



# BRYANT'S BUSINESS

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## Bryant Forum features top political economist

One of the foremost authors on political economy comes to the campus on December 7 for the third Bryant Forum. It brings some of America's leading business writers to Rhode Island's business leaders.

Robert Reich is the author of several influential books on political economy, including his latest, "Tales of a New America." He speaks in Janikies Auditorium at 4 p.m. on "Entrepreneurship Reconsidered: The Team as Hero."

Reich is a professor at Harvard's John F. Kennedy School of Government, where he teaches political economy and management. His latest book follows "New Deals: The Chrysler Revival and the American System," "The Next American Frontier," and "Minding America's Business." He also is a contributing editor to *The New Republic*, and has written for *The New York Times*, *Harvard Business Review*, *Commentary*, the *Los Angeles Times*, and *Business Week*.

Reich has served on the economic advisory committee for the Democratic National Committee, has co-chaired the Harvard Faculty Seminar on Industrial Policy, and has consulted for the Stanford Research Project on Competitiveness and Public Policy. He was director of policy plan-



*Bryant Forum  
speaker  
Robert Reich*

ning for the Federal Trade Commission from 1977 to 1981.

Bryant Forums are open to the entire college as well as the senior business community. Previous speakers have been Pulitzer Prize-winning journalist and best-selling author David Halberstam and former American Motors Corporation chair and CEO Gerald Meyers.

Tickets for Reich's address are available through the Office of Corporate and Community Affairs.

## Rotunda to shine December 7 at Festival of Lights

The annual Festival of Lights holiday service.

It's always one of Bryant's most popular events. And this year, it will show off the college's holiday spirit and light up the Rotunda with hundreds of candles on December 7.

The 9 p.m. all-college ecumenical service will be led again by clergy and students representing the Roman Catholic, Protestant and Jewish faiths. President O'Hara will deliver the holiday message, begin passing the candle's flame, and light the college Christmas tree. Music will be provided by the Bryant Community Chorus, with solos sung by junior Sharon Duncan.

A reception in the Bryant Center follows the ceremony, sponsored by the Student Alumni Association and the office of Student Activities and Bryant Center.

The sponsors also are asking faculty and staff to donate ornaments to be hung on the Christmas tree, to be located this year in the Bryant Center Commons. You can drop off your ornaments at the student activities office between December 1-4.

Faculty and staff members willing to don an

apron and help serve the pre-Festival of Lights holiday dinner or pass out candy canes as Santa Claus in Salmanson Dining Hall or the South Dining Room also are being sought. Return the form distributed on campus.

## Fall sports fantastic

*by John Gillooly  
Sports Information Director*

Two major golf championships, a national men's soccer ranking, and record-tying performances by the women's soccer and tennis teams - it all adds up to the most successful fall sports season in Bryant history.

Coach Archie Boulet's golf team carried home the top honor as the linkmen captured the New England Intercollegiate championship in the 46-team tourney at New Seabury Country Club on Cape Cod.

The Bryant victory marked one of the few times  
*Continued on page 4*



## M.B.A. students taking experimental course

New M.B.A. students at Bryant have been meeting every Monday night this semester for an experimental course believed to be only the second one of its type in the country.

The one-credit course is the M.B.A. Orientation Program—a course looking at expectations of their performance at Bryant and in future work places, exploring special topics, and assessing strengths and weaknesses of each student. Only the business school at Rice University has a similar program.

Mandatory for all new M.B.A. candidates, the orientation program must be completed during the first year of study. It features a variety of instructors and presenters. Three meeting dates are set aside for individual and small-group conferences.

One-half of the 150 new students are taking the course this semester; the other half will take it in the spring. They are divided up into "quality circles" of approximately seven students per circle, with each group selecting a research project and working on it together.

The course opened with a general introduction by Dean George de Tarnowsky, which included a look at individual "diagnostic profiles" and how they will be used to "personalize" the M.B.A. program. Topics covered since then are research methodology in business, business ethics, the "case method" used in M.B.A. courses, business communication, career management, and how to better manage the impressions they project.

Tonight, students will look at the effective use of time. Individual conferences are scheduled for next Monday. The course concludes December 7 with students presenting written evaluations of the course and mingling socially.

