



BRYANT'S BUSINESS

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"I will cut myself a path through the world..."

—Lord Byron

High winds forced the Graduate School to move its Commencement indoors at the eleventh hour on May 16. But the ceremony went smoothly as families and friends gathered in the gymnasium and cheered the 160 men and women who received advanced degrees.

Joanna T. Lau, president of the award winning LAU Technologies in Littleton, Mass., was the featured speaker. She advised the graduates to work hard but strike a balance in their lives.

"Have confidence in what you know and be bold," she urged. "Opportunity is born of action, and the person who tells you that 'Good things come to those who wait,' is probably hoping for someone to wait with."

A stiff breeze, chilly temperatures, and threatening clouds did not dampen enthusiasm at the Undergraduate Commencement the following day, as 655 received degrees.

Ellen Mary Boland '97, in the Student Charge, opened with Lord Byron: "...I will carve myself the passage to grandeur, but never with dishonour..." She then challenged her classmates to prepare



Happiness shines on the faces of management majors (l-r) Allen Lieberman, Ronald LaVault, and Jennifer McCarron.

to enter the new millennium with care: "We will have to show extraordinary respect to mankind – to practice the golden rule, to develop tolerance and understanding, to get involved," she said.

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Bryant embarks upon strategic plan for excellence

"The New Century Plan for Excellence," a visionary plan of action to build competitive advantages for Bryant as one of the nation's premier business specialty colleges, has been unanimously endorsed for implementation by the board of trustees.

The plan aims to prepare students as new-century business leaders who master strong core business skills combined with personal effectiveness and other valued qualities.

In addressing faculty and staff during meetings in May, President Machtley said, "'The New-Century Plan for Excellence' is critical to the fulfillment of the Bryant mission as a student-centered college, focused on excellence, that prepares students to achieve their personal best in life and business."

President Machtley noted pivotal business changes that require new skills: an emerging global marketplace; major advances in technology; and mergers and shifts in industry that require flexibility and entrepreneurship.

"Bryant must prepare its students not only to weather these huge shifts in the work environment, but also to anticipate them and initiate change with skill and confidence," Machtley said, pointing to the plan as a document that will be periodically evaluated and updated to aid faculty and staff in this effort.

"The thoughtful deliberation and innovative ideas of more than 100 faculty, staff, and students," Machtley said, "have provided the substance and vision of a plan that will lead us into the next century."

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QUICKLY...

The Rhode Island Decca (Distributive Education Clubs of America) competition benefitted from the expertise of marketing department faculty, who assisted in the statewide effort of reviewing marketing projects and interviewing high school students. This was the first time that Bryant faculty members have been involved in such a community project and their efforts were well received and much appreciated, says Marketing Professor Frank Bingham. He served on the committee with Marketing Professor Charles Quigley; Adjunct Professors Arthur Richardson, Robin Morris, and Jean Murray; and Graduate Assistant Robert Valvo '97 MBA. Decca trains high school and college students in the business disciplines, with special emphasis on marketing.

Cleo Lindgren, coordinator of Faculty D-E, is now a certified NRA (National Rifle Association) basic firearm training instructor. She and her husband will teach firearm education and safety throughout the summer.

Professor Doug Levin, Brian McAnern '97, and Timothy Lloyd (former assistant director of student activities) were among the recipients of 1997 Community Service Awards from the Rhode Island Campus Compact during a recent reception held at Brown University. The Compact, a consortium of the presidents of Rhode Island colleges and universities, promotes community service initiatives, partnerships among campuses, and higher education's institutional commitment to area communities.

Professors Charles Quigley and Frank Bingham received the *Top Paper In Track Award* for their paper "Sales Force Control System Outcomes; Perceptions of Salespeople and Sales Managers." It was presented at the Association of Marketing Theory and Practice Conference held this spring on Jekyll Island, Ga.

Professor Kumar Chittipeddi has been named strategic and business planning consultant for Sansiveri, Kimball & McNamee, L.L.P., (SKM), one of Rhode Island's largest independent accounting and management consulting firms.

W. Brett McKenzie of information technology has had a chapter, "An Integrative Approach to Writing with Computers," published in *Technology and Teaching*, by Information Today, Medford, N.J. The chapter uses a writing course taught by Professors Mary Prescott and Nora Barry as a case study of technology integration in teaching.

Freshman enrollment highest in four years

The number of incoming freshmen for fall 1997 already surpasses last fall's enrollment by more than 12 percent as of June 9, with another 2 enrollment months to go.

Six-hundred-forty freshmen have chosen Bryant for full-time studies. In addition, part-time and transfer students will join the ranks of first-time students arriving on our campus in September.

