



**BRYANT
COLLEGE**

*Silver
Anniversary
in Smithfield*

Bryant in Smithfield: 25 years of progress

Progress and innovation have marked the path that Bryant College has followed to get where it is today. From its beginnings in 1863 as practical business school, to the move out of Providence into Smithfield 25 years ago, to its contemporary role as a cutting edge college of business gearing up for the 21st century, Bryant has never been an institution satisfied with the status quo.

Now poised to celebrate 25 years at its idyllic hilltop home in one of Smithfield's most vibrant communities Bryant will inaugurate former Congressman Ronald Machtley as its seventh president.

At this time it is important to recognize the persevering spirit and the faith in the future that has brought Bryant to where it is at this pivotal point in its history.

It has not been a sure thing that Bryant would succeed as it has. Nothing is ever certain. And it was no sure thing back in the late 1960s that the administration of President Gardner Jacobs could meet the challenge of picking up an entire institution of higher learning and moving it a dozen miles without skipping a beat.

The opportunity was rather unexpected. Earl Tupper, the founder of Tupperware, had decided to sell his 220 acre historic farm on John Mowry Road in Smithfield. A Bryant professor living in the area alerted President Jacobs to its availability, and he sought a meeting with Mr. Tupper.

Imagine his surprise six months later when the two finally sat down together and Tupper - impressed by Bryant's ability to place graduating seniors in career jobs - gave the land to the college.

Now Bryant was called upon to demonstrate its resourcefulness, a good case study for the students no doubt, and plan a brand new campus from



scratch. The college also had to secure all the necessary financing, handle all the logistics and move from the capital city to the suburbs with as little academic disruption as possible.

Also there was the matter of selling the Providence campus - fortunately

neighboring Brown University was happy to buy it for \$4.5 million - and the selling of bonds to go along with the \$5 million grant the college received from the United States Department of Housing and Urban Development.

Within a few days Bryant had sold \$12.5 million in bonds, and the dream became a plan.

Fittingly, J. Robert Hillier, a young architect with a desire to create something as modern as the college's thinking, won out in the selection process to pick a designer.

He came and lived on the Tupper Farm with seven of his staff members for several months in the winter and measured everything from wind speed to snow fall to the angle of the sunrise. The result of his efforts is still at the heart of Bryant's growing physical plant, the distinctive Unistrukture where most of the college's classes are taught and which remains the hub of campus life.

Ground was broken for the campus in April of 1970 and 17 months later on September 20, 1971 the students moved in. Many in the Bryant community thought of the relocation as a kind of miracle.

It is said that the construction crews moved out the back doors of the Unistrukture as students and faculty moved in.

In a symbolic gesture that has been dear to the hearts of alumni and which represents a link to Bryant's past for each new class, the wrought iron arch which framed the front entrance to South Hall on the old campus in

Providence was brought to Smithfield. It is located on the path between the Unistrukture and the Bryant Center.

The arch is an integral part of Bryant lore. On commencement day graduating classes march under it as they did on the old campus, creating a bond with those who have gone before. A tradition which grew up around the gate says that any undergraduate who passes through it before graduation will never graduate from Bryant. Heeding the warning students wore dirt paths around the arch until the class of 1987 lined the area with paving stones, their class gift.

These memories and anecdotes of the college's evolution are probably very apt. Bryant, as the stories and photos in the following pages reveal, is a place which seeks never to lose sight of where it has been but always looks eagerly where it is going.

Reading the articles in this special commemorative piece will give anyone a taste of the institution's depth and breadth.

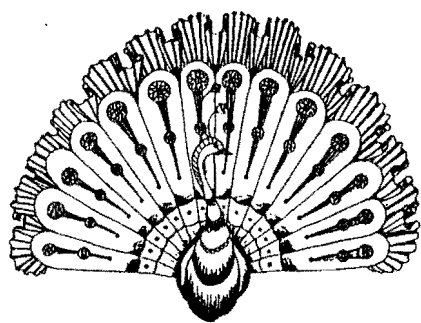
The stories showcase the students, the faculty, the community, the new president, Ronald Machtley, Bryant's technological advances, the curriculum, and the exciting prospect of forming working relationships with neighbor-to-be, Fidelity Investments.

What better way to observe 25 years of growth and development at the place that will be home as the college enters the 21st century than to say a hearty "congratulations Bryant!"

Laurence J. Sasso, Jr.
Editor

*Congratulations
Bryant College
as you celebrate
25 years in Smithfield.*

*The very best to
Ronald K. Machtley
on your inauguration.*



Ephraim Dounato
J • E • W • E • L • E • R • S

Since 1980
949-4220 • 19 Sanderson Road, Rt. 5, Smithfield, RI



Bryant College Silver Anniversary in Smithfield

Published by The Observer in co-operation with Bryant College.
September 19, 1996.

©Copywrite - No portion of the Bryant College Silver Anniversary Issue may be reproduced without the expressed written permission of Bryant College and Observer Publications, Inc.

Ron Machtley speaks passionately on education

By Don DeMaio

When the year-long process of recruiting and hiring a new president for Bryant was finally concluded, the trustees had tapped former Congressman Ron Machtley to lead the institution into the 21st Century.

In naming Machtley the trustees and the campus community were impressed with his enthusiasm for education, his comprehension of the school's problems, and his vision of the future.

Machtley speaks passionately about the subject of education and describes himself as a person who has experienced firsthand the power that education can have over an individual's life.

He was born in Johnstown, Pa., a coal-mining and steel mill town. His parents had five children but did not have enough money to send any of them to college.

"It was a wonderful place to live and grow up," Machtley said, "but no one ever went there for a vacation."

Young people in the town saw right away that the only way out of the mills and the mines was a college education.

Somehow, all five Machtley children managed to graduate from college and even earn advanced degrees. In Machtley's case, he was awarded a full scholarship to the Naval Academy in Annapolis, Maryland - eventually serving on the Academy's board of trustees - and earned a law degree as part of the G.I. Bill.

From those experiences, and his six years as a U.S. Congressman from Rhode Island, he says he learned a simple tenet: Education can change lives. "I would never have had these opportunities had it not been for education," he said.

In his first meeting with Bryant employees Machtley provided a



RONALD K. MACHTLEY, a former U.S. Congressman from Rhode Island, was named the seventh president of Bryant College earlier this year, succeeding William E. Trueheart. At the time of his appointment, the new president said that it was not an avenue he expected his career to take, but that he was thrilled to be in academia nonetheless. The new president's formal inauguration will take place this Saturday.

glimpse into his ideas for the college. He said he wants Bryant to be a college where students can come for their education and leave as the best person that they can be.

"We need to create an environment where each individual student can become their personal best," he told a recent "town meeting" of faculty and staff.

He urged the assembled staff and faculty to join him in making the individual student the focus of their work at the college. "My personal view is that this is one of the few positions in which we can better ourselves by making someone else better," he said.

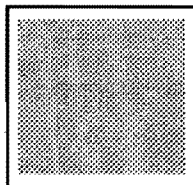
He also said he hoped to bring everyone in the various sectors of the institution together in a single, undivided mission - putting together a strategic plan and a vision statement for the college. Such vision statements need to come out of the campus community as a whole and cannot be dictated by any one person, even a president, he said.

While the process of putting together a strategic plan moves forward, Machtley has already indicated several themes he is likely to be advocating.

Machtley believes that Bryant needs to retain a strong academic core in which every student can expect to receive a solid education. Many of the faculty members have worked diligently over the past several years to create a new curriculum along the lines Machtley outlined.

Technology. While working as a lawyer in international telecommunications law - and co-authoring a new book on the subject - Machtley said he came to understand the growing im-

Continued on next page



EDWARDS & ANGELL

A Partnership Including Professional Corporations

COUNSELORS AT LAW
since 1894

*We wish to congratulate
Bryant College
as they celebrate
25 years in Smithfield.
Our best wishes to you,
Ronald K. Machtley
on your inauguration as President
of Bryant College.*

PROVIDENCE, RI
HARTFORD, CT

BOSTON, MA

SHORT HILLS, NJ

NEW YORK, NY

PALM BEACH, FL

NEWPORT, RI

Cont. from prior page

portance of technology in business today.

Businesses today are using the fax machine, the cellular phone, e-mail, pagers, the Internet, video conferencing and various other technologies. Bryant students will need to master those technologies if they want to land a job, he pointed out.

To that extent, Bryant is investing \$2.4 million in upgrading its network and its classrooms. Another \$680,000 is being spent on a campuswide cable-TV system.

In addition, the College's six business resource centers are at the forefront of new technologies. Its NYNEX Telecommunications Center offers to help owners of small businesses in the state learn about such technologies free of charge.

The R.I. Export Assistance Center at the college operates an International Trade Data Network that is now in use in 34 states. The network contains computerized trade leads all over the world that help small businesses in the U.S. start exporting.

