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The Whittemore Wire, Fall 2008: Engaged Partnerships

Whittemore School of Business and Economics

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History in the making

IT'S NOT EVERY DAY that a business school alumnus makes history, but that is just what Peter T. Paul accomplished with his gift of \$25 million—the largest in UNH history. The announcement by UNH President Mark W. Huddleston elicited several standing ovations from an appreciative audience comprising University faculty, staff, trustees, students, alumni, business leaders, and members of the press.

“Words cannot fully express how grateful we are to Peter T. Paul for his generosity and his longtime support of the University of New Hampshire,” Huddleston said of the 1967 business administration graduate, entrepreneur, philanthropist, and New Hampshire native who had previously given \$10 million in 2001 to fund Chairs in space science and psychology.

Paul is now challenging alumni, UNH supporters, and the business

community to raise the rest of the money to fund the new college, which will cost about \$50 million. “I believe now is the time to make an investment in the future of UNH, the state of New Hampshire, and the young people of this region. This gift, from an old kid from New Hampshire, will require equal support from friends of the University and business enterprises for us to be successful. That is my challenge to you,” Paul said.

“The Whittemore School is a cutting-edge business school that is known regionally and nationally for its strong undergraduate programs. The business school also is well positioned to advance robust graduate programs and research, consistent with the mission of UNH. An important part of the transformation of the business school is a new facility that will provide the platform for development and growth,” business

Left to right: University System of New Hampshire Chairman, Trustee Edward C. DuPont; Peter T. Paul '67; Whittemore School of Business and Economics Dean Daniel E. Innis; and UNH President Mark W. Huddleston.

school Dean Dan Innis noted in his remarks.

Paul is president of Paul Financial, LLC, a mortgage banking company he founded in 2003. In addition, he is the owner and chairman of Peter Paul Wines, based in Healdsburg, Calif., and is president of West Biofuels, a research development venture working on thermo chemical conversion of agricultural and urban residue (biomass) to biofuel and biopower. He is chairman of the board of The Headlands Foundation, a nonprofit organization he founded in 1995. ∞

DEAR FRIENDS,

JUST AWHILE AGO, we had the immense pleasure of announcing the largest single gift in the history of the University of New Hampshire in support of a new—and badly needed—building for the business school. Whittemore School alumnus, entrepreneur, and philanthropist Peter T. Paul has made a



\$25 million gift to be matched by other donors to fund the project. When it is complete, we will have a state-of-the-art facility that will provide the platform for development and growth, and transform undergraduate and graduate business education at UNH.

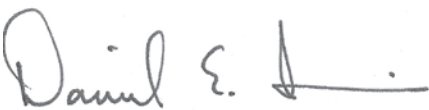
I am confident that we will meet Peter Paul's challenge because of the generosity, energy, talent, and engagement of our alumni, friends, and

partners. In this issue of *The Wire*, you will read about some of the wonderful and talented people who contribute to our excellence and success.

Whether it is through sponsorship of a longstanding and celebrated competition that draws students and business leaders together in a singular way, the connections that our alumni make with our current students by providing opportunities to experience the global marketplace, or faculty members who clearly transcend the ordinary and provide outstanding models for how to combine technology with scholarship and industry, the Whittemore School continues to grow in its stature and relevance.

As I complete my first year as dean, I am as impressed as ever by all that this school—and its many supporters—offer.

Sincerely,



DANIEL E. INNIS, PH.D.

DEAN

NHSBDC means big impact for small business

Jon Strimling watched the devastating effects of rising oil and propane prices on consumers and of their emissions on the environment, and saw an opportunity to help. With his background in renewable energy, Strimling focused his attention on the growing wood pellet industry. The pellets he distributes cut the average home heating cost by 50 percent and carbon emissions by 75 percent.

Two years ago, Strimling took his technology to market. He founded PelletSales.com and quickly sought assistance from the N.H. Small Business Development Center (NHSBDC). NHSBDC counselors worked with Strimling to grow the company from a two person start-up to a 40-person corporation, and assisted him in securing \$4 million in private equity. PelletSales.com is now America's leading distributor of renewable heating fuels.

