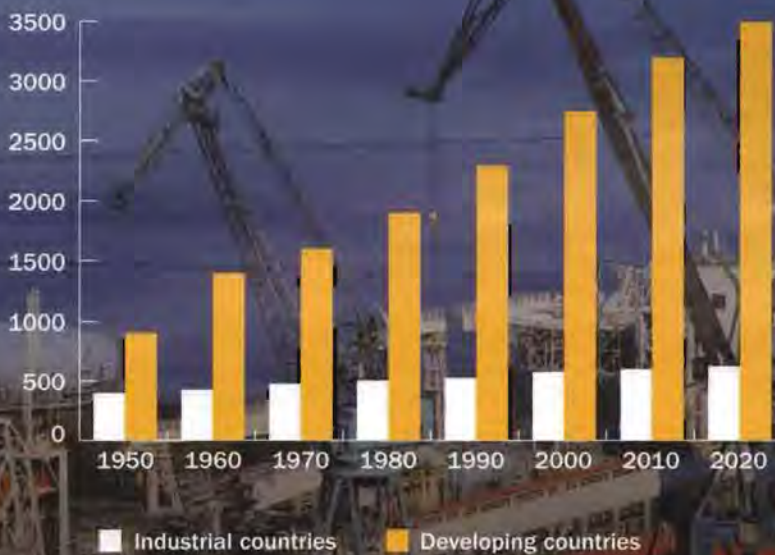
Many of those folks think not. They point to the massive youth population with nowhere to go that one sees in pictures of riots in the land of the Gaza Strip and in Pakistan or Yemen. U.S. organized labor doesn't like it either, because they see here what they call "outsourcing"—a wall of people joining the global market to produce electrical goods in

**"NINETY-FIVE PERCENT OF THE POPULATION INCREASE IS LIKELY TO COME FROM POORER, DEVELOPING, OR UNDEVELOPED NATIONS."**

**Projected Population: Developed and Developing World**



## Growth of the World Labor Force



**“ONCE YOU START ASSEMBLING GOODS IN A FACTORY RATHER THAN RAISING CHICKENS ON THE FARM, YOUR LEVEL OF INCOME AND YOUR LEVEL OF CONSUMPTION GO UP DRAMATICALLY.”**

Thailand or Burundi or Mexico, which means fewer and fewer of those products are being made in this country. So blue-collar workers get hit, and increasingly we see white-collar workers get hit by the outsourcing of service industries and insurance claims and so on.

Now the economists would say that if we can get sustained growth, we will create more jobs and we will create more markets. So let's look at another projection. The world economy was about \$2 trillion in 1945 or 1950 and went up to \$40 trillion in 2000. What I did then was a longterm forecast about the world economy, projecting the economy would rise approximately 2.5 percent a year compounded, and I arrived at a gross world product of about \$160-\$180 trillion by the year 2050.

I am leaving aside the question of whether our world could sustain the economic products of \$160-\$180 trillion worth of stuff in 45 years time, but on the whole this looks favorable. We have managed to bring a large number of people out of dire poverty from different parts of the globe, and this seems to suggest that there will be a lot more brought out of dire poverty in the decades to come. For example, a country like Singapore has closed the gap very successfully. It now has one of the highest per capita incomes in the world. Likewise we can see extraordinary things happening in south India and in the coastal province of China.

But, like the graph of the world population projections, this growth figure disguises massive regional differences. For example, virtually all of sub-Saharan Africa now has less per capita income than it did on the day before it was decolonized in 1959 or 1960 or 1961. If a nation has no technology base, no laboratories, no electricity, then there's no platform for innovation or growth. How can you use the Internet when your basic needs are just clean water for your children?

So being trapped in a lack of technological structures makes the population pressure extremely foreboding. Jim Wolfensohn of the World Bank has identified this as our number-one development and moral problem—the 60 poorest countries of the 191 on the United Nations human development index, the two billion people with less than \$200 per year per capita. The gap sometimes strains the imagination.

This image [on page 14], a scattergraph from the Stockholm International Peace Research Institute (SIPRI) Web site, shows major world conflicts of the 1990s. Each one of the little gold dots indicates a major conflict in the 1990s, which is defined as leading to at least 1,000 fatalities. Now cast your eyes on the geographic spread of where the conflicts were. In some places there just were not any.

And do you know why that is? It is because those societies are democracies. They have the rule of law; they have rights for women and children as well as men; they have high



standards of prosperity; they have a well-trained and educated population; and they have political means for solving their differences. It is a compound of these functions coming together to make a society work.

If you look at Central America, across to Africa, the Balkans, the Middle East, parts of Central Asia, and one or two places in Southeast Asia, in almost all cases you find low standards of living, high unemployment rates, massive youth bulge, denial of human rights, environmental catastrophes, forced migrations, massive growth in the number of small arms weapons, and no governmental transparency. Add to that some territorial border dispute, or ethnic rivalries as in Rwanda, or the struggle for water, and you have a major conflict.

When SIPRI produces its scattergraph in the year 2010, apart from the present war that we are engaged in with Iraq, the scattergraph will show almost exactly the same geographical spread. Dozens and dozens of conflicts, some of them approaching genocide.

I leave you with this final thought—this question for the international community and more particularly for the United States: what if we have been spending too much on one vision of conflict, which is conflict against another state for which we need submarines and destroyers and aircraft carriers and battle tanks, and we have not thought carefully enough about where the conflicts are, including some into

which we shall surely be drawn? We need to prepare ourselves for that and understand that, even with all of the military, economic, and technological power we possess, we may not be rightly equipped. We ought to be seriously asking the Department of Defense whether it is ready for a continuation of this picture in the decades ahead, bearing in mind those population increases.

So this is why British Petroleum and international bankers and international businessmen want to come and talk to strategic studies experts and people who are thinking about the globe's future, because that is the future that we are all marching into—including our students here tonight, our own children, and our own grandchildren. That is the future and we need to prepare for it, both in terms of reacting to a crisis and putting together a package of policies that might prevent them from occurring in the first place. 🌐

Paul Kennedy is a distinguished professor, a renowned historian, and the author of the acclaimed best sellers *The Rise and Fall of Great Powers* and *Preparing for the Twenty-First Century*. A specialist in international relations and security, he is a former fellow at the Institute for Advanced Studies at Princeton and is currently the J. Richardson Dilworth Professor of History at Yale University and director of the Yale International Security Program.



# A STUNNING SUCCESS



**O**n December 31, 2004, *The Campaign for Bryant* came to a close, well exceeding its \$35 million goal by raising \$40.6 million in commitments from 17,500 donors. “The success of the Campaign is a remarkable achievement and says a great deal about the high regard our alumni and friends have for the University,” says Laurie Musgrove, vice president for university advancement.

“Thanks to President Machtley’s unifying vision, a committed Board of Trustees, a hard-working Campaign Steering Committee, and a wonderfully generous university community, this campaign has transformed the Bryant experience for our students.”

The Campaign, which began its quiet phase in August 1998, was publicly announced in October 2001 after a record-breaking \$5 million pledge from Carol and George E. Bello ’58, then vice president and controller of Reliance Group Holdings, Inc. Bryant later received a prestigious \$750,000 challenge grant from The Kresge Foundation, which propelled the Campaign past its original goal several months ahead of schedule. “The

Campaign has been true to its name,” says Musgrove. “It really has been about changing lives.”

One way the Campaign changed the lives of Bryant students was to enable a significant expansion of facilities. The centerpiece of Bryant’s campus expansion is the \$27 million George E. Bello Center for Information and Technology (pictured above), which opened in 2002. The 72,000-square-foot facility features The Douglas and Judith Krupp Library and combines the traditional resources of a premier library with an interactive digital information center. The facility also includes a Grand Hall with a jumbotron and the C.V. Starr Financial Markets Center, a mock trading room floor.



The Shenkman family—Richard, Gregory, Florence, George, and Mark—stand in front of the classroom dedicated to George Shenkman '38 during homecoming weekend on September 18, 2004.



Alberto Palmieri '05 (recipient of the Krupp scholarship), Judith and Douglas Krupp '69, 89H



President Emeritus William T. O'Hara, George Bello '58, 96H

The 31,000-square-foot Wellness Center augments the current Gymnasium and Multipurpose Activities Center (MAC). Opened in 2001, it now hosts 83,063 student visits each year. It contains a six-lane, 25-yard Natatorium; a 9,000-square-foot fitness center, and the Richard and Pat Eannarino Aerobics and Group Exercise Studio. A Wellness Coordinator provides individual and group wellness and fitness programming.

During the Campaign, four new academic programs were introduced in Communication, Applied Psychology, and Information Technology, and just this past year, International Business. The goals of these new programs are well served by additional new facilities, such as a \$2.5 million television studio that will support the communication program and will open this semester. Located in a new addition to the Koffler Technogy Center, the 3,000-square-foot studio boasts \$500,000 of new equipment and technology. To enable applied psychology students to put their theories into practice, a new Applied Psychology Research Center has also opened in the Unistructure.

