



# BRYANT'S BUSINESS

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Bryant College, Smithfield, RI

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*Arthur Ashe*



*Maurice Greenberg*



*Alan Hassenfeld*



*Stephen Hassenfeld*



*Lillian Vernon Katz*



*Brig. Gen. Gail Reals*



*Claudine Schneider*



*W. Clement Stone*

## Eight honorary degree recipients announced

A veritable Who's Who of Americans will receive honorary degrees at Bryant's 122nd commencement Saturday and at the graduate school commencement Friday afternoon.

Tennis great Arthur Ashe. Mail order executive Lillian Vernon Katz. Insurance legend Maurice Greenberg. Marine Brig. Gen. Gail Reals. Philanthropist and super-salesman W. Clement Stone. Rhode Island Congresswoman Claudine Schneider. And Hasbro toy manufacturers Stephen and Alan Hassenfeld.

These are the recipients. Each is recognized widely as a leader in his or her field. Reals is the commencement speaker. Stone speaks and receives his degree at the graduate school ceremony.

Arthur Ashe is a household name even to people who are not professional tennis fans. He will be cited as an "athletic champion, socially responsive citizen, talented writer, successful businessman... exemplary professional whose name is synonymous with honesty and perseverance."

Before a heart attack and subsequent surgery

forced him to retire from competition, Ashe, 40, was one of the top players in the game. He has won the Wimbledon, U.S. Open and Australian Open championships, and as captain has led the U.S. Davis Cup team to two titles.

The word "class" has been used to describe Ashe both on and off the court. He helped to found and served as president of the Association of Tennis Professionals, helped to form the National Junior Tennis League for inner-city youth, and has actively raised money for the Cystic Fibrosis Foundation, the United Negro College Fund, and the American Heart Association.

A business degree graduate, Ashe is chairman of the tennis advisory staff of the Head Division of AMF, Inc., and is vice-president of international marketing for Le Coq Sportif USA, a clothing manufacturer. He also is the Doral Country Club (Miami) tennis director, a columnist for the Washington Post, and a regular contributor to ABC-TV's "Sports Beat." Ashe receives a doctor of science in business administration (D.S. in B.A.) degree.

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### Bryant's 122nd commencement May 18

Bryant's 122nd commencement Saturday promises to be one of the most memorable in history. It begins at 10 a.m., following a procession that begins 25 minutes earlier.

Presiding over the pomp and circumstance is President William O'Hara, who also will confer honorary degrees on a very distinguished group of Americans (see separate story this issue).

Commencement begins with the national anthem and the reading of the invocation by the Rev. Molly Radley, Bryant's Protestant chaplain. Karl Ericson, chairman of Bryant's Board of Trustees, convenes the exercise.

Rhode Island Gov. Edward DiPrete will bring greetings from the state. John Emin, Jr., Smithfield Town Council president, will speak for the community.

Brig. Gen. Gail Reals, an honorary degree recipient, delivers the commencement address. It precedes the conferring of the honorary degrees and reading of the citations by Patrick Keeley, professor of English.

Honorary degree recipients will be escorted by Bryant Trustees Norman Sarkisian, Jonathan Farnum, Charles Francis, Karl Ericson, Charles Collis, Barbara Leonard, and William Truehart. Hoods will be placed by George Petrello, provost and vice-president for academic affairs.

Lisette Duguay delivers the student charge, which will be followed by the presentation of

commencement and Student Senate service awards by Petrello and Leslie LaFond, vice-president for student affairs.

The Senior Class gift will be presented by Robert Conroy. His presentation will be followed by the singing of the alma mater.

President O'Hara then confers undergraduate degrees, with diploma cases to be presented according to major. Seniors will be introduced by members of the faculty of their respective departments.

Seniors will sit in three groups, based on major. Students will stand as directed by faculty marshals and move to the outside of their rows for the procession to the stage. There will be two rows, with names read alternately. Graduates then will shake President O'Hara's hand and return to their seats via a middle aisle.

Commencement will be adjourned by Ericson, with the recessional led by the platform party and the faculty.

Mace bearer is John Zeiger, associate professor of management and vice-president of the Bryant faculty federation. Flags will be carried by Bryant's Army ROTC Color Guard. Music is by the Ed Drew Orchestras.

Bryant's commencement honors certified graduates and degree candidates who are scheduled to complete their work by July 31. There is only one commencement each year.

