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THE NEWS BULLETIN

VOL. 22 NO. 9

April 8, 1991

SALVE REGINA COLLEGE

Sisters of Mercy, Civic Officials and Local Residents Enjoy Previews of New Library



Sister Sheila Megley, Provost, and Richard Kuehl (right), Vice President, Robinson Green Beretta, architect of the new Library, welcome Frank Winnert, Executive Director of the Preservation Society of Newport County, to a preview tour of the completed building.

The Sisters of Mercy from throughout Rhode Island, civic officials from Aquidneck Island, and residents of Newport County were treated to previews of the new College Library this past month.

Each of these groups was invited to a preliminary preview of one of the most advanced learning resources in the state, witnessing the culmination of the hopes and dreams of the College community. Invited guests were escorted by Sigma Phi Sigma members for a tour of the Library's four levels.

Representatives from major corporations, banks and civic committees remarked on the natural lighting afforded in the new structure and the beauty of furnishings which create a sense of openness throughout. Custom designed tables provide ample room to allow the use of all neces-

sary study materials. Special study chairs welcome the user to sit for an extended period of time in comfort. All the furnishings complement the Library's spacious and inviting design.

Guests marveled at the telecommunication network throughout the Library, affording access to information from outside the College. Participating institutions, public television stations and other commercial groups will be able to transmit a myriad of information with the aid of a growing network of telecommunication technology.

Visitors to the new Library were equally impressed by the audio-visual areas, complete with monitors and ten listening areas. It was apparent to all that the Library is the product of years of planning for use today and in the future.



Management Skills to Live By

Ethical business? Can these two words exist in the same sentence? In the Salve Regina Management Department they can. Students master necessary business survival skills, yet also learn how to retain their own ethical standards in today's competitive business atmosphere. Through courses such as Christian Ethics and Corporate Policy, these objectives are achieved.

So often you hear that the "bottom line" is the be-all and end-all of business policy. According to Management Department Chair Roger Smith, however, "Students have to understand that people are the most important ingredient in any business or management endeavor." Courses such as Interpersonal Skills in Management and Management of Human

Resources support his statements.

And how about management and business to benefit others? Aren't businesses only concerned with themselves? Again, not at Salve Regina. "The department hopes to make all our students realize that we need to be productive in our lives, but we also need to provide service to each other and service to the community. In fact, that's what management really does — it provides service to others through products or services," noted Mr. Smith.

With close to 200 students concentrating in management and course offerings expanded from 27 to 43 classes, the department has been sprinting ahead since its inception in
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Expanding Horizons in the Community: Salve Regina Teaches Computer Skills That Last a Lifetime



David Kelly (left), Coordinator of the Salve Regina Community Outreach Program, trains firefighter George Botelho on computer equipment loaned by the College to the Newport Fire Department to streamline their systems.

Give a man a fish and he will eat for a day; teach a man to fish and he will eat for a lifetime. Salve Regina College, heeding that sage Chinese proverb, is donating valuable time and skills to serve the greater community in a project entitled "The Community Outreach Program." The main thrust of the program, according to Coordinator David Kelly '90, is to educate local non-profit organizations in computer technology and to use our knowledge and expertise to help them become more efficient, particularly in administrative areas.

Sheila Megley, Provost, initiated the community outreach program, then designated David as the staff person to spearhead the project. Working with IBM of Providence,

R.I. to obtain an equipment grant, the Provost arranged for the installation and delivery of four computers and four printers to the Martin Luther King Center, David's first venture in the outreach project. David would provide all the technical training for the staff, including training in spreadsheets, word-processing and databases.

Technical jargon — even the word "computer" — often strikes panic into the hearts of the very stalwart. Fear, often, is the biggest obstacle David encounters. Once people overcome their initial trepidation, however, they move quickly in applying new skills. "The most important thing that I've shown Marcia Farrar, (executive director of the Martin
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Institutional Advancement: Cultivating Relationships



President Lucille McKillop (center), hears good news about the capital campaign from Sister Therese Antone, Vice President/Institutional Advancement and Michael Semenza, Associate Vice President of Development.

"People give to people," emphasized Sister Therese Antone, Ed.D., as she explained her own view of what makes fundraising work and how she cultivates relationships with corporate presidents and community leaders on behalf of Salve Regina.