President Machtley is pleased with this interest during a time when colleges across the country are showing mixed enrollment trends. "Bryant College prides itself on providing education that is highly marketable. This response from high school seniors is recognition of the college's ability to prepare students to succeed in the global marketplace."

The college has experienced a 12 percent increase in freshmen applicants this year, with 2,100 applications coming from the U.S. and 51 foreign countries.

Donors, dollars on the increase

More and more people are investing in Bryant's future through contributions to the college. And donations are also on the rise this year, reports Laurie Musgrove, vice president for institutional advancement. With FY 97 to end on July 31, thus far more than \$1 million in cash and pledges has been received in restricted and unrestricted gifts, a 31 percent increase over last year at this time.

Even better news, reports Musgrove, is that donors are on the increase. We have about 300 more individual donors (alumni, parents and friends) than we had in all of the last fiscal year. More than 1,000 are first-time donors to the school, and represent a financial commitment that is likely to be renewed for years to come.

Alumni giving has increased a whopping 70 percent over last year at the same time, and the average alumni gift has increased 48 percent. "More alumni are recognizing the value of their Bryant experience and are giving back," says Musgrove. "This support will make it possible for the college to become even stronger and more visible, adding value to a Bryant degree that is recognized by alumni and their business associates."



owner of DJ Horton & Associates, received the Young Alumni Leadership Award. Henry, chief financial officer and vice president of Ocean Spray Cranberries, Inc., won the Distinguished Alumnus Award.

ALUMNI ACHIEVERS

Alumni Achievement Awards were presented at a brunch hosted by President and Mrs. Machtley during Alumni Reunion Weekend. This year's winners include (l-r) Professor Douglas Levin; Nicholas J. Puniello '80; Debbi-Jo Horton '88; and John P. Henry '73, '81 MST.

Levin, assistant professor of science and former chair of the Science & Technology Department, received the Distinguished Faculty Award. Puniello, a CPA and partner with Puniello & Yetter in Boston, won the Nelson Gulski Service Award. Horton,

Writing Center opens in September

The success of business leaders such as Bill Gates, Stephen Covey, and Tom Peters is tied to more than their specific expertise – they are super communicators, as well.

Come September, Bryant students, headed for the business world, will have the opportunity to polish their writing skills by going no further than the fourth floor of Hall 6 to the new Writing Center. Jean-Paul (J.P.) Nadeau '90, assistant director of the Learning Center, will lead a staff of several writing professionals and 12 student writing consultants to help students organize their thoughts and to discuss how they might best express them. A specialist will be assigned to help students for whom English is a second language.

“We don’t promise to help students write perfect papers,” says Nadeau. “Our role is to help students become more attuned to their writing strengths and weaknesses.”

HOURS

Appointments:

Monday through Thursday 11 a.m. – 10 p.m.
Friday 11 a.m. – 4 p.m.
Sunday 1 p.m. – 10 p.m.

Walk-in hours:

Monday through Thursday, 3–6 p.m.

SERVICES

- individual and group consultations
- writing workshops
- computer access
- reference library
- Web-page design support

Typically, a consultant will talk through an assignment with a student and discuss the logic the student has used before tackling mechanics and language usage.

Nadeau created the program guided by an advisory committee composed of faculty from each department. The faculty also recommended most of the student-consultants who, Nadeau says, “can write – and write very well.”

“They will help students to improve skills, and can provide feedback on papers based on the assignment before they are submitted.”



*Jean-Paul Nadeau
Assistant Director, Learning Center*

The Writing Center initiative is part of Bryant’s New-Century Plan for Excellence. Employees, as well as students, may use the center’s services.

Three receive Spirit Awards

Three Bryant employees were chosen by fellow employees and students to receive 1997 Bryant Community Spirit Awards. They are (l-r): Carol Platt, development information assistant; Jimps Jean-Louis, assistant director of admission; and Deanna Therien, housekeeping. The winners were announced by Eileen Chekal, chair of the Spirit Award Committee, during the Annual Service Awards Reception held May 7.

President Machtley presented each winner with a one-year, front-row parking pass (which will be greatly envied during any type of inclement weather). In addition, a plaque for each recipient will hang in the reception area of the Unistructure until next May. The inscription on each reads as follows:

“In appreciation for making a difference to the quality of life at Bryant College and for efforts above and beyond the call of duty.”



