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Maine Business School umaine.edu/business

MBS *Connects*

Orono, Maine • Summer 2015 • Vol. 6, Issue 7



Mind your (business) manners

MBS students learn about business etiquette

Story on page 4



Welcomer presents papers at Rome business conference

Maine Business School Associate Dean Stephanie Welcomer presented

two papers at the International Academy of Management and Business Conference in Rome last September.

She co-authored both papers with an Honors College student and with professor Mark Haggerty, an economist and an Honors College preceptor for civic engagement.

“Helping Students Reflect and Transform,” written with Sarah Bigney ’07, is about an international field experience to Nicaragua that Welcomer and Bigney led in 2011 to study the social, economic and political effects of fair trade coffee. Eight MBA students participated in the 10-day trip.

“Sustainability Discourse and an Inconvenient Truth,” written with Christine Gilbert ’14, is based on research Gilbert conducted for her Honors thesis in which she studied editorials and op-eds in the *Washington*

Post and *New York Times* two years before and two years after the movie “An Inconvenient Truth” was released. Because the film “sparked a large cultural conversation about global warming and climate change,” Gilbert was investigating potential shifts in portrayals of global sustainability vis-a-vis warming and climate change, Welcomer said.

Attended by business professors from universities all over the world, the International Academy of Management and Business (IAMB) is a professional association dedicated to advancing the research, teaching and practice of management and business worldwide in an intellectually stimulating, constructive, supportive and stimulating environment.

The visit to Nicaragua was particularly interesting to conference participants because “it was an immersion trip in which we were trying to experience what growing coffee is really like, and the guidelines and procedures under which the people traded and sold it, as well as the living conditions of the growers,” Welcomer said.

Professors at IAMB asked about the logistics of setting up the trip, what it was like to travel with the MBA students, and whether it made a difference in terms of how they understood fair trade, according to Welcomer.

“I think the presentation helped others consider how they might structure and implement such a trip, especially one that asks students to reflect on their underlying assumptions about trade and global inequality” she said.

Gilbert found that after “An Inconvenient Truth” was released, the *New York Times* and the *Washington Post’s* portrayals of sustainability shifted marginally, but overall were fairly consistent over time,” Welcomer said.

“Sustainability continued to be understood primarily in terms of development, or ‘weak’ as opposed to ‘strong,’” she said. “Policy was largely depicted as a top-down hierarchical model of implementation, and nature was portrayed as having value mostly in terms of its benefits for humans. Left out of these pieces were perspectives of nature’s value apart from the economy and notions of ecological justice. This analysis offers preliminary support for the power of a model of sustainability more incremental than transformational.”

Welcomer said the authors are planning to do additional analysis and put a revised article out for publication “because we think it’s a really important topic and because the movie sparked a cultural jolt and jump-started a conversation.” ■

What’s inside?

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ON THE COVER: Etiquette is a skill that can make or break a person in the professional world (Thinkstock photo). See the story on page 4.



From the Dean

Dear friends,

As I travel around the state and the country speaking with Maine Business School alumni, I am continually amazed at the outreach of the MBS and impressed with the caliber of its graduates. They hold prominent positions in international, national and Maine organizations, run small and large businesses, and serve as CEOs, bankers, controllers, managers and consultants. Each, in his or her way, is helping to grow the economy and provide job opportunities.

In this latest issue of *MBS Connects*, we are proud to bring you news about alumni, faculty and students. As you read, please remember that we need your help if MBS is to continue to serve as the center for business education, research and outreach at the state's flagship university. Tuition, fees and state funds no longer cover the entire cost of a student's education, so additional support from loyal alumni and friends like you is more valuable than ever.

MBS prepares students to meet the professional and social challenges of the future by providing valuable real-world experience and opportunities through the school's ongoing relationships with the business community and through organizations such as the Student Portfolio Investment Fund (SPIFFY), which manages a portion of the University of Maine Foundation's investment portfolio.

Our status as a business school accredited by the Association to Advance Collegiate Schools of Business (AACSB) ensures the quality of our faculty, the relevance of our curriculum, and the prestige of your degree, while our facility, located in the D.P. Corbett Business Building, offers state-of-the-art instructional classrooms and computing labs.

We hope you enjoy the Summer 2015 *MBS Connects*. Please let us know what's happening in your life by calling 207.581.1968 or sending an email to dangelo@maine.edu. We look forward to hearing from you.

Ivan Manev



Susan Myrden

Myrden co-authors article in *Journal of Knowledge Management*

"Understanding Disengagement from Knowledge Sharing:

Engagement Theory versus Adaptive Cost Theory," an article co-authored by MBS Assistant Professor of Marketing **Susan Myrden**, has been accepted for publication in the *Journal of Knowledge Management* later this year.

Myrden wrote the article with professors Tim Jones and Dianne Ford, both from Memorial University of Newfoundland in St. John's, Newfoundland, Canada.

The study, which is based on knowledge workers (engineers, architects, doctors, scientists, accountants, lawyers and academics) uses competing hypotheses (a spillover hypothesis based on Engagement Theory and a provisioning hypothesis based on Adaptive Cost Theory) to help explain why employees become disengaged from sharing knowledge at work.

"This paper contains highly relevant and insightful information concerning knowledge sharing in organizations," said Myrden. "One of the most interesting results for researchers as well as practitioners is that (lack of) health and well-being is the most important antecedent for disengaging from knowledge sharing. Health is an under-researched factor in knowledge management.

"In addition, the findings of this study provide insight for practitioners on how to prevent disengagement from knowledge sharing, which can be highly problematic in many organizations." ■

Welcomer co-authors paper on farming in Maine

"Reliable Knowledge and Habits of the Mind: Factors Inhibiting and Facilitating Farmers' Adaptation to Energy Constraints," a paper co-authored by MBS Associate Dean **Stephanie Welcomer**, will be published in the *Journal of Economic Issues* later this year.

Welcomer wrote the paper with Breana Bennett '12, a University of Maine Honors College graduate, Mark Haggerty, an economist and an Honors College preceptor for civic engagement, and John Jemison, water quality and soil specialist with the University of Maine Cooperative Extension.

The paper is an analysis of factors limiting and facilitating energy adaptations among Maine farmers and is based on research gleaned from 15 focus groups of growers from several farming sectors throughout Maine.

The authors found that there were notable differences in adaptation strategies between small diversified and large commodity farms, and that these differing strategies were associated with distinct customs and beliefs. They based their research on institutional economics theory.

"Institutional change is a pervasive process in our society as we strive to adapt to macro changes in natural, societal and economic environments," said Welcomer. "Understanding what helps and hinders actors in adapting is vital in our economic and social processes." ■

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Ivan Manev, Dean

Written and edited by Ruth-Ellen Cohen

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AMA students organize and host etiquette seminar

Students learned how to polish their image and get a leg up in a competitive job market thanks to an etiquette training seminar organized and hosted last winter by the American Marketing Association (AMA) chapter of the Maine Business School and co-sponsored by the University of Maine Alumni Association.

“Are You Business Ready? Business Class Personal Skills for Professional Success,” was presented by business class etiquette consultant Paula Paradis ’71, director of protocol for former UMaine President Robert Kennedy. Sixty-five students, faculty and alumni attended the event at the Buchanan Alumni House, enjoying a delicious four-course dinner prepared by UMaine Catering while learning the customs and rules for polite, professional behavior at the table.

In addition to learning how to navigate a place setting, hold a wine glass, and sip coffee, participants came away with other important tips for finessing the business meal such as how to give a toast (keep it short and simple); eat bread (break off and butter one bite size piece at a time); eat soup (don’t blow on your soup and always spoon away from you); and pass the salt (pass it along with the pepper shaker — never by itself).

During the evening, which included a networking session with alumni, students also learned tips for shaking hands, remembering names and carrying on a conversation.

Knowing how to behave during business interactions really can make a difference, Paradis told the group. “With the job field so crowded nowadays, it’s important to set yourself apart and stand out from the crowd,” she said.

“Business class etiquette gives you a game plan and a strategy for interacting with your colleagues. Once you know the rules you can be comfortable in any type of business setting. It becomes part of your personal branding and shows respect, courtesy and confidence — qualities that employers look for.”

AMA members pronounced the etiquette seminar a huge success and said they hope to make it an annual event.

MBS professor Harold Daniel, AMA faculty adviser, said the skills learned at the event “can say much about a candidate interviewing for a new job,” but noted that what they learned “planning and executing the event also are highly valuable.



“ Business class etiquette gives you a game plan and a strategy for interacting with your colleagues. Once you know the rules you can be comfortable in any type of business setting. It becomes part of your personal branding and shows respect, courtesy and confidence — qualities that employers look for”

Paula Paradis ’71, business class etiquette consultant

“This was a hands-on management experience and the students excelled.”

One of 300 collegiate chapters worldwide, the AMA chapter at the Maine Business School has 20 official members as well as others who come and go on a weekly basis.

“Our goal was to help students prepare for the different situations that could arise in a business setting,” said AMA president Chandler Michaud ’15, a finance major. “This was a great opportunity to learn about etiquette. It’s always good to know the correct fork to use.”

Meaghan Strickland ’16, a marketing major who serves as AMA chair of public outreach and chair of social media, said the event “was beneficial to college juniors and seniors who will soon be going through the job interview process. The skills we learned should be part of everyone’s everyday life.”

Marketing major Thomas Augustine ’15 said he was happy to have the opportunity “to gather all the

tools I can from the university to ensure my future success. These types of events enable students to step out of their comfort zone,” he said.

Susan Mullaney, director of marketing and communication for the UMaine Alumni Association, and volunteer adviser to AMA, said students “really stepped up and owned the event. They did the hard work of developing the structure and strategy, filling the seats, and coordinating with MBS faculty and MBS Dean Ivan Manev for financial support.

“This type of student initiative and leadership is exactly the kind of thing the Alumni Association encourages and supports.”

Steven Doman ’16, a marketing major with a concentration in international business, said he enjoyed sitting at the dinner table with both students and faculty, and came away with some valuable introduction and conversational skills.

“We all had different levels of etiquette expertise, but we learned something new



and had fun doing it in a no-pressure environment.”

