



News for college-bound students and their families

Winter 2006

# The Bentley Buzz

## COMING ATTRACTIONS

### *New Construction and Upgrades for Campus Landmarks*

Readers who have visited Bentley in recent months know that we have been working hard in our continuous effort to create a state-of-the-art environment that will enhance our students' academic and social experience on campus. It is our goal at Bentley to provide students with top-notch facilities that allow them to excel inside and outside the classroom.

Construction of two apartment buildings on Forest Street and the beautification of the LaCava plaza are now complete, while work continues on significant upgrades to the Bentley Library and the Dana Athletic Center.

The \$16.4 million library renovation is scheduled for completion in early spring 2006.

*(continued on page 3)*

## STUDY ABROAD

### *The World is Your Campus*

Each year, hundreds of Bentley students choose to study abroad and gain an international perspective through the college's study abroad programs. With 16 distinct programs including semester-long, summer and short-term options, all Bentley students, from freshmen to seniors, can fit study abroad into their curriculum and experience living and learning in another part of the world. Bentley makes study abroad accessible to every student, regardless of language ability, major or financial aid package.

Knowledge of other cultures is a valuable commodity in today's global society. Pursuing educational experiences in another country demonstrates motivation, a willingness to experience new things and meet new people, and to stretch oneself beyond what is familiar: all of these qualities are appealing to employers.

Students also gain global awareness and independence, and build confidence in their ability to adapt to other cultures and work in a diverse environment. Study abroad students carry these skills with them throughout their careers, and their cultural savvy helps them to stand out in job interviews.

Bentley has partnered with some of the world's most prestigious business and liberal arts institutions to provide students every opportunity to excel, and our list of global partners is constantly expanding. Currently, plans are in the works to offer an additional semester-long program at Universitat Pompeu Fabra in Barcelona, Spain, one of the most academically rigorous universities in the country. Through challenging courses in business and liberal arts (taught in English, Spanish and Catalan) students participating in the program will fully immerse themselves in Spanish university life. Exploration of new program options is also underway in many other areas, including Singapore and the Netherlands.

Students return from their study abroad experience with a better understanding of other cultures, and the ability to better relate to international students attending Bentley. In short, study abroad programs help our students to excel in the business of life. To learn more about study abroad opportunities at Bentley, visit [www.bentley.edu](http://www.bentley.edu).



**Justin Hagert**  
London School of Economics Summer School

"I went to London to meet new people and experience new things. I benefited greatly from my experience, which included challenging coursework and hands-on learning among students from all over the world. I gained the self-confidence and ability to deal with unpredictable situations."

**Victoria Tourangeau**  
Royal Holloway University of London

"I saw study abroad as a great opportunity to experience a new place. I wasn't sure if I would have this opportunity again, and I wanted to take advantage of it. I learned through a different style of teaching and benefited from the diversity of my fellow students. I came back from London feeling more independent and able to think for myself."

**Timothy Hamilton**  
University of Hong Kong

"I wanted to try something completely different and was interested in Asia and that part of the world — that's the reason I chose Hong Kong. While I was overseas, I had the chance to visit a number of other places, including Thailand, Cambodia, Beijing and Shanghai. In addition to the great academic program, I benefited from language courses, including Mandarin."

**Sarah Mills**  
Vienna University of Economics and Business Administration

"It was in my freshman class 'Global Regions' that I decided I would study abroad. I spent a semester overseas in Vienna, but that was just the tip of the iceberg for me. I pursued short-term study abroad in Greece and Turkey, then Egypt and Chile. From each program, I have learned a lot about other cultures and even more about myself."

**Lisa Nau**  
Corvinus University of Budapest

"While I was in Budapest, I realized that study abroad was so much more than an opportunity to visit another country. I met people from different parts of the world, came to appreciate a different lifestyle, and did some serious soul-searching in the process."



Library renovations include additional PCs and e-mail stations.

