



BRYANT'S BUSINESS

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Class of '87 told that manners matter

Graduates in Bryant's Class of 1987 were asked to "react with consideration to other people" by one of the country's authorities on executive manners who spoke to them at the 124th Commencement on May 23.

Letitia Baldrige, who writes the syndicated column "RSVP" for Copley News Service, said that having good manners "is not stuffy...it's good human relations...good people skills." In some cases, she said, having good manners helps

to make or break a career; at the least, it can ease the climb up the corporate ladder.

Table manners are especially important in certain cultures, said Baldrige, who began her career in U.S. embassies in Europe. She related a story of a young executive eating lunch with the CEO of his corporation who was rejected for a lucrative overseas post because of his table manners. That executive simply would not have
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"It's almost over" could be the thoughts of these '87 grads before Commencement.



Letitia Baldrige

Master's grads advised 'to have some fun'

"...and don't forget to have some fun along the way."

With those 10 words, Charles W. Moritz, chairman and CEO of Dun and Bradstreet Corporation, closed his remarks to Bryant's fifth Graduate School Commencement on May 22. He offered that phrase as a bit of advice to the 200 M.B.A. and M.S.T. graduates, advice he received, Moritz said, when "I had been in danger of losing my perspective" at a difficult period of his business career.

"In business," Moritz said, "I have found, we are woefully prone to confusing abstraction and reality.

"... 'markets' and 'corporations' and 'industries'... are not real. They are abstractions. They are the useful shorthand of business... The only reality behind those abstractions is individual human beings... The reality of business is people—individual human beings—trying to provide value to one another."

"What I am saying," said the Yale graduate, "is that the trick in business is to continually balance... continually mediate... the conceptual models with the unpredictable counterpoint of humanity."

"The true experience of work in business is the
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Class of '87 told manners matter

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been the best ambassador for his company, she said.

"Manners have been given short shrift in this country" for a variety of sociological reasons, said the public relations consultant, including the late '60s protest period and the feminist movement, which saw more women go into the workforce.

"Manners are no longer taught at home," she said.

"Manners are simply 75 percent common sense," Baldrige said, "and 25 percent thinking about someone else."

Baldrige touched specifically on certain manners that need improvement, such as the use of RSVP cards, dinner meetings, telephone etiquette, and executive communication.

"No one uses RSVP cards," she said, "or they respond and then don't show up."

Meetings have become places of confrontation, places "to put someone down," Baldrige said. Out of respect, direct confrontation should be saved for another arena. Dinner meetings are especially mishandled, she said. People don't know how to order dinner, and they take the flow of conversation directly into business, without small talk.

Young executives, in particular, must know how to write letters and thank-you notes, she said. These can be very important to a career.

Good etiquette is simply "thinking about somebody else," Baldrige said.

The author also told graduates that they can survive mistakes.

"I have made more mistakes in high places than anyone alive and have lived to tell about it," said Baldrige, who was chief of staff for Jacqueline Kennedy in the White House.

Baldrige also received an honorary doctorate along with Ralph R. Papitto '47, founder, chairman, and CEO of Nortek, Inc., one of the nation's 500 largest corporations, and Robert M. Bennett, partner and CEO of New World Broadcasting, Inc., of Los Angeles. Each received a Doctor of



The Class of '87 takes traditional march through the Archway.

Science in Business Administration degree.

An estimated 5,000 people turned out for Commencement, held under partly sunny skies and mild temperatures at the Track. Rain or shine, the ceremony was to be held outdoors.

More than 1,000 degrees were conferred, with Commencement and Student Senate Service Awards recipients getting special attention. A reception in the Circle for graduates and their families followed the recessional.

Master's grads advised 'to have some fun'

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exercise that occurs in dealing with the 'dynamic tension' of concepts and the reality of human nature," Moritz said.

"Human nature makes or breaks any plan or nullifies the solution to any problem," the CEO said. "...Being sensitive and responsive to...human qualities will serve you well indeed."

Another bit of advice Moritz gave to the graduates is this: "Take the responsibilities you are given with the greatest seriousness... (but) it is important never to take yourself too seriously."

He said also that the graduates must learn to

deal with "the intrusion of life's 'unwanted and unfamiliar parts'... thrust forward rudely just at those moments when we are most certain that things are going along according to plan."

Moritz also received an honorary doctoral degree along with Paul Arpin, owner of Paul Arpin Van Lines, of West Warwick. Both received a Doctor of Science in Business Administration.

Commencement was held at 4 p.m. in the Gymnasium. A reception for graduates and their families and friends followed in the MAC. Until 1983, graduate students received their degrees at the undergraduate ceremony.

Graduates leave 'legend' as gift

Bryant's 1987 graduates have left behind a "legend" as the senior class gift.

At Commencement, Patricia DePetrillo '87, gift chair, formally presented "Walkway '87," a brick pathway around the campus Archway to remind students of the legend linked to the wrought-iron gate. That legend says that students who walk through the Archway before graduation will not graduate. A Commencement tradition is to process through the Archway on the way to the graduation exercise.