Victoria Waugh '16, an accounting major, said she was happy to have learned some little-known etiquette rules, “like placing the empty butter wrapper under your bread plate and the used sugar packets under your saucer.

“These are the important little details that one wouldn't normally think about but that are really helpful to know,” she said.

Mengting Guo '15, a finance and accounting major, said the etiquette tips she learned would make her more confident during business dinners. “I used chopsticks in Shanghai where I am from,” she said. “The culture makes etiquette very different. That's why I came to this dinner.”

MBS alumnus Joe Light '04, development officer for student life at the Office of University Development, called the event “very well organized and effective.

“The students who helped put on the seminar did a fantastic job,” he said. “It was a great reminder that soft skills are critically important in business.”

Also supporting the etiquette training seminar were MBS executive in residence Shawn McKenna, the University of Maine Foundation, the University of Maine Career Center, Woodman's Bar & Grill and Creative Print Services. ■

Students and faculty touted during 13th annual awards night

The Maine Business School recognized students and faculty during the 13th Annual Awards Night at the Penobscot Valley Country Club in Orono last April. In addition to inducting 30 juniors, seniors and graduate students into Beta Gamma Sigma, the business honor society, MBS presented student awards to:

- Michael Dexter Nelson, Accounting
- Ashley Wentworth Anastasoff, Finance
- Marcy Nicole Hernandez, Management
- Christopher Michael Jones, Marketing
- Joachim Parent, Outstanding MBA
- James Nelson, Chicago Board of Options Exchange Award for Excellence in the Study of Options
- Katherine Elizabeth Bolster, Finance Faculty Award and the Maine Business School's Outstanding Student of the Year

- David Vittori, L.L.Bean Award for Outstanding Performance in Business Policy and Strategic Management
- Associate Professor of Management Niclas Erhardt, MBS Excellence in Teaching Award
- Associate Professor of Management Terry Porter, MBS Excellence in Research Award for her paper, “Constructing Sustainability,” to be published in *The International Journal of Complexity in Leadership and Management*

In addition, professor of finance Robert Strong was the inaugural winner of the Dr. Carol B. Gilmore Memorial Service Award in recognition of his outstanding service to the community, the University of Maine, and the Maine Business School. Gilmore taught at MBS from 1977–2011. ■

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 and public support remains flat, 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) by selecting Maine Business School. Alternatively, you can call the gift processing office at 207.581.1148 or toll-free at 866.578.2156.

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

For more information about giving opportunities within the Maine Business School, contact Janet Kolkebeck at 207.949.1229.

Thank you for your support.



MBS graduates share words of wisdom with AMA students

Two MBS graduates with jobs at large, global companies in Maine shared tips with American Marketing Association (AMA) student members last February about how to prepare for a career and set themselves up to transition smoothly from the academic world to the business world.

Bethany Mealey '09 works at Unum in Portland where she is an integrated underwriter for her last rotation in the company's Professional Development Program. Dianne Grade '08 is an engagement project manager at Tyler Technologies in Yarmouth.

Both women serve on the MBS advisory board.

They return often to the business school to advise students about building a future. Earlier that day they represented their companies at the annual University of Maine Career Fair.

Speaking to about a dozen AMA members, the alumnae advised students on what they should do now to make themselves marketable and how they should conduct themselves later as employees. They emphasized the importance of networking and maintaining relationships and encouraged participation in extracurricular activities and internships.

"Don't downplay your student experience," said Grade. "While a great GPA is important, it's also extracurricular experiences that set you apart. The skills you gain working with different organizations on campus — not just participating, but holding executive positions — really do lend themselves to career preparation. Be prepared to explain to potential employers that your in-school experience working on projects, collaborating with teammates, fund raising, mentoring, training others, and working with local businesses have prepared you well for a particular position."

Mealey said that serving as president of AMA as an MBS senior was one of the highlights of her time at the business school and that she had been able to amass valuable work skills.

"I loved the AMA," she said. "Through my involvement with the organization, I built friendships that I still have today and gained amazing experience working with local businesses, helping them to develop marketing plans. AMA provided networking opportunities and enabled me to apply what I learned in class to real business situations. But most importantly, it helped me

“ We’re here today because we maintained connections with MBS professors. We entered the business world, loved our employers and wanted to continue to attract high potential talent to our companies. Naturally, we thought of MBS and the wealth of talent here and decided it was important to let students know the things we wish we had known so they could take full advantage of the great job opportunities out there.”

Bethany Mealey '09

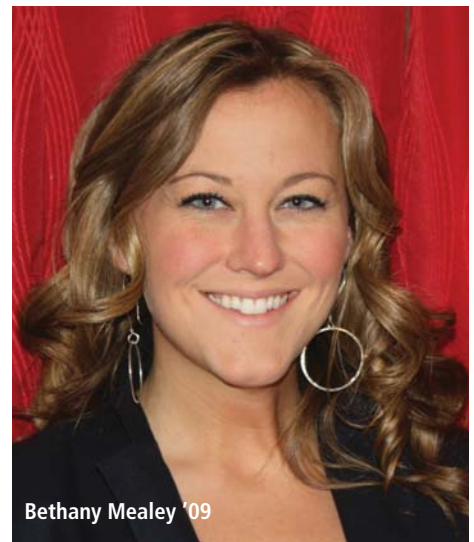
grow professionally and develop myself as a leader. When I was interviewing for jobs, I often drew from my AMA experiences as examples of how I successfully managed an executive board, dealt with difficult situations, and led group projects.”

Setbacks when hunting for jobs are inevitable and students should not be discouraged when things don't turn out as planned, the women told their audience. "Resiliency and stick-to-itiveness are important," Grade said. "You may not always get the opportunity you strive for so you need to figure out what you can learn from that."

Initially turned down for the Professional Development Program at Unum, Mealey accepted a position in the claims department to get her foot in the door. Though not what she had originally planned for herself, she enjoyed the job and found it immensely gratifying. Two-and-a-half years later, it was recommended that she apply again for the program.



Dianne Grade '08



Bethany Mealey '09

Sometimes it makes sense to take a job even though it's not the one you had hoped for, she said, stressing the need for new graduates to determine what's most important to them: the specific job, the location, whether their values align with those of the company, etc.

"However you prioritize those job attributes is fine. It is knowing what is most important to you that will help you make smart decisions about your long term career, especially when your career path takes you places you had never expected."

Young people have a perspective that is valuable to a company, according to the speakers who told students that even as new hires they should continually strive to be inquisitive and find opportunities to learn on the job.

"Don't be afraid to ask questions," said Grade. "It can be intimidating to be one of the youngest or newest to an organization. Asking questions

Wisdom continued on page 7

Wisdom *continued from page 6*

will help acclimate you to the culture, educate you on procedures, and even help uncover possible areas for process improvement. People will take the time to mentor you; take advantage of what your colleagues have to teach you.”

Start now to network and build lasting relationships, said the alumnae, who advised students to engage people in conversation and show an interest in others’ career paths and initiatives.

“Practice being a good networker now so that skill will carry with you into your career,” said Mealey. “A strong network can help you accomplish your own goals, while also opening doors to opportunities you never imagined.

“We’re here today because we maintained

connections with MBS professors. We entered the business world, loved our employers and wanted to continue to attract high-potential talent to our companies. Naturally, we thought of MBS and the wealth of talent here and decided it was important to let students know the things we wish we had known so they could take full advantage of the great job opportunities out there. That’s when we called [professor] Harold [Daniel] and [professor] Rick [Borgman].”

“Maintain relationships with the people who are sitting next to you right now,” Grade said. “Even just a few years out of school, people will be going in many different directions and developing interesting areas of expertise. Keeping in touch with classmates could lead to career prospects later.” ■

Nicholas Derba '16 serves as assistant baseball coach while earning MBA

MBS student Nicholas Derba, a native of Queens, New York, wears several hats. He is assistant baseball coach for the Black Bears, is entering his second year in the MBA program, and is an entrepreneur who co-owns a new online company called Robosport Technologies. Based in New York, the company sells coaching materials and has patented the first robotic baseball tee which its creators hope will help players reach a new skill level.

How did you become assistant baseball coach at the University of Maine?

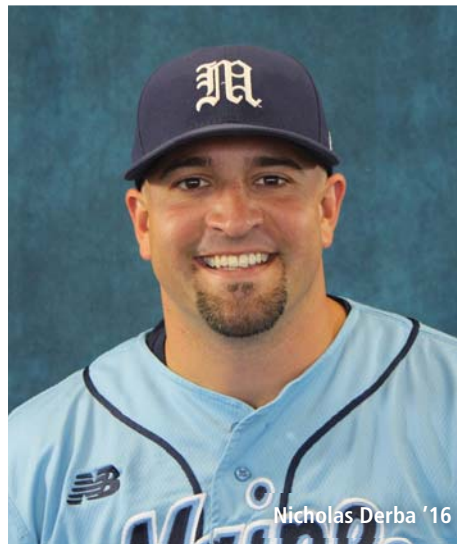
I played baseball at Manhattan College in the Bronx, New York, where I earned a bachelor’s degree in biology in 2007. For two years, my coach was Steve Trimper who ultimately left that job to come to UMaine.

After graduating in 2007 I was drafted by the St. Louis Cardinals where I played six-and-a-half seasons, three of them in Triple A — a step below the major leagues.

I stayed in touch with Steve who offered me the position as assistant baseball coach at UMaine in 2012.

Why do you enjoy coaching?

I like teaching and mentoring young men. I like to think I have an impact on their life decisions. My goal is not just to teach baseball skills, but



Nicholas Derba '16

to offer life lessons about courage, honesty and trustworthiness. I was lucky enough to have coaches whom I really liked and respected and was able to learn from. I want to be the same type of coach.

I teach the team about the Golden Rule, self-discipline, dealing with failure, persevering in the face of adversity and standing by their convictions. I try to be as honest with them as possible because I believe it is important to know where a person stands.

Nicholas Derba continued on page 24

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Tim Bishop '79 with wife Debbie

Tim Bishop '79

MBS alumnus Bishop publishes e-book about hedging

“I’ve produced a useful book that explains the basics while presenting some practical examples that novices can understand.”

