



BRYANT'S BUSINESS

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Mondale paves 'Rhode to Europe' on World Trade Day

Walter Mondale paved the "Rhode to Europe" for Rhode Island businesses at Bryant's sixth annual World Trade Day on May 31 — with a lot of help from a lot of friends. And while leading the way, Mondale picked up an honorary doctorate from Bryant.

Helping him pave the way was Commission 1992, created by Lt. Governor and Bryant Trustee Roger Begin '76 and chaired by Cookson America president and CEO Richard Oster, who arranged Mondale's visit.



Walter Mondale after becoming honorary alumnus.

Bryant's own Rhode Island Export Assistance Center again coordinated and hosted the day-long event.

World Trade Day brought the former Vice President and Minnesota Senator to Bryant to help business leaders discover the EC and the resources available in the state to capitalize on this emerging marketplace. One of the first American leaders to recognize the international economics of the future and a frequent traveler abroad through an international law practice, Mondale was the luncheon keynote speaker. He received his honorary degree from President Trueheart before his address.

"Rhode Island businesses must learn fast how to compete if they want to be a factor internationally," Mondale said, "and this means meeting the world on its own terms in most cases. The European Community of 1992 is no exception."

With the removal of trade, production, and currency barriers, Mondale said, the 12-member EC "will probably be the fastest growing market in the world" with 320 million people and a combined GNP approaching \$4 trillion.

"My travels have convinced me of the wisdom of what you are doing here," Mondale said of the conference, but . . . "there are some basic things we all have to do."

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Commencement speakers criticize China policy

President Bush should align the US "with China's people and future leaders rather than with a few personalities who will shortly be swept from the stage," said Winston Lord, former ambassador to China in the address at Bryant's 127th Commencement on May 26.

Bette Bao Lord, a best-selling author who shared the Commencement address with her husband, echoed his criticism, saying that "the move toward freedom will soon resume. It reflects the will of the Chinese — a billion strong who endure times when wine has turned to vinegar and incense turned to smoke."

The duo spoke almost one year after the violent government crackdown on the pro-democratic movement that was focused in Beijing's Tiananmen Square. Their message described as very similar the Chinese and Eastern European pro-democracy movements that followed the crackdown.

"Even though Tiananmen no longer fills our TV screens, we must heed the voices echoing from the



Winston Lord and Bette Bao Lord team up for the Commencement address.

empty square," she said. "They were the very first of throngs around the globe that transformed the world your parents have known throughout their lifetime."

The former ambassador served in China from November, 1985 to April, 1989, "in happier times when

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Mondale (Continued from page 1)

Business men and women must "learn about other nations — to understand their cultures, history, geography, and especially their languages," he said. "The language of business is the language of the customer."

"Patience" is another key, Mondale said. Americans must get to know who they're dealing with before making a deal. It's not the other way around, as is the custom in the US, he said.

Go into Europe "well-informed about your markets and your competitors," Mondale added. "Work with lawyers, accountants, foreign branches of US banks, and trade counsels . . . who are knowledgeable about the situation before venturing abroad."

Become friends with companies and business people in Europe, Mondale said. Consider cooperative or joint ventures. A friend can help with access in Europe.



Flag-flanked ice carving backdropped Mondale's address to World Trade Day audience.

World Trade Day was used also to take the first public look at the work of Commission 1992, organized by Lt. Governor Begin last year to assess business opportunities in the EC. He used the conference to announce the establishment of "Network 92," a corporate-mentor program designed to provide aid to smaller businesses from larger businesses already operating successfully in Europe.

"None of us got here on our own," added Oster. "We're going to extend both hands to all the businesses in the community."

"Rhode to Europe" included a variety of educational sessions looking at the needs of Rhode Island businesses, what European countries are purchasing and where the state's businesses should go to find European partners, and what Eastern European trade means today and tomorrow.

Separate "trade-opportunity information sessions" focused on businesses selling consumer products, electronics, industrial machinery, health care products, and jewelry. The conference ended at an "international food and information fair," with representatives from all the EC countries attending.

President Trueheart welcomed the business leaders. Governor DiPrete brought greetings from the state. Oster introduced Mondale, who drew an ABC-TV "20/20" production crew to campus. The "20/20" show focusing on Mondale on campus is expected to air this Friday evening.

