



Maine Business School [umaine.edu/business](http://umaine.edu/business)

# MBS Connects

University of Maine • Fall 2016



## Sweet equity

Alumna opens bakery in Brewer



## From Dean Ivan Manev

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 Betty 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](mailto:corey.watson@maine.edu). We look forward to hearing from you.

*Ivan Manev*



## Contents

MBS news briefs.....	3	Alumni focus: Nick Nadeau .....	15
From the cover: Alison Keane '13.....	4	Alumni focus: Mark Ross .....	17
Russia trip.....	6	Strategic marketing.....	18
Sweden trip .....	7	Student stories: Dodge Tucker.....	19
International business.....	8	Alumni focus: Cassie Vaillancourt.....	20
Student stories: Kristin Hall .....	10	Students learn about cyberlaw .....	21
Internship coordinator .....	11	May 2016 graduates.....	22
Alumni focus: Kirk Ramsay .....	12	Donor recognition .....	23
Leaders in training .....	14	Student stories: Pip Kolmar.....	24

**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 Agrawal** 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. ■

The University of Maine does not discriminate on the grounds of race, color, religion, sex, sexual orientation, including transgender status and gender expression, national origin, citizenship status, age, disability, genetic information or veteran status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director, Office of Equal Opportunity, 101 North Stevens Hall, 207.581.1226, [eoinfo@umit.maine.edu](mailto:eoinfo@umit.maine.edu).

From the cover

# Sipping success



## Keane's Logical Sip merges business and baked goods

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.



I think many people who open restaurants have culinary experience without business experience, but I was the opposite. **The business skills I got at MBS will give me a huge advantage over competitors.”**

“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.

All the baked goods — including our bread — are made in-house, from scratch, with the exception of the gluten-free items, which we purchase locally.

#### **Who helped and advised you as you wrote your business plan?**

I reached out to MBS associate professor of entrepreneurship Jason Harkins and met with him many times to discuss my business plan. He was a huge help. He helped me establish a target market and figure out how I was going to differentiate my business.

I also sat down with D’arcy Main-Boyington and Nicole Gogan, the economic development team in Brewer, who went above and beyond to entice me to choose Brewer. I knew they would be great support when I started operating and contributing to the city.

#### **How is your MBS training helping you run your business?**

My MBS education gave me a solid foundation of essential business skills as well as an awareness of the importance of having a detailed business plan, including accurate expense and sales forecasts. I think many people who open restaurants have culinary experience without business experience, but I was the opposite. The business skills I got at MBS will give me a huge advantage over competitors.

Now that my staff is fully trained, I have had time to sit down and plan out the ‘bigger picture’ business duties. Many people stress the importance of marketing and bringing in revenue, but that is not my top priority right now.

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](http://logicalsip.com).*



# Worldwide studies

## Trips provide experience in international business environments

### 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 Lavalley '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.”

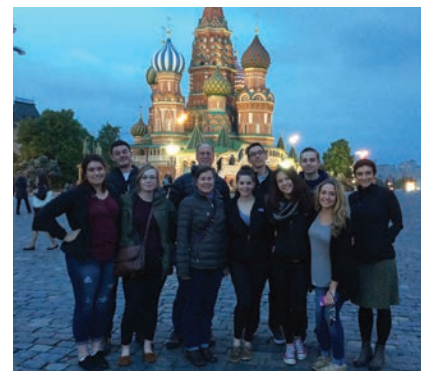
“Living with a Russian family and learning about the culture has allowed me to see the advantage of acknowledging and welcoming other viewpoints and traditions as well as sharing my own,” she says. ■

“

### **This [trip] was really eye opening.**

It demonstrated the different situations you can run into while starting a business in Russia.”

**Zachary Stephens '17**



## MBA students visit Sweden as part of international field study class

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



I realized that the **world is not such a big place and is even getting smaller** with the digital age."

**Beth Johnson '16**

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 "further 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. ■

## MBS Advisory Board

**Shelly Bartlett '86**

Senior Vice President for Finance, L.L. Bean, Inc.

**Dan Bouchard '83**

Senior Vice President at State Street Bank  
Former Senior Managing Director, Global Markets

**Dennis Carey '68**

Former CFO, Home Depot

**Stephen K. Clark '80**

CEO, Bangor Federal Credit Union

**Jay Cromarty, Chair '78**

Partner, International Entrepreneurship Center

**John DeQuattro**

Vice President, Investment Advisor, TD Wealth

**Ivelin M. Dimitrov, CFA '03**

Chief Investment Officer, Fifth Street Finance Corp.