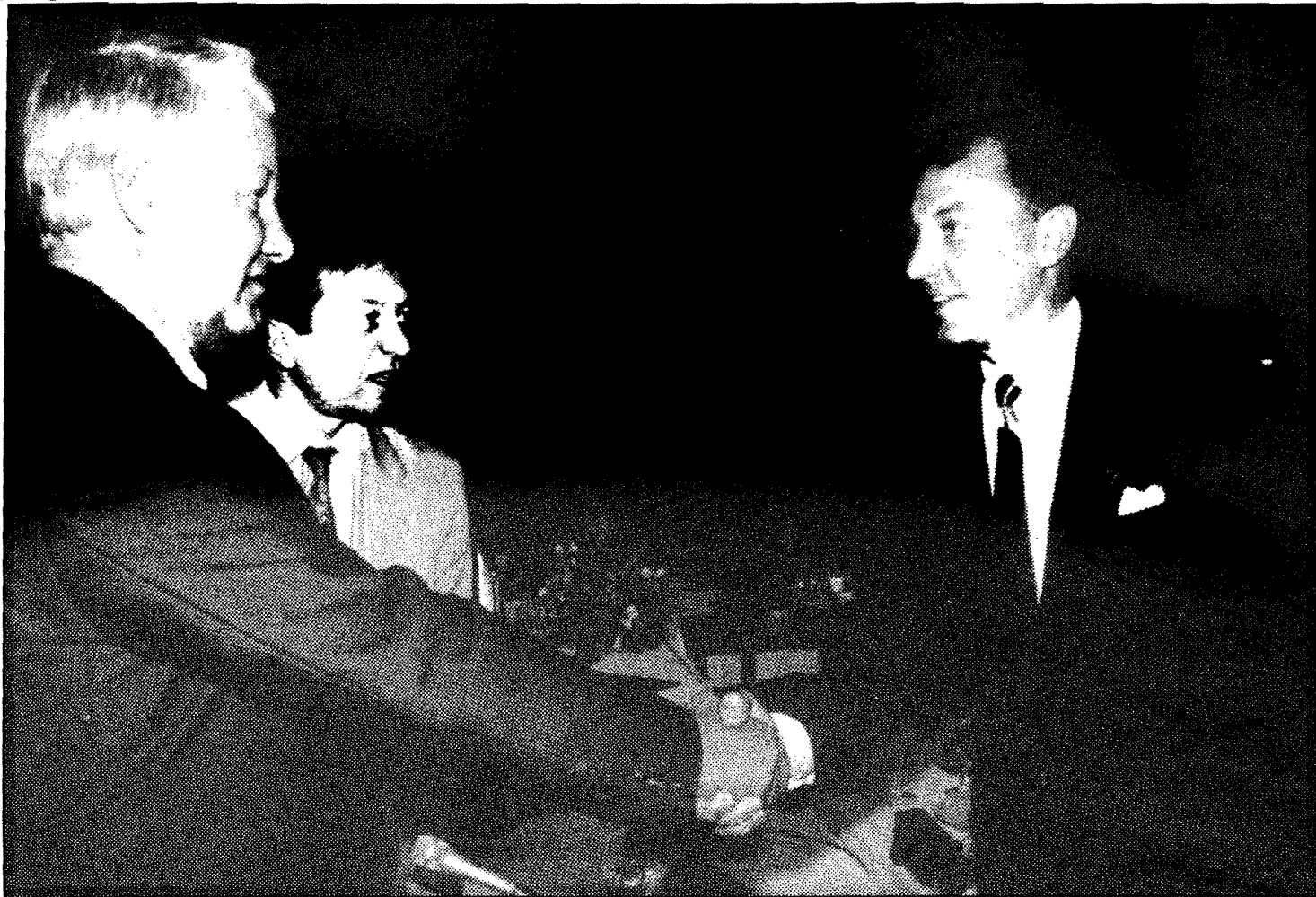
Plus, a new campus video conferencing facility will be announced shortly. When it opens it will be the most advanced of its kind in the state and will help small businesses - free of charge - to learn to use such technology.

Finally, all student dormitory rooms have been wired so that every student with a computer can use e-mail or the Internet.

Internationalism. "We are living in a global community," says Machtley. "You can be in Malaysia, Singapore or Germany in a matter of hours. Businesses are interacting with their subsidiaries all around the world. So I think it's very important that we think globally."

That means recruiting international students, giving U.S. students experiences in a global economy, and preparing students for the competition they face in a global community.

Students are also a part of this movement toward internationalism. An in-



BRYANT PRESIDENT Ron Machtley comes to the college with a wide breadth of experience in government and international relations. During his years as a U.S. Congressman President Machtley

had the opportunity to interact with many figures on the world scene such as Russian President Boris Yeltsin (above) who he met before Yeltsin's election.

creasing number of Bryant's student body is composed of people from such far-off places as Azerbaijan, Tanzania and Macedonia.

Many of these students will go back to their native countries with the perspective they gained from their four years at Bryant.

Reflecting that trend, Bryant faculty were also busy this past year on missions abroad. Faculty members assisted in a defense-conversion study in Belarus and Estonia sponsored by the

Department of Defense. And Prof. Doug Levin led a trade mission of state environmental firms to Indonesia, Thailand and Malaysia.

Lastly, the new president said the college needs to prepare students to perform after graduation.

"We need to make sure that our students communicate effectively and write persuasively," he said.

"We have to develop their personal effectiveness skills so that they can perform in groups, both as leaders and as participants."

In Machtley's view a Bryant graduate should be both an educated and a committed individual.

"We need people in the world who have integrity and faith, who have commitment to what they're doing, people who are not just thinking of themselves, but who are thinking of

others," he said.

Machtley said he isn't coming to Bryant with a pre-conceived plan of what needs to be done to keep the school in the forefront of business education. (U.S. News & World Report this year once again named Bryant as one of the top three business specialty schools in the nation.) Instead, he carries with him a feeling about the value of education itself, the importance of elevating each individual student to his or her best, and the joy of spending each day educating young people.

He also emphasizes that, being new to academic leadership, he will learn as he goes. He quotes a friend who told him being president of a college was a lot like learning to play the violin in public. If that's true, he says, "You're going to hear a lot of squeaks coming from my office."

Machtley: A family man on the campus

Bryant's new president is a family man. He, his wife, Kati, and their son, Todd, have already moved into the campus presidential residence in Smithfield and brought their dog and pet rabbit with them. Their daughter, Erin, is a junior at Villanova University.

Ron Machtley still remembers the response Kati had in 1987 when he told her he was going to run for Congress. "It'll take a miracle for you to win," she said.

"We had a couple of miracles," he says, smiling.

In 1988 he went to Washington for what he describes as "one of the most extraordinary opportunities that anyone could live through." Being a Congressman gave him a chance to

meet world leaders. He met presidents and leaders of foreign countries. He spent several hours with Boris Yeltsin before Yeltsin was elected president of Russia.

His experience in Congress made him a believer in the American dream. "I've seen it. I've lived it," he says. Throughout those years, the value of an education was constantly reaffirmed to him. "I was a blank slate when I started school, and it was because of education that I had these experiences," he says today.

"It was education that has changed companies and countries - and it will be education that keeps this country moving forward in the 21st century."

Inauguration set for Saturday, September 21

The inauguration of Ronald K. Machtley as president of Bryant College will take place this Saturday during a day of festivities on the campus.

The theme of the inauguration is "A Silver Anniversary...A Golden Opportunity." It refers to September 21 being the 25th anniversary of the College's move from the East Side of Providence to its present Tupper Campus in Smithfield.

The inauguration promises to be the largest in Bryant history. A crowd of nearly 1,600 people, including government officials and representatives of 35

colleges in the New England area, is expected at the 3 p.m. installation ceremony.

A welcome from the academic community will be delivered by Roger Mandle, president of the Rhode Island School of Design, which is collaborating with Bryant to create a new Center for Design and Business.

The ceremony will be preceded by a procession of academic and other dignitaries conducted to the tune of bagpipes, and will be followed by an outdoor reception for Mr. and Mrs. Machtley.

Happy 25th
Anniversary
Bryant College!

Smithfield

 **NATIONWIDE
INSURANCE**
Nationwide is on your side

John D. McNeill Insurance, LUTCF
Agent

Class of '58

199 Putnam Pike, P.O. Box 17027
Smithfield, R.I. 02917

Office: 401-231-4444 • Residence: 831-1443
Fax: 231-4464

Fidelity Investments: A good neighbor indeed

By Allan Huges

When Fidelity Investments announced it was moving part of its operations to Smithfield, it appeared to be an ideal opportunity for the country's largest mutual fund management company and the state's number one business school.

In fact, company officials said the proximity of Bryant College was a factor in its decision to locate here.

Since then, Bryant President Ronald K. Machtley has discussed with the company the possibility of student internships, as well as research projects involving Fidelity and Bryant's faculty who have considerable expertise in mutual funds and taxation issues. "We have had teams working together to find areas in which we can be good neighbors," said Machtley. "For our graduates to be able to concentrate in areas of financial services and move right across the street into what will be an important and growing business is unsurpassed for any college or university. Financial services is going to be an important program for us. We hope we can learn from them."

"We're hoping there will be an opportunity for our students who are interested in financial services to learn more about the industry," said Don DeMaio, college spokesman.

On a recent visit to Bryant, Governor Lincoln Almond echoed those sentiments. "I am certain Bryant's steady stream of talented business graduates will prove to be a tremendous resource to Fidelity," Almond said of the college's 2,200 full-time undergraduates.

Fidelity's move to Smithfield is expected to bring 2,500 jobs to the town in its preliminary phase. The mutual fund giant has submitted a master plan that will accommodate 500,000 square

feet of office space on what the company is calling a corporate campus.

The company is expected to pay its employees in Rhode Island from \$50,000 to more than \$100,000 a year. Fidelity says it plans to recruit people with business degrees or work experience in financial services, with hiring taking place in late 1997.

Fidelity, with \$500 billion in assets, has 18,000 employees and nine million customer accounts, according to company officials.

Michael Patterson, former dean of the faculty, was specific in targeting financial areas where Bryant's faculty could be of assistance to Fidelity. "We have an actuarial program that is unique in that it combines actuarial science and business. There could be some very interesting relationships between our faculty and students and the Fidelity organization. It's such a great match between what we teach and what they do. If we were to imagine a perfect neighbor, it would be a Fidelity operation."

The company will build a new \$50-million complex directly across from Bryant College in the recently-developed Island Woods Commerce Park on Route 7, owned by the state's Department of Economic Development.

Under the terms of the agreement with the state, a 30-year tax treaty with the Town of Smithfield will give Fidelity a fixed tax rate that will increase 15 percent every five years, with the state providing up to \$5,000 in job training assistance for each Rhode Islander hired.

Smithfield town officials estimate the town is likely to get as much as \$35 million in revenue over the life of the treaty.

If Fidelity employs more than 1,000



THE UNISTRUCTURE, featuring walls of bronze-tinted glass, is one of the most distinctive buildings on the campus of Bryant College in Smithfield. It houses many of the school's administrative offices and classrooms.

workers, it will receive a \$2,000 deduction in lease payment for each additional employee.

