"...a landmark in the long history of this College..."

by Dr. Harry F. Evarts
Fourth President of Bryant College

THE PRESIDENT, THE BOARD OF TRUSTEES, THE FACULTY, THE ADMINISTRATION, AND THE STUDENTS OF BRYANT COLLEGE, cordially invite you, our colleagues in institutions of higher learning, our alumni, the parents of our students, our friends in education, government, business, the state and local community, to celebrate with us on the occasion of the Dedication of our new Campus in Smithfield, Rhode Island.

We designate Friday, April Twenty-eighth to Sunday, April Thirtieth, Nineteen Hundred and Seventy-two, as the dates for this event, a landmark in the long history of this College which was founded one hundred and nine years ago as a Collegiate School For Business Education in Providence, Rhode Island, and which has experienced the unique opportunity of building a new campus from the ground up in one of the most scenic locations in this area.

We would like to have you share our pride in the completion of this campus, set high on the rolling hills of Smithfield. It is a marvel of modern architecture and a fitting background for the real enterprise of this institution, the Education of Men and Women for Business Leadership.

We are marking this event with a Special Symposium, a series of high level discussions on the topic of "Education For Business Leadership," to take place on the morning of Saturday, April Twenty-ninth. The formal Dedication Exercises and special Academic Convocation will be held on Saturday afternoon of this day and will be followed by a Reception. On Sunday, April Thirtieth, an Open House, hosted by College and Community Leaders, will feature guided tours of the campus. Concomitantly a Parents Week-End and Saturday evening Alumni Dinner will be included in the Dedication Program.

We look forward to having you join with us in this historic celebration.

Harry F. Evarts
President, Bryant College
WELCOME ALUMNI, PARENTS and FRIENDS

April 29, 1972
Bryant College Alumni Association

To the Bryant College Family, Alumni, and Friends of the College...

On the occasion of the Dedication of our new Campus, it is my privilege to extend to all the greetings and best wishes of the Bryant College Alumni Association.

My fellow Members-at-Large join me in these greetings.

Bryant College alumni have traditionally been solid and respected citizens in their communities and respected for their business acumen and teaching talent. We are proud of our affiliation with the college.

We encourage the participation of alumni in our programs, recalling the days that have been and the days that shall be.

Our Alumni Center, the Captain Joseph Howey House (1708) has become the focal point for alumni meetings and social gatherings. We invite you to stop by for a visit.

Cordially yours,

Philip R. Hayden '59
President

Bryant College Alumni Association

An aerial view of the 221-acre, green tree, clean air campus 12 miles from Providence. The location of the College gives Bryant students the best of both worlds—the serenity of a country campus with a proximity of a large metropolitan area.

To the Bryant College Family, Alumni, and Friends of the College...

On the occasion of the Dedication of our new Campus, it is my privilege to extend to all the greetings and best wishes of the Bryant College Alumni Association.

My fellow Members-at-Large join me in these greetings.

Bryant College alumni have traditionally been solid and respected citizens in their communities and respected for their business acumen and teaching talent. We are proud of our affiliation with the college.

We encourage the participation of alumni in our programs, recalling the days that have been and the days that shall be.

Our Alumni Center, the Captain Joseph Howey House (1708) has become the focal point for alumni meetings and social gatherings. We invite you to stop by for a visit.

Cordially yours,

Philip R. Hayden ’59
President

Bryant College Alumni Association

An aerial view of the 221-acre, green tree, clean air campus 12 miles from Providence. The location of the College gives Bryant students the best of both worlds—the serenity of a country campus with a proximity of a large metropolitan area.
The History of Bryant College

From this...

A view of South Hall on a winter's day at the old campus on the East Side of Providence.

...to this

A warm spring day in a view of the Unstructure at the Smithfield campus.

To those who worried through the disastrous possibilities of the illogical timetable, it was the "Miracle of Bryant," carried out on a picturesque Smithfield hilltop during the late summer and fall of 1971.