Aiming to help owners of small businesses more effectively manage the risk of fluctuations in commodity prices, business consultant Tim Bishop, a 1979 Maine Business School alumnus, has written an e-book, “Hedging Commodity Price Risk: A Small Business Perspective.”

Published by Open Road Press, a publishing company he started with his wife, Debbie, the e-book is aimed at the small businessperson who can’t afford to hire staff specifically to manage his or her commodity price risk, doesn’t have time or patience to pore over masses of complex explanations and mathematical formulas, and needs practical information to help run his or her business more effectively and more profitably.

“Hedging Commodity Price Risk” explains the different types of commodity price risks that can be hedged, introduces hedging tools designed to address those risks, and discusses how the financial markets that trade these hedging tools work and the types of risks that arise when one does hedge. There is also a commentary on the accounting for hedges.

The book has received rave reviews from readers who say it provides an excellent overview of hedging, is easy to understand, and answers many questions that people may not think to ask until it’s too late.

“Hedging confuses most people,” said Bishop, former treasurer for Dead River Company in Bangor, Maine, with more than 30 years of business experience including devising and executing hedging strategies.

“Before now, those who went online to find a simple, straightforward book were out of luck. I’ve produced a useful book that explains the

basics while presenting some practical examples that novices can understand.”

Raised in Houlton, Maine, Bishop lives in Marlborough, Massachusetts. With a degree in accounting, he earned his CPA in 1983 and worked as an accountant at firms in Connecticut and Maine. He has been an instructor at Husson University, a board member for an oceanfront oil terminal in Bucksport, and a developer of software designed to compile basketball statistics, which he marketed under the business name Microscore in the 1990s. He also participates in the Maine Mentor program.

Why did you decide to write the book?

I always enjoyed writing and gained valuable experience hedging Dead River’s heating oil price risk. I found that hedging expertise was a rarity, even within a longstanding and successful company with considerable commodity price risk such as Dead River. The knowledge I gained dealing with the real-life application was seared into my memory. I decided I wanted to share that knowledge in a literary marketplace cluttered with complex works on hedging. My approach was to explain hedging from a practical standpoint, which is precisely how I learned it.

I began to write a few chapters in the summer of 2011 but took time off to write another book with Debbie. Since marrying in 2010, we have bicycled more than 10,000 miles on three self-supported bicycle tours in the U.S. In 2013 we published “Two are Better: Midlife Newlyweds Bicycle Coast to Coast” about how God brought us to a first-time marriage in our fifties and to a new place in life. Simultaneously we released “Bicycle Touring How To: What We Learned.”

I finally hit the publish button on Amazon’s

Kindle program in September 2014, from a motel room in Missouri while Debbie and I were on our third long-distance bicycle tour.

One personal objective in writing the book was to get my name out there in the hope that it may lead to additional consulting opportunities. Beyond hedging, I have ample business experience to lend to any company because my expertise is financial in nature and not dependent upon knowledge of any specific industry or product.

How did MBS prepare you for a career and life after graduation?

MBS introduced me to the back office of the business world. It provided a working knowledge of concepts and techniques in which I would later be immersed. The accounting curriculum laid the foundation for me to work as a cost accountant in private industry and then earn a CPA designation in public accounting. One of the greatest strengths of MBS is its affiliation with the much broader curriculum offered by the university at large that supplemented my business training.

Why MBS?

I wanted to earn a living in Maine and be integral to the community, so small business seemed a logical destiny. Learning accounting seemed a great way to understand how businesses operated.

Why is involvement in the Maine Mentor program important to you?

I enjoy exposing students to how businesses run in the real world. When I attended the university, visiting an area company and having the undivided, one-on-one attention of a business leader and mentor would have been invaluable. Debbie and I are passionate about helping young people make wise decisions. We serve as volunteer coaches for TheHopeLine, where we field Internet chats with youths struggling with life issues. We blog at openroadpress.com.

“Hedging Community Price Risk: A Small Business Perspective” is available at openroadpress.com/store#hedging, as well as at Amazon, Barnes and Noble, and Kobo books. ■

Ramat Oyetunji '05 (MBA) Oyetunji writes stock market guide for women

Aiming to increase women's financial knowledge and investing confidence, Maine Business School alumna Ramat Oyetunji '05 (MBA) has written, "Fifty Shades of Green: A Stock Market Guide for the Financially Independent-minded Woman," available on Amazon in e-book and print formats.

Using a journey through a fictitious mall, Oyetunji relies on simple language to explain stock market terms and investing concepts, the advantages and disadvantages of stocks, bonds and mutual funds, and strategies for reducing risk.

"My goal was to take a different approach in explaining the stock market and to make it less intimidating," said Oyetunji, a global supply chain analyst at Merck & Co. She lives in Pennsylvania with her husband and daughter.

Women experience a confidence gap when it comes to managing their finances, according to Oyetunji, who was born and raised in Nigeria. "Today, women are more financially powerful than ever, but our nest egg doesn't reflect our success," she said, citing recent statistics showing that women are less confident investors than men and are less inclined to seek financial knowledge and open or review investment accounts.

MBS finance professor Bob Strong, chairman of Bangor Savings Bank, has provided a jacket endorsement for the book published on Jan. 1, 2015.

"Ramat's clever book will improve the lives of people who are new to the investment world or who want to gain a foundational understanding of the stock market," he wrote. "She explains investments in simple, practical terms, and readers can easily relate to the stories used throughout the book. This easy read is a good starting point for anyone beginning their financial journey."

Strong's class was her first opportunity to learn the fundamentals of investing, according to Oyetunji.

"He was very engaging," she said. "He made complex investing terms easy to understand and he made investing fun in general. He helped cement my love and passion for investing and the workings of the stock market, and I was thrilled when he agreed to endorse the book."

“ Today, women are more financially powerful than ever, but our nest egg doesn't reflect our success ... It was fun trying to figure out a creative way to explain the stock market and the importance of investing. I started investing the wrong way before gaining a better understanding of the stock market.”

The book has received impressive reviews from readers who appreciated the shopping mall analogy and conversational tone. One experienced investor said she was surprised to have gained new knowledge, while another said the book enabled her to have a better conversation with her financial adviser. One reader said Oyetunji took the fear out of the stock market for her.

Oyetunji earned a bachelor's degree in engineering in 2001 from the University of Maine and served in various roles in companies including Georgia Pacific and Procter & Gamble. She was a licensed financial adviser with Edward Jones. The University of Maine has become a family tradition. Her husband, Jacob Cropley, graduated in 2006, her father, Dr. Asimiyu Oyetunji, in 1967, and her sister, Zainab Oyetunji Hartford, in 2003.

Why did you decide to write a book educating women about the stock market?

I started writing in 2012 while on maternity leave. I have always been passionate about encouraging people to invest and take control of their finances and I felt there was an opportunity for me to empower women to gain knowledge and confidence in investing. The book took about two years to complete. My research was mainly from my experience as an investor and



Ramat Oyetunji '05

my training as a financial adviser, as well as from the various books and articles on women, investing and personal finance that I regularly read. I cite many of these in the book.

Why did you enjoy writing "Fifty Shades of Green?"

It was fun trying to figure out a creative way to explain the stock market and the importance of investing. I started investing the wrong way before gaining a better understanding of the stock market.

Were you able to use your MBS skills and training as you wrote the book and in your job at Merck?

Absolutely! My MBA classes, especially Strong's finance classes, have gone a long way in improving my investing knowledge and understanding, and ultimately made me a better investor and better at handling my own finances. The business foundation I gained at MBS gave me the confidence to write the book.

There are many facets of my role as global supply chain analyst in which I've been able to apply the skills I received at MBS. From successfully collaborating globally and cross-functionally, to accurately determining the business impact of decisions, my success is greatly influenced by the foundation laid down while at MBS. It was there that I learned how to think critically and use a business approach to solve problems. My MBS education helped make me a better engineer and better project manager.

"Fifty Shades of Green: A Stock Market Guide for the Financially Independent-minded Woman" is available at [amazon.com/dp/0986320404](https://www.amazon.com/dp/0986320404). ■



Dianne Grade '08

Dianne Grade '08 Grade named to Maine Business School Advisory Board

“One of my priorities will be to help students understand the steps they can take to best position themselves for a successful career.”

A lumna Dianne Grade '08 of Portland, Maine, has been appointed to the MBS Advisory Board.

Grade is an engagement project manager at Tyler Technologies, the largest software company in the nation focusing solely on providing integrated software and technology services to the public sector. With offices throughout the U.S., Tyler Technologies' Maine offices are located in Falmouth, Yarmouth and Bangor.

A Rockland native who majored in management and international business at MBS, Grade said she jumped at the chance to serve on the board.

“As I look back and reflect on my time here, I feel even closer to MBS,” she said. “I am grateful for all the opportunities that were offered to me as a student and for the professors who took an interest in my success. It feels right to give back and remain involved with the school.”

Being appointed to the board is an honor, said Grade who considers her service a “personal development opportunity” that enables her to broaden her horizons and expand her problem solving and analytical skills. “I am excited to work alongside distinguished board members who bring forth a great level of experience and leadership to continuously improve the MBS,” she said.

Grade, who has worked at Tyler Technologies since graduating from MBS, has returned to campus numerous times to participate in the Career Fair and to speak to students about making a successful transition to the workplace.

“One of my priorities will be to help students understand the steps they can take to best position themselves for a successful career.”

What are your duties as an engagement project manager?

I wear many hats and work with every department within our organization — sales, software development, quality assurance, technical support, and implementation — in an effort to continuously provide a software solution that is relevant in the marketplace and new technology, but also remains in pace with our existing client base's need for stability. I work directly with both new and longstanding clients. We educate them about new initiatives, assist them in adopting new software releases or enhanced functionality, and bring their product feedback back to our software development team to ensure our development efforts are in line with the customer's needs.

Why do you like your job?