David C. Weinstein, senior vice president of administration for Fidelity, says the state's tax cuts were absolutely critical in its negotiations with Rhode Island.

"Taxes are absolutely a key factor," says Weinstein. "We like a fair, competitive tax agreement with the state. We benefit as a private company, the public sector benefits with the jobs we bring."

Among other areas where coopera-

tion might be pursued, DeMaio said a further possibility for collaboration between the two institutions could involve sharing each other's athletic facilities.

When the move was first announced, Smithfield councilwoman Jennifer Bonvouloir said the tax treaty, combined with the attractive quality of life in the town and surrounding area, were all important factors weighing in Rhode Island's favor.

Having a world class business college across the street was "icing on the cake."

Congratulations to Bryant College

Commemorating 25 Years in Smithfield

We are proud to be your computer technology partner

Ocean State Computers, LTD

Authorized Dealer for...

COMPAQ

digital™

**HEWLETT
PACKARD**

Microsoft

*Intel Technology Partner
Authorized Microsoft OEM Printer
and Microsoft Educational Reseller*

936 Branch Avenue
Providence, Rhode Island 02904

401-273-4430

Parente's Pub & Restaurant Congratulates Bryant College

Lunch and Dinner
Lobsters • Pizza • Burgers

- Italian Dinners • Seafood • Steaks •
- Full Sandwich and Appetizer Menu •
- Take out •

- 1/2 Price Appetizers 3-6pm Daily
- Satellite Dish • Sports On Wide Screen TV's •

1114 Douglas Pike, Smithfield, R.I., Rte. 7, Exit 8B off Rte. 295

401-231-7600

Technology options proliferate at Bryant

By Gina Santoro

Campus-wide e-mail. A Home Page on the Internet. Electronic library services. A state-of-the-art student computer center. The list of enhancements and additions in technology unfolding at Bryant College in Smithfield is vast and growing.

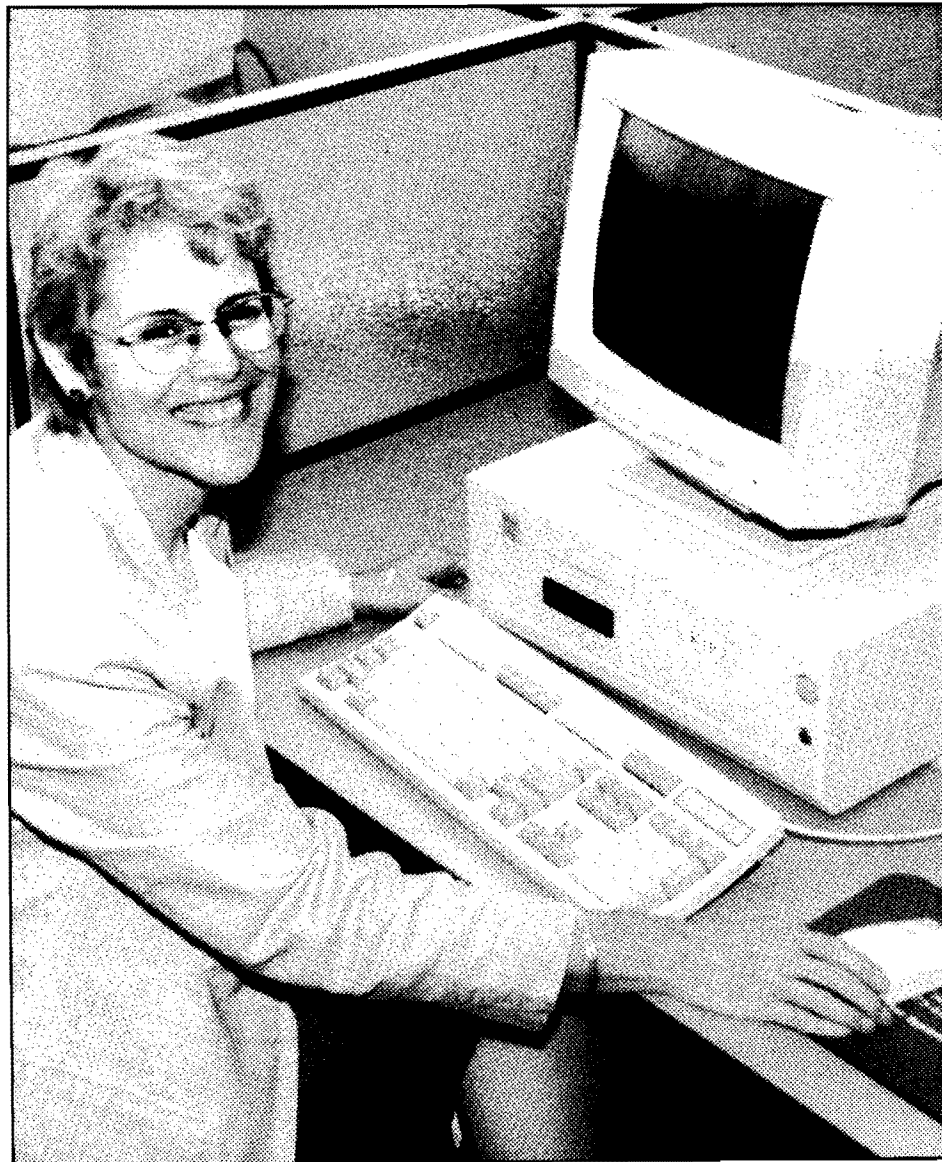
In a memo, Lynn DeNoia, executive director of the Information Technology Department at the college, notes that her department, with its staff of 21, has been busy with several technology projects. These projects are tied to Bryant's push to stay at the forefront of technology.

This summer, the staff, for example, replaced computers in one lab with 40 brand-new Pentium systems - a development which invokes admiration by area computer organizations.

"They like our facilities," says DeNoia.

Bryant's facilities include seven classrooms equipped with computer stations for each student, numbering from 25 to 40 Pentium or 486 computers loaded with Microsoft Office per room. Another five classrooms are equipped with a computer and projector for the instructor's use. In addition to Microsoft Office, some computers also run specialized programs like Excel.

Computers are not restricted to the classroom. Any of the 132 faculty who have requested computers have one, says DeNoia. Although students are not provided with computers in their dorms, the IT Department and students will soon define packages of appropriate hardware and software that students can buy at a discounted rate from an area supplier. In the meantime, students have two floors of computers



LYNN DeNOIA, executive director of the Information Technology Department at Bryant College, helps to keep the school at the forefront of technology. Her department is currently working on establishing campus-wide e-mail and an electronic library system, among other projects.

available for use in the Koffler Technology Center.

"It's the best lab I've seen," says DeNoia.

The first floor lab's computers are equipped with software for actuarial math and other subjects. The layout of the room is designed to be project-oriented, says DeNoia, with the desks and computers set up for maximum use by teams of students, when needed.

The downstairs lab was configured for general use, with 136 computers set in rows in a large open area and in several glass-walled rooms. These computers access e-mail, the World Wide Web and desktop applications, says DeNoia. Throughout the semester, one of these rooms will be remodeled as a student project by the Microcomputer System Architecture class.

Students will design the lab and install the equipment, among other tasks, says DeNoia.

Student involvement in campus technology is not limited to class projects. Students assist the IT staff in several capacities. Along with internships, seven students serve as resident computer coordinators. This new position was instituted to help students, who have computers in their dorms, access the upgraded campus connection to the Internet and the new campus-wide e-mail, says DeNoia. She hopes eventually to have 350 computers connected on campus-wide e-mail including both student and faculty.

"We hope to have everyone's computer up and running by the first of the year," says DeNoia.

While the e-mail project unfolds, other services have been completed. Students and teachers can log into the

Continued on next page

*Club 44 Restaurant and
The Gaudet Family
congratulates Bryant College
on its 25th year in Smithfield.*

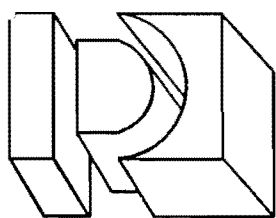


CLUB 44 RESTAURANT

355 Putnam Pike, Smithfield
231-2240

Exit 7A off Rt. 295 - just minutes away from Bryant!
Come and see why we've long been an area favorite!
Established 1953

*Happy 25th Anniversary
Bryant College!*



**DEXTER
Credit Union**

934 Dexter Street • Central Falls
724-6200 • 1-800-286-7226

Coming soon to North Scituate



**You are cordially invited
to join Bryant College
Saturday, September 21
at 3:00 p.m.
as we celebrate the inauguration of
Ronald K. Machtley,
Bryant College's seventh president.**

*Please respond by Thursday, September 19.
Call 232-6565.*

**Following the inauguration,
please stay for a free concert
by the Navy Band Newport
7:00 p.m. - 8:00 p.m.**

*Performing contemporary jazz
and big band hits.*

Limited seating available;
you may wish to bring lawn chairs or blankets.

Cont. from prior page

campus library via personal computer. Students and faculty can place a hold on titles, renew items already checked out, connect to other libraries, and more from their own or a school computer.

Although other colleges have similar electronic library systems, "the difference about this program is what the student sees - it's Web based, not text based," says DeNoia.

"The best part is that students can get information from their rooms (if they have a computer) 24 hours a day," she notes.

And, they can obtain Internet access via a network card available from the school. There, they can call up Bryant's new "first official" Home Page, which includes general information about the college, campus news and sports. The address is www.bryant.edu.

This home page is just the beginning.

"There is a huge faculty interest in getting more curriculum on the Web," says DeNoia.

One class currently uses an electronic textbook on the Web as part of an experiment to protect copyrighted materials. Only the students in Introduction to Business can access the information.

DeNoia's goals, and that of the IT Department, are to provide reliable utility services and professional expertise to students and faculty in using their own or campus computers.

Partnering with companies such as Nynex to install video conferencing facilities and updating the computer systems from a half-million-dollar annual guaranteed replacement fund are other activities designed to keep Bryant at the forefront of technology.

