



MBSConnects

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Residency Week Making an Impact on the Real World

When graduate students begin our MBA/MSA program, they hit the ground running (and climbing and swinging). One of the required experiential courses called Residency Week—a boot camp, to those who love it—is intensive, hands-on and designed to level the playing field between students from all disciplines entering the graduate

program. They are immersed in intensive seminars in marketing, accounting and finance, and work with area businesses to analyze and solve problems.

This fall, one of these “live cases” involved Summit Spring Water in Harrison, Maine, one of the few single-source natural springs in the world where water is collected and bottled at the source. The challenge for the MBA/MSA students was to recommend to Summit Spring executives how to differentiate the company from competitors. Summit Spring President Bryan Pullen recalls the experience:



▲
Summit Spring New
Corporate Logo



Old Logo

My experience with the MBA class was a very fruitful and enjoyable one. The class had some great ideas for my business, many of which we are implementing. Most notable was a recommendation to change the product label completely. Not a very easy or cheap thing to do, also fraught with the danger of diluting the brand and alienating your customer base.

In spite of this, after long deliberations, we felt the group was right and we redesigned the label incorporating many, if not all of the changes they sought. The new label and the response from consumers have been marvelous. It was a necessary change and has moved us forward in a big way, and it took the prodding of each team all day to convince me it was the right thing to do.

So my hats off to the class and my personal thanks for a job well done. They were under serious time constraints and pressure, much of which I helped put on them! In the end, their work was thoughtful and deliberate, with a lot of paradigm shifting, “out-of-the-box” ideas not commonplace in the industry.

Their work has helped my business; the program and time spent was a great success, in my opinion.

My thanks again to the students and staff of the MBA program.

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Left to right: Pamela Patterson, Nicholas Nadeau, Thomas Gruzca, Rachel Ferrigan and Gary Jordan.

2009 MBA Team Competes in International Case

A team of five MBA students won a “quick case” in the John Molson MBA International Case Competition earlier this year.

The students—Tom Gruzca, Nicholas Nadeau, Gary Jordan, Pam Patterson and Rachel Ferrigan—won the quick case in which teams compete to quickly determine a course of action in a crisis, then sell top management on the decision.

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John F. Mahon

Dean's Welcome note

The Maine Business School continues to play a key role in the state on issues and concerns of import. Concurrently, we try to serve our alumni, students and community in numerous ways. UMaine faculty can be heard on local radio, public broadcasting and television news addressing issues of the day, offering insights and clarifying intricate financial and economic news for our citizens and policy makers. MBS faculty opinions and

commentary can be read in newspapers throughout the state on a frequent, recurring basis.

This fall we had our first Convocation to start the New Year, recognizing our new and continuing faculty, and welcoming students to UMaine. Emily Shanks '84, senior vice president and marketing manager for Bank of America, travelled from San Francisco to spend the day and deliver a keynote address. She brought her college roommate Melissa Baribault '84, procedural audit manager for The Hartford Insurance Group. Students were able to interact with both of them over a two-day visit.

At Homecoming, GBA held its first-ever brunch and tailgating reception. Stephen King even stopped by to have hotdogs with the students. In mid-October, faculty members Richard Borgman, Harold Daniel, Paul Myer and Bob Strong addressed the impact of the shrinking economy, moderated by Associate Dean Ivan Manev. This was open to the university and local community, was well attended and received, and was covered in the local press.

In November, the undergraduate American Marketing Association held its Maine State Collegiate Business Conference. Alumni Dennis Carey '68, executive vice president of Nortel Networks Corp., and Frank X. Moore '77, principal of Frank X. Moore and Associates, joined numerous other guests from around the state in addressing the audience.

Professor Terry Porter has led the development and launching of our new MBA Sustainability Program this semester, which places MBS in the forefront of such activities. Faculty colleagues Borgman and Myer are finishing up plans for the MBA field trip to Japan, and Daniel is putting the final touches on a MBA field trip to the Amazon rain forest. I am working on a trip to Russia for undergraduate students this spring.

These activities are a major contributor to our growing reputation as a business school and to our recognition as a leader in international education.

We have a lot going on at MBS. We are always delighted to hear from our alumni, and to welcome you back to campus. Your support of MBS is a critical component of our success as we continue to move forward. It is our goal to make you proud of your school and to continuously improve MBS.

John F. Mahon, *Dean, College of Business, Public Policy and Health*
John M. Murphy *Chair of International Business Policy and Strategy*
Professor of Management



Seated, left to right: Melissa Baribault '84, Emily Shanks '84.
Standing, left to right: Michael Carrington, Tyler G. Smith, Christine Clark, Bethany Mealey and Cristin O'Brien.