Acting against all "sound" advice, the college set its tune early, and in midsummer on a course to open the current school year on its Smithfield campus. But it wasn't until virtually hours before the planned opening that all agreed it could take place.

It was a time of many simultaneous races as carpenters and painters raced the carpeting, which in turn raced the weather. Then, in the last hectic days, all races 2,350 incoming students who would be anxious to settle in and begin exploring their new home.

All the important races were won, thanks to a planned two-week delay in the opening and the payment of almost $30,000 in workers' overtime, underwritten by the college.

It was, as described by Harry F. Evarts, college president, the "construction miracle of the decade."

Improvisation—some planned and some not—was the watchword during Bryant's early weeks in Smithfield. To many students, the first few days were a fitting start to their lives on the new campus and the makeshift operations intensified the vigor with which they explored the new surroundings.

The administrators, meanwhile, operated out of temporary offices in classrooms while their own quarters were being completed. Departments which seldom saw each other were thrown together for the first time and, according to...

Announced the inauguration of a master of business administration degree program.

On October 24, 1967, Earl S. Tupper, former President of Tupperware Company, made an outright gift to the College of this 220-acre estate in Smithfield, Rhode Island. In making his gift Mr. Tupper said, "I'd considered a lot of different possibilities for the land and none of them has quite what it takes. Bryant College is the kind of school that is providing a type of education very much needed, so you like to give something to a school like that." The Tupper gift made possible the development of an entirely new campus away from the increasing congestion of the Providence East Side.

Dynamic Leadership in 1971

In 1971, under the dynamic leadership of its energetic young President, Bryant made the move to the new Smithfield campus. Certainly, this ranks as one of the most dramatic stories in higher education. College leaders knew that if an educational institution were going to move it could not be done piecemeal. This enormous undertaking led by Dr. Harry F. Evarts, President since 1970, has resulted in the present landmark event, a significant milestone in the College's history.

The College presently awards the four-year degrees of Bachelor of Science in Business Administration in the fields of Accounting, Economics, Finance, Management, Institutional Management, Systems Management and Marketing. It also awards the four-year degree of Bachelor of Science in Business Education. In addition, Bryant College awards the two-year degree of Associate in Science in Secretarial Studies and the Bachelor of Science Degree in Office Administration. Bryant College has approximately 2,500 students in its Day Division and 1,600 students in its Evening Division and 250 in the MBA graduate program.

The College faces the future with pride in its pioneering past and the part it has played in sending forth thousands of its graduates to participate in the historic growth of American business. Bryant dedicates this splendid new campus with continuing confidence in its destined role and a deep concern for the education of the individual for life as well as a livelihood.

Million To One Shot for
Bryant's Growing Pains

by Bob Rahlfi

When I was asked to write this article, I thought to myself that the answers to the queries which I was to ask the students, were quite obvious. My research proved very interesting in that the recorded opinions of upperclassmen interviewed favored the "charisma" surrounding our former campus on College Hill in Providence. The interviews went as follows. The students being interviewed were posed two basic questions. First, they were asked what they thought of the new campus. Second, they were asked how they regarded the Smithfield campus in respect to the Providence campus.

The interview:

ARCHWAY: Do you have any reflections on the new Smithfield Campus?

STUDENT 1: "On the whole, I prefer the new campus, because of the little to do on the old campus. I also feel that the new campus has brought the student body closer; however, the general idea of the Uni-structure reminds me of High School. The dorms themselves lack charisma in that they are all alike and quite monotonous. I feel as though there was very little foresight in building them in that regard."

ARCHWAY: How would you rate a comparison of the old campus to the new?

STUDENT 1: "Basically, I think the old campus had much more class than the new one. The only aspect in which it was lacking was that it did not have a comfortable meeting place where students could congregate at their leisure."

ARCHWAY: What do you think of the new campus in terms of social activity, and how do you regard it as a whole?

STUDENT 2: "I think that the new campus is basically a good place and we generally have lots of fun. However, I find myself studying less. In short, I think the new campus breeds a type of apathy that is bad for studying."

