



BRYANT'S BUSINESS

125th
ANNIVERSARY
For 125 years, the gateway
to business leadership.
1863 - 1988

Monday, October 24, 1988

Bryant College, Smithfield, RI

Volume 9, Number 4

American economy's tribulations, transformations addressed

Within 36 hours in mid-October, a pair of authors of two business books dealing with separate but related aspects of America's economic tribulations and transformations addressed audiences at Bryant. One address dealt with our ability to com-

pete with foreign businesses. The second dealt with the outright selling off of our economy to foreign investors. Each address left behind a significant amount of information to ponder. Here are excerpts from those addresses.

Beware of buyout of America: authors

America must control its own economic destiny and political independence, but this is being compromised by the country's dependence and lack of concern on foreign investments.

Martin and Susan Tolchin, authors of "Buying into America," repeated the warning in their book at Bryant on Octobr 13. They spoke at the first Bryant Forum of 1988-89 in Janikies Auditorium.

Conventional wisdom seems to be that the conservatively estimated \$1.3 trillion invested in the U.S. by foreigners "is a total plus," said Martin Tolchin, a Washington correspondent for the *New York Times*.

But the result, said Susan Tolchin, a distinguished professor at George Washington University, has been the creation of a "land of the free and the home of the deficit."

And the U.S. has become the world's largest debtor nation "without major debate in political circles. What has happened has just happened," he said, "generated by our own greed...and our insatiable living style.

"In our lust for money," he said, "we don't care where it comes from or where it goes."

Foreign investments used to help industrialize the country, Martin Tolchin said. "Now it's used to pay off our debt or acquire our key industries." Questions need to be raised about the latter in particular, the authors said. Should certain industries be off-limits to foreigners? Or should they always have an American component if foreign-owned?

At the current pace, the Tolchins said, foreign investors will own, for example, 70 percent of America's banking assets by the year 2000. They already own 21 percent of our banking assets, including half the banks in California, as well as 40 percent of the machine tool industry, and large percentages of real estate in our major cities.

While foreign investors have been pouring into

(continued on page 2)

America in 'silent war': visiting scholar

America is fighting an economic battle against foreign competition that Bryant's visiting scholar of global business studies, Ira Magaziner, described as a "silent war" in his first address on campus since accepting that new post. He was a keynote speaker at the annual Lt. Governor's Small Business Symposium hosted by the College on October 12.

Magaziner, a Providence-based international business consultant, gave the audience a peek at the book on the economy he has written with *Providence Journal-Bulletin* columnist Mark Patinkin, who shared the Janikies Auditorium stage with him. The book is to be released early next year.



Ira Magaziner (left) and Mark Patinkin

Magaziner describes America's economic competition with overseas manufacturers as a "silent war" because many of this country's leaders still don't realize that the country is in a fierce economic battle, the outcome of which will determine whose "children have the highest standard of

(continued on page 2)



(continued from page 1)

living" in the future. Finding solutions to this country's loss of markets and reliance on overseas dollars, two of America's principal economic troubles, also will take a war-type effort, Magaziner said. He provided three possible solutions: increasing productivity, encouraging exporting, and adapting new technology.

Increasing productivity means investing in people and technology to create "greater product variety" and "products that can do more" than the lower-priced competition, Magaziner said. This begins with training workers to be "multi-functional," who have the basic skills to do more than one function in a company. This will give much greater flexibility to a company, which can then provide "customized products and new generations of products more rapidly."

"Small to medium-sized companies must be encouraged to export their products," he said. Exporting must become a national priority. It's better to be fighting "on the competition's turf," Magaziner said. He favors government funding of export programs, such as Bryant's Small Business Export Assistance Center, which is working to open overseas markets to Rhode Island businesses.

Practically applying and adapting new technology, and as quickly as possible, is essential to competing in today's marketplace, Magaziner said. And we must help customers use the new products embodying this new technology. More money must be spent by the government in this area, he said.

"We must beat our competition in the lab and in the marketplace to win this battle," added Patinkin, who has spent the last 18 months with Magaziner doing research worldwide and writing the book. "We must do for our companies what our competition does for theirs... government-backed research and development with practical applications."

Progress is made in thousands of small steps, Magaziner said, so we need "an ongoing system within companies and within the government."

When asked which Presidential candidate seems to offer the greatest hope for the economy, Magaziner didn't name his choice by name. But he said the Democratic ticket "at least recognizes that this country has an economic problem," and he feels much more comfortable with someone who is aware that there is an economic war going on.



Bryant Forum authors Martin and Susan Tolchin

(continued from page 1)

the U.S., many of our own laws have actually discriminated against U.S. companies bidding for the same assets. And individual states have been competing against each other for foreign industries to set up shop there, dangling numerous carrots in front of them while conducting "their own foreign policies."