MBS begins the year with first Convocation

The Maine Business School kicked off 2009 with its first Convocation. Dean John Mahon introduced all new faculty and student group leaders, and gave an overview of MBS and the opportunities it provides students.

Emily Earnshaw Shanks '84, senior vice president, commercial banking market executive and East Bay market president for Bank of America, Oakland, Calif., was the inaugural speaker for the Convocation held in D.P. Corbett. Also attending was Mellissa Belden Baribault '84, procedural audit manager, The Hartford Insurance Group.

As part of Convocation, the MBS Corps was unveiled. The MBS Corps is the Maine Business School's community outreach organization. The mission is to give back to the community by volunteering in different organizations and helping with expertise, knowledge, and time. Volunteering also helps students differentiate themselves with practical, real-world experience in preparation for their business careers. Sample organizations being represented are the Bangor Humane Society, Bangor Troop Greeters, Spruce Run and Habitat for Humanity. ▲



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John Mahon, Dean

Edited by Wendy Haehnel
mbsnews@umit.maine.edu • 207-581-1926

Students, faculty and alumni are encouraged to submit information.

Sign up for the online version of this newsletter at

www.umaine.edu/mbsnews

We welcome your feedback.

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Christine Clark

Leaving a Legacy by Cristin L. O'Brien, 2009 MBA Candidate

Christine Clark of Saco, Maine, started at the University of Maine as a computer engineering student, but she recognized early on that she wanted more from her future than working at a desk and doing one job. She wanted responsibility and the ability to make a difference.

That's why she switched to the Maine Business School in her second year. In her third year, she was off to Florida to attend the Disney college program.

After graduating from UMaine with a B.S., Clark used her college program contacts to return to Disney for an internship, working in labor relations and process improvement. She was then hired as a temp for several positions while waiting for something full-time to open up.

"(After six months) there wasn't something open for me and I didn't want to blindly search for something, so I came

back to grad school for an MBA. I was a peer mentor my junior and senior years for first-year business majors, so I had worked with Dean Dan Innis and Richard Grant. Through those contacts, I asked about scholarships and applied for my current GA position," she says.

In the MBS, Clark is working hard to leave her mark. Not only a student with a perfect 4.0, she is the driving force behind the newly reformed Graduate Business Association (GBA). She wrote the constitution and organized meetings, and has been a wellspring of ideas, providing direction and ambitious undertakings for the coming semesters.

Clark recognizes the gap between the university and local business community. In an effort to help bring the two together, she has proposed a conference targeted to local business people, organized and hosted by students of the Maine Business School. Discussions for a fall conference are under way, and GBA members have already met with several active community

members for ideas and direction.

"I want people to remember that a student had a lasting impact on the school," she says. I want to leave the program better than when I got here. And I believe that when you see a weakness in a person or institution, you should do your best to turn it into a strength."

Clark's advice to graduating students is to always be professional and courteous.

"One thing I definitely have learned is not to burn your bridges," she says. "Disney is sometimes referred to as the smallest big company in the world because you often end up working with someone that you never thought you'd see again. Beware of the impressions you leave; the person who is your peer now could be your boss—or you could end up being your boss' boss."

Clark, who graduates this May, has started searching for apartments in Florida. The MBS will miss her, but not soon forget her. ▲



The MBA Track in Business & Sustainability — Helping businesses, communities and the environment

Empowering today's business students with a concern for the environment and commitment to social responsibility is simply part of doing business today.

That's why the Maine Business School didn't wait to be told that consumers here and abroad also care about the environment, and that they are increasingly taking their business to companies that have integrated sustainability into their business plan. With the leadership of Assistant Professor of Management Terry Porter, the Business School has developed a new business administration program that immerses students in the latest thinking, research and expertise in sustainability, accountability and ethics in business.

By taking a holistic new approach to business education, students in the Maine Business School learn about new approaches

to business strategy and management to prepare them to meet the challenges of today and tomorrow. They are exposed to ways of blending economic development with new elements in business management, environmental protection and social equity, along with traditional core business classes. That's the new "triple bottom line" for business.

Faculty members contributing to this new business and sustainability track are steeped in practical experience and cutting-edge research in environmental and social-equity issues. Drawn from the colleges of Business, Public Policy and Health; Natural Sciences, Forestry, and Agriculture; and UMaine's specialized research institutes, faculty members bring unique multidisciplinary experiences to the classroom and off-campus internships.

