

Why all the happy faces?
Check out the Top 10 list
on page 3



News for college-bound students and their families

Summer 2006

The Bentley Buzz

Fly with the Falcons:

Bentley Athletics Soar

Athletics are a big part of campus life throughout the year at Bentley. Whatever your interest, there are many opportunities to get involved. The college's 23 varsity sports teams consistently prove themselves to be contenders season after season, and students can participate in a wide variety of intramural sports teams that continue to grow in size each year.

This fall, Bentley awaits an exciting varsity sports season. The football team welcomes back a number of strong players and starts the season off in great shape after one of the best recruiting seasons ever.

The field hockey team looks forward to the return of two All-Americans this fall, as well as other talented seniors who helped the team reach the NCAA Regionals last year. Bentley also attracts star players for our other fall sports, including volleyball, soccer, cross country, and track. And each fall, Bentley celebrates its team spirit by coming out to support the Falcons during Homecoming. The weekend includes a highly anticipated football game, a parade of floats, the crowning of a Homecoming king and queen, and a barbecue that is open to the entire Bentley community.

Students looking to play sports primarily for fun can come out for the Intramural Sports Program. This past year, intramurals saw an all time high in participation, and we expect even larger numbers to join our fall leagues, which include flag football, street hockey, soccer, and ultimate Frisbee, to name a few. Participants score camaraderie, teamwork and new friendships. There are sports and activities for everyone, regardless of ability.

As students return this fall and the class of 2010 joins the campus, they can also look forward to using our new fitness facility in the recently renovated Dana Center. Upgrades include a new two-level fitness center and a food court. The Dana Center project caps a sweeping, multimillion-dollar expansion of the South Campus.

You can learn more about the Falcons online at www.bentley.edu/athletics.



MARKETING FUSION: *Bentley Students Create Buzz for Ford*

At Bentley, students do more than study business theory – they take their newfound knowledge for a test drive. Bentley professors work hand-in-hand with leading companies to bring students into real-world scenarios, helping corporate executives to solve real problems.

This spring, students in our marketing project course [MK411] created an innovative marketing campaign for Ford Motor Company. The challenge was to design and implement a unique plan for Ford's launch of its Fusion automobile.

Bentley started by forming a business team and developing an agency name: Definite Solutions. From there, they selected a president and divided into sub-teams, mimicking departments you would see in many companies: finance, public relations, strategy, market research, event marketing and advertising. Throughout the semester, students worked with other members of Definite Solutions and collaborated with outside organizations including Edventure Partners, JWT Advertising (the world's oldest and fourth largest advertising agency), and a number of New England Ford dealers.

As an agency, students had to define a target market through research, develop a promotional campaign, increase awareness of the Ford Fusion and create a strategy to measure vehicle interaction on campus.

The team received a real budget of \$5,000 and was told to plan media for up to \$1,000,000. Definite Solutions first brainstormed the tagline "It's your life. Choose your speed," then built a campaign from there. Group members planned a series of on-campus events to build awareness of the new Ford Fusion, conducted focus groups, sent out press releases, and offered test drives.

Building buzz for Ford proved a valuable experience for the students, who had the chance to "kick the tires" on their business education through hands-on client interactions. They also left the class with an additional item for their résumé — something to help them stand out when looking for an internship or job after graduation. Talk about building momentum!



Students conduct market research on the new Ford Fusion at one of the many events they planned during the semester.

Modern Languages and Technology Click at the Center for Languages and International Collaboration

In today's marketplace, international collaboration is no longer the exception to the rule, it is the rule. Businesses that hope to compete in the global economy must embrace diverse cultures and languages.

At Bentley, the Center for Languages and International Collaboration (CLIC) heightens students' awareness of other countries and cultures through the use of multimedia materials, state-of-the-art technology, and contact with Bentley peers who come from other countries. The center is a valuable training ground for language students, international studies majors, and others in the campus community who want to broaden their knowledge of global issues.