In the end, DeNoia hopes that she and her department achieve their third goal: to make sure that people get the full value from the technology.



STUDENT JEREMY STANNARD gets some assistance from Lynn DeNoia, executive director of Bryant's Information Technology Department, as he works on a computer in the Koffler Technology Center.

THE *Pastry* G.O.U.R.M.E.T™

Voted Best Bakery in Rhode Island by R.I. Monthly, 1996

Congratulates Bryant College for 25 years in the community

10% Off A Coffee, Espresso, Cappucino or Frozen Drink of Any Size to Bryant College Students, Faculty and Staff with a Bryant College I.D.

Offer expires 10/3/96

Gourmet Pastries • Cheese Cakes
Specialty Cakes • Birthday Cakes • Brownies
Breads • Rolls • 18 Types of Bagels
Sandwiches • Pizza • Spinach Pies
and Much More.

Cumberland Store Hours:

Sunday-Friday 7am-9pm, Saturday 7am-10pm



Greenville
949-1441

570 Putnam Pike

Cumberland
333-5535

2001 Mendon Road

N. Providence
353-0770

1920 Mineral Spring Ave.

Providence (East Side)
273-1700

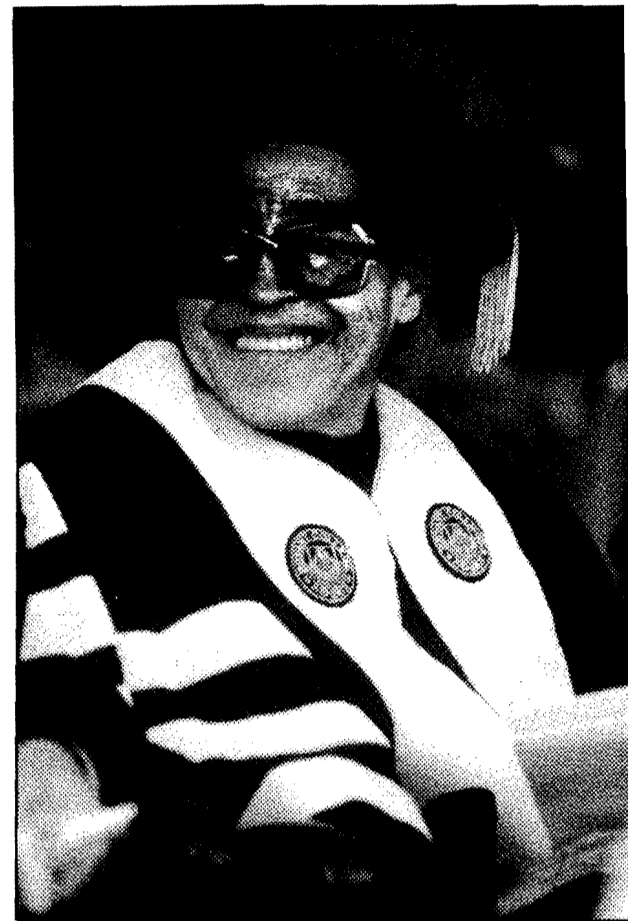
149 Elmgrove Ave.

Bryant: A story of change since

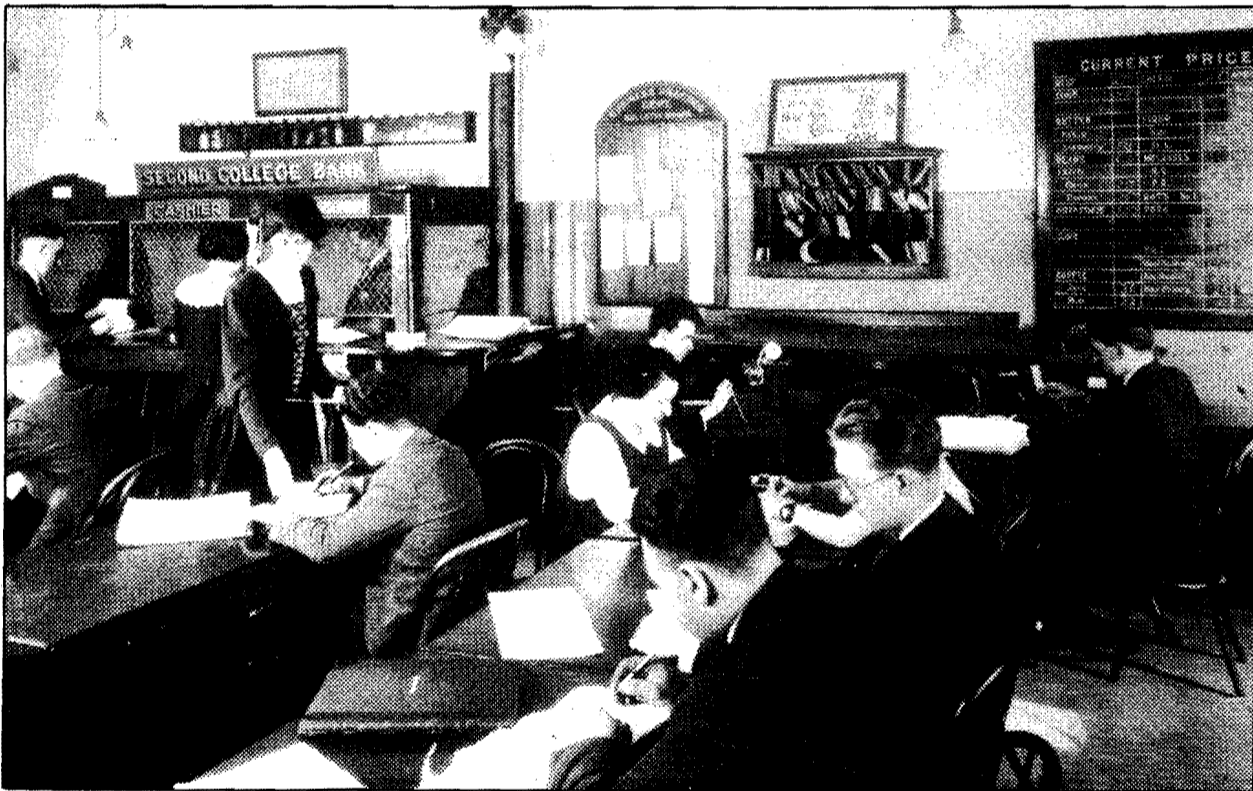


GOVERNOR LINCOLN ALMOND (left) recently visited Bryant College, where he spoke with President Machtley (center) and student leaders, toured the

college's new telecommunications center and met with international students to talk about the growing importance of internationalism in the Rhode Island economy.



CIVIL RIGHTS pioneer Rosa Louise Parks received an honorary degree at Bryant College's Commencement exercises in 1995.



STUDENTS diligently do their work in one of the original classrooms in the old Bryant business school

which was located in Downtown Providence.



STUDENTS walk down the steps of the elegant East Side mansion that was once the administration building of Bryant College.

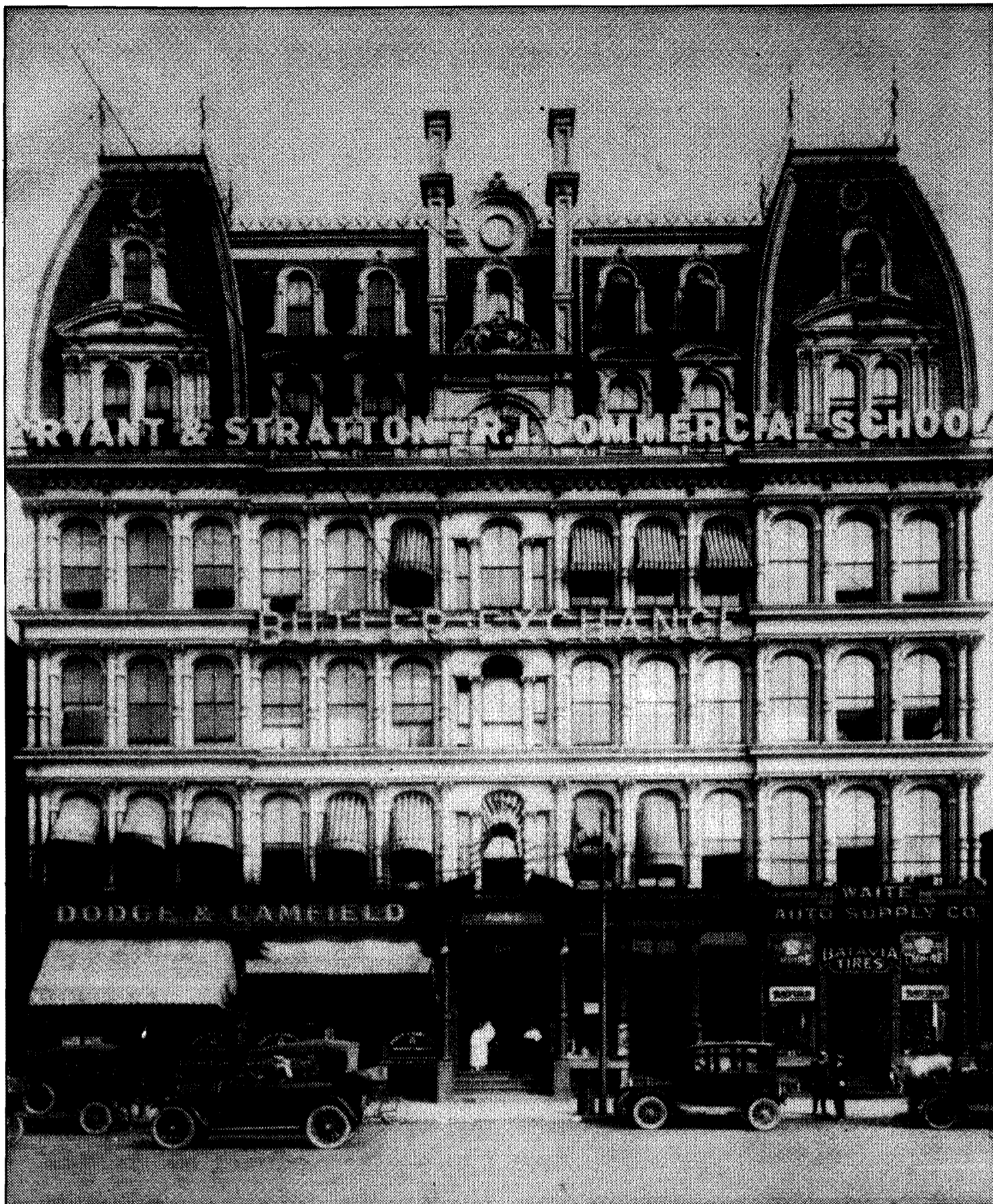


BRYANT COLLEGE'S annual Oozeball Tournament, which is volleyball played in the mud, raises money for the Special Olympics.