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### Honorary degrees

*Continued from previous page*

The "queen of the mail order business." That is how Lillian Vernon Katz is described. She will be cited as a "pioneer merchandiser, concerned employer and community leader..." and for her "unique and unceasing quest for quality and excellence...."

One of the most successful business women and entrepreneurs in America, Katz has transformed a living-room venture into one of America's premier mail-order companies, the Lillian Vernon Corporation. From Mt. Vernon, N.Y., Katz, 56, still presides over a company with five divisions, including The New Company, of Providence, its manufacturing arm. Her enterprise specializes in gifts, personal and home accessories, toys, gourmet needs, housewares, and stationery items. Sales this year are expected to top \$100 million, a hundredfold increase in 15 years.

In addition to directing her company, Katz is active in a variety of community organizations, including the Mental Health Association of Westchester County, N.Y.; the Better Business Bureau, and the Direct Marketing Educational Foundation. She lectures frequently, and writes for several

trade publications. Among the organizations that have honored her are the Westchester Medical Center, the Mount Vernon Hospital, and the Women Business Owners of New York. Katz receives a D.S. in B.A.

Without doubt, Maurice R. Greenberg is one of America's Top 10 corporate executives. President and chief executive officer of the American International Group insurance company, Greenberg, 60, will be honored as a "talented corporate executive, distinguished lawyer, decorated U.S. Army veteran, concerned citizen..." and for his "unending pursuit of excellence."

AIG is one of the largest and most profitable corporations in the world, with more than 250 subsidiaries in 138 countries. And it is considered one of the most innovative and aggressive companies in its field primarily because of Greenberg, who has been described as "the toughest man in insuranceland." AIG has profited under his leadership by taking risks other companies shun. It is a sort of American Lloyd's of London.

A legend in the insurance industry, Greenberg started up the corporate ladder in the Army in 1942 at age 17. He rose to captain, won a Bronze Star in Korea, and used the GI Bill to get through college and law school. He has been the chief executive at AIG since 1967, after serving as chief

executive for C. V. Starr and Company, Inc., an AIG subsidiary.

Greenberg is a member of a variety of clubs and organizations, including the Council on Foreign Relations; the Georgetown University Center for Strategic and International Studies; the Hoover Institution on War, Revolution, and Peace, and the U.S. Council of the International Chamber of Commerce, Inc. He receives a D.S. in B.A.

Brig. Gen. Gail Reals is the first woman to earn that rank in the Marine Corps, which still advertises for "a few good men." She will be cited for "the high esteem earned in serving fellow Americans and defending freedom and basic human rights in every portion of the world."

Reals, 49, earned her star by working up through the ranks. Among the stops on the way was the Naval War College in Newport, Women's Officer Candidate School, and a series of training and management commands. Since graduating from the War College, she has been an assistant chief of staff for the Marines in Okinawa and at the Marine Corps Development and Education Command at Quantico, VA. Most recently, she was chief of staff at Quantico.

Reals' decorations and medals include the Navy and Army Commendation Medals, three Meritorious Unit Citations, and the National Defense Medal. She receives a D.S. in B.A.

With his pencil-thin mustache and multi-colored bow ties, W. Clement Stone is easily one of America's most identifiable executives and philanthropists. The founder and chief executive officer of Combined International Corporation and Combined Insurance Company of America will be honored for his "humanitarian and philanthropic endeavors" and "true love for mankind."

Stone, 83, may be even more widely known for his PMA (Positive Mental Attitude) self-help books and lectures and his Success Unlimited magazine, which espouses his philosophy. Stone attributes much of his conglomerate to PMA combined with his business acumen.

The flamboyant executive also owns Walter V. Clarke Associates, a Providence management consulting firm, and is chairman of the W. Clement and Jesse V. Stone Foundation, which has given away tens of millions of dollars to charitable, societal, and political causes. In recognition of his humanitarianism and philanthropy, he was nominated for the 1981 Nobel Peace Prize. A year later, he was named by President Reagan to chair the National Voluntary Service Advisory Council.

Stone is a member of the executive committee of the Republican National Finance Committee and scores of business and fraternal organizations. He has served as a member of the National Advisory Committee to the President. Stone receives a D.S. in B.A.

A familiar face in Rhode Island, Rep. Claudine Schneider is as widely known in Congress. As the first statewide woman politician in Rhode Island,

she is now in her third term representing the 2nd District. She will be recognized for her "effective dedication to meaningful legislation" and her record as an "environmentalist and protector of equal rights."

