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UNHs William Rosenberg Franchise Center Inaugurates Rosenberg Archives, Nov 21

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MEDIA ADVISORY: UNH's William Rosenberg Franchise Center Inaugurates Rosenberg Archives, Nov. 21

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November 13, 2003

WHAT: The University of New Hampshire's William Rosenberg International Center of Franchising inaugurates the establishment of the William Rosenberg Collection at the university library archives in a ceremony.

WHEN: Friday, Nov. 21, 2003, at 2:30 p.m.

WHERE: McConnell Hall, Room 310, University of New Hampshire, Durham campus

WHO: UNH President Ann Weaver Hart; Ann Rosenberg, Rosenberg Family Foundation; Steven Bolander, dean of the Whittemore School of Business and Economics; Udo Schlenrich, director of the Rosenberg Center and associate professor of hospitality management; Claudia Morner, professor and university librarian; William Ross, professor of library administration and special collections librarian; Judith Brink, assistant professor and librarian.

BACKGROUND: William Rosenberg, an entrepreneur with a unique business idea, created a successful multi-million dollar international franchise business—Dunkin' Donuts. The archive provides researchers, students and the public with first-hand information and original materials about Rosenberg's life and work and intends to collect material from other franchise pioneers. The Rosenberg collection is part of the Milne Special Collections and Archives of the University of New Hampshire Library.

For more information, please contact Udo Schlenrich at 862-0137 or Donna Stickney at 862-3303. Additional information about the Rosenberg Center is available at: <http://franchising.unh.edu/>.