Students won't be passing judgment on the course for two more weeks, said coordinator Sid Rollins. But if attendance is any indication, they seem to perceive its value in helping them to quickly become active, productive members of the Graduate School community and in assessing themselves and their futures in business.

Attendance has been almost 100 percent every night, Rollins said. Some of the students who have missed sessions have actually sent in written excuses.

Although still an experiment, the orientation course is expected to remain a permanent part of the M.B.A. program, Rollins said. Student evaluations will help to fine-tune and polish it.

## Happy Thanksgiving

President and Mrs. O'Hara extend to the entire Bryant community their wishes for a pleasant and happy Thanksgiving.

"As we begin the holiday season, we wish everyone in the Bryant family—joy and blessings during this special time of the year."



Charles Quigley (l.) and Gregg Carter

## Research relief in sight—in view

by Bud McQueston  
Public Information Intern

You say you don't have time to do that survey you need to get done?

Well, relief may be in sight—and practically in view. It's the Bryant Survey Center, a faculty-run, not-for-profit business that can do surveys and studies or provide research expertise for other faculty or small local businesses for a fee.

The survey center is run by marketing professor Charles Quigley and sociology professor Gregg Carter. They launched the center in 1986 with a pilot study for the library. It looked into different computerized business-information services. A second study, now underway, is on the quality of life in Rhode Island. The results could be used by the state to attract new residents and businesses.

In between studies, the survey center does consulting work. With its current staff, it can produce one report per term.

As a young business, the survey center still needs a place on campus to call its own. It also wants to increase the number of faculty on its staff, who can develop new research skills by generating original work. And it wants to offer internships to students, who can use the out-of-classroom experience.

The biggest problem the center has had so far is time to do surveys. Quigley and Carter have continued to teach a full load of four courses, although next semester they each are getting a one-course release. It will give them more time to devote to the center. They also are looking into purchasing a Computer Assistance Telephone Interview System (CATIS), which would greatly speed up the process of collecting and compiling data.

A separate problem is local competition. Because the center is not looking to make a profit, its fees are lower. This could take business away from other local firms. But as a public service, it wants to help small businesses who can't afford high-priced research firms.

Bryant has officially recognized the survey center, and approved its name. The college also has approved a preliminary budget for it.

So next time you look to get a survey done, don't look too far. The Bryant Survey Center is right down the hall.

## 'Moonlighting' episode tied to Bryant

The November 3 episode of ABC-TV's award-winning series "Moonlighting" had a Bryant connection.

The tie is part-time marketing instructor Andrew Deininger. He also is the general managing partner of the music company that manages the artist, Terry Hutchison, who provided music for that show.

Deininger's company is Titan Music Partners, of East Greenwich. It was founded early this year as a means for small investors to pool their investments in undiscovered popular-music acts with potential for mass-market penetration.

Deininger said Titan screens performers, provides financing, and links them with recognized producers to create finished 24- or 48-track master recordings. Projects are long-term, carrying through artist development and leading into recording agreements with major record companies or strong affiliated labels.

Because investments are pooled and applied to a number of artistic projects in a portfolio approach, Deininger said, the risk is minimized. And unlike movie partnerships, which invest in single productions, he said, Titan agrees to carry an act from discovery through major-market success.

Hutchison is the first artist managed by Titan,

Deininger said. The project has resulted so far in six master recordings, the first of which appeared on the "Moonlighting" episode. It is titled "Something About You."

Deininger also has served as financial and operations adviser to Tommy Boy Records, a Warner Brother's affiliated label in New York; and the New Music Seminar, the largest domestic trade gathering of the music business. He also has an interest in Mission Control Studios, Westford, Massachusetts, where Hutchison's songs were recorded.



Pressman Peterson

## "Peterson's Press" plays on

The rhythmic clickety-clack of the printing press in Bryant's Central Services has been music to Gil Peterson's ears for 21 years. And a concerto to faculty and staff members who need quality low-cost printing.

From a single copy to a newsletter, from invitations to multi-page workbooks, Peterson has been asked to do it all—all by himself. The number of copies he has printed over the years is almost infinitesimal—and rising steadily.

