Sweet equity
Alumna opens bakery in Brewer
Dear friends,

Fall is a wonderful time for a fresh start. With the changing of the season comes a desire for new challenges and opportunities. Here at MBS, we are excited about the new academic year and the promise it holds.

This fall, we welcomed our largest incoming class ever — an increase of 40 percent over last year. We also have new faculty appointments: Associate professor of management Niclas Erhardt is the associate dean, management lecturer Scott Spolan is the director of the MBA program, and Betry Woodman, formerly a cooperating faculty member, is now a marketing lecturer. We also are happy to welcome Joe Clark, a management information systems (MIS) lecturer.

This issue of MBS Connects features graduates who embraced change and all the possibilities and adventures that go along with it, such as Alison Keane ’16, who opened a cafe in Brewer, Maine.

Also in this issue, we celebrate MBS graduates Kirk Ramsay, Derek Jones, Sarah Eremita, Mark Ross and Cassie Vaillancourt, all of whom used their business education to succeed at jobs here in Maine. MBS alumnus Nick Nadeau is helping drive process improvement at his Los Angeles company, while alumna Christine Clark is working on building a startup in the Washington, D.C. area. Meanwhile, right here at D.P. Corbett, MBA students Kristin Hall and Dodge Tucker are making the most of their graduate program, while Amanda Plourde, our internship coordinator, is building a program from the ground up.

As always, we are happy to bring you stories about class assignments, research projects and MBS travel experiences, as well as some of the exciting ventures in which faculty are involved.

Let us know what is happening in your life by calling 207.581.1968 or emailing corey.watson@maine.edu. We look forward to hearing from you.

From Dean Ivan Manev

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**MBS Connects** is published by the Maine Business School

Ivan Manev, Dean

Written and edited by Ruth-Ellen Cohen

Students, faculty and alumni are encouraged to submit information by contacting 207.581.1968

Layout and design by Division of Marketing and Communications

Printed by University of Maine Printing Services
Agrrawal inducted into Phi Kappa Phi

MBS associate professor of finance Pank Agrrawal has been inducted into the UMaine chapter of Phi Kappa Phi honor society.

The nation’s oldest, largest and most selective honor society for all academic disciplines in higher education, Phi Kappa Phi was founded in 1897 at UMaine by 10 seniors to recognize outstanding students, faculty and staff. With a mission “to recognize and promote academic excellence in all fields of higher education and to engage the community of scholars in service to others,” the society has more than 1.25 million members from approximately 300 campuses around the United States and Philippines.

Agrrawal exemplifies the land grant tripartite mission of scholarship, teaching and service, which is an integral part of Phi Kappa Phi, says UMaine professor Daniel Sandweiss, the national Phi Kappa Phi vice president for chapter development.

“Pank is a strong scholar with a national reputation, an exceptional educator with outstanding teaching evaluations, and a dedicated supporter of UMaine who provides tremendous service on campus,” says Sandweiss, a professor of anthropology and climate change, who nominated Agrrawal for the society.

Each spring, the UMaine chapter of Phi Kappa Phi inducts up to five new faculty/staff members and around 50 students.

“The best part of the induction ceremony was seeing top students campuswide,” Agrrawal says. “Phi Kappa Phi celebrates cross-disciplinary scholarship at a national level and I feel humbled and privileged to be part of it.”

Agrrawal spent eight years in quantitative research and portfolio management in the investment management industry before joining the MBS faculty in 2005. He has served on and helped establish several UMaine committees related to research and graduate studies.

“Pank is a constant advocate for quality and intellectual rigor both in education and research,” says David Neivandt, a Phi Kappa Phi member and UMaine’s associate vice president for research and graduate studies. “His contributions to the research and graduate studies missions of the University of Maine have been outstanding.”

In 2013, the Maine Alpha Chapter of Sigma Phi Epsilon recognized him as the faculty member of the year. He also appeared on Yahoo Finance for being listed as one of 17 influential business school professors by ETF Database (ETFdb), a global leader in market analysis, tracking and ratings. Committed to enhancing the MBS student experience, he created the MBS Finance Society, a meeting ground for students who are passionate about finance and want to explore topics that go beyond the course curriculum.

Agrrawal has delivered more than 25 papers at refereed conferences, published 14 peer-reviewed papers, been quoted by the Wall Street Journal, and developed and released the ReturnFinder app via Apple’s App store. His biographical profile is included in “Who’s Who in Finance and Business,” a publication of Marquis Who’s Who.

He is a member of the CQA (Chicago Quantitative Alliance) and is an active reviewer of many peer-reviewed journals.

Media company promotes video by student’s company

The Portland Press Herald included a video of Portland Head Light filmed with a drone in an online post about Fort Williams Park and the lighthouse. The video was created by Casey Nava, a marketing and management major from Waterboro, Maine. Nava is the CEO of Navadise Media, a cinematography company he co-founded with his brother in 2014. WCSH (Channel 6 in Portland) also shared the video on its official Facebook page.

Miles recognized for mentorship

Grant Miles, an associate professor of management, was recognized as an extraordinary faculty mentor last spring at UMaine’s 29th annual Graduate Student and Faculty Recognition Ceremony at the Harold Alfond Sports Arena.

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Combining her MBS training with her love for baking, recent graduate Alison Keane has opened Logical Sip, a cafe and bakery featuring natural and healthy foods, in Brewer, Maine.

Keane, who graduated with an MBA in May, says she always planned on opening her own business, but didn’t anticipate it happening this quickly.

“I figured I would gain experience working for someone else for a while,” says Keane, who earned a bachelor’s degree in management with a concentration in entrepreneurship from MBS in 2013.

“But after I started applying for jobs, I realized it was silly to try so hard to convince someone else of my worth. I thought, ‘Why wait?’”

Now Keane’s days fly by as she manages Logical Sip, which opened April 22 and held its grand opening June 3. Open daily for breakfast and lunch, the cafe’s extensive menu features fresh food at reasonable prices.

With four employees, including two trained bakers, Keane does much of the food preparation, but makes it a priority to be at the front counter as often as possible.
"Interacting with customers, preparing their orders, and serving them quickly and with a smile are my most important tasks," says Keane, who grew up in Brewer and lives in Eddington. "My staff is great, but I figure nobody takes greater pride in this service than I do. Connecting with customers also helps me network, since right now, in these early stages, many are neighbors and fellow Brewer/Bangor business owners."