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Third Annual Maine State Collegiate Business Conference

The UMaine chapter of the American Marketing Association hosted the third annual Maine State Collegiate Business Conference in November.

The theme of the conference, "Bringing Tomorrow Into Today's Choices," addressed the idea that the choices students make today directly affect tomorrow. The conference was intended to encourage students to take initiative now that will directly impact their career paths.

It included a full day of workshops and seminars featuring notable business leaders and professionals discussing the most relevant topics in Maine business today. It also provided an opportunity for students to network with prominent business professionals.

Speakers for the event were Nicholas Wilkoff, sales and forecasting for L.L. Bean; Dennis Carey, executive vice president of Nortel; and Frank Moore from Frank X. Moore and Associates. Seminars included speakers and panels from Enterprise, the Via Group, Liberty Mutual, Maine Business School professors, UMaine's Center for Tourism Research and Outreach, the Maine International Trade Center, UMaine's Career Center and the Foster Student Innovation Center.

Speakers shared their experiences in the business world today. Topics ranged from finance, marketing and management to accounting. Other noteworthy topics included starting your own business, the current economic crisis, and marketing yourself and getting your first job or internship.

The conference was well received. Those who attended left with valuable lessons learned, as well as motivation in this tough economic time. ▲

FACULTY Spotlight



International Exchange Programs and Trips

The MBA program now offers semester-long exchange opportunities with several partner universities, providing students with international immersion experiences, as well as opportunities to complete a unique track in several areas. At HTW in Aalen, Germany, students can pursue international business; in Angers, France, they can learn about global human resource management, as well as international business. Upcoming international trips include Japan, Russia and Brazil. ▲



"I enjoy working with students from all majors who are preparing to transition into professional life."

—Terry Porter

Terry Porter

Assistant Professor of Management

Courses Taught:

*Strategic Management
Business & Sustainability*

Teaching History:

University of Massachusetts-Amherst
School of International Training
(Vermont)

Education:

B.A. University of California-Santa Cruz
(environmental studies)
M.A. John F. Kennedy University
(clinical psychology)
Ph.D. University of Massachusetts-
Amherst (Management)

Activities & Hobbies Include:

U.S. Olympic Team (cross country skiing)
Gardening, woodworking
Outdoor sports and recreation

Why I chose the MBS/UMaine:

Public, land-grant university with a strong focus on community networking, serving the states needs
Colleagues and academic values (balance, teaching to the whole person and excellence)

Little-known fact:

I once won the \$100 jackpot in a nickel slot machine in Nevada

Economic Forum

Faculty Experts try to make sense of the economic downturn and bailout

In these economic times, it is reassuring to know we have experts in the Maine Business School to help us understand the issues and what they mean to individuals and the state. In recent months, local and state newspapers sought the expertise of many MBS faculty for their thoughts and opinions related to jobs and the economy. This led to a public forum by a group of MBS professors, including experts in finance, investments, management and marketing, to explain the financial crisis hobbling economies worldwide.

"The current financial crisis: What does it mean for us?" addressed the implications for consumers, investors, students and retirees, according to moderator Ivan Manev, associate professor of management.

"The idea was to present a few highlights of the crisis and turn it over to Q&A from the audience," Manev says.

The panel also explored the effects of the crisis on the retail and tourism industries.

"We wanted to emphasize interaction and respond to particular questions and concerns that people had and provide the informed opinions of our faculty experts," Manev says.

Panelists included Richard Borgman, professor of finance; Harold Daniel, professor of marketing and director of the UMaine-based Center for Tourism and Outreach; Paul Myer, professor of marketing; and Robert Strong, professor of finance and University of Maine Foundation Professor of Investment Education. ▲

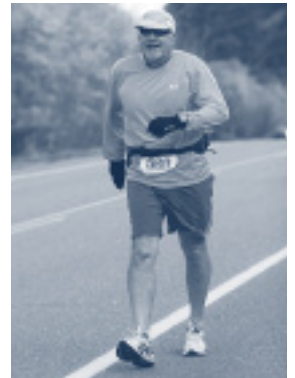
IMA Committee Election

Lecturer Elected to IMA Committee

Nancy Forster-Holt, a Ph.D. candidate who runs her own business and teaches in the Business School, recently was elected to the Small Business and Regulatory Affairs Committee of the Institute of Management Accountants. The committee acts on behalf of the institute to address issues and develop suggested solutions that impact small- and medium-size entities. It proactively discusses relevant issues to standard-setters and regulatory agencies such as the Financial Accounting Standards Board, Securities and Exchange Commission, International Accounting Standards Board, Small Business Administration, American Banking Association, Internal Revenue Service and others. ▲

