



# BRYANT'S BUSINESS

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## *Convocation opens 'international awareness year'*

### **Magaziner named visiting scholar**

Bryant celebrated the start of another academic year, to be known as the "Year of International Awareness," with its annual Fall Convocation on September 14. The ceremony included the naming of a prominent international business consultant from Rhode Island as a visiting scholar of global business studies.

Ira C. Magaziner, president of Telesis, Inc., is the College's first visiting scholar, President O'Hara announced at the ceremony. It inaugurated a year that will include a host of events with an international focus. (See separate story in this issue.)

As the visiting scholar of global business studies, Magaziner will serve as a faculty resource on international business and culture, lecture and lead faculty colloquia, and provide career planning guidance for students. It is a one-year appointment.

Reflecting Bryant's focus for 1988-89, the Convocation had a theme of "International Business in the '80s and Beyond." Keynote speaker was Alfred J. Verrecchia, executive vice president of finance and administration for the world's largest toy maker, Hasbro, Inc.

The Convocation also included the annual recognition by the faculty of a distinguished colleague. History professor Judy Barrett Litoff was honored this year with the Distinguished Faculty Award. Faculty Federation president Joe Ilacqua presented the award.

Mid-day classes were cancelled so that students and faculty could join administrators, staff, Trustees, and guests at the Convocation. The pomp and circumstance included a colorful display of approximately 35 flags from the countries of international students on campus. The Convocation was followed by luncheons and a dinner featuring international foods.

Ira Magaziner specializes in corporate strategy for companies and economic development policy for governments, industry associations, and unions worldwide. The firm has offices in Providence, Paris, Tokyo, Melbourne, and Munich. Clients in 14 countries have included General Electric, Corning Glass Works, Volvo, and Black & Decker and the governments of Ireland, Great Britain, Israel, Belgium and Ontario, Canada. Magaziner has co-authored four books, including "Minding America's Business, The Decline and Rise of the American Economy." A fifth book, "The Silent



*Joe Ilacqua presents Distinguished Faculty Award to Judy Litoff as President O'Hara and keynote speaker Alfred Verrecchia look on.*

War: America's Struggle for World Markets," will be published early next year.

Litoff has been teaching at Bryant since 1975. A popular teacher, she helped develop the first team-taught course at Bryant, on Vietnam. Litoff has written two books on American midwifery, which have established her as one of America's two authorities on the subject. She is currently working on a third book: a look at World War II letters between GIs and Americans on the homefront.

Verrecchia's message was that it is very possible to compete internationally, but "we must do it by learning how to do business overseas." He cited Hasbro as an example of a company that has learned to compete internationally, using a variety of successes and statistics to support his message.

The phenomenal success of Hasbro's "Transformers" toy line is the result of a joint venture with Japan's largest toy company, he said. The company showed Hasbro how to manufacture the toy, Verrecchia said. Hasbro showed the Japanese toymaker how to market it. The result has been a partnership that has generated \$750 million in sales.

Fully one-third of Hasbro's \$1.3 billion in sales are now in foreign markets, he added. And approximately 50 percent of the Pawtucket firm's products are now manufactured outside of the countries in which they are sold.



## Black vs. Gold during Campus Campaign

"The challenge of the black and the gold."

That is the theme of this year's Campus Campaign for the Bryant Fund, which will be a friendly competition between the Gold and Black teams. Gold includes the President's Office, Business Affairs, and Institutional Advancement. Black includes Academic Affairs and Student Affairs.

Teams were chosen based on past levels of giving, and are approximately equal in numbers, according to annual giving director Nancy Haverstock. The campaign runs through October.

Captain of the Gold team is Rosemary D'Arcy, co-chair of the campaign with Pat Keeley, who captains the Black team. The winning team will be determined by the "highest employee participation rate," Haverstock said.

"Our goal this year is 65 percent," Haverstock said. "Participation is very important as it serves as leverage in securing gifts from corporations and foundations."