ARCHWAY: What are your thoughts in comparing the urban campus to the new rural campus?

STUDENT 2: "This may seem strange to you, but I thought the old campus maintained more of an intellectual atmosphere than the present campus. Excluding the parking problem, I prefer the old campus because of the sentimental values and because it was located near other colleges which tended to foster more activity."

ARCHWAY: What is your reaction to the new campus?

STUDENT 3: "I like the new campus because it appears much cleaner than the former campus, parking is no longer a problem, and the campus itself is more centrally located."

ARCHWAY: Do you find any drawbacks or advantages with the present campus?

STUDENT 3: "I basically prefer the location of the old campus; however, the buildings of the old campus lacked centralization. The only drawback I find with the new campus is its location, the former campus was much more accessible in that respect."

ARCHWAY: Being a senior, how do you feel towards the new campus?

STUDENT 4: "I was living in Providence for three years and as a result I like it much more there. In fact, for my senior year, I couldn't see leaving Providence, so I rented an apartment there and now I commute."

ARCHWAY: How do you compare the new with the old campus?

STUDENT 4: "It's nice and they've done a good job with it... but I think there are too many people that don't appreciate this modern campus and as a result, they are abusing it! How do you feel towards the old campus?

ARCHWAY: How do you feel towards the new campus?

STUDENT 5: "I feel that the old campus had more atmosphere and image to it, if you wanted to do something, you could split and go into the city, or you could at least take a stroll down Thayer Street. I think the old campus was better culturally and socially."

ARCHWAY: Which campus would you prefer?

STUDENT 5: "I'd definitely prefer the old campus because it was less isolated, there seemed to be more activity, and the monotony was broken up, because every building was in itself a special piece of architecture."

In view of the opinions expressed in these interviews, it may seem that the Bryant community breeds students that are never satisfied. I suppose that's good in a sense because a satisfied student is a quiet dormant... and dormancy fosters apathy.

For September Opening

many, a new sense of cooperation and "community atmosphere" sprang up.

Many early-arriving students were greeted by carpeting spread out on the asphalt in front of their dormitories, waiting to be installed, while a nearby truck held the furniture which was to go in atop the carpets. Students in two dorms arrived before their chairs and sofa cushions. When the cushions came, students ran to greet the truck, each carrying away as many as possible. It was a fall semester before each room had its quota.

In mid-summer, the college learned that the carpeting would not be available from its contractor on time. As Frank Delmonico, vice president for business affairs, put it: "We had to call the carpet manufacturers we knew looking for 36,000 square yards of carpeting on a month's notice."

For the first 78 days of the school year, pending completion of the college's cooking facilities, students ate about 47 tons of food cooked in Providence and trucked to the new campus.

The week of September 7, the "million to one" shot, as many called the dream of a September opening, had come home. The college administration settled into its new campus 16 months, three weeks and two days after the April 15, 1970 groundbreaking, with the first class following 17 months and one day after groundbreaking.

Art Turgeon is manager of the Journal-Bulletin's Grenville news bureau and has followed the move to the new campus since the land was first given to Bryant.
Charles B. Cornelius—Luigi A. Libbuti

Doctor of Science in Business Administration

CHARLES BOYER CORNELIUS, banker, civic leader, humanitarian, for nineteen years the priceless value of your sound advice, vast experience, and total dedication were placed at the service of Bryant College. From your first election to the Board of Trustees in 1955, your progressive yet prudent counsel has been of invaluable assistance in bringing this College to a position of leadership in the field of business administration. Your residence at the University of Missouri and the Harvard Business School, along with long years as a specialist in the fields of trusts and investments, have contributed immeasurably to the legacy of leadership you have so generously bestowed upon us. During the particularly complicated and difficult period of planning, financing, and constructing this beautiful campus, it was your advice and steady hand as Chairman of the Board from 1969 to 1971 which did so much to make the dream of a new Bryant in Smithfield a reality. Upon your retirement from the Board, you were elected Chairman Emeritus. You are the epitome of the perfect gentleman, considerate, kind, and gracious. In recognition of the great debt we owe you, Bryant College is pleased to confer upon you the degree of Doctor of Science in Business Administration, honoris causa, together with all its rights and privileges, and to cause you to be invested with the hood of the College.