Noteworthy:

Congratulations to Paul Myer who completed the 26.2-mile marathon on the challenging Mount Desert Island course. He had a personal best time of 5 hours, 16 minutes this fall, placing 493 out of 945 runners; 7th in his age group of 70 participants. ▲



Paul Myer, Executive-in-Residence



The Maine Business School Graduate Business Association held its first Alumni Homecoming Tailgating Party in October. Participants included current graduate business students, faculty, and alumni. Pictured here are some of those participants as they talked with UMaine Alumnus Stephen King. Stay tuned for news on next year's event. ▲

2009 MBA Team Competes *continued from page 1*

"I think this year's team learned a lot," says advisor Jason Harkins. "They all gained experience in presenting in front of professionals, learned how to approach answering questions from board members and top management, did some great networking with people from around the world, learned time management and gained a sense of camaraderie."

Harkins says he found the competition to be a lot of fun. "I learned an awful lot and the other coaches were very helpful. Paul Myer, Harold Daniel and I are set to teach a course next fall which will go a long way toward allowing future teams as much opportunity as possible to be successful." ▲

Jack Lavery

Alumnus establishes \$300,000 Scholarship Fund

John “Jack” W. Lavery, who earned a master’s degree in economics from the University of Maine in 1970 before embarking on a successful career as a leading economist, has provided \$300,000 over 10 years to establish a scholarship fund for students in UMaine’s College of Business, Public Policy and Health.

Chairman and CEO of Lavery Consulting Group, L.L.C., a New Jersey-based economic and public policy research firm specializing in client presentations, he created the Jack W. Lavery Scholarship Fund for outstanding undergraduate and graduate students majoring in economics at UMaine.

“I liked the economics program at the University of Maine,” he says. “I learned a great deal. I had good teachers who not only took a pragmatic approach to the subject but also made it analytically rigorous. My education at UMaine made a real positive difference in my career.”

Dean John Mahon says the college is honored by Lavery’s gift. “It is yet another way in which Jack contributes to both the field of economics and to the college. His generosity to the college and to the next generation of students reflects his commitment to his profession and to the college.”

During his nearly 40 years as an economist, Lavery worked at corporations that included Provident National Bank, Aetna Life & Casualty, and Western Electric Co. He also had an extraordinary 20-year career with Merrill Lynch & Co.

In addition to gaining a strong foundation in economics from UMaine, he acquired something else: a love of teaching. Shortly after beginning his first semester in 1968, he was entrusted with teaching the large lecture hall session in Principles of Economics after Professor Samuel “Bud” Talley was injured in an accident. These new duties were in addition to his ongoing responsibilities for the recitation sections that were part of his teaching assistantship. In the five



Jack Lavery

“My education at UMaine made a real positive difference in my career.”

weeks or so that Talley was recuperating, Lavery handled the entire course.

“It worked out very well,” says Lavery, who discovered that he enjoyed producing clear, straightforward yet challenging and thought-provoking lectures, as well as synthesizing a large amount of material so students could focus on the most important aspects of the subject.

Lavery never lost the passion for teaching and scholarship that he developed at UMaine. He would intersperse his long and varied career as an economist with stints as an educator—sometimes full-time, sometimes as an adjunct professor.

“My desire to teach was always there,” said Lavery, who taught economics at the University of Hartford, Niagara University, Seton Hall University, and LaSalle University. He also taught while

he was a graduate student at the University of New Hampshire. In addition, he traveled the country giving presentations to corporations, financial institutions and money management entities.

Today, as head of the Lavery Consulting Group, he is researching and writing articles on the economy and the financial markets, domestic and global. He continues to travel the country, providing dynamic, insightful and understandable forums on the U.S. and global economies, financial markets, politics and public policy. He always takes questions from the audience and enjoys the lively exchange of conversation that inevitably follows.

“It’s an exciting time to be involved in economics and the demand for what I do is high,” he says. “Economics can be theoretical and mathematical, but I focus on delivering important, pragmatic real world economic and financial market implications.”

The University of Maine has remained a big part of Lavery’s life. For the past five years, he has chaired the Maine Business School advisory board, which meets several times a year to determine the overall direction for the MBS; provide input from the perspective of major employers; identify trends in business; and advocate for the college and the university.

He and his wife, Charlotte, who had their first two children at St. Joseph Hospital in Bangor while Lavery was a graduate student at UMaine, enjoy visiting the campus and often extend their trip so they can spend time in Bar Harbor. For her part, Charlotte Lavery is delighted about her husband’s allegiance to his alma mater and fully concurs with his gift.

