



Business Students Gain Real-World Experience Through Work with Local Organizations

Since joining the Colby-Sawyer faculty in January 2006, adjunct instructor John Ferries has developed business classes that use local businesses and organizations as learning laboratories. His students make real presentations to entrepreneurs and administrators and the research and ideas offered by the students has an actual impact on the local community.

"I decided from the beginning that I would incorporate 'real world' projects into each course," says Ferries. "I wanted students to apply the academic concepts they learn into real, practical projects that would benefit local community companies or organizations. I wanted them to experience the challenges, frustrations and the excitement and personal fulfillment of working on projects where the rubber hits the road. I also wanted them to work as teams on these projects, just as they are likely to do after Colby-Sawyer."

In the spring semester of 2006, Ferries' Marketing Research class worked on a major research project for New London Hospital, which had recently changed its management and leadership teams. The class also worked on a community awareness study for Ausbon Sargent Land Preservation Trust, a local non-profit conservation organization.

Last fall, Ferries' Consumer Behavior class took on Jack's Coffee, a local coffee bar and restaurant, as its next project. Ferries found that owner Jack Diemar felt that the college students were a major source of untapped business but he didn't know how to go about marketing to this population.

Three student teams consulted with Diemar and then conducted some research among fellow students about their current coffee and food habits (on and off campus), their perceptions of local restaurants, and their needs. The students' research spawned a broad set of initiatives that Jack's Coffee could consider to increase its student business, both at its restaurant and on the Colby-Sawyer campus.

"I was extremely pleased with the work the class did for Jack's of New London," Diemar concluded. "They had several good ideas that had obviously been carefully researched. They polled many students on campus and were able through their polling to give us some valuable advice. I think this is a great example of business and local community working with a local college."



Jack Diemar (center left) with Colby-Sawyer's Consumer Behavior class.

Exhibition to Feature Emerging Artists of Montreal



The Fine and Performing Arts Department will present "Salon Écarlate, a Collective of 20 Emerging Montreal Artists." The artists seek to expand traditional notions of printmaking by incorporating painting, drawing and new technologies into this once rigidly defined medium.

The show opens on Thursday, Feb. 1, with a festive reception. Refreshments will be served, and the community is cordially invited to attend. Admission is free.

Within the context of this collective, print media becomes a thoroughly contemporary practice, according to Rebekah Tolley, director of the Marian Graves Mugar Gallery, as well as a printmaker and native of Montreal.

"The goal for this exhibition is to bring some Canadian diversity, explains Tolley, who says the artists' ethnic backgrounds range from Greek to Haitian and Canadian. "We also wanted to introduce the contemporary Montreal art scene to Colby-Sawyer. We are so close but yet so very different in styles and culture."

The invited artists include Remi Arora, Kiki Athanassiadis, Shawn Bailey, Nadine Bariteau, Bonnie Baxter, Meredith Carruthers, Marie-Hélène Cauvin, Maria Chronopoulos, Yechel Gagnon, Alison Judd, David Lafrance, Véronique La Perrière, Logan MacDonald, Eric Mathew, Lauren Nurse, Luke Painter, Jerry Ropson, Stephanie Russ, Rob Truskowski and Jennifer Willet.

Classical Guitarist Emanuele Segre to Perform

Italian guitar virtuoso Emanuele Segre will bring fresh and original interpretations of the classical guitar repertoire, which ranges from Bach to modern Catalan composers, to a campus performance.

The concert will take place on Wednesday, Jan. 31, at 7 p.m. in Wheeler Hall at the Ware Campus Center. Admission is free and open to the community.

Segre will also offer a guitar workshop to a limited number of people on Tuesday, Jan. 30, at 4 p.m. Please call 526-3756 to register.

The New York Times recently praised the "subtlety and warmth" of Segre's performances, and *La Repubblica of Bologna* called him "one of the most interesting guitar talents of today."

The performance is funded in its entirety by the Olivetti Series Endowment Fund.



Calendar of Events

Monday, Feb. 5

"Global Warming: Oil vs. Wilderness & Climate Change in the Arctic National Wildlife Refuge (ANWR)"

7 p.m. Clements Hall, Curtis L. Ivey Science Center

Jonathan Waterman's presentation chronicles his expeditions to study climate change in northern Alaska. A *National Geographic* grant recipient, Waterman visited with scientists and Native Americans, and travels throughout the ANWR to document the effects of global warming. Admission is free.

Tuesday, Feb 6

Human Rights and Social Justice Film: "Why We Fight"

7 p.m. in Clements Hall, Ivey Science Center

"Why We Fight," the new film by Eugene Jarecki that won the Grand Jury Prize at the 2005 Sundance Film Festival, is an unflinching look at the American war machine. The film weaves unforgettable personal stories with commentary by military and beltway insiders, including John McCain, William Kristol, Gore Vidal and Richard Perle. Admission is free.

Wednesday, Feb. 28

Aama's Journey: A Pilgrimage Between Continents & Cultures

7 p.m. in Clements Hall, Curtis L. Ivey Science Center

Author Broughton Coburn presents a compelling illustrated program that follows Aama, an 84-year-old woman from the Himalayas on a 12,000-mile journey in search of the soul of the United States.