Additionally, an \$800,000 renovation to The Bryant

Center, which was originally built in 1986, has resulted in a more comfortable community gathering place and enabled the relocation of the Intercultural Center—International Education and Multicultural Affairs (ICC) from Hall 6. The ICC plans to expand programming and services in the new location.

The results of a campus transformed? Bryant is recognized as a top-ranked AACSB-accredited school, with a growing application pool (32 percent increase since 2002) and high rankings in numerous, well-respected media channels. And equally important, 21 new endowed scholarships have been established with pledges of \$2.7 million.

But our work does not stop here. With other higher education institutions in the Northeast launching ambitious capital campaigns of their own, and an increasingly complex landscape in which our graduates will build their careers, Bryant must continue to build on its own successes. The next issue of *Bryant Business* will feature an extensive discussion of the transformative success of *The Campaign for Bryant* and where Bryant will go from here. ☺



Recipients of an annual Partners in Scholarship funded by Adrien (Skip) Hebert '72, '77MBA (third from right) and his wife Katherine (fourth from right) are Jennifer Press '05 (second from left), Gavin Patel '03 (second from right), and Robert Ebert '07 (far right). Standing with the group are the Heberts' good friends and fellow PLC members Patricia (far left) and Paul Sl. Onge '72, '77MBA (third from left).



Meghan Chagnon '07 with Quentin Phipps '05, Bryant Student Senate president.



Ron Machtlely with Becky and Charles Francis

### KERRY BEACH '03: A LIFE CHANGED, AT BRYANT

Kerry Beach '03 knows how important it is to give back. She was a top student and star volleyball player who often sang the national anthem at Bryant's events, such as the Campaign Gala in 2001. Later that evening Beach recalls meeting Jennifer Proud Mearns '82, who was then a trustee. Mearns became a friend and mentor to Beach, which led to Beach winning an internship with CBS in New York City—one of 60 interns chosen from a pool of 5,000 applications. Since graduation, Beach has been pleased



Kerry Beach '03

to find she could immediately apply what she learned at Bryant in her job as a pharmaceutical sales representative for Eli Lilly in Indianapolis. "I saw what it meant to give back to Bryant through watching Jennifer work on the Campaign," says Beach. "Bryant changed my life."

The notion of "giving back" is a Bryant hallmark. Many alumni have fond memories of Bryant and credit the University with preparing them thoroughly for successful careers and creating opportunities to establish lifelong friendships and career connections. The effects of *The Campaign for Bryant* are well summed-up by Beach: "Bryant gave me an amazing education, amazing friends, and amazing growth," she says.

Her voice is one in a chorus of many whose lives have been changed by Bryant University—and by the many generous donors who saw the Campaign to completion. Their support meant the world to Beach and will continue to make a difference in the lives of future Bryant graduates.

# SPOTLIGHT ON ALUMNI: COMING HOME AGAIN TO BRYANT



*Sophomores Chris Peaks and Irvin Williams*



*Laurie Musgrove, VP University Advancement*

**H**omecoming weekend September 17-19, 2004, kicked off on Friday evening with a barbecue and pep rally. Alumni who hadn't visited in a while were overwhelmed by the campus transformation—so many new facilities gracing the beautiful campus grounds. Saturday's torrential rains and a gusty wind—courtesy of Hurricane Ivan—couldn't keep hardy Bulldogs fans from cheering on the home team. Bryant handily beat Assumption College Greyhounds 24-6 in a game that could have been dubbed the "Mud Bowl."

The sun made its appearance for the 4th Annual Shawn M. Nassaney Memorial Cross Country Road Race/Walk on Sunday. The race is held each year to honor the memory of the 1998 Bryant graduate and former cross-country team captain who died on United Airlines Flight 175 on September 11.

Bryant Homecoming is always a success, rain or shine, because of the dedicated members of the Bryant community who never forget the impact Bryant had—and will continue to have—on their lives and careers. 🌐



## BRYANT UNIVERSITY WOMEN'S SUMMIT 2005 Strategies for Success



**Martha Barletta** is President of The TrendSight Group, a Chicago-based consultancy that helps major companies build sales and boost shares by marketing to women.



**Carolyn Kepcher** is Executive Vice President of the Trump Organization. Her popularity has soared with her role on the NBC hit-reality series, "The Apprentice."



**Michele Hoskins** had children to support, a family secret, and a dream. Now she is a very successful business owner with food products distributed nationwide.

The Women's Summit is designed to encourage excellence in business and in life. Learn strategies for your professional and personal life from nationally known, successful women.

**Wednesday, March 16, 2005  
8:30 a.m. to 5 p.m.**

**Visit [web.bryant.edu/wsummit](http://web.bryant.edu/wsummit) for details and to be placed on our mailing list for next year.**

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### 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).

# BRYANT ATHLETICS:

EXERCISES IN CHARACTER



## SUN SHINES THROUGH FOR FOURTH-ANNUAL NASSANEY RACE

More than 800 runners and walkers descended on the Bryant University campus for the fourth-annual Shawn M. Nassaney Memorial Road Race on September 19. "It's a beautiful day and a beautiful course here at Bryant, and we know that Shawn is looking down on us today," said Bryant President Ronald K. Machtley, as runners of all ages lined up on Bryant's athletic field.

The Shawn M. Nassaney Memorial Race was established in memory of 1998 Bryant graduate Shawn Nassaney, who died on United Airlines Flight 175 on September 11 with his girlfriend Lynn Goodchild, also a Bryant graduate. The race has quickly become a Bryant tradition, drawing runners from all over New England.

## STUDENT-ATHLETES MAKING THE GRADE

Bryant's student-athletes have always represented the University well through excellent sportsmanship and athletic talent. In fact, recently the school was awarded the Northeast-10 Conference Presidents' Cup trophy, given to the top athletic program in the 15-member conference.

But Bryant's student-athletes have also excelled in

the classroom. This past fall, all seven competing varsity athletic teams were represented on the Northeast-10 Academic All-Conference teams with a total of 11 student-athletes selected for their excellence both on the field or court and in the classroom.

To be eligible for selection to the academic teams by the Northeast-10 Conference, a student-athlete must have participated in at least half of the team's competitions, achieve a 3.2 cumulative grade point average, and have completed at least one academic year at the institution. Of the 11 who were honored, seven also garnered all-conference honors for their respective teams, and one earned an invitation to participate in the annual NFHCA (field hockey) All-Star game in November.

## BULLDOGS TAKE ON DEFENDING CHAMPION HUSKIES

The Bryant men's basketball team opened its new season in November with exhibition games at the University of Maryland and with the defending national champion, the University of Connecticut.

Thanks to a new NCAA rule that prohibits Division I teams from scheduling AAU programs during the pre-season, a door has opened for Division II and III institutions to play in exhibition games with top programs like Syracuse, UConn, and Maryland—schools they would otherwise never have the opportunity to face.

The new changes not only gave Bryant an excellent opportunity for exposure (UConn is covered by one of the largest media contingents in college sports), but also the chance for the Bulldogs to face two teams that would certainly exercise the Bulldogs' skills for the upcoming season.

Under the bright lights of the cavernous Hartford Civic Center where more than 15,000 fans came to see the UConn

### THE NORTHEAST-10 CONFERENCE FALL ALL-ACADEMIC TEAM

<b>Clint Stonacek '05</b> <i>men's soccer</i>	<b>Kim Rekart '05</b> <i>women's soccer</i>	<b>Andrew Howlett '07</b> <i>football</i>
<b>Terri Gidius '06</b> <i>women's soccer</i>	<b>Carola Pierluisi '05</b> <i>women's volleyball</i>	<b>Paula Klepadlo '04</b> <i>cross country</i>
<b>Kristen Harmon '05</b> <i>women's soccer</i>	<b>Justin Williams '05</b> <i>football</i>	<b>Dan Falcucci '05</b> <i>golf</i>
	<b>Andrew McLarty '07</b> <i>football</i>	

Carola Pierluisi excels in whatever she does. A dynamic member of Bryant's volleyball team, she recently completed a remarkable career that saw her earn two all-conference and all-region honors, capturing several school records in the process.

But Pierluisi, a native of Guaynabo, Puerto Rico, found just as much success in the classroom as she did outside of it. In fact, she completed her degree in communication with a minor in applied psychology a semester earlier than planned.

The opportunity for Pierluisi to attend school at Bryant is due in large part to the efforts of a Bryant alumnus living in Puerto Rico. Maria Bras-Benitez, a Bryant Athletic Hall of Fame member, is considered by many to be one of the best volleyball players in school history after earning conference player of the year honors in 1993 and 1994. The owner and C.E.O. of New Alliance Insurance in San Juan, P.R., Bras-Benitez met in 2001 with head coach Theresa Garlacy, who was looking to reconnect with the former star and possibly open the door for others like her to attend Bryant.

