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The Whittmore Wire, Summer 2010: Student Opportunity

Whittmore School of Business and Economics

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Dean Daniel Innis with members of
the faculty and staff of the Whittemore
School of Business and Economics

OUR PROMISE TO STUDENTS

“**W**E PROMISE you a dynamic learning environment, one that combines a comprehensive core curriculum with abundant opportunities for hands-on experience. By graduation day, you will be prepared on all levels to succeed in today’s complex and global business environment. From the beginning and throughout your career, we will stand behind you with a powerful network of faculty, alumni, and business partners.”  (SEE DEAN’S LETTER)

DEAR FRIENDS,

The recent announcement of a new strategic plan for the University offers an ideal opportunity to continue to advance a new, collaborative, and equally far-reaching vision for the Whittemore School, a vision that we announced last fall.



We have set our sights on being one of the top 50 business schools in the U.S. by 2014, and being recognized as an innovation leader. We will accomplish this by bringing together students of great promise, faculty on the cutting edge of research, real-world business partners, and our network of successful alumni. The result will be a vital new center for business education, research and networking—the Peter T. Paul College of Business and Economics. Its work will invigorate New Hampshire, New England, and beyond.

Keeping with this theme, this and future issues of the *Whittemore Wire* will focus on our key stakeholders, the people who will make the vision a reality. In this edition, you'll meet Kirsten Fournier '10, an accounting and finance major whose drive to excel is inspiring. She exemplifies the goals of our "Promise to Students," which prepare students for today's global economy. You'll also learn how the recession, and slow recovery, is seen by students led by Assistant Professor of Accounting and Finance Brian Bolton, a recent winner of the UNH Excellence in Teaching award.

Finally, you'll catch up with Ann Peterson and Stasia Anthony (both class of 1979), who credit UNH with helping them thrive at the highest levels of the hospitality industry. Today, we count on such generous alumni to serve as student mentors and Whittemore School supporters.

I invite you to find out more about this exciting new vision, and hope you become actively engaged in helping the school to continue to excel and to achieve our vision for the future of business education at UNH.

Sincerely,

A handwritten signature in black ink that reads "Daniel E. Innis". The signature is written in a cursive, slightly stylized font.

DANIEL E. INNIS, PH.D.

DEAN



The Peter T. Paul Challenge is gaining momentum and, according to UNH President Mark W. Huddleston, groundbreaking for the new business college could take place as early as June, 2011. To date, the Challenge has secured more than \$11 million toward the \$25 million goal, which will be matched by Paul's \$25 million grant announced in June 2008.

In addition to the school's \$8 million raised as part of a new building fund, almost \$4 million has been contributed by donors, according to Dean Daniel Innis. "We've come a long way since that monumental day when Peter announced his challenge," Innis said, "and we all are looking forward to the day when our facilities can finally catch up to the quality of our business curriculum."

Innis noted 95 percent of the Dean's Advisory Board has pledged nearly \$1 million toward the goal. Innis also hosted an all-faculty/staff meeting in late February to enlist support. In addition, the school is working closely with University Communications and Marketing to host a series of events, including in New York City and Boston, to showcase faculty research. "It's important for our alums to see how business education has changed at UNH," said Innis, "and our faculty have a large and dedicated following among alums." Invitations to future events will be sent to WSBE graduates once dates are firm.

STAY CONNECTED!

Join the **WSBE Alumni Group on LinkedIn.**



Brian Bolton, assistant professor
of accounting and finance

Money mentor

AMONG THE HOPEFUL SIGNS of recovery in these hard economic times is this: Whittemore School students who graduated this spring are as optimistic as ever about the job market, and many still envision bright futures on Wall Street.

Brian Bolton, assistant professor of accounting and finance, says new graduates may find ripe opportunities, too, as large financial firms gradually re-hire following massive cutbacks during the past 18 months.

“I hope the students who graduated this year are optimistic, and confident,” Bolton says. “That’s good. But I also hope they’re very much aware of how bad things were—and why they were bad in the first place.”

