

3-28-2000

## University of Dayton Calendar of Arts and Events

University of Dayton

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March 28, 2000  
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## NEWS RELEASE

### UNIVERSITY OF DAYTON CALENDAR OF ARTS AND EVENTS

#### General Interest

#### Tuesday - April 11

**Seminar, "Growing Your Business Integrity."** Instructors: Joseph A. Petrick, Ph.D., and John F. Quinn, Ph.D. Learn how ethics competencies can lead to new profits and a sustainable competitive advantage. Discover the four key dimensions of business integrity capacity and learn how managing integrity capacity adds to your plant's "reputational" capital. Fee: \$695 per person; group discounts available. For more information or to register, call (937) 229-4632.

#### Tuesday - Wednesday, April 11 - 12

**Seminar, "Product Development Aimed at the Bottom Line: A Project Trade-off How to."** Instructor: Preston Smith, Ph.D. Flying by the seat of your pants? Learn how to turn your product development process into a science. This seminar will enable you to determine the dominant objective for your project so you can align your process, team structure and control systems to achieve it. You'll learn how to calculate and implement trade-off rules before and throughout your project, and will leave with an action plan to apply on your next project. Fee: \$995 per person; group discounts available. For more information or to register, call (937) 229-4632.

#### Thursday, April 13

**Distinguished Speakers Series—University Scholars Address, 8 p.m., Kennedy Union Ballroom.** Speaker: Robert McChesney, associate professor at the Institute of Communications Research and the Graduate School of Library and Information Science at the University of Illinois at Champaign-Urbana. He is also the author of "*Corporate Media and Threat of Democracy*." Free and open to the public. Sponsored by the office of student activities. For more information, call 229-4114.

#### Music

#### Sunday, April 9

**Marian String Quartet concert, Haydn's "Word of the Saviour on the Cross," 6 p.m., Sears Recital Hall in the Jesse Philips Humanities Center.** Free and open to the public. For more information, call (937) 229-3936.

#### Wednesday, April 12

**UD Art Series, "Viva Quetzal." 8 p.m., Kennedy Union Boll Theatre.** The multicultural music group will present an original mix of traditional and modern Latin American music. Fee: \$10 per person. For more information, call 229-2787.

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