

FOR RELEASE:

IMMEDIATE

Mailed February 4, 1987

YOUNGSTOWN, Ohio - Occasionally, something innovative and stimulating comes along.

On March 18, Youngstown State University's first live, interactive teleconference will be held on campus.

The audience here, and those at some 100 other colleges and universities, will listen to, see and question Victor Kiam, internationally known business leader who, among other things, masterminded the Remington Products turnaround.

He will offer new insights and positive ideas into successful leadership as well as answering questions during the program, which is being created for management and supervisory personnel as well as entrepreneurs.

The live video presentation from New York City is being sponsored by YSU's Office of Continuing Education in cooperation with the National University Teleconference Network. It will be viewed by participants at YSU on a large screen television projection system via satellite.

Kiam, who holds a master's degree in Business Administration from Harvard, is known for his leadership and ingenuity. In addition to Remington, he achieved success at Lever Brothers, International Latex, Benrus and other firms. Numerous organizations, including General Motors, have sent teams to Remington headquarters to get pointers from him.

Now deluged with requests for speaking engagements on business and personal success, Kiam agreed to take part in this new medium of live teleconferencing through American universities.

MORE

Dr. John R. Loch, director of the YSU Office of Continuing Education, said that, based on the number of universities already signed up to present the program across the U.S. and Canada, this may become the largest fee-based teleconference ever presented.

The registration fee of \$85 per person includes instructional materials and a copy of the \$16.95 hardback copy of Kiam's new book, "Going for It."

Participating in the program at YSU will be Dr. Loch and Dr. Ernest R. Nordtvedt, acting dean of the University's Williamson School of Business Administration. Before and after Kiam's presentation, Dr. Nordtvedt will discuss his experiences with small business development, management and entrepreneurship, and will also discuss local applications to some of Kiam's points.

Dr. Nordtvedt is on leave as chairman of the Department of Management, Marketing and Legal Studies at Loyola University, New Orleans, where he established the Small Business Development Center and worked with the U.S. Small Business Administration and Louisiana Department of Commerce.

In addition to Kiam's live presentation, there will be paper-and-pencil exercises and the spontaneity of telephone questions and answers between Kiam and receiving sites.

Dr. Loch said, "The video teleconference with Victor Kiam is an example of today's high technology. It is satellite delivery of learning presented in a highly efficient, cost-saving manner. In the future, education of adults will be closely linked with new video technologies."

He urged business leaders to make block reservations for several of their management people by phoning or writing the YSU Office of Continuing Education at (216) 742-3358, Youngstown State University, Youngstown, Ohio 44555.

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NEWS SERVICE
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EDITOR'S NOTE: Both Dr. Loch and Dr. Nordtvedt are available to discuss this program on talk shows and with business editors/reporters. Call Dr. Loch, who is coordinating the program, at 742-3221.

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YOUNGSTOWN, Ohio - Russian pianist Lazar Berman will mark his long-awaited return to this country with an exclusive concert which will be broadcast at 10 p.m. Monday, Feb. 16, over National Public Radio and Youngstown State University's fine arts station, WYSU-FM (88.5).

Among other works, Berman will perform the "Dante Sonata" and "Mephisto Waltz" by Franz Liszt, "Pictures at an Exhibition" by Mussorgsky, and six preludes by Shostakovich.

This is Berman's first concert tour of the U.S. since 1976.

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YOUNGSTOWN, Ohio - The second Dana School of Music's Saxophone Symposium will open at 12:30 p.m. Saturday, Feb. 14, in Bliss Hall on the Youngstown State University campus.

The symposium will feature performances and master classes by guest saxophonists Dr. John Sampen and Dr. Frank Bongiorno as well as Dana faculty member James C. Umble of Poland and the Dana Saxophone Quartet.

The concerts and master classes are free and open to the public.

Dr. Sampen of Bowling Green State University will open the program at 12:30 p.m. with a master class.

At 1:30, Umble will perform the world premiere of Canadian Peter Ware's new work, "Four Miniatures for Solo Saxophone." In addition, there will be several numbers by the Dana Saxophone Quartet, composed of Umble, Ralph Negro of Austintown, Robert Kleinschmidt of Strongsville and Matthew Ferraro of Bessemer, Pa.

At 2:30 p.m., across Wick Avenue at Butler Institute of American Art, Dr. Sampen will perform the world premiere of a new work for saxophone and electronic tape by John Melby. His recital will also include music by Debussy, J.S. Bach, William Bolcom and Eugene Bozza.

At 3:30 p.m., in Bliss Recital Hall, Dr. Bongiorno, professor of saxophone at the University of North Carolina, will present original and transcribed works for saxophone by several composers, including Benedetto Marcello and Heitor Villa-Lobos. Following the recital, he will conduct a master class.

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