"We might not have been here without the help the NHSBDC provided," Strimling commented. "The NHSBDC helped us immeasurably, from finding the company its first physical home, to connecting us with investors, all the while providing general business counseling. Today, the NHSBDC continues to add value to our business."

From established companies in the Merrimack Valley to start-ups in the North Country, the NHSBDC supports hundreds of local communities with counseling and educational programs in manufacturing, environmental compliance, and economic and technology development. ∞



Jon Strimling, president of alternative energy provider PelletSales.com.

Meet a Whittemore School Graduate



Joan Cullinane '95G
President, Velcro USA Inc.
Manchester, N.H.

A SELF-DESCRIBED “people person,” Joan Cullinane believes in the value of one-on-one communication. As president of the company that manufactures one of the world’s best-known products, she knows that it takes great people to make a great product; and she invests in them to bring out their best. Her company—and her management style—epitomize success defined.

VELCRO® brand fasteners have been voted one of the best inventions of the century. The company just celebrated its first 50 years. What will it take to continue this success?

You just can’t do it without the people. Great manufacturing absolutely requires great employees. And a great employee is an educated employee. As one of New Hampshire’s biggest employers, we need qualified people. UNH is a great resource for us.

You are the president of a major corporation. What is there about you that might surprise someone?

Some people might think that I prefer the Board Room, but I love

the manufacturing floor. It’s an exciting and dynamic environment because the people on the floor are so invested in the quality of our products. They are very much a part of our equation for success. Our entire organization has moved forward together with the collective goal of being best in class in manufacturing.

You are a graduate of the business school yourself. What does the program mean to you?

Earning my Executive MBA gave me a great network of people—colleagues and faculty—who continue to help me solve problems and learn. I have also funded attendance for my own employees. They’re people with diverse skill sets: a plant manager, a human resource specialist, an engineering manager, and a business division manager, for example. Not only will they expand their own horizons, they will bring back what they’ve learned to the plant and share it with others.

I’m also working with the Whittemore School on an Executive Development Program for Velcro USA Inc. so that more of us will have more in our tool kits.

You visit UNH often to meet with students and share your knowledge. What is your best advice to them?

One: Do what you love and the rest will come. Go with your passion.

Two: Have great mentors. Their sponsorship will help you in more ways than you can imagine.

Three: Invest in yourself and invest yourself in others. Be a mentor to those who are coming up in the ranks behind you.

What advice would you offer to your fellow alumni?

I would urge them to make the network go both ways. Offer internships to UNH students. Volunteer to speak to first-year students and help them on their way. Share your strength. The graduate program has an International Residency. I’m hoping to have these UNH MBA students tour our Manchester plant first and then visit our facility in China. They’ll be seeing manufacturing on a global scale. 🌐

www.velcro.com

Hospitably yours...


BILL MARRIOTT, chairman and CEO of Marriott International, Inc., was the perfect choice for inaugural speaker in the University of New Hampshire's Distinguished Speaker Series. Among the crowd of business and education leaders gathered to hear Marriott's speech were students in the Whittemore School's Hospitality Management Program and program alumni employed by the Marriott Corporation in a wide variety of roles.

Marriott's presentation opened with "Spirit to Serve," a video celebrating Marriott's 50 years in the lodging business and the 80th anniversary of Marriott International's founding. This video echoed the themes of Marriott's address, which chronicled his career and the company's history, from his family's first root beer stand in Washington, D.C., to its current status as a \$12 billion global lodging company with nearly 3,000 properties in 69 countries and territories.

UNH President Mark Huddleston's remark that the lodging luminary was "of natural interest to the University community" may have been an understatement, given UNH's ties to the hospitality industry in general and to Marriott International specifically.

More than 50 UNH graduates are currently employed as Marriott executives, and lead many of Marriott International's businesses. Rob Steigerwald, senior vice president of one of Marriott's three U.S. regions, is a UNH graduate, as is Marriott's general manager of major hotels.

Marriott International recognizes and works closely with the UNH Hospitality Management program, the second oldest in the United States and one of only a few worldwide positioned within a school of business.