"CLIC is a very special collaborative lab that possesses a variety of language resources," says Yuan Li, manager of CLIC. "These include interactive multimedia software, a growing DVD and video collection of foreign films and documentaries, traditional textbooks, and dictionaries."

CLIC's Global Theater, featuring seating for 24 students, is designed to support video-and computer-conferencing with faculty and students throughout the world. Two satellite dishes provide international news feeds in real time.

In the lab, students can utilize traditional tutoring rooms or the networked Tandberg Prisma Language System that provides audio and video to desktop PCs and records responses for instructor review. In their dorm rooms or off campus, students can access the online Multilingual Jukebox, which offers an array of streamed audio lessons for oral practice in French, Italian, and Spanish. In addition, CLIC provides a variety of CD-ROM programs for these languages, as well as Chinese and Japanese.

The end result is that students can study modern languages whenever, wherever, and however works best for them. That's perfect synergy in any language!

Double Your Major

Choosing a major from the wide variety of programs Bentley offers can seem overwhelming, but it is an important step in the college experience, and the first towards achieving the end goal — a fulfilling career.

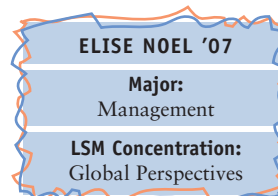
You'll want to choose something that you are good at and enjoy. But, you should also consider a major that will help make your significant investment worthwhile. As you've probably heard, a business degree is valuable no matter what career you choose after graduation, and with a dual degree in business and liberal studies; you can greatly increase your marketability in the job search. For students interested in this breadth of learning, we developed the Liberal Studies Major (LSM).

Introduced last September, the LSM is an optional double major that complements any business major and requires no additional classes. Students add value to their education by adding another area of focus, and add to their business degree by building skills in critical thinking, decision-making and communication.

LSM students choose from several concentrations that include topics such as history, science, world regions and cultures, media arts, psychology and more. This combination of business and liberal studies gives students a broader education than any other degree program. A well-rounded experience and perspective makes Bentley students more attractive to potential employers, and provides a real advantage after graduation.

LSM CONCENTRATION	FOCUSES ON	COURSE SAMPLING
Quantitative Perspectives	Developing skills in critical and analytical thinking that help students make connections between quantitative analysis and multiple disciplines and career fields.	Age of Enlightenment; Business Forecasting; Consumer Product Chemistry; Game Theory; The Mathematics of Computer Graphics
Environmental Risks	The process of assessing risks to the environment posed by the actions of humans and the dynamics of nature.	Continuous Probability for Risk Management; Environmental Economics; Environmental Ethics; Green Biology: Ecological and Botanical Connections; Natural Disasters
American Perspectives	Major themes in U.S. history and culture, such as "the American Dream," "liberty and the pursuit of happiness," and the "melting pot."	African American Women Writers; American Public Policy; History of American Technology; Lewis and Clark: Scientific Contributions; Media, Culture and Society
Ethics and Social Responsibility	Understanding issues of consequence in the worlds of business and life.	Global Issues and Interdependence; Literature of the Holocaust; Race and the Law; Sociology of the Edge; Women, Work and Family in European Perspective
Global Perspectives	The world's many regions and cultures, with their respective differences in thinking, communicating, governing and conducting business.	English Origin of American Law; Global Climate Change; Intercultural Communication; International Marketing; The Making of our Contemporary World; World Order: Crisis Management and Conflict Resolution
Imagination and the Human Experience	How personal and cultural identity is created and shaped through stories told, theories developed, and history written.	Arts and Society; Gender Issues and Philosophy; Images of the Hero; Psychology of the Self; Self and Society
Media Arts and Society	Modern media and media technology, and encourages creative thinking through media.	American Icons; Digital Photography; Introduction to Video Production; Media and Politics; Web Design

Elise Noel and Michael Ginzburg are among the many students who have elected the double major since it launched.