PICTURED above is one of the many signs leading motorists to the Bryant College campus in Smithfield. In December of 1995, the college had new signs posted along Routes 7 and 116 and Interstate 295.

1863



THE ORIGINAL Bryant 'campus' was located in downtown Providence.

Since its beginnings in 1863 Bryant College has never remained static. In the world of business standing pat often means being left behind. As a college with its main emphasis on the teaching of business Bryant has had to be as innovative and forward looking as the corporations it supplies with new employees.

Whether it has been a willingness to relocate an entire campus to a suburban community where accessibility and space for expansion were key attractions or whether it is the embracing of 21st century computer and communications technology to equip students for the high tech world of tomorrow, Bryant has never shrunk from change.

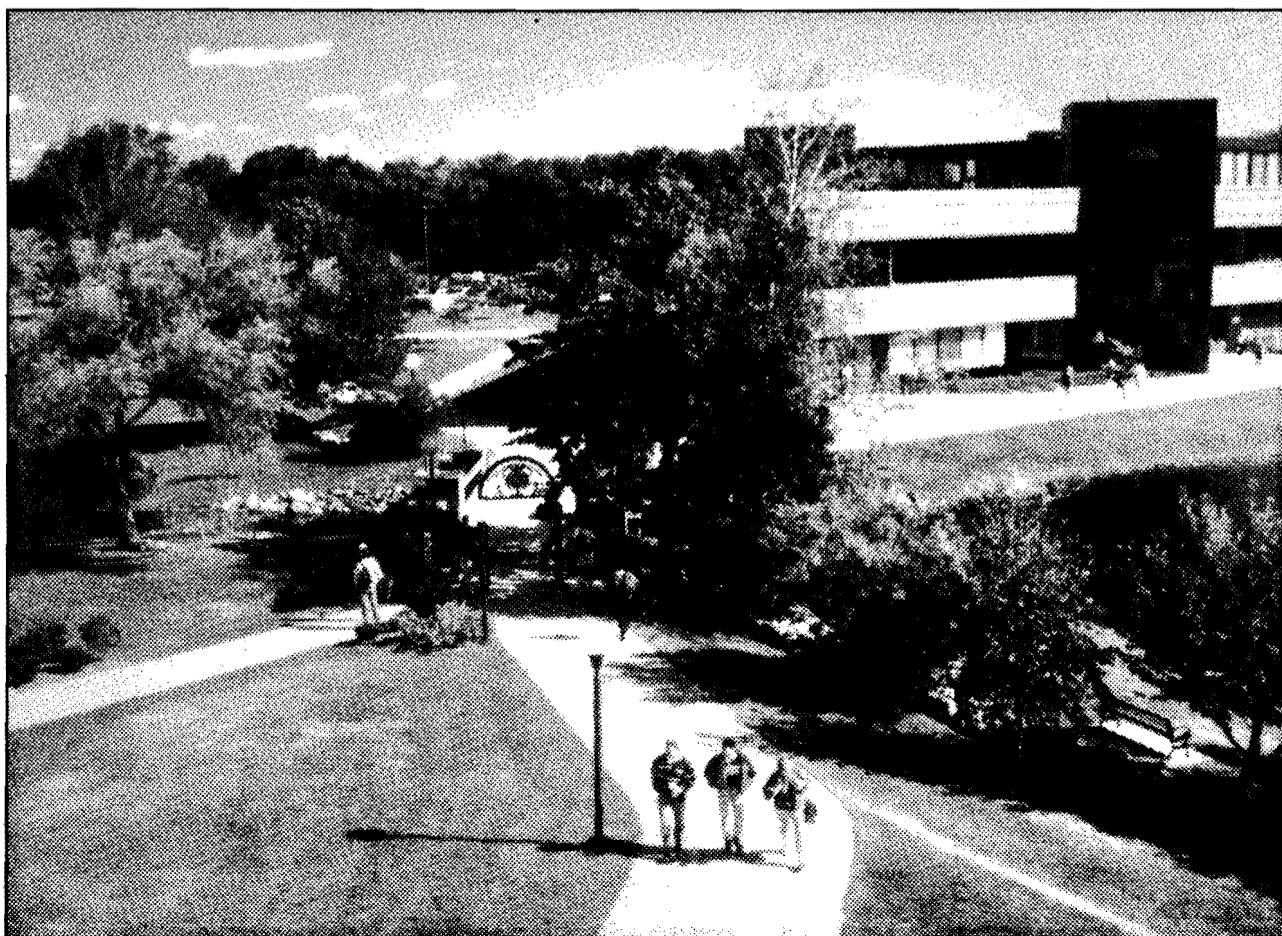
As the photos on these pages clearly illustrate, the life of the college has changed through the years, but its vitality and variety have been constants in its evolution.

From Governors and senators, dignitaries and business leaders, to civil rights pioneers to big name entertainers to the New England Patriot football team, the college has become a magnet bringing what is vital and valuable in the culture to Smithfield.

By fostering cutting edge instruction Bryant has been a place where the needs of the future have been incorporated into the curriculum. This has always been true, but never more so than today.



RENOWNED POET Maya Angelou performed before a sell-out crowd at Bryant College in March of 1996.



THE PICTURESQUE Bryant Campus is located on Route 7 in Smithfield. It looks quite different today

compared to the early 1970's when the area was known as "Memory Ridge."

Students make community service a priority

By Janet Proulx

Anyone stopping by the Bryant campus during the evening last November 16 would have run into some unexpected construction smack in the middle of campus — a cardboard shanty town housing a number of Bryant students. The brothers of Phi Kappa Sigma live in these cardboard boxes for one cold and uncomfortable night each November to raise awareness of the problem of homelessness in our country. Their "Cardboard City" also raises money for a good cause — last year, more than \$1,000 was donated to the McCauley House, a shelter for homeless people in Providence.

Bryant fraternities and sororities alone sponsor more than 60 worthwhile events each year. Swing-a-thons, Teeter-Totter-a-thons, Putt-a-thons, Rock-a-thons, and even Turtle-a-thons raise money for important social and health causes. The students also give their time and energy to help clean up parks, assist the elderly, collect canned goods for soup kitchens, and conduct a number of toy, food, and clothing drives each year.

Some events don't raise money — they raise the spirits of everyone involved. Bryant's third annual Senior Citizens' Prom, held in April, attracted a sellout crowd of 150 local senior citizens, who dined and danced the night away with Bryant students. No sedate waltzes and foxtrots for these guests, as conga lines snaked in and out of the dining hall, followed by a smooth demonstration of the "Electric Slide." Guests had prom pictures taken, received flowers, and won a number of raffle prizes donated by local merchants and Bryant faculty and staff. It was a memorable evening for all.

Other student-sponsored events raise awareness of social and health issues — such as the annual display of the Names Project AIDS patchwork quilt



FOR THE PAST THREE YEARS, the Bryant College Student Senate has sponsored a Senior Citizen's Prom, during which students and local senior citizens dance the night away. Pictured here with Bryant student Elliott Yepez '97 during this year's

Senior Citizen's Prom, which was held in April, are (l-r) Peg Hyde of Greenville, Jackie Bourcier of Gloucester, and Kathleen McHenry of North Providence.

on World AIDS Day. The hand-crafted panels, which are hung in the Unistructure Rotunda, send a powerful visual message.

For a few days each spring, a display of t-shirts hang on clotheslines stretched across the Rotunda. These are not ordinary t-shirts; they are part of the Worcester County Clothesline Project, a display of shirts hand-decorated by women and children who have been victims of violent crimes and by the friends and families of murder victims. The Worcester County Clothesline Project is part of a national

display of more than 35,000 shirts being shown nationwide. The Bryant display is made possible through the efforts of two student groups — the Commuter Connection and the Panhellenic Council.

For the 16th straight year, the Northern Rhode Island Special Olympics were held on the Bryant campus in May. This athletic competition for mentally handicapped children and adults is hosted and run entirely by student volunteers. More than 700 athletes were assisted by 500 Bryant students in events such as the wheelchair slalom,

the softball throw, and the standing and running long jump.

Make-A-Wish, Big Sisters, The Bryant Hunger Coalition, Daffodil Days — the events and causes are endless. Students at Bryant are eager to give of themselves to support what they believe in.

Since 1863, the motto of Bryant College has been "Education for Business Leadership." For Bryant students, education reaches beyond the walls of the classroom — into the community and beyond.

Happy
25th Anniversary
Bryant College

MIKE D'S
CLEANING SERVICE INC.

INDUSTRIAL • COMMERCIAL • RESIDENTIAL

Complete...

- Janitorial service
- Expert floor care
- Wall washing
- Rug shampooing
- Soot & smoke damage
- Linen service

All work personally supervised
Free Estimates
Open 7 Days
521-4745
106 Brightwood Avenue, North Providence

Congratulations Bryant!

PIXIES Celebrates
Bryant College's 25th year
in Smithfield by offering
10% off any service
for anyone with a Bryant I.D.
Expires 12/31/96.

