

# The Global Pulse



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## WELCOME DR. EBRU ULUSOY TO THE MAINE BUSINESS SCHOOL



Dr. Ebru Ulusoy, Assistant Professor of Marketing, is the newest member of the Maine Business School faculty. She joined the faculty this year and is currently teaching Introduction to Marketing.

The combination of a sustainability program at the Business School, the friendly people, and the wide range of outdoor activities attracted her to Maine. Maine has a wide range of sustainable industries such as tourism, agriculture, wind power, forestry, and fishing, which she believes offers a great opportunity for the state. This will be her first winter in Maine

and she plans to take advantage of it by doing some cross country skiing and ice skating which are two of her favorite outdoor activities.

She earned a B.A. in Public Relations and Advertising from Istanbul University, a Master of Science in Production Management and Marketing from Marmara University, and most recently she earned a Ph.D. in Marketing from the University of Texas, Pan American.

Her work experience includes a year as a production assistant for ATV television, six years as a research assistant at Istanbul University, and five years at the University of Texas, Pan American. The majority of her latest research focused on consumer behavior including how the Disney theme park environment affected consumer decision making. Consumer behavior is her passion and she continues to conduct research in the subject, but she reads in multiple disciplines because it enriches her perspective.

Of the many positive attributes of the Maine Business School, Dr. Ulusoy pointed out the greater opportunity for interaction between faculty and students that larger programs do not afford. Her advice to MBA students is to regularly communicate with the faculty, staff, and fellow students and stay connected after graduation.

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## MAINE BUSINESS SCHOOL PARTNERS WITH THE MAINE SCHOOL OF LAW

The Maine Business School has partnered with the University of Maine, School of Law to offer a joint Master of Business Administration (MBA) and Juris Doctor (JD) degree program. The program allows traditional students to complete both degrees in four rather than five years. The MBA/JD program offers a broad

perspective learning experience in business administration and law. Students have several options for specialized courses of study to meet the diverse demands of the market. Prospective students can find additional information on the University of Maine [Business School](#) and [School of Law](#) web sites.

The University Of Maine Business School currently has three MBA/JD students. Each of them has a unique story as to how they made it to this program and where they are going after completion.

## MEET THE FIRST MBA/JD STUDENTS

Ms. Caitlin Clark, a New York native, has come to the University of Maine by way of the University of Connecticut and a career in corporate finance that led her from Illinois to Connecticut to Indiana and back to Illinois. Maine had always been an attractive area to her and the Business School sustainability program combined with the School of Law environmental program was a perfect match.

After earning a degree in finance with a minor in environmental studies from the University of Connecticut, she entered the professional work force. She was never idle, moving where her career led and staying active in her community through



**Caitlin Clark**

volunteer work and playing and coaching lacrosse. She strived to stay active, expand her horizons, and enjoy the experience. This January, she will be participating in the Molson MBA International Case Competition as part

of the University of Maine team.

“My ultimate goal that I came into the JD MBA with is simply to gain perspective. I think the two schools teach you to look at things very differently, and I believe the best problem solvers in any line of work are the ones that can see problems and solutions from multiple angles. I'm looking to expand on the ways that I currently view the world.”

When asked what advice she would offer to applicants, she said, “Start early and try to hit the front end of the application cycle.” She successfully managed a full time career, coaching lacrosse, and the demanding application process. The fall 2012 term will mark the beginning of her law studies.

Mr. Derek Jones of Hampden, Maine is a recent graduate of the University of Maine. He is taking a traditional path by earning a BA in history and immediately entering the MBA program. Maine's reputation in the academic community and affordable tuition made it the right choice for him. The MBA/JD program is a first step in preparing him to meet his ultimate goal of practicing law and eventually seeking a profes-



Derek Jones

sorship at a law school. The idea that business administration and business law are interdependent fields of study and practice attracted him to the joint degree program. Derek plans to sit for the Bar exam and seek employment with a local law firm after graduating. Derek will start law school in the fall of 2012.

His advice to future students is, "Major in something you love, minor in what you need. Make the most of your undergrad, eight years is a long time to be in school so you don't want to get burned out."

Lieutenant Commander Jon Johnson is a current faculty member with the U.S. Navy Reserve Officer Training Program at the University of Maine and Maine Maritime Academy. He is a Naval Aviator who has been stationed in eight states and deployed overseas six times including a tour in Iraq. The Maine Business School offered an attractive way to transition to civilian life after more than 20 years of active duty service.

Contract law caught Jon's attention after witnessing the ill effects of poor contract writing while serving in the Navy. He believes that the attention to detail that he has gained in the military would complement a law degree and



Jon Johnson

that his experiences would give him a better perspective on the effects of the specific language used in contracts. The MBA program offered him a way to take advantage of the

great opportunity to earn an advanced degree while serving as a faculty member. He has not decided where he will live after graduating, but he has enjoyed living in Maine and has not ruled out staying.