Reflecting on her journey since opening the downtown Brewer business, she can't believe how far she has come. "I have learned a lot about myself during these past few months," she says. "I am proud that I have been able to handle something completely new with great risks. I am working harder than I ever thought I could, but I know that if I stay patient and persistent, the reward will be worth the wait. My hope is that I can work hard enough now so that I can spend the next chapter of my life traveling the world."

**Why did you choose the name Logical Sip?**
The term 'logical' refers to food made from scratch with no preservatives or strange ingredients. We use ingredients you have heard of: flour, sugar, cinnamon, etc., with no additives. We offer many healthier choice items, but also a wide variety of sweet treats. It is logical to eat simple, homemade food, and to have a balanced diet of health food, as well as 'treat yourself' foods.

All of the original recipes are mine, practiced and perfected in my kitchen at home over the past year. My two bakers like to experiment, though, so I think new bakery items will be a frequent occurrence.

"MBS taught me the importance of customer satisfaction and loyalty and listening to the demands of the people. I am focused on quality of service and food now, as opposed to quantity of sales. I want to make sure we are organized enough behind the scenes to handle increasing business."

I think my MBS education will come into play even more later on, once we are established and need to determine a strategy going forward. So far, I have been able to limit marketing expenses since social media exposure and word of mouth have been huge.

Of course, MBS also taught me the importance of accurate bookkeeping and monitoring numbers. I can't wait to be in business long enough to have some numbers to analyze.

MBS also taught me the importance of culture. My operations manual initially included a much more rigid culture, but once I hired employees and opened the business, it became clear that a casual environment would be more productive.

**How did MBS prepare you for your career and for life after graduation?**
When I took executive-in-residence Shawn McKenna's leadership class, I learned that not all leaders are the same — you have to figure out your strengths, decide your strategy and then own it.

I have a unique approach for dealing with employees. My focus is on keeping them happy and engaged with the business. They respect me for the work I put in everyday, but they also like me and are rooting for me to succeed.

For more about Logical Sip, visit logicalsip.com.
Undergraduates travel to Russia

Students learned firsthand about doing business in Russia when they visited the country in the spring as part of an MBS international entrepreneurship class.

Led by John Mahon, an MBS management professor; and Andrei Strukov, an MBS cooperating faculty member, director of the UMaine Faculty Development Center, and a native of Russia, the trip focused on international business opportunities and included discussions with entrepreneurs and business experts.

To prepare for the trip, the class studied Russian history, culture, economics and politics. While in Russia, the students kept journals, and when they returned home, they created blogs to reflect on the experience.

The students toured Moscow and St. Petersburg and visited businesses including a furniture manufacturer, felt factory, real estate firm and wood products company, as well as a law practice where MBS alumnus Matthew Shannon ’11 works. An aspiring attorney who lives in St. Petersburg, he was first introduced to Russia when he participated in an international field study class as a student.

The itinerary also featured visits to cultural attractions and landmarks, including the Hermitage Museum, Red Square, Kremlin, Tretyakov Gallery, Novodevichy Convent and Peterhof Palace; a boat trip; and a four-day stay in Syktyvkar where host families provided a more personal view of life in Russia.

Shawn McKenna, MBS executive in residence and owner of a chain of popular Moscow-based diners, treated the travelers to a meal at one of his restaurants and talked about doing business in Russia and the cultural differences he overcame.

“Muscovites ‘don’t take customer service as seriously as we do,’” says Zachary Stephens ’17 of Saco, Maine, who is majoring in finance with an international business concentration.

“Doing business in Russia is a lot different,” he says. “You don’t want to become too big or make too big a profit because you will be forced to sell your business to the government. This was surprising because, with my business mindset, I am always thinking about profit and increasing shareholders’ wealth — something we are taught in our MBS classes.”

For Stephens, a trip highlight was visiting the law firm where students were given a variety of scenarios and asked to make a successful business based on the circumstances.

“This was really eye opening,” he says. “It demonstrated the different situations you can run into while starting a business in Russia.”

Calling the city center of Yaroslavl, a UNESCO World Heritage Site, “one of the most wonderful places I have ever been,” MBS senior Tyler Morin ’16 says he came away with a new perspective.

“It’s funny that 200,000 people spread out like that is considered a tiny community,” says the South Paris, Maine, native who is now an MBA student. “That’s triple the size of Portland, Maine. It is interesting that the Russian economy can’t support the random small 5,000–10,000 town that I grew up in. Having no Amazon, Walmart or Hannaford and no decent wages would be a different world. The inequality gap seems to be even larger here than in America. Every day here makes me more grateful for my family back home and the opportunities I have been given.”

Kaitlyn Lavallee ’17, a math and economics major from Sabattus, Maine, says the trip taught her “there are innumerable ways to view or react to a situation or idea.”

“Living with a Russian family and learning about the culture has allowed me to see the advantage of acknowledging and welcoming other viewpoints and traditions as well as sharing my own,” she says.
Eleven MBS graduate students got an international perspective on business this spring when they traveled to Sweden as part of the MBA program’s international field study class.

Divided into teams, the students researched and visited five Stockholm-based businesses. They say the trip was a highlight of their MBA program experience, and they gained a better understanding and appreciation of Swedish business practices.

“The businesses we visited were much less hierarchical than most in the U.S.,” says Steve Achorn ’16. “They focused on teamwork and being successful as a company rather than individual success. I thought this was an excellent way of doing business because it makes every employee feel empowered and promotes collaboration to achieve a common goal.”

Led by Niclas Erhardt, MBS associate dean and associate professor of management, and Devon DeMarco, an adjunct professor, the eight-day journey included visits to Magine TV, a cloud-based TV platform; Electrolux, a global leader in home appliances; Avalanche Studios, a computer gaming company; Widespace, the leading mobile brand advertising company in Europe; and Epicenter, an office-share company that provides various amenities including meals, conference rooms, workshops and social networking events to startups.

Also on the itinerary were visits to a maritime museum, art museum and zoo, as well as a daylong “selfie” scavenger hunt designed by Erhardt to familiarize students with Stockholm.

“Students always come back raving about their trips,” Erhardt says. “It really is a unique learning opportunity to build ties with other MBA students, interact with faculty, network with local businesses, and socialize with host nationals.”

Beth Johnson ’16 says the trip was a great way to end her MBA program.

“Teamwork can be challenging, but this class made the experience seem effortless and enjoyable. Sweden was a wonderful host. I realized that the world is not such a big place and is even getting smaller with the digital age,” she says.

The voluntary MBA trip is an important part of the curriculum because it “furthers understanding, appreciation and application of the principles, practices and nuances of international commerce,” says MBA director Scott Spolan, a lecturer in management. “Shared experiences and memories are also the basis for lifelong professional bonding and networking.”

