



# BRYANT'S BUSINESS

Monday, December 3, 1984

Bryant College, Smithfield, RI

Volume 2, Number 6



Virginia Floyd



Judy Litoff



Robert Muksian



Chester Piascik

## Faculty authors to be honored

Four Bryant faculty members who have written books published in 1984 will be honored at a special reception on Wednesday, December 12.

Hosted by Stan Kozikowski, dean of undergraduate faculty, the reception will fete Virginia Floyd, professor of English, Judy Litoff, associate professor of history, Robert Muksian, professor of mathematics, and Chester Piascik, associate professor of mathematics. The event will be held in Gulski Dining Room, beginning at 4:30 p.m. Attendance is by invitation.

Floyd will be recognized for her third book on Eugene O'Neill, titled "The Plays of Eugene O'Neill." She is recognized as an international authority on the playwright, considered America's foremost dramatist.

Published by the Frederick Ungar Publishing Company, of New York City, the book is considered the definitive work of evaluation of his work. It incorporates research done by her at Yale University, where she was given access to previously untouched O'Neill notebooks stored there.

Litoff will be feted for her second book on midwifery, titled "The American Midwife Debate: A Sourcebook on Its Modern Origins." It brings together rare and difficult to locate primary source documents illustrating the complexities of the early 20th century midwife debate.

The book is being published by Greenwood Press, of Connecticut, as part of a series on American women's medical history. Litoff describes it as a spin-off of her first book on the subject; it debates a variety of issues on midwifery surfacing again in the 1980's.

Muksian will be honored for his first text, titled "Financial Mathematics Handbook." Published by Prentice-Hall, of New York City, it pulls together a variety of mathematical formulas that are useful on a day-to-day basis in the business world.

Muksian said also that the book is designed for nonmathematics oriented professionals. It will be

marketed to them as a convenient, easy-to-use reference work.

Piascik also is being honored for his first book, titled "College Mathematics With Applications to Management, Economics, and the Social and Natural Sciences." It is being published by Charles E. Merrill, of Columbus, Ohio.

A textbook that has been adopted so far by at least a dozen colleges across the country, the book is used at Bryant for three courses: Mathematics Analysis I and II, and Mathematical and Statistical Methods—a graduate foundations course. It also is being used by Piascik as a source book for a second text, which will be published by Merrill in the future.

Colleagues of the faculty members and Bryant student leaders are being invited to the wine-and-cheese reception. There also is a display of the authors' books with some biographical material about them in the library.

In January, the four writers also will be the subject of a feature story in *Bryant Review*, the alumni journal. They will discuss their experiences as writers and working with publishers.

### ***It's party time!***

Please note: The annual Bryant College Christmas party will be held Saturday, December 22. It will begin at 6:30 p.m. with cocktails in the Rotunda. Details in the December 17 Bryant's Business.





### SBI assisting new development park

Bryant is playing a major role in the development of an industrial park for Smithfield.

The tie-in is Bryant's Small Business Institute—the novel semester-long seminar that links the graduate school with the business world. For the past six months, M.B.A. candidates assembled as a consulting team have been working with the Smithfield Industrial Development Commission. Together, the graduate students and the commission members have been laying a foundation for future industrial development in this area of the state.

The result of this "town and gown" cooperation is a report that the commission is now using as it looks toward developing an industrial park on a 660-acre plot of land that lies south of Route 7 between Routes 116 and 295.

Or, to quote Al Engelmann, chairman of the commission: "The team has been extremely useful in helping us define our role (as a commission)... They have gotten us to the point where we are a functioning committee, able to make some educated decisions. We are no longer just a bunch of people trying to do something valuable for the community."

The consulting team basically has been doing the "research and development" for the commission, said Engelmann, who is the vice-president and general manager of Tamerlane Corporation,

of Smithfield. "They have taken us to the point where they have shown us how best to utilize this area, as selected by the town council," he added.