## 'The Office' is on its way

by Gloria Yahn  
Assistant Editor

Pick up messages! Send messages! Schedule meetings! Cancel meetings! Send documents! Check your daily "to do list"! Save information! Delete information! All within seconds! With the push of a few buttons!

That's what Bryant's new software called "The Office" by Wordperfect Corporation will help us do.

Beginning early next month, data processing will begin phasing departments into this new simplified computer program that will connect us all. And by the end of 1989, every department will be up and running.

"With no more than a couple hours of instruction and an office manual, any one person will be able to operate this system independently," said Paula Bannister, project manager.

Earlier this year, the Center for Management Development was selected as the first department for a two-month trial. A little fearful because it was a very busy time of year, CMD administrators didn't have a lot of time to spend on getting acquainted with a new system. So Bannister had to promise that the data processing staff would hang by the phones, "like the Maytag repairman," waiting for problem calls from CMD.

They never came. Now, if you ask anyone in CMD if they would be willing to give up the system, you get an emphatic "no"!

"I don't know what I would do without it," said Rosemary D'Arcy, associate director of the CMD.

Kathy Albanese echoes D'Arcy: "I would not give it up if I had to."

If you are waiting for a relatively informal way of communicating, scheduling, rearranging your calendar, checking other colleague's calendars for their availability, and much more, you don't have to wait much longer.

"The Office" is on its way.

Employees can contribute through payroll deduction or directly to the development office.

Meanwhile, in a separate fund-raising endeavor beginning tonight, volunteers take to the phones for the annual Fall Phonathons. Callers continue Tuesday, Wednesday, and Thursday, and October 3-6, 11-13, and 17-20.

Phonathons run from 6:30 to 9 p.m. in Room 386 A&B. Pizza and soda will be served. Each caller receives a special Phonathon T-shirt.

Call Haverstock or Ruth Alberg at ext. 6252 to volunteer. In addition to calling, "volunteers are also needed for collecting cards, setting up, and tallying for up-to-the-minute results," Haverstock said. Training is provided.

Serving as co-chairs of the Phonathons are professor Jim O'Neill and Ginny Bowry.

## New faces

### Elizabeth T. Bason Residence Hall Director

Bason is the resident director of Dormitory 15. She came to Bryant from the University of Hartford, where she also was a resident director while earning an M.S. in counseling. Bason also holds a public relations degree with additional study in psychology from Syracuse University, where she was a resident advisor as an undergraduate.



Elizabeth Bason

## 'Monitor' moves to Bryant

*Monitor*, the newsletter of the New England Economic Project (NEEP), has moved from Harvard's Kennedy School of Government to Bryant.

The prestigious newsletter, which reports highlights of NEEP's periodic conferences, is being produced by Sarkisian professor Pat Norton's Center for Regional Analysis. Norton is coordinating, promoting, editing, and printing the *Monitor*. NEEP president Gary Ciminero continues to review the content, which is based in part on conference presentations.

"We appreciate the hard work done in the past by our friends at the Kennedy School," said Ciminero, "and we look forward to a productive alliance with Bryant College."

Norton has already produced three issues of the *Monitor*.

## Bryant Forum: 'Buying Into America' authors

The authors of "Buying into America - How Foreign Money is Changing the Face of our Nation" speak at the initial 1988-89 Bryant Forum on October 13.

Martin Tolchin, a prize-winning *New York Times* Washington correspondent, and Dr. Susan J. Tolchin, a professor of public administration at George Washington University, will discuss "Foreign Money: Trojan Horse or Gift Horse." The Forum begins at 4 p.m. in Janikies Auditorium.

The Tolchins also have co-authored three other books: "Dismantling America - The Rush to Deregulate," "Clout - Womanpower and Politics," and "To the Victor - Political Patronage from the Clubhouse to the White House." Their latest, "Buying into America," has been described as "in the great nonideological tradition of muckraking journalism" that "is a superb stimulus to further thought on a subject that has attracted surprisingly little debate."