**Andrew Frawley '84**

President of Marketing Technology, Epsilon

**Joel P. Gardiner '83**

Principal, Deloitte Consulting LLP

**Dianne Grade, Vice Chair '08**

Product Manager, Tyler Technologies, Inc.

**Shaun A. Hutchinson, Esq. '87**

Director, Business Development, Legal Solutions, DTI

**Bethany Mealey '09**

Program Manager, UNUM

**Douglas Packard '79**

CEO/Owner, Doug Packard Consulting

**Ronald Roope '04, '11 MBA**

Senior Vice President, Bangor Savings Bank

**Ralph Seferian, Vice Chair '81**

Vice President, Oracle

**Jon F. Sorenson '86**

President, JFS Energy Advisors

**Kristin Stewart '81**

Vice President, BNY Mellon

## From the classroom



# A study in business culture

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**





# Student jet-setter



**M**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/NAWMBA (Graduate Business Association/National Association for Women MBAs).

"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." ■

# Career matchmaker

## Internship coordinator helps students get a leg up on competition

**M**BS 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.

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.

“

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.”

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

**M**BS 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 UMaine 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

**T**he 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. It's good business, but most importantly, it's the right thing for truly experience-centric employers to do."

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.



**Leadership skills practiced here are frequently applied in our communities, amplifying the impact far beyond the workplace."**

**Joyce Clark Sarnacki**

The shared leadership commitments include fostering a culture of innovation and continuous improvement; holding yourself to the highest standards and knowing that you are part of something larger than yourself; and appreciating diversity of thought and collaboration.

"These commitments say to our employees, we need you to think like a leader, act like a leader, and be a leader, and here's the road map to accomplish that," Clark Sarnacki says.

The bank promotes leadership skills in other ways, including significantly raising its minimum starting wage to underscore management's belief that all positions are complex and hold a high degree of responsibility. The CEO also regularly holds conference calls to share what is going on at the company with all employees.

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 "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." ■



# Moving up the ladder

## Alumnus works for Fortune 500 company

**N**ick 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.

### What was your career path after MBS?

After completing my MBA, I moved to Washington, D.C. Through networking, I connected with AECOM executives who were looking for someone with a business background to support the integration of a newly acquired construction firm.

I joined the company within our program management/construction management business line, which exposed me to all areas of operations and finance, including analysis and reporting, monitoring high-risk projects, developing cost models for proposals and supporting project teams.

When my learning curve started to flatten out, I created my own rotation program since a formal one did not exist at the time. I transitioned to project management to better understand how we deliver value for our clients and the company. For the next three years, I worked on projects with a combined value of more than \$2 billion, primarily for clients including the Department of Homeland Security and Architect of the Capitol.

In January 2015, I was promoted to project manager, overseeing elements of construction projects ranging from \$700 million to \$1.1 billion.

While I enjoyed my work, I recognized my ambitions were more management oriented. After a vice president shared my resume with colleagues in corporate headquarters, I received an offer to relocate to Los Angeles to begin a career in corporate finance.

Throughout my professional career, I earned an advanced professional certificate in real estate and construction in 2012 at Georgetown University and am a certified Project Management Professional (PMP). I am pursuing a certificate in project leadership from Cornell University College of Engineering.

### 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. ■

# Enabling financial success

## Alumnus, bank vice president rewarded by helping locals

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



Helping locals succeed financially may be **one of the most rewarding things** I’ve done with my life.”

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. ■

# Strategic marketer

## New York City experiences build local career

**A**fter 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.



As a marketer, sometimes  
**your biggest job is to be  
the face of your brand,  
product or company.”**

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.



“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



farther destinations because people visiting the city saw our ads and took that knowledge back home,” she says. “We saw an increase in sales from 7,000 tickets in 2011 to nearly 10,000 in 2012. In 2013, when we decided to make the festival grounds free, we saw an increase in the number of tickets sold in those areas we were already targeting.”

While at Hollywood Casino, Eremita created and executed gaming promotions, planned special events, managed social media, handled donations and sponsorships, booked entertainment, and assisted in public relations.

“At the casino, everything is scaled back,” she says. “My goal is to attract 1,000 people to a particular event, instead of 10,000. But I use the same strategies to come up with an advertising campaign. For me, creating a campaign is like a light coming on. I draw inspiration from my friends and from day-to-day life. I also pay

attention to trends and try to play off what is new and what my target demographic is into at the time.”

