



# BRYANT'S BUSINESS

Tuesday, February 17, 1987

Bryant College, Smithfield, RI

Volume 7, Number 3

## Bryant gets taste of heritage

Bryant's 125th Anniversary starts next fall, but you can get a sample of the College's "heritage" right now.

It's the new Heritage Room in the Bryant Center, offering fine dining for faculty, staff, and their guests. The dining room opened January 27 with a variety of specials.

"We want to offer something that Bryant has never had," said Andy Cerullo, location manager for ARA Food Service, which operates the dining room. "Fine dining at low cost where you can feel proud to bring a guest."

Cerullo said prices for lunch and dinner selections range from \$3 to \$9. All meals are served by waitresses at your table. The menu includes a long list of appetizers, salads, sandwiches, pastas, seafood, beef, and poultry. Fresh-baked desserts are displayed every day.

"We are trying to cater to all people," Cerullo said, in an atmosphere that is free of brown bags.

The menu lists entrees such as Fettucini Alfredo, Linguine Carbonara, Stuffed Flounder, Sole Almondine, Black Forest Sirloin, and Chicken Francaise. All entrees are served with salad, rolls, and butter. Appetizers include Clams



*Diners sampling the Heritage Room fare*

Casino, Little Necks, Shrimp Cocktail, and Potato Skins. Salads range from tossed to chef to antipasto. Beverages include beer and wine.

Continued on page 2

## President's report on Trustees meeting

Bryant's Board of Trustees discussed the 125th Anniversary, accreditation, the Koffler Center renovation, and a capital campaign; appointed a new Trustee; awarded tenure to four faculty members, and adopted the 1985-86 "strategic plan" at its December 18 meeting. The Board meets quarterly.

Trustees officially set the Anniversary year as September, 1987 to June, 1988. They also set 1992 as the target date for achieving accreditation from the American Assembly of Collegiate Schools of Business. That date is part of a timetable approved by the Board.

The Board reviewed progress of the Koffler transformation into a Technology Center, which is scheduled for completion in the fall. Additional costs have been incurred to comply with changes required by state law.

A planning report for a capital campaign was presented. Additional information on a campaign

will be released after a feasibility study by an independent consultant is completed.

The new Trustee is Charles W. Carey, executive vice-president of Fleet Financial Corporation. He will serve a two-year term.

Faculty members granted tenure are Laurie MacDonald, Marcel Hebert, Charles Quigley, and Frank Bingham. In lieu of tenure, three-year appointments also were given to Terry Johnson, Bill Hill, and Ron Deluga. The Board also renewed three-year appointments in lieu of tenure for Eugene Amelio, Earl Briden, and Bill Haas.

The Board's honorary degree committee continues to review candidates for degrees, and to look for speakers for the undergraduate and graduate Commencements.

Trustees also heard presentations on the Educational Opportunities Program, Bryant's international student program, and financial aid issues relating to recently enacted federal legislation.





### *Bryant's own Chef Tell*

If you have enjoyed the cuisine served in the Heritage Room, you have sampled the talent of Manny Ferreira.

Ferreira, a graduate of the first culinary arts class at Johnson & Wales College in 1974, began his career at age 16 as a pot scrubber for Eileen Darling's Restaurant in Seekonk. That was the beginning of his interest in food preparation.

After six months, the chef's pot scrubbing progressed to that of short-order cook. By his 18th birthday, he was assistant manager—a post he held for five years. Now completely hooked on food, Ferreira began studying at Johnson & Wales while "cheffing" part time at the Pot au Feu.

Among his stops on the way to Bryant was Capriccio, where he was part of the opening staff in 1976 and where he served as a sous chef (second chef) for five years cooking tableside for people such as Liza Minnelli, Walter Matthau, Red Skelton, Reggie Jackson and Jim Rice.

Ferreira also has displayed his "saucy" talents at Camille's Roman Garden, the University Club, the Classic Restaurant & Lounge, and Warehouse Tavern. He has a special flair for preparing soups, sauces, and main entrees that come from years of experimenting and the love of creativity in preparing different dishes.

### **Heritage Room**

Continued from page 1

There is also a separate sandwich menu for lighter eaters. And Cerullo said he plans to offer two to three "specials" each week.

Manny Ferreira is the chef. He brings impressive culinary credentials to Bryant (see profile on him in this issue).

Gloria Ferioli and Mary Trainor are the Heritage Room waitresses. Between them, they have more than 50 years of experience.

"This dining room offers a more personal service," Trainor said. "I am very excited about it."

"This is something Bryant definitely needed," Ferioli said. "I think people want a restful place to relax."

Music plays in the background. Photos of the old East Side campus are going to grace the walls. The bar is expected to open by the end of this month.