He plans to sit for the Bar exam to open the possibility of practicing law outside of the contract law field. Giving back to the community through volunteering and pro bono legal work is also a goal.

His recommendation to students is, "Work hard, ask for help after first trying on your own, and be an involved and productive citizen of our great country."

## FOSTER CENTER FOR STUDENT INNOVATION

The Foster Center for Student Innovation offers many opportunities for University of Maine students including a minor and a graduate certificate in Innovation Engineering. Innovation Engineering is designed to help you develop, refine, communicate and successfully implement new ideas through the Create, Communicate, and Commercialize system. Our students work with local companies in Maine to assist them with their needs while gaining real world experience.

Most recently, the Innovation Center received an award from the Blackstone Charitable Foundation to provide scholarship and internship opportunities for Innovation Engineering students.

Innovation Engineering is also offered as

a 3-day executive education seminar for business leaders across the country to provide businesses and organizations with the opportunity to learn a system to increase speed and decrease risk in innovation. In addition to these Innovation Engineering Leadership Institutes, the Center also provides consulting services for businesses to help them implement the system within their companies.

The Innovation Center offers business counseling to students, faculty, and staff who may have an idea for a new business, invention, or nonprofit organization, as well as for those who may just need advice. We use the resources in our curriculum to help them test their ideas without making large investments of time or money.

Workshops and seminars are offered throughout the semester for students, faculty, staff, community members and alumni with topics such as iPhone app development, patent workshops, business pitch competitions and much more.

Half of the Innovation Center is devoted to office space and support for UMaine students. This gives students who are trying to start their own business a space to work with 24/7 access to the building.

The Innovation Center provides all students with the knowledge, tools, and inspiration to become an innovator and entrepreneur. Check them out at <http://www2.umaine.edu/innovation>

## INTRODUCING THE BLACK BEAR BUSINESS NETWORK

The University of Maine's Alumni Association is proud to announce the launch of its online business network for alumni. The heart of the network is the online Black Bear Business Directory that can be found at [www.umainealumni.com](http://www.umainealumni.com).

Simply click on the Black Bear Business Network's logo at the top of the home page.

Businesses owned or operated by UMaine alumni can list their information

so that fellow Black Bears can find someone in their locale offering the products or services they are looking for. Individual UM alumni can list their business contact information in the directory. Current UMaine undergraduate and graduate students are welcome to use the directory as a resource to contact UMaine Alumni regarding internships or other opportunities. This electronic directory can be searched by

type of business or by keyword, including ZIP code. Whether you're looking for new customers or for a new career, your fellow Black Bears can lend a hand!

The Maine Business School is an active campus partner in the network, providing support such as informative blog postings for the website on business-related topics.

## MEET AN MBA STUDENT - ANNA ASSENMACHER

Ms. Assenmacher graduated from The University of Maine with a degree in Business Management and a minor in Political Science. She went straight from her undergraduate degree to graduate because she thought it was the best opportunity for her. She continued at the University of Maine because she had such a great experience as an undergraduate there and could not even imagine going anywhere else.

Anna Assenmacher is a unique MBA student because she has the exciting opportunity to be the Graduate Assistant at the Bion & Dorain Foster Center for Student Innovation. This allows Ms. Assenmacher to assist with every aspect of the Innovation Center, including assisting with the minor that is offered in Innovation Engineering, assists with the events they plan monthly, sits in on business counseling that they offer, and helps the Innovation Center staff plan and prepare for the Innovation Engineering Leadership Institutes that are offered throughout the United States.

Over the past 5 years at the University of Maine, Ms. Assenmacher has participated in many campus activities including being a Student Government Senator and the Chair of



Anna Assenmacher

Policy and Procedures, Secretary of the American Marketing Association, and Secretary of Class of 2011. Ms. Assenmacher is an active member of the MBS Corps, the Maine Business School's community outreach organization.

Ms. Assenmacher also volunteered at the Bodwell Center, where she helped at the blood drives on campus, as well as with outreach opportunities in the community. For the past three summers, Ms. Assenmacher takes off work and volunteers at a weeklong festival called Soulfest. She has helped with Soulfest's accounting system, was the project manager's assistant, and assisted the management with the box office database system.

In regards to work experience, Ms. Assenmacher has had different job opportunities thanks to her professors at the University of Maine. She worked with

Four Directions Development Corporation helping create a friendly customer database. She worked as a teller at Kennebunk Savings Bank while she was home during the summer. In 2010, Professor Graham reached out to Savings Bank of Maine and helped her attain an internship there working on databases for the loan department.

**Advice to future MBA students:** People can make an excuse for everything, do not be one of them.

### Fun Facts

**Hometown:** Kalamazoo, Michigan

**Favorite Food:** Chicken Pockets

**Favorite activity:** Water skiing and kayaking

**Ultimate Vacation Destination:** New Zealand



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