Martin Tolchin



Susan J. Tolchin

Martin Tolchin, the recipient of a variety of journalism awards, has covered Capitol Hill, the White House, and national politics for many years. Over his career, he also has lectured at many universities across the country, and has appeared on *The Today Show*, *Face the Nation*, and *Meet the Press*. Tolchin holds degrees from the University of Utah and New York Law School.

Susan Tolchin, a nationally recognized expert on American government and politics, is lead professor in the field of regulatory, executive and legislative management at George Washington's School of Government and Business Administration. She has lectured extensively throughout the U.S. and has also appeared on national TV and radio programs. Active in a variety of community groups and professional associations, Tolchin holds a Ph.D. from New York University, an M.A. from the University of Chicago, and a B.A. from Bryn Mawr College.

The Bryant Forum series brings America's leading business writers to address Rhode Island's business leaders.

## Preview of coming international events

Bryant's annual Convocation on September 14 was only the first of a series of events designed for a "Year of International Awareness."

On October 5, Bryant will host with the International House of Rhode Island a reception for international students. That is followed a day later by the first Leadership Forum of 1988-89. (See story on the forum in this issue.)

A small business symposium that will explore international trade opportunities will be held on campus October 12. It includes a seminar on world trade by Visiting Scholar Ira Magaziner and *Providence Journal-Bulletin* columnist Mark Patinkin, who is authoring a book with the international business consultant. Magaziner also will make other public presentations and class visits throughout the year.

On October 13, the Bryant Forum series brings authors Martin and Susan Tolchin to campus. (See separate story in this issue.) It is followed a week later by an "Opportunity Export" teleconference and World Trade Club dinner on campus, co-sponsored by the Export Assistance Center.

A little over a month later (November 17-18), the Export Center will co-sponsor with the state Department of Economic Development an international business conference on campus.

In January, Bryant students will again travel to Switzerland for a directed international study. That same month, the Providence World Trade Club holds its annual dinner on campus.

The Performing Arts Committee sponsors in February a performance of the Mandala Folk Dance Ensemble, a group of 35 dancers, singers, and musicians who offer a cultural program that reflects the traditions of the old world and a common American heritage. Also in February, the Export Center sponsors a seminar: "How to Do Business in Africa."

World Trade Day will be held again at Bryant in May, sponsored by the Export Center and the World Trade Club. And next summer, there will be two overseas activities: a Japan-American exchange for students from Bryant and Aichi-Gakusen University; and an alumni tour with a focus on finance in London, with professor Chantee Lewis accompanying the group.

Coordinating the international year is Priscilla Angelo, special assistant to the President.

# QUICKLY

... The Bryant chapter of the American Production Inventory Control Society (APICS) hosts a reception for students on October 6 in the Bryant Center's North Dining Room. **President O'Hara** will speak to approximately 60 students, faculty, and production operations managers...

... Executive Vice President **William Trueheart** was inducted on September 14 to the boards of directors for the New England Education Loan Marketing Corporation and Nellie Mae, Inc....

... Professor **Earl Briden's** article "Twainian Epistemology and the Satiric Design of Tom Sawyer Abroad" has been accepted for publication by *American Literary Realism 1870-1910*, a journal of the University of New Mexico at Albuquerque...

... "The Pitfalls of Post-Factum Sociological Interpretation: A Classroom Demonstration," an article by professor **Gregg Carter**, has been accepted for publication by *Teaching Sociology*, the journal of the American Sociological Association...



*Verrecchia's convocation address (above) to a packed gym audience (below).*



## ***Leadership series III debuts October 6***

Leadership Forum Series III debuts at Bryant on October 6 with a presentation on leadership education in an international economy.

Titled "Organizational Renewal in an International Economy: Implications for Leadership Education," the forum will be led by Irving Spitzberg Jr. and Virginia Thorndike, principals in the Knowledge Company. It runs from 7 to 8:30 p.m. in the North Dining Room of the Bryant Center.



*Virginia Thorndike*



*Irving Spitzberg*

Spitzberg, president of the Knowledge Company, is executive director of the Council for Liberal Learning and the director of the Luce Leadership Project. The former general secretary of the American Association of University Professors has written extensively about leadership and is currently pursuing research investigating leadership in higher education. He holds degrees from Columbia, St. Catherine's College, Oxford, and Yale Law School.