Former MBA director Rick Borgman, a finance professor, said “these international experiences are often life changing. Students expand their worldview — important in the age of global business — and open their eyes to different ways of doing things.”

In addition to Sweden, MBA students have traveled to Vietnam, Russia, Japan, Germany, France, Bulgaria, the Czech Republic, Argentina, Brazil, Nicaragua and China.

To prepare for the Sweden trip, students gathered information about each company’s business model, challenges and customer profile, and composed questions for business leaders. To help understand the context within which businesses operate in Sweden, the students were asked to give a presentation on a Swedish television series, book or movie.

Students kept journals about their experiences during the trip and created blogs with observations, reflections and impressions when they returned home.

In his blog, Pip Kolmar ’16 wrote about Avalanche’s open office space and the importance of sharing resources when it comes to innovation. Shane Albert ’17 wrote that Widespace introduced him to a “whole new perspective of how-to market brands, and their technological insights were truly impressive.”

Vartika Srivastava ’16 was impressed with Epicenter’s willingness to provide space to universities and younger professionals. Even more impressive, she wrote, were the microchips inserted into hands to replace office key cards.
From the classroom

Students in MBS lecturer Clint Relyea’s Introduction to International Business class spent the spring semester researching how commerce is conducted in other countries and showcased their knowledge at the second annual International Trade Show.

Teams of students were assigned a country and tasked with researching the economy, imports and exports, tax structure, marketing practices and business etiquette, as well as culture, history, demographics and environmental policies. They studied world trade and investments, international economic relationships, and the challenges and opportunities involved with conducting business in worldwide markets.

Acting as “economic development officers” of many countries around the globe, students displayed exhibits at the New Balance Student Recreation Center in May where they handed out brochures from embassies and consulates, displayed items obtained during visits, served traditional food and drinks, presented slideshows, and demonstrated games.

Students say they enjoyed the hands-on project, as well as the opportunity to learn about a different culture. They were able to sharpen their teamwork, time management, organizational, communication and leadership skills.

Abby Grindle ’17, a double major in marketing and management, says the assignment enabled her to apply the training she has learned at MBS. Working with the business librarian at Fogler Library on her Spain exhibit, Grindle, of Old Town, Maine, researched that country’s economic stability and stock market, and evaluated promising industries, such as solar power.

Sarah McDowell ’17, a marketing major from Maynard, Massachusetts, says the assignment provided a chance to be creative and have fun while connecting with other members of the UMaine community.

“We attended a German club meeting, spoke with professors of German language classes, and questioned staff members at the study abroad office,” she says.

Jeffrey Porter, director of the U.S. Export Assistance Center of Maine; Jeffrey
Bennett, senior trade specialist for the Maine International Trade Center; and Lucy Sommo, director of international recruitment at UMaine, evaluated the exhibitions on the relevance and quality of the material, appearance and creativity, and on how well students presented and understood the information.

First place went to Denmark; second place, Sri Lanka; third place, Chile.

“We live in an interconnected world, and it is critical that University of Maine students have an understanding of cultures, customs and business practices across the globe,” Sommo says. “As UMaine becomes a more international campus, it is crucial that all students be culturally competent. This prepares them for the world after graduation. Even for students who stay in Maine, global awareness is critical in a world that is shrinking. From a business perspective, companies that once may have sold their products exclusively in New England now rely on markets thousands of miles away to be successful. Knowledge of those cultures and business customs can make all the difference.”

Porter says the students showed an impressive depth of understanding.

“Thanks to projects like this, young people can see that interesting things are happening everywhere and that all countries have something to offer the grand economy,” he says. “The better we understand the world, the more likely our differences can be resolved peaceably.”

Avery Langlois ’17, a management major from Mattapoisett, Massachusetts, whose team researched Sri Lanka, says he enjoyed the assignment because it pushed the students out of their comfort zone. His team member, Kalli Kirkpatrick ’17, says she liked being creative with the presentation. The Portland, Maine, native and minor in management, made traditional Sri Lankan cuisine for visitors to their display.

“The assignment gave me an opportunity to learn about a whole new culture and lifestyle I was unaware of,” says Sheraton Jones ’17, a double minor in business administration and management from Anaheim Hills, California, who worked on the first-place exhibit. “I was able to broaden my perspectives on business and life as I learned about the business rules, laws and regulations in Denmark, and about how Danish people live their everyday life with certain beliefs, morals and values.”

Relyea and Sarath Nonis from Arkansas State University presented a paper about the project at a June meeting of the Academy of International Business in New Orleans.

“I was happy to spread the word about UMaine students’ great work,” Relyea says.

“We live in an interconnected world, and it is critical that University of Maine students have an understanding of cultures, customs and business practices across the globe.”

Lucy Sommo, UMaine director of international recruitment
BA student Kristin Hall ’17 is a world traveler and certified tour director who looks forward to using her graduate business degree to capitalize on her international experiences.

“An MBA will help me understand how to do business abroad and gain exposure to career options involving tourism and travel,” says the Longwood, Florida, native who also is earning a master’s degree in global policy from the University of Maine School of Policy and International Affairs.

As an undergraduate, she attended University of Central Florida, where she earned a degree in business and minor in international business. At UCF, she spent a semester at the ICN Business School in Nancy, France. When she returned, she co-founded GlobaLink, a student organization that aims to help UCF’s international students integrate into the community.

After graduating in 2011, she continued to indulge her love of travel, visiting more than 20 countries, including Croatia, Hungary, Poland, Estonia, Germany, Finland, Norway, Greece, Ireland and the Netherlands.

“I have had amazing adventures and made friends from all over the world,” she says. “In Spain, I hiked the Camino De Santiago, a 500-mile walking trail; and in Mexico, I summited Pico de Orizaba — the third tallest peak in North America at 18,500 feet.

“During my travels, I found couch-surfing a great way to meet people. I stayed with a couple in Rijeka, Croatia, who took me to places you’ll never read about in a guide book. I was treated to incredible views from nearby peaks and to an evening in an underground Cuban bar where we danced salsa. They invited their friends over, and we spent the evening making dinner and sharing stories.”

In 2013, aiming to combine her passion for travel with a full-time job, she became a certified tour director through the International Tour Management Institute in San Francisco, California. Her first job was with the travel firm Collette, where she specialized in tours in France, Cuba, England, California and Washington, D.C.

Now an independent tour director, she spends her university breaks leading excursions for companies including WorldStrides and Trafalgar.