# Snapshots: Profiles from the Bentley Community

Set foot on our campus and you'll see what a dynamic environment we have at Bentley. Our students, faculty, and staff come together to create a community that is welcoming, supportive and diverse. We recently sat down with three members of the Bentley community to find out how coming here has shaped their lives.

## Carolina Senior: International Intern

Carolina Senior knew she wanted to study business. After visiting Bentley, she was won over by the college's atmosphere, people and curriculum, and impressed by the technology and career preparation offered here.

When Senior decided to pursue an internship, she took advantage of Bentley resources. "Career Services and the 'My Tool Box for Communication' class helped me immensely," notes Senior. "I learned how to improve my résumé, write a persuasive cover letter, and nail my interview." Senior ultimately decided to pursue an internship back home in Venezuela. During her interview with Johnson & Johnson Venezuela, Senior drew from class experiences, providing examples of her ability to work as part of a team.

"I also mentioned my promotional strategy class, where we had to create a marketing plan for a new Pampers product, design a trading booth for a new line of Reebok golf clubs, and analyze the marketing campaign of a product of our choice, in my case the iPod," Senior says. The interviewers, impressed with how Bentley had prepared her, selected Senior for an internship.

While working at Johnson & Johnson Venezuela in the marketing department last summer, Senior developed a new system for compensation and sales quota assignment, which was accepted and implemented. She also brainstormed promotion ideas for the company's popular Neutrogena line.

Senior's internship provided practical experience and offered insight into the operations of a multinational corporation. She came to appreciate the company's commitment to the community, as well as its stimulating workplace and global environment.

After graduation, Senior wants to work at a multinational company like Johnson & Johnson, and is confident that she can achieve this goal.

As she observes: "Bentley has given me great preparation to start making decisions in the real world."

Carolina Senior (right) with Bentley classmates.



## Matt Catanzano: Ready for His Close-Up

Bentley senior Matt Catanzano recently rubbed elbows with A-list stars and moviemakers when he was among 140 students selected to attend the Cannes International Film Festival for the American Pavilion/Kodak Student Filmmaker Program. He was the only U.S. business student to make the cut.

Catanzano came to Bentley in 2002 to pursue a business degree, even though he knew his heart was in filmmaking.

"I have the ambition to be a filmmaker, but I want to be successful too," says Catanzano. While pursuing a degree in marketing, he also took advantage of the college's media studies program, taking classes in video production, screenwriting, design, communication and sound.



Matt Catanzano

Catanzano thanks Liz LeDoux, a member of the Bentley media studies program, for her help getting him into the filmmaker program at Cannes. "This is precisely what Bentley is trying to achieve with the media studies program — to show that there are many avenues in which arts and sciences intersect with the business world," LeDoux notes.

When asked about his experience at Cannes, Catanzano describes it as "one of the best things I've ever done." What next?

"Between my internship and a business degree, I could probably get into one of the studios and work my way up," says Catanzano. "I'd have an income, but I'd also have time to audition on the weekends."

"Acting and filmmaking require learning how to market yourself and your products," notes Catanzano, and that is precisely why he studies marketing at Bentley.

## Professor Barbara Paul-Emile: Called to Inspire

"I consider teaching a sacred calling," says Bentley Professor of English Barbara Paul-Emile. "It's much more than a job." Twenty-five years ago, Paul-Emile's calling brought her to Bentley, where she was impressed by the college's "vitality and energy," and where she saw that she could make a difference.

And, so she has. Paul-Emile was instrumental in developing the Joseph Marr Cronin Student Internship Program, which she continues to lead. Through the program, students offer expertise to local arts organizations.

Paul-Emile also teaches classes in Myth and Folklore, English Romanticism, and Immigrant and Ethnic Literature, among others, and has taken classes on study tours to Jamaica and Greece.