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President Trueheart, Governor DiPrete, Judge Selya and Trustees watch the students process to Commencement.

great walls were crumbling and myriad doors were opening," he said. He left on April 22, 1989, about six weeks before his Shanghai-born wife, who stayed behind in her native country to help CBS-TV cover the demonstrations.

She left a couple of days before the government assault on June 4, 1989, she said in a pre-Commencement interview, not anticipating the violent response from China's octogenarian leadership. Her recently published book, "Legacies, A Chinese Mosaic," looks at the time period leading up to the pro-democracy demonstrations.

The Lords also received honorary doctorates at the Saturday morning ceremony. They were joined in receiving honorary degrees from President Trueheart by President Emeritus O'Hara, 3M International executive M. J. Monteiro '50, and leading Rhode Island executive and volunteer Robert H. I. Goddard.



President Emeritus O'Hara lifts his cap to applause from admiring graduates.

A fireworks display sponsored by the alumni office capped Friday night's pre-Commencement activities, including a dinner for the honorary degree recipients. Commencement morning opened with the annual breakfast for faculty and staff to meet the doctoral recipients in the Papitto Dining Room.

Under blue skies and warm sunshine, the procession of 1,030 students marched off from the Bryant Center Plaza behind the bearer of the senior

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Education in race with catastrophe: Wharton

In today's world, education continues to run "neck and neck" in the race with catastrophe.

So said Clifton R. Wharton Jr., chairman and CEO of TIAA-CREF, drawing on the writer H. G. Wells for his address at Bryant's eighth annual Graduate School Commencement on May 25. As early as 1920, said Wharton, "Wells came to the conclusion that 'Human history becomes more and more a race between education and catastrophe.'"

"By that, I think Wells meant that our world is growing more dangerous in direct proportion as it grows more complex. Dealing successfully with the danger means dealing successfully with the complexity — and that, in Wells' view, required education," said Wharton, who spoke to Bryant's MBA and MST graduates. The CEO of the nation's largest pension fund, Teachers Insurance and Annuity Association-College Retirement Equities Fund, also received an honorary doctorate.

"In the sweepstakes between education and catastrophe . . ." said Wharton, "we here in the United States almost always bet optimistically. We still put our money — quite literally, when you think about it — on intelligence, know-how, and reason.

"We think the race is not only to the swift, but also to the informed and the wise . . .

"If history does indeed look more and more like a race between education and catastrophe," Wharton said, "at least the race is a relay, in which education's chances are refreshed with each renewal of life itself.

". . . it is of course education that provides the renewed energy, renewed hope, and renewed courage that are necessary to win," the CEO said. "Now your generation has come to the starting line in a race to tomorrow.

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class flag. They crossed the bridge and walked through the Archway — many for the first time — on the way to the Track, where they joined an estimated 4,500 parents, friends and other relatives. The Commencement throng was so large that public safety had to close the campus when all available parking spaces on campus were used up. A shuttle bus then transported guests from cars parked on Route 7.

The Hon. Bruce Selya, Judge, US Court of Appeals for the First Circuit and chair of Bryant's Board of Trustees, convened and adjourned the ceremony. Among those government officials bringing greetings was Governor Edward DiPrete and Congressman Ronald Machtley.

The platform party led the recessional to separate receptions for the new alumni in the Rotunda, the Koffler Center Plaza, and the Bryant Center Plaza. The Heritage Room also was the site for a reception for the platform party, guests, and other dignitaries.



Clifton Wharton Jr. processes with President Trueheart.

Receiving an honorary doctorate with Wharton was Rhode Island business executive Stanley C. Menard, founder of Menard Enterprises, of Woonsocket, and a long-time supporter and friend of the College.

President Trueheart presided over the 4 p.m. ceremony in the Gymnasium. Trustee Monica Laurans, secretary of the Board, convened and adjourned the ceremony.

Following the Commencement, a reception in the MAC was held for the graduates and their families and friends. More than 175 graduate students received advanced degrees.

Bryant among 300 best buys

Bryant will soon be known nationally as one of the 300 best buys in college education.

"The BARRON'S 300: Best Buys in College Education" is including Bryant in its first edition, scheduled for release in August. BARRON'S describes the colleges being listed as those "which provide quality academic programs at prices below the national average."

Bryant is being included principally, according to BARRON'S, because of its tuition rate compared with the average rate for all colleges, colleges in this region, and colleges of similar academic emphasis. Other criteria were average test scores of entering freshmen; percent of faculty with PhDs; data on room and board; percent of students who graduate and go on to seek higher degrees, and other academic, extracurricular, and financial aid programs data.