One of the best parts of working for Tyler is the visible impact we have on a daily basis. Contributing to the development and delivery of software solutions that increase efficiency, streamline previously manual processes, and improve transparency for public organizations provides measurable success. My first position as an implementation consultant allowed me to travel across the U.S. and work face-to-face with new clients as they adopt our software solution. The first-hand client experience I gained through this position has been a huge asset in my transition to a development role. Although the travel is less frequent, I still communicate with clients on a daily basis. Being task-oriented, I enjoy the project facilitation and milestone tracking aspects. Tyler is also a growing company, and it has been rewarding to be a part of such growth right here in Maine.

How did you land your first job at Tyler?

As an MBS senior I volunteered to help the UMaine Career Center organize the annual Career Fair which enables students to network with dozens of employers, distribute resumes, and explore internship and full-time career opportunities.

I began researching Tyler Technologies after I read about the company in a flyer on campus. The current openings seemed a bit too technical for my skill set, but I customized my resume to highlight my more technical skills and included examples of other software programs I worked with during my school and job experience.

I spoke with the human resource representative about my internship and extracurricular experience and provided insight as to how I thought this experience would lend itself to Tyler Technologies. I learned about two positions and scheduled an interview the next day. Within a month I had a follow-up interview in Falmouth and was hired as an implementation consultant months before graduation. In this position I was responsible for providing analysis and training services to new clients.

For five-and-a-half years I traveled across the U.S., making sure our clients were successful in transitioning to their new software. I enjoyed the client interaction and travel opportunities. In 2013 I accepted my current position as engagement project manager within the software development team.

How does your MBS education help you in your job?

I felt well equipped after graduating from MBS because the school provides a great baseline understanding of all business operations. MBS also taught me how to learn and how to manage my time effectively. It's not possible to show up at a new job knowing everything; the key is to be prepared with a tool set on which you can build. I was prepared to develop new skills, work with people with a variety of personalities, and manage a team. I believe that my extracurricular activities as a member of Alpha Kappa Psi (business fraternity), UMaine cheerleading squad and SPIFFY, as well as my management trainee internship at Enterprise Rent a Car helped prepare me for my transition from MBS into the workplace. ■

Matt Chabe '13

MBS alumnus is chair of SCORE chapter

SCORE provides free business counseling, workshops

MBS alumnus Matt Chabe '13 is a successful entrepreneur who works to help other small businesses in Maine get started, grow and operate effectively.

A principal at Galleon Agency, an integrated marketing company based at Target Technology Center in Orono, and co-owner of an acclaimed summer technology camp for middle and high school students, Chabe is chair of the local chapter of SCORE, a nonprofit organization composed of volunteer business professionals who provide free counseling and low-cost workshops to emerging and existing small business clients.

Chabe, who was appointed to the two-year position last summer, said SCORE had been a huge source of support when he and his business partners were starting Galleon a couple of years ago.

"We had questions about our business plan and marketing strategy," said Chabe, who grew up in Greenbush, Maine. "The mentor we worked with made a huge difference. She listened to us and provided useful feedback."

Eager to repay the favor, Chabe became a volunteer business counselor for SCORE. When he was asked to serve as chair, he jumped at the opportunity to take the group in a new direction. Now he is working to build awareness and increase the number of clients as well as volunteers.

After earning his bachelor's degree in marketing in 2013, he and his wife, Elizabeth, a former employee of UMaine's Advanced Structures and Composites Center, teamed up with UMaine alumni Kip Palmer and Jeff Prymowicz to found Galleon.

Galleon Agency specializes in digital marketing, website development, social media, public relations, search engine optimization, and event planning. The company is quickly gaining a name for itself, especially within the hospitality and tourism industry.

"In the same way that galleons in the 17th century spread commerce and culture, our agency is bridging the gap between markets," Chabe said.

Two years ago, Chabe and his partners created High Touch Courses' Summer Technology Camp, the unique camp that CNBC

called "one of 2014's hottest startups." Middle and high school students create video games and programs with guidance from specialists in computer programming and game development.

What are your duties as chair of SCORE?

My job involves counseling clients, aligning them with the appropriate mentors, developing programs to better provide assistance, and making sure we stay on track with our new goals of increasing membership and spreading the word about SCORE through speaking appearances and social media.

Our chapter, which serves Penobscot, Piscataquis, Waldo and Aroostook counties, is among five in Maine and 350 throughout the country. In the past year we've grown from 6–18 volunteers. We typically get 6–8 requests per month for assistance. We are making progress and I am confident that we will continue to grow once people realize there is help out there.

Why do you enjoy your work as chair of SCORE and principal at Galleon?

Being a volunteer with SCORE has been an amazing professional and personal journey. Working with so many aspiring entrepreneurs and dealing with a wide variety of business challenges have enabled me to constantly learn and gain experience and insight into growing and managing a business. I have been able to identify some of the most common fixes and obtain a high level of understanding about these issues.

Galleon is a dream come true for me because



Matt Chabe '13

I always wanted to start my own business and I love the creative aspect of marketing and trying to understand the nuts and bolts of consumer behavior.

How does your MBS education help you manage SCORE and Galleon?

Thanks to MBS I learned the fundamentals of accounting and operations management and got a broad view of business and insight into what makes a business work and what makes people do what they do in a business setting. I understand what it takes to run a business, whether a small, single operation or a large corporation. My professors also taught me the importance of testing ideas and assumptions. You can have a theory about what might work for a particular business, but it's never wise to jump headfirst into a new plan without testing, planning and strategizing and examining data.

To reach Chabe at SCORE, email matthew.chabe@scorevolunteer.org or leave a message at 207.942.0103. ■

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Carley Soule '14

Carley Soule spent the past eight months teaching English on a small island in Spain called Formentera, one of four islands that make up the Balearic Islands in the Mediterranean.

“Living and working on a small island that considers itself a part of Catalonia rather than Spain has been a challenging and interesting experience to say the least,” said Soule, a native of Saco, Maine, who graduated from MBS in 2014 with a degree in management and a concentration in international business.

“Catalan is the preferred language over Spanish even though they are both official languages. The street signs, most radio stations, ads and newspapers are in Catalan. Learning Spanish without constantly hearing it spoken in public has been challenging but I wouldn’t change a thing. I have grown as a person — and as a leader — in more ways than I could ever imagine. My public speaking skills have dramatically improved and I have learned how to motivate my students. I made friends, became aware of the dos and don’ts of the culture, and learned self-reliance.

“Had I not joined this teaching program, I wouldn’t have even known this paradise existed.”

Soule said she wanted to work outside the U.S. after graduation so she could interact with professionals from around the world, learn new skills, and gain some knowledge about workplace dynamics. When she heard about the opportunity to teach in Spain, she knew it was just what she had been looking for.

How did you land a job teaching in Spain?

After studying in Prague, Czech Republic in the spring semester of my junior year at MBS, I knew I wanted to travel after graduation. I

Carley Soule '14

Graduate spent eight months teaching English in Catalonia

studied Spanish in high school and college and was determined to continue until I was fluent because I knew it would enrich my personal life and future career opportunities.

I heard about the teaching job in Spain by coincidence. I was discussing with my international management professor William Farrell my desire to learn Spanish abroad when another student overheard our conversation and recommended the North American Language and Culture Assistant’s Program managed by the Spanish Ministry of Education, Culture and Sport.

As a foreigner, it is nearly impossible to get a job as an entry-level worker in Spain due to the extremely high unemployment rate. The only way a foreigner can get a job in Spain is through teaching English.

Where did you work in Spain?

I helped teach English classes at a high school called IES Marc Ferrer in Sant Francesc Xavier, the capital of the island. In the evenings, I worked with adults at the Official Language School located in the same building. In Spain, grade levels are not divided by age but by students’ academic level or abilities.

Did you enjoy living and working in abroad?

It was fun working with the kids and teaching them about U.S. culture. Teaching grammar can be a bit repetitive but I learned to make it more interesting by incorporating cultural material and visual aids. Thanks to this program, I have come to understand the amount of work and energy that goes into leading and preparing for a class.

Did your business education assist in your job?

My business degree helped me in many ways. Through my international management course I learned the challenges one faced working abroad. I was aware of culture shock and the different coping strategies I could use to manage homesickness, lifestyle changes, cross-cultural differences, etc.

I used material from my organizational behavior course for negotiating. When I needed to talk to my supervisor about getting time off and changing my schedule, I knew how and when to approach her.

What did you do in your free time?

Among other things, I spent my downtime giving private English lessons, attending Spanish class, or planning my next tour of Spain. I also did a weekly language exchange where a friend or co-worker and I would meet for coffee and talk in Spanish for the first 30 minutes and then English for the next 30 minutes and so on.

Why did you enjoy MBS?

I had the privilege of being taught by brilliant professors with real-world experience traveling and working for global companies. I never felt like a number in the classroom. I made wonderful, personal connections with professors, each of whom inspired and challenged me.

I served as an MBS Student Ambassador in fall 2012. I loved talking to future students about my positive experiences at the business school.

I was active in the MBS chapter of Net Impact, the club for students and professionals interested in using business skills to support social and environmental causes. With faculty adviser Professor Terry Porter, we travelled to different sustainable businesses in Maine and learned about their business practices. We also helped a local restaurant identify areas of improvement in terms of sustainability. We analyzed data, compared prices and created recommendations for composting and recycling, using green materials, buying food from local farms, etc.

What are some of your fondest MBS memories?

The highlight of my college career was taking leaderology with then-adjunct professor Shawn McKenna (now executive in residence). From day one I was hooked on his class. He told us that we were all leaders in one way or another. I will always remember the way I felt after that first class — motivated, energized and inspired. He helped students establish a solid foundation for future success through a personal brand assignment in which we outlined values, a mission statement, vision statement and goals. Taking leaderology was one of the best decisions I made at UMaine. Sometimes all you need is someone to believe in you and McKenna was that person for me. ■

Justin Conant '15 Bloomberg Aptitude Test Ambassador

Justin Conant '15 spent his senior year at MBS as a Bloomberg Aptitude Test (BAT) ambassador, gaining valuable experience in management and marketing while expanding his professional network. Sponsored by the Bloomberg Institute, the BAT is a two-hour standardized multiple choice exam for undergraduates and recent graduates that assesses aptitude for business and finance and enables students to anonymously market themselves via the Bloomberg Talent Search.