"Thanks to Maria, I was able to meet Theresa when she visited Puerto Rico, and I scheduled a recruiting trip in the spring of 2001," said Pierluisi. "Once I came here, I knew right away Bryant is where I wanted to be."

A volleyball player since the age of six, Pierluisi also participated in tennis and track, but it was volleyball that tapped her talent as an athlete. In 2001 she was selected to play for the Puerto Rico junior national team. Later that year, Pierluisi found herself a long way from home as a 17-year old freshman at Bryant.

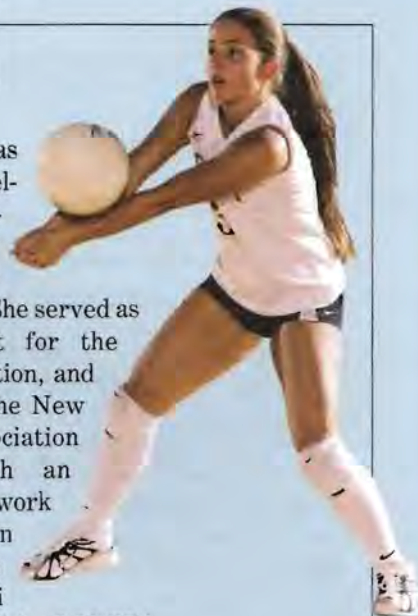
"Once I arrived, Theresa and Ted Garlacy were like parents for me," said Pierluisi. "I didn't know anyone and my teammates became my 11 best friends on campus. The personal attention from the coaches and administrators, faculty and staff, and right up to the president has been wonderful."

As a student, Pierluisi was recognized for academic excellence with several all-conference awards and selection to the Verizon Academic All-American team in 2003. She served as public relations president for the Bryant Psychology Association, and in November of last year the New England Psychology Association recognized Pierluisi with an achievement award for her work with Dr. Julie Morrison. In April, she was inducted as a member of the inaugural Chi Alpha Sigma honor society with a 3.30 GPA.

During her four years as a member of the Bryant volleyball team, the Bulldogs would capture two Northeast-10 Conference championships and earn a trip to the NCAA tournament during each season. Named the only team captain by her teammates last fall, Pierluisi broke the school record for career digs with 2,035 and the record for digs in a season with 799.

Pierluisi sees graduate school in her future, although before enrolling she plans to work for her brother's advertising company as a way of finding out first-hand how to apply the business skills she learned at Bryant. She hasn't hung up her sneakers just yet, however, and intends to play for a professional team in Puerto Rico upon returning home.

The current Bryant University volleyball roster includes two additional student-athletes who call Puerto Rico home: Patricia Jimenez '06 of San Juan and Michelle Muniz '06 of Guaynabo. It looks as though the Bryant-Puerto Rico connection may grow even stronger in the coming years.



Huskies meet the Bulldogs for the first time ever, Bryant coach Max Good worked the sideline as if he were coaching a game back home in the Chace Athletic Center.

The Bulldogs had had a strong showing at Maryland, leading at the half, so they went into the UConn game knowing what they would be up against. But they were not intimidated: "We see them on television and in the tournament (NCAA), but they're just basketball players and we are too," said Bryant's junior guard John Williams '06, who scored a game-high 21 points.

The Bulldogs got off to a good start, matching the Huskies basket for basket in the early going and forcing



Mike Williams (Bryant) soars above Josh Boone (UConn).

UConn to call a quick timeout. But the speed of the Big East power proved too much on this night as the Bulldogs fell 90-65.

Both exhibition games gave area alumni a chance to see the Bulldogs in action and a strong group of fans, including Ron and Kati Machtley, made the trip to College Park, Md. A week later, the support grew even more: a large contingent of Bryant supporters gathered for a pre-game reception in a luxury suite high above the Hartford Civic Center floor and cheered loudly as the Bulldogs took to the floor.

And regardless of the final score, Bryant's players left for home sharper than they were—and even more dedicated. 🏀



## SPOTLIGHT ON BRYANT: FACULTY NEWS

### NEW FACULTY

**Bradford Martin**, assistant professor of history and social sciences, has a Ph.D. and an M.A. from Boston University and a B.A. from Yale University. He was a full-time lecturer at Bryant prior to becoming assistant professor in the history/social science department this year.

**John Dietrich**, assistant professor of history and social sciences, has a Ph.D. and an M.A. from Johns Hopkins University and a B.A. from the University of Pennsylvania. Prior to becoming an assistant professor, he was a full-time lecturer at Bryant.

**Alex Perullo**, assistant professor of English and cultural studies, has an M.A. and a Ph.D. from Indiana University and a B.A. from the University of New Hampshire. Previously, he taught as an adjunct professor at State University of New York, Old Westbury. He is also an expert on musicology.

### PUBLICATIONS, PRESENTATIONS, & SCHOLARLY ACHIEVEMENTS

**Petra Koppers**, assistant professor of performance studies in the English and cultural studies department, has received the first Caroline Plummer Dance Fellowship, to begin in July of 2005. A native of Germany, Koppers will spend part of next year in New Zealand at the University of Otago in Dunedin, where her project "Mapping" will chart the energy of dance by disabled and non-disabled dancers. The results will be incorporated into two dance performances, a digital video, and a CD-ROM. Koppers is

the artistic director of The Olimpias Performance Research Projects and the author of *Disability and Contemporary Performance: Bodies on Edge*.

**Brian Blais**, assistant professor of science and technology, is part of a Brown University research team that has created a theoretical model that could shed light on a brain science mystery: what happens to cells when humans learn and remember? Other team members are Luk Chong Yeung, a neuroscience research associate at Brown; Leon Cooper, Nobel Prize-winning physicist and professor of physics and neuroscience at Brown; and Harel Shouval, assistant professor of neurobiology and anatomy at the University of Texas Medical School at Houston.



Brian Blais

A co-authored paper by professors of management **Alphonso Ogbuehi** and **Juan Florin**, titled "Strategic Choice in International Ventures: A Contingency Framework Integrating Standardization and Entry-Mode Decisions," has been published in *Multinational Business Review*. Professor Ogbuehi co-authored two additional papers:

"A New Product Sales Forecasting in a Personal Selling Intensive Industry: An Application of Repeat Purchase Diffusion Models," which was published in *Advances in Business and Management Forecasting, Volume 4*, and "Culture and Religion in International Marketing Strategy: An Examination of Islamic Consumers in African Countries," which was published in the *Journal of International Marketing and Exporting, Volume 8, No. 2*.

Associate professor of science and technology **Hong Yang** delivered an invited presentation titled "Metasequoia (Dawn Redwood) as a modern and ancient environmental archive" at Yale Institute for Biospheric Studies Seminar, Yale University, Environmental Science Center, on October 1.

La Unidad Latina has selected **Solanchi Fernandez**, an academic advisor for undergraduate advising, as the faculty recipient of the Legacy Award in Providence. The award is given for positively promoting Latino/a culture and diversity on and off campus. The Latin American Student Organization at Brown University honored Fernandez at a gala on Nov. 13.

Economics professor **Joseph Iacqua** presented papers at two conferences in September. He presented "Culture, Knowledge and Intuition as Factors of Successful Organizational Learning for Leadership in Economic Transition" at the 3rd International Conference, International Business in

Transition Economies, at the Stockholm School of Economics in Riga, Latvia, where he was chairperson of a conference session, "International Human Resource Management and Organizational Culture." In New York, he presented "Using a Distance Learning Roundtable to Foster Collaborative Learning Between Differing Cultures: A Belarusian Case" at the 31st Annual Conference of the Northeast Business & Economics Association.

**Dennis Bline**, professor of accounting, has published "The Impact of Immediate Feedback on Student Performance: An Exploratory Study in Singapore" in *Global Perspectives on Accounting Education (Volume 1, 2004)*. The journal, launched by Bline early last year, is an academic, peer-reviewed journal that publishes research and instructional resources for accounting faculty worldwide. He has assembled an editorial board that is comprised of more than 29 faculty from universities and colleges all over the world, including France, Australia, Norway, the Netherlands, and the U.K., as well as the U.S. The journal is welcoming manuscripts. To view, visit [gpaeb.bryant.edu](http://gpaeb.bryant.edu).



Dennis Bline

Assistant professor of computer information systems **Kenneth Sousa** received an honorable mention in the 2004 Elwood S. Buffa Doctoral Dissertation Competition at the 35th Annual Meeting of the Decision Sciences Institute, held in Boston from November 20-23. The dissertation is titled "Factors Influencing the Adoption of Electronic Business in the Purchasing Activities within a Business Organization Using an Extended Technology Acceptance Model."

Marketing professor **Sanjay Putrevu** has had two papers accepted for publication: "Communicating with the Sexes: Male and Female Response Toward Print Advertisements," *Journal of Advertising*, Volume 33, Number 3 (Fall), 51-62; and "Religious Influence on Consumer Behavior: Classification and Measurement," (co-written with Kenneth Lord), *Advances in Consumer Research*, Editors: Akshay Rao and Geeta Menon, Volume 32 (forthcoming).