Bachelor of Science in Construction Supervision

LUIGI ALBERT LIBUTTI, builder, craftsman, and co-worker, you are that rare combination of both steel and velvet, stern when sternness is necessary, persuasive when persuasion is called for, but above all, superbly competent and deeply sensitive to the realities of human nature. Without your masterful construction supervision of Bryant College's Unistructure, this magnificent educational edifice could never have been occupied in September of 1971, fully six weeks ahead of schedule. The "Circle of Bryant" is to a great extent the result of your diligence, persistence, and determination to accomplish what seemed virtually impossible. Despite the somewhat hard exterior you choose to display on the job, and despite your own statement that "nice guys don't build buildings," we feel that you are truly the exception which proves the rule. Beneath the outer shell exists one of the warmest, kindest, and most gracious men a person could meet. You are a loving husband, a devoted father, and a cherished friend. We at Bryant have come not only to respect and admire you, but to hold you in affection and esteem. Even though you will move on to other projects, we wish to make certain that we shall never lose you, for we have determined to make you one of our own. Bryant College is delighted to confer upon you the degree of Bachelor of Science in Construction Supervision, honoris causa, together with all its rights and privileges.

The above presentation will be a private ceremony held in the conference room at 1:00 p.m. on Saturday, April 29.

Alumni House to Open Today

In addition to the dedicatory activities of Bryant's new campus, the Bryant College Alumni Association will be host to Alumni of the College in the Alumni Center.

The Bryant Alumni Center is housed in one of the oldest houses still standing in northern Rhode Island, the Captain Joseph Mowry House, built in 1708. Preliminary renovations have provided a conference-style meeting room, a tavern-style lounge, a galley kitchen, two smaller meeting rooms, and a card room.

The great, great, great grand-daughter of Captain Mowry, Mrs. Nellie Mowry Coleman of Smithfield, has been invited to the open house. Her daughter, Joan Coleman Stefanik of Canton, Conn., is a Bryant alumna and is married to Paul Stefanik, also a Bryant grad.

Bryant alumni made the renovation of this historic house their project and goal of last year's Alumni Annual Fund.

The colonial atmosphere has been retained and several pieces of furniture and furnishings pertaining to the history of Bryant will be displayed in the House.

Bryant Symposium Speakers

JOHN D. HOSTUTLER, General Manager of Industrial Management, Council of Rochester, New York. Mr. Hostutler served more than 15 years in personnel and public relations with General Motors Corporation. The Industrial Management Council is a local, non-profit employer service organization comprised of 94 diversified industries, employing 111,600 employees. Mr. Hostutler is a member of the Board of Trustees of Rochester Institute of Technology and many other civic organizations. A 1950 business graduate of Ohio University, he has been cited by their Alumni Association and honored as a national director of this group.

LUIGI ALBERT LIBUTTI

BRYANT STUDENTS

John D. Hostutler, Keynote Speaker

FREDERICK A. EKEBLAD, Dean, College of Business Administration, University of Bridgeport. A graduate of Brown University, Dr. Ekeblad received his advanced degree from this institution and earned his doctorate at Northwestern University. As instructor and later Professor in these institutions and the University of Connecticut, he also served as an accountant and business researcher. Author, lecturer and

Continued on Page 8
How to build a college

THE NEW HOME of Bryant College contains sufficient pipe for drainage and water services to extend from Providence to New Bedford and still have enough left over to provide pipe for several moderate-sized homes there.

A network of about 30 miles of pipe has been used in the construction of the campus—one of the many categories of materials measured not in feet or pounds, but in thousands of tons, miles or acres.