"I enjoyed being the face of the Bloomberg Institute at UMaine — it was awesome," said Conant, a Canton, Maine, native who graduated in May with a double major in finance and economics. Bloomberg Institute is the educational division of Bloomberg LP, a privately held financial software, data and media company headquartered in New York City.

BAT ambassadors serve on more than 200 campuses nationally and more than 550 universities worldwide, working with Bloomberg's global team to set up, promote and oversee sessions of the test. The BAT, which is free of charge and can be taken multiple times, is used by students as both an assessment tool and recruiting tool. Scores from the 100-question online exam are entered anonymously into the Bloomberg Talent Search database where more than 20,000 top firms can search for internship and full-time candidates based on school, year of graduation, region and competency.

"I spread the word about the BAT," said Conant, recently hired as a financial adviser for Edward Jones. "I used email, Facebook and word-of-mouth, and sometimes even put up posters. I encouraged everyone to take the test because it is a great resource with unlimited opportunities to connect with thousands of companies all over the world."

Available to all University of Maine students, the BAT is given two to four times a semester depending on the interest, according to Conant. Typically, the bulk of the test takers are from MBS, while others are from a variety of disciplines on campus including philosophy, English, history, and Spanish, he said.

"People often do better than they think," said finance professor Bob Strong who encourages students to take the BAT. During the fall 2014 semester, 110 UMaine students took the exam, outperforming both the national and global



Justin Conant '15

averages, he said. "Our UMaine students were well prepared."

Developed in collaboration with financial professionals, recruiters and academics, the BAT covers a range of areas including analytical reasoning, global markets, math, economics, news analysis and other relevant topics. Test takers should have a general understanding of and familiarity with current events in business, finance, and economics; however much of what is being assessed is a person's aptitude and skills to be successful in business.

Employers who take advantage of the Bloomberg Talent Search seek a wide range of skill sets and experience for a variety of roles in consultancy, accounting, insurance, compliance, research and development, investment banking, sales, human resources, trading, marketing, analytics and global data.

The Talent Search can yield exciting job opportunities, according to Strong, noting that only a student's best score is visible to employers.

"When students take the test, they anonymously provide personal information about themselves, such as being fluent in Spanish, wanting to work in the Northeast or having an interest in banking," he said. "Then, using the Bloomberg terminal — a computer system provided by Bloomberg LP — employers can search the data base of students who took the tests. If they find someone who fits their needs, they can email the student who can choose to disclose his or her name. The prospective employer and employee then can set up an interview." ■

MBS offers online MBA program

The Maine Business School is offering a new, online MBA program geared toward working professionals in Maine. Starting in September, students may choose either a completely online MBA or an on-campus blended MBA including live classes, online classes, and hybrid classes which may be taken either live or online.

"This MBA emphasizes a solid cross-section of basic business skills for those in middle management who want to move up and become leaders," said professor Rick Borgman, director of the MBA program.

Also as part of the newly revised curriculum, the MBA program will be shorter and will no longer include the requirement for either an international field experience or an internship. With seven courses and three electives, the program no longer offers a variety of tracks. Instead, there will be only an essential MBA and an accounting MBA. The abbreviated coursework means students with an undergraduate degree in business may be able to complete the MBA program in one year.

"Our goal was to make the MBA program more accessible to all students, especially the working professional who lives in Maine," said Borgman. "These older, more mature students who already are in the workplace bring a lot to the classroom."

"MBA students still may elect to participate in the international trip," he said, "but by eliminating it as a requirement, we have ensured that working professionals will not have to give up a week of work or use vacation time."

Special pricing is offered to out-of-state students who opt for the online MBA.

For more information, visit umaine.edu/business and choose degrees and programs. ■

Giving back

Alumni from Tyler Technologies discuss career planning with students

Start now to prepare for your career. That's what three recent MBS alumni told students in management information systems classes taught by assistant professor Matt Graham and corporate finance classes taught by lecturer Matt Skaves last winter. The MBS alumni were part of a team of employees from Tyler Technologies who visited the business school to present valuable career planning advice to students. They talked about their particular career paths, described their jobs, and emphasized the value of an MBS degree.

"Hearing from recent graduates really resonates with students," said alumna Dianne Grade '08, engagement project manager at Tyler Technologies, "because it is more relatable. It wasn't very long ago that we were in the same spot. Many students know they're supposed to be doing something to prepare for a career, but they don't necessarily know what. So, we wanted to map out a plan for them." Grade currently serves on the MBS advisory board.

Also speaking were MBS alumni Dean Wilber '07, installation team manager, and Dana Caron Johnson '07, human resources administrator. Other presenters from Tyler Technologies were UMaine graduate Matt Hodgson '05, senior installation engineer, and Kate Brown, human resources representative.

Tyler Technologies is the largest software company in the nation focusing solely on providing integrated software and technology services to the public sector. With offices throughout the U.S., Tyler Technologies' Maine offices are located in Falmouth, Yarmouth and Bangor.

Aiming to provide information about how students can position themselves for the career they want, speakers gave tips on how to differentiate yourself from other job candidates, get your resume noticed by job managers, and conduct yourself during interviews.

"Be prepared to talk about what's on your resume and to give examples of how your internship and student organization experiences are applicable to the job you are interested in," Wilber advised.

The presenters encouraged students to participate in extracurricular organizations, seek

“Hearing from recent graduates really resonates with students because it is more relatable. It wasn't very long ago that we were in the same spot. Many students know they're supposed to be doing something to prepare for a career, but they don't necessarily know what. So we wanted to map out a plan for them.”

Dianne Grade '08

out internships, and take advantage of the career preparation opportunities offered at UMaine such as the annual career fair.

"This is a huge opportunity to connect with 100 companies in one spot," said Johnson.

Noting that there are plenty of IT jobs in Maine, the MBS alumni told students that management information systems (MIS) courses can give them a competitive edge.

Many business majors, such as accounting, finance and human resources, paired with a strong technical background, can be well suited for the IT industry. Businesses are looking for employees who can assist them with complex software and bridge the gap between the technology and the functional goals of the organization.

Tyler Technologies, for example, develops specialized software to support all the functions of municipal organizations including taxes, payroll, benefits, general ledger, recreational programs, incident reporting, permitting and inspecting. These operations all tie closely to majors offered by the Maine Business School.

"Tyler Technologies employees did a great job of emphasizing that you do not have to leave Maine to find that perfect job and that plenty of information systems jobs exist right here in Maine," Graham said. "Their visit also provided students with a unique opportunity to have the company's human resource personnel review their resumes. At least four MIS students were able to schedule an interview for either an internship or job. We look forward to having Tyler Technologies employees return to MBS."

The speakers said they enjoy speaking with students. "It lets me give back to my alma

mater," said Wilber. "There are things I wish I knew when I was a student and this is my chance to help them be even more successful and avoid potential career pitfalls."

Students said they came away with valuable suggestions for improving resume writing and interview skills. They enjoyed hearing about some of the job opportunities that are available and the process that MBS alumni went through to acquire their jobs.

"Having that broad base of job descriptions showed that you could tweak your skills and interests to obtain a job that really fits you," said Connor Gervais '15, a management major from Scarborough, Maine.

Because of what he learned, he plans to rewrite his resumes. "Now I realize that employers want to see that little bit of extra effort it takes to make a special resume just for them," he said.

Connor Smart '16, an accounting and finance major from Lincoln, Maine, said the presentation offered "a helpful look at various career paths."

The interviewing tips were particularly useful, he said. "I learned to always ask a question at the end because it shows that you are interested in the company and it leaves a good impression."

Crystal Clark '15, an international business major from Augusta, Maine, said the Tyler Technologies representatives "did an amazing job representing their company with excitement and professionalism. I enjoyed getting their perspective and was glad to see they are happy with their jobs and that people who have been in my shoes are now working for an amazing company." ■

Hands-on learning

Bangor Savings Bank executives participate in simulation

Bangor Savings Bank executives helped MBS students understand the ins and outs of fundraising last semester during a business simulation in lecturer Clint Relyea's international management class.

Assuming the roles of venture capitalists were Chris Nelson, senior vice president and chief investment officer; MBS alumnus Ron Roope '04, '11, senior vice president and senior commercial relationship manager; and University of Maine alumnus Matt Watkins '94, vice president of business banking. Meanwhile, students acted as corporate executives seeking \$5 million to expand their simulated global computer companies.

Divided into five teams — each representing a company that sells PCs and laptops — 20 juniors and seniors pitched their business plans to the Bangor Savings Bank “investors” during a class presentation that was part of the semester-long project.

Bangor Savings Bank officials listened carefully, jotted down notes, and asked questions about profit margins, target markets, research and development production operations, brand promotion, sales force and advertising plans.

“Tell us about your competition and what you see as your strengths versus their strengths and how you're going to exploit their weaknesses,” Nelson told one team.

The students made an impressive showing. Dressed professionally, they handed out business cards as well as expertly done portfolios describing their businesses and explaining their market research, branding strategies, sales trends, factory output and investments. They were poised, articulate and knowledgeable about their companies as they made their pitches and told the venture capitalists why they needed their investment.

“Our plan is to be recognized for being the lowest priced, most reliable product on the market, while offering top-quality service and operating in more cities than any other firm in the industry,” said student Mark Levasseur, '16, a management major from Van Buren, Maine, who played vice president of market research for his simulated company, Dominari Inc.

“With funding from you we intend to improve our product to better meet our customer needs as well as increase demand and profits.”

“It's important for business leaders to find ways to interact with future leaders such as those in the Maine Business School. Having been through similar experiences as a student, I remember the value I got from working with business professionals and felt this was a great opportunity to give back.”

Bangor Savings Bank senior vice president and senior commercial relationship manager Ron Roope '04, '11

In the end, three companies went away with \$5 million while two received \$6 million.

“We'll put an additional million into your company because we like what we see,” Nelson told the team from the simulated company Tech Touch.

The two groups receiving the extra dollars presented themselves well, had professional looking handouts, and well-thought out business plans, said Watkins.

Relyea said he was pleased with students' performance. “The simulation typically is given at the MBA level, but these undergraduates were extremely well prepared and knowledgeable about the fundamentals of accounting and finance, as well as strategic decision making.