Seven named to board of trustees in 1997

Bryant College adds seven new members to its board of trustees this year. Elected in January were Raymond Iannetta '71, co-owner of Industrial Science Associates; Mrs. Heidi Kirk, wife of the late Chester Kirk, chairman and founder of Amtrol, Inc.; and M. Osman Siddique, founder, chairman, and president of Travelogue, Inc. Elected at the May board meeting were Frederick C. Lohrum, chairman and CEO of Rhode Island Hospital Trust National Bank; Thomas Marotta, chairman and chief executive officer of Marotta Scientific Controls, Inc.; and John K. Welch, president of General Dynamics Electric Boat Division. Robert D. Graybill '97, was elected to serve as the newest Recent Graduate Trustee. All seven trustees will serve three-year terms on the board.

Profiles of Iannetta, Kirk, and Siddique follow. Lohrum, Marotta, Graybill, and Welch will be featured in the September issue of *Bryant's Business*.



Raymond Iannetta '71 is co-owner of Industrial Science Associates, a consulting firm organized to help technology and manufacturing companies out-source their science and engineering. Iannetta is also president of ProTex Air, established in January by Industrial Science Associates. The company manufactures and markets its patented products that reduce pollutants emitted by diesel engines. Both companies are located in Newport. Iannetta also co-founded both Key-Tech, Inc., and Poly-Flex Circuits.

Iannetta is a member of Bryant's Entrepreneurship Committee, a former member of the Visiting Executive Council, and a founding member of the Advisory Council for the Export Assistance Center. He received a Distinguished Alumnus Award in 1996.

In addition to a B.S. from Bryant, Iannetta holds an M.B.A. from the University of Rhode Island.



Heidi Kirk is the wife of the late Chester Kirk, chairman and founder of Amtrol, Inc. and Edgehill Newport. Mrs. Kirk received an Honorary Doctor of Humane Letters from the University of Rhode Island in 1995 and is currently chair of the Advisory Board for the International Engineering Program at U.R.I. She

is a member of the President's Council at Providence College, a corporator of Kent County Memorial Hospital, and a governor of Rhode Island Hospital.

Mrs. Kirk is past president of the Rhode Island Philharmonic, a former board member of the Children's Crusade for Higher

Education, and a former member of the Brown Annual Fund Medical Committee. She has also been involved with Save the Bay and the Providence Preservation Society.

Mrs. Kirk attended the Dolmetscherschule in Munster, Germany; and Alliance Francaise in Paris, France.



M. Osman Siddique is founder, chairman, and president of Travelogue, Inc., the largest travel management company in Washington, D.C., and the largest minority-owned travel company in the nation. Siddique was nominated as a delegate to the White House Conference on Travel and Tourism in 1995. He was a member

of the official U.S. delegation led by former Commerce Secretary Ron Brown to the First Hemispheric Trade and Commerce Forum. He was also a member of the International Observer Delegation to the Bangladesh Parliamentary Elections.

Siddique is a founding member of CORP-NET International, Inc.; a founding director and member of the International Islamic Chamber of Commerce; chairman of the board of TravelNet, Inc.; and co-chairman of the United States-Bangladesh Congressional Caucus.

He holds a B.A. from Georgetown University and an M.B.A. from Indiana University.



FACULTY RECOGNIZED

Five faculty members were honored for outstanding academic contributions at a faculty recognition reception in May. They are (l-r) Michel Bougan, associate professor of management: "Outstanding Contributions to Technology and Teaching"; Charles Quigley, professor of marketing: "Excellence in Teaching"; Phyllis Schumacher, professor of mathematics: "Outstanding Service"; Judy Barrett Litoff, professor of social sciences: "Research and Publication"; and Ron DiBattista, professor of management: "Outstanding Service." Each received a plaque and a cash award.

A total of 61 faculty authors were also recognized at the event.

Commencement 1997 *(continued from page 1)*

Henrique Meirelles, president of BankBoston, gave the undergraduate address. He spoke about the complicated employment picture in a rapidly changing economy. "The most successful professionals are the ones who are able to learn quickly and keep learning," he said. Meirelles stressed the importance of teamwork, initiative, integrity, and diversity.

Meirelles gave one last bit of advice to the graduates. "Call your parents once a week – but don't call collect," he said.



Kathy Albanese, office manager of the Graduate School, is congratulated by President Machtley as she receives her degree.



Jack Keigwin receives the Graduate Student Faculty Award from Shashi Nagpal '97 MBA



The ROTC Class of 1997 are (from l-r) Michael Desimone, Matthew Porter, Rebecca Tracy, and Michael Pasquarello.

Strategic Plan *(continued from page 1)*

Academic Programs

The school will strengthen foundation programs, consider new majors, and incorporate personal skills such as business ethics, integrity, and entrepreneurial drive. The curriculum will include written communications, innovative problem-solving, and proficiency with new technology. To this end, the school plans the following initiatives:

- *Faculty Development Center* to aid faculty in integrating the following into the current curriculum: the use of technology, the practice of business ethics and integrity, and the demonstration of astute writing skills and problem-solving techniques.
- *Writing Center* to assist students in building a broad range of communications skills.
- Development of simulation *business "war game"* in M.B.A. program.
- Pursuit of *distance education* opportunities at the graduate level.
- *Center for International Business* to incorporate and expand upon the college's Export Assistance Center, International Trade Data Network, and World Trade Center.