“I love being a tour director,” she says. “I enjoy meeting new people from all over the world and providing entertaining and informative stories as I share the culture and history of a city or country that I learned about through experience and study. I also like the challenges of having to think on my feet and deal with a range of personalities.

In the travel/tourism industry, we call tour directing ‘project management on wheels,’ and I have certainly been able to hone my planning, executing, organizational and communication skills. These abilities will serve me well no matter what career I choose.”

Hall has used her travels to gain valuable skills and work for causes she cares about. During a recent trip to Peru, she worked with SKIP (Supporting Kids in Peru) in a small village outside Trujillo, teaching English to children and helping business owners obtain loans. While visiting Finland a couple years ago, she volunteered with AIESEC, an organization that facilitates student internships with businesses, helping to create entrepreneurial, global-minded leaders.

She decided to attend MBS after a chance meeting with professor Nory Jones at a Maine Troop Greeters event at Bangor International Airport.

Now in her second year in the MBA program, she serves as a graduate assistant and as president of GBA/NAW MBA (Graduate Business Association/National Association for Women MBA).

“MBS offers wonderful opportunities including small classes, flexible online courses and the opportunity to participate in an international trip,” she says. “I love the business school tagline, ‘Expect the World.’ It fits perfectly with my motto to never stop exploring and my goal to see as much of this big, beautiful world as possible.”
From the classroom

Career matchmaker

Internship coordinator helps students get a leg up on competition

MBs students are getting a head start on their careers thanks to the business school’s internship coordinator Amanda Plourde.

Plourde, who joined MBS in fall 2015, collaborates with businesses to establish internship programs and helps students find and prepare for the valuable experiential learning opportunities that can lead to full-time jobs after graduation. Building an internship program from the ground up, she is busy compiling data about each placement, including a brief description and the number of students who have participated.

“The most important thing we do here at MBS is prepare students to graduate career ready, and internships are the best way to do that because they enable students to differentiate themselves in this competitive work environment,” she says. “Internships provide an opportunity for students to work in a real business environment, add skills to their resume, apply the knowledge they have gained in the classroom, and build their professional network.”

A Madawaska, Maine native who earned a bachelor’s degree from UMaine’s College of Education in 2011, Plourde has been busy over the last year contacting businesses and organizations in Maine and beyond in search of potential partnerships.

“Networking is a big part of what I do,” says Plourde, who attends events including the UMaine Career Fair and the Bangor Business Expo to let businesses know that the school is seeking internship opportunities.

“Networking is a big part of what I do,” says Plourde, who attends events including the UMaine Career Fair and the Bangor Business Expo to let businesses know that the school is seeking internship opportunities.

Today, MBS has relationships with more than 70 companies and organizations across Maine, including the town of Orono; MMG Insurance in Presque Isle; Stone Coast Funds Services in Portland; Piscataquis Chamber of Commerce in Dover-Foxcroft; and Guidance Point Retirement Services, Mynt Investments and Enterprise Rent-a-Car, all in Bangor.

Internships, which can last a month, semester, summer, year, or even for a student’s entire tenure at MBS, typically are aimed at juniors and seniors who have taken core requirements and are immersed in the courses that pertain to their major.

“I am constantly getting information about internships that are valuable to students in all our MBS majors,” says Plourde, who has helped place a management information systems intern at the Orono Police Department, a marketing intern at the Coastal Maine Botanical Gardens in Boothbay, and a finance intern at Means Wealth Management in Bangor.

“When a business notifies me that there is an internship opportunity available, I send the information to students in the specific major at which it is targeted,” she says. “But students also come to me to ask if I know about any internships.”

In addition to her duties as internship coordinator, Plourde holds career preparation sessions to provide information about writing resumes and cover letters, applying for an internship or job, making a good impression at an interview, and other career-readiness skills. She also serves as an academic adviser, offering guidance and information regarding career research, options, decision-making and goal setting.

Serving as internship coordinator at MBS has been both challenging and fulfilling, Plourde says.

“I love talking with our students about their career interests, about the skills they want to develop and about their learning objectives and goals. I also like knowing that I am helping them plan for life after graduation. I feel particularly gratified when they tell me that I was instrumental in helping them obtain an internship,” she says, adding she also enjoys collaborating with businesses and organizations in the community.

Plourde says she strives to ensure the internship will be a valuable experience for both the employer and student. She determines what each business is looking for in a student intern, how the internship program will be structured, and what the educational takeaway will be.

“My goal is to have the majority of MBS students participate in an internship experience by the time they graduate,” she says. “But we emphasize to our students that while I can let them know what positions are available, in the end, they are the ones who have to take the initiative and put themselves out there.”
Since I enjoyed business and knew that it was a practical degree that can be applied to virtually any industry, I enrolled.”
Musical shades
Alumnus, Bangor Window Shade co-owner diversified businesses

MBs alumnus Kirk Ramsay '96 is a successful entrepreneur with a host of diverse interests.

As co-owner of Bangor Window Shade and Drapery in downtown Bangor, he sells and services window treatments to customers throughout the state, including the University of Maine. Through his business Ramsay Guitars, he builds and sells guitars. In addition, he buys, sells and renovates properties; owns and manages apartments; and oversees harvesting on several area wood lots.

"I look at life as a series of cash flows," says Ramsay, a MBS finance major who lives in Bradley, Maine. "I like variety and I like to be busy. There's no typical work day for me. Every day is different and I never know what I'll be doing or which of my businesses need attention. [My wife] Laura and I have learned to capitalize on the opportunities presented to us. We've been lucky finding those opportunities and are always on the lookout for new ones."

Describe your educational background and career path.
I started my bachelor's degree in 1981, but put my education on hold when I married in 1984. I felt unfulfilled because I never finished my education, so I am grateful to the University of Maine for making it easy to return to school in 1994 and build on the courses I previously had taken.

Since I enjoyed business and knew that it was a practical degree that can be applied to virtually any industry, I enrolled in the Maine Business School. Two years later I earned my bachelor's degree in finance.

I started working at Bangor Window Shade in 1983, first as an installer and then as a salesman. After I graduated, I toyed with the idea of becoming a financial planner, but ultimately realized I am not a suit-and-tie kind of guy.

In 1998, we moved to Massachusetts, where I worked as a regional sales manager for one of my window treatment suppliers. I enjoyed it, but we missed Maine. The next year we decided to return home and were happy to learn that Bangor Window Shade was for sale. We purchased it in 2000.

