



BRYANT'S BUSINESS

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Conference to look at future R.I. economy

A unique conference at Bryant on January 24 will take a look at the outline of Rhode Island's future economy.

Hosted by Pat Norton, Bryant's Sarkisian professor of business economics, the conference is titled "Rhode Island's Economy in the Year 2000." It will bring together some of the state's and New England's top economic analysts to examine several strategic elements of the emerging economy: housing demand; the coming of full employment; the role of information jobs; the state's high-tech sector.

The conference runs from 9 a.m. to 3 p.m. in Janikies Auditorium and is open to the public. There is a \$35 registration fee.

Conference sessions include: "The Boston Dynamic: Housing as a Strategic Sector"; "Rhode Island as a Full Employment Economy"; "Upgrading the State's Image"; and "Rhode Island in the Information Age."

Speakers for the initial session are Jim Fairchild, executive director of the Greater Providence Chamber of Commerce, who will look at downtown redevelopment; Nick Easton, president of Providence City Council, who will speak on gentrification as community development policy; Gary Sasse, director of the Rhode Island Public Expenditure Council, who will look at taxes and community development; and a representative of

Arthur Young & Company, who will touch on federal tax reform and residential upgrading.

The state's emergence as a full-employment economy will be examined by Benjamin Stevens, of the Regional Science Research Institute, who will look at the comparative cost advantage and the image problem; George Borts, of Brown University's economics department, who will analyze the state's transition from industrial maturity to economic renewal; and Katherine Bradbury, of the Federal Reserve Bank of Boston, who will suggest why New England should experience low unemployment through 2000.

Rhode Island's image will be examined over lunch by Dave Duffy, of Duffy and Shanley public relations and advertising, and Ken Willette, of the Department of Economic Development (DED). Their presentation includes a slide show.

Rhode Island in the information age will be the focus of Ira Magaziner, president of Telesis and the architect of the Greenhouse Compact; a representative of the AIPSO, who will talk about back-office service jobs as a development target; Louis Fazzano, director of the DED, who will discuss Rhode Island's Partnership for Science and Technology; and Steve Seeche, of the new Rhode Island Technology Council, who will outline the council's goals.

Campaign hits goal

The Bryant Fund Campus Campaign has reached its goal.

The goal—60 percent of employees contributing—was reached in early December, according to co-chairmen Pat Keeley and Bob Reall. That is a new record for participation.

As of that date, 232 of Bryant's 387 employees had contributed \$16,283—also a new giving record—to the Fund, said Tony Piotti, director of annual giving. Leading the way with 100 percent participation was the institutional advancement division. It was followed closely by the President's office with 90 percent participation.

Piotti says also that anyone who still wants to contribute or make a pledge can do so anytime by contacting him at the development office.

Pennies, pennies everywhere



Tens of thousands of pennies were collected in December by the Circle K Club at Bryant for charity and to spell out Bryant College and the club's logo in the gymnasium. Club members spent hours laying out the pennies one by one. Their effort attracted coverage by the news media, including the Journal-Bulletin and WPRI-TV (Channel 12).



His business is 'war games'

"War games."

Wayne Lima, a management instructor at Bryant, describes it as one of the hottest forms of "leisure entertainment activity" going right now. He should know. Lima's company, Ambush, Inc., has become the largest originator of the competition in New England in only a few months.

The "war games" involve teams of combatants trying to capture each other's flag and returning it to a home base. Or, if teams exceed the one-hour time limit for each game, a win is recorded based on "kills."

"Kills" in this case are combatants shot with paint-filled gelatin capsules from .50 caliber revolvers (airguns) that are accurate to 60 feet away. "Hits" above the shoulders are disallowed for safety reasons, despite the protective eyewear.

Teams engage each other at three 15 to 25-acre sites in southern Rhode Island. Teams are matched in terms of size and experience. Lima says he can accommodate squads of from 12 to 100 persons. Only adults aged 18 or over can compete.