Colors • Perms • Manicures • Pedicures
Sculptured Nails • Electrolysis • Facials
Waxing • Makeup • Up-do's

PIXIES
HAIR SALON
19 Sanderson Rd., Smithfield, R.I.
(Rt. 5, near Apple Valley Mall)
949-5511

Congratulations Bryant College
from
P.T. ONE HOUR PHOTO

"Fast Service"

1 HOUR AT NO EXTRA CHARGE

35mm - in 24 exp.

3 1/2 x 5	4 x 6
Now \$4.99	Now \$6.99
Only \$2.00 more on your 2nd set	

Snap shot camera available -Same day enlargements up to 8" x 12"

Reproduce your old pictures WITHOUT NEGATIVES!

Instant passport photos - Low labor cost in custom framing
Rt. 44, 375 Putnam Pike, Village Plaza, Next to D'Angelo, Smithfield, R.I. 949-9592

Bryant College draws students from near and far

By Gina Santoro

Rhode Island may be the smallest state in the union, but it is a target location from people native to some of the largest countries in the world. The attraction is Bryant College in Smithfield which, this year, has enrolled a total of 139 undergraduates and 25 graduates from countries including Turkey, China, Germany and India, 50 more than the fall of 1995.

Earl Briden, associate dean of faculty at Bryant College, tabulated these statistics and other information in a report entitled "Bryant College: The Global Perspective" issued in June to the campus community.

"The report came up because last year no one person fully understood the level of commitment Bryant has made to developing globalization," says Briden.

"In putting the report together, I discovered we're quite a way towards our goal," says Briden. "I didn't know our agenda was as extensive."

His task was to summarize what Bryant was doing in keeping with a goal in its vision statement to "emphasize development of global perspectives among faculty, staff, and students."

"The goal is a good one," says Briden. "Business as practiced by most of our graduates is taking place in an international area. So, what we're doing is providing our students with academic and cultural basis for becoming players in that world of international business."

Academically, students can take courses in foreign languages like Chinese, Multinational Finance, Politics of Third World Development, U.S. Foreign Policy, and International Relations. They can also enroll in the International Studies concentration in the Liberal Arts major.

American-born students also have the opportunity to learn from their foreign-born classmates. The international student "benefits other students and the Bryant community enormously because it is really only through first-hand, day-to-day experience with students and professors that we can really begin to understand cultural diversity," says Briden. "There's only so much textbooks can do in this connection, and experience is going to be the best teacher."

It works both ways. Students who want first-hand experience of another culture outside of the classroom can study abroad. This fall, 16 undergraduates are attending colleges and universities in places like Scotland, Northern Ireland, Australia and Spain. The International Programs Office, directed by Professor Bill Hill, plans on expanding exchange opportunities at the University of Leon in Spain and is currently working to participate in a consortium of U.S. and European business programs, notes Briden.

The faculty is also actively enriching their cultural and academic experience.

Likewise, support is also available to the international student attending Bryant.

Teachers have adjusted their teaching styles in keeping with practices of international students, which may include hesitation in answering questions in class or being uncomfortable with group work.

International students can seek help for dealing with these and other issues in the office of Multi-Cultural Student Services, directed by Jann-Douglas Bell. Another communications vehicle, a monthly newsletter, *Cultural Flavor*, is published by the Multicultural Student Union.

The college has also reached beyond its doors into the region as a whole with several outreach programs. Seven years ago it established a World Trade Center within the World Trade Centers Association. It also set up the Rhode Island Export Center, which provides information, counseling, seminars and more to regional businesses.



BEFORE CLASSES STARTED THIS FALL, Bryant College's new president, Ronald K. Machtely got to know students Dixita Shah, class of 1997, and Sean T. Kenny, class of 1998. Here, President Machtely and the students walk past the arch between the

Unistructure and Bryant Center. A campus tradition says that students who walk under the arch before commencement day will not graduate, so the threesome headed around the wrought iron gate.

Institute and the Academy of Science of Ukraine who last week conducted a symposium about Soviet metallurgical technology now available in the United States.

Taken together, these efforts make clear that the college is working to fulfill its goal of globalization.

"The interesting thing to me is discovering how much is going on," says Briden. "This has become a rallying point of the college."

As of this summer, three Bryant faculty members taught at the University of Leon. Other professors have gone to Turkey and Spain as Fulbright Scholars.

"We make sure that faculty is available to provide students with the international-oriented education they need," says Briden.

"Since America is still a major player in business . . . we're instructing the international students in American business practices and business thinking," says Briden.

CONGRATULATIONS BRYANT COLLEGE



FREE DELIVERY!

231-7700

Open 7 Days

- *Pizza Specials*
- *Grinders*
- *Buffalo Wings*
- *Calzones*

- *Sheet Pan Party Pizza*
- Full Sheet & Half Sheet
- *Specialty Pizza*
- like Eggplant Parmesan!

MONDAY SPECIAL

2 Large
1 Topping Pizzas
\$10⁹⁹

TUESDAY SPECIAL

1 Large Cheese Pizza
+ a 2 Liter Pepsi
\$6⁹⁰

115 Pleasant View Ave., Smithfield, RI

Bryant athletics cover a wide spectrum

By John A. White

While many local residents are familiar with the fact that Bryant is a top business school, they do not realize that the College has some of the best athletic facilities in the state. In fact, Bryant hosts numerous tournaments, sports camps and other athletic events throughout the year.

The World Sports Camp brought an international flavor to Bryant this past summer. From June 26 to August 12 the College was the temporary home of more than 300 international students from nine countries. The campers attended classes on American culture, played basketball, volleyball, tennis and soccer, and took trips all over New England.

"And the kids spent money in the area," said Sheila Guay, Bryant conference and special events director.

"[The camp] was fabulous. The kids are at a good age. Hopefully, they'll think about coming to school here," she said. Negotiations are now under way to bring the camp back to Bryant next summer.

The New England Patriots certainly are Bryant's most visible summer tenants. Since 1976, the Patriots have mustered their forces on the campus to hold their training camp. This past spring, the Patriots and Bryant came to an agreement that will have the team here for at least three more years.

The Patriots are not the only pros

standing facilities. Mo Vaughn of the Boston Red Sox held a three-day instructional hitting clinic on campus last December. Almost 500 youngsters poured into the College's Multipurpose Activities Center to receive pointers from the 1995 American League's Most Valuable Player.

Local youth organizations, such as Smithfield Youth Soccer, have also taken advantage of the college's 35 acres of playing fields. The league plays a portion of its fall and spring seasons on the College's athletic fields.

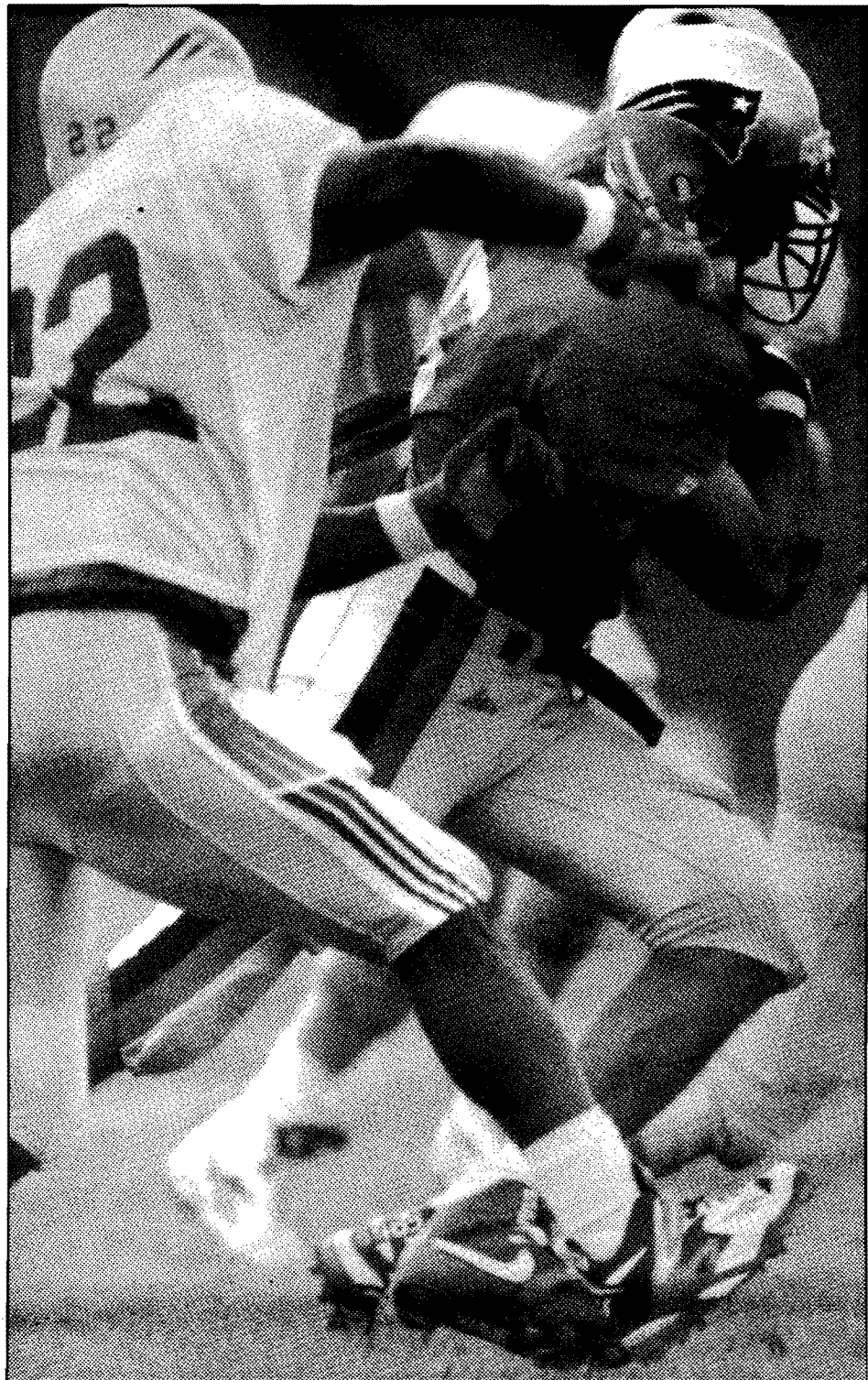
"They've helped us quite a bit at Bryant," said league president Peg Ciolfi. "The kids love playing there. It's a whole other world for them."

