PAUL J. HOLLOWAY PRIZE
INNOVATION-TO-MARKET COMPETITION
April 22, 2015

JUDGES’ BIOGRAPHIES

CHARLES & MIRIAM NELSON POSTER COMPETITION

Matt Cookson
President and Founder, Cookson Strategies Corp.
Executive Director, NH High Tech Council

Matt Cookson has more than 25 years of senior level communications and management experience in government, business, and higher education, with a focus on strategic communications and management. In 2010, he took the plunge and opened his own business, Cookson Strategies Corp., a small but growing firm with an awesome team of seven, plus a network of skilled contractors. His areas of specialization include: strategic and corporate communications, strategic partnerships, marketing, branding, PR, crisis communications and positioning.

Mr. Cookson also serves as the executive director of the New Hampshire High Tech Council and the chief communications and marketing officer for Antioch University. He is a member of the board of directors for Stay Work Play New Hampshire. Mr. Cookson earned his both his bachelor and master’s degrees at The University of Connecticut.

Steve Curtis*
Owner, Curtis Associates

Steve Curtis began his career with Coopers and Lybrand (now pricewaterhouseCoopers) in 1968, and spent his early career working in the accounting and finance industry. In 1978 he transitioned into executive recruiting, working with two national recruiting firms. In 1988 Mr. Curtis started his own firm, Curtis Associates, an executive search firm specializing in the placement of senior financial professionals throughout New England. Mr. Curtis brings over 30 years of experience working with accounting and financial professionals at the executive level, fulfilling CFO needs in the small business community. Recently, Mr. Curtis began volunteering with the Portsmouth chapter of SCORE.
Mr. Curtis received his BSA from Bentley University in 1968 and his MBA from the University of New Hampshire in 1976.

**Warren Daniel**  
*Seacoast Regional Manager, NH Small Business Development Center*

Warren Daniel has been the Seacoast Regional Director for the NH SBDC since 2000. Mr. Daniel, Certified Business Advisor, brings over 30 years of experience in growing and managing an independent quick service restaurant chain. His areas of expertise include access to capital, turnarounds, financial projections and analysis, as well as assisting independent restaurants. Over the past three years, Mr. Daniel has led assistance on behalf of clients accessing over $30 million in capital. He has worked closely with financial institutions helping businesses access capital and has worked with all the Regional Economic Development organizations to assist with the efforts.

Mr. Daniel is an SBA Certified Export Business Trade Advisor. He meets with entrepreneurs in one-on-one, confidential sessions to help them assess whether they should export and advises them on how to develop strong exporting plans. He also assists businesses that are already exporting and whose owners wish to strengthen their operations or expand into new markets. The SBDC advisor focuses on helping entrepreneurs improve their company’s financial position so that they can successfully compete in an international arena.

**Dave Emanuel***
*Vice President, Emanuel Engineering, Inc.*  
*Holloway Prize Competition Winner*

Dave Emanuel is a licensed professional engineer and corporate officer with Emanuel Engineering, Inc., as well as a professional Fire Captain with the Durham Fire Department. Mr. Emanuel has been working with at least one of his family’s businesses of construction, property management, real estate development, and civil engineering for most of his life. He began working with the Durham Fire Department as a Call Firefighter in 1991 while a UNH student, transitioned to a career Firefighter in 1997, and was promoted to Captain in 2008. Within both of his professional careers, Mr. Emanuel has demonstrated leadership and innovative problem-solving abilities in business, labor, and management.

Mr. Emanuel attended the University of New Hampshire and holds BS degrees in Business Administration and Civil Engineering as well as a Master’s degree in Public Administration. Mr. Emanuel also serves as the Director of Emergency Management, Town Moderator, and School District Moderator for the Town of Stratham, NH.
DJ Haskins*
*Director of Business Development, MicroArts Creative Agency

DJ Haskins is the Account Director at MicroArts Creative Agency. He works with clients to formulate and execute brand strategies and tactics. Mr. Haskins has over 10 years of account management and consultation experience. During his career he worked with a wide range of clients – from startups to Fortune 500 companies – to create and execute strategies that help grow their brand and online presence.

In October of 2011, Lightfin Studios – a company Mr. Haskins co-founded – merged with MicroArts. At Lightfin Studios Mr. Haskins was responsible for operations, account management and client strategies for the company.