Mr. Marriott's visit culminated in Marriott Corporation's hiring of five UNH Hospitality Management graduates during the spring recruiting season. 



Hotel industry giant Bill Marriott was the inaugural speaker at the UNH Distinguished Speaker Series. After his address, he met with current Hospitality Management Program students and numerous alumni.





It's big gains for Glycura™ at 20TH Annual Paul J. Holloway Prize Competition

THE ROOM was filled with people and the air was heavy with anticipation as a crowd gathered to await the judges' decision.

Which team would win the prestigious prize in this most auspicious year?

More than a dozen teams from across the University had entered the competition to test their entrepreneurial mettle and vie for the chance to win up to \$10,000 in seed money. The competition—the oldest of its kind in the nation at a public university—was established in 1988 by the Holloway family to honor New Hampshire business leader Paul J. Holloway.

The winners would be selected by a Blue-ribbon Panel representing a broad range of businesses: Harold C. "Bud" Albin '55, founder, Albin Industries; Jude Blake '77, the former chief marketing officer and executive vice president, consumer markets, for Cablecom, GmbH; Cotton Cleveland '74, president,


Mather Associates; Joseph Faro '91, president and founder, Joseph's Gourmet Pasta and Sauces and 1991 Paul J. Holloway Prize competitor; Craig Rydin '71, chief executive officer, Yankee Candle Company; and Thomas A. Steele '05P, '08P, chairman of the board, A.D. Makepeace.

Students would be judged on the innovation potential of their product, service, or business model; the market potential of the innovation; and the persuasiveness and quality of their presentations.

In the end it was Team Glycura that took the laurels for their plan that uses a sophisticated software program to speed the development of pharmaceuticals. Seniors Anna Boisvert and Gregory Richardson, and Sebastian Titz, a graduating MBA student from Italy, made up the team. They partnered with the UNH Glycomics Center and its director, Professor Vernon Reinhold, to create their plan for Glycura, a product in development at the center. Professor of Information

And the winner is...Team Glycura members Anna Boisvert '08, Sebastian Titz '08G, Gregory Richardson '08, Professor Michael J. Merenda, and Dean Daniel Innis.

Systems and Director of the Enterprise Integration Research Center A.R. "Venky" Venkatachalam was their adviser.

Second place went to chemist Ming Cao, a second-year master's student in materials science, for his project "Novel Superabsorbent from Renewable Resource." Third place went to Energy Portfolio Solutions, a team of part-time MBA students advised by adjunct professor Robert Gough—Amit Savant, John Dow, Padmabala Venugopal, and Thandapani Palanichamy—who proposed a software system to help utility companies and energy marketers select an optimal portfolio of available energy resources. 

Visit wsbe.unh.edu/holloway-prize to view video.


The 2008 Entrepreneurial Venture Creation “Person of the Year”

Kevin M. Short

UNH Professor of Mathematics

It could be said that UNH Professor of Mathematics Kevin Short is not your stereotypical math professor, but it should be said that he typifies the entrepreneurial and collaborative spirit necessary to thrive in the 21st century. Renowned for his invention of Chaotic Compression Technology, respected as the founder of Chaoticom—the University’s first spinout company—and most recently, celebrated as a Grammy Award winner, Short now adds the Whittemore School of Business and Economics 2008 Entrepreneurial Venture Creation “Person of the Year” award to his growing list of accomplishments.

Short’s invention of Chaotic Compression Technology uses advanced signal processing methods and a mathematical theory known as chaos in the analysis of audio, speech, video, and image data. When consumers download a song or an artist’s ring tone to their cell phones, they are using this type of technology. Short used this technology in his role as a mastering engineer in the restoration of a 1949 bootleg wire recording of a live Woody Guthrie concert—the only known recording believed in existence—and received his Grammy for this achievement.

The Entrepreneurial Venture Creation award is given to a New Hampshire resident with a demonstrated commitment to the state’s business community, an appreciation for UNH and its resources, and a track record of creating entrepreneurial value by starting companies, supporting and promoting new ventures, and mentoring individuals engaged in business start-ups. 



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