Schneider, 38, is considered one of the most effective members of Congress and a rising star in the Republican party. She has been a staunch supporter of the environment and conservation issues.

Among Schneider's legislative accomplishments have been the prohibition of building Navy vessels abroad, cutting off support for the controversial Clinch River Breeder Reactor, changing pension laws that discriminate against women, and prohibiting sex discrimination in education. She currently serves on committees dealing with science and technology, merchant marine and fisheries, and aging, and is the sole Republican on the Business/Higher Education Forum. Last November, she was re-elected with 68 percent of the vote. The Narragansett resident receives a D.S. in B.A.

You must talk about Stephen and Alan Hassenfeld together. As brothers and the chief corporate officers for Hasbro Bradley, Inc. of Pawtucket, they are two of the most successful toy manufacturers in the world. Stephen will be cited as "a nationally recognized expert in manufacturing and a socially responsive benefactor of Rhode Island." Alan will be feted as a "community leader... an involved citizen" who has "demonstrated unique managerial ability at a young age."

Stephen Hassenfeld, 42, is chairman and chief executive officer of Hasbro. He was recently named top chief executive for leisure/consumer products by The Wall Street Transcript, a leading business publication. It cited him for his "ability to maintain consistently high earnings growth in a very difficult industry..."

Known in the industry for his skills in sales, marketing, and finance, Hassenfeld also is known for his commitment to the community. Among his interests are the National Conference of Christians and Jews, the United Way of Southeastern New England, the New York Metropolitan Museum, the Rhode Island Philharmonic Orchestra, and the Jewish Federation of Rhode Island.

Alan Hassenfeld, 36, is Hasbro president, chairman of the Toy Manufacturers of America, and his brother's right-hand man. He is considered the integral "other half" of this management team, a team that has worked together to bring Hasbro through a fantastic period of growth over the past 15 years. In that time span, Hasbro has gone from \$30 to \$440 million in annual sales.

Hassenfeld also is heavily involved in civic affairs. Among his interests are the International House of Rhode Island, the Miriam Hospital, the Rhode Island Air Service Task Force, and the Rhode Island Economics Advisory Committee.

Each will receive a doctor in humanities degree.

## QUICKLY...

...**Dr. George Petrello** presented a co-authored paper in mid-April at the Northeastern regional meeting of the American Accounting Association at Syracuse University. Petrello also presented Bryant's strategic planning model at two late-April workshops at the Northeastern regional meeting of the Association for Continuing Higher Education (ACHE) at the Nevele in New York.

...**Steve Winsor**, of the SBDC, spoke at the April 24 meeting of the Olneyville Businessmen's Association in Providence. He discussed the SBDC and the services it offers. Winsor also recently completed teaching an eight-week Junior Achievement course at North Smithfield High School...

...**Noreen Mattis**, health educator, and **Liz O'Neill** assistant director of publications, appeared on WPRI-TV's "Take 12" talk show on April 14. A week later, **Linda Riley**, professor of marketing, and **Joan Marsella**, professor of social sciences, also appeared on the Sunday afternoon public affairs program. They discussed Women's Week at Bryant in mid-April...

...**Maj. Ed Zazenski**, chairperson of the ROTC department, reports that the detachment to which Bryant is affiliated has been cited as one of the top 15 programs in the country. There are more than 300 host colleges for ROTC. Being in the top echelon of these programs speaks well for the quality of the students involved, he says...

...Bryant received some national attention for the **Scuba Club's** underwater Trivial Pursuit competition in April. The CBS Morning News ran footage of the competition. And PM Magazine included a pre-taped segment of the 24-hour marathon, which raised money for a Rhode Island charity...

...**Dr. Janet Morahan-Martin**, associate professor of psychology, co-organized and moderated a panel presentation and discussion titled "Protecting Children: A Forum for Parents and Child Care Providers." The late-April forum focused on concerns of parents and day-care providers that have arisen as a result of recent cases of sexual abuse of children in day-care centers. It was presented by the Massachusetts Council for Children, West Suburban Region, of which Morahan-Martin is a board member...

# CALENDAR

THURSDAY, MAY 16

**Senior Formal**

6:30 p.m.

Park Plaza (Boston)

FRIDAY, MAY 17

**Senior Pig Roast**

1-5 p.m.

Townhouse Area

**Graduate School Commencement**

4 p.m.