As Vice President for Institutional Advancement, Sister Therese thinks constantly about enhancing the College's resources in every aspect, whether it is finances, personnel or image. In addition to the supervision of Alumni/Parent Activities, Development and Public Information, Sister Therese is responsible for maintaining relationships with the corporate world, financial institutions and individuals — relationships that enhance Salve Regina in every way, not just financially. For instance, a relationship with a company may lead to a job offer to a Salve Regina graduate or a request for consulting services from the faculty.

A 1962 graduate of Salve Regina, Sister Therese joined the administration in 1976 when President Lucille McKillop asked her to build a Development Program. As a Sister of Mercy and with feelings of gratitude for her own education, Sister Therese was eager to make others aware of the quality education offered by the College. Because Salve Regina's alumni body was still small and young, it was "absolutely imperative" to develop individual and corporate friendships to meet the needs of a growing institution, reasoned Sister Therese. As a result of this strategy, Salve Regina receives a higher percentage of support from corporations, foundations and individuals than other institutions of a similar size.

Sister Therese likens institutional advancement to seed planting. "There is a period of time that you don't see any results from the seed planting, and then there comes a time when growth and development are visible. Things do not happen quickly — you have to be patient and attentive to details," explained Sister Therese. She points out that her own style of seed planting is to be as spontaneous and natural as possible in developing relationships. Focusing on a people-to-people approach, she introduces community leaders to the faculty and administrators of the Col-

lege. "I've tried to make the College very, very real to those who have had little contact with the College community."

The success of this personal approach is evidenced by the capital campaign which has raised 80% of its goal in 60% of the time — \$4 million was raised in three years of a \$5 million, 5-year campaign. The present Development emphasis on building up the scholarship fund will expand to obtain endowments for the new library. Following the library endowment program there will be a focus on deferred giving. "A gift of a \$100,000 insurance policy is an easy way for a young person to make a substantial contribution to the College," stated Sister Therese, adding, "It is a good way to build an endowed scholarship fund."

The Development Office plays an important role in obtaining grants for the College. Grant applications from all departments are submitted through the Office which researches foundations and provides technical assistance. Once a grant proposal is drafted, Carol Benjamin, Associate Director of Development, prepares the application to meet required specifications. Knowing that her work makes a difference gives Mrs. Benjamin satisfaction and she notes, "Winning a grant award is exciting!"

Accountability through proper recording and acknowledgement is essential for all gifts. Expressing pride in the recording systems which have been custom-designed by department personnel to match department needs, Mrs. Benjamin likes to call Development the "small shop with a big brain." All contributors are recognized in the Annual Report which spotlights the year's achievements at the College.

Michael Semenza, Associate Vice President of Development, believes that an essential key to success in fundraising is asking for what you need and the more personal that request the better. "You can't get what you don't ask for," Mr. Semenza points out. Some ways of asking are more powerful than others. According to Mr. Semenza, a letter, the most common technique, is also the least effective. A letter followed by a phone call adds strength

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First Annual Theatre Department Convocation Set for May 4

The Salve Regina College Theatre Department will conduct their First Annual Theatre Convocation May 4 in Ochre Court. The convocation will honor three people who have had successful careers in theatre arts, theatre education, television and media.

The award recipients, Leonidas A. Nickole, Mari-Lyn Henry and Ellen Stewart, have served as models for young people pursuing careers in those areas, according to Dr. Bernard Masterson, Chair of the College Theatre Department. They have also dedicated their careers to direct involvement with young people aspiring to work in theatre.

Leonidas Nickole, Professor of Theatre Arts at Emerson College, is scheduled to receive the award for excellence in theatre education. Mr. Nickole's noteworthy career in the performing arts has included the establishment and management of several theatres throughout the country. Since 1951, Mr. Nickole has directed over 100 productions for community, college and children's theatres.

Mari-Lyn Henry, East Coast Director of Casting for ABC Entertainment, will receive an award for her work in film and television. Ms. Henry is responsible for East Coast casting supervision of all prime time

series, pilots, mini-series and daytime dramas. An accomplished actress in her own right, Ms. Henry has conducted seminars and workshops on the acting business and has addressed aspiring actors at colleges throughout the country.

Receiving the excellence in theatre arts award is Ellen Stewart, one of the founders of Off-Broadway and founder of La MaMa, E.T.C., an experimental theatre cafe in New York City. Ms. Stewart recently purchased property in the Italian village of Santa Maria Regina where she plans to build La Badia, a performing arts center which will include a natural amphitheater. This endeavor, according to Ms. Stewart, is the culmination of a lifelong dream to forge an international artistic community.