In September, **Janet Moraban-Martin**, professor of psychology, gave the keynote address "Paradoxes in the Impact of the Internet on Women" at the International Conference on Gender and Gender Research in the Information Society in Cadiz, Spain. She

also presented a paper, co-authored with Professor Phyllis Schumacher, titled "Characteristics of Online Health Searches according to their Impact" at the Convention of the American Psychological Association in July in Honolulu.

**Julie Morrison**, assistant professor of applied psychology, presented "The Effect of Spatial Ability on Learning from Text and Graphics" at the 26th Annual Meeting of the Cognitive Science Society in Chicago in August.

**Ranjan Karri**, assistant professor of management, was the featured speaker at the "Power Hour Seminar Series: Strategic Thinking," which was held in September in Providence. It was sponsored by the Greater Providence Chamber of Commerce in September.

Professor of mathematics **Robert Muksian** spoke on "Social Security, Past, Present, Future?" before the Rhode Island Chapter of the Financial Planning Association on campus.

**Bernie Blumenthal**, manager of the LITE Program at Bryant, was among the presenters at the College Board National Forum in Chicago this past fall. His presentation fell under the topic of "Increasing Academic and Career Success of Underrepresented Students:

What do the Data Say?" Blumenthal was invited to speak by The GE Foundation, founder of the research-based Math Excellence Initiative. The Math Excellence Initiative focuses on K-16 efforts to strengthen students' core academic preparation and foster their interest in careers such as business and engineering.

#### FACULTY IN THE MEDIA

Communications chair **Stanley Baran** was part of a radio documentary broadcast on Germany's regional public broadcasting network SWR2 in October. Interviewed by journalist Otto Deppe, he spoke about media education in the United States.

An op-ed by professor of sociology **Gregg Lee Carter** titled "Fear of Terrorists, but Not of Guns," appeared on Newsday.com on September 12.

The American Accounting Association has responded to a call for comments from the U.S. Securities and Exchange Commission with a paper titled "XBRL Voluntary Financial Reporting Program on the Edgar System" (Comments on SEC Proposed Rule - 33-8496). Co-written by Professor **Saeed Roohani**, the comments are posted on the SEC Web site for public viewing at <http://www.sec.gov/rules/proposed/s73504/aaa110104.pdf>

History professor **Judy Barrett Litoff** served as an historical consultant for the PBS documentary "The Perilous Fight: America's World War II in Color," which has been nominated for an Emmy for Outstanding Achievement in Research.

**Keith Murray**, chair of the marketing department and interim dean of the College of Business, was quoted in *The Providence Journal* on July 22 in an article on marketing milk for a co-op of Rhode Island dairy farmers.

President emeritus **William O'Hara's** book *Centuries of Success - Lessons from the World's Most Enduring Family Business* received a favorable review in the *Charlotte Business Journal* on June 11 and was featured in *Providence Business News* on August 9. The book is a featured title on the JPMorgan Private Bank 5th Annual Summer Reading List. More than 200 non-fiction books submitted by the company's 3,200 employees worldwide were considered for the "Top 10" list, which is based on quality of content, timeliness of appeal, and author expertise.

Marketing professor **Elaine Notarantonio** was quoted in *Providence Business News* on June 28 in an article on how CVS is redesigning its stores to target female customers.

#### IN MEMORIAM

**Frederick W. Clark** of Smithfield, R.I., former department chair for economics, passed away on December 2, 2004. Professor Clark retired in 1994. A 1949 graduate of Bryant, he received a master of arts degree from Boston College

in 1956 and a doctorate degree in philosophy from Lawrence University in Appleton, Wisconsin, in 1971. He was very active in local politics and was a member of the Smithfield Industrial Development Committee and the Home

Rule Charter Commission. Dr. Clark is survived by his wife Lillian, to whom he had been married for 53 years; a daughter, Maryann P. Ragno of Greenville, Rhode Island; a son, Robert F. Clark of Granby, Connecticut; and five grandchildren.



# SPOTLIGHT ON BRYANT: CAMPUS NEWS

## LEARNING OUTSIDE THE CLASSROOM

This term Bryant hosted an array of experts who engaged the Bryant community in an energetic dialogue on topics ranging from entrepreneurial business and international and domestic politics to poetry. The distinguished roster of speakers included Yale economist Paul Kennedy (see article on page 9) and *Running with Scissors* author Augusten Burroughs. The range and caliber of speakers reflect Bryant's commitment to educating the whole student—inside and outside of the classroom.



Bill Rancic

### HE'S HIRED!

"The Apprentice" winner Bill Rancic shared his recipe for success on October 20 with more than 500 Bryant students, faculty, staff, and members of the community. In an interview that appeared in *The Providence Journal*, the first winner of the Donald Trump reality television show applauded Bryant's approach to educating students for success in business, noting in particular students' ability to apply the theories they learn in a practical setting. Eight years ago Rancic founded [cigarsaroundtheworld.com](http://cigarsaroundtheworld.com) in a 400-square-foot studio apartment on a shoestring budget. Today, it is a multimillion-dollar operation that is part of a publicly traded company, Synergy Brands. Rancic also works for the Trump Organization and is making a name for himself in the Chicago

real-estate market. He is the author of *You're Hired: How to Succeed in Business and Life from the Winner of The Apprentice*, which is currently #6 on *The New York Times* bestseller list. His appearance was part of the Trustee Speaker Series.

### RUNNING WITH SUCCESS

On September 29, best-selling author and humorist Augusten Burroughs talked about his battle with alcoholism in the program "Dry: Living Life Without Booze." Burroughs' first book, the *New York Times* best-seller *Running With Scissors*, is being made into a major motion picture. He is also the author of *Dry*, another *New York Times* best-seller. His latest book, *Magical Thinking: True Stories*, was released nationwide in October. He has been named one of the "25



Augusten Burroughs

Funniest People in America" by *Entertainment Weekly*, ahead of comic heavyweights Conan O'Brien, Ben Stiller, and Bernie Mac.

### MAKING POLITICAL GAINS

Three events turned the attention of Bryant students, staff, and faculty as well as members of the community at large toward politics against the backdrop of the 2004 presidential election.

The debates between President George W. Bush and presidential candidate John Kerry were the focus of "The Presidential Debate Debate" September 30. The event provided a forum for the Bryant community to discuss the candidates with Sydney Krause, Ph.D., an author and specialist in political communication, after watching them go head to head on the jumbotron in the Grand Hall of the George E. Bello Center for Information and Technology. Krause is professor emeritus of communication at Cleveland State University and is a national expert on televised presidential debates. The Freedom Forum at Columbia University has cited two of his books as among the 25 most important books on media and politics. The division of student affairs, the department of communication, the department of history and social sciences, and the College of Arts and Sciences sponsored the event.

"What to Expect on Election Night" featured political author Wendy Schiller, whose talk focused on the "battleground states" and which key races for seats in the U.S. Senate and House of Representatives would be shaped by the outcome of the election. Schiller



Sydney Krause (right)

has written for *The New York Times* and appeared on NPR's "Talk of the Nation." With previous appointments at the Brookings Institution, Princeton University, the office of the late U.S. Senator Daniel P. Moynihan, and the State of New York, she is currently associate professor of political science and public policy at Brown University.

A screening of *Everywhere but Florida*, a non-partisan film about the history of American politics with a focus on the controversial 2000 presidential election, took place in Janikies Theatre on September 21 and was followed by a faculty-moderated discussion. The event was sponsored by the Student Programming Board (SPB) and the Student Senate.

### THE POWER OF VISUALS

Bryant's solid tradition in business is enhanced by artistic endeavors on campus. The Tracks Project, a digital photo/poetry exhibit, presented by VSA Arts of Rhode Island and The Olympics, ran from November 30 through December 15 in the Women's Center. The exhibit was comprised of written and visual images by a group of 17 community artists from Rhode Island and explored themes and motifs of disability through

dance, photography, earth art, and creative writing. To view photographs and poems, visit [www.olimpias.net](http://www.olimpias.net), and click on the Tracks link.

### TAPPING NEW MARKETS

A video conference on October 27 titled "Chile: Your Next Market" focused on trade opportunities with Chile now that the US-Chile Free Trade Agreement is expected to create new opportunities in many sectors and could create a string of free-trade agreements throughout the Americas. Senator Lincoln Chafee of Rhode Island, who serves on the Committee for Foreign Relations and the Subcommittee for International Economic Policy, Export and Trade Promotion, moderated the video discussion with Deputy Phil Goldberg and Americo Tadeau, the United States' senior foreign commercial service officer stationed in Santiago, Chile.