At Hollywood Casino, where she marketed to people over 65 who tend not to use email, the internet or Facebook, she relied mostly on print media, television and phone calls.

Much of her time at the casino involved building relationships, getting out into the community and attending charity events and women’s gatherings. She also collaborated with the Bangor Region Chamber of Commerce and the Greater Bangor Convention and Visitors Bureau.

“As a marketer, sometimes your biggest job is to be the face of your brand, product or company,” she says. “I truly enjoy interacting with people. I’m very big on word-of-mouth marketing and don’t care as much for sitting at a desk typing copy. I’m a fan of hitting the streets and putting in the legwork.” ■

## Arthur “Dodge” Tucker ’17

### 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. ■

# Forest vision

## Alumna works at Sappi North America in Skowhegan

**C**assie 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."**

The University of Maine Annual Fund offers alumni, parents, friends, faculty and staff an opportunity to support the most immediate needs of the Maine Business School.

Gifts from the Annual Fund can be used to support student programs, such as travel and internships, academic scholarships, facility improvements, technology enhancements and other areas that help the Maine Business School maintain its reputation for excellence.

The dean of the Maine Business School relies on the Annual Fund to take advantage of special opportunities and to meet urgent needs. As costs continue to rise your gift will help ensure that the Maine Business School remains a source of pride and inspiration to alumni, as well as current and prospective students.

Making a gift to benefit the Maine Business School is simple. You can make a secure and convenient gift online ([umaine.edu/give](http://umaine.edu/give)) or call the gift processing office: 207.581.1148; 866.578.2156.

Gifts of \$1,000 or more qualify donors for membership in the President's Club. President's Club members are invited to an exclusive brunch during Homecoming Weekend and receive a special pin.

For more information about Maine Business School giving, contact the University of Maine Foundation, 207.581.5100.

Thank you for your support.



# Business wide web

## Students learn about cyberlaw

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.

"What you do on the internet has real consequences in the real world," he says.

Cyberlaw textbooks typically open with a discussion of "A Declaration of the Independence of Cyberspace," a 1996 paper by John Perry Barlow.

"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. ■



## May 2016 graduates



### Accounting

Alexander Ferris Becker  
Darren Jacob Brown  
Brooke Alexis Fournier  
Brent Aaron Martin  
Gabriel Loren Melmed  
Nicolas Robert Stewart  
Dominic John Vatalare

### Business Administration/MBA

Tanner Andrew Adams  
Jeremy Lee Ashlock  
Danuse Bement  
David Robert Farrington  
Brady Daniel Jacques  
Alison Grace Keane  
Kristen Anne MacBride  
Andrew Nyasha Millard  
Patricia Lynn Peaslee  
Thomas Michael Puia  
Jane Tyler Rankin  
Janelle Eileen Laura Tinker

### Finance

Ryan Craig Bertrand  
Evan Nathaniel Black  
Spencer Albert Blanchard  
Margaret Anne Bouchard  
Nathan Peter Burns (DM)  
Channsophea But  
Hayden Chan  
Matthew Alan Chapman  
Brandyn Kyle Chretien  
Kailey Ann Desrosiers  
Megan Emily Fournier  
Michael Kaj Geissler  
Alexandria Marie Gross  
Darin Nelson Jandreau  
Griffin Alexander Lang  
Tuan Anh Le  
Bryan Richard Legault  
Kaitlyn Shawn McCann  
Will Patrick Merchant

Tyler B. Morin  
Matthew John Morris  
Shane Thomas Nadeau  
Joshua David Nault  
Rickhia Lynn Paulson  
Conor Romeo Riley  
Jeffrey Ethan Rogers  
Taylor C. Sharp  
Steven Michael Swavely  
Jeffrey Michael Switucha  
James Harris Turner V  
Bryant Paul Whitley

### Management

Sirus Mohammad Ahmad  
Jared Wayne Arsenault  
Lucas Judson Ashbaugh  
Sarah Ann Brooks  
Alec Gammon Bunnell  
Andrew Joseph Carignan  
Morgan Daniel Cates  
Amy Lyn Cirrinone  
Katilyn Abigail Coburn  
Daniel Michael Colageo  
Camille Marie Cramer  
Alexander Cromwell  
Samantha Grace Marie  
Donahue-Ramsey  
Paul George Ewing  
Matthew Scott Fern  
David Joseph Francis  
Daniel James Frank  
Kirklynn Michaela Gates  
Brenden Timothy Geary  
Wendy Michelle Gibbs  
Till David Gloger  
Caroline Golden  
Travis Cedric Harkins  
Zheng Huang  
Craig Joseph Lizotte  
Whitney Anne Lallas  
Mark P. Levasseur  
Taylor Clark Locke