I like being a small-business owner and participating in the resurgence of downtown Bangor, which has become an exciting place to live and work. I like the flexible hours and I like meeting new people and developing relationships. I'm proud to say that we have maintained the stellar reputation that Bangor Window Shade developed over its 103 years in business.

I'm on campus frequently since UM is one of our largest clients, and I enjoy the opportunity to stay in touch with my alma mater.

How did you start making guitars?
I have always played guitars and enjoyed modifying and customizing them by tweaking the sound and changing the electronics. From there, I started making my own parts, and, eventually, my own guitars. Over the years, I have made several dozen, some of which I have sold via Facebook or the Internet.

When I see a beautiful or unusual piece of wood, I can’t wait to create a guitar. All the wood I use is special. I typically obtain it from mills across the U.S., including walnut from New York and Pennsylvania, ash from Georgia and South Carolina, pine and maple from Maine. I also have used timbers from an 1871 building in downtown Bangor that I renovated.

Whenever I have time, I head to my workbench in the basement of the Bangor Window Shade building where I do wiring, sanding or finishing. Working on my guitars is therapeutic as well as enjoyable.

What did you like most about your time at MBS?
I found the classes at MBS interesting and relevant. I thoroughly enjoyed being a nontraditional student. I was at least 10 years older than the typical student, but many of the professors weren’t much older than I, so they were easy to relate to. They were good mentors as well as teachers.

I remain friendly with Rick Borgman, finance professor and [former] director of MBS Graduate Programs. He and I recently collaborated on a case study for a college textbook. The study, which involved the decision-making process over whether opening a restaurant would be a good investment, has been published in “Entrepreneurial Finance: Concepts and Cases.”

Every class at MBS has proven valuable to me over the years. When you do as many things as I do, you have to roll all the skills you learned into one big ball and draw on what you need. The accounting skills I learned, including the ability to read financial statements and evaluate a company, have been particularly useful. I constantly use the information I learned in my finance and advertising classes.

When I started at MBS, the Internet was in its infancy, and the classes in management information systems were on the cutting edge. It was all very new and exciting.

I also liked getting to know the international students as well as the professors. Students and faculty often socialized together and I have fond memories of Friday nights discussing business and enjoying the free exchange of ideas.
Taking charge
Students learn how to encourage leadership in the workplace

The company CEO isn’t the only one who needs to be a leader. In today’s rapidly changing business environment, all employees need to be empowered to provide great customer service, adapt quickly to changing situations, and lead their organization to success.

That was the message for students in MBS cooperating faculty member Betty Woodman’s leadership class last semester when representatives from local companies explained how they encourage leadership in their employees.

Joyce Clark Sarnacki from Bangor Savings Bank in Bangor, and Caryn Coleman and Andrea Talty from Athenahealth in Belfast discussed how their companies instill critical thinking and decision-making skills, while helping workers feel appreciated and valued.

“Historically, leadership has never been as important as now,” Woodman says. “Things are changing quickly in the workplace and we need people who can step up to that change, so cultivating leadership skills that bring together vision, possibility and flexibility is crucial across an organization, and is not just for top management.”

Since Bangor Savings Bank has identified providing an exceptional customer experience as its most important competitive advantage, the goal is to “create leaders at every level of the bank and make a leadership attitude a core characteristic of all positions,” says Clark Sarnacki, executive vice president and chief customer experience officer.

“We’re confident that when employees are engaged, think like leaders, and know the company truly cares about them, our customers benefit,” Clark Sarnacki says. “Leadership skills practiced here are frequently applied in our communities, amplifying the impact far beyond the workplace.

To that end, the bank implemented internal initiatives. A list of “leadership commitments” posted in every conference room is used as an accountability discussion topic at many team meetings, and is reinforced at the department level to apply to everyone.

The company has a “culture of transparency” where everyone is expected to create forums for candid feedback — from formal evaluations to chats over coffee.

“Feedback is important because you can’t improve without it,” Coleman says. “But advice and guidance can be offered in a relaxed and casual manner. At Athena, people care enough to say to a colleague, ‘Hey, something’s bothering me, can we talk?’”

While managers make it a point to match people’s assignments with their skills and to provide coaching and information about career opportunities, employees are expected to be self-motivated.

“Athenistas are empowered to develop themselves,” she says. “We encourage our employees not to wait for a manager to tap them on the shoulder, but to take it upon themselves to figure out the skills they need to get ahead, contribute to the team, and make themselves the best candidate. That’s the sign of a real leader.”

The efforts are paying off, according to Clark Sarnacki. Employee turnover rates are favorable within the industry and customers consistently give the bank high scores on satisfaction surveys. Over the past nine years, the bank has ranked among the top 10 large Maine companies as a best place to work.

Athenahealth cultivates leaders through an environment in which “everyone is treated as an insider,” says Coleman, director of enrollment. “It’s not a top-down leadership style; it’s a culture in which all employees are encouraged to be engaged and involved, to voice their opinion, and to take the initiative.”

The company creates leadership opportunities by setting employees up for success, Coleman says. It pairs new hires with employees who serve as mentors, offers professional development courses, and provides employees with the opportunity to demonstrate their skills in front of the leadership team.

The company has a “shared leadership commitments” posted in every conference room is used as an accountability discussion topic at many team meetings, and is reinforced at the department level to apply to everyone.
Moving up the ladder
Alumnus works for Fortune 500 company

Nick Nadeau ’08, ’10, is a senior manager for corporate financial planning and analysis at AECOM, a Fortune 500 architecture, engineering and construction firm. The Los Angeles-based company designs, builds, finances and operates infrastructure for organizations in more than 150 countries.

A native of Lewiston, Maine, he joined AECOM in 2011 as an analyst in the program and construction management division. He held several jobs before joining the corporate operations finance team in 2015.

Now he oversees the operations analysis group and travels the globe, helping drive financial performance and process improvement by sharing observations and best practices with executives.

Why do you enjoy your job?
My job offers a glimpse into how corporate leaders manage a large enterprise and is a source of continuous learning. Since no two days are alike, the work is fresh and interesting. The complex nature of our diverse lines of business combined with my proximity to leadership makes it a challenging environment: deadlines are short, expectations are high, and the insights and business intelligence that are sought require detailed and thoughtful analysis distilled into concise summaries.

How do you use the skills you learned at MBS?
Beyond learning how to navigate the technical staples of business such as Excel, PowerPoint and management information systems, the skills I honed from collaborating on group projects, delivering class presentations and balancing the demands of multiple courses, have proven invaluable in my professional life. Thanks to MBS, I am able to communicate effectively and collaborate with others at all levels of the organization. This has been instrumental to my success.