### INTERNATIONAL EDUCATION WEEK

"Travel as Transformation" was the theme at Bryant's third International Education Week (IEW) celebration November 15-19, designed to foster diversity on and off



A procession of Bryant students bearing flags from around the world kicked off International Education Week 2004.

campus. Students and faculty recounted their experiences of traveling abroad, and photojournalist Alyx Kellington shared photographs and stories from



Alyx Kellington

her travels all over the world. The week also featured Janine DiGiovanni, a senior foreign correspondent for *The Times of London*, who discussed "The Art of Travel in the World's Most Dangerous Places." The event closed with one of the most popular events on campus, the International Student Organization's I-2-I celebration, a cultural talent and fashion show. Sponsored by the Intercultural Center—International Education and Multicultural Affairs, The John H. Chafee Center for

International Business, and Bryant faculty, IEW is the result of a joint effort of the U.S. Department of Education and the U.S. Department of State.



Janine DiGiovanni

### BRYANT GAINS ACADEMIC MOMENTUM

Bryant is garnering more academic recognition—and that's a boon not only for current students but for alumni as well.

Bryant University has been ranked number 20 in the Masters 1 College/University Category in the North in its latest appearance in the *U.S. News & World Report* publication "America's Best Colleges." Last year Bryant ranked 24th in this selective category.

"It is very exciting that Bryant has improved its ranking in this highly competitive

region and category," says President Ronald K. Machtley. "Now, as Bryant University, we will continue to focus on enhancing the student-centered learning environment. We are preparing our graduates to achieve success in their lives and their professions through the pursuit of knowledge and the development of character. This ranking reflects

the broader recognition of our accomplishments."

The *U.S. News* ranking relies on quantitative measures of academic quality and a non-partisan view of what matters in education, as determined by the magazine's editors. A few of the key criteria used to determine the rankings are peer assessment, retention and graduation rates, and faculty resources such as the number of faculty with doctoral degrees and the number of classes with fewer than 20 students. Bryant is also listed in this year's edition of *The Princeton Review's* "Top 357 Colleges in

America" and the most recent edition of *Barron's* "Best Buys in Education."

Topping the technology charts, Bryant was named the #2 "most connected" college in the country in October 2004 *The Princeton Review's* "Top 25 Most Connected Campuses," which appeared on *Forbes.com*. *The Princeton Review* made its choices based on responses from more than 100,000 college students, as well as data from college administrators. To view the article, go to [www.forbes.com/lists/2004/10/20/04conncampland.html](http://www.forbes.com/lists/2004/10/20/04conncampland.html).

## ON-CAMPUS HIGHLIGHTS

Bryant hosted renowned performers like Toni Lynn Washington while students also put up dramatic performances of their own, raised money to help soldiers in Iraq phone home, and explored the deep roots of radicalism that helped advance individual freedoms in this country. The bustling term's activities wound down in December with a tree and Menorah lighting festival before students hunkered down for finals and, finally, a winter break.

## GAINING HISTORICAL PERSPECTIVE

Bryant students joined Timothy Patrick McCarthy and John McMillian in reading of excerpts from *The Radical Reader: A Documentary History of the American Radical Tradition* on October 26. The event was sponsored by the Women's Center, the Intercultural Center, the Diversity Council and the departments of English and cultural studies, history, and social sciences.

## HELPING OUT

Bryant student Senators Hope Solomos '07 of New Bedford, Massachusetts, and Anthony Furnari '06, of Salem, Massachusetts, spearheaded a drive to collect old cell phones and resell them to companies that ship them overseas. Profits go toward prepaid calling cards for soldiers in Afghanistan and Iraq. The co-founders of Cell Phones for Soldiers—13-year-old Brittany Bergquist of Norwell, Massachusetts, her 12-year-old



(L-R) Hope Solomos '07, Brittany Bergquist, Anthony Furnari '06

brother, Robbie, and her father, Bob Bergquist—have raised more than \$150,000. Brittany has two cousins who are being deployed to the Middle East, one of whom is Bryant graduate Quentin Carmichael '00. For information or to contribute to Cell Phones for Soldiers, e-mail phones@bryant.edu or call (401) 719-8988.

## ENTERTAINING

*The Bryant Players* performed *The Bride's Bouquet*, a mystery, December 3 through December 5 in Janikies Theatre.



Sweet Willie D. and Toni Lynn Washington

## "An Evening of

*Holiday Soul*" brought Toni Lynn Washington to campus on December 1 as part of the President's Cultural Series. Washington was nominated for two W.C. Handy awards and in 1999 received the Boston Blues Festival's Lifetime Achievement Award.

*Art, Latin-style.* The Multicultural Student Unit sponsored the Second annual Latino/a Heritage Month Art Gallery from September 13 through October 13 at The Douglas and Judith Krupp Library in the George E. Bello Center. Also featured was Bolivian guitarist Miguel Angel Aliaga, who evokes the Andean landscape with his universally appealing music.

## 28th Annual Festival of Lights

A Christmas tree and Menorah lighting celebration on December 1 topped off a day-long roster of holiday festivities. The campus Christmas tree was donated by Professor Kenneth Sousa '87 MBA.



Festival of Lights



Professor Tim McCarthy (University of North Carolina) at the podium with (L-R) Emanuel Holmes '06, Anne Callahan '05, Dan Raposo '06, Rohan Shah '06, Que Phipps '05, Wilberte Paul '07, Symphonée Willoughby '08, Lizzie Simon (director), and Professor John McMillian (Harvard)

### Compassionate peers.

As part of National Collegiate Alcohol Awareness week, BACCHUS/GAMMA (Greeks Advocating Mature Management of Alcohol) sponsored a presentation by John and Meg DeCubellis, whose 13-year-old daughter, Katie, was killed by a drunk driver. The DeCubellis started the Katie DeCubellis Memorial Foundation, which continues her legacy by promoting youth leadership, education, and public awareness of the dangers of drunk driving and substance abuse. Throughout the week, Bryant students helped to build a Brick Wall Remembrance Poster. Many wrote on a paper brick how alcohol has impacted

their lives or that of family and friends.

### Cultural calendar.

Bryant celebrates other cultures all year 'round with Lunar New Year festivities on February 4; Black History Month during February; Asian Pacific American Heritage Month in April; Latino/a Heritage Month in October; a Native American presentation on November 5; and a Diwali celebration on November 12.

This past April, the theme of the Asian Pacific American Heritage Month was "Breaking Stereotypes," featuring a cultural coffee house at South Dining Hall on April 21 with guest Asian poet Li Min Mo.

**Let's dance.** Students put on their dancing shoes for Bailemos (Let's Dance) September 28, October 5, and October 12 to learn how to do the salsa and merengue. Each

class opened with a 15-minute presentation on Latin history, culture, and politics by members of the Latino/a community. This event is part of Latino/a Heritage Month.



*Renovacion Cultural Colombiana*

## STUDENT SUCCESSSES

At Bryant, success comes in all disciplines. This past term Bryant students won awards for excellence in business, technology, and applied psychology, and on the career front built connections with alumni to help expand job opportunities after they graduate. Take a look at where our students have been—and get a glimpse of where they might be going.

### STUDENT AWARDS, PLACEMENTS, AND PRESENTATIONS

**Alesha Barnes** was awarded a \$1,000 scholarship from the Honor Society of Beta Gamma Sigma for her superior performance in the study of business. Scholarship recipients are student members of Beta Gamma Sigma who represent the top percentage of students within business programs accredited by AACSB International (the Association to Advance Collegiate Schools of Business) and embody the ideals set forth by Beta Gamma Sigma: honor, wisdom, and earnestness. Membership in Beta Gamma Sigma is considered the highest recognition available to business students worldwide.

Four Bryant undergraduate students were among the presenters at the 44th annual

meeting of the New England Psychological Association in October at Rhode Island College. **Kristen Harmon**, a senior in applied psychology, presented "The tall and the short of it: Height and interpersonal attraction." Scott Wood, a junior in applied psychology, presented "In the black or in the red? The effect of color on short-term memory." **Carola Pierluisi**, a junior in communication with a minor in psychology, presented "Are you being served? The effect of physical appearance on helping behavior in a retail setting." (Pierluisi's poster received an honorable mention in the undergraduate poster category.) The three conducted their research as part of their Research Methods in Psychology course last spring. **Kristen Stein**, a senior finance major with a minor in psychology, presented

"Who's at the table? The effect of gender composition on children's competition."

Bryant ACM's applied-computing team members placed fourth out of 19 teams in the Boston ACM programming preliminary that finished on October 23. It is the first time Bryant students have competed in this arena. "It speaks very highly of Bryant's new IT program and three of its soon-to-be first graduates, **Bradley Schumacher**, **Jon-Eric Schneiderhan**, and **John Balboni**," says faculty advisor Chen Zhang.

**John Drew '01**, an assistant director in Bryant's office of admission and a candidate for a master of science in management degree at Bridgewater State College, is among four recipients of the ISECON 2004 Meritorious Writing Award presented by the Association of Information Technology Professionals at the Information Systems Education Conference, held November 4-7. Drew and his co-authors won for their research paper "Utilization of robotics in higher education," which looks at how Bryant will be using LEGO Mindstorms in introductory IT courses.