The Heritage Room can seat 60 to 70 people for lunch and dinner. A typical lunch crowd so far has been about half of that. Hours are 11:30 a.m. to 2 p.m. Monday through Friday and 4 to 7 p.m. Monday through Thursday.

"ARA has provided the state-of-the-art equipment and utensils and the freedom to let me be creative," he said. "I have a gift. Just by looking and tasting I can duplicate any dish."

Comfortable cooking for up to 100 people by himself, he also can be seen tending as many as 18 burners. He spends at least a couple of hours each evening looking at pictures of food and doing research on spices. He is the first to tell you that he does very little cooking at home.

The chef thinks that someday if people are interested, he would very much like to do table-side cooking again. For those of you who would like to try some of his favorite meals for lunch or dinner, he suggests the Chicken Francaise, the Heritage Sirloin with herb butter, or Fettucine Alfredo.

Bon appetit!



*Heritage Room chef Manny Ferreira*



## Phonothons lead to Mexico

The Bryant Fund Spring Phonothons begin tonight on campus, with that 10-night road ending in Acapulco or Cancun.

An eight-day, seven-night trip for two to one of those Mexican resorts is the top prize for the top caller of this spring's Phonothons. All it takes to qualify for the trip is to finish as one of the top five callers on one of the first nine nights.

In addition to tonight, Phonothons are scheduled for February 22, 23, and 24 and March 1, 2, 3, 8, 9 and 10. The final night is the Superstar-Grand Prize Competition.

Phonothons run from 6 to 9 each night. Dinner is provided. Callers gather in Room 386 A&B. Other prizes also are awarded each night, including cash for each night's top three callers. And student organizations can work toward winning \$100 in cash by totaling \$3,000 in pledges.

Annual giving director Tony Piotti said that

alumni and parents are being called. You can sign up for any night, or as many nights as you can volunteer. A registration form has been circulated on campus. Fill it out and send or bring it to the development office. Or register by calling ext. 6250.

"Every dollar you raise is another important building block in the process of building Bryant's future and the importance of your Bryant degree," Piotti said. "By volunteering a couple of hours, you'll be helping Bryant be the best it can be."

For more information, call Piotti at ext. 6252 or any of the chairpersons. Alumni chairs include Bill DiBiasio '79 MBA, Jim McHugh '68, and Richard Carriere '82. Faculty and staff chairs include Jim O'Neil, Eleanor Read and Dotty Scott. Student chairs are seniors Mike Ahn, Ruth Alberg, Jill Napolitano, and Lisa Erickson.

## Tuition, room and board fees set

The Board of Trustees has approved Bryant's tuition and room and board fees for the 1987-88 academic year.

As set, tuition is now \$6,650 per year. Room fees range from \$2,060 to \$3,225, depending on living accommodations. The board fee is \$1,865 for the full-meal plan. All rates reflect increases over current charges.

Trustees approved the rates as evidence of their "abiding commitment to excellence in business education," said President O'Hara. The signs of this commitment, he said, include the new Bryant Center and freshman dormitory, the transformation of the Koffler Center into a technology center, the expansion of career counseling and placement services and library resources, the addition of innovative courses, the establishment of more internships, and an increase in financial aid.

He added that the Trustees recognize that "maintaining and strengthening our standard of excellence requires ongoing expenditures of human and financial capital."

The new rates were announced in a letter sent by Dr. O'Hara to parents and students in late January. In that letter, he said: "Through sound financial management and successful fund-raising efforts," Bryant still has been able to keep its tuition lower than most private institutions.

## Seminar on tax reform

Bryant's Graduate School invites you to attend a seminar on tax reform March 7.

The Saturday seminar runs from 9 a.m. to noon at the Graduate School. It will focus on general financial planning, financial planning theory and forecasting, and the tax details and investment questions of estate planning.

Make your reservations at the Graduate School office. There is a \$10 fee. Guests are welcome. Call the Graduate School at ext. 6230 for more information.

## Marketing Week coming up

The Bryant Marketing Association will help celebrate the 50th anniversary of the American Marketing Association with several events on campus, February 23-27.

Marketing Week has a theme of "Marketing Makes a Good Life Better." Events are open to the entire College community.

The opening event is "Beer Wars," a presentation by a representative of the New England division of Adolph Coors Company on February 23 from 3:30 to 4:15 p.m. Then on February 25, three alumni will speak on topics such as career moves and advancement, climbing the success ladder, and career pitfalls. Alumni are Joseph Rockcliffe, a sales representative for H.P. Hood, Inc.; Dan Lynch, an account executive for the Leonard, Monahan, Saabye advertising agency, and Arthur Lusby, vice-president for Parker North American Corporation.

The BMA also will sell on February 26-27 bottle openers and cork screws.

# QUICKLY

... Professor **Burt Fischman** has just returned from a lecture tour that took him to six cities, including Santa Clara, Chicago, Atlanta, and Toronto. He talked to regional and branch employees of Apollo Computers Inc. about improving interpersonal communication skills...