ELISE NOEL '07

Major:
Management

LSM Concentration:
Global Perspectives

As part of her LSM program in Global Perspectives, Noel has taken classes such as Comparative Government (which examines and compares governments from all over the world), Spanish, Italian, Race in South Africa, and the European Union. Students who choose this concentration are required to take part in a Bentley study abroad program. Noel chose to spend a semester studying in Florence, Italy.

Why the LSM? "Through the LSM program, I have the opportunity to gain more depth in subject matter, and develop a more customized class schedule. I meet with an adviser to go over the classes I select, but I have a lot of freedom. In the end, I will tie my learning together in a final project focusing on 'Becoming a Global Citizen.'

The final project is great because we choose what we'll do for it; it can be a paper, but it doesn't have to be. It could be a video, a website, a journal, a scrapbook — whatever I think will best represent my learning."

Why Global Perspectives? "I love looking at different cultures and exploring new countries. My time in Florence was the best experience of my life. This concentration is preparing me for an increasingly global world."



MICHAEL GINZBURG '07

Major:
Managerial Economics

LSM Concentration:
Imagination and the Human Experience

As part of the Imagination and the Human Experience program, Ginzburg has studied everything from theories of persuasion to Shakespeare. In this particular concentration, students are required to participate in at least one co-curricular experience in the creative arts. Ginzburg contributes to *Piecework*, a student literary journal.

Why the LSM? "I liked the idea of being able to tie all my classes together, such as how my economics course relates to my course in 15th Century History. I wanted to gain a larger set of skills, including writing, and expand upon my general education. The LSM also allows me more freedom to shape my education."

Why Imagination and the Human Experience? "This concentration seemed to offer broad exposure to different classes including philosophy, psychology and literature. I thought it would pair nicely with my business courses. The idea of looking at how stories have shaped our lives also appealed to me."

The Campus Experience: A Grand Design

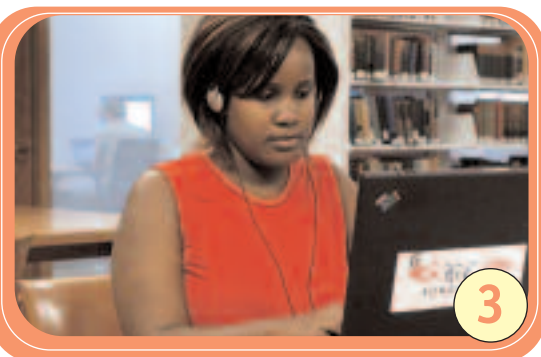
There is a close correlation between quality of life and academic experience. At Bentley, we have continued to grow our campus in an effort to provide the best experience for our students. In spring 2006, a number of Bentley construction projects came to fruition. These campus improvements help to ensure an environment that supports and enhances students' academic achievement and encourages engagement and activity. We have created more places on campus for students to study, exercise, talk and just have fun, helping to ease new students' transition to college. So far, the renovations have been a hit with students, who quickly filled the high-tech group-study rooms, conveniently located cybercafé, and sleek new fitness area.



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1. The Bentley Library features computer stations and state-of-the-art study rooms; 2. The Dana Center is where athletes and other students go to get fit or enjoy a quick meal from Boloco Inspired Burritos or A&W; 3. Bentley students are equipped with the latest in laptop technology through the college's Mobile Computing Program; 4. The cybercafé is a great spot to meet friends or classmates.

Bentley Entrepreneurs Cash In

Student group honored with national awards

The Bentley Entrepreneurship Society (BES) is just four years old, but already flush with success. In October 2005, the student group won two awards for Best Web Site (www.bescomp.org) and Best Marketing Plan, at the Collegiate Entrepreneurs Organization's annual conference in Orlando, Fla. More than 120 colleges and universities vied for the honors, including Cornell, New York University, Notre Dame and Syracuse.