Paul-Emile has found her hard work rewarding, but inner satisfaction is hardly the only measure of her success. She has earned the Adamian Award for Excellence in Teaching, and the Innovation in Teaching Award (three times), as well as having received numerous publication awards. She is the college's first Maurice Goldman Distinguished Professor of Arts and Sciences and, in 1994, the Carnegie Foundation and the Council for Advancement and Support of Education named Paul-Emile Massachusetts Professor of the Year. A scholar and a creative writer, her novel, *Seer*, was nominated for the Pulitzer Prize in 2004. *Dance of Life: Poems for the Spirit* was published in 2005.

"I love what Bentley is about," says Paul-Emile. "I've taught at schools where you feel as though you are not a part of the tradition. Bentley was building a future, and I was part of that future. Bentley was creating its legacy." Now, many years later, she can't believe where Bentley is today. "It's truly an outstanding achievement," she says.



Barbara Paul-Emile

# "2+2=5": Student's Service-Learning Program at Bentley Adds Up

When Scott Morency came to Bentley, he knew that service-learning would be a large part of his experience. Morency was one of four incoming students awarded a service-learning scholarship. Each year, approximately 16 scholarships are awarded to incoming and current Bentley students who are committed to service-learning. The scholarship program helps students to enhance their sense of civic responsibility, maximize their leadership potential and refine their interpersonal skills.



Each semester, as part of the program, 25 Bentley students work with approximately 180 fourth- and fifth-grade students at a number of area schools, as well as children at a local homeless shelter, using team-building exercises to build interpersonal skills. In teaching young students to

value teamwork, Bentley students add dimension to what they are learning in the classroom and enhance their personal and professional development. Volunteering to help with the program also enables participants to become more effective leaders and motivators.

As Morency prepares to graduate, he continues to dedicate much of his time to this program, training others to carry on his mission. He will also present the program to a number of service-learning representatives from other universities who may be interested in bringing his program to their campuses.

As he looks forward to life after college and begins the job search, Morency knows that participating in the service-learning program has greatly improved his prospects. Discussing the 2+2=5 program with potential employers makes it easy for Morency to demonstrate his leadership, entrepreneurial and motivational skills. He has already received positive feedback from interviewers about his dedication to service-learning.

The Bentley Service-Learning Center (BSLC) was recently named one of the 20 best programs in the country for the second successive year by *U.S. News & World Report*. To learn more about service-learning at Bentley, visit the BSLC online at <http://ecampus.bentley.edu/dept/bslcl>.

Morency began his service-learning experience as a project manager for the America Reads program, which features one-on-one tutoring. In his sophomore year, Morency began work on a program he dubbed "2+2=5: The Power of Teamwork," with the goal of teaching young children that people can accomplish more by working together. When asked where the idea came from, Morency says "The idea for 2+2=5 came when I saw a story on the news about two parents fighting at a youth hockey game because their sons were not getting enough playing time."

For Morency, the altercation demonstrated an increased emphasis on individual accomplishment that runs counter to the demand for teamwork seen in the professional world. Elementary education also seemed deficient in teaching interpersonal skills. Notes Morency, "I saw that classes were very good at giving students a basic education and developing hard skills in math, science and social studies."

But he also saw a void — a need to bring interpersonal connection back to education.

## Construction projects

(continued from page 1)

Highlights of the library project include:

- Enclosure of the building's three porches;
- 24 new group study rooms;
- An Einstein Bros. Bagels cybercafé;
- Compact shelving on the lower level to increase book storage potential from 130,000 to 200,000 volumes;
- Technological updates that include 120 PCs (including e-mail stations), high-speed printers, an RFID (radio frequency identification) collection management system; and
- The Vitale, Caturano & Company Art Gallery, which will be prominently situated in the main lobby.



Another major project currently underway is the 30,000 square-foot renovation of the Dana Athletic Center.

The Dana Center project will feature a new dining area and food court.

Highlights of the Dana project include:

- A two-floor, 10,000 square-foot fitness facility, with one floor dedicated to cardiovascular exercise and the other to weight training;
- A new dining area and food court;
- A 1,700 square-foot function suite with catering kitchen; and
- A new façade and entrance, including a pedestrian plaza.