The Smithfield Girls' Basketball League holds a three-day holiday tournament each December at Bryant. "The finals are played on the main court. The players just love it," according to John Sliney, former president of the league.

In addition, Bryant welcomes the Rhode Island Interscholastic League Boys and Girls Cross Country class and state meets each fall. "Bryant has been terrific about accommodating the high school population of Rhode Island," said Rose Marie Cipriano, the interscholastic league's director of cross-country. "I've been very satisfied."

The Junior Olympics and Bryant also have a good relationship. The state meet is held on the campus each year. When it's Rhode Island's turn to host the New England or regional meet, the

Continued on next page



Congratulates Bryant College on your 25th year in Smithfield.

A&W welcomes Bryant students, faculty and staff
We will still be open in September and October
and will reopen in March.

Bryant students, faculty and staff show your I.D.
and buy any burger and medium root beer at
regular price and get one burger free.

Offer expires 10/27/96

Come in on Saturday, September 21st for our
WEINER BASH

Weiners 5 for \$1.99 plus tax
with purchase of a medium root beer

99¢ DAY

We offer a different 99¢ special every hour

Sunday, September 22nd while watching the Patriots game
call in your half time order in advance and receive a
Free 1/2 gallon of root beer with a minimum order of \$5.00

Rt. 44, Greenville
949-9892 • Phone orders
Open daily 11am-11pm

Remember we're open until
the end of October and we'll
see you back in the Spring

*Congratulations
Bryant College
from
Mother Nature's
Florist, LTD.*

**The oldest florist in Smithfield
serving Bryant College.**

**10% Off for Bryant College
Students, Faculty and Staff
with a Bryant College I.D.**

(Offer excludes wire orders)

949-2566 949-1142

Olde Greenville Station
570 Putnam Pike
Greenville, Rhode Island



Cont. from prior page

Junior Olympics turns to Bryant. In 1993, the Junior Olympics held its national cross country championships at Bryant.

The combined efforts of USA Track and Field, Smithfield's Sentinel Striders and the Bryant staff made the event an overwhelming success, according to Ron Boenker, president of the New England Association of USA Track and Field. "We had over 2,000 athletes and 47 states represented," he said. "[The meet] brought a million-plus dollars into the Rhode Island economy." Boenker hopes to bring the nationals back to Bryant in 1999.

In an era of sky-rocketing tickets prices for sporting events, college athletics offers an exciting and inexpensive alternative for an family. Admission is free at all Bryant College athletic events, except basketball, but, for children under 12 or youth groups, there is no charge. Parking is free and concessions are reasonably priced. And the teams are good. Bryant has won 17 conference or regional championships since 1991. The women's basketball team, which made the NCAA Tournament last season, was ranked 24th in the country.

Some of the area's top collegiate events in New England are held on the Smithfield campus. The Bryant Invitational is one of the most competitive Division II volleyball tournaments in the northeast. Last season, the college also played host to the Northeast-10 Volleyball Tournament.

This fall, however, cross-country takes center stage when Bryant holds its invitational meet, featuring 15 New England men's and women's teams. The meet takes place on the second Saturday of September. Bryant also hosts the Northeast-10 championship meet on November 2.

The men's college basketball season kicks off on the weekend of November 23-24 with the Bryant Classic. The four-team tournament, which rotates between a men's and women's tourney



THE SOUTH AFRICAN Men's National Basketball Team played the Bryant Bulldogs in December 1995 as part of a historical 20-day U.S. Tour. It was the first time a South African team had travelled in the post-apartheid era. (Preceding page) The New England Patriots football team have held their summer training camp on the campus of Bryant College since 1976.

each year, showcases some of the top Division II teams in the country.

Bryant coaches hold highly-regarded instructional camps during the summer. Men's basketball coach Ed Reilly's camp has become so popular that it

was divided into two separate week-long sessions- one in June and one in August. Mary Burke, the head coach of Bryant's women, has drawn an average of 100 youngsters at her camp, which takes place in early July.

"Most of our campers are from this area," Burke said. "It gives the kids and parents a chance to see the college and our facilities if they have not before."

Congratulations Bryant College!

25 Years in Smithfield

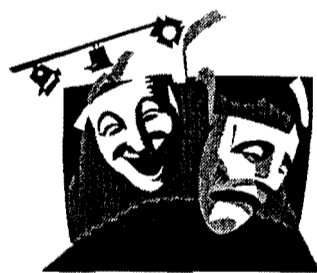
10% off any item

with a Bryant College I.D.
Offer excludes the buffet
Expires 6/1/97



Kentucky Fried Chicken

Apple Valley Mall
Greenville, R.I.



BRYANT COLLEGE

CELEBRATING 25 YEARS IN SMITHFIELD
PERFORMING ARTS SERIES

presents the
National Marionette Theatre's
classic tale

"ALADDIN AND HIS WONDERFUL LAMP"

followed by a
Candlelight Dessert Reception

Friday, September 20, 1996
7:30 p.m.
Janikies Auditorium

Tickets are available at Bryant Center Info Desk
or at Auditorium on evening of performance

Students/Children \$2.00
Faculty/Staff/Alumni \$3.00
General Admission \$4.00

New curriculum strengthens links with business

By Marie Marchese

Much like a business that responds to a customer's clamoring for new and innovative product, Bryant College this fall is heeding business' call for well-rounded, accomplished graduates.

Without abandoning the school's highly regarded tradition of business school excellence, Bryant introduced September's "Class of 2000" to a new undergraduate curriculum linked more closely to the integrated business needs of the 21st century.

"Times have changed," says Roger L. Anderson, academic dean. "The straight-line business hierarchy gets in the way of today's integrated business environment."

Anderson, who is responsible for the design and implementation of the school's various programs of study, led Bryant faculty and staff through a four-year-long evaluation of current and future business trends that gave rise to the new curriculum and its "cross-functional" approach to learning.

At the core of the new curriculum, says Anderson, are the skills today's students need to become tomorrow's business leaders - resourcefulness, integrity and high ethical standards, the ability to translate knowledge into practice, the ability to work effectively in groups with people from diverse backgrounds and the ability to communicate expertly.

According to Anderson, developing those capabilities requires a multi-pronged approach: adding new courses; regularly exposing students to "real-world" situations within the safety of the classroom; helping them master new skills through repeated use of those skills; and fulfilling a commitment to make technology available across the curriculum.



BRYANT COLLEGE science professor Doug Levin often holds his classes outdoors, as he did here in the fall of 1995.

New classes

To start, several new courses have taken their place alongside Bryant's traditional business lineup.

In their freshman year, for example, students participate in a new interdisciplinary liberal arts seminar taught by faculty steeped in the liberal arts disciplines. "Introduction to Business," also a freshman course, has been redesigned to help students better understand how all of the business disciplines work hand-in-hand with each other.

This cross-functional approach continues in a new integrated business

core that students begin in their sophomore year. An interdisciplinary business-liberal arts course has been added to the junior year curriculum, and a new business simulation course will supplement "Business Policy" in the senior year.

According to Anderson, Bryant does not need to hire additional faculty members to handle the new course roster. However, the cross-functional, integrated approach to learning does require instructors "to develop new expertise," he says.

Teaching methods

"To learn painting," Anderson says, "a student studies art history for a historical perspective. He learns technique. He also learns how to view art. Ultimately, he learns to paint by painting."

"In my classes," he continues, "I give students problems that replicate business situations, real-world problems that have no textbook solutions."

A class in "Employment Law," for example, requires that students develop a hiring procedure for a specific job. The procedure must withstand legal scrutiny.

"I ask them, 'What's the first question you must ask yourselves?' Often they begin with a question that should be asked further down the line. Inevitably, they have to back up. They learn to take nothing for granted."

Also as part of this new approach to teaching business, professors will direct students to tackle most projects as members of teams rather than independently. "They need to learn how to listen, how to negotiate, how to lead in groups and how to follow in groups," says Anderson.

At the same time, skills learned in - say, "Group Dynamics," will be rein-

forced because students will find themselves using those skills in all their classes.


"The traditional curriculum is like a Chinese menu. You check off one item from Column One, another from Column Two and so on," observes Anderson. "You take a course and you don't carry it forward - you don't think of it again. With the changes, students will experience the full breadth of business and liberal arts and sciences. And what Bryant does better than any other school is bring them together in an aligned, mutually objective fashion."

The technological edge

Bryant's commitment to state-of-the-art technology manifests itself throughout the campus: in the Koffler Technology Center, which contains more than 200 computer terminals, microcomputers and work stations; in the Davis classroom, outfitted with a network of Macintosh, PC and Internet capabilities; in the NYNEX Telecommunications Center, complete with video-conferencing hookups; and in the College's numerous computer courses. Now, Anderson notes, that the college is wiring residence halls to allow students more immediate access to the Internet and the World Wide Web.


As one of the country's premier post-secondary educational institutions, Bryant continually takes steps to ensure that its graduates are the best in the business.

"Bryant prepares students to be innovative and accomplished problem-solvers. We want our graduates to be acknowledged and recognized," says the dean. "They get things done."




**Extends best wishes
to Bryant College
for 25 years in Smithfield.**

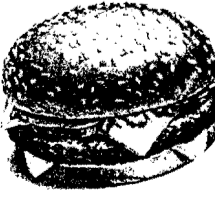
In celebration we are offering



FREE
McDonald's® Arch Deluxe Sandwich
with purchase of Large Fry
and One of Same Sandwich

Valid at: Apple Valley Mall, Smithfield,
Lincoln Mall, Lincoln,
1920 Mineral Spring Ave., N. Providence
Offer expires 11/15/96
Not valid with any other offer. Limit one coupon per customer.






