



Katie Delahaye Paine To Receive UNH Whittemore School Entrepreneurial Venture Creation Award

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EDITORS, NEWS DIRECTORS: You are welcome to cover the awards luncheon Wednesday, May 3. The awards will be presented at noon in the Huddleston Ballroom.

DURHAM, N.H. -- Katie Delahaye Paine, founder of KDPaine & Partners LLC, has been chosen to receive the University of New Hampshire Whittemore School of Business and Economics 2006 Entrepreneurial Venture Creation "Person of the Year" award.

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. Paine will be presented the award at the Whittemore School's Holloway Competition luncheon Wednesday, May 3, 2006.

"We are delighted to recognize Katie Paine for her contribution to the social and economic well-being of the university and the state. Katie has contributed to the university community in numerous ways: as an instructor in the Introduction to Business course; a frequent guest lecturer; and a Holloway Business Plan Competition judge as well as Holloway Seminar in Entrepreneurship speaker. In her role as entrepreneur, Katie mentors and hires Whittemore students and graduates, guiding them to develop not only best business practices, but social consciences as well," said Mike Merenda, professor and chair of the Department of Management.

For 17 years, Paine has been providing marketers and communications professionals tools, data and information to help them make better business decisions. She has worked with some of the world's largest companies, including Raytheon, Hewlett-Packard and Southwest Airlines. Most recently, she has focused on providing cost effective measurement programs for nonprofits, small businesses and government agencies.

Prior to launching KDPaine & Partners in 2002, Paine was the founder and president of The Delahaye Group, which she sold to Medialink in 1999. She formerly was the director of corporate communications for Lotus Development Corporation, and manager of merchandising for Hewlett-Packard Personal Computer Group.

Paine helped found the Institute for Public Relations special commission on measurement and evaluation. She served as the U.S. liaison to the European Standards Task Force to set

international standards for media evaluation. She writes a regular column for PR News on corporate image and crisis communications and contributes to Business Marketing, Communication World, Hemispheres, Entrepreneur, Digital Interactive Age, The Boston Globe, USA Today and The New York Times.

Paine writes the world's first measurement blog, <http://kdpaine.blogs.com>. She is publisher of The Measurement Standard and The One-Minute Benchmarking Bulletin, the first newsletters for marketing and communications professionals dedicated entirely to measurement and accountability.

A cum laude graduate of Connecticut College's class of 1974, Paine is an Athena award winner and a Board member of New Hampshire Public Radio and the New Hampshire Political Library. Her life is featured in Mark Albion's book, "Making a life, making a living."