These three prestigious artists will receive their awards at the May ceremony in Ochre Court. Following the presentations, senior theatre majors will perform in a cabaret for the award recipients. This production is being directed by Dr. Masterson and choreographed by Miki Ohlsen, artistic director for the Island Moving Company and a part-time dance instructor at the College. Mark Colozzi will direct the music. Attendance at the convocation is by invitation only.



Members of the Salve Regina Accounting Department assist a local resident in completing his tax return. Offered to low-income and elderly persons on Aquidneck Island, the community service will continue on Fridays through April 12.



Brother Robert Daszkiewicz, Assistant Academic Dean, enjoys a conversation with seniors Karleen O'Coin and Martina Ripanti at the Dean's List Dinner held in Ochre Court.

THE NEWS BULLETIN

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People in the News

Dr. Kerry H. Fater, Associate Professor of Nursing, has been officially appointed a site visitor by the National League for Nursing. The League is the nationally recognized association that reviews nursing programs seeking accreditation status. Her appointment will last four years.

Mr. Daniel Ludwig, Assistant Professor of Art, recently exhibited his work in a show entitled "Solo Exhibition" at the Heike Pickett Gallery in Lexington, Kentucky. Throughout the month of April, Mr. Ludwig will exhibit at the DeCordova Museum of Art in Lincoln, Mass. in a show entitled "Boston Printmakers Annual Show." He will also have a solo exhibition at the Cadogan Contemporary Gallery in London, England in June.

Dr. Elaine Mayer, Professor of Anthropology, has been accepted into the University of Pittsburgh's National Endowment for the Humanities Summer Institute on Mesoamerican Civilizations. The purpose of this study, for which only 25 people were chosen, will be to expand courses by enhancing knowledge of pre-Columbian societies. Dr. Mayer was also nominated to "Who's Who in American Education 1992-1993."

Ms. Hillary Nicholson, Instructor of Voice, placed fourth in the National Association of Teachers of Singing (NATS) recent national competition in Little Rock, Ark. Ms. Nicholson had previously won the NATS Artist Award competition in the New England region.

Sister M. Consilii Reynolds, R.S.M., Assistant Professor of History, will serve as a member of the editorial advisory board of Collegiate Press to evaluate the latest edition of "Western Civilization." Two professors from each region of the United States are invited to serve on this board.

Mr. John Rok, Dean of Students and Coordinator of Peace and Justice Education, recently attended a symposium on "A Century of Catholic Social Thought" at Rosemont College near Philadelphia. The symposium concentrated on current and past Catholic social teaching in relation to women's issues, government, minorities, business, workers and economic systems.

Dr. Caroline Salvatore, Associate Professor of Psychology, has written the instructor's manual to accompany the fourth edition of "Beneath the Mask: An Introduction to Theories of Personality." The text discloses that people do not hide behind a mask so much as struggle beneath its weight.

Ms. Lynn Sheedy, Director of Athletics, was recently honored by the National Association of Girls and Women in Sports for her achievements in athletic competition, coaching and administration. She was presented with an Athlete-of-the-Year plaque on National Women in Sports Day and received a proclamation from Gov. Bruce Sundlun.

Dr. Victor Lux Tonn, Chair of the Economics Department, will present a paper April 10-12 in Pittsburgh, Pa. Entitled "A System of Strategic Convergence: An Iching's Approach," the paper develops a theory of global management and has been nominated for the Robert W. Pearson Award.

Dr. Lois Wims, Assistant Professor of Administration of Justice, **Mr. Vincent Petrarca**, Instructor of Administration of Justice, and **Ms. Christine O'Connor**, Residence Hall Staff, attended a conference on date and acquaintance rape and the college communities. Dr. Wims recently attended a Child Abuse Workshop and the Harvard Medical School's conference on "Treating the Addictions" in Boston. In addition, Dr. Wims has been invited to speak at two conferences. She will give the keynote address for the Massachusetts Catholic Women's Association Conference. She will also lecture to the Johnson and Wales University Campus Security Staff on the subject of crisis intervention.

Sister Arlene Woods, R.S.M., Associate Professor of Art, will conduct a five-week painting seminar this month for the newly-opened Middletown Senior Citizens Center. Sister Arlene plans to concentrate on color mixing and painting as a relaxing pastime.