The advantages foreign investors have in the U.S. do not exist overseas for American investors, the Tolchins said. There is very little reciprocity. Foreign countries actually prohibit U.S. investors from buying certain assets and erect barriers to make it more difficult.

That "money is neutral is a myth," said Susan Tolchin several times. It can and does buy political influence in America and it is purchasing "technology transfers," she said. Foreign investors have been able to successfully lobby Congress to defeat foreign-disclosure legislation, using the threat of pulling their factories out of states if it was passed. And foreign investors are active in 100 political action committees (PACs) in this country.

The major issue is "our condition of dependence" on foreign investments to maintain our living standards, they said, which puts us between a rock and a hard place. So how should the U.S. deal with foreign investors?

The Tolchins suggest restricting foreign investments where they are seen "as impediments to national security." They favor legislation that mandates certain levels of U.S. ownership in certain industries, such as banking and high-technology. The U.S. also needs better information and data collection so we know "who owns what," they said, and the U.S. must get rid of laws that discriminate against American investors but not foreign ones.

NERComP conference here

Bryant hosts on November 10 a NERComP (New England Regional Computing Program) conference on "Faculty Development and Academic Computing." It runs from 9 a.m. to 4 p.m. in the MRC Lecture Hall.

Speakers include Robert McArthur, vice president of academic affairs at Colby College; Raymond Phillips, director of computer services and assistant professor of biology at Colby; M.J. Connolly, associate professor and chair of the Slavic and Eastern languages program at Boston College; Vijay Kumar, director of academic computing at the University of Maine, and Joe Guay, Bryant's director of academic computing.

The registration fee is \$30 and includes conference materials and refreshments. Call Guay at ext. 6196 for more information.



Plaque recognizes Trustees

A brass plaque in the Unistructure reception area recognizing the men and women who have served on Bryant's Board of Trustees was unveiled at a brief ceremony after the fall meeting of the Board. President O'Hara gave the honor of unveiling the plaque to the Hon. Bruce Selya, Board chair (right). The plaque recognizes in particular the Trustees who presided over the Board.

President's Club raises \$100,000

The President's Club is one of several annual giving clubs at Bryant. Members' donations of \$1,000 to \$4,999 account for approximately \$100,000 in annual gifts to the College.

The '87-88 President's Club included 83 members, including eight Bryant employees. The club contributed more than \$103,000 to the College.

To date, the '88-89 President's Club includes six members, five of them employees. More than \$6,000 has been contributed or pledged by the club so far.

Among the benefits of President's Club membership is an annual exclusive parking pass.

New faces



Dr. Michael E. Hobart Associate Professor, History

Hobart has taught previously at Clarkson University, Hampden-Sydney College, Lafayette College, and North Dakota State University. He holds M.A. and Ph.D. degrees from the University of California, Santa Barbara.

His book, "Science and Religion in the Thought of Nicolas Malebranche," won the First Books Competition of the American Historical Association.



Parents spend weekend

President O'Hara's "State of the College Address," a Shopper's Crafts Fair, and numerous performers, such as ventriloquist Barber & Seville, entertained Bryant's parents on their annual "Weekend in New England" in mid-October.

QUICKLY

... **David Brooks** of the student employment office has been elected vice president of the National Association of Student Employment Administrators. At the annual conference, where he was elected, Brooks also presented a workshop on the development, promotion, and operation of a student employment program...

... Graduate school counselor and adjunct professor **Wayne Lima** spoke at the September meeting of the American Production and Inventory Control Society's Providence chapter. His topic: Just-in-Time inventory systems...

... "The Role of Pricing in Institutional Marketing," a paper by professor **Frank Bingham**, has been accepted for publication by the *Journal of Professional Services Marketing*. It will appear in the winter 1988 issue. Bingham also has had his presentation, "Value Analysis Remembered: A Critical Key to a Better Understanding of Contemporary Organizational Buyer Behavior," selected for presentation at the 74th annual International Purchasing Conference in Boston next spring...

... Professor **Bill Macera** spoke to a dinner meeting of the Credit Professionals of Rhode Island last week. His address: "Communication Skills"...

... Professor **Bill Haas** was a discussion leader on the best-selling book, "The Closing of the American Mind," at the Rumford Branch Library in East Providence in early October...



Students always are enthusiastic Phonathon volunteers.