“This type of hands-on experience teaches leadership, teamwork and critical thinking skills, as well as the importance of strategic decision making and how these decisions affect an organization.”

Students continued with the simulation throughout the semester, sending updated reports about their companies to the Bangor Savings Bank executives who called the simulation a valuable learning tool.

“It's important for business leaders to find ways to interact with future leaders such as those in the Maine Business School,” said Roope.

“Having been through similar experiences as a student, I remember the value I got from working with business professionals and felt this was a great opportunity to give back.”

“I was glad to be a part of the venture capital team for Clint's class project,” said Nelson. “I believe that simulations like this, when blended with academic learning, help students to understand and better prepare for the job force after completing their studies.”

“It's important to make projects as real world as possible,” said Watkins.

Senior Jacqueline Morse said, “It was challenging to effectively project our goals and strategies to the real-life investors.

“I learned the importance of being prepared and being able to think on my feet,” said the management major from Bangor who was vice president of human resources and vice president of sales management of her virtual company, Stark Industries. “The investors threw a lot of questions at us — a few of which we weren't expecting. We found out how crucial it is for team members to understand each other's areas of expertise so that if one person stumbles, another is ready to pick up where they left off.”

Students spent the early part of the semester preparing for the classroom presentation. Acting as CEOs, vice presidents, human resource managers and financial directors of their simulated companies, they analyzed market research data, created business strategies, prepared financial statements, designed brands, opened sales offices, developed advertising campaigns, engaged in test marketing, hired factory workers and scheduled production of their brands.

Then they made numerous tactical decisions about how they wanted to expand and how big their new facility would be, where it would be located, and whether it would be a brick and mortar or an online business.

“Students had to be aware of the S&P 500, exchange rates around the world, local and worldwide economic and political conditions, and every issue affecting the competitive global market,” said Relyea. ■



Ethan Hawes '15

Ethan Hawes '15 Cancer survivor graduates

“ Since the diagnosis, everything has moved so fast. It’s like I was hit by a tornado and I’m now picking up the debris. I have become a more compassionate person because I know what pain and suffering are. One of my biggest goals was just to continue with classes and make it through to graduation. Now that I have done that, I feel stronger and more confident: If I can do this, I can do anything. I finally feel like the old Ethan but with a new perspective and outlook on life.”

In 2013 at the end of his junior year at the Maine Business School, Ethan Hawes was diagnosed with multiple myeloma, an incurable form of cancer that typically hits older people.

After battling through months of treatments, including hip surgery in 2013 and a stem cell transplant in 2014, he completed his studies. Cancer-free, he graduated in May with a bachelor’s degree in marketing and a concentration in international business.

During his nearly two-year ordeal, the Maine Business School became one of his strongest support systems, said Hawes, who grew up in Eliot, Maine.

“My professors took time to understand the seriousness of my condition and accommodate my needs when I’d have to miss class or couldn’t get a paper in on time,” he said. “Because of my chemotherapy, I often had trouble concentrating and retaining information. But my professors were happy to work with me. They not only wanted me to succeed academically, but were concerned about how I was doing physically and emotionally. And my classmates were incredible — everyone was thoughtful and caring, asking what I needed and helping me feel like a normal college student even though I had a cancer diagnosis that made me feel so different.”

How did your cancer diagnosis change you?

It completely changed my outlook on education — and life in general. I began to take more interest in my studies and became an active participant in class. When cancer hit me, I realized I wanted to make the most of my education — and all that life had to offer. It didn’t matter if I answered a question incorrectly. I was just grateful to be in the

classroom and to be able to learn about business and the world.

Since the diagnosis, everything has moved so fast. It’s like I was hit by a tornado and I’m now picking up the debris. I have become a more compassionate person because I know what pain and suffering are. One of my biggest goals was just to continue with classes and make it through to graduation. Now that I have done that, I feel stronger and more confident: if I can do this, I can do anything. I finally feel like the old Ethan but with a new perspective and outlook on life.

What led to your diagnosis?

I was running a marathon in Madrid, Spain, in April 2013, during my semester abroad, when I felt a shooting pain in my hip. It became progressively worse and by the time I got back home I could barely put any weight on it. After a tumor was discovered, I was sent to Dana-Farber Cancer Institute in Boston for tests. I was initially diagnosed in July with a plasma cytoma, but a week later they found another tumor; so the diagnosis became multiple myeloma.

Doctors told me that at age 22, I was one of the youngest people they had ever seen with the disease. According to statistics, the median age at diagnosis for multiple myeloma is 70 years of age. The percentages of people diagnosed with multiple myeloma based on age were 0.0 percent under age 20 and 0.6 percent between ages 20 and 34. It was like winning the lottery in the worst possible way.

In August 2013 I had radiation treatments that eradicated the tumor in my leg. From October 2013–May 2014 I underwent chemotherapy at Eastern Maine Medical Center.

How did you pursue your education and what kept you going?

After my diagnosis, my family and friends thought I should take time off from school. But doctors agreed with me that I should return to MBS in September 2013. Because my overall physical fitness was pretty good thanks to years of baseball, basketball and soccer, they thought I’d be able to tolerate the treatments. Although I was often tired, I was able to handle everything. I took a modified course load and was happy to be back at school to experience some normalcy. But inside I was grappling with a sense of disconnect and isolation.

I was determined to see this as a challenge and refused to let my diagnosis define me or defeat me. Of course there were days when I would question why this happened to me. During the bad times I would reach out to my friends and family who gave me unconditional love and support. I would look back on the cards, messages and words of encouragement they sent me. Knowing how much they cared always made me feel better. I couldn’t have done this without my family. My parents, who are University of Maine alumni, are grateful that their alma mater has cared for me in such a special way.

When did you become cancer-free?

I underwent stem cell surgery on June 23, 2014, at Brigham and Women’s Hospital in Boston. I used my own stem cells so if the cancer returns I have the option of using a donor’s cells which is a much more aggressive procedure.

My actual birthday is June 5, but June 23 is the day I became cancer free and it is a day I will

Ethan Hawes continued on page 17

Ethan Hawes *continued from page 16*

always celebrate. After surgery I was in isolation for three weeks before returning home. One of the scariest moments was when I developed pneumonia a week later and had to return to the hospital.

Finally, in mid-July I started the recovery process. I had no choice but to take off the fall 2014 semester. I was exhausted and could barely keep a conversation going. I needed a nap after walking up the stairs. Because of my weakened immune system, I had to wear a mask and gloves when I went outside the house. It was difficult to look at myself because I not only didn't recognize me physically, I didn't even feel like the same person.

Now what?

Returning to school in January 2015 was the best feeling in the world. I started exercising again and felt stronger every day. Although I'm in complete remission, I will undergo chemotherapy every couple of weeks for two years as a precaution. I am being checked frequently for my blood counts.

I have formed close relationships with faculty and students at MBS and been able to

have a small-school experience while getting the benefits of a large university. Thanks to my study abroad experience and a marketing internship at the UMaine Department of Athletics, I feel confident that MBS has given me a great business foundation and the skills to embark upon a career.

I am looking forward to life after graduation and feel ready to venture out into the real world with confidence. I hope to pursue a career in hospitality management or in hospital administration and am considering some job offers.

What were some of your most inspiring moments during your battle with cancer?

On Oct. 13, 2013, I received a call from New England Patriots owner Robert Kraft, a longstanding supporter of Dana-Farber. He had heard my story and wanted to extend his good wishes. He invited me to Gillette Stadium in Foxboro two days later where I got to shake his hand on the field just before the Patriots played the Miami Dolphins.

Also that October, a family friend from Eliot started a team in my name called Ethan's E-Team, part of the annual Pan-Mass Challenge bike-a-thon that raises money for Dana-Farber.

Before the race she presented me with a huge photo of my Pi Kappa Alpha brothers from UMaine wearing Ethan E-Team hats. It was great to walk around campus that year and see my fraternity brothers wearing my hat.

Another memorable moment occurred during a finance exam just before my stem cell transplant in June 2014. I looked around at my classmates and became emotional because I knew I was going into a potentially life threatening procedure. The uncertainty of the future was frightening. But being in a classroom made me feel safe and grateful to be a student at MBS. After the exam, professor Pank Agrawal gave me a hug and said, "You already passed the exam of life." His words were so powerful. I'll never forget them.

What can people learn from your experience?

Take one day at a time, appreciate every moment and don't sweat the small stuff. It's good to have goals, but ultimately, there is so much in life that we can't control. Accept that challenges and obstacles are inevitable but also that the hardships and difficult times really do make you stronger and a better person overall. ■

MBS celebrates 2015 graduates at breakfast reception



The 2015 Maine Business School graduates received a proper send-off at the first annual MBS Graduation Coffee on Saturday, May 9. Approximately 200 graduates and their families as well as MBS faculty and staff gathered at 8 a.m. at the D.P. Corbett atrium to say good-bye and good luck. After MBS Dean Ivan Manev and University of Maine Alumni Association executive director Todd Saucier handed out lapel pins, the graduates marched together to the 213th Commencement Ceremony at Alford Arena.

David Patrick '16

Creating Bangor's first edible park

Maine Business School student David Patrick '16 is the driving force behind the City of Bangor's new, first-ever edible park and community garden on two acres of land donated by Manna Ministries at 629 Main Street.

Aiming to grow food for the needy, foster multicultural relationships, and provide an arena for education, communication and collaboration through seminars and workshops, Patrick is working with the University of Maine, the Bangor City Council, the Bangor Parks and Recreation Department, and more than 60 organizations and individuals from the public and private sectors to create the groundbreaking park (bangoreddiblepark.squarespace.com).

An international business and marketing major who grew up in Orrington, Maine, Patrick hit upon the idea in January 2014 as a way to give back.

A community garden where everyone pitches in to plant and grow crops can help build healthy, sustainable and peaceful communities and solve a number of social problems including food instability, said Patrick, who has been involved in a number of horticultural projects. "I have neighbors who don't know where their next meal is coming from. With the rich agricultural history of this state, it's only right to utilize some public property to help feed the community."

"An edible park unites people through a common necessity for food, but we are not going to stop there," he continued. "We want to bring people together from different backgrounds who can learn from each other and see how easy it is to have healthy food available and accessible. Down the road, we hope this will be a model for similar projects around the state and even the Northeast."