"It's definitely a diversion," says Lima, who started the company with a partner after participating in simulated combat exercises down South, where a different version is a very popular form of recreation.

"We studied the game and refined it," he says, discarding those elements he found not to his liking. "We run a much more structured, more disciplined game."

Combatants pay \$25 apiece to match wits and athletic ability in the woods, fields, and swamps. Each of the sites is bordered by bright orange strips so competitors don't wander far afield or get lost.

Lima said his company has catered to thousands of people since late July. Among the combatants have been teams at places such as the Electric Boat Divisions at Groton and Quonset Point, Raytheon, Hasbro, and TGIF (Friday's). Reservations at least two weeks in advance are necessary.

Lima said the war games are harmless. Physical contact is disallowed.

"It's great exercise...not as intense as football," he says.

All teams must go through a one-hour orientation session on rules and strategies before being allowed to play. Ambush provides all the gear, equipment, and identifying arm bands, and retains 12 judges to make sure rules are followed to the letter. Some judges have stationary positions; others float around the combat sites. They communicate by walkie-talkie.

Each competitor is given 24 rounds of ammunition, but can purchase additional rounds or borrow from teammates if it's used up. Lima said approximately 15 percent of combatants are female, 90 percent are repeat customers, and 82 percent have no military training whatsoever.

The games are monitored very closely, he says. If anyone gets out of hand, he or she is ejected from the playing field. If anyone does get hurt, through a fall or other accident, there are medical personnel to provide emergency care.

The spot-marker revolvers "look and feel like real guns," Lima says, and can fire off six rounds before they need reloading. The capsules are completely water soluble and edible. They won't harm the environment, Lima says.

Lima, in fact, has helped to design the projectile used in the games and is now the exclusive distributor for it. So his company is not only an entertainment outlet, but getting into the design and marketing of "war games" tools.

Ambush awards prizes (T-shirts, caps) to the winning teams and most valuable players, Lima says. He plans to host the southern New England championships next year, which will send a team to the national championships in Georgia. Currently, there are an estimated 130 combat-simulation game companies in the U.S., most in the South and Midwest.

Lima plans to sell franchises for his version of the game in Connecticut, Massachusetts, and Pennsylvania this year. He also hopes to buy a permanent site in 1986.

"We get engineers, CPA's, waiters and waitresses, all types of people," Lima says, "anybody who wants to enjoy something different on a weekend."



Wayne Lima (right) and his partner, Norman Craig (standing next to him), at the West Greenwich site of the war games.

Alumni to hear Violet

State Attorney General Arlene Violet will speak to the Southeastern New England Alumni Chapter (SNEAC) of Bryant on February 5.

Violet's luncheon address at the Turks Head Club in Providence begins at noon. It is open to the Bryant community. For information and reservations, call the alumni office.

College packs economic punch

Bryant exerted an economic impact of more than \$126.4 million on the state of Rhode Island in the 1985 fiscal year, according to the latest study completed by the Office of Institutional Research (OIR). Results of the study were released in December.

To determine Bryant's impact on the state, OIR used formulas that employ figures and concepts developed by the Association of Independent Colleges and Schools. Those calculations produced what OIR describes as a "conservative" impact of \$126,431,416.

OIR's model used 1.4 as the multiplier. This means that for every dollar of output generated by Bryant, an additional 40 cents is generated in the state's economy. A dollar of tuition, for example, may go from a student to Bryant to an employee to a grocery store to a bank to a

borrower.

Bryant's institutional revenues alone produced an impact of almost \$31 million, the study says. Personal expenditures of students had an impact of more than \$26.6 million.

The study said also that Bryant's 10,798 alumni living in Rhode Island received increased earnings amounting to more than \$55.7 million as a result of graduating from the College. And Bryant saved the state's taxpayers more than \$13.3 million by educating a full-time equivalent of 1,955 Rhode Island residents. That figure is the cost if those same students had attended public colleges.