"At these schools," BARRON'S said in a news release announcing Bryant's selection, "students continually report that they are getting their money's worth in terms of faculty attention, inspiring and useful programs, and personal and professional development."

BARRON'S congratulates Bryant on "making the dream of a college education a reality for many deserving students" during a time when many students "find the difficulty of translating that dream into a reality overwhelming."

QUICKLY

...Purchasing director **William Baker** has been elected to the board of the Purchasing Management Association of Rhode Island. He also has been appointed to serve on the small schools committee for the National Association of Educational Buyers...

...Professor **Ron Deluga** presents a paper in August at the annual convention of the American Psychological Association. Its title: "The Effects of Transformational and Transactional Leadership on Follower Influencing Activity"...

...Institutional research assistant director **Margaret Drugovich** addressed the March meeting of the American Health Planning Association. Her presentation: "OBRA Impact on Nursing Home Policy, Planning and Certificate of Need: The Development, Implementation, and Implications of Uniform Resident Assessment and Care Planning." Drugovich also has been appointed chair of the strategic planning committee of the state chapter of the National Multiple Sclerosis Society. She serves on the society's board and executive committee...

...**President Trueheart** was the keynote speaker at the 51st annual Urban League of Rhode Island dinner on June 5 and the commencement of Rogers High School in Newport on June 7...

...Bursar's office supervisor **Konnie Laprade** has been named vice president of the New England Regional Council of the National Association of Housing and Redevelopment Officials...

...Professor **Gregg Carter's** review essay of William J. Wilson's "The Truly Disadvantaged: The Inner City, the Underclass, and Public Policy" will appear in the summer issue of *Sociological Viewpoints*...

...Career services assistant director **Melissa Barnes** spoke on career planning to graduate students of Eastern Utilities Corporation last week...

...Professor **Larry Lowe** spoke to high school juniors at St. Raphael's Academy last month. His topic: "Marketing Research and Planning"...

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Bryant, United Way teaming up

Bryant's Center for Management Development is teaming up with United Way of Southeastern New England to offer a new certificate program to help non-profit organizations manage more effectively.

Designed to address the critical issues in non-profit management, the program is the first of its kind in New England and one of the first in the country.

"Bryant shares the United Way's commitment to improving the business management skills of non-profits," said Rosemary D'Arcy, CMD director. "The entire community benefits when middle and top managers are trained in the latest methods for managing an organization. This program puts it all together in a comprehensive package for the first time."

Tim Sullivan, dean of executive and professional continuing education, echoed her comments: "This partnership between Bryant's Center for Management Development and the United Way will provide the tools for more effective management and leadership in non-profit organizations."

The certificate program is open to all non-profit

agencies. It was developed by an advisory group comprised of directors of non-profit agencies and representatives of United Way and the CMD. Instructors are coming from among the leading non-profit consultants and Bryant's faculty. Both the United Way and CMD will continue to plan, develop and evaluate new programs.

Courses include: perspectives on the non-profit sector; strategic and operation planning; program planning and evaluation; financial management and reporting; fund raising and resource management; human resource management; marketing strategies. Each course will meet once a week for eight weeks, with three terms a year beginning in September, January, and April. Classes will be held at Bryant at a cost of \$235 each.

The United Way said it is setting aside scholarship funds to help non-profit agencies meet the costs of the program. The first courses will be offered this fall, beginning Sept. 10. Six courses must be completed to earn a Certificate in Non-profit Management.

Japanese students to visit campus

Bryant will serve as "home base" for 25 Japanese high school and college exchange students for 11 days in July and August.

The students, sponsored by the International Training and Exchange Program of San Francisco, are visiting New England to learn English and experience "life in the United States" as part of an academic summer program on American civilization. They will spend up to three hours a day on campus July 16-17,

19-20, 23-24, 26 and 30 and August 1-3. On one of those dates, the Blackstone Valley Chamber of Commerce plans to make them honorary citizens of Smithfield.

Host families for the students are needed from July 14 through August 5. If you are interested in sharing your home and family for three weeks with a student, call Marion Olderman, of Smithfield, at 949-1683.

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...Professor **Pat Norton** addressed members of Leadership Rhode Island on "Economic Development" in late April...

...Assistant RISBDC director **Margie Edwards** spoke on "Time Management" to members of the Woonsocket Kiwanis Club last week. She also has received the US Small Business Administration's district director's award, and is a candidate for the Entrepreneur of the Year award...

