



BRYANT'S BUSINESS

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Bryant College, Smithfield, RI

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Ad campaign underway in 'corporate corridor'

Maybe you've seen the January 16 issue of *Newsweek*. Or the January issue of *New England Business*. Each magazine carries a full-page advertisement that is marketing Bryant to the business community in New England's "corporate corridor"—that stretch of land between Boston and New York City.

The institutional advertising campaign doesn't stop there, however. Not by a long shot. The regional editions of *Time*, *Sports Illustrated*, and *U.S. News and World Report* also are part of the three-month schedule that began in December, as are four regional business publications: *Ocean State Business*, *Business Worcester*, *Intercorp* (Westchester County, N.Y.-Connecticut), and *Providence Business News*. Overall, when the campaign runs its course, there will have been 33 placements of four separate ads created by Jason Grant Associates, of Providence, with coordination by publications and advertising director Liz O'Neil.

Howard Kay, associate vice president for corporate and college relations, describes the focus of the campaign as two-prong: "To create a general interest and awareness of Bryant among the business community in the corporate corridor, and to lay a groundwork for student recruitment."

The ads each have a common look and feel, but (continued on pg. 3)



Tearing for the basics in our changing world of business has to be tough because getting to the top isn't easy.

Each year nearly 1,000 young men and women graduate from Bryant's four-year undergraduate programs ready to join the ranks of outstanding business professionals across the nation. In addition, our Division of Part Time Studies, almost 2,000 strong, offers degree programs for adults looking for alternate ways to continue their educations.

Our objective is straightforward: to offer outstanding business programs with concentrations in accounting, applied, actuarial, mathematics, business communications, computer information systems, economics, finance, hotel, restaurant and institutional management, management and marketing.

Our team is strong. Bryant faculty are experienced and business leaders, individuals with practical knowledge for on the job success. And our internship programs get students working

side by side with business professionals in real-life settings.

Our career placement activities are highly successful. Each year hundreds of recruiters, including all Big Eight accounting firms, major banks, insurance companies, and high-tech firms, seek out Bryant graduates as new employees.

Our contemporary campus houses the region's finest business library, a precious resource for the student of business. The library's computer network puts the user in touch with virtually any business publication in the country, thus creating a nationwide information network.

125 years of evolution have made Bryant College an innovative private institution with a reputation for teaching the basics of business excellence. We're looking for a few good men and women.

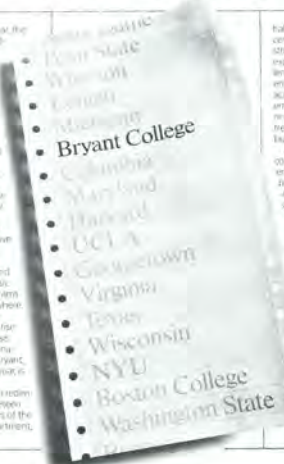
To receive our full-color brochure, call 1-800-622-7001.

BRYANT COLLEGE
Smithfield, RI 02891

"I WENT TO BOOT CAMP IN SMITHFIELD, RI!"
BRYANT COLLEGE. BASIC TRAINING FOR BUSINESS

Three of the four advertisements currently being run as an institutional campaign in New England's "corporate corridor."

WHY THE BIG 8 GIVE BRYANT COLLEGE SUCH A STRONG ACCOUNTING.



After the fiscal year, the auditor's report is being at counting firms continue to add highly qualified Bryant College graduates to their ranks. In 1988, 15 of the 17 accounting divisions interviewed by the Big 8 at Bryant, July 19th, event on 5/11 work for them - alternate from the national workforce.

What's behind this media reputation? Number 1 among one of the most competitive and long-standing Basic Accounting Programs to be found anywhere in a world where an accounting expert is an option is the basic, but important, elementary education. Bryant, now in its 126th year, is a leader.

Bryant's highly respected faculty, renowned full-time members of the Accounting Department,


all of whom have CPA certificates and very strong practical accounting experience, create a challenging business world environment within our academic institution. The environment makes Bryant one of the nation's leading top-ranking colleges of business administration.

An outstanding faculty, combined with a program enriched with Social, Arts, Business Management and Law courses, and an aggressive Career Service Department, gives Bryant students a leg up on their quest for the top accounting jobs in the country.

For more information, call Howard Kay at 1-800-622-7001 or 1-401-232-6139 and if you're here, have a Big 8 Bryant College graduate in your office get in touch with you.