Mr. Haskins holds a B.S. in Business Administration and an MBA from the University of New Hampshire.

Lisa Keslar
*Vice President of Marketing and HR, Wentworth Technology

Lisa Keslar has more than 20 years of professional entrepreneurial experience in start-up and established organizations in a variety of industries including fashion, medical, technology, insurance, service and communications. Most recently, Ms. Keslar has been at Wentworth Technology, Inc., a Saco, Maine based start-up manufacturer of wireless communications solutions for the Quick Service restaurant industry where she is the Vice President of Marketing and HR. Ms. Keslar is one of the founding members of the company and assisted with the business plan creation, raising capital and building organizational structure. She continues to support capital raise efforts as the company grows.

In previous organizations, her roles have included marketing, HR, operations and finance responsibility which has given her a broad understanding of the needs of developing organizations. Ms. Keslar received her B.S. in Marketing and Communications from Babson College, as well as her MBA, with a focus in Entrepreneurship and Small Business Management also from Babson College.

Catherine A. Mazur*
*Marketing Consultant
*Holloway Prize Competition Finalist

Catherine Mazur began her career in the arts at the Currier Gallery of Art in the Development office and moved on to become Director of Marketing and Special Events. She spent six years at NH Public TV in the Communications Department. As Director of Communications for
Celebrate New Hampshire Culture, she worked with individuals, businesses and organizations state-wide to represent NH at the Smithsonian Folklife Festival in Washington, D.C. Her continued support of higher education led to positions as Director of Alumni and as Director of Marketing at the New Hampshire Community Technical College in Manchester and Portsmouth. A move away from the not-for-profit sector led to a position as Director of Marketing at the Highlander Hotel and Conference Center in Manchester. She returned to UNH from 2004-13 to serve as the Education and Marketing Coordinator at The Museum of Art. Most recently, she served as the Director of Education and Community Outreach at the American Textile History Museum in Lowell, MA.

Ms. Mazur continues to work as a marketing consultant for private businesses, non-profits, and individuals. Throughout her career, she has maintained her interest in the business side of arts and the promotion of artists and their works. Ms. Mazur holds three degrees from the University of New Hampshire – A.A. in Liberal Arts, Art Studio; B.A. in Liberal Arts, Art History; and an Executive MBA.

**Sheila Socha McDonough***

*Business Manager, Socha Companies*

*Holloway Prize Competition Winner*

Sheila McDonough serves as the business manager for Socha Companies, a real estate construction and leasing company based in New Hampshire. Ms. McDonough oversees all financial and property management operations, interfacing with local banks, subcontractors and local government, as well as managing leasing offices and maintenance teams.

Ms. McDonough began her career as a financial consultant with Morgan Stanley Smith Barney following her graduation with a Bachelor of Science degree from the University of New Hampshire, where she was also the recipient of a Paul J. Holloway Prize. For the next ten years, Ms. McDonough specialized in working with business owners on asset diversification, wealth preservation and transfer strategies, often collaborating with her clients’ legal and financial advisors.

**Janis C. Reams**

*Vice President of Commercial Lending, People’s United Bank*

Janis C. Reams has over 25 years of experience in the banking industry, currently serving as a Vice President of Commercial Lending for People’s United Bank, in their Portsmouth Office. She has also served on a number of nonprofit organization boards in various capacities including The Greater Manchester YMCA, Manchester Library Foundation, Families First of the Greater Seacoast, and The Housing Partnership. Currently, Ms. Reams is a board member of Lamprey
Health Care, a nonprofit health center operating offices in Newmarket, Raymond and Nashua, NH.

Ms. Reams holds a Bachelor of Science in Business Administration from the University of Minnesota.

**Lorie Taylor**

*Campaign Manager, The Leukemia & Lymphoma Society
Holloway Prize Competition Finalist*

Lori Ann Taylor has worked in both the corporate and not-for-profit sectors on business development, fundraising, event design, and marketing initiatives. In her current position at the Leukemia & Lymphoma Society, she manages the Light the Night Boston campaign, among other things.

Prior to joining the Leukemia & Lymphoma Society, Ms. Taylor served as the associate director of operations for Private Jet Services Group, Inc. where she managed logistics, operations, travel, and event planning for professional sports teams, live entertainment tours, and Fortune 500 companies. Ms. Taylor earned her bachelor and master’s degrees at the University of New Hampshire.

*UNH Alum*