How did MBS prepare you for your career and life after graduation?
I would not be where I am today without MBS. From studying abroad in Germany and participating in MBA international field studies in Russia, Brazil, Argentina and Chile, to representing my fellow students as a senator in student government, and serving as president of the MBS Graduate Business Association, I was fortunate to be able to step out of my comfort zone, embrace the unfamiliar and thrive in uncertainty.

What did you like most about the MBA program?
I liked the flexibility to choose coursework relevant to my interests. I also appreciated learning from professors with diverse backgrounds and professional experience. They were willing to go above and beyond to ensure students succeeded; but we knew it was up to us to take the initiative and make the most of our experience.

What MBS experience has shaped the way you see the world?
My MBA semester in Germany had a profound impact on me. I explored different cultures, learned more about the world around me, and gained perspectives from an international cohort representing more than 15 countries.
After earning a degree in management in 2005 and an MBA in 2009, alumna Christine Clark is helping to build Fonteva, a cloud computing software startup based in the Washington, D.C. area. Founded in 2010, Fonteva provides business management software and development tools for nonprofits and associations. It was included on Inc. magazine’s 2015 list of the 500 fastest growing companies in the country.

A Saco, Maine, native, Clark recently was named Fonteva’s director of training and enablement. She oversees new hire orientation; product training for customers, partners and employees; and development of certification programs and exams. She is on the company’s leadership team, providing input into key decisions, goals and strategies.

“Every day is a new challenge,” Clark says. “Although we are now a large startup with 90 employees, we still have to make decisions every day that could affect major aspects of the company. In addition to my day-to-day work, I need to plan and strategize for next year. The most rewarding aspect for me is when I see employees solving problems and being successful because of training I’ve provided or processes I’ve developed. Knowing that I’ve left a lasting impression makes all the long hours worthwhile.”

Through networking with another MBS graduate, Clark started her professional career at Acumen Solutions, a technology services consulting company that uses cloud computing. During her three years there, she was promoted twice. In 2012, she followed a colleague to Fonteva where she served as the first project manager. As more people were hired, Clark became senior project manager and director of delivery before moving into her current role last winter.

“At MBS I learned how to become a successful leader,” she says. “I learned that you have to lead by example, demonstrate why someone would want to work with you, and offer others a chance to lead. I learned that you do not have to have all the answers but that you need to know when to rely on others. I use all these lessons in my work at Fonteva.”

In a software company, completing a project requires teamwork and communication — skills Clark learned at MBS and through her participation in the John Molson MBA Case Competition in Montreal, she says.

Clark also learned proper business etiquette, made lifelong friends and realized the value of networking after joining management professor John Mahon at MBS Advisory Board events.

“I'll always remember one adviser teaching me how to give a proper handshake; never underestimate the power of a solid, confident handshake,” she says. “Also at MBS, I learned how important it is to leave a good impression, keep an open mind to new opportunities, and avoid burning bridges.”

Through her technology classes, Clark learned the importance of understanding and working with the latest technology; knowledge she credits with helping her land a job in 2009 when it was tough to find work because of the recession.

“MBS presented me with the opportunity to shape my own education. The professors and staff were open to my ideas and offered support in executing them,” she says, adding her professors in the MBA program were some of her greatest mentors. “Each gave me a unique perspective and helped me learn to deal with different types of people.”

During her MBA program, Clark started the Graduate Business Association (GBA), which she calls one of her best learning experiences.

Clark says her MBS trip to Japan in 2009 left one of the greatest lasting impressions on her career. She travels frequently for her job and is glad she learned the importance of becoming acquainted with other business cultures.

Some of Clark’s fondest memories of MBS include GBA get-togethers; Thanksgiving dinners and social gatherings at the homes of professors Nory Jones and Patti Miles; and decorating the graduate assistant office with classmates.

“All of it was wonderful and I would do it all again,” she says.
Ten years after graduating from MBS with a degree in management, Mark Ross is living and working in Maine, serving as vice president and retail market manager at Kennebunk Savings Bank.

“Whether I am opening someone’s first savings account, helping someone purchase their first home, finding ways to finance college tuition, or assisting a business owner with a seasonal line of credit — helping locals succeed financially may be one of the most rewarding things I’ve done with my life,” says Ross, who has been in his current position since June 2014.

When he’s not working, Ross gives back to the community as secretary of his local Rotary Club, vice president of the Kennebunk Lacrosse Club, treasurer of the Brick Store Museum, and assistant coach for the Kennebunk High School varsity boys’ lacrosse team.

What are your duties as vice president and retail market manager?
I manage two branches in the Kennebunk market. I am responsible for 16 incredible customer-facing staff members and I oversee all daily operations, including outside business development. We are on the verge of becoming a $1 billion bank and are continuing to expand into New Hampshire.

What was your career path?
After graduating from MBS, I started as a financial planner with an independent firm affiliated with the John Hancock Financial Network in Andover, Mass. My two years there were an unbelievable learning experience.

After getting some experience out of state, I interviewed at Kennebunk Savings, where I interned while at MBS. I knew the bank well, and I had a good understanding of its culture and how well employees and customers were treated.

My first position there was as financial service specialist in our then-new Springvale, Maine, branch. From there I worked my way up to assistant branch manager and then, to manager at our Wells branch.

Why do you enjoy working at Kennebunk Savings?
Our management team really gets what it means to be a partner in the community. We give 10 percent of our profits back to local nonprofits and charities each year; since 1994 we have given back more than $10 million. We also strongly support volunteering in the community, which I find very rewarding.

Why MBS?
I originally attended another college out of state and transferred to UMaine after two years. I found the professors and facilities here far outweighed my expectation, and the level of education was even better than a school that could cost five times as much.

MBS is a phenomenal place to figure out what areas of business you’ll enjoy down the road. It also gives you a great base of information if you’re looking to start your own business.

How does your MBS education continue to influence your life?
One of my favorite assignments required me to do a feasibility study on my own startup business. It forced me to come up with and evaluate an idea for a business and to consider the potential pitfalls. These lessons serve me well in my discussions with new business owners and startups when they are looking for financing.

There were many other valuable academic exercises that I remember, including acting as executives of a large company and preparing a proposal for a strategic partnership with another company to enhance our success with one of our product lines. These simulations helped us develop our team building, leadership and problem-solving skills, and taught us how various aspects of a business environment influence each other. I use all these skills every day in my work.
From the classroom

Strategic marketer

New York City experiences build local career

After working for more than four years in New York City, MBS alumna Sarah Eremita ’12 returned to Maine to launch a successful marketing career in her hometown.