BRYANT COLLEGE
Smithfield, RI 02891

HOW BRYANT COLLEGE IS BRINGING SMITHFIELD, RHODE ISLAND CLOSER TO CHENGDU, CHINA.



In an ever-shrinking world, Bryant College is expanding its horizons and internationalizing its focus. It knows that the future of American business is in being able to compete worldwide and Bryant students and programs are ready.

Recognizing that Bryant graduates will be competing in the international arena, innovations in our undergraduate curriculum include, among others, cross-cultural humanities studies, expanded language capabilities and a growing international internship program.

Another significant example of how Bryant is internationalizing is the Export Assistance Center. This Center is the U.S. Small Business Administration test site for a special database of worldwide trade leads. It's ready to help Rhode Island businesses identify and develop global market opportunities.

Business people can meet with the Export Round Table, a group of experts from the U.S. Department of Commerce, Small Business Administration, R.I. Department of Economic Development, and private sector consultants with free follow-up, one-on-one consultations. The Center also offers low-cost training programs throughout the year, providing valuable information on subjects including overseas joint ventures, licensing, and trade operations.

With Bryant's help you can expand your global vision so even places as far away as Chengdu, China can become exciting, viable business opportunities.

For more information, call Howard Kay at 1-800-622-7001 or 1-401-232-6139.

BRYANT COLLEGE
Smithfield, RI 02891



International folk dancers to perform



Show to follow international dinner

The Mandala Folk Dance Ensemble brings a performance of international dance, song, and music to Bryant on February 11, after a buffet dinner featuring foods from various cultures.

The Boston-based ensemble includes 35 dancers, singers, and musicians who will take the audience in Janikies Auditorium on a world tour complete with colorful, authentic costumes. The 8 p.m. program follows the ARA-catered international dinner in the Heritage and North Dining Rooms.

Tickets for the dance program and the dinner are on sale at the INFO Desk. Tickets can be purchased together (\$10 for both events for non-students, \$8 for students) or separately (\$9 for dinner for non-students, \$7 for students; \$3 for the show). Dinner is by reservation only (at time of ticket purchase).

Both the dance program and the international dinner are sponsored by the Performing Arts Committee, ARA, the International Social Organization, and the Minority Business Students Association as a celebration of Bryant's "Year of International Awareness."

The name Mandala means "circle of life" in Sanskrit. And the ensemble presents a program that includes folk dances ranging from the lively Spanish flamenco to the Ukrainian greeting-ritual to the Armenian canopy dance to the midsummer's ritual from Yugoslavia to the turning dance of Norway to the foot-stomping and clogging of Appalachia to bobby-soxers "rocking around the clock" in the 1950s.

Considered one of the most popular dance troupes in New England, Mandala has performed from Carnegie Hall to Calais, Maine, and as part of events ranging from college concert series to Queen Elizabeth's visit to Boston.

Luncheon speakers series assessing state internationally

A five-part luncheon speakers series titled "Looking into the 1990s: Rhode Island and the International Scene" was opened on January 18 by Bryant's Graduate School Alumni Steering Committee.

Being held at the Turk's Head Club in downtown Providence, the series will run once a month through May. The opener featured former Rhode Island governor J. Joseph Garrahy assessing the state's economic and political future. It drew news coverage from WJAR-TV and the New England radio news service.

Remaining dates of the luncheons with speakers and their topics are:

- **February 15:** Robert L. Bendick, director of the Department of Environmental Management, speaking on "international environmental issues";
- **March 15:** Colin MacGillivray, executive vice president of Blue Cross/Blue Shield of Rhode Island, speaking on "socialized health care";
- **April 19:** Steven Mascena, president of Mascena, Exher & Associates, Inc., "previewing the state's employment picture";
- **May 17:** Ira Magaziner, president of Telesis, Inc. and Bryant's visiting scholar, discussing "international trade and where America stands."

The buffet luncheons begin at 12:15 p.m. at a cost of \$14 each. Call the alumni office to make reservations.

Congresswoman to speak on campus

Rhode Island Congresswoman Claudine Schneider speaks at Bryant on February 15 on one of her favorite topics: American economic competitiveness and the changing global environment.

Rep. Schneider, who has represented Rhode Island's 2nd Congressional district since 1980, will speak after lunch in the North Dining Room. Her visit is being sponsored by Bryant's professional women's group, the Student Senate, and the International Social Organization. A reception follows her address.