The 1985 economic impact is approximately \$34 million more than the previous year, according to Jo-Anne Lema, OIR director. The increase is due primarily to changes in the calculation of increased alumni earnings.

Executives visiting College

Bryant has been inviting presidents, CEOs, and other senior executives of leading Rhode Island businesses to get an intimate look at the College by visiting the campus and lunching with the President and other College officials.

"We expect to continue these visitations at the rate of one every six to eight weeks," said Howard Kay, executive director of corporate and community affairs, who is coordinating the visitation program. "They are an ideal opportunity to acquaint the business leaders of the area with new developments at the College, while at the same time allowing us to gain insights as to how

Bryant can better serve the business community."

The executives spend several hours on campus, touring current buildings and those under construction, and being briefed on various programs at Bryant, such as the Center for Management Development and Small Business Development Center. At lunch, they air views on how Bryant might be a more productive resource for business.

Among the businesses whose top executives have participated so far are: Metropolitan Life Insurance, CWT, Amtrol, Nortek, Arthur Young, H&H Screw Products, Fleet National Bank, Amica Mutual Insurance, Providence Journal Company, Biltmore Plaza Hotel, Manpower of Providence, Gilbane Properties, Janco, Cranston Print Works, and Pawtucket Savings and Trust.



Shown here with Dr. O'Hara and George de Tarnowsky are the five VIPs who visited the campus most recently: (from left to right) Nicholas Janikies, of Janco, Inc.; Sheldon Sollosy, of Manpower, Inc.; Bruce Marks, of the Biltmore Plaza Hotel; Robert Gilbane, of Gilbane Properties; Frederick Rockefeller, of Cranston Print Works Company.

Classifieds

Beginning in the February 3 issue, *Bryant's Business* will offer to the Bryant community a free "classified" column. It will run in each issue as space permits.

Use it to sell that Christmas gift you already had or other unwanted but still usable merchandise. Rent your summer home or other property. Find a handyman, housekeeper, babysitter, or other part-time help. Sell that second car you no longer need.

Your ad must be typed and include a campus extension number. No phone calls, please. Mail your ad to Box 15 or drop it by the Office of Public Information at least 10 days before publication date. We reserve the right to accept or reject all ads.

QUICKLY...

...**Tim Sullivan** and **Rosemary D'Arcy**, director and assistant director of the Center for Management Development, respectively, attended the annual National Conference on Management and Professional Development Programs in November. Sullivan also presented two workshops there, and was appointed chairman of the advisory board for the 1986 conference...

...**President O'Hara** has been elected chairman of the Greater Providence Chamber of Commerce 1986 Leadership Rhode Island program. LRI annually identifies persons in the state with leadership potential who are then prepared to assume roles as leaders in civic and community affairs through an intensive year-long training program...

...**Terry Johnson**, professor of finance, spoke at the annual meeting of the Allied Southern Business Association in November in Orlando. His topic was "Risk Management and Monte Carlo Simulation—A Survey of Risk Techniques Used by Major U.S. Companies"...

...**Susan Klaiber**, executive assistant to the president, has been named to the 1986 class of Leadership Rhode Island, the Greater Providence Chamber of Commerce's one-year leadership training program. She began classes this month...

...**Steve Winsor**, SBDC program coordinator, led a workshop on credit and collections in the MRC in mid-December. More than 50 small business men and women from Rhode Island attended the morning affair...

CALENDAR

FRIDAY, JANUARY 24

Wintersession classes end

SUNDAY, JANUARY 26

Dormitories open
for spring semester

MONDAY, JANUARY 27

Registration & orientation

TUESDAY, JANUARY 28

Spring semester
classes begin

THURSDAY, JANUARY 30

SPB special event
time & place TBA

FRIDAY, JANUARY 31

Skating on pond

SATURDAY, FEBRUARY 1

SPB-sponsored mixer
9 p.m. to 1 a.m.
MAC

SUNDAY, FEBRUARY 2

Protestant service
MRC conference room
noon

Eucharist
Rotunda
noon
CMD conference room 4
9 p.m.