By the way . . .

by *Gloria Yahn*
Assistant Editor

- Shirly Morrison, faculty suite B, is back! After an absence of more than six months it's nice to see her smiling face and good-natured personality gracing the halls of Bryant. Welcome back, Shirly!
- Judy Clare, career services, tells me it's not too early to remind everyone to put aside Saturday, December 17, for Bryant's annual Holiday Party.
- Congratulations to the 1988-89 executive committee for the Council of Secretarial and Clerical Staff. Named this year are Carolyn Skeffington, Lorraine Cournoyer, Maureen Dubuque, Helen Senecal, and Sue Wandyes, chair.
- Bettie Weber, academic computing, tells me her daughter, Sandy, a Bryant junior marketing major, left in September to study abroad. Sandy is aboard the S.S. Universe for a semester at sea. She will return on December 23 after visiting 10 ports.
- Paulette Bokoski, central services, and her husband, Paul, became parents of their second child on October 5. Laura Beth, weighing 8 lbs. 2 ozs. joins her four-year-old brother, Michael. Congratulations to the new Bokoski family!
- Sandra Beaudry, development office, has been named this year's student adviser for Students Against Multiple Sclerosis (SAMS). Good luck, Sandy!

Leadership Forum Thursday

"Leadership: The Lessons of the Great Books," the second installment of Leadership Forum Series III at Bryant, is Thursday evening.

John K. Clemens, who directs the Hartwick College Humanities in Management Institute as a professor of management, is the speaker. The forum runs from 7 to 8:30 p.m. in Rooms 4A & B of the Management Resource Complex.

Clemens also teaches at the University of Michigan and for numerous management leadership programs and is a frequent writer. He co-authored "The Classic Touch: Lessons in Leadership from Homer to Hemingway," which appears on Bryant's summer reading list for incoming freshmen. Clemens holds a B.A. and an M.B.A. from the University of Illinois and an honorary doctorate from Lynchburg College.



President O'Hara and Trustee and Bryant Fund Chair Barbara Papitto '83, '86 MBA take to the Phonathon phones.

And the race is on

With just a week left in this year's Campus Campaign, "The Challenge of the Black and Gold" competition is running neck and neck. The Black team is running fast, but the Gold team is keeping pace. The results change daily with the return of every pledge to the development office.

This year's Campus Campaign has been divided into two teams, the Black team, captained by Pat Keeley, consisting of the academic and student affairs divisions, competing against the Gold team, led by Rosemary D'Arcy, which includes the President's office and the business affairs and institutional advancement divisions.

The winner of the friendly race as it comes down the stretch this week is anybody's guess. But the honor of victory will go to the team with the greatest number of participants, not dollars contributed.

Urging everyone to participate, Nancy Haverstock, annual giving director, says: "There is still time to send in your pledge. I'm really optimistic that we will reach our anticipated goal of 65 percent. The results, to date, have been tremendous."

If you haven't pledged to your Black or Gold team and you want to help in the race to victory, send in your contribution today to the development office or contribute through the payroll deduction plan.

The annual fall Phonathons also were setting a fast pace as of early last week. Approximately \$112,000 toward a \$150,000 goal had been raised in 11 nights of calling with four more Phonathons to go last week, according to Ruth Alberg, assistant annual giving director. Like the Campus Campaign, the Phonathons were heading for a photo finish.

Bryant to f(eat) U.N. today

Today is United Nations Day, and to celebrate the day in Bryant's "Year of International Awareness," all the dinner meals served on campus tonight will have an international flavor—literally.

ARA Food Services is planning a dinner menu for Salmanson and South Dining Rooms and the Heritage Room that includes foods from a variety of countries. The menu wasn't completed at press time, but it is guaranteed to please any appetite.

U.N. Day fetes the October 24, 1945 founding of the United Nations. Observances began in 1947. A Presidential proclamation has been distributed to all state and municipal leaders, urging observance of the day.

Among the typical events: parades; international fairs; dinners with foods from different countries; and debates, film showings and other educational sessions to acquaint people with the workings of the U.N. In New York, there is a U.N. Ball for all U.N. delegates and their guests. In Washington, D.C., there is a concert for the chiefs of diplomatic missions to the U.S.

Update on AIDS Task Force

by Betty Cotter
Director of Health Services
Chair, AIDS Task Force

The AIDS Task Force met monthly during the '87-88 academic year and expanded its membership to include representatives from the clerical staff, physical plant, and public safety, and an additional resident assistant. Membership now includes representatives from all College constituencies.

An Employee Serious Illness/Contagious Disease Policy was developed and approved by the Vice Presidents' Council. The College's Student AIDS Policy was revised to a similar format and has been sent to the vice presidents for approval. This reflects both the recommendations of the American College Health Association and current thinking on AIDS policy development in the work place.

The task force's major focus continues to be education, both of the task force and the entire College community. AIDS education programs, thus, were presented to 1,131 students and employees in 1987-88.

Programs for this year include: an RA training program (completed in August); a series of evening residence hall programs for all students (freshmen residents in the fall, upperclass students in the spring); an AIDS Awareness Day (date to be determined by a subcommittee); AIDS education offered as part of health services' individual health-education sessions for women attending the Women's Clinic, and AIDS presentations to employees by department.