... Professor **Frank Bingham** is presenting a competitive paper at the 1987 Academy of Marketing Science Conference in Miami in April. It is titled "An Enrollment Marketing Plan for Institutions of Higher Learning"...

... Academic computing director **Joe Guay** hosted a three-day workshop at Bryant in January for the New England Regional Computer Program (NERComp). It provided a hands-on approach to enrollment management and financial planning decision-support systems using a variety of software on the IBM PC...

... The December, 1986 issue of the *Association of the Institute for Certification of Computer Professionals* newsletter carried an article by professor **Laurie MacDonald**. It was titled "The Future of Certification"...

... Professor **Bill Hill** hosted at Bryant in early February the initial dinner meeting of the Rhode Island State Government Internship Program. More than 70 student interns from the state's colleges, including nine from Bryant, heard Lt. Gov. Richard Licht speak and mingled with members of the internship commission and several state senators and representatives...

# CALENDAR

TUESDAY, FEBRUARY 17

**Building Effective Teams**

Seminar  
The CENTER  
8:30 a.m. - 4:30 p.m.

**Phonothon**

Room 386 A&B  
6 p.m.

THURSDAY, FEBRUARY 19

**The Original... English Again!**

Seminar  
The CENTER  
8:30 a.m. - 4:30 p.m.

SUNDAY, FEBRUARY 22

**Eucharist**

CMD Conference Room 4  
Noon & 9 p.m.

**Phonothon**

Room 386 A&B  
6 p.m.

**Protestant Services**

Bryant Center Chapel  
12:30 p.m.

**SPB Movie**

"Aliens"  
Auditorium  
7 & 9:15 p.m.

MONDAY, FEBRUARY 23

**Managing Technical and Professional Employees**

2-Day Seminar  
The CENTER  
8:30 a.m. - 4:30 p.m.

**Job Search Techniques**

by Career Services  
3:30 - 4:30 p.m.  
M41

**Phonothon**

Room 386 A&B  
6 p.m.

TUESDAY, FEBRUARY 24

**Finance and Accounting for the Non-Financial Manager**

Seminar  
The CENTER  
8:30 a.m. - 4:30 p.m.

**Teaching Adult Learners**

Workshop  
Instructional Development Center  
Room 276  
3:30 p.m.

**Resume Writing**

by Career Services  
3:30 - 4:30 p.m.  
M41

**Phonothon**

Room 386 A&B  
6 p.m.



WEDNESDAY, FEBRUARY 25

**Developing and Managing Creativity**

Seminar  
The CENTER  
8:30 a.m. - 4:30 p.m.

**Employee Letter Writing**

by Career Services  
3:30 - 4:30 p.m.  
M41

## *'Jailbirds' to raise bail*

Bryant's "jailbirds" will try to raise bail to free themselves from the "slammer" on March 4 and 5.

It's the annual "Jail and Bail" fund-raising event sponsored by the Bryant Marketing Association for the American Cancer Society. The cellblock will be in Room 386 A&B from 8 a.m. to 5 p.m.

The marketing association is arranging to arrest faculty and staff members and other area residents and dignitaries on a variety of "crimes." They'll be tried and sentenced by a judge and incarcerated, complete with prison "stripes." Each jailbird will spend one hour in jail on the telephone trying to raise bail from anyone, anywhere for cancer research.

There also is the option of arranging a surprise arrest. It'll cost you \$25, paid at the jail, to have someone arrested for any reason. You can choose the time. Just let the marketing association know where an arresting officer can collar the "criminal." He or she is as good as in the slammer.

Contact the marketing association for more information. Professor Frank Bingham is the adviser. Senior Jill Napolitano is BMA president.

## **Award nominees sought**

It's time to nominate seniors or December, 1986 graduates for the 1987 Commencement awards.

The Commencement Awards Committee needs the names of nominees by March 2. So if you want to nominate someone, send the nomination form with a typed resume to professor Earl Briden in Suite A.

Nomination forms are available in the Student Senate office, each faculty suite, the Registrar's office, the Placement office, the Office of Student Affairs, and the Archway office.

A student can be nominated for more than one award. But state specifically why you feel a nominee meets the selection criteria. Include your personal reasons, and refer to the background, experiences, and accomplishments that you feel qualify your nominee for selection.

A final reminder: Present information accurately. Any serious misrepresentation voids a nomination.

## **Tower chiming again**



*Bryant's bell tower is chiming again. A gift of the Class of 1976, the clock and chimes is part of Plaza '76 between the Unistructure and the Koffler Center. It was erected as a Bicentennial memento.*

## **Classified**

FREE, 6 adorable **puppies**, small mixed breed, ready to leave their mother by late February. Call Brian Britton at ext. 6051.