By the way . . .

by Gloria Yahn

- Frank Bingham, of the marketing faculty, has successfully defended his dissertation for a second doctorate. What should we call you now, Frank—Dr. Dr. Bingham?
- Judy Dawson, of the admissions office, tells me her son Brad and Bryant student Ann Blowey were married on January 4 at St. James Church in Danielson, Conn.
- Got dressed by flashlight. That's what Irene Bedard, of the admissions office, did the day after Hurricane Gloria to attend her son's wedding in Coventry, Conn. Needless to say, Irene got through the whole day under her own power.
- Elaine St. Laurent, secretary to Susan Klaiber and Howard Kay, and her husband, Wil, plan to celebrate their 25th wedding anniversary in June in California.

- Liz Covino, of the student activities office, will become a mommy this summer.
- Vincent Flemming, part-time faculty, went home to Jamaica for Christmas. He hadn't been home in 10 years.
- Norman Gagne, of the maintenance department, had his daughter and two grandchildren from Texas as part of his Christmas celebration.
- Linda Riley, of the marketing faculty, and Ed Zazenski, ROTC director, were married on January 4 at St. Mary's Church in Seekonk. Their reception was held at the Pawtucket Country Club.
- New Year's resolutions. Who said:
I'm going to lose weight!
I'm going to maintain my weight loss!
I'm going to stick with Weight Watcher's!
I'm going to gain weight! (I say we lynch him)!

Making April 15 less taxing

April 15 should be less taxing for the several hundred persons expected to attend the annual Individual Income Tax Symposium at Bryant on Wednesday.

Sponsored by the Center for Management Development, the symposium is designed to help anyone who prepares an income tax return. It runs from 8 a.m. to 4:30 p.m., with a luncheon included in the \$45 registration fee.

The symposium includes five sessions and a keynote address by Gary Sasse, director of the Rhode Island Public Expenditure Council. Two "tax preparation" sessions and a session on "state taxes" fill up the morning. The keynote address and two sessions on "financial planning" close out the day. All sessions will be held in Janikies Auditorium.

Session leaders include William Iannacone, of Peat, Marwick, Mitchell & Company; Charlene Butler, of Arthur Young & Company; Patricia Thompson and Kevin Vuono, of Piccerelli, Gilstein & Company; Andrew Davis, Jr., of Davis, Jenckes, Kilmarx & Swan; Joseph Kimball, of Sansiveri, Ryan, Sullivan & Company; Noel Field, of Hinckley, Allen, Tobin & Silverstein, and Chantee Lewis, professor of finance at Bryant.

Thanks

Lynne Dawson and her family thank the Bryant community for the kind expressions of sympathy after the death of her father. "You have all been special to me but never more so than now," she said.

Among the areas to be covered are the "nuts and bolts" preparation of Form 1040 and other schedules; beneficial rules to help reduce tax liability; Rhode Island income and estate tax laws; and tax planning strategies, including the role of IRAs, 401 K's, bracket shifting, loss of income averaging, trusts, tax shelters and traps, estate issues, and partnerships.

Additional information and registration forms are available from The CENTER or by calling ext. 6200.

Days to note or not

A select list of annual events you may want to celebrate over the next two weeks. Taken from "Chase's Annual Events."

Monday, January 13

Man Watchers Week: a week of appreciation for men who are well worth watching.

Thursday, January 16

National Nothing Day: set aside for us to just sit without observing or honoring anything.

Friday, January 17

Hat Day: celebrating the host of head coverings we wear.

Monday, January 20

National Clean-Off-Your-Desk Day: to set aside one day each January to see the top of your desk.

Tuesday, January 21

National Hugging Day: to spread this healthful form of touching, especially to family and friends.

Thursday, January 23

Clash Day: Beat the mid-winter doldrums by wearing your most colorful mismatched outfit and bring a laugh to anyone who sees you.