Take the month of September, for example. Peterson printed more than 287,000 copies on his press—twice the number of copies made in the same month last year. And that's without a reduction in the number of copies duplicated on the copy machines.

It goes without saying that "Peterson's Press" runs almost nonstop. A typical day recently saw him print a financial aid letter to parents, a leadership booklet for Student Senators, copies of a Dorm 16 proposal, and an informational handout on the Data General computer system. Of course, no day would be complete without him printing a stack of examinations for the next day's big tests.

It's also difficult to beat the quality of Peterson's finished work at his price—three cents per copy. That would leave most print shop owners shaking their heads in disbelief and frustration.

There is not expected to be any big slowdown in demand for printed copies. So the clickety-clack of "Peterson's Press" will play on and on—and to a faster beat.

## Holiday invitation ode

by Gloria Yahn  
Assistant Editor

*'Twas six nights before Christmas, when all  
through the Rotunda,*

*People were arriving in horse and carriage to  
celebrate with wonder.*

*Hazel Lavender at the piano, she'd been playing  
tunes since six,*

*While guests indulged in champagne as well as  
cider with cinnamon sticks.*

*There was cheese and stuffed mushrooms and  
chestnuts galore,*

*As people were whispering, there's lots more  
in store.*

*So on to the dinner in Salmanson we went,  
To continue our party with food that ARA sent.*

*There was pumpkin soup and salad and stuffed  
filet of sole,*

*And wild rice and steamship round, enough to  
fill your bowl.*

*Green beans and buttered carrots, popovers  
and corn bread, too,*

*With apple pie and Indian Pudding to satisfy  
more than a few.*

*We'll dance to the beat of Horizon; they played  
for us last year.*

*And drink from the cash bar that will serve  
mixed drinks, wine and beer.*

*So keep an eye out for your invitation; you'll  
receive it in early December.*

*Please join us all and I promise, it will be a  
night to remember.*

# QUICKLY

... **President O'Hara** has been chairing the 15-member transition team of North Smithfield Town Administrator-elect Raymond Church '82, who assumes his elected post December 1...

... Student development center director **John Winters** made a presentation at the annual conference of College and University Counseling Center Directors in October. It was titled "Position Descriptions and Performance Evaluations"...

... Professor **M. E. Ellis** presented a paper at the Financial Management Association meeting in Las Vegas in mid-October. It is titled "The Impact of Deregulation on Risk: Operating, Financial and Systematic"...

... Assistant institutional research director **Kathleen Massone** has been named co-chair of the "associate dean's club" of the Providence College annual fund. She is a 1979 alumnus...

... "Educational Technology in the Computer Foundations Course" is the title of a presentation professor **Cynthia Johnson** made at a Computer on Campus symposium this month. It also will be published in the conference proceedings...

... Professor **Glen Camp** served as a discussant on a panel at the mid-November meeting of the Northeast Political Science Association and Northeast International Studies Association in Philadelphia. The panel was titled "Toward an Understanding of Soviet-American Relations"...

... Assistant financial aid director **David Brooks** was elected treasurer of the National Association of Student Employment Administrators at its annual meeting in Seattle in late October...

... Professor **Chantee Lewis** led a session on personal finance at a pre-retirement seminar yesterday in Seekonk for U.S. Postal Service employees who soon will be retiring...

... Assistant SBDC director **Margie Edwards** has been appointed by Governor DiPrete to the new seven-member State Support Small Business Innovation Research Program advisory council. It reports to the Rhode Island Partnership for Science and Technology...

# CALENDAR

WEDNESDAY, NOVEMBER 25

**Thanksgiving recess begins**

Noon  
Offices close

THURSDAY, NOVEMBER 26

**Thanksgiving Day**

Offices closed

FRIDAY, NOVEMBER 27

**Thanksgiving recess**

Offices closed

MONDAY, NOVEMBER 30

**Blood Drive**

Auditorium  
9 a.m. - 3 p.m.

**"The Advanced Supervisory Management Seminar"**

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

**"Planning and Designing Training Programs"**

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

TUESDAY, DECEMBER 1

**Holiday Reception**

Bryant Center Third Floor  
3:30 p.m.