U.S. Rep. Claudine Schneider

Rep. Schneider is a co-founder and one of four co-chairs of the Congressional Caucus on Competitiveness, which is described as "a bipartisan, bicameral consensus-building group organized to address the issue of American industrial competitiveness in global markets." The caucus includes more than 200 Senators and Representatives who meet monthly and in periodic half-day forums with other authorities to analyze and discuss policy options in four areas: human resources, research and development, capital investment, and trade policy. The caucus works in concert with the Council on Competitiveness, a consortium of representatives from business, labor, and academia, which focuses on private sector initiatives.

Rep. Schneider also is a member of the Science, Space and Technology Committee, the Merchant Marine and Fisheries Committee, and the Select Committee on Aging. She has been very active in a host of energy and environmental issues, including the citizens group that stopped the construction of a nuclear power plant in Charlestown and the Conservation Law Foundation, a public interest organization representing citizens in environmental disputes.

Born in Pennsylvania, she holds degrees from Rosemont College, Windam College, and the University of Barcelona, Spain.

(Ad Campaign, continued from pg. 1)

distinctive themes. The ad that is usually referred to as the "boot camp" ad provides a general look at the college. The "Big 8" ad looks at the highly successful accounting program. The "China" ad focuses on the curriculum's internationalization and Bryant's emphasis on international business through entities such as the Export Assistance Center. A "CMD" ad features the widespread continuing education and professional development programs of the Center for Management Development.

The advertising campaign is the second created by Jason Grant for Bryant in the past year, but it is by far the most ambitious ever undertaken at the College. The first campaign, which garnered a couple of advertising awards, involved 125th anniversary ads in local business publications.

The current campaign also is part of a larger strategic marketing effort that is expected to significantly enhance Bryant's visibility and reputation. Reactions and responses to the ad campaign are being tracked in part by an 800 telephone number listed in each ad.

The Economist editor to speak Feb. 9

The second Bryant Forum of 1988-89 brings the editor-in-chief of one of the world's most prestigious international weeklies to speak in Janikies Auditorium on February 9.

Rupert Pennant-Rea, who has headed *The Economist*, of London, since 1986, will talk about "The European Economic Community—1992: Its Meaning to the U.S.A." He will assess the formation of the common market in 1992 through his own "somewhat skeptical" approach. His address begins at 4 p.m.

Pennant-Rea joined *The Economist* in 1977 as an economics correspondent. In 1981, he was named economics editor. In February, 1986, he was named editor-in-chief. While writing for *The Economist*, Pennant-Rea also edited the World Bank's "World Development Report" for five years beginning in 1980.

Before joining *The Economist*, Pennant-Rea worked for the Bank of England, the General and Municipal Workers Union, and the Confederation of Irish Industry. He grew up in Zimbabwe when it was known as Rhodesia, and holds a degree in economics and politics from Trinity College in Dublin and a master's degree in economics from the University of Manchester.

The Economist is noted for its reporting and commentary on international affairs and business news, all written with a pro-American view, analysis, argument, and irreverent wit. Stories are supported by no-frills charts and statistics. Considered an elitist magazine, *The Economist* is distributed in 170 countries with a circulation approaching 300,000.

Call the Office of Corporate and College Relations (ext. 6139) for information on tickets.

QUICKLY

... U.S. Surgeon General C. Everett Koop's recently released report on smoking included a chapter written by professor **Ed Popper**, an authority on cigarette advertising and warning labels. Popper's involvement with the report, released on the 25th anniversary of the first report on smoking in 1964, also brought him a lot of attention from the news media. All three Providence TV stations carried on their news shows his live or taped comments on the report, and the *Providence Journal-Bulletin's* science writer, the Associated Press, several radio stations, and the local *Observer* interviewed him for stories...

... Professor **Lance Helko** also spent some time on TV before and after he returned from his Japan trip during Wintersession. The morning and noon news shows of WJAR-TV carried live and taped interviews in late December and last week...

... Bryant's relationship with TV news also recently involved two administrators: Vice president **Jim Robinson**, a labor relations authority, was interviewed by WLNE news in early December on the state liquor distributors strike; **Margie Edwards**, SBDC assistant director, appeared on WJAR's morning and noon news shows in January to promote the SBDC's new book on locating sources of financing. Edwards also was a guest of ERA Placements in early January. She spoke to personnel managers on time management...

... Purchasing director **Bill Baker** has been elected president of the Rhode Island Telecommunications Association, a non-profit corporation for telecommunications professionals...

Published by the Office of Public Information. Production by the Office of Publications and Advertising. Editor: Bill Rupp. Assistant Editor: Gloria Yahn.