For example, the sloping, tinted walls of the domed "unistructure" enclose about 26,000 square feet, about six-tenths of an acre.

A total of 1,350 tons of steel, mostly in girders all cut at the same time to prevent construction delays, are holding up the campus structures, with some 400 tons of reinforcing bars.

The steel is reinforcing about 7,500 cubic yards of concrete poured by the contractors.

Students and visitors are marching around on more than 36,000 square yards, almost eight acres, of carpeting in the dormitories and unistructure.

The electrical system, tied together with almost 19 miles of wire, has some 2,500 electrical outlets and 2,000 light switches. The college's electricity consumption is equivalent to that used by more than 300 private homes.

Some 1,150 cubic yards of soil, topsoil and compacted fill were used in the construction of the unistructure alone.

The unistructure also required 115,000 standard face bricks, backed up by 12,000 common bricks, with 50,000 radius bricks for the circular corners of the structure.

The contractor provided 197,000 cinder blocks of various sizes for the interior walls of the main building alone.

The finished buildings comprise 443,500 square feet of floor space, just over 10 acres, with 202,300 square feet in the 13, four-story dormitories, 80,000 square feet in academic areas and 38,000 square feet in the 100,000-volume capacity library.

The academic facilities comprise 55 classrooms, with science labs and special rooms for typing, business machines and other equipment, two lecture halls seating 100 persons each, a 500-seat auditorium and faculty offices for 88.

The student union wing has kitchen and dining room facilities for 800, a snack bar for 300, a faculty dining room for 250, indoor pool, game rooms, meeting rooms and a studio for student-operated radio and television.

The separate gymnasium building provides seating for 2,700 spectators, in addition to physical education classrooms, athletic program offices and exercise rooms.
Dedication Weekend Schedule

Friday Evening, April 28
7:00 p.m. to 9:00 p.m.
RECEPTION AND DINNER FOR PARENTS OF STUDENTS, Main Dining Room, followed by entertainment in the College Auditorium.

Saturday Morning, April 29
5:00 a.m.
REGISTRATION FOR SYMPOSIUM
10:00 a.m. to 12 noon
SYMPOSIUM, "EDUCATION FOR BUSINESS LEADERSHIP", in the College Auditorium: Four Distingushed Panelists.
LUNCHEON in Main Dining Room.
All Day
ALUMNI REUNION, all day in newly reconstructed Alumni Center, the Captains Joseph Money House built in 1708.

Saturday Afternoon, April 29
1:30 p.m.
ROBINING in Rooms 358, 359, and 360 (Upper level of Main Structure)

ACADEMIC PROCESSION -- Academic Wing to Rotunda.

DEDICATION AND CONVOCATION. Presentation of Keys to New Campus, Conferring of Honorary Degrees, in Koffler Rotunda.

RECEPTION in Main Dining Room, immediately following the Convocation.

Saturday Evening, April 29
6:00 p.m.
ALUMNI RECEPTION, College Lounge

ALUMNI DINNER-DANCE, Main Dining Room

7:30 p.m.
CATHOLIC MASS, conducted by Bishop Girardin, in Rotunda

EUCHARISTICAL SERVICE for all faiths, in Rotunda

DEDICATION OPEN HOUSE, open to the public. Guided Tours by students of the entire campus.

OVERNIGHT ACCOMMODATIONS IN CLOSE PROXIMITY TO BRYANT COLLEGE
SMITHEFIELD, R.I.