In Bangor, Eremita most recently worked as the special events marketing manager at Hollywood Casino. She previously served as marketing director for the KahBang Music and Art Festival that took place in the city from 2009–2013. She also is one of the founders of Beta Agency, a digital creative agency that specializes in innovative media and interactive marketing solutions for companies, brands and organizations. And since 2011, she has been the marketing coordinator for UNO Pizzeria & Grill.

This fall, Eremita will be participating in HBX, a digital learning initiative powered by the faculty of Harvard Business School. She will focus on business analytics, accounting and economics with a goal of obtaining a greater understanding of the basics of business.

“We had to consider how KahBang could differentiate its message and be heard above all the other noise that’s out there,” Eremita says. “We spent countless hours brainstorming. It’s all about figuring out how you want to market your message and how to make sure it is heard.”

Eremita, who also earned a degree from UMaine’s College of Education in 2007, spent four and a half years in New York City, where she taught pre-kindergarten classes and English to speakers of other languages before landing marketing jobs. Her New York experience was one of the “most valuable resources” she brought to KahBang.

“I learned that New Yorkers like to make last-minute decisions about entertainment,” she says. “So we knew that our promotions needed to take place within a very brief timeline. We also knew our audience wasn’t into TV, print or radio, so we pioneered the use of Facebook in this area, since, at the time, social media was fairly new as a business tool.”

Eremita says the team found their audience wasn’t familiar with Maine, and therefore determined they first had to promote the state. They then decided to introduce camping to create brand awareness, she says.

Partnering with a New York City television station, Eremita says she helped create commercials that showed “scenes of a beautiful Maine sky with stars and the faint chirping of crickets in the background. Then the camera panned to a campsite and our message, ‘Weekend Warriors Wanted,’ appeared on the screen.” The ads appeared in subway stations and on TV screens in taxi cabs.

The KahBang promotion was successful, bringing in ticket sales from outer markets, according to Eremita.

“We sold to nearly all 50 states after airing the ads in New York City, and we attributed that to NYC being such a tourist destination that we inadvertently were able to market to even

Last spring, Eremita spoke to assistant professor Ebru Ulusoy’s integrated marketing communications class about how she and her team promoted KahBang to a target market of young New York City professionals dubbed “weekend warriors.”

“These were the 30-somethings who liked to work hard during the week and play hard on weekends,” she says.

One of the marketing team’s key strategies was to offer lodging and camping promotions so customers could combine their musical weekend with a quintessential Maine experience. Other tactics were to advertise on social media, have band members talk about the festival, and send “street teams” of college students to hand out free tickets throughout Maine as well as in Portsmouth, New Hampshire; Providence, Rhode Island; Brooklyn, New York; and Fredericton, New Brunswick.
Researching return on investment

University of Maine students get a lot of bang for their buck. That’s what MBA student Arthur “Dodge” Tucker ’17 found when he compared UMaine’s productivity to that of 14 other public, land grant universities across the United States.

In April, Tucker, a Kittery Point, Maine, native, presented his results during UMaine’s Student Research Symposium at the Cross Insurance Center in Bangor.

Tucker, who earned an undergraduate degree in finance and accounting from MBS in 2015, was among more than 500 presenters at the symposium. Participants shared their work in the form of posters, oral presentations, exhibitions and PechaKucha — a fast-paced, concise presentation in which 20 images appear on-screen for 20 seconds and then advance automatically while the presenter talks. The projects were judged by faculty, alumni and industry professionals.

“This was an awesome experience,” says Tucker, whose PechaKucha presentation lasted six minutes, 40 seconds. “I enjoyed the entire process and learned a lot. I had never done a PechaKucha before, so it took hours of practice. The hardest part was keeping my narrative brief and simple while including all the necessary information.”

Presenting in a small meeting room at the Cross Center, Tucker told the audience he made his comparisons using financial information from a standardized database and an equation he created with help from his adviser and data analytics teacher Patti Miles, an associate professor of operations management.

“It turns out that UMaine is extremely productive and efficient compared to peer schools like the University of New Hampshire, Florida A&M and North Dakota University,” he says. “According to one evaluation, UMaine earns $2.20 for each dollar spent compared to other land grant universities, which earn an average of $2. This means that UMaine gets more for its investment than 87 percent of its peers. In another comparison, UMaine earns $6.93 for each dollar spent while other schools average $6.38. So, UMaine gets more for its investment than 90 percent of its peers.”

Miles praised Tucker for using his data analytics studies to “craft an argument, obtain sufficient data to represent the case, and then present a compelling story.”

“Dodge did an awesome job translating his research, showing that UMaine is in the 87th percentile with respect to efficiency, and that our dollar goes further than at other schools,” she says.

Because of Tucker’s presentation, Miles says she plans from now on to incorporate the research symposium into her course “to give students something to aspire to.”

This was the first year of the UMaine Student Research Symposium, a joint effort of the Graduate Student Government and Center for Undergraduate Research (CUGR). Previously, each group hosted its own academic research showcases on campus.

The event was held in Bangor to increase the visibility and accessibility of student research at UMaine, according to Alexandria Jesiolowski from CUGR.
Cassie Vaillancourt ’12 (MBA) is using her business degree in the forest products industry.

Vaillancourt, who earned a bachelor’s degree in forestry from the University of Maine in 2010, works as an operations planner in the supply chain department at Sappi North America in Skowhegan.

“I am responsible for planning production of the mill’s three world-class paper machines and the outside converters, managing inventory levels, and working with the inside sales team to accommodate customer orders,” says Vaillancourt, a Fort Kent, Maine, native who now lives in Winslow, Maine.

After earning her MBA, Vaillancourt began working as an operations forester for Seven Islands Land Co. in Ashland, Maine. While there, she transitioned into the role of business analyst and quality assurance coordinator at the company’s manufacturing division.

In December 2015, she was hired at Sappi. “The career change has allowed me to use more of the skills I acquired from earning my MBA while still enabling me to remain in the forest products industry,” she says.

Vaillancourt likes knowing that the decisions she makes have an effect on the performance of the paper mill and the company.

“I feel fortunate to work for a global company that is considered a leader in the industry and I believe there will be several opportunities for advancement within the company,” she says.

After attending UMaine as an undergraduate, Vaillancourt didn’t want to go anywhere else to earn a graduate degree. “I loved forestry but knew I didn’t want to be a field forester forever,” says Vaillancourt, who became a licensed Maine forester in February 2015. “I realized that earning an MBA would allow me to become more versatile in the forest products industry and be seen as a valuable asset to any company.”