The trip enabled the group to collaborate with similar organizations from around the world and get ideas on how to better promote entrepreneurship at Bentley. BES currently has more than 400 members who have at least one trait in common: a passion for innovation and developing new ideas. Chris Ronzio, chief operating officer of BES, credits the growth of the BES to the fact that "it's being run by business owners and treated like a business."

Ronzio is one of many members who already run successful businesses, some earning over \$200,000 in revenue each year. His start-up, Firewire Films, is a digital video production company that specializes in weddings, corporate videos, music videos, sporting events and commercials. Last spring, Firewire Films produced a new music show on Boston's WB television network.

The backbone of the organization is its guest speakers, workshops and networking sessions. Each semester, BES contacts offer exclusive internships, give tours of their companies, and provide advice to members. Using the group's web site, members can reply in real time for how-to seminars on topics including finding investors, the legalities of owning a business, managing cash flow, and public speaking.

Bethany Fiocchi '07, chief marketing officer for BES, grew up working for small businesses in Plymouth, Mass., and knows she'll be her own boss one day.

"I learned quickly, had input into activities, and interacted daily with the owners," says Fiocchi, who has also worked for large companies, including Disney.

Fiocchi spearheaded the winning marketing plan, which featured the BES slogan: "What are you worth?"

"The judges said it was one of the most inclusive plans they'd ever seen," she says. The group has successfully used word-of-mouth marketing and promotional T-shirts and mouse pads to create buzz on campus and boost membership. The BES web site — created by seniors Nicolas Taylor and Dan Theirl — was separately honored for its networking features, easy-to-update member profiles, internship postings, and R.S.V.P. technology.

Preparations are already underway for the next Collegiate Entrepreneurs Organization annual conference. The group plans to showcase site upgrades including a new R.S.V.P. tool, event photo galleries, and an alumni directory.

Top 10 Places on Campus (in no particular order)

1 The Smith Technology Center

A focal point for technology at Bentley, the Smith Technology Center is home to the Hughey Center for Financial Services, featuring the financial Trading Room (the largest facility of its kind in higher education); the Design and Usability Center; the Computing and Networking Lab; a distance education classroom; 28 high-tech, interactive classrooms; and 18 group-study rooms and conference rooms.

2 The Cybercafé at the Bentley Library

The newly renovated Bentley Library not only offers students more space for study, group meetings, and research — it also offers an internet café! Students enjoy bagels, sandwiches, salads, soup, fresh muffins, coffee and more while surfing the net, talking with friends, watching the plasma TV screens or simply reading.

3 Green Space

Nestled among the dorms, this oversized lawn is the perfect spot for Frisbee, sunbathing, touch football and people watching on a nice day. You can also find a number of students using the outdoor grills for barbecues. The Green Space is home to a number of on-campus outdoor events in the spring and fall.

4 Backstage

Located in "the Trees," the largest freshman dorm, the Backstage provides a space for events including comedy nights and Karaoke. Pool tables, foosball, air hockey, darts and a free soda bar make it a great place to hang out anytime.

5 Dana Athletic Center

Recently renovated, this facility has taken on a new life. Students can enjoy state-of-the-art exercise equipment in the two-floor, 10,000 square foot fitness facility, a two story dining area and food court, and a fresh façade, entrance and pedestrian plaza.

6 Student Center

The Student Center, offers a number of places for students to unwind. Play pool, foosball, bubble hockey, or video games in the Rec room, where pool players face off for billiard tournaments every semester. At the Tavern, you don't have to be 21 to enjoy the Wednesday, Thursday and Friday night programs, which include Bingo, Karaoke, ice cream socials, movie nights, live bands, and more. Looking for a break? Relax in the Living room.

7 The Athletic Fields

All students — serious athletes or not — enjoy top-notch fields and facilities, including two lighted synthetic fields (one for field hockey/lacrosse and one for football), located on the Lower Campus. They're a hot spot during Falcon home games, and also the site for intramurals.