OVERNIGHT ACCOMMODATIONS LOCATED ON MAP

A. ALPINE MOTEL, Douglas Ave, Smithfield, R.I.
   Slide Show, R.I.
   16 Units - 30 miles
   B. BOWERS MOTEL, 1600 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   17 Units - 30 miles
   C. CLOVER LADY, Washington Highway, Lincoln, R.I.
   Slide Show, R.I.
   12 Units - 30 miles
   D. COUNTRY SQCOPE MOTEL, Edic Drive Highway, North Smithfield, R.I.
   Slide Show, R.I.
   14 Units - 30 miles
   E. DUPLIN'S HOUSE, 1015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   15 Units - 30 miles
   F. MONOSECCT MOTEL, 1000 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   40 Units - 30 miles
   G. BAKER MOTEL, 2041 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   15 Units - 30 miles
   H. SKYVIEW MOTEL, 7500 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   28 Units - 30 miles

ACCOMMODATIONS NOT INCLUDED ON MAP

A. DEDICATION, Part of the Presidential Processional Avenue.
   In Close Proximity to the Rotunda.

B. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

C. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

D. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

E. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

F. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

G. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

H. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

I. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

J. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

K. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

L. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

M. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

N. BRYANT HOUSE, University Ave.
   Slide Show, R.I.
   10 Units - 30 miles

OVERNIGHT ACCOMMODATIONS LOCATED ON MAP

A. COLONIAL MOTOR INN, 2000 Hartford Ave, Johnston, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   B. HAMPTON INN, 1500 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   17 Units - 30 miles
   C. GOLDEN GATE MOTEL, 1000 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   D. HILL VIEW MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   E. MAPLE GROVE MOTEL, 2000 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   50 Units - 30 miles
   F. WOODS CTGRY MOTEL, 1000 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   40 Units - 30 miles
   G. LAKEVIEW MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   H. MAPLE GROVE MOTEL, 2000 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   50 Units - 30 miles
   I. WOODS CTGRY MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   J. LAKEVIEW MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   K. LAKEVIEW MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   L. LAKEVIEW MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   M. LAKEVIEW MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   N. LAKEVIEW MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles
   O. LAKEVIEW MOTEL, 2015 Hope Ave, Smithfield, R.I.
   Slide Show, R.I.
   35 Units - 30 miles

Symposium Speakers

Consultant, Dean Ekeblad brings a wealth of economic and statistical knowledge to this Symposium.

Frederick A. Ekeblad
ALBERT J. KELLEY
Dean of the School of Management at Boston College. A graduate of the U. S. Naval Academy, Dr. Kelley completed his graduate work in electronics and aeronautics at M. I. T. Prior to assuming his position with Boston College, he was Deputy Director of the National Aeronautics and Space Administration (NASA) Electronics Research Center, Cambridge Massachusetts. He has been awarded the NASA Exceptional Service Medal. He serves as Chairman of the Board of Economic Advisors for Massachusetts.

George F. Lombard
RICHARD R. WEEKS
Dean of the College of Business Administration, University of Rhode Island. A graduate of the University of Illinois, Dr. Weeks received his advanced degrees from Washington University. At Oklahoma State University he became Professor of Marketing and Director of the M.B.A. Program. At Roosevelt University he served as Dean of the College of Business Administration. A former Captain in the U.S. Air Force, he has also had business and professional experience. An author, he has published widely in his field.

Richard R. Weeks
RICHARD R. WEEKS
Dean of the College of Business Administration, University of Rhode Island. A graduate of the University of Illinois, Dr. Weeks received his advanced degrees from Washington University. At Oklahoma State University he became Professor of Marketing and Director of the M.B.A. Program. At Roosevelt University he served as Dean of the College of Business Administration. A former Captain in the U.S. Air Force, he has also had business and professional experience. An author, he has published widely in his field.

GEOFFREY F. LOMBARD, Louis E. Kirstein Professor of Human Relations and Senior Associate Dean for Educational Affairs at Harvard Business School. Dr. Lombard received his undergraduate and graduate degrees at Harvard. He has served as Consultant to the National Research Council on Work in Industry and on Human Relations for the Office of Naval Research. Author of several books and contributed many articles.

DEDICATION ISSUE STAFF: ROBERT GARBOLL, ANNE COE, STEWART COHEN, RICHARD BRILLIARD, MARIE McFARLAND, MICHAEL MELNARZEM, ANDREW PATEY, MARIA PHILLIPS, ROBERT RHAULT, STEVEN SIDORUK, AND JAMES WOOD.