The team also has produced a valuable document that would have cost the commission a sizable amount of money if obtained from a private consulting firm. In return for their effort, the graduate students receive three credits each toward their M.B.A. degrees.

The graduate students also earn a tremendous amount of valuable experience through the seminar's "hands-on-approach," said Stan Kozikowski, course developer and instructor and dean of undergraduate faculty.

"This course is designed to provide interaction between M.B.A. students and manufacturers, retailers, and service organizations," he said, "as part of the entrepreneurial track in the graduate program. There usually are eight separate teams working on projects."

Gerard L'Heureux, one of the M.B.A. candidates on the team working with the industrial development commission, took the course because of its entrepreneurial focus.

"I wanted to get a good insight into the entrepreneurship type of environment," said L'Heureux, who, as manager of cost accounting for Leesona Corporation's textile machinery group, would not get that exposure on the job. L'Heureux, in fact, is enrolled in the seminar a second time. He wanted to stay with the industrial development project for two semesters. He enjoyed it so much.

"It's a lot of work, not day-to-day homework type of work, but a lot of meetings, a lot of interfacing outside of the classroom," he said. "But I've enjoyed every minute of it. I am very excited about the course. It's good to touch base with people in the outside world."

L'Heureux said also that he feels "they (the commission) really loved the work we did. There was good cooperation after they found out that we really were interested, that we weren't just in the course to get a grade. I feel that they have a very high regard for Bryant College."

Engelmann echoes L'Heureux's comments.

"I would not hesitate to use Bryant again," he said. "I think this course is wonderful."

The consulting team this semester also includes Mary Lyons, associate professor of English at Bryant; Albert Fuoroli, a store manager for CVS Pharmacy, and Barbara Farnworth, a systems consultant for J. S. Data. They will work with the commission until the end of the semester, drawing up a final report and a formal strategy that can be used as the commission moves to the next step in trying to attract new industry to Smithfield. That report will include information on how to develop a master plan, devise a marketing strategy, and secure grants.

Chalk up another public-service score for Bryant.

### Chaka Khan to perform

A song projected by *Billboard Magazine*, to be a #1 hit single in the nation. A command performance at Carnegie Hall. A world tour. Five solo albums. Seven hit songs.

This is just a slice out of the repertoire of renowned female vocalist, Chaka Khan, who will perform at Bryant on Saturday.

"I Feel For You," the name of her most recent album and newest hit song, is now #1 on *Billboard's* hot black singles, #1 in Hot Dance Disco, #6 in top black albums, #2 in Great Britain, and #5 in the 100 top singles in the U.S. Critics laud her as having a powerful, versatile voice, comparable to Aretha Franklin, and energetic performances, comparable to Tina Turner.

Chaka Khan's show begins at 9 p.m. in the MAC gymnasium; it opens with special guest comedian Lenny Clark. Tickets are \$8 for students and \$10 for the general public, and are on sale now at the Bryant Box Office.

Box Office hours are Monday to Friday from 11 a.m. to 2 p.m. and Monday to Thursday from 4:30 to 6 p.m. Tickets are cash only with no refunds.



## Un-Homecoming begins a new tradition

Who needs varsity football?

That could be the question the Student Programming Board asked this year as it planned Un-Homecoming Week. Held from November 14 to 18, the week included a variety of events usually associated with Homecoming at colleges with football teams.

The celebration began Wednesday night with an Un-Talent Show in Koffler Student Center. The contest advertised that no talent was necessary—and that's what they got.

The Thursday night activity transported participants back to the 1940's and "Rick's Place" in the student center. Students sipped mocktails, watched the fabled movie "Casablanca," and were entertained by a comedian. Each guest received a free glass.

On Friday, action moved to the MAC gymnasium, where the women's and men's basketball teams played their season-openers against New Hampshire College. Free pompoms were distributed to fans, who sat through a brief power outage between games, and then watched the men's game under emergency lights and without an operating scoreboard or clock. The women won their opener; the men lost on a last-second follow-up of a missed shot.