Purchase Quarter Pounder with Cheese
and Large French Fries and Receive Another
Sandwich of Equal or Lesser Value

FREE

Valid at: Apple Valley Mall, Smithfield,
Lincoln Mall, Lincoln,
1920 Mineral Spring Ave., N. Providence
Offer expires 11/15/96
Not valid with any other offer • Limit one coupon per customer





EARLIER THIS MONTH, Bryant President Ron Machtley personally greeted every one of the college's 600 new students as they arrived for the start of the new academic year. The presidential welcome was part of a school program called the Freshman Experience. Here, President Machtley greets Kenneth Salhenny of Lincoln, Rhode Island.

Student activities connect people and programs

By Laurence J. Sasso, Jr.

The old saying that "the more things change the more they stay the same" is only partially true.

Nothing makes this point more clearly than Student Activities.

For example, 25 years ago when Bryant moved to its new campus the college had a student sky-diving club.

Now it is 1996 and there is once again a sky-diving club, but in the intervening years very little has remained as it was.

The current crop of parachute enthusiasts are reviving what had been a dormant activity, and they are part of a group serving students with a combination of interests in recreation. The club is called Outdoor Activities.

It has members who pursue hiking, biking, skiing, sailing, riding and the like as well as skydiving.

And while the karate club has been a constant for the last quarter of a century, when the college first relocated to Smithfield there was also a very active Veterans Club. Today, there is none.

The Viet Nam War was still on in 1971, and there was avid concern about veterans' affairs. Now, the interest is academic, a subject to be considered in history classes. The need for a veterans' organization has passed. Other groups have come along to take its place.

And that is as it should be. Student Activities reflect student life. The college does everything it can to foster an atmosphere in which members of the Bryant community can pursue activities that they like and need.

"Usually students leave college because they either find it's not for them - it's too different from what they have experienced until then - or because they didn't connect, because they didn't get involved and form bonds," says Tim Lloyd, assistant director of student activities at Bryant.

Student activities often provide that bond, he explains.

Lloyd, in his third year at the college, points out that in 1996 student activities are not the equivalent of the extra curricular projects that they more accurately resembled back when Bryant first set up shop at the Smithfield campus.

"There are some groups from [back then] that I don't even know what they did," he states.

In the contemporary era, notes Lloyd, student activities are very closely linked to the recruitment and retention of students and to college development. However, most clubs have their origins with the students themselves.

Every student pays an activity fee of \$72 per year which is used to support the clubs and programs. To form a new group students must submit proposals to the Student Senate. The Office of Student Activities (OSA) also has a small budget to supplement selected projects.

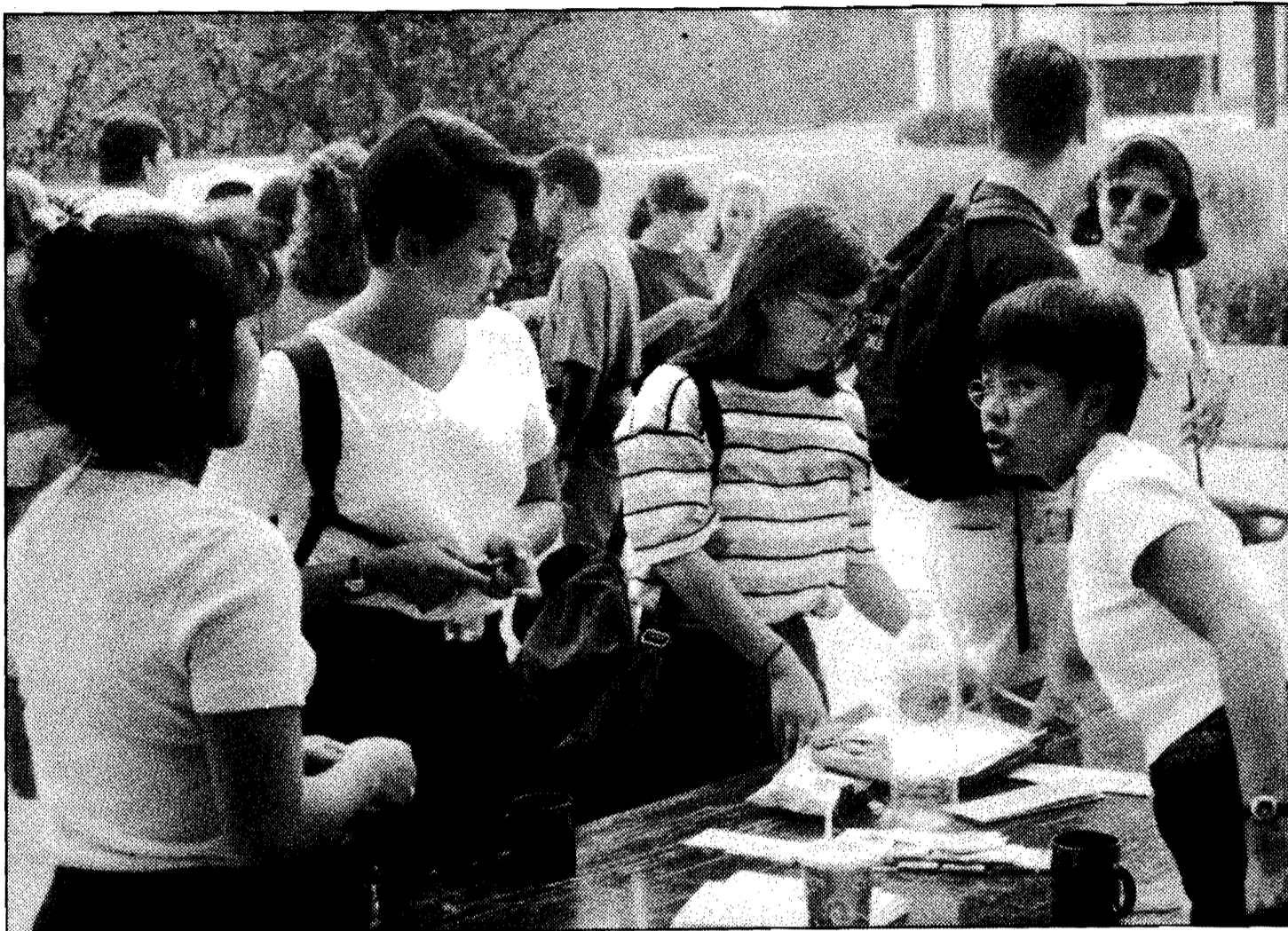
"We're always changing to meet the needs of students," says Lloyd of the flexibility that allows the formation of new organizations.

He stresses that the OSA constantly endeavors to stay attuned to the daily issues facing students. Although there are counseling services to handle serious cases of depression and illness and the like, often it is OSA staff or fellow members of a club or organization that first encounter students who have issues they must work out.

"We tend to be default counselors," says Lloyd, who emphasizes that any serious concerns are referred to appropriate professional counseling staff.

At the present time Bryant has some 2300 full time undergraduate students. Eighty percent of them live on campus.

"We've seen the Office of Student



EXTRACURRICULAR ACTIVITIES are an important part of student life at Bryant College, which sponsors more than sixty different clubs and organizations, including the Skydiving Club and

the Karate Club. Eighty percent of Bryant students participate in a college-sponsored activity. Pictured here are some of the students signing up at the beginning of the year.

Activities come from something that oversees activities to something that coordinates co-curricular activities," Lloyd says.

He calls student organizations a marriage between the classroom and experience. Lloyd explains that running a club or activity can provide members with skills in areas such as budgeting, marketing, and managing.

"We ask students wouldn't it be important to be able to tell a potential employer I've had experience managing 100 of my peers in a community service program," Lloyd recounts.

In addition to overseeing the 60 or so clubs and organizations that make up the roster of student activities today (as opposed to some 15 or 20 in 1971) OSA coordinates student orientation for the college. It also works closely with the office of residential life and creates what Lloyd calls "para-professional experiences" for students, opportunities to work in the college's residence halls and programs and get credentials that will advance their career planning.

"Clubs and organizations have really come into the nineties," says Lloyd.

He cites one group, the Multi-Cultural Student Union which has its own home page on the internet.

OSA also facilitates Greek life on campus. Bryant has eight fraternities and five sororities, all affiliated with national organizations. Recently, the college hired Tanya McGinn, a full-time assistant director of Student Activities with major responsibility for Greek Life.

Lloyd says that about 80 percent of students at the college participate in some kind of organized activity.

"It has really become a global campus since 25 years ago," he declares.

Congratulations Bryant College

"Your MBA program inspired me to start this business!"

Michael L. Laferriere
MBA, Class of 1995

Don't Let This Happen to You!
BOOKS • SOFTWARE • TRAINING
RENTALS • ANSWERS



HomeKey, Inc. Computer Help Center

"Your MasterKey to Personal Computing"™
1665 Hartford Ave., Johnston, R.I. 272-8540

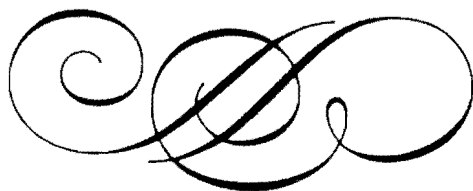
Scrambler's Restaurant wishes to extend congratulations to Bryant College for 25 years in Smithfield.

10% off for Bryant students, faculty and staff with college I.D.

Weekdays only - Offer expires 9/30/96

SCRAMBLER'S RESTAURANT

Apple Valley Plaza, (next to Master Cleaners)
9 Cedar Swamp Road, Smithfield, Rhode Island
231-1015





SOMETHING TO

CELEBRATE

**Congratulations
Bryant College
for 25 years in Smithfield.**

**Best wishes to
Ronald K. Machtley
on your inauguration.**

LINCOLN MALL

**Where your dollar buys you more.
Where Rts. 116, 295 & 146 get together in Lincoln.**