Campus Life

Bryant is invigorating campus life by providing more student activities during the weekends while expanding upon opportunities to develop team-building and leadership skills. Among the activities to fulfill this initiative are:

- *Distinguished Trustee Speaker Series* to bring renowned business leaders to Bryant.
- Expansion of athletic programs to enhance student life; attract new students who are interested in sports, and respond to student and alumni requests.

First full season of intercollegiate play:

Fall 1999	Football
Fall 1999	Women's Field Hockey
Spring 2000	Men's Lacrosse
Fall 2001	Women's Golf
Spring 2002	Women's Lacrosse

Implementation

The first phase of implementation of the strategic plan has already begun:

- The Writing Center and the Faculty Development Center will open in September (see related story on the Writing Center).
- Groundbreaking for the construction of the Center for International Business is planned for this summer.
- Recruitment of a football coach is under way.

NEW FACES



Susan E. Geary
Campaign Director
Institutional Advancement

Susan has come to Bryant to direct special projects in connection with the planning and implementation of the capital campaign. She has 19 years of fund-raising experience in the Brown University development office, including extensive capital campaign experience.

Susan holds three degrees from Brown, including a B.A. in English and American Literature, and M.A. and Ph.D. degrees in American Civilization. She has been a member of the National Society of Fundraising Executives since 1986.



A DEDICATED EDUCATOR

Dick Alberg, who recently retired after 40 years of service to Bryant, studies the inscription on the plaque outside The Richard F. Alberg Room with Jean Dominici (center) of institutional advancement, and Becky Alberg, Dick's wife. Dozens of colleagues gathered on May 2 for the unveiling of the plaque and the rededication of the conference room, formerly known as the LIBOL (Library Overlook).

Dick served in a variety of positions throughout his Bryant tenure, including professor, registrar, vice president, and dean of academic administration.

BY THE WAY...

Teresa Daigle, who has served as a registered nurse in health services for 24 years, will be leaving Bryant at the end of June. Teresa will "ease" into retirement on an African safari. When she returns, she plans to volunteer in community service work.

Bettie Weber of information technology and her husband, Ken, are happy to announce the May marriage of their younger son, Scott, to Jennifer Leonard of Portsmouth. Three of Bettie and Ken's children have married within the last year.

The Two-Minute Drill

Athletic awards go to seven superstars

Discipline, drive, competitive spirit, and team leadership may be taught differently on the playing field than in the classroom, but nevertheless are highly esteemed qualities in both arenas.

Consequently, the annual athletic awards to Bryant seniors have special significance: they recognize excellence in sports that may also support exemplary career performance. Successful 21st century business people will be called upon to practice all of these skills, in addition to intellectual prowess, as they compete in the global marketplace. (See page 1 story on New-Century Business Plan.)

This year's Alumni Scholar-Athletes are Beth Guay, a tri-captain on the women's soccer team and a marketing/history double major with a 3.27 GPA, and Scott Powers, a baseball pitcher and finance major with a 3.77 GPA. Forty percent of Bryant student-athletes have GPAs of 3.0 or higher, and historically the average GPA of athletes is higher than that of the general student body.

Senior volleyball co-captain Stacy Defaranos, an accounting major, and basketball's Herman Thomas, a Northeast-10 all-

conference men's basketball player and liberal arts major, earn the William T. O'Hara Award, for demonstrating leadership, integrity and above average athletic talent in their collegiate careers.



Noel Watson (pictured here), the fifth leading scorer in Bryant men's basketball history and a Dean's List student, wins the Omar Shareef Award for exemplifying the characteristics attributed to the person for whom the award is named: leadership, team spirit, dedication, and support to teammates. Shareef was a much admired Bryant student-athlete who died in a car crash during the summer of 1994.

The Bryant College Athletes of the Year are Kristin Regan, captain of the women's basketball and softball teams; and Ray Issler, who became the the first golfer in Northeast-10 history to be named the conference's top golfer for four consecutive seasons.

AROUND THE CORNER

June 25	Day classes end
June 26-27	Summer Orientation, Session III
July 4	Independence Day, offices closed
July 14	Evening classes end
August 7	Graduate classes end
August 11	Victory Day, offices closed
September 1	Labor Day, offices closed
September 2	Convocation Day
September 3	Classes begin