...Professor **Ron DiBattista** addressed the senior class at Smithfield High School on "Business Management" last month...

...Vice President **Les LaFond** chaired a panel at the annual meeting of the American Association of Collegiate Registrars and Admissions Officers in New Orleans. His topic: "Join and Deliver: Developing Collaborative Outreach Models"...

...Professor **Robert Muksian** addressed the Kiwanis Club of Woonsocket last month. His talk: "Planning for Retirement: Social Security, Private Pensions, and IRAs"...

...CMD director **Rosemary D'Arcy** spoke on "Marketing Yourself" to the management staff of Lechmere stores in April...

...Professor **George de Tarnowsky** addressed the Kiwanis Club of Woonsocket on business ethics last week...

...**Brett McKenzie**, computer specialist for faculty support, had his paper, "Encouraging Dialogue Among Beginning Writers," accepted for the Conference on Classroom Applications for Computer-Assisted Composition Instruction at the University of Maine...

...**Doug Jobling**, RISBDC state director, has completed a review of the South Dakota SBDC for the national peer review system of the Small Business Administration...

...Professor **Pat Keeley** was Commencement speaker at North Smithfield High School earlier this month. His topic: "Your Education Has Just Begun"...

...Student employment director **David Brooks** was a guest on the Cox Cable TV program, "Rhode Island, etc." He discussed student employment programs...

...Professor **Judy Litoff** spoke about her war letters project at the spring meetings of the Rhode Island Museum committee of the National Museum of Women and the University of Rhode Island national history honor society, Phi Alpha Theta. She also co-authored three articles on her work that ran in the spring: "Since You Went Away: The Home Front Letters of American Women," in *Women's Studies*; "Will He Get My Letter?: Popular Portrayals of Mail and Morale During World War II," in the *Journal of Popular Culture*; "Women of Letters," the *Providence Sunday Journal Magazine*...

...Catholic chaplain **Douglas Spina** appears Friday evening on "Between Takes," a weekly TV program on the state Interconnect A channel. This week's show, titled "A Level of Love," deals with grief and dying...

Project Venture kicks off

Project Venture, Bryant's early-intervention program for minority junior high school students with college potential, kicked off last Tuesday with a special presentation in Papitto Dining Room.

Superintendents from the first four school systems involved in the pilot program joined other Rhode Island school officials, Project Venture representatives and curriculum writers, and representatives from other minority youth programs to detail the program. The first four school systems involved are Providence, East Providence, Pawtucket and Woonsocket.

Project Venture is a partnership of Bryant, the public schools, and the corporate and philanthropic communities. Junior high school students have been targeted because they may not have made choices yet that can lead to dropping out or dismissing education after high school. Specifically, Project Venture will try to interest students with college potential in furthering their education, inform them of their options, help them prepare for admission, and work with them throughout high school so they select courses appropriate for college enrollment.

The initial class of 20 eighth-graders will be enrolled by September. Each student eventually will be one of 80 students enrolled in the program through high school. Among the activities: Saturday workshops on campus, summer on-campus boarding experiences, part-time summer jobs with local companies, and one-on-one mentor relationships with Bryant students during the academic year. Campus workshops will be for students and their parents. The boarding experience will last four weeks and include math and communications courses and cultural and recreational opportunities on and off campus. Peer counselors from Bryant will remain with them throughout high school.

Cost of the first three years of the program is estimated at \$312,000. Funds thus far are coming from the William Randolph Hearst Foundation, Old Stone Bank, Narragansett Electric, the Alden Trust, and Michael E. Fisher '67 of Bankers Trust.

Professor Frank Gathof dies

Francis W. (Frank) Gathof, associate professor of economics at Bryant since 1979, died May 27 in Kent County Memorial Hospital of a heart attack after being stricken while jogging. He was 59.

A Navy veteran of the Korean War, Gathof was buried with military honors at the Rhode Island Veterans Cemetery in Exeter on May 30. He lived in Warwick for the past eight years.

Before joining Bryant, Gathof taught at Beloit College, the University of Wisconsin, American Institute of Banking, the Air Staff and Command College at Maxwell Air Force Base, and the US Department of Agriculture Graduate School in Washington, DC.

A licensed pilot and flight instructor, Gathof also taught North American Flight Training. He held PhD, MA, and BS degrees in economics from The American University and a JD from the University of Wisconsin.