### CEO AWARDS FOR ENTREPRENEURIALISM

The 7th annual conference of the Collegiate Entrepreneurs' Organization (CEO) in Chicago, Illinois, Nov. 4-6 recognized several Bryant students for their entrepreneurial savvy; best CEO Student Leader first runner-up **Corey Degon '05**; best CEO Advisor Champion Troy D. Byrd; and 2004 CEO Elevator Pitch Champion **Samee McDannel '06**. Bryant itself was the recipient of the Best Collegiate Event Champion for its 2004 Entrepreneurial Extravaganza.

### TAKING A BITE OUT OF THE BIG APPLE

Eighty-six Bryant students boarded two buses headed to New York City on November 19 to hear about marketing and communication career opportunities from leaders in their industries. Bryant University's Office of Career Services organized the day's activities, which began at noon with a two-hour panel at the Double Tree Suites Hotel in Times Square. Of the six panel members, five were Bryant alumni. The trip finished up at NBC Universal Studios with a two-hour presentation by the human resources department.

# CLASS NOTES

**1955**

*The 50th Reunion will be Saturday, September 24, 2005, at Homecoming and Reunion! Plan to join Bob Landry and Kay (Barker) Kingsbury along with your classmates to mark this special event in the 50th Reunion Tent during the day. In the evening, Bryant University will sponsor a private casual reception with music and food at WaterFire in Providence.*

**1964**

ALAN M. GILSTEIN of



Providence, R.I., a founding partner at Piccerelli, Gilstein & Company, LLP, in Providence,

R.I., retired as chairman of the board of trustees at The Miriam Hospital in Providence.

**1966**

RICHARD C. JOHN of Brattleboro, Vt., formed Mayhew & John, LLC, dba Cornerstone Institute, which is an education, training, and consulting company in Brattleboro. Rich is the managing partner responsible for business operations as well as developing new areas for future growth.

**1968**

SUSAN (HEINEMANN) BERMAN formerly of Marietta, Ga., graduated magna cum laude with a bachelor of business administration degree from Kennesaw State University in Kennesaw, Ga. Susan and her husband, **Steven Berman '68**, will be relocating to Nashville, Tenn.

**1970**

JAMES B. ASTRACHAN of Baltimore, Md., was elected president of the Advertising Association of Baltimore. Jim is an adjunct professor at the University of Maryland Law School and the founder of a 10-person intellectual property practice with offices in Washington, D.C., and Baltimore.

**1972**

RICHARD A. GOBIN of Cornelius, N.C., opened a distribution business, Carolina Polymer Services, in Charlotte, N.C. Richard has spent 30 years in the plastics industry, and his expertise lies in marketing thermoplastic resins, alloys, and compounds into the Southeast U.S. marketplace.

**1973**

RONALD L. MARTEL MBA



of Bellingham, Mass., was appointed dean of students at Johnson & Wales

University in Providence, R.I.

**1976**

CRAIG T. BOGAR of Spanish Fort, Ala., athletic director for the University of Mobile in Mobile, Ala., was recognized as the National Athletic Director of the Year at the National Association of Intercollegiate Athletics Convention in Kansas City, Mo.

PAMELA (SOUSA) PATON of Marshfield, Mass., was promoted to senior vice president and director of global sales support at State Street Corporation in Boston, Mass.

DONALD T. STEWART MBA of



Jacksonville, N.C., was named the 2004 Financial Services Advocate of the Year by the

U.S. Small Business Administration (SBA). This award is presented to individuals who assist small businesses in obtaining financing. Don also received the SBA Southeast Regional Financial Services Champion Award.

**1977**

NEWTON BUCKNER III, '78,



of Farmington, Conn., was appointed to a one-year term on the board of governors

for the Connecticut Society of Certified Public Accountants. Bud is a tax principal at Whittlesey & Hadley, P.C. in Hartford.

**1978**

GEORGE E. DOOLEY JR. of Danville, Calif., was appointed vice president of internal audit for GAP Inc., headquartered in San Francisco, Calif.

JEFFREY A. LAMPINSKI of



Downingtown, Penn., is the vice president for corporate compliance and chief

security officer at Allied Security, based in King of Prussia, Penn.

**1980**

*Mark your calendars for your 25th Reunion on Saturday, September 24, 2005, at Homecoming and Reunion! Join your classmates in the 25th Reunion Tent during the day. In the evening, Bryant University will sponsor a private casual reception with music and food at WaterFire in Providence.*

**RITA WILLIAMS-BOGAR**, a Bryant alumna of the Class of 1976 and a trustee, received her MBA from Indiana University this past summer and was selected to Sigma Iota Epsilon, the national Management Honor Society, as a result of her course work at Walden University. She is the president and CEO of Personal Development Solutions, LLC, in Montclair, New Jersey. She is a success coach, keynote speaker, and workshop facilitator. She is an active member of the Chartered Property and Casualty Underwriter Society's Diversity Plan Development Task Force.

**1981**

**JOHN E. HINDS** of Lebanon, N.H., is a disaster paramedic for the IMSuRT-East medical team that was deployed to Iran. John spent ten days rendering medical care to the ill and injured. Upon returning, he resumed his position as crew chief of operations for the Dartmouth-Hitchcock Medical Center's Advanced Response Team in Lebanon.

**1982**

**MICHAEL J. ROY** of Linwood, Mass., was promoted to vice president, compliance officer at Bank RI, in East Providence, R.I. Mike is responsible for bank-wide compliance with all state and federal laws and regulations and also serves as the secrecy officer for Bank RI.

**1983**

**FRANK L. DILORENZO** MBA, '87CAGS, '99MST of Cumberland, R.I., was named manager in the tax division at Syner, Cavallaro, and Cabral, LLP, certified public accountants and business consultants in Cranston, R.I. Frank is also a member of the American Institute of Certified Public Accountants and the Rhode Island Society of Certified Public Accountants.

**TERESA (BARONE) DISCULLO** of Marco Island, Fla., was re-elected to a four-year term as councilwoman for the City of Marco Island, Fla. Teresa also serves as the chair of the Council.

**1984**

**ROBYN (RUTKOWSKI) COLOGNA** of Newtown, Conn., received a master of science degree in elementary education at the University of Bridgeport in Bridgeport, Conn. Robyn is a third grade teacher at Middle Gate School in Newtown.

**STEPHEN A. KOHUT** of Andover, Mass., was named to the National Register's Who's Who in Executives and Professionals in West Islip, N.Y. Steve is a certified public accountant and program manager for IBM Corporation in Westford, Mass.

**DEBORAH (JONES) MALINA** of Middletown, Conn., was elected to serve a three-year term on the board of governors



for the Connecticut Society of Certified Public Accountants in Rocky Hill, Conn.

**WILLIAM P. MARSHALL** of Tiverton, R.I., was promoted to director of examination, small business/self-employed



division, at the Internal Revenue Service in its Boston, Mass., office for the North Atlantic area consisting of Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, and Vermont.

**KIMBERLY (GAWLAK) WALSH-SORENSEN** of Huntington Beach, Calif., was named vice president of marketing at Carbon Resources in Oceanside, Calif.

**1985**

*Plan to come back to campus on Saturday 24, 2005, to celebrate your 20th Reunion at the Homecoming and Reunion BBQ Tent and in the evening at the WaterFire in Providence to reconnect with friends, classmates, and faculty.*

**GREGORY G. BARISHIAN** of Harmony, R.I., was appointed tax senior associate at Lefkowitz, Garfinkel, Champi



& DeRienzo P.C., in Providence, R.I. Greg is a certified public accountant and a certified financial planner practitioner. He is also a member of the American Institute of Certified Public Accountants and on the financial planning committee for the Rhode Island Society of Certified Public Accountants.

**RUSSELL J. MONTAL** of Foxborough, Mass., founded Sapphire Associates, a management consulting firm organized to assist business managers based in Foxborough.

**LISA (BOHLIN) NIELSEN** of Stow, Mass., is an executive assistant at Parthenon Capital LLC, in Boston, Mass.

**KEITH A. SCHNEIDER** of Double Bay, Australia, was promoted to vice president of sales and marketing for the international division of Russ Berrie Co., Inc., in Banksmead, Australia. Keith is responsible for promoting the RUSS brand in every country of the world outside the United States and Canada.

**JAN WISE** of Oxford, Conn., formed Best Wise Associates of Oxford, a financial services firm offering security and advice.

**1986**

**CHRISTOPHER J. BOULEY** '90MBA, '91CAGS of Woonsocket, R.I., a financial consultant with Smith Barney in Providence, R.I., was elected president of the board of directors for the Stadium Theatre Foundation in Woonsocket.

**MICHAEL E. IACOBBO** of Providence, R.I., co-authored *Vegetarian America: A History*, with his wife, Karen. This is the first complete history of vegetarianism in the United States.