Thorndike is the vice president of the Knowledge Company. She has conducted leadership development workshops and is currently studying gender and leadership. With Spitzberg, she also is writing in the area of cross-cultural leadership.

All Leadership Forums are free and open to the public as presentations of the Learning for Leadership Program at Bryant. Coordinator is professor Ron Deluga.

## **Tap into TAP this fall**

TAP into a healthier life with aerobics, dancing, or lifesaving or treat yourself to a new hobby of drawing, photography, or piano playing.

These are just a few of the non-credit classes being offered at Bryant this fall. TAP (The Alternative Program) begins October 3. Classes run for an average of seven weeks.

If you're looking to get into shape, learn to read music, or just spend a few hours having fun, you can choose one of 20 programs.

So tap into TAP this fall by registering at the Bryant Center Commons and the Information Desk until Thursday.



### Tee time for alumni, friends

*Bryant alumni and friends teed off at Quidnessett Country Club in North Kingstown on September 12 for the annual golf tournament sponsored by the Southeastern New England Alumni Chapter. Shown here with athletics director Leon Drury are three very active alumni: past alumni president Mike Storti, Trustee Barbara Papitto, and alumni president Alan Wardyga. They all had a good time, and played some good golf, too.*

### Search resumes

The Search Committee for the Vice President for Business Affairs, assisted by a professional search firm, reviewed a number of applications and interviewed five candidates on campus during the 1987-88 academic year. The committee and President O'Hara were unable to identify a mutually acceptable candidate.

Therefore, the committee will resume the search process this fall with the assistance of another search firm. Executive Vice President William E. Trueheart has reappointed the committee chair, James W. Robinson, and the other members of the committee to continue their service. The members are Pat Keeley, Les LaFond, Norma Powell, Chris Raether, Alex Saccoccio, Tim Sullivan, Gail Valentine, and Richard Wheeler.

David Simpson will continue to serve as Interim Vice President for Business Affairs.



### Secret Service honors chief

*Public safety director Richard Wheeler has been honored by the U.S. Secret Service. Wheeler (middle) is shown here with a plaque of appreciation presented by special agents Joseph Sullivan and Stewart Bovelsky, of the Providence office.*

## Export video conference to air here October 20

Bryant has been selected as a host site for a national video conference for small businesses interested in exporting.

"Opportunity Export" airs on October 20 in the MRC Lecture Hall, one of 60 locations nationwide to show simultaneously the video conference live from Washington, D.C. The four-hour program begins at 1 p.m.

Sponsored by the Small Business Administration and Federal Express, the program will explore the benefits and opportunities of exporting. Among the speakers and panelists will be a hand-picked studio audience of trade experts and successful small business exporters who will share their experiences.

A telephone line will allow participants to ask questions of the panel and studio audience during and after the conference. SBA, trade, and business representatives at each site will offer assistance and local exporting information. It is being coordinated at Bryant by the Export Assistance Center.

There is a registration fee: \$49 before October 1; \$59 after. It includes refreshments and an exporting resource kit.

### By the way...

*by Gloria Yahn  
Assistant Editor*

- **Beth Kershaw**, wife of Homer Shirley, development office, performed in "An Evening with the Classics" yesterday. A mezzo soprano, Kershaw performed to benefit A Wish Come True, a volunteer organization that raises funds for terminally ill children.
- **Denise Joyce**, public information office, starred in a musical performed recently at Whites Family Restaurant and the Providence Marriott, titled "Olympus on My Mind." She can be seen again dancing barefoot in Roger Williams Park this Sunday.
- **Nancy Haverstock**, development office, has received a green belt in Tae Kwon Do, a martial art and Olympic sport. This puts her more than one-third of the way to a black belt. Congratulations, Nancy!
- **Elaine Notarantonio**, marketing department, returned this semester after a one-year sabbatical to study for her Ph.D. It's nice to see you back, Elaine!