A pair of students exchange views as they stroll through the recent juried student art exhibition at McKillop Gallery.



Assistant Men's Basketball Coach Mick Klitzner presents freshman guard Phil Arsenault with the Rookie of the Year Award during the Winter Sports Awards ceremony as Coach Mike Raffa (at microphone) looks on.

SRC Athletic Director Receives Rhode Island Women First Honor



Athletic Director Lynn Sheedy has earned yet another accolade for her prominence in Rhode Island intercollegiate athletics. Lynn joins eight other women as a recipient of the 1991 Rhode Island Women First honor. This annual event is held in

observance of National Women's History Month.

At a March 15 State House ceremony, Secretary of State Kathleen Connell honored Lynn for being the first woman named to the Providence College Hall of Fame and the first woman named athletic director for men's and women's intercollegiate programs in Rhode Island.

Lynn is President of the Rhode Island Association of Intercollegiate Athletics for Women and Assistant Commissioner of the Commonwealth Coast Conference.

Sharing the spotlight with Lynn is graduate student Ann C. Assumpico of Warwick, a full-time police officer in Coventry for the past six years and the first woman to compete in the Rhode Island Police Olympics. Ann won a gold medal in the karate division. She is pursuing a master's degree in administration of justice at Salve Regina.

Community Outreach

(continued from page 1)

Luther King Center) is that computers are nothing to be afraid of and that with time and patience, she'll figure it out. She did, and now she loves it."

She's not the only one who loves her work. David loves what he does as well. "I enjoy teaching people and being in a position where I can help them overcome their fear. I love showing someone something that they do not know and seeing their face light up." He has other opportunities to utilize his knowledge to help others; with the Martin Luther King Center project completed, plans are in the works to assist Newport County Catholic Regional School and the Church Community Housing Co. which runs an emergency shelter in Washington Square.

David also continues to support a community-based Newport Fire Department project. At their request, Salve Regina lent several computers to the department to help them in their modernization efforts. In addition to an immediate computer orientation, the College provided

ongoing training for fire department personnel. As firefighters raise questions, David and the computer lab staff are available to assist them. Thirty-five firefighters have completed computer training sessions at the College, and the department attended a specially-designed workshop on fire science software this summer at the computer lab. Fire Department Chief Garrett Sullivan has only high praises for the College's Community Outreach: "It's an excellent program; it has helped us tremendously. When we didn't have the money or the expertise, the program helped us become progressive and up-to-date."

The program is truly a community outreach — the College has reached out and shared its resources with several local organizations. And David feels strongly about it: "It's important for us to have a community outreach program. It's equally important to show we care, that we're here to stay and that we want to work with them, and this is a way that we can do so."

Institutional Advancement

(continued from page 2)

to the request, and a personal visit is the most persuasive approach. "We have moved our contributors up a rung on this request ladder with impressive results," noted Mr. Semenza.

What spurs contributors to give beyond what is asked and to become promoters of the College in their own spheres of influence?

Peter Rector, President of Newport Creamery, had this to say about why his company contributes to Salve Regina College, "Salve Regina is an excellent school and a great asset to the community. With Newport Creamery being a part of the same community it's kind of like apple pie and ice cream. Salve Regina is a good citizen as well as an educational institution. Salve has never turned its back on any willing student. I like that!"

The Bank of Newport's CEO, Peter Damon, explained that a contributions committee, guided by a budget and an internal ranking system, considers numerous requests from Newport County organizations. Mr. Damon attested, "Salve's contributions to the community are well known — its economic impact and, as a by-product of education, its preservation of cultural buildings and stabilization of an historic area. Salve offers education of a high level essential to the future of the state." Mr. Damon agreed that supporting Salve Regina is an investment in people and summed up, "An investment in the community economic base is an investment in ourselves."

Parent Don Staff has two sons and a daughter now at Salve Regina. Many parents would consider the tuition payments contribution enough to a college, but Mr. Staff doesn't see it that way. "I've seen direct benefits to my children from the education there, and I see a need for a continuation of what they received. I feel fortunate that I am able to share so that future children can receive similar benefits." Active in fundraising in the New Jersey area, Mr. Staff enjoys promoting Salve Regina to other parents, urging them to have a stake in the future of the College.

According to Sister Therese, the spirit of generosity is alive and thriving. "It's a wonderful experience to see that there are so many generous people in the world. It helps to sustain my trust in people. It's rewarding to know you can help an individual student, a department, or help build a library — to help make a dream come true."



