



PROMISE TO COMMUNITY

“WE PROMISE YOU a vital hub of business information, networking, and cutting-edge research that will benefit the New England region and the world. We promise to supply a corps of skilled colleagues and partners who will bring immediate value to your organization and the communities you serve. ∞

(SEE DEAN'S LETTER)



DEAR FRIENDS,

BUSINESS EDUCATION at the University of New Hampshire continues to grow, and we are looking forward to moving into a new building in January 2013. The University System of New Hampshire Board of Trustees has approved construction of the new Peter T. Paul College of Business and Economics.

Construction will begin early this summer and we are very excited about the impact that the new facility will have on our teaching, research, and outreach. We are forever grateful to Peter T. Paul for his generosity, and to the many other donors who have contributed to the cause. We have raised nearly \$30 million in private support for a building, a first at UNH! The official groundbreaking is scheduled for May 3 at the building site.

Apart from the building, there are many things happening in the Business School right now. This issue of the *Wire* is devoted to exploring the ways our programs serve the community through teaching, internships, and networking opportunities that bring students, faculty, and alumni into contact.

I'm pleased to announce that David Cote '76, chairman and CEO of Honeywell, will be the University Commencement speaker in May. Mr. Cote spoke at a WSBE alumni event in New York late last year, and it will be great to have him on campus in May.

This is an exciting time on campus. As we prepare for groundbreaking, we are also looking forward to Commencement, holding open house events for new students, and working to think strategically about continually improving our curriculum and activities. With your support, we will be one of the top 50 business schools in the nation very soon.

See you at the groundbreaking.

DANIEL E. INNIS, PH.D.
DEAN

Cover photo by Philip Case Cohen '05G,
vice president at People's United Bank

Talents on display

As Whittemore School alumni connect, and reconnect, with each other and former professors more than ever, they're discovering that Whittemore School graduates are a group of very high achievers.

"The Whittemore School universe is full of bright stars," UNH President Mark Huddleston told a packed room of alumni and friends at a Business on the Move event in New York City in November to hear David Cote '76 speak on the economy and research and development, among other topics.

The chairman and chief executive officer of \$33 billion Honeywell, Cote has recently been named by President Obama to the bipartisan National Commission on Fiscal Responsibility and Reform. His talk was part of the informal networking program, developed by WSBE, called Business on the Move.

"I had no idea that the CEO of Honeywell was a Whittemore School grad," says business administration major Natalie Kitchen '12, a dean's ambassador who made the trip to New York to see Cote. "It makes you proud to learn about how successful WSBE alums are."

Back to school

This year's Homecoming Weekend brought hundreds of WSBE grads back to school for tailgating, football, and 8 a.m. classes.

That's right, 8 a.m. classes. The Whittemore School turned an October classic (The Wildcats downed Richmond 17-0 on a picture perfect afternoon.) into a total WSBE re-immersion, replete with business classes and special panel discussions led by distinguished alumni and faculty, and a public lecture by Yahoo! chief marketing officer Elisa Steele '88 (see related story).

Sanjay Jain '88 says, "I cleared my calendar" when he learned that his old WSBE chum, Steele, would deliver the keynote. "We used to study for exams together. Now she's a big shot!" jokes Jain, who has had successful careers in IT and financial advising and works at Morgan Stanley in Middleton, Mass.

He confers regularly with his WSBE mentors Ray Goodman (hospitality management) and Ahmad Etebari (finance and accounting) from his home in Middleton, but says he hadn't been back to campus in years. "As you get older, you want more than football. It's nice to be able to catch up with friends and colleagues and to honor business education by having dozens of alumni come back to speak to students in their classes, as well as informally at the barbecue and tailgating event."

One of those grads was Tom Moulton, owner of Sleepnet Corp. who met marketing department chair Peter Lane '81 at the Dean's Reception outside McConnell Hall. "We enjoyed a nice chat," says Moulton. "We've got a lot to be proud of." ☞



Jeff Sohl, Martin Madden '82, Tom Alley '88, and Bruce Cerullo '81

Preparing Ethical Financial Leaders

BASED ON SOLID FUNDAMENTALS and proven leadership, students are strongly advised to study with Stephen Ciccone.

In a financial world of bubbles, buyouts, and Ponzi schemes, Ciccone teaches the lasting virtues of sound understanding, strong research, ethical decision-making, and clear communication. A course on investment analysis, for example, may begin with a discussion of asset pricing models at the blackboard—Ciccone

prefers the flexibility and immediacy of chalk to keep students on their toes. Once they catch on, the class turns high tech, running stock market theory through real-world testing as everybody invests online using special stock trading simulations.

Ciccone cautions students about the pitfalls of “over-priced and over-hyped” Internet stocks. “The moral,” says Ciccone, “is that there is no easy money in the stock markets.”