8 The Bentley Bubble

Home to student organization offices, the Bubble provides services and products to help in the planning, promotion and implementation of organizations and clubs on campus.

9 Top of the Smith stairs at Sundown

Want a great view of the campus and city lights? Head to the top of the stairs at the Smith Center and watch as the day ends and the sun starts to set.

10 Shuttle Stop

There are four shuttle stops on campus and, at any given time, you'll find students lined up to board, day or night. The Bentley Shuttle is free and brings students to Harvard Square, in addition to the Waltham area. From the shuttle, just hop on the "T" and head into Boston, a great place to explore and meet the many other students who call the city home.

SPOTLIGHT: On-Air Office

When you think of business, you may picture offices, suits, and spreadsheets, but the truth is that a business education has many applications. At Bentley, our unique approach to business includes the infusion of liberal arts and hands-on technology, providing students with a springboard to launch them into most any career. Your “office” could be a restaurant, a hotel, a different country, your house, or even a radio station.

Jim Clerkin '00, '01 MBA, uses his Bentley degree as assistant producer of the Kiss 108 (WXKS-FM) *Matty in the Morning* show. Clerkin starts each day bright and early, and by 10:00 in the morning, he's shared his views with 800,000 listeners, not to mention his fellow crew members at Boston's leading FM morning show. “It's like you're just having a conversation with friends,” he says of the on-air banter with host Matt Siegel, news and entertainment director Billy Costa, and producer and traffic reporter Lisa Roach.

Although work is fun for Clerkin, it's also serious business. He is entrusted with the task of holding the program together: keeping commercial breaks, entertainment and traffic reports, contests, the music line-up, and other parts of the show running on schedule. He arrives early to review the show lineup, check the inbox for interesting e-mails to use on air, and get the studio in order. Depending on the day, there could be “big personalities to reel in and keep in line.”

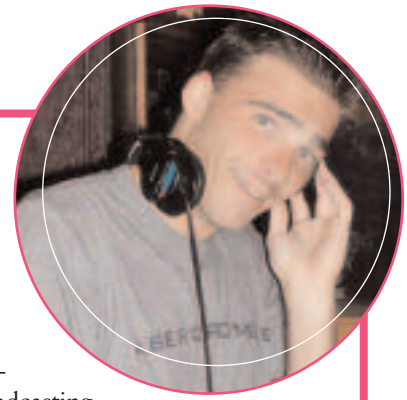
Meeting celebrity guests like Tom Cruise, Jennifer Lopez, Madonna, Tim Robbins and Usher is definitely a nice perk. His favorite guests? “The ones without an attitude,” says Clerkin.

Helping to produce the city's hottest morning show seems to come easily for Clerkin, whose first stint behind the microphone was on the Bentley College radio station, WBTY. That station honored him as DJ of the Year in 2000. An internship at Kiss 108

led to a permanent post as production assistant for the morning show. In 2003, he became assistant producer.

Clerkin lists the must-haves for a job in broadcasting as the ability to think fast, a sense of humor, and an open mind. “You never know what you're walking into,” he says, recalling anecdotes from his personal life that became juicy topics on the airwaves.

“Part of working in radio is ‘getting it,’” he adds. “Early on, I proved that I got it, and that I fit in with the dynamic of the show. No one has more fun than we do in the mornings, and the ratings show that listeners agree.”



Want to learn more about Bentley?

VISIT CAMPUS

The best view of campus is your own. Visit us on the Web or call the Office of Undergraduate Admission to explore opportunities for visiting us, including:

- Information Sessions
- Interviews
- Campus Tours
- Fall Open House for high-school seniors

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GO ONLINE

Visit www.bentley.edu to learn more about academics, high-tech labs, organizations, and more. While you're there, check out ExpectMore... a web site designed to give you — the college-bound student — inside information from the experts. We include tips on:

- The application process (with help from admission staff)
- Financing your education
- Exploring Boston

Plus, we let you hear directly from students about what college is really like!

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