Lavery plans to continue his commitment to UMaine. “I’m doing everything I can to help the university. My role may change, but I hope to always have an important connection.” ▲

ALUMNI *Giving Back*

Many thanks to all of our alumni who have contributed so much to MBS this fall:

Dennis Carey '68

Francis X. Moore '77

Emily Earnshaw Shanks '84

Melissa Belden Baribault '84

New board member



Gerry Chasse

Vice President,
Transmission and
Distribution
Operations, Bangor
Hydro- Electric
Company

Registered professional engineer Gerry Chasse, a native of Winslow, Maine, graduated from the University of Maine with a bachelor's degree in electrical engineering in 1990.

He joined Bangor Hydro in 1990 as an electrical engineer in the substation engineering department.

In 1995, he became a superintendent in electrical operations, where he oversaw the Chester Static Var Compensator, Mepco's 345 kV substation in Orrington. In 2002, he joined the company's senior management team as the manager of engineering.

In 2004, he was given the added responsibility of managing the company's T&D assets, including capital planning, power system maintenance programs, and NERC compliance. In 2007, he completed the engineering and construction of the Northeast Reliability Interconnect, a 150-mile international transmission project.

Presently, he is the vice president for transmission and distribution operations.

Chasse lives in Hampden, Maine, with his wife and two children. ▲

ADVISORY BOARD *Spotlight*



Matthew R. McHatten

Matthew R. McHatten '90

**SVP – External Operations,
Maine Mutual**

Matthew McHatten has served on the Maine Business School advisory board since 1999. Most recently, he and fellow alumni have helped establish the Dennis McConnell Professorship with personal donations and solicitations to other alumni, and to encourage participation.

"Matt is a significant contributor to the advisory board in that he consistently offers innovative ideas and approaches.

His warm, engaging style encourages the contributions of others and serves as a catalyst for board thinking," says Maine Business School Dean John Mahon.

McHatten serves as senior vice president of external operations for Maine Mutual. He holds a B.S. in business administration and finance from the University of Maine. In addition, he is a past board member and president of the Presque Isle Rotary Club; president of the Board of Directors of the Central Aroostook ARC; a board member of the University of Maine at Presque Isle Board of Visitors; a board member of the Nordic Heritage Center; and a member of the advisory board of Hartford Steam Boiler.

"It's been exciting to watch the evolution of the College of Business over the past 10 years of my involvement with the advisory board," says McHatten. "I appreciate the opportunity to provide input from the perspective of both northern Maine and the insurance industry. Above all, leadership listens and takes action, which ultimately continues to make the college more effective and an important resource for Maine's business community." ▲

Residency Week

continued from page 1

Maine Business School Executive-in-Residence Paul Myer calls this collaboration between students and businesses a win/win.

"The Residency Week program 'live case' helps our students understand the knowledge and skills they need to effectively deal with the cross-functionality of business topics and issues involved in the case. The Summit Spring case was an exceptional opportunity—a dialogue with company executives that forced the students to think 'on their feet.' In the process, the company gained valuable insights and the experience built student confidence, helping them grow both personally and professionally," he says.

More information on Residency Week and all of the presentations can be found on the Web (www.mbs.maine.edu/~mba_msa). ▲

Sustainability Track

continued from page 3

The Maine Business School focuses on the importance of blending sustainability and social responsibility into every aspect of business, from operations to marketing and customer service.

Foundational courses required for the MBA Business and Sustainability degree include business sustainability, business ethics, and the six core courses in management, marketing and management information systems, finance, business law, quantitative methods, and strategy and policy.

Students also choose three elective courses related to sustainability in their field of interest from a large, highly diverse array across the university curriculum. Three experiential courses also are part of the Maine Business School MBA: Residency Week, an international trip and an internship or consulting experience. ▲



Help us Connect

MBSConnects is striving not only to connect to you, but also to connect you to each other. Our goal is to include information and highlights about alumni, faculty, current students and staff. In order to accomplish this, we need YOU to connect and let us know what's new. We will have expanded stories and highlights online. Send pictures, stories or anything you want to share to mbsnews@umit.maine.edu.



Maine Business School
5723 Corbett Business Building
Orono, Maine 04469-5723

UPCOMING *Events*

Boston Executive Club of UMaine (BECUM)

April 16th

Keynote Speaker: Carol Kim, Ph.D.

Location: Winchester Country Club,
Winchester, MA

5:30 p.m.

MBS Awards & Beta Gamma Sigma Induction Ceremony

April 21st

Location: Wells Dining Center

5 – 8:30 p.m.

UMaine Commencement

May 9th

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