The MBA program enabled Vaillancourt to study real-world business problems, learn to think critically, perform a detailed analysis, and formulate a realistic solution — skills that have been useful in her current job and are critical for any business leader, she says.

“The MBA program offers world-renowned professors who are always available to answer questions, small class sizes, a well-rounded offering of courses, and the opportunity to become involved in the school and in the community,” she says. “At MBS I wasn’t just a number.”

Vaillancourt cites an international field experience course to Germany as one of her greatest experiences at MBS. “We worked with German students on a business project, lived with them for a few days, and had lots of time to explore the country. It was such a great experience to interact with students from another culture and experience Germany firsthand,” she recalls.

The MBA program offers world-renowned professors who are always available to answer questions, small class sizes, a well-rounded offering of courses and the opportunity to become involved in the school and in the community.

At MBS I wasn’t just a number.”
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Conducting business over the internet comes with a host of legal complications, MBS alumnus Derek Jones ’12 told a class of e-business students during a spring presentation.

“Through cyberspace you can expose yourself to liability all over the world from the comfort of your own home,” says Jones, an attorney who graduated from the school’s joint MBA/JD program and works as an investment advisor at Deighan Wealth Advisors in Bangor.


“Barlow calls for a new set of laws that govern only the internet and asserts that our current laws, based on the physical world, are ill-suited for cyberspace,” Jones says. “Barlow is right, but he did not get his way. The patchwork of laws that govern the physical world also have been contorted to govern cyberspace.”

Jones recommends students hire an attorney for all big decisions; no matter the size of their company.

“Your actions in cyberspace could open you up to being sued in a foreign jurisdiction,” he says. “Facebook has tried to limit this exposure by including a ‘choice-of-forum’ clause in its terms of service requiring that any lawsuit between Facebook and its user take place in the courts of Santa Clara County in California. However, the Court of Appeals in Paris recently threw this clause out and allowed a lawsuit to proceed against Facebook in France. Now you’re selling maple syrup from Maine, put a French tab on your website, and you’re being sued in a Quebec court that uses a completely different legal system than our own.”

In addition to speaking about the realities of e-commerce, Jones spoke about the nature of the law.

“The law is like a mutating virus,” he says. “Let industry best practices and your own moral compass guide you because they point to the direction in which the law is heading.”

Jones says he enjoyed returning to campus as a guest speaker.

“It’s important that alumni speak to students,” he says. “We provide insight into the professional world and offer a realistic view of what students can expect a few years out.”

The joint MBA/JD program is a great way to earn two useful, prestigious degrees in a shorter amount of time, says Jones, who graduated with an MBA in 2012 and a JD from the University of Maine School of Law in 2015.

While in law school, he did an externship with the International Association of Privacy Professionals in New Hampshire. He held a summer associate position at Unum in Portland, Maine, and Chattanooga, Tennessee; and he participated in the Cumberland Legal Aid Clinic in Portland. After law school he worked for attorneys in Bangor and Orono before joining Deighan.
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Barbara Lavoie DeCoster '79 and Lester A. DeCoster '59
David R. Delano, C.P.A. '82, '87G
John B. DeQuattro
Vincent DiMillo '80 and Therese A. DiMillo
Thomas A. Dobrowski
Alan E. Douville, Jr. '97, '93G and Lisa A. Douville
Jay P. Dresser '77
David J. Fayen '78G
William G. Ferentz '86
Benjamin W. Fetteman '99
Sharon V. Finer
Cheryl Davis Fullerton '80
Mary E. Gamage '86 and Jeffrey B. Giffiths '86
Richard D. Gleson '69, '70G and Kathy Saunders Gleson '70
Gleson Media Services
Carolyn T. Golden
Nicholas H. Naidis '74
Chris N. Hadias '74, '76G and Bonny McCormick Hadias '71, '82G
Susan A. Halpin '83
Christine Peterson Hancher '91
Matthew H. Harmon '93 and Domenica Wdgowski Harmon '93
Robin W. Hartford '81
Darrell J. Herbert '71
Thomas C. Hicks '82
Brian J. Hillman '85
Diane E. Hitchings '75
Sgt. Ralph W. Hosford '93 and Jessica Simmons Hosford '94, '97G
Karen M. Hosford '79 and Taffy Shaw

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During his graduate assistantship, Philip “Pip” Kolmar ’16 created promotional videos posted on the Maine Business School’s website and social media pages. The short videos consist of classroom scenes, interviews with faculty, and sessions at the Gerard S. Cassidy ’80 Capital Markets Training Laboratory, enabling prospective students and parents to get a meaningful glimpse into the school.

“My goal was to capture the essence of the MBA program,” says Kolmar, who received guidance from Richard Borgman, director of MBA programs.

A Saco, Maine, native who graduated from UMaine in 2015 with a degree in new media and a minor in business, Kolmar created a database of video content for MBS that can be used for years.

“The videos highlight our wonderful educational resources, our close-knit atmosphere and the personal interaction between faculty and students,” he says. “I took shots of distance students and in-class students working together to showcase our MBA hybrid class experience, and I captured our teachers having meaningful conversations about their academic goals, teaching methods, and beliefs about the MBA program.”

Kolmar honed his skills during a videography internship with L.L.Bean. Working with the retailer to update marketing content for its website enabled him to develop an appropriate message for MBS, and be creative, innovative and succinct as he told the MBA story visually.

“I gained some important marketing tools from my internship including how to adapt a message to a company’s brand,” he says. “Many of the same skills I learned were able to be carried over to my work at the business school.

“I’ve learned a lot about what our generation wants from marketing content. People don’t want a sales pitch anymore; they want to connect with a deeper brand story. The nature of content these days also forces this story to be told quickly. If you don’t grab your audience’s attention in the first seconds, you’ve lost them.”

Borgman says Kolmar has been a boon for MBS.

“Pip has done a sensational job. He has a real talent for creating videos. Thanks to his creative work, we can show potential applicants — many of whom will never be on campus — what our MBA program and faculty are all about and why UMaine is a good choice,” Borgman says.

Kolmar says he enjoyed using his passion for videography and new visual mediums to market the business school.

“For me, videography has always been the medium that best reflects a human connection. It allows me to create content that doesn’t just illustrate a point, but that digs deeper and inspires people and makes them feel something,” he says.

Kolmar now lives in the Boston area where he hopes to put his creative talent to use at an advertising agency or other company.