The garden will be managed by the Bangor Edible Park Collaborative (BEPC), a group of organizations, educational institutions, and individuals including public officials, business leaders and representatives from a variety of cultural, ethnic and religious groups. With an office on State Street in Bangor, BEPC will be governed by a five-member board of directors including a University of Maine faculty member, alumnus and student. The group is seeking nonprofit status.

Presently the garden contains beds of corn and peppers as well as two apple trees donated by Sprague's Nursery in Bangor planted during a



Above: Participants from the groundbreaking of Bangor's first edible park.

Photo by Priscilla Moncrief

Right: David Patrick breaks ground at Bangor's first edible park.

Photo by Margo Lukens



“With the rich agricultural history of this state, it's only right to utilize some public property to help feed the community.”

groundbreaking ceremony last fall. This summer, the garden promises to be a hive of activity. Plans are to expand the number of crops to include blueberries, strawberries, lettuce, kale, pears, peaches, plums, cabbage, garlic, basil, thyme, lavender, dill and mint; plant perennials including orchard trees; install an international herb and spice garden; and build a hoop greenhouse to provide year-round accessibility to leafy greens.

Also this summer, BEPC aims to enlist students from Penobscot Job Corps Center to build a toolshed, picnic tables, benches, signs, an informational kiosk and a wheelchair ramp. Tentatively scheduled events include native agricultural demonstrations, organized planting sessions, a food safety course, cooking workshops, horticultural therapy sessions, and art programs for children.

Guided by his adviser, professor Margo Lukens, co-director of the UMaine Foster Center for Student Innovation, Patrick has been busy raising funds, creating collaborations, organizing community forums, and finalizing the park's design. He has received assistance from MBS associate dean Stephanie Welcomer who signed a letter of support for the project.

"David's work is a vital part of creating and maintaining sustainable communities, environments, and economies," said Welcomer. "The BEPC's potential impact is ambitious and impressive, including directly feeding and educating people about growing and preparing food, as well as serving as a place for reflection and inspiration. The MBS is happy to support such

David Patrick continued on page 19



Annabelle Hamilton '15 Working with R.E.A.C.H in Peru

she hopes to take a year off to do some travelling.

“I am planning on going to Europe for the first half of the year and then hopefully head over to Southeast Asia for the second half,” she said. “It has always been a dream of mine to see India.”

What R.E.A.C.H. project were you involved with?

This year R.E.A.C.H. had the option of choosing what project we did in Huancayo and how we were going to give back to the community in an impactful and meaningful way. We decided to build an additional room onto a small house for a woman and her five children. Their living conditions were shocking and the entire family shared a single room and one mattress. I really enjoyed building the house and getting to do hands-on work. There were many steps to the process and we learned a lot along the way.

Why did you enjoy it?

I found this experience to be truly rewarding because I could directly see the difference we made for the family. It was important that we left something behind that would have a lasting impact. It gave me great joy knowing I was improving the lives of people who were less fortunate than I. I knew that it meant a lot to them and that was important to me.

What did you learn?

I learned that in construction you are sure to run into problems along the way and you have to stay persistent and positive. I also learned that things are done at a much slower pace in Huancayo — the people have a different concept of time and I found that difficult to adjust to. I also realized that some resources and capabilities are not available in certain parts of the world and sometimes you have to improvise.

How will your experience help your career?

This experience taught me that sometimes you will be put in situations and circumstances outside your comfort zone but that is the place where the most growth is possible. In terms of my career, this experience gave me a global perspective and introduced me to a new culture and way of life. It showed me how business activities vary from country to country and you always have to be ready to adapt.

What was the most challenging part?

Communication was one of the biggest challenges I faced. Not many people spoke English and I didn't speak much Spanish so we had to find ways to interact and understand each other without words. ■

MBS student Annabelle Hamilton '15 of Vancouver, British Columbia, Canada, spent her last spring break at UMaine working with R.E.A.C.H. (Relief Education Action Community Hope), a student-led organization whose members travel to poor countries to construct, educate and create a cleaner and safer world. This year, 11 students from R.E.A.C.H. helped the community of Huancayo, Peru.

A management major with a concentration in international business, Hamilton plans to return to Vancouver for the summer and work in project management for a construction/real estate development company. In September, aiming to broaden her international experiences,

David Patrick *continued from page 18*

efforts and feels that these are integral to economic and community development.”

Praising Patrick for working on one of the root causes of social conflict — disparity of basic resources — Lukens said he approached her last spring looking for a way to structure his progress after doing preliminary work on location, design, and integration with the community.

With the community garden, he can “give even the neediest residents of our area access to fresh produce and to the means of growing nourishing food themselves,” she said.

Patrick said he has been able to put to good use the organizational, managerial, marketing, accounting, finance, leadership and teamwork skills he has learned in his business classes. “I had to create a budget and marketing and product development strategies, and I was responsible for writing grants, thank-you letters, and requests for

funding, sponsorship and support.

“What helped me were the Innovation Engineering classes I took with Lukens and everything I learned from MBS faculty,” said Patrick, “including professor Harold Daniel, lecturer Scott Spolan, and professor Terry Porter,” adviser for the MBS chapter of Net Impact, an international organization which aims to use business skills to create a more socially and environmentally sustainable world.

Katherine Garland, horticulturist for University of Maine Cooperative Extension who has worked on the project with Patrick, said he has brought “a tremendous amount of energy and passion” to the endeavor.

“He realizes that cultivating a community of supporters is just as essential to creating an edible park as cultivating the soil,” she said. “I'm eager to see where he takes this project and am thankful for his devotion to addressing food insecurity in our community.”

Fiscal sponsor for the project is Maine Interfaith Power & Light, a volunteer-led nonprofit organization that partners with faith groups of all religions to counter climate change and work for a sustainable future.

In addition, Patrick received a \$500 mini-grant from the Maine Hunger Dialogue, an event that UMaine Extension and the Maine Campus Compact co-sponsored last fall and plan to co-sponsor again this November.

While the project has been all-consuming, Patrick noted that with the creation of the newly formed board of directors, the “vision of the park ultimately will be in the hands of others.”

But he vowed always to be involved. “I consider myself a social entrepreneur ... and I've yet to meet any social entrepreneur who can detach themselves from things so close to their heart,” he said.

To learn more about how to help, email bangoredibleparkcollaborative@gmail.com. ■



Marcy Hernandez '15

New MBS graduate Marcy Hernandez '15 is working as an associate software developer at Tyler Technologies, a job she landed when she was a senior.

"I am happy to be at this exciting company doing what I love to do," said Hernandez, whose job involves designing new software codes, creating databases, maintaining and improving the code for existing programs, and checking for bugs in programs and applications.

Tyler Technologies is the largest software company in the nation focusing solely on providing integrated software and technology services to the public sector. With offices throughout the U.S., Tyler Technologies' Maine

Marcy Hernandez '15 Associate software developer at Tyler Technologies

offices are located in Falmouth, Yarmouth and Bangor.

A management major with a concentration in management information systems, Hernandez fell in love with technology as a sophomore while taking assistant professor Matt Graham's introduction to management information systems (MIS) class.

"I never thought I would end up with an MIS concentration," she said. "Before Graham's class I never had much interest in computers. The class was a requirement for a business major and I went into it with some trepidation. I didn't do well at first. But Graham worked with me after class and before long I was enjoying using the problem solving and analytical skills involved in developing, planning and implementing databases. I ended the class with an "A" and decided after my sophomore year to do an MIS concentration."

During the next two years, Hernandez took two more of Graham's classes in database creation and in networking.

"I especially loved creating data bases and doing SQL (Structured Query Language) coding, a special programming language designed for managing databases," she said. "I

am fascinated by the structure involved with creating databases and the way everything is intertwined."

As part of her work-study program, she helped the University of Maine Police Department create a crime statistics database and intranet program, set up workstations, and maintain computers and laptops.

Last spring, after speaking with Tyler Technologies' representatives during the UMaine Career Fair, Hernandez interviewed with the company. The very next week she was offered a full-time position.

She spent the remainder of her senior year helping to pave the way for other MIS students to enhance their experience at MBS.

Along with MBS student Victoria Sabol and Graham, she worked to create the University of Maine's new chapter of ISACA, a club for MIS students to learn more about the profession, attend conferences, and make connections. She served as president of the group while Sabol was vice president.

"There is a lot of interest in MIS here at the Maine Business School, and ISACA will be a great resource for students," Hernandez said. ■

MBS starts information security management student club

Maine Business School students interested in information security management have a new resource.

The MBS chapter of ISACA was started last spring by Assistant Professor of Management Information Systems Matt Graham with help from students Marcy Hernandez '15 and Victoria Sabol '16. The new group, which currently has 22 members, meets once a month at the D.P. Corbett Business Building to discuss emerging information security threats and techniques for protecting information and business assets from identified threats.

Student members will have opportunities to enhance their knowledge and tools to develop their professional identity, listen to presentations

from guest speakers, meet people who work in the field as well as potential employers, attend conferences, and train to become a Certified Information Security Manager (CISM), Certified Information Security Auditor (CISA), Certified in the Governance of Enterprise IT (CGEIT), and Certified in Risk Information Systems Control (CRISC).

ISACA student members join a community of students from more than 300 universities worldwide majoring in a variety of areas including information systems, business administration, accounting, information technology, engineering, and computer science.

Dr. Graham credited Hernandez and Sabol for the creation of the new club. "They made

it happen," he said. "They scheduled interest meetings, gathered signatures, and did all the leg work to get the club approved through both the ISACA national organization and the University of Maine."

MBS Dean Manev said, "We are proud of our student organizations, and it is excellent that we are adding a new one in an area of growing relevance which can further improve job opportunities for our students."

An independent, nonprofit organization, ISACA serves 140,000 professionals in 180 countries, providing practical guidance, benchmarks and other effective tools for all enterprises that use information systems. ■

Meet the 2014–15 MBS student ambassadors

Student ambassadors play an important role at the Maine Business School. They provide a valuable overview of what life is like at MBS as they lead informational tours for prospective students and their families; help with student orientations, open houses and alumni events; meet with community college and high school groups; and offer input to the MBS Advisory Board.