A bonfire behind the Unistrukture followed the games. There the winners of the Un-Homecoming King and Queen contest were announced. Their prizes included dinner at Providence's Rusty Scupper, complete with a chauffeur-driven limousine.

After the bonfire, a local band performed from 11 p.m. to 2 a.m., in the student center, and ARA Food Service served pizza in Salmanson Dining Hall.

On Saturday afternoon, the intramural football finals were held for the "strong" and "weak" divisions. Trophies were awarded to the winning teams at a "Celebration Mixer" in the MAC on Saturday night.

Un-Homecoming Week concluded Sunday evening with a celebration dinner for the winning football squads and the King and Queen.

## Cancellation procedure

It's that time of the year again!

We are all conscious of the possibility of upcoming inclement weather and the confusion that may result from the closing of or delay in the opening of the College. The Bryant community is reminded that announcements are called into Rhode Island and nearby Massachusetts radio and TV stations.

After it has been determined that classes will be cancelled or postponed, the public information office will contact the following: WEAN, WHIM, WPRO, WLKW, WHJJ, WWON, WGNG, WERE,

WRIB, WICE, WMJF, Channels 12 and 10 in Rhode Island; and WORC, WEEI, WARA, WSSH, WVBF, WSAR, and Channel 6 in Massachusetts.

Also, an emergency telephone number, 232-6002, has been activated so that anyone missing the radio and television announcements will be able to get the information directly from the College.

All personnel are encouraged to listen to radio or television, however, and use the emergency number only as a back-up.

## Blood: a "free gift"

Want to give a gift this holiday season that won't cost you a penny? How about blood?

On Tuesday, December 4, Bryant's ROTC unit is sponsoring a visit by the Rhode Island Blood Center. It runs from 9:30 a.m. to 3:30 p.m. in Janikies Auditorium.

A goal of 100 pints has been set. This means that if only 100 of us play Santa Claus with our blood, it will be a very merry visit for the blood center on campus.

Your donation also will continue Bryant's outstanding record of contributing much-valued blood, a record that was recognized recently by the blood center.

The blood center cited Bryant's students and staff with a walnut and tile plaque designating "overall excellence" in organization, recruitment, publicity, and collections. Bryant is one of only six blood-program sponsors out of 500 statewide to receive the award.

Bryant blood drives, sponsored by a variety of student organizations, raised 538 pints of blood from October, 1983 to September, 1984. According to the blood center, this translates into 1,345 blood transfusions.

The blood center describes that as "a lot of caring... and we are very proud of those who made it possible."

Remember! It's better to give than to receive. So why not give a gift of your blood this year. It truly will be a gift of love.

## Haseotos keynote speaker



Bryant hosted Rhode Island's first American Enterprise Day celebration on November 15. It featured a keynote address by Demetrios Haseotos, chief executive of Cumberland Farms Dairy, Inc., one of America's largest convenience store chains. He is shown here speaking in Janikies Auditorium.

## QUICKLY...

**John Zieger**, professor of management, has been appointed newsletter editor for the Organizational Communications Division of the Academy of Management. A pioneer in the field of organizational communications, he began first as a consultant, then established a corporate communication services department, and later introduced courses in basic communications at Brown University Extension and Bryant...

...**Alan Olinsky**, associate professor of mathematics, was the guest speaker at the November 14 meeting of the Norwich chapter of the National Association of Accountants. The meeting was held at the Radcliff Inn in Plainfield, Conn. Olinsky's topic was "Decision Analysis Technologies - Some Applications..."

...**Linda Riley**, instructor of marketing, and **John Zieger**, associate professor of management, participated in the first American Enterprise Day at Bryant on November 15. Riley discussed "Marketing Techniques for the Small Business." Zieger addressed "Small Business Management..."

...**Burton Fischman**, professor of communication, conducted a seminar at the Biltmore Plaza for the New England and Mid-Atlantic Campfire Leadership Conference. Fischman discussed "Improving Interpersonal Relations." He also has been invited to conduct a seminar for Spaulding Company, Inc., in Foxboro, Mass. Fischman will address "Improving Management Productivity..."