Gemma Jacqueline Longo  
James Arthur Lowell  
Taylor C. Ottman  
Megan Syline Plourde  
Kayla Belle Rackley  
Alexander Grant Ross  
Drew Michael Sansing  
Nicole Paige Sevey  
Leigh Katherine Shaw  
Ashley Nichole Simard  
Luat Tran  
Elaine Ann Tutuny  
Michael Jason Werner  
Zachary Thai Hoa White

### Marketing

Caroline Marie Adkins  
Ian Wallace Barber  
Holly Marie Bauer  
Phoebe Gwynne Chamberlin  
Eric Joseph Deerwester  
Molly Katherine Desmarais  
Michael Patrick Duggan  
Joseph R. Durkin  
Michela Sarah Ferullo  
Matthew James Finn  
Molly Cronin Finn  
Daniel Eric Herman  
Gavin Delano Higgins  
Christopher Ryan Josselyn  
Eliza Y. Li  
Ryan Michael Manley  
Sarah Marie Marshall  
Stefan Micovic  
David Gabriel Patrick  
Margaret Mary Petit  
Gregory Daniel Piper  
Jamie Catherine Rowe  
Brianna Mackenzie Smith  
Grayson Bryden Smith  
Meaghan Elizabeth Strickland  
Matthew David Sturgis  
Cassidy Leigh Svetek

Emily Paige Vieira  
Benedict Paul Wezel  
Ryan Carl Wilson  
Carl Anthony Witham  
Tristan Pau Wortman

### Accounting and Finance

Craig Gareth Blackwell  
Chad William Denbow  
Michael George Hurley  
Jonathan Walter King  
Zachary Elijha Perigo  
Lucas D. Roy  
Daniel Benjamin Slavin  
Connor Mark Smart  
Corbett Arthur Smith  
Nipun Vaidya

### Finance and Management

John Alan Meehan  
Sean Peter Perry  
Matthew Ryan Sinderson

### Finance and Marketing

Hannah Dean Lolar  
Connor Will Shaw

### Marketing and Management

Leah Gardner Goren  
Jeremiah Peter Gross  
Chevaughn Marie Kacer  
Lucas Kronlund  
Zachary Michael Lane  
Zebediah Thomas Letourneau  
Casey Allen Libby  
Brooks John Pellerin  
Jason Michael Regis  
Lauren Kelsey Selwood  
Joseph Wilson Sutton  
Jacob Nicholas Towle  
Jessica Lynn Varner

## **FY16 Honor Roll of Donors**

The list below recognizes Maine Business School donors in fiscal year 2016. Every attempt has been made to provide a complete and accurate list of all donors. If we have made an error, please accept our sincere apology and let us know by contacting Jessica Hosford at 207.581.5100 or [jessica.hosford@maine.edu](mailto:jessica.hosford@maine.edu). Thank you for your generous support.

## **Dirigo Society (\$10,000 or more)**

Gerard S. Cassidy '80 and Elaine Conley Cassidy '78  
Bruce R. Fournier '79 and Joanne E. Fournier  
Fournier Family Foundation  
Rose Whitmore Germick '38 and  
Stephen G. Germick Estates  
Ralph A. Gould, Jr. '45 and Hazel H. Gould  
Herbert R. Sargent  
Sargent Corporation  
Paul E. Sullivan '66 and Barbara B. Sullivan

## **Fogler Society (\$5,000 to \$9,999)**

Competitive Energy Services  
Daniel R. Daigneault '74 and Carol B. Daigneault  
Albert A. DiMillo, Jr. '76  
Ivelin Dimitrov '03 and Ralitzia Dimitrov  
Charles E. Komar '80  
John A. Roswech '04  
Jon F. Sorenson '86 and Karen M. Sorenson

## **1865 Associates (\$2,500 to \$4,999)**

Joel P. Gardiner '83 and Judith Vessot Gardiner  
Harold H. Henderson '67 and  
Tamara Gemme Henderson '80  
Nicholas P. Heymann '78 and Bibiana Heymann  
Heymann Foundation  
Edward J. Keefe '86 and Lillian S. Keefe  
John F. Mahon, D.B.A. and Julia M. Mahon  
James C. Otis '69