Many students follow the tradition, beating a path around the Archway. That path will soon become "Walkway '87."

The walkway will be four feet wide and 12 feet long, and will include a brick wall bearing plaques that recite a brief history of the legend and who donated it. The Archway itself dates back to Bryant's former campus on Providence's East Side. It is the actual gate that framed the main entrance to old South Hall, where seniors lined up for Commencement, and through which they processed.

Should there be any money remaining from the \$12,789 raised for the walkway, DePetrillo said, it will be contributed to the fund for a Nautilus health and fitness center in the gymnasium.

125th
ANNIVERSARY

Update

- The Anniversary Convocation Committee chaired by professor Joan Marsella has received eight submissions from faculty and staff for the essay contest, which carries a \$200 prize. The essays are being reviewed until June 15, with the winning entry expected to be announced soon thereafter.

- A theme to accompany the Anniversary logo has been chosen: "For 125 years—The gateway to business leadership, 1863-1988."

- A theme for the fall academic symposium has been selected: "international trade." Professor Joe Iacqua is chairing that committee.



Ben Mondor congratulates 2nd Lt. Charlene Weingarten '87 at ROTC ceremony.

PawSox commander speaks

An address by the commander-in-chief of the Pawtucket Red Sox highlighted the annual commissioning ceremony of Bryant's Army ROTC unit on May 22.

Bernard G. "Ben" Mondor, owner and chairman of the board of the PawSox, spoke to the 12 cadets, now 2nd Lieutenants, and their families and friends in Janikies Auditorium. A long-time supporter of military service, Mondor serves as the state chairman of the Employers' Support of the Guard and Reserve.

Always a colorful event, the commissioning ceremony included an invocation and benediction by the Rev. William Boulet, brother of cadet Jon Boulet; welcoming remarks by President O'Hara; presentation of awards; return of the unit colors to Bryant; the administration of the oath of office and presentation of commissions; pinning of the gold bars by parents, and the traditional first salute by the Archway.

A reception for the officers and their families and friends followed the ceremony.

A day to play

Come donned in shorts, jeans, or whatever you want and join your colleagues for Bryant's annual Play Day on Friday at the Track at noon.

This year's menu could add a few pounds to your body, but games after lunch will help you work off some of those extra calories.

The menu includes New York sirloin, barbecued chicken, hamburgers, hot dogs with chili, clam cakes, corn on the cob, beer, wine, and more. So eat until your heart is content and then join everyone for softball, volleyball, croquet, horseshoes, bocci, or tug of war.

Rain date is June 19.

QUICKLY

... English professor **Jim O'Neill** has been appointed to the planning committee for the Northeast Victorian Studies Association 1988 conference, to be held next spring at the University of Scranton...

... Humanities professor **William Haas** was the speaker at the Nichols College commencement on May 16. He has been a Nichols trustee since 1983. Haas also has begun writing a regular column on business ethics for *Ocean State Business* magazine. It debuted in the May 11-24 issue, and is running in every other issue...

... Rhode Island's house of representatives has passed a resolution congratulating Bryant, particularly **President O'Hara** and the student body, on their efforts in sponsoring the Northern Rhode Island Special Olympics Games in early May...

... Bryant co-sponsored in April the tri-regional meeting of the Association for Continuing Higher Education (ACHE) in Providence. Playing key roles were **Rosemary D'Arcy**, associate director of The CENTER, who served on the planning committee and presented a workshop on successful career planning, and **Tim Sullivan**, director of The CENTER and an ACHE board member, who presented a paper and workshop on "Building Regionally-Based Corporate Relations." Also, attending were **Tim Cartwright** and **Betty Powers**, director and assistant director of the Evening Division, respectively, and **Joanne Scuto**, Evening Division academic counselor...

... **Liz O'Neill**, director of publications and advertising, has been elected to the 1987-88 executive board of the Woman's Advertising Club of Rhode Island, which serves professional women in advertising, communications, public relations, marketing and similar fields. Her post is newsletter editor/corresponding secretary...



CALENDAR

MONDAY, JUNE 8

Managing Training

2-day seminar
The CENTER
8:30 a.m. - 4:30 p.m.

THURSDAY, JUNE 11

Advanced LOTUS 1-2-3

2-day seminar
The CENTER
8:30 a.m. - 4:30 p.m.

FRIDAY, JUNE 12

Play Day

Track
Noon

MONDAY, JUNE 22

Summer orientation program

Session I
2-day program

THURSDAY, JUNE 25

Summer orientation program

Session II
2-day program

Summer Session I classes end

Summer hours

THE BRYANT CENTER

Monday - Thursday:
7 a.m. - 7 p.m.
Friday: 7 a.m. - 4:30 p.m.
Closed Saturday and Sunday

THE SCOOP

Monday - Friday:
10 a.m. - 4 p.m.

BOOKSTORE

Monday - Thursday:
8:30 a.m. - 7 p.m.
Friday: 8:30 a.m. - 4 p.m.

POOL, INFORMATION (CANDY STORE) AND GAME ROOM

Monday - Friday:
Noon - 4 p.m.