**KATHLEEN (NOEL) JOHN-SON** of Putnam, Conn., was promoted to audit senior associate at Lefkowitz, Garfinkel, Champi and DeRienzo, P.C., in Providence, R.I. Kathleen is also a member of the American Institute of Certified Public Accountants and the Rhode Island Society of Certified Public Accountants.

**RICHARD S. JOSEPH** '92MBA of Warwick, R.I., was named chief operations officer at Pioneer Investment Management, Inc., in Boston, Mass.

**DEBORAH (SHEFTIC) PASQUARELLA** of Centennial, Colo., was awarded the distinction of Teacher of the Year at Johnson & Wales University in Denver, Colo. Deb is an assistant professor for the School of Arts and Sciences at the Denver campus.

**THOMAS C. WIGHT** of Naples, Fla., is the Head Golf Pro at Vineyards Country Club in Naples, a private 36-hole golf course.

**PAUL L. TUMOLO** MBA of Medway, Mass., owns and operates a consulting and executive education business named Edusult Performance Systems in Medway.

**1987**

**THOMAS L. DWYER JR.** MBA of Providence, R.I., was promoted to executive vice president at Johnson & Wales University in Providence. Tom will also continue in his role as chief financial officer for the University.

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

Update your e-mail address today at:

[alumni@bryant.edu](mailto:alumni@bryant.edu)



**SUSAN (VANCE) MURRAY** of

Attleboro, Mass., was promoted to vice president/business banking underwriting manager for the business lending services at Citizens Bank in Providence, R.I.

**JULIE-ANN (ROTONDO)**

POLL of East Granby, Conn., was named a communications product manager at Aetna Inc., in Middletown, Conn.

**LISA (TARKIAINEN)**

STEELE of Suffolk, Va., was named director of financial reporting at the Newport News Holdings Company in Hampton, Va. The company owns the Newport News, Spiegel, and Eddie Bauer catalog companies.

**1988****JASON E. ARCHAMBAULT**

of Boston, Mass., a senior manager for SKM Wealth Management, LLC, the financial planning division of Sansiveri,

Kimball, and McNamee in Providence, R.I., was admitted as a member and will now participate as an owner in all facets of the company's operations. Jason assists clients with comprehensive financial and investment planning.

**DEBBI-JO (ABRAMS)**

HORTON of Riverside, R.I., a principal of Workplace Dynamics in Providence, launched a new Internet radio broadcast, "Leadership in the 21st Century." The broadcast will share insights and experiences to help leaders grow personally and professionally.

**1989**

**BRUCE G. EAGLESON** of Bristol, R.I., was named manager in the financial services advisory practice at Carlin, Charron & Rosen, LLP, in Providence, R.I.

**DONALD IRWIN IV** of Oak Hill, Va., was recognized by *Worth* magazine as one of "The Nation's 100 Most Exclusive Wealth Advisors." Don is vice president at JPMorgan Private Bank in Washington, D.C.

**KATHLEEN M. SPACONE** of Canton, Mass., is the customer business analyst at Unilever Best Foods in Canton.

**1990**

**MICHAEL V. CALEO** of Manhattan Beach, Calif., received an Emmy nomination for writing the episode "Where's Johnny?" for the hit HBO series "The Sopranos."

**LORI (LAPLANTE) CHICOYNE** of North Andover, Mass., is the regional marketing director at Edwards & Kelcey, Inc., in Boston, Mass. Lori will be responsible for overseeing the marketing and business development efforts of the firm in the New England region.

**DAVID S. PETERSON** of Holliston, Mass., was appointed manager of executive compensation and worldwide incentive plans at the Rohm and Haas Company, based in Philadelphia, Penn.

**EDWARD J. RAZZANO** of New

York, N.Y., was named senior director, film and TV, for BMG Film and TV Music Department

in New York City. Ed will work with advertising agencies on the East Coast, pitching BMG's songs and master recordings and negotiating deals for commercials.

**JILL CEPPELELLI-SPANO** of Marshfield, Mass., writes a home-décor shopping column for *The Patriot Ledger* newspaper, based in Quincy, Mass. Jill was featured as a guest columnist on [www.readsuzette.com](http://www.readsuzette.com), a light-hearted humor Web site.

**1991**

**NEAL N. BELIVEAU** of Ashburn, Va., was promoted to technical director of business technologies at America Online in Dulles, Va.

**DONALD J. DESFOSSE** of Chelmsford, Mass., was promoted to senior manager, performance excellence, at Raytheon Company in Andover, Mass. Don is responsible for quality, performance excellence, and mission assurance on all integrated air-defense programs worldwide.

**1993**

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

**1994**

**ROBERT J. HARTY II** of Danbury, Conn., is the finance manager at TracyLocke in Wilton, Conn.

**BRIAN M. SINKIEWICZ** of Manchester, N.H., received a master of business administration degree from Northeastern University in Boston, Mass.

**1995**

*It's your 10th Reunion! Join your classmates in the 10th Reunion Tent during the day at Homecoming and Reunion on Saturday, September 24, 2005. In the evening Bryant University will sponsor a private casual reception with music and food at WaterFire in Providence.*

**SCOTT A. SMITH** of Shelton, Conn., is the manager of Consumer Magazines, BPA Worldwide in Shelton.

**SCOTT G. TERRIEN** of Cumberland, R.I., was promoted to vice president/business development and sales manager at the Banknorth Massachusetts office located in Foxboro, Mass. Scott is responsible for developing consumer and small business deposit and loan relationships.

**ERIC P. ZINE** of North Quincy, Mass., a financial consultant with Smith Barney in Boston, Mass., is authorized by the Certified Financial Planner Board of Standards, Inc., to use the certification marks CFP.

**WHERE IN THE WORLD?**

The "Where in the World" photo that ran in our last issue has been correctly identified by Douglas P. Stewart '57 of Philpensburg, Maine, who writes that "the extremely attractive young lady on the left holding the ivy chain" is June (Knight) Stewart, his wife of 46 years. She is seated on the steps of Memorial Hall at the East Side campus prior to 1957 Class Day activities. As freshmen, students form a circle clasping the ivy chain, which represents class unity. At graduation, the class assembles once again and the ivy chain is cut, symbolizing the ending of college and the beginning of the next phase of life as graduates.

*Due to space constraints, "Where in the World" will not run in this issue.*

**1996****JON J. LAMBIAS** of

Philadelphia, Penn., a graduate of Pepperdine University School of Law in Malibu,

Calif., was named an associate at Berger and Montague, PC, a law firm in Philadelphia.

Jon practices in the area of securities litigation and is also a certified public accountant and a certified fraud examiner.

**DEBRA A. PERRON** of

Portland, Maine, is a personal lines underwriter for Peerless Insurance in Portland.

**BETHANY CONNEALY-****WANDYES** of Chepachet, R.I., was appointed a financial planner for student financial services at Johnson & Wales University in Providence, R.I.**1997****SCOTT P. LEVINE** of Bayside, N.Y., a senior analyst at Goldman Sachs in Jersey City, N.J., passed the Level I exam for certified financial analyst (CFA).**BILLIE JEAN (SANDERS) MOUNTS** of Bonita Springs, Fla., was promoted to reimbursement manager at Health Management Associates in Naples, Fla. Billie Jean is responsible for Medicare and Medicaid reimbursement for the company's 53 hospitals.**DONALD E. WIDGER** of Southington, Conn., a consulting actuary at Prudential Financial in Hartford, Conn., was named a Fellow of the Society of Actuaries. Don attained the designation of Enrolled Actuary, which is an actuary who has been licensed by the federal government to perform a variety of actuarial tasks that are required for pension plans in the United States.**1998****JAY N. HERSHMAN** of Cheshire, Conn., an attorney, announced the formation of Baillie Hall & Hershman, P.C., with offices in Cheshire and Avon, primarily focusing on real estate, estate planning, and corporate matters.**DOMINIK M. WELLMAN** of Hertfordshire, England, is the sales and services manager for LSG Sky Chefs in Surrey, England.**1999****NATALIA (DANIEL) ELAM** of Tyngsboro, Mass., was promoted to principal financial accountant at Raytheon Company in Waltham, Mass.**MELISSA R. FRANK** of Sharon, Mass., was named assistant director of student activities at Stonehill College in Easton, Mass.**SCOTT C. LUSHING** of Pompano Beach, Fla., opened his own branch of Homes and Loans USA in Pompano Beach and is the vice president for sales and marketing.**HEATHER (SIMAS) NARDELLA** of Attleboro, Mass., was named business process analyst at Blue Cross & Blue Shield of Rhode Island in Providence, R.I.**RUSSELL A. WALLIS** of South Boston, Mass., was promoted to consultant at Towers Perrin, a global professional services firm in Boston, Mass.**2000***It's finally here - our 5th Reunion! Join Tov Birke-Haneisen, Bob Fressola, and Julie (Piccirilli) Silva as we dedicate our Senior Class Gift at Homecoming and Reunion on Saturday, September 24, 2005.***COURTNEY F. GUERTIN** '03MBA of Bristol, R.I., was named president of the American Marketing Association, Rhode Island Chapter. Courtney is the marketing and communications manager at Battleship Cove in Fall River, Mass.**JOESPH M. PROCACCINI** of Johnston, R.I., is a technical support specialist for DataNet in Cranston, R.I.**2001****BRAD R. ABEL** of Bow, N.H., is a real estate manager at Eaton Partners, Inc., of Manchester, N.H.**ALISON MARELLI** of Weymouth, Mass., is a private equity analyst for Meketa Investment Group in Braintree, Mass.**2003****ALLISON D. DEMUSIS** of Guilford, Conn., is a realtor with Page-Taft Real Estate in Madison, Conn.**SARAH L. SMITH** of Mankato, Minn., is a graduate assistant and assistant coach for the women's volleyball program at Minnesota State University in Mankato.**2004****ANDREA E. BARBOSA** of Somerset, Mass., was named media relations officer at Lifespan in Providence, R.I. Andrea works specifically with Rhode Island Hospital and Hasbro Children's Hospital in Providence.**KARA A. DOLAN** of Walpole, Mass., was named human resources assistant at Bear Stearns in Boston, Mass.**HEATHER K. HERNON** of Cranston, R.I., is an account executive with Clear Channel Radio in Providence, R.I.**SARAH A. MCKINNEY** of Attleboro, Mass., was appointed mutual fund custody accountant at Investors Bank & Trust in Boston, Mass.**HEATHER E. WHITE** of North Grafton, Mass., was named manager of R. H. White Bus Company in Auburn, Mass.**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.