By the way...

by Gloria Yahn
Assistant Editor

- Some of Bryant's faculty coordinators have moved to new suites. Here is where you can find them now: A, Barbara Tavares; B, Shirly Morrison; C, Conny Sawyer; D, Hazel Lavender; E, Dorothy Scott; F, Jackie David; K, Cleo Lindgren and Carla Dube.
- ARA employees Doris Pariseau and John Sweeney deserve a round of applause from the Bryant community. They were both named outstanding employees of the year. Doris, for her work in the Unistructure, and John, for his work in the Bryant Center. Nice work, Doris and John!
- Paulette Bokoski, central services, returns to work tomorrow after a three-month leave to care for her newborn daughter, Laura Beth. Welcome back, Paulette!
- If you've missed the face of Denise Joyce, public information, you should know she is back after a two-week tour of London with fellow thespians. Denise participated in workshops conducted by members of the Royal Shakespeare Company. Welcome home, Denise!

Professor returns from Japan

Bryant management professor Lance Heiko has returned from two weeks of travel and a lecture in Japan during Wintersession. He spoke on Just-in-Time (JIT) management, a production process that Japanese manufacturers have made famous.

Heiko, who specializes in JIT within the field of production and operations management, spoke at Kyoto University on January 14. Faculty and students in Kyoto's engineering department, which invited him to speak, were his audience.

Heiko spent most of his time in Japan visiting manufacturers that use JIT, sometimes referred to as the Toyota production system. He laid the groundwork for the first comparative study of the diffusion of JIT in Japan and America.

Look for a story on his Japanese trip in the next issue of *Bryant's Business*.

Spring into a phonathon

Get out of the winter doldrums and spring into one of eight Bryant Phonathons in February.

Spring Phonathons take place on February 12, 13, 14, 21, 22, 26, 27, and 28, from 6:30 to 9 p.m. in Room 286 A&B. Pizza, soda, and munchies will be served each night. And you can wear a free souvenir T-shirt home at the end of the evening.

"Based on the terrific results of our fall and January Phonathons, I am very optimistic that the spring effort will be equally as successful," said Nancy Haverstock, annual giving director.

So do yourself and Bryant a favor. Raise some money at a spring Phonathon. And help yourself out of the winter doldrums.

New faces

J. Daniel Boone Academic Computer Lab Manager

Boone has operational responsibility for the Koffler Technology Center and Unistructure computer classroom labs. He brings extensive experience on DEC VAX, Wang VS and other systems to his position.

J. Daniel Boone



Boone, who also teaches part time at New Hampshire College, has been employed as a coordinator of information resources for CONTEL Corporation in New Hampshire and a senior management analyst for the State of Alaska over the last 10 years. He holds an M.B.A. from New Hampshire College and a B.A. in chemistry from Eastern Baptist College.

Tap into TAP

TAP (The Alternative Program) at Bryant begins the week of February 21 with 17 courses providing instruction in aerobics, ballroom dancing, calligraphy, ballet, massage, mixology and skin care, to name a few.

Registration dates are February 6, 7, and 8 in the Bryant Center Commons and February 9-16 at the Info Desk. Cost for classes ranges from \$15 to \$25. The only exception is the Diet Workshop, which is \$56.

Anyone with a Bryant I.D. is exempt from the \$5 registration fee for each course. For more information call ext. 6245.

Thanks

Marie Coté thanks the Bryant community for their kind expressions of sympathy on the recent death of her mother-in-law.

Hinda Pollard extends her appreciation for the sympathy expressed after the death of her mother.

TIAA introduces option

TIAA-CREF has introduced a new "interest payment retirement option" (IPRO) to give policyholders increased flexibility in receiving income benefits from TIAA retirement annuity and group retirement annuity accumulations, it has announced.

By electing IPRO, according to TIAA-CREF, policyholders starting retirement benefits on or after age 55 will be able to receive interest payments each month from their TIAA annuities while leaving their principal intact. They can postpone, therefore, making final retirement decisions about starting full lifetime annuity income.

TIAA said IPRO is "a unique retirement plan benefit that is the result of a favorable letter-ruling... from the Internal Revenue Service. It is a TIAA-only option and is not available for benefit payments from CREF accumulations."

Specific examples of where IPRO would be helpful include policyholders who have dependents or beneficiaries with special needs and thus have a preference for preserving their TIAA annuity accumulation to satisfy those needs; policyholders in good health who may want to preserve their TIAA accumulations for future years; and policyholders in phased retirement programs who need supplementary income, but are not ready to start receiving full annuity benefits.