## **Presidents Club (\$1,000 to \$2,499)**

David J. Barrett  
Daniel J. Bouchard '83, '85G and  
Francine P. Bouchard  
Matthew J. Ciampa '10, '12G  
Clinton E. Davies '82, '83G and Colette B. Davies  
Col. Parker A. Denaco '65, '75G and  
Gayle G. Denaco  
William '79 and Robin Dunnett  
Sheila and Howard '88 Galligan  
Stephen T. Harvey '76, '80G and Johna Harvey  
William M. Kearns, Jr. '57  
Kilbride & Harris Insurance  
Lorraine Burr Leeth '75 and Dr. John Leeth  
Patricia D. Lovaas  
Ivan M. Manev, Ph.D. and  
Alexandra G. Todorova '05G  
Owen Z. McCarthy '10 and  
Holly Knight McCarthy '10  
Melvin T. McClure, Ph.D. '57  
Yoriko McClure  
Shawn McKenna '77 and Debra Colby McKenna  
Timothy M. O'Neil '79 and  
Cynthia Marston O'Neil '75  
David L. Ray '83  
Leslie S. Ray, Jr. '50  
Linda Martin Regius '87 and Richard T. Regius '87  
David R. Sposato '74 and Nancy J. Sposato  
Dr. Robert A. Strong and Kristen Strong  
Turnbull Realty, LLC  
F. Stephen Ward '76, '98G and Mary Catherine  
Toole '76

## **Friends (up to \$999)**

Ronald D. Aarons '69G  
Cynthia Van de Werken Allen '80 and Mark Allen  
Tamay Belkis Alpander '93  
William W. Anderson '67G  
Amy Begert Ashton '68G  
Carl A. Bamford '88  
Betty A. Barnes  
Charlene M. Barrett  
Lavon Lee Bartel, Ph.D. and David G. Struck  
Shelly Elliott Bartlett '86  
Robert P. Beaudoin '62  
Michael E. Berg '90G  
Paul T. Blouin '80 and Linda M. Frechette-Blouin '80  
Russell S. Bodwell '44, '47G  
Patricia A. Borgendale and Dennis L. Borgendale  
Richard H. Borgman, Ph.D.  
Muriel Marcou Bowerman '54  
Bryce E. Boynton '03  
Paul J. Bradeen  
R Philip Brick  
William A. Bruce '69  
Paul V. Bruno  
Sean M. Cameron '93 and Linda Cameron  
Austin C. Carter '53 and Charlene M. Carter  
Nancy A. Carter '79  
Donald D. Carter, Jr. '80G  
Elizabeth B. Cashman  
Paul E. Chandler '79  
Lee J. Chick '78 and Ann Bailey Chick '86  
Timothy A. Churchill '72G and Donna Churchill  
Stephen K. Clark '80 and Dawn Alane Tunstead '98  
Kathleen Cocorochio  
Barry A. Cohen '71 and Ruth-Ellen Cohen  
D. Gregg Collins '86 and Lori Penny Collins '86  
Donald H. Cousins '66 and Rae B. Cousins  
William B. Cox  
Paul B. Cronin '57 and Dale G. Cronin  
John W. Cronkite, Ed.D. '68  
William H. Cummings, Jr. '51 and  
Lorraine Cummings  
Richard B. Dawson, C.P.A. '78 and  
Valerie Woodsum Dawson '80  
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. Dombrowski  
Alan E. Douville, Jr. '87, '93G and Lisa A. Douville  
Jay P. Dresser '77  
David J. Fayon '78G  
William G. Ferentz '86  
Benjamin W. Fetterman '99  
Sharon V. Finer  
Cheryl Davis Fullerton '80  
Mary E. Gamage '86 and Jeffrey B. Griffiths '86  
Richard D. Gleason '69, '70G and  
Kathy Saunders Gleason '70  
Gleason Media Services  
Carolyn T. Goldman  
Charles N. Hadjaris '74  
Chris N. Hadjaris '74, '76G and  
Bonny McCormick Hadjaris '76, '82G  
Deborah A. Halpin '83  
Christine Petibon Hancher '91  
Matthew H. Harmon '93 and  
Donna Wigdzinski Harmon '93  
Robin W. Hartford '81  
Darrell J. Herbert '71  
Thomas C. Hicks '82  
Brian J. Hilfrank '85  
Diane E. Hitchings '75  
Sgt. Ralph W. Hosford '93 and  
Jessica Simmons Hosford '94, '97G  
Wayne K. Huggler '78  
Warren C. Hutchins '70G  
Nory B. Jones, Ph.D.  
Peter M. Joseph '80  
Brooks R. Joslin  
James P. Kachmar '94 and Amber Baxter  
Steven B. Kalloch '67, '69G and  
Constance C. Kalloch '70  
Dugald Kell Jr. '82, '89G and  
Jeanne Kitchens Kell '82, '89G  
Paul E. Kendall  
Raihan H. Khan '95G  
Jane Belanger Kiser '81 and James R. Kiser '80  
Kiser & Kiser Company  
Edward J. Kroll '67G  
Paul R. Labrecque '73 and Jacqueline M. Labrecque  
Walter F. Lazarz '10  
Mary Jane Shanahan Lenhardt '77 and  
Stephen W. Lenhardt  
Richard M. Levenson '79  
W. Peter Libhart, Jr. '78 and Mary Rogers Libhart '78  
Laurie Baldwin Liscomb '61  
Peter D. Littlejohn '77  
Dr. Ethelle G. Lord '92G  
William J. Manck '57  
Ann Groves Manson '81  
James M. Marascio '95G  
Anthony D. Martino