Last year, the transformation of the analytical world of finance into a world of intrigue, deception, and

brehtaking ethical lapses motivated students to learn more about the field than ever. This year, Bolton is encouraging them to heed the lessons of the downfall and, now, what appears to be a slow recovery.

“The financial crisis has been horrible for the economy, but it has been great for my teaching,” says Bolton, who was awarded the 2009 Excellence in Teaching Award.

Bolton began tapping into the real world as a motivator long before the current financial crisis. He is open about his journey to teaching—his years at a private equity firm and the lack of fulfillment he found in consulting with PricewaterhouseCoopers—and how a vacation to see his grandmother led to a full-time teaching job and realization of his calling. His message: “I didn’t know what I wanted to do until I was in my late 20s.”

That authenticity rings true for many students, such as Tim Upton ’09, who said he learned more from Bolton than any other professor at UNH.

“Once, I asked him what he loved so much about teaching. He replied that his favorite part was staying in touch with his students and seeing what great things they went on to do after college. Brian has the charisma and intelligence to succeed in any finance company, but instead prefers to teach students what they need to know to go on to successful careers. And he does a very good job of it,” Upton says. ☞

—Lori Wright

Childhood friends forged their futures through the Whittemore School

Ann Peterson and Stasia Anthony (both class of '79) credit their time at UNH with putting them on the course to successful hospitality careers.

In her everyday routine, Ann Peterson '79 meets some of the world's most influential people when they visit Washington, D.C., where she is general manager of the prestigious Omni Shoreham Hotel.

Stasia Anthony, one of Peterson's classmates, serves a similar clientele in Newport, R.I., where her company, Exquisite Events, creates unique weddings and special events, often at the seaport's legendary waterfront mansions.

Friends since second grade, they thrive in the fast-paced world of high-end hospitality.

But their surroundings haven't always been luxurious.

Growing up in Newport, Peterson and Anthony each hailed from working class families. Anthony's father taught school, and her mother waited tables while raising six kids. Peterson grew up on a dairy farm with her grandparents.

Long active UNH alumnae, they still make time to catch up with each other and to support the Whittemore School.

At age 14, Anthony talked her way into a job at the Sheraton Hotel in Newport. And when another opening came up, she put a word in for Peterson.

"She got me my first job at the Sheraton when I was 14. That was a big deal," says Peterson, who also holds a doctorate in educational administration.

As a UNH sophomore, Peterson helped convince Anthony to transfer to Durham for her junior year.

Both credit their UNH professors for challenging them academically and for pushing them to gain on-the-job experience.

So, Anthony worked at the New England Center in Durham and at a Newport Harbor tavern. Peterson waited tables in Durham and on the Maine coast, and she took an internship with the Sheraton in Boston.

Peterson's journey through the hospitality world includes posts from Anchorage to New York City to Washington, D.C.

"I like all the challenges that come with change," Peterson says. "And in this business, no two days are ever the same."

Peterson's career includes 25 years with IHG (the InterContinental Hotel Group). In 2002, she was named general manager of the IHG Crowne Plaza in New York City and regional vice president for operations.

Two years ago, Peterson accepted the Omni Shoreham position. Soon after, she oversaw preparations for a host of high-end clients attending President Obama's inauguration.

Anthony focused her career on her passions for food and presentation, working for the Pontchartrain Hotel in New Orleans and then at the Glen Cove Mansion on Long Island, New York. The New York job led to a connection with Citibank, which invited her in 1983 to take over dining services at its Manhattan headquarters. There, she created an executive dining room covering an entire city block.

After starting her own catering business, Anthony returned to Newport in the late 1980s and opened

Glorious Affairs, a boutique catering company that thrived. After 12 years, she sold the business and started Exquisite Events, which plans and manages wedding, social, and corporate events.

Anthony and Peterson offer similar advice to students: Get experience while you are still in school.

"The more experience you can get in school, and the more varied it is, the better off you'll be,"

Anthony says. ~

—Jim Graham



Alumnae Stasia Anthony '79 and Ann Peterson '79

Meet a Whittemore School student

Kirsten Fournier '10
Hometown: Atkinson, N.H.
Major: accounting and finance



STUDENT STANDOUTS, such as accounting and finance major Kirsten Fournier '10, redefine the possible through their drive to excel and take on new challenges. As a peer advisor, honors student, and Atkins Investment Group member, Fournier packed her undergraduate years with internships at the Small Business Development Center (SBDC) at UNH, Fidelity Investments, and Ernst & Young in Boston, where she secured a coveted placement.