Gymnasium

SATURDAY, MAY 18

**Ninth Annual Continental**

**Breakfast to meet Honorary Degree Recipients**

8 - 9 a.m.

Gulski Dining Room

**Undergraduate Commencement**

10 a.m.

Track

THURSDAY, MAY 23

**World Trade Day**

WEDNESDAY, MAY 29

**Council of Administrators Meeting**

3 p.m.

MRC Dining Room

MONDAY, JUNE 3-

WEDNESDAY, JUNE 20

**Summer Session I**

THURSDAY, JUNE 13

**Play Day**

Administrators and Staff

Noon

Track

FRIDAY, JUNE 21-

SUNDAY, JUNE 23

**Reunion Weekend**

MONDAY, JUNE 24-

THURSDAY, JULY 25

**Summer Session II**

SATURDAY, JULY 13

**Patriots' Rookies Report to Camp**

SATURDAY, JULY 20

**Patriots' Veterans Report to Camp**

SATURDAY, AUGUST 17

**Patriots' Camp Ends**

## Graduate Commencement May 17

For most of the degree recipients at Bryant's graduate school commencement Friday afternoon, the ceremony represents the culmination of years of attending classes at night while working full-time jobs during the day. Not an easy schedule, especially while trying to meet the rigors of a graduate-level curriculum.

Bryant grants 210 master of business administration (MBA) and 24 master of science in taxation (MST) degrees at the ceremony, which begins at 4 p.m. in the gymnasium. The procession to the gym begins at 3:45 p.m.

President O'Hara presides over the ceremony, which opens with the playing of the national anthem and an invocation by the Rev. David Norris, Bryant's Catholic chaplain. Karl Ericson, chairman of Bryant's Board of Trustees, will convene the graduate school commencement.

The conferring of an honorary degree on W. Clement Stone by the President follows. (See

separate story in this issue on the honorary degree recipients.) Stone's escort is Trustee William Heisler 3rd.

Patrick Keeley, professor of English, reads Stone's citation. George Petrello, provost and vice-president for academic affairs, places the hood on Stone. The philanthropist and corporate executive then delivers the commencement address.

Petrello presents the candidates for degrees. George de Tarnowsky, dean of the graduate school, introduces them.

Ericson will adjourn the ceremony, followed by a benediction by the Rev. Molly Radley, Bryant's Protestant chaplain, and the recessional. A reception follows in the Multipurpose Activities Center (MAC).

Mace bearer for the ceremony is Frederick Reinhardt, associate professor of mathematics. Music is by the Ed Drew Orchestras.

## Groundbreaking heralds new era

Two of the most visible elements of Bryant's initial "strategic plan" are changing the campus landscape already.

The elements are the Bryant Center and the new Freshman Dormitory. A dual groundbreaking for the two new buildings was held on May 2 at the site of the student union just northeast of the pond.

Drizzle and overcast skies greeted groundbreaking participants and guests. But the weather didn't dampen the excitement of the ceremony, led by John Renza, Jr. '70, chairman of the Board of Trustees' Buildings and Grounds Committee.

President O'Hara, Chairman of the Board Karl Ericson, Student Senate President Jeffrey Barovich, and Renza wielded the shovels that turned the earth. The President, Ericson, and Barovich also spoke.

Construction of the buildings is expected to be completed by the fall semester of 1986. When they are finished, there will be additional rooms for approximately 300 new residential students, and more than triple the space for student activities and services.

Total cost of the new buildings is estimated at up to \$12 million. The triangular-shaped Bryant Center will contain 60,000 square feet on three floors (Koffler Student Center has 19,000 square feet). The Freshman Dormitory will contain 64,000 square feet on three floors.

Contractor for the dormitory is E. W. Burman Construction, of Warwick. A student union contractor had not been named as of early May. The Providence Partnership is the architect for the residence hall. Architectural Resources, Inc., of Cambridge, is the student union architect.



Breaking ground for the new student union and freshman dorm are Karl Ericson, President O'Hara, John S. Renza, Jr., and Jeff Barovich.

## So long until September

This is the final issue of **Bryant's Business** for the 1984-85 academic year. Publication will resume again in the fall.

In the meantime, don't forget about your publication. In fact, if you have any ideas to try to improve **Bryant's Business**, please send them to us, or drop them by the Office of Public Information.

See you again next fall. Have a very enjoyable summer!

Bill Rupp  
Director, Public Information