James L. McBride '82, '84G and  
Kimberly Randall McBride '80, '83G  
Sarah J. McPartland-Good and  
Shawn E. Good '09G  
Lorraine M. Melms  
Vanessa Anne Moore '02  
Gregory H. Morin '82, '85G and  
Dr. Patrice June Proulx '85G  
William G. Morris '79 and Deborah R. Morris  
Michael D. Mowles, Jr. '97, '97G  
Robert C. Muller '75G  
Marion P. Murawski  
Nicholas M. Nadeau '08, '10G  
Heather Marie Nelson '01  
Tatyana Nossova, C.P.A. '09  
Walter E. Novak  
Richard C. Noyes '94 and  
Jennifer M. Noyes, D.D.S. '93  
Peter W. Oberg '73  
Jojo H. Oliphant '01  
James L. Oliver '85  
Krista Foster Ottman '88 and Daniel C. Ottman '89  
Steven M. Ouellette '87  
Ramat Oyetunji '01, '05G and Jacob A. Copley '06  
Peter F. Pacetti '76 and Heidi Tinkham Pacetti '76  
Douglas A. Packard '79  
Gilbert F. Palmer  
Chiara Hall Perry '86  
Richard A. Petersen '73 and Elaine Petersen  
Samuel W. Pickering '68  
Marianne Howes Pinkham '89G, '94G  
Barbara Jean Pomeroy '90, '92G  
Melinda Pawloski Pray '87  
Raejean C. Price '74  
Cindy A. Quimby '98, '99G  
Gary A. Quintiliani '90 and  
Sharon Michaud Quintiliani '90  
Peter Rand '00G  
Rebecca S. Rhinehart  
Ella L. Richardson  
Deborah McGillan Roark '84 and  
Cdr. Jonathan G. Roark  
John K. Robinson '73 and Dorothy Hawkes  
Robinson '73  
Gary B. Roderick '66, '67G  
Robert Russell and Regina Russell  
Todd D. Saucier '93, '97G, '44H and  
Danielle Daigle Saucier '93, '96G  
Thomas D. Sayers and Dianne R. Sayers  
Jeffrey N. Schweitzer '97  
Robert K. Scribner '70, '77G and  
Lucille Levesque Scribner '71  
Linda Willsey Seavey '79  
Ralph G. Seferian '81 and Cynthia R. Seferian  
Larry M. Shaw '81 and Taffy Shaw  
Stephen C. Shea '70  
John P. Sherry '67 and Geraldine Kelley Sherry '67  
John I. Simpson '71, '83G and Betsy Simpson  
Dr. Howard L. Singer '72  
Kenneth J. Smaha '70  
Carl J. Soderberg '84  
Soderberg Company, Inc.  
Robert A. Start '73, '89G  
Paul S. Stewart '85 and Melanie Jones Stewart '90  
Julia Hope Talbot '94G  
Gary F. Thorne '70 and Alexandria M. Wilson  
Amy Hall True '99  
Victoria Marcucci Volent '87  
George R. Violette, Jr. '82G and  
Judith Bush Violette '82  
Jeffrey F. Waltz '00  
Nancy Brown Weil and David R. Weil  
John T. Westby  
Leigh J. White '70  
Daniel G. Willett '69, '70G  
Francis Williams  
Dr. Parker M. Worthing '62  
Daniel J. Yargeau '62  
Bryce J. Young '89  
Michael M. Young '83  
Randolph H. Zaninetti '71, '73G  
Benjamin M. Zemlin '12