Students Together for Alumni Relations Today (START) President Rob Sameth with other START members, students, faculty and staff spent an evening writing letters of support to the troops serving in Desert Storm.

Parent Weekend is Fast Approaching!

Everyone's excited about this year's . . . PARENT WEEKEND! The weekend is scheduled for April 26-28, so mark your calendars and plan to attend!

PARENT WEEKEND '91 highlights include sporting events, exhibits, Honors Convocation, Sigma Phi Sigma Induction and lots more!

Come welcome Salve Regina parents and enjoy the weekend.

For more information, please contact Kelli Squatrito, Special Projects Coordinator, in the Development Office at extension 2148.

To the College Community:

Thank you so much for the clothing, blankets and other supplies you generously donated on behalf of the Romanian orphans featured on 20/20. The amount and quality of your gifts was wonderful! We sent 17 large green bags into storage for ultimate shipment to Romania.

Sincerely,
Barbara Burrell
Freedom for Romania
Foundation



Choir members blend their voices in Celtic harmony while performing at the Irish Concert in Ochre Court during Irish Heritage Month (March), an annual celebration in Newport.

Antigone to be Staged at Megley Theatre this Month

Tickets are selling fast for the College Theatre Company's production of "Antigone." The Theatre Department's 51st production is set to be staged at Megley Theatre April 12-14 and 19-21.

Directed by Pat Tulli-Hawkrige, this play is a modern adaptation of "Antigone."

Lead cast members include Kim Diomede as Antigone, Alison Papandrea as the nurse, Jodie Rufty as Ismene, Jim Douglass as Haemon and Paul Diomede as

Creon. Other actors for this production include Heather Baker, Cindi K. Doherty, Katy Winn, Robin Fortin, Amy Stott, Myles Byrne, Paula Merlino, Joe Nole, Chris Smith, Kate McCarthy and Deirdre Cotter.

Tickets cost \$7 and are available Monday through Saturday at the Theatre Box Office from noon to 6 p.m. or by calling extension 2250. Friday and Saturday night performances both weeks will begin at 8 p.m. Sunday matinees will start promptly at 3 p.m.

Management

(continued from page 1)

the early 1970s. Beginning as a general management program, it has been advancing steadily. Students can obtain a degree in Management with a concentration in Financial Management, Human Resource Management, Marketing Management or Health Services Administration, all fields with excellent career potential. Mr. Smith also mentioned that the College is preparing for the addition of a fifth concentration in Operations Management. Salve Regina currently has two courses available in that field.

Marketing Management, the newest direction the department has taken, has produced several innovative and fast-paced courses: Consumer Behavior, International Marketing, and Advertising. Consumer Behavior, a course introduced in 1988, reveals the psychology of an individual in the buying process. Asking questions such as "How do consumers know they have a need?" and "What process do people go through in making a purchase?", the course introduces students to all the intricate aspects of buying behavior, including such questions as why a customer buys certain products, as well as why people choose specific stores.

"The International Marketing course," according to Roger Smith, "is a course that recognizes that we truly live in a global society." The course asserts that we live in a world marketplace divided into a number of market segments, such as Europe, Latin America and North America. A world outlook is therefore encouraged in students rather than the prevalent ethnocentric attitude found in a number of American businesses today. This attitude makes smart business sense — firms should market their product or service to the largest market possible, and not just assume that only Americans will purchase and use their product.

Management skills don't exist in a vacuum. They apply to many areas of our lives including our constant interpersonal and professional exchanges. "Good management skills are essential to success in any endeavor," said Mr. Smith. Management encompasses a vast array of skills and careers; students concentrating in Social Work, Health Services Administration, Nursing, Administration of Justice and any other field could benefit from management courses, because fundamentally, it all boils down to managing people or resources. "Every area of endeavor requires management," continued Mr. Smith, "even if it's just managing yourself to be better." And isn't that just a businesslike way of saying "Be your best self?"

Class Agent Selection

The Alumni Relations Office is preparing to select class agents from the class of 1991. Class agents help the Alumni Office to keep in touch with graduates from their class by acting as a liaison to the College. They assist in the planning of area events as well as class reunions. All those who are interested in being a class agent, please contact Rob Walsh in the Alumni Relations Office at ext. 2152.



Betsy Burrell, senior English major, presents her thesis on Gabriel Garcia Marquez's *Love in the Time of Cholera*.