Faculty authors cited

At the annual faculty authors' reception in May, 26 Bryant professors were cited by their colleagues for books or journal articles they have had published over the past three semesters.

Hosted by Michael Patterson, associate vice-president for academic affairs and dean of instruction, the reception was held in the North Dining Room of the Bryant Center. Professors, their publications, and where or by whom they were published are as follows:

Bob Behling, computer information systems, "The Real Cost of Providing Computer Literacy," in the 1987 issue of *Proceedings, National Conference Society of Data Educators*;

Frank Bingham, marketing, "Distribution and Its Relevance to Educational Marketing," in the 1987 issue of the *Journal of Professional Services Marketing*;

Earl Briden, English, "Mark Twain's Rhode Island Lectures," in the April, 1987 issue of *Mark Twain Journal*;

Gregg Carter, sociology, "U.S. Black Rioting in the 1960's, in the March, 1986 issue of *The Journal of Conflict Resolution*, and "The 1960's Black Riots Revisited: City Level Explanations of Their Severity," in the spring, 1986 issue of *Sociological Inquiry*;

Glen Camp, political science, "U.N. Efforts at Mediation (of the Cyprus Dispute)," in the 1986 issue of *Perspectives of Negotiation*;

Ron Deluga, social sciences, "A Case Study Investigating the Effects of a Low Cost Intervention to Reduce Three Attendance Behavior Problems in a Clerical Training Program," in the 1986 issue of *Journal of Organizational Behavior Management*;

Ron DiBattista, management, "Experimental Learning - A Computer Simulation Competition," in the spring, 1986 issue of *Arizona Business Education Association Journal*;

Gerhard Ditz, marketing, "The Calvinism in Adam Smith," in the fall, 1986 issue of *Lincoln Review*;

Ken Fougere, computer information systems, "COBOL - Getting Started," in the winter, 1985-86 issue of *The Journal of Computer Information Systems*;

Ted Gautschi, management, "Management Forum," a twice-monthly column in *Design News*;

Jim Ingraham, history, "The Mystery of the Chinese Ball," in the April, 1986 issue of *Alfred Hitchcock Mystery Magazine*;

Joe Ilacqua, economics, "Analysis of the Conflicting Roles of Academic Chairpersons," in the February, 1986 issue of *Proceedings of Academic Chairpersons: on Unrevealing the Paradox*;

Cynthia Johnson, computer information systems, the *Documentation and Exercise Manual: Micro-computer Software Tutorial Package*, published in 1986 by Kent Publishing Company;

Terry Johnson, finance, "Analysis of Portfolio Performance Using Moments Approach and Other Techniques-TSE Data Versus U.S. Experience," in the 1987 issue of *ASAC Finance*;

Hsi Li, finance, "Analysis of Portfolio Performance Using Moments Approach and Other Techniques-TSE Data Versus U.S. Experience," in the 1987 issue of *ASAC Finance*;

Judy Litoff, history, *The American Midwife Debate: A Sourcebook on its Modern Origins* published in 1986 by Greenwood Press; "American Women, 1899-1952," in the 1986 book, *Growth and Change: American Women, 1899-1952*, by Kendall/Hunt Publishing Company; "An Enduring Tradition: Midwives in the Twentieth Century," in the February, 1986 issue of *Comment*;

Diane Longabaugh, marketing, "The Influence of Multiple Publics Upon Segmentation Strategy For Alcohol Treatment Programs: An Analysis of a Non-Profit Health Service Providers Response," in the October 1986 issue of *Proceedings of Atlantic Marketing Association*;

Laurie MacDonald, computer information systems, "COBOL: Getting Started," in the winter, 1985-86 issue of *The Journal of Computer Information Systems*;

Janet Morahan-Martin, psychology, "Use of Debates in Introductory Psychology," in the 1987 issue of *Activities Handbook for the Teaching of Psychology*;

Pat Norton, economics, "Industrial Policy and American Renewal," in the March, 1986 issue of *Journal of Economic Literature*;

Elaine Notarantonio, marketing, "The Effects of Limits in Retail Advertisements: A Reactance Theory Perspective," in *Psychology and Marketing*;

Chester Piascik, mathematics, *Calculus with Applications to Management, Economics and the Social and Natural Sciences*, published this year by Charles E. Merrill Publishing Company;

Hinda Pollard, management, "The Efficacy of Accounts for a Breach of Confidentiality by Management," in the *Journal of Business Ethics*;

Charles Quigley, marketing, "The Influences of Multiple Publics Upon Segmentative Strategy for Alcohol Treatment Programs: An Analysis of a Non-profit Health Service Providers Response," in the October, 1986 issue of *Proceedings of Atlantic Marketing Association*;

Barney Raffield, marketing, "The Need for Availability of Consumer-Assistance Services in the Urbanized Southeastern United States," in the February, 1986 issue of *Selected Conference Proceedings*, by Kent State University.

David Rolfe, computer information systems, *Documentation and Exercise Manual: Micro-computer Software Tutorial Package*, in 1986 by the Kent Publishing Company.