Bentley continues to improve and beautify our environment. Students who step onto our campus next fall will immediately see and experience the benefits of these enhancements.



## Top 10 Events (as selected by Bentley students)

### 1 Breakfast by Moonlight

A huge, all-you-can-eat breakfast, served by faculty members and administrators the night before finals begin — for just 99 cents! What could be better than that?

### 2 Greedy Bingo

Students compete for more than \$10,000 in fabulous prizes in this updated version of the classic game.

### 3 Food Fest

Food from all over the world — representative of the college's diversity — as prepared by some of the best restaurants in Waltham and the greater Boston area.

### 4 Festival of Colors

Bentley international students showcase their talents in this celebration featuring dance, song and the spoken word, as well as an incredible fashion show.

### 5 Midnight Madness

More than 30 men's and women's teams compete for top prizes in this five-on-five basketball tournament. While the teams battle it out on the court, attendees test their skill at making videos, climbing a rock wall, or "jousting" on an inflatable stage, among many other activities.

### 6 Homecoming

This spirited event, a highlight of the fall season, includes football, hockey and volleyball games, as well as a scavenger hunt and the annual Falcon Festival, featuring music, contests, games and food.

### 7 Up 'til Dawn

Students from across the Bentley campus participate in Up 'til Dawn, one of the college's biggest annual fundraisers. Last year, Bentley students, faculty and staff joined forces in a letter-writing campaign and raised more than \$87,000 for St. Jude Children's Research Hospital.

### 8 Career Fair

An opportunity for students to meet representatives from companies located all over the country and to explore career and internship opportunities.

### 9 Spring Day

Spring Day brings students together to celebrate the end of a successful academic year. Featuring a national recording act, a free concert, an all-day BBQ, spirited competitions and cash prizes, Spring Day is not to be missed!

### 10 Alpha Psi Omega Stage Productions

Alpha Psi Omega (APO), a coed drama group, presents plays every fall and spring. Past productions include *The Complete Works of Shakespeare, Abridged*; *You're a Good Man, Charlie Brown*; *Picasso at the Lapin Agile*; and *Singin' in the Rain*.

# Trading Room Brings Wall Street to Waltham

You'd think you were standing on the trading floor of a major Wall Street financial services company, as real-time market information streams across ticker tapes, plasma displays and projection screens.

In fact, you've arrived inside the Trading Room, part of the Hughey Center for Financial Services at Bentley. It is a compelling example of the way Bentley invests in technology to provide real-world applicability to what students learn here. The Trading Room is integrated into dozens of courses in finance, accounting and management, and serves as a focal point for the study of financial markets.

Students use the real-time data and analytical tools to construct portfolios, develop trading strategies, and study risk management. The facility is also home to the Bentley Investment Group, which is responsible for investing a portion of the college's

endowment. All use of the Trading Room must comply with licensing requirements restricting the facility to educational use.

The Trading Room is the largest facility of its kind in higher education, providing financial news and data to students while they work in groups around the 57 dual-monitor workstations or four Bloomberg terminals. The lab provides students with an unrivaled collection of data feeds and software applications, having a combined value of more than \$2 million in annual licensing fees.

"The Trading Room provides the critical link between classroom learning and business practice,"

Bentley students use real-time data and analytical tools in the Trading Room.



says Patrick Gregory, professor of finance and manager of the Hughey Center for Financial Services.

"This investment positions the Trading Room as one of the most powerful investment research facilities in the country," Gregory adds. "Our mission is to support Bentley's educational goals by integrating cutting-edge financial research, innovative classroom pedagogy, and the latest financial technologies."

## 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 this spring, including:

- Information Sessions
- Interviews
- Campus Tours

### WAYS TO REACH US

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### GO ONLINE

Visit [www.bentley.edu](http://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 (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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