Answering questions about curriculum, faculty, class size, student organizations, residence halls, food and recreational activities, they lend a unique perspective to many who are seeing the campus for the first time.

“Our student ambassadors help prospective students make an informed choice about whether MBS is right for them,” said associate

dean Stephanie Welcomer. She started the program in 2010 and selects 8–10 students to serve yearly.

“They are absolutely critical to our recruiting efforts — they have increased our student population and widened the reach of MBS,” she said. “These high-achieving students each have different backgrounds, interests and personalities, but they all are enthusiastic about their experiences at MBS, are intellectually curious, and genuinely enjoy talking with people and know how to make them feel comfortable.

“Young people can relate to them and are inspired by their range of experiences and achievements, and parents tell me how friendly, welcoming and inclusive they are. Kudos to our student ambassadors for all they do for MBS.” ■



MBS Student Ambassador: Yvette Alexandrou '16

Hometown: Alna, Maine
Major: Marketing with a concentration in international business

What have you enjoyed most about your MBS/UMaine experience?

As a transfer student, I love talking to prospective transfers about the benefits of enrolling in the business school. I have been very involved on campus so I enjoy answering questions about clubs and resources as well as academics.

What are some topics you have discussed with prospective students?

I often talk about the different business school clubs such as SPIFFY, MBS Corps, and the American Marketing Association. I also cover study abroad opportunities and the different

business courses. Another thing I highlight is the importance of getting to know your professors and your adviser because they are great resources.

What have you enjoyed most about your MBS/UMaine experience?

I have enjoyed seeing the different perspectives that my professors have on the business world. Since they have experience in various areas of business, they have given me a broad view of the opportunities in the field. I also appreciate the visits from alumni who continue their involvement with UMaine.

How has UMaine surprised you?

Compared to my first school, UMaine has about 8,000 more students and a much bigger campus, but it is more focused on supporting each individual working towards his or her goals. Professors here truly care about getting to know their students and go the extra mile to make sure they have office hours or study groups to help students understand the material. I was happy to see that level of commitment.

If you had three months after graduation to do anything, what would it be?

I would travel around France and visit the friends I made when I studied abroad in high school. ■



MBS Student Ambassador: Zebediah LeTourneau '16

Hometown: Rochester, New Hampshire
Major: Marketing and management

Why have you enjoyed serving as Student Ambassador?

I enjoy answering questions from students and parents. Since I served as residence assistant as a sophomore, I am able to answer questions about student life and dorm life. Currently I am vice president of Alpha Tau Omega and business manager of the *Maine Campus* newspaper. Thanks to these activities, I can advise prospective and new students on Greek life and other extracurricular activities.

What have you enjoyed most about your MBS/UMaine experience?

I enjoy the positive relationships I have been able to forge with faculty both in and out of class. It is amazing to see how invested the faculty is in students' success.

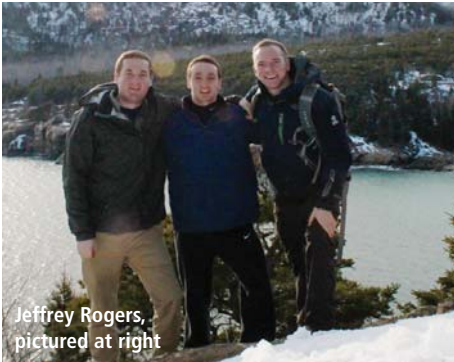
How has UMaine surprised you?

The sheer amount of talent coming out of this university is spectacular. I constantly meet students who aspire to great things and it's refreshing and inspiring to see how many are following their passion and are on the path to becoming leaders.

If you had three months after graduation to do anything, what would it be?

I would travel outside the U.S. and see as many places as I could. I would love to see how developing countries are starting to gain a foothold in the economy through citizens' entrepreneurial success. ■

Meet the 2014–15 MBS student ambassadors



Jeffrey Rogers,
pictured at right

MBS Student Ambassador: Jeffrey Rogers '16

Hometown: Bangor, Maine
Major: Double major in finance and economics

Why have you enjoyed serving as MBS Student Ambassador?

I have had the opportunity to promote the business school while meeting new people, something I have always enjoyed. Doing this while encouraging them to come to a school I enjoy so much makes the experience all the better.

What are some topics you have discussed with prospective students?

I often get questions about professor/student relationships. That is easy to answer — I have always found the professors here to be helpful, friendly and encouraging.

What have you enjoyed most about your UMaine/MBS experience?

Being surrounded by people who truly want to learn and achieve. The intellectual environment here encourages you to be a good student and to constantly strive to better yourself.

How has UMaine surprised you?

Almost every day I can experience something new and enjoyable — whether cross-country skiing in the extensive trail system, meeting friends for coffee, or being immersed in my classes.

If you had three months after graduation to do anything, what would it be?

I would backpack as much of the Appalachian Trail as possible. ■



MBS Student Ambassador: Nipun Vaidya '16

Hometown: Kathmandu, Nepal
Major: Accounting and finance

Why have you enjoyed serving as Student Ambassador?

My experience in MBS has been great; therefore, I enjoy the opportunity to promote the business school and encourage more students to attend. Also, I have been able to develop my interpersonal skills.

What have you enjoyed most about your MBS/UMaine experience?

Coming from Nepal, which is very different and very far away from the U.S., I have never felt homesick. Most people here are very friendly and welcoming. I have always felt at home.

What are some topics you have discussed with prospective students?

Students have been interested in academics, facilities, faculty members and all the student organizations here at MBS.

How has UMaine surprised you?

I have met so many people from all around the U.S. and many other countries. I was surprised by the diversity.

If you had three months after graduation to do anything, what would it be?

I would travel to Europe and South America. ■



MBS Student Ambassador: Connor Smart '16

Hometown: Lincoln, Maine
Major: Accounting and finance

Why have you enjoyed serving as Student Ambassador?

I really liked talking about MBS and UMaine with prospective students and their families, and helping them make a decision they're happy with. Getting shy students excited and willing to open up has given me a great opportunity to learn how to engage with other people.

What have you enjoyed most about your UMaine/MBS experience?

I've enjoyed getting a real, practical education. I am constantly able to apply the theories I learned in the classroom to the world around me.

How has UMaine surprised you?

I have been surprised by the vast diversity of personalities, talent and backgrounds I've encountered at UMaine. I have made many new friendships here with unique and wonderful people that I couldn't have made anywhere else.

If you had three months after graduation to do anything, what would it be?

I would love the opportunity to travel, preferably somewhere outside of the U.S. I would really like to see some of the world before settling on a career. ■

Meet the 2014–15 MBS student ambassadors



MBS Student Ambassador: Jordan Emery '15

Hometown: Skowhegan, Maine

Major: I am not enrolled in any major. I am taking accounting classes with a goal of taking the CPA exam. I earned a bachelor's in mathematics/secondary education from the University of Maine at Farmington in 2012 and two weeks later I was hired as a high school math teacher. I am an intern at Thomas Tax and Financial Services in Bangor. At MBS, I am a lab tutor and I also do some private tutoring.

Why have you enjoyed serving as Student Ambassador?

Since I am a “nontraditional” student, I love telling people why I chose MBS and encouraging them to jump in with both feet and join our program. Prospective students ask such great questions — it reminds me why I enjoy MBS so much.

What are some topics you have discussed with prospective students?

Most students are concerned with class sizes, what the professors are like, and residence hall living. Conversations frequently arise about the

many study abroad opportunities that MBS offers. Also, we like to bring them to the new Gerard Cassidy Capital Markets Training Lab so they can see the Bloomberg Terminals and the real-life applications MBS offers.

What have you enjoyed most about your UMaine/MBS experience?

I enjoy challenging myself and engaging in problem solving as well as working as part of a team with professors and classmates. The students and staff are incredibly welcoming and willing to help. It's encouraging and motivates me to continually challenge myself.

How has UMaine surprised you?

I was surprised by the community feeling of the campus. Students are friendly and encourage you to join them on class projects and homework assignments, etc. Professors are friendly and willing to make time to help you succeed.

If you had three months after graduation to do anything, what would it be?

Travel. Since I starting working immediately after I graduated from UMF, I had no time to celebrate. It would be nice to have time to reflect and really enjoy myself. ■

Picture from the past



UMaine celebrates its 150th anniversary in 2015. This photo is of a business class from Sept. 15, 1970.

Photo courtesy University of Maine Special Collections, Fogler Library

umaine.edu/business

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My MBA training helps me better manage the team's budgets as well as the athletes. The same theories apply, whether business or sports."

Nicholas Derba *continued from page 7*

I also want the team to know that as student-athletes they have their own opportunity to be role models. When I was playing for the Cardinals, we would regularly visit children in hospitals. I enjoyed knowing that because of my athletic ability I was able to change a child's day.

For me personally, it reminds me how lucky I am to be healthy and that I shouldn't take anything for granted. I hope that if I were in those kids' shoes, someone would take five minutes to sit and talk with me. UMaine's baseball team has been working with Eastern Maine Medical Center to arrange visits to children at the hospital. We hope to raise money for pediatric services and for testicular cancer in the coming months.

How is your new company doing?

I have two partners — Sal Lo Duca and Mike La Luna. Baseball brought us together. The business developed over time, mainly because of Sal's innovative thinking. I came on as a consultant responsible for relations within sports and for overseeing some operation and development

dealing with manufacturing.

We recently began selling baseball coaching materials such as tutorials, video manuals and PowerPoint presentations, and are working with several companies to design and build the first prototype of a robotic tee which we believe will help improve players' hitting ability. We have been accepted into a Canadian accelerator group and are hoping to move quickly towards commercialization. . Our goal is to launch the most innovative product on the market.

Do your MBS skills help with business and coaching?

Thanks to my business education, I feel more confident and comfortable throwing in my opinions about marketing strategies, target markets, launch time frames and finances.

My MBA training helps me better manage the team's budgets as well as the athletes. In professor Nic Erhardt's class, for example, I'm learning about team dynamics and how to reduce conflict and improve working relationships to drive effective team performance. The same theories apply, whether business or sports. ■