complete and accurate listing. If we have made an error, please accept our sincere apology and let us know by contacting Jessica Hosford at 207.581.5100 or [jessica.hosford@maine.edu](mailto:jessica.hosford@maine.edu).

Guven C. Alpander Fund  
Bank of America Scholarship  
Bodwell SPIFFY Travel Fund  
Bonello Family Scholarship  
Gloria P. Boyson SPIFFY Fund  
Sewall C. Brown Memorial Scholarship  
Ronald Burnham '62 Scholarship  
Gerard S. Cassidy '80 Capital Markets Training  
Laboratory Endowment Fund  
Garret E. and Marsha E. Cole Scholarship  
College of Business Administration Scholarship  
Competitive Energy Services Sustainability Fund  
Correll Graduate Student Fellowship in Business  
Paul G. Coulombe Scholars Fund  
Cross Insurance Scholarship  
Carlton E. Crossland Scholarship  
Raymond W. Davis Library of Finance and  
Banking Fund  
Denaco-Devino-Martin Award for Excellence in  
Alternative Dispute Resolution  
Alden F. Denaco '32 Award for Excellence in  
Banking Studies  
Albert A. DiMillo, Jr. Junior Class Accounting  
Scholarship  
Albert A. DiMillo, Jr. Senior Class Accounting  
Scholarship  
Albert A. DiMillo, Jr. Sophomore Class Accounting  
Scholarship  
Ivelin and Ralitzia Dimitrov Scholarship  
Edward W. Emmons MPA Scholarship  
The Finance Fund  
Rose Whitmore Germick '38 Scholarship  
Dr. Carol B. Gilmore Memorial Service Award  
Ralph A. and Hazel H. Gould Scholarship  
Jerome P. and Pauline D. Hallee Scholarship  
Joseph L. and Miriam A. Haverlock Scholarship  
Joseph F. Herbert Maine Business School Scholarship  
George P. Hitchings Memorial Scholarship  
William M. Kearns, Jr. '57 and Patricia Anne Kearns  
'57 Scholarship for the University of Maine  
Business School  
Joseph S. Keating, Sr. '12 Scholarship  
Keefe Family Scholarship  
Patrice M. Krant Travel Scholarship  
Clark Noyes Liscomb '60 Prize  
Russell and Patricia Lovaas Scholarship  
Maine Business School Where Need is Greatest Fund  
Maine Business School (MBS) Community and  
Economic Development Fund  
Maine Business School (MBS) Corporate and  
Business Leadership Fund  
Maine Business School (MBS) Scholarship Fund  
Maine Business School (MBS) Student  
Opportunities Fund  
Maine Business School (MBS) Technology Fund  
Maine Society of Certified Public Accountants  
Scholarship  
Melvin T. McClure Scholarship  
Dennis McConnell Professorship  
MiddleOak Scholarship  
John M. Murphy Chair in Business  
George V. Nauman Scholarship  
James C. Otis Scholarship  
Michael Perry '09 and Elizabeth Tyler '08  
Scholarship  
Pohren & Wagner Family Scholarship  
Reed Family Scholarship  
Lawrence and Lillian Rosen Scholarship  
John Roswech Scholarship  
Nicolas M. Salgo Professorship in Business  
Administration  
Herbert E. Sargent Business Scholarship  
Herbert E. Sargent Scholarship  
John and Betsy Simpson Fund  
SPIFFY Cash Management Fund  
SPIFFY Endowment Fund  
Paul E. Sullivan Business Scholarship  
UMaine Business Competition Fund  
G. Peirce Webber Maine Business School Fund  
John M. Webber School of Business Scholarship

## **Funds supporting**

## **Maine Business School**

We are grateful to the donors who created and contribute to the following funds in support of the Maine Business School. Every attempt has been made to provide a

Philip “Pip” Kolmar ’16

## Philip Kolmar ’16 creates promotional videos for MBA program

**D**uring 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. ■