WEDNESDAY, DECEMBER 2

**"Project Management"**

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

**"Conducting Effective Training"**

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

FRIDAY, DECEMBER 4

**"Evaluating the Effectiveness of Training"**

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

SUNDAY, DECEMBER 6

**Eucharist**

Bryant Center Room 2A-B  
Noon & 9 p.m.

**Protestant Services**

Bryant Center Chapel  
12:30 p.m.

SPORTS

MONDAY, NOVEMBER 23

**Women's Basketball**

Lowell  
5:30 p.m.

**Men's Basketball**

Lowell  
7:30 p.m.

TUESDAY, DECEMBER 1

**Women's Basketball**

RIC  
5:30 p.m.

**Men's Basketball**

RIC  
7:30 p.m.

## Fall sports

*Continued from page 1*

in the past decade that a non-Division I team has won the championship. One of the other non-Division I winners was the 1981 Bryant team, led by Jim Hallet.

The individual star this year was senior Gary Young, who set a tournament record as he fired a nine-under 133 for the 36-hole tourney. The performance marked the first time any player had shot under par since the tournament moved to New Seabury 15 years ago.

A week before they won the New England title, the Indians also became the first Northeast-10 Conference champion. Led by Young, Dave French and Chris McCarthy, the Indians easily defeated nine other teams in the first tournament competition since the conference expanded to 10 teams this year. The conference tournament championship was Bryant's fifth title in six years.

The men's soccer team enjoyed its best season in history, rolling to a 13-3-2 record. The record earned the Indians 8th place in the national Division II coaches poll, the first national ranking for a Bryant soccer team.

Senior forward Rick Solomon led the attack with 12 goals and 3 assists. The 27 points made Solomon the all-time Bryant career scoring leader with 55 points in four years of varsity competition.

Coach Paul Ribiero's women's soccer team tied a Bryant record for most victories in a season with a 9-8-1 slate. Despite several key injuries, the Lady Indians finished second in the Northeast-10 Conference with a 5-1-1 conference mark. Freshman Nicole Taglione was the leading scorer with 21 points.

The women's tennis team also equalled the record for most victories in a season as it posted a 10-2 regular-season mark. In addition to the 10 dual-match victories, the Lady Indians also captured runner-up honors in both the Northeast-10 and New England Division II tournaments.

Senior Patty Conant and junior Tina Galley won the New England No. 3 doubles championship.

## *It's official: SBDC one of best*

Doug Jobling is sporting a very big smile these days.

It stems from his knowledge that other Small Business Development Center directors nationwide recognize the Bryant SBDC as one of the best in the country. That recognition came at the late-October meeting of the Association of SBDCs, where the SBDC was granted certification.

The SBDC now is one of only nine certified SBDCs out of the 46 in the country, said Jobling. And it is the second youngest of the certified SBDCs; it opened its doors in 1982.

"The ASBDC certification is patterned after educational accreditation procedures," Jobling said. "After a self-study by the state SBDC, an on-site review is conducted by other SBDC state directors. Only when a state satisfies a rigorous set of standards can the review team recommend certification."

Jobling said that the opening of the SBDC at Bryant was considered an experiment by some people, because it was the first private college to be awarded such a center.

"The certification by the ASBDC demonstrates the overwhelming success of that experiment," he said.

Jobling credits a variety of organizations and people for the SBDC's success: President O'Hara; the Board of Trustees; Bryant faculty and administrators; the Providence district office of the Small Business Administration, particularly James Hague, its director; its institutional partners, the Opportunities Industrialization Center and the University of Rhode Island, who operate two of the satellite offices; the state Department of Economic Development, which contributes funding; the innumerable consultants who work directly with the SBDC's clients; and, of course, the full-time staff, "the most important of all," he said.



### **Students pitch in for Amos House**

*Eighteen Bryant students spent several hours on an early-November Saturday helping to clean up and fix up a shelter for low-income families in South Providence. Father David Norris, Bryant's Roman Catholic chaplain, coordinated the effort with Amos House, a local Catholic social-service project.*