You chose the Whittemore School. Why?

I'm from Atkinson, N.H., and I initially wanted to go to college out of state, but when my peer advisor introduced me to student groups like SIGNAL and Project Sunshine, things really began to take off. Now, I wouldn't trade the experience I had for anything.

How did you find time for student clubs and other activities?

I made time for them! The more I have on my plate, the better job I

do of managing time. Getting involved with my classmates outside the classroom made me more excited about what happens inside it. The same thing is true when it comes to meeting professionals from different industries who come to campus for career networking events and classes.

What memorable experiences did you have at Fidelity and Ernst?

Internships help you to see how different disciplines you've studied, such as finance, management, and marketing, all work together in an actual organization.


But you can also learn a lot about yourself. At one of my internships, the guy sitting in the cubicle next to mine was another intern from a big Boston school. One day, he came up to me and asked me for help on a project. Since then, I've never doubted my ability to be competitive in a job market filled with people from brand name schools.

What was the topic of your senior honors thesis?

I'm very interested in sustainability and the carbon trade program in Europe. I looked at the effect of carbon disclosure on stock prices among the S&P 500 index of publicly traded companies. I was very fortunate to have been able to work with accounting professor Catherine Plante as my advisor.

I looked at what industries are reporting their carbon output and whether such reporting boosts their bottom lines or seems to increase their risk along with other factors, such as the economy.

Do you have any advice for future students?

Everything I accomplished at the Whittemore School came as a result of the networking I did with my classmates, professors, and the industry professionals I met there. My advice? Keep yourself open to any new challenge that interests you. Grow. And get to know your peer advisor. 

Classroom to career

It's all about who you know—and who knows you

Even in challenging economic times, Charlene Zerbinopoulos knows WSBE can connect employers with assets they not only want, but depend upon, to keep them a step ahead of the competition: Good employees and interns who are ready to hit the ground running.

"We're giving employers great students," says Zerbinopoulos '97, '08G, who joined the Whittemore School's dean's office as the director of career services in fall 2009. "When I call on prospective partners, they genuinely seem glad to hear from me."

Says Rob Drouin from Liberty Mutual's corporate university relations office, "The creation of Career Services at the Whittemore School is a great supplement to the resources already in place and demonstrates the school's strong student support."

Zerbinopoulos sees her job as being all about connecting: students with career advice, mentors, and resources; alumni with students and other alumni; and employers with both.

A native of Dover, N.H., Zerbinopoulos earned both a bachelor of arts in education and an MBA at UNH. Now, her office works tirelessly to forge opportunities for a new

generation. Services include basic résumé and cover letter writing, internship guidance, and critical skills in interviewing, networking, and searching for careers.

And she is constantly recruiting alumni to serve as mentors and career advisors.


"In this economy, our students need help, and there are many ways that we can assist them," says Zerbinopoulos. "First and foremost are the connections we can make between our students and our alumni."

Career networks at UNH, including the Pathways Mentoring Program of the University Advising and Career Center, are critical to helping move students from classroom to careers. The program, which pairs students and alumni, can be joined online by posting a résumé and some basic information.

"Students need mentorship—either in person, over the phone, or by e-mail," Zerbinopoulos says. "How do I create a business? How do I help one grow? How do I get experience without experience? Do I really need to buy a new suit?' These are the questions students can explore with mentors."

In addition to providing internships, job leads, and mentoring help, alumni can also help by presenting to student groups, lining up company representatives for campus visits, inviting Zerbinopoulos to industry networking events, participating in mock interview sessions, reviewing résumés and cover letters, and offering tips on office etiquette and online social networking.

That wealth of knowledge can be a real asset to the next generation, she says.

"What amazes me most is our graduates' success in every field, in every part of the world. And their graciousness with their time is impressive." 



WSBE Career Services Director
Charlene Zerbinopoulos '97, '08G