...At the recent fall meeting of the New England College Athletic Conference, **Leon Drury**, director of athletics, was appointed chairman of the basketball committee. Drury also is Bryant's head basketball coach...

# CALENDAR

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TUESDAY, DECEMBER 4

**Blood Drive**  
**Sponsored by ROTC**  
9:30 a.m. - 3:30 p.m.  
Auditorium

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WEDNESDAY, DECEMBER 5

**Men's Rugby Event**  
**DJ - Dancing**  
9 p.m. - 1 a.m.  
Student Center

**"Fashion Follies - Anything Goes"**  
**Sponsored by Fashion**  
**Merchandising Class**  
Noon  
Auditorium

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SATURDAY, DECEMBER 8

**Feast of the Immaculate**  
**Conception of Mary**  
**Mass**  
Noon  
MRC Lecture Hall

**Chaka Khan Concert**  
**Sponsored by SPB**  
8 p.m.  
Gym

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SUNDAY, DECEMBER 9

**Sunday Eucharist**  
Noon  
Rotunda

9 p.m.  
CMD Conference rm. 4A & B

**Protestant Services**  
11 a.m.  
CMD Conference rm. 1

**SPB Film**  
**"Miracle on 34th Street"**  
2, 7, & 9:15 p.m.  
Auditorium

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MONDAY, DECEMBER 10

**Festival of Lights Service**  
9 p.m.  
Rotunda

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THURSDAY, DECEMBER 13

**Reading Day**

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FRIDAY, DECEMBER 14

**Exam Period Begins**



# SPORTS CALENDAR

THURSDAY, DECEMBER 6

**Men's Basketball**  
**Southern Connecticut**  
7:30 p.m. Gym

TUESDAY, DECEMBER 11

**Men's Basketball**  
**Central Connecticut**  
7:30 p.m. Gym

THURSDAY, DECEMBER 13

**Women's Basketball**  
**University of Hartford**  
5:30 p.m. Gym

## New coaches



Marty Moran (left) and Roy Golden have been named assistant men's and women's basketball coaches, respectively, at Bryant. Golden is area director for the student affairs office, a post to which he was named in August after serving as residence director at Indiana University of Pennsylvania for two years. Moran is director of the Rhode Island AAU Junior Olympics basketball program and a recent graduate of Suffolk Law School. The coaching positions are the first for both on a college level.

## Reminder

The last issue of *Bryant's Business* for 1984 is December 17, with a copy deadline date of December 5.

The publication schedule for 1985 is:

PUBLICATION	DEADLINE
January 21	January 9
February 4	January 23
February 18	February 6
March 4	February 20
March 18	March 6
April 1	March 20
April 15	April 3
April 29	April 17
May 13	May 1

## Northeast-8 Coach of the Year



Lorraine Hudak, director of women's athletics, has been named Northeast-8 (NE-8) women's volleyball "Coach of the Year." She was honored after her team compiled a 30-9 record and finished as the runner-up in the NE-8. The squad also won the Bryant and University of Massachusetts Invitational Tournaments.

## Lemonnier returns to France

Francois Lemonnier, the French graduate student who was an intern with the Small Business Development Center from July 23 to November 2, is gone, but not forgotten. Before he returned home to France on November 17, he left behind an "aurevoir" to everyone at Bryant—especially his tennis partners.

"I want to say goodbye to everyone at Bryant. I enjoyed my work at the SBDC a lot, and my stay in Providence and at Bryant. Special thanks to my tennis partners, who played with me through the summer and fall."

Lemonnier admitted before departing that he was reluctant to leave, primarily because of all the good friends he made here. His immediate plans call for 16 months of civil service. He is choosing this option in place of the military. His assignment will be in one of three locations: Morocco, Poland, or Saudi Arabia.

In the meantime, if you wish to contact him, write to:

26, rue de Verdun  
76420 BIHOREL

Or call him at: 011-33-35-604688.