## IN MEMORIAM

GLADYS (JOHNSON) BLATCHFORD '30  
*October 18, 2004*

MARION (WHIPPLE) HITCHEN '32  
*August 12, 2004*

ETHEL (SINGER) ALTSCHULER '33  
*October 28, 2004*

DORRIS (WOOD) SHARP '33  
*July 3, 2004*

RICHARD THRELFALL '34  
*July 22, 2004*

RUTH (COBB) LEACH '35  
*February 28, 2004*

ROBERT E. RAU '35  
*November 1, 2004*

LEO J. LASS '38  
*May 28, 2004*

ELIZA (SANTOS) MEDEIROS '38  
*July 14, 2004*

GEORGES E. BOCKSTAEL '39  
*July 28, 2004*

THEODORE F. CAMPOS '39  
*July 5, 2004*

EDWARD J. SCHROEDER '40  
*May 15, 2004*

JAMES M. COLLIER '41  
*August 25, 2004*

WILLIAM R. MEYER '41  
*August 11, 2004*

GARDNER OAKES '41  
*December 15, 2003*

MARGARET (HOWELL) SURPRENANT '41  
*July 10, 2004*

JACK BILOW '42  
*September 7, 2004*

VITTORIO GIGLIO '42  
*September 21, 2004*

RUTH (HAY) RAMMEL '42  
*October 5, 2004*

JAMES V. BUCCI '43  
*May 6, 2004*

MURIEL (MARTINEAU) KANE '43  
*July 10, 2004*

ELIZABETH F. LEMOS '43  
*June 20, 2004*

MARTHA (HIDLAY) RENN '44  
*January 5, 2004*

SHIRLEY (MUNRO) ROCHEFORT '46  
*August 18, 2004*

JOSEPH J. RIELLA '47  
*July 10, 2004*

SUSAN (CUMMINGS) RIELLA '47  
*October 4, 2004*

PHYLLIS (HOCHSTAIN) KOZINN '48  
*July 14, 2004*

WILFRED L. PROULX '48  
*July 3, 2004*

LOIS (LERNER) SINERT '48  
*September 1, 2003*

JOHN A. SULLIVAN JR. '48  
*February 3, 2004*

WILLIAM M. DUNLOP '49  
*June 11, 2004*

JOHN W. HUBBARD '49  
*August 1, 2004*

JAMES J. MURPHY JR. '49  
*July 31, 2004*

NICHOLAS N. PERRY '49  
*July 2, 2004*

THOMAS R. SIMPSON '49  
*August 26, 2004*

RICHARD H. SONDLER '49  
*May 5, 2004*

LEO TAHAJIAN JR. '49  
*May 15, 2004*

EUGENE L. TERRILL '49  
*August 2, 2004*

ROBERT C. DELF '50  
*November 21, 2004*

JOSEPH U. FAZZI '50  
*August 8, 2004*

JOHN F. HICKEY '50  
*September 11, 2004*

JOSEPH NASSANEY '50  
*May 27, 2004*

ALFRED F. PISZCZ '50  
*May 30, 2004*

FRANCIS A. ROSSE '50  
*July 4, 2004*

HEDLEY V. TINGLEY '50  
*May 6, 2004*

EDWARD F. GAITO '51  
*November 16, 2004*

ROBERT D. LAPORTE '51  
*March 16, 2004*

LEAH (CAMHI) LEBOW '51  
*June 9, 2004*

HENRY D. LIBERATORE '51  
*April 16, 2004*

RAYMOND W. SZEFLINSKI '51  
*April 23, 2004*

ARTHUR G. TEN EYCK JR. '51  
*July 21, 2004*

MARJORIE (PACHECO) CATOJO '52  
*July 13, 2004*

JOHN T. O'NEIL '52  
*October 31, 2004*

JOHN W. DUFFY '53  
*April 9, 2004*

BERNARD I. TOPPER JR. '53  
*September 7, 2004*

JEAN (PLATT) KOTTAGE '54  
*November 4, 2004*

EDWARD V. VYBIRAL '55  
*June 17, 2004*

JOHN E. MEEHAN '56  
*July 30, 2004*

BEVERLY (HEWITT) STRATFORD '56  
*September 18, 2004*

ROBERT J. TALBOT '56  
*July 6, 2004*

ALBERT E. SCHAEFER JR. '57  
*July 26, 2004*

HARRY H. GOULET '59  
*July 12, 2004*

COSTAS M. ZICOJOHN '59  
*July 3, 2004*

HARRY C. ANDERSON '60  
*August 26, 2004*

ELLEN (BESAU) ANGUS '60  
*April 4, 2003*

GEORGE A. COSTA '61  
*September 14, 2004*

ANTONIO V. TEIXEIRA JR. '61, '70  
*November 12, 2004*

BIANCA BERNSTEIN-DELAHUNT '62  
*October 20, 2004*

DENNIS R. LIMA '64  
*October 25, 2004*

SHERRY A. WRIGHT '65  
*July 22, 2004*

JULIO BLANCO '66  
*July 1, 2004*

ROBERT B. LEARY '66  
*October 2, 2004*

THOMAS SMILE '68  
*November 4, 2004*

DANIEL D. HARRINGTON '69  
*April 27, 2004*

THOMAS J. CORONIS '71  
*August 19, 2004*

WALTER J. CLARK '72, '75  
*July 3, 2004*

DANIEL E. COTTER '72  
*August 14, 2004*

JOHN H. DOHERTY '72  
*August 7, 2004*

JOHN F. HAYNES '73  
*July 2, 2004*

JOHN P. REGNIER '73  
*July 6, 2004*

ROY A. ELLISON '74  
*August 14, 2004*

GREGORY E. HART '75  
*September 5, 2003*

FREDERICK H. MUSSMAN '75  
*October 25, 2004*

JOHN J. SPERONI JR. '75MBA  
*June 20, 2004*

ALFRED G. TEIXEIRA III '77  
*August 30, 2004*

WILLIAM J. MAGILL '78  
*July 5, 2004*

BARBARA A. PIOLI '78  
*November 13, 2004*

JOHN J. ANGIOLILLO '79  
*September 1, 2004*

ELLEN (AUSTIN) HALL '79  
*March 19, 2004*

CHARLES F. AMMERMAN '82MBA  
*October 29, 2004*

TIMOTHY R. DROLETTE '82  
*September 22, 2004*

THERESE (PROVENCHER)  
WILDE '83, '86MBA  
*November 7, 2004*

ROBERT T. WROBLEWSKI '83MBA  
*October 7, 2004*

MICHAEL G. ANDREWS '85  
*July 18, 2004*

MICHAEL P. PELOQUIN '86  
*May 30, 2004*

ERWIN K. FRYDRYK '88MBA  
*August 6, 2004*

SUSAN R. BELFORD '89  
*September 5, 2004*

JOSEPH CACCAVELLI '99MST  
*November 16, 2004*

CATHERINE Y. ARRUDA '00  
*August 18, 2004*

EARL BRIDEN  
*January 28, 2005*

As we go to press, we are sorry to report the passing, on January 28, 2005, of Earl Briden, professor of English and former dean of undergraduate studies at Bryant University. Earl Briden joined the Bryant faculty as a

member of the English department in 1980 and was instrumental in laying the foundation for Bryant's communication program. The entire community mourns his passing. More information on Professor Briden's life and considerable contributions will follow in the next issue of *Bryant Business*.



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