Finance and accounting have enjoyed run-ups at UNH since Ciccone arrived 10 years ago. Graduating finance classes have grown from 30 students to 100. The department’s signature student organization, the Atkins Investment Group, which Ciccone co-founded in 2004 with colleague Ahmad Etebari, has grown to a highly selective, 45-student strong investment-firm-within-a-business-school, managing a \$40,000 fund that regularly outperforms the S&P 500.

Atkins group vice president of external relations and senior finance major Kelli DeDonato '11, is delighted that Ciccone received the Teaching Excellence Award this year. “He teaches students to apply concepts learned in class to real-life situations. We were given the opportunity to trade “fake” money in the stock market, where we learned about trading stocks and options. This enabled me to walk out of my Investments Analysis class ready to make sound and ethical investment decisions. Professor Ciccone really connects with his students.”

So, word on the street? Contrary to conventional market wisdom, Ciccone’s past performance is a strong predictor of future excellence. ∞

Steve Ciccone,
Associate Professor of Finance



Change agent: *Yahoo!'s Elisa Steele '88*



As chief marketing officer and executive vice president for Yahoo!, Elisa Steele '88 is one of the senior-most women in the Internet services industry. With a team of more than 500 employees around the globe, Steele is in charge of marketing strategy, brand marketing, public relations, and marketing operations for one of the biggest players in the international technology and Internet space. The pace is intense, and change often happens—quite literally—on a daily basis.

"You might hear people say they work in a dynamic industry," she says, "but there's nothing else quite like this."

Steele's position atop the technology industry is the product of hard work, talent, and a series of gut decisions that have paid enormous dividends—the first of which was her decision to attend UNH. After taking a campus tour as a high school junior, the Andover, Mass. native fell in love with UNH, and applied to the Whittemore School through the early decision program that existed at the time. Initially interested in hotel administration, classes in financial accounting,

statistics, and business law soon pulled her into the general business program.

"The professors had a passion for the topics they taught that was infectious," she recalls. "I was really into my classes because the people who taught them cared so much about what they were teaching."

Subsequent gut decisions took Steele straight from UNH to business school at San Francisco State University (SFSU) and then to an elite training program at AT&T that was the only job she applied for. "I didn't have a backup plan," she laughs.

AT&T led to sales and marketing roles with increasing responsibility at Sun Microsystems and NetApp, but Steele rejects the idea that her success reflects a climb up the proverbial corporate ladder.

"I find that to be a terrible metaphor, because as you get higher up a ladder, what happens?" she asks. "You get less stable and less connected to the ground beneath you." Steele instead likens her career progression as building a pyramid, beginning with a broad diverse base of roles that she has refined over time.

"If I have one piece of advice for students, it is to accept different roles, even if you know they're not what you ultimately want to do. Nothing has been more valuable to me than having taken horizontal roles in sales, marketing, and operations, because it has allowed me to really understand a company and its people from every perspective."

At the ripe age of 15, Yahoo! is "old" for an Internet company, but it is anything but a dinosaur. Steele says the next frontier is the personalized Internet, where the content presented to different users is targeted to their unique interests.

"There is a ton of content to be consumed, and the challenge is to offer each individual user the subset that is most relevant to him or her—and to the advertisers who want to reach that user," she explains. Meeting the challenge is part of Steele's mandate as chief marketing officer; a notion she meets with enthusiasm.

"Being CMO of Yahoo! was my dream job," she says. "I feel so lucky to do the work I do." 

—Kristin Duisberg

Senior partner

COREY JOHNSON '11 has his elevator speech ready. It's straightforward and unexaggerated: the distillation of a remarkable undergraduate career that concludes this May.

"I'm a senior at the Whittemore School of Business and Economics. My interest in sustainability has led me to multiple opportunities to help businesses and municipalities reduce their energy use and boost their bottom lines."

His pursuit of a bachelor's degree in business administration has stretched the boundaries of what an education can be.

This pursuit includes undertaking interdisciplinary research on New Hampshire climate policy with WSBE professor Ross Gittell and UNH earth scientist Cameron Wake; collaborating with the nonprofit groups Clean Air-Cool Planet and Carbon Solutions New England in developing software—the Small Town Carbon Calculator (STCC)—that helps municipalities save on energy costs; and parlaying this internship experience into a funded research grant from the UNH Hamel Center for Undergraduate Research, enabling him to implement the STCC in eight N.H. towns.

"Hundreds of local governments throughout the country are reducing their energy costs because of Corey who helped Clean Air-Cool Planet develop and refine our Small Town Carbon Calculator," explained Roger Stephenson, vice president for programs. "He also worked on a project with the Greater Portsmouth

Chamber of Commerce to assist local businesses in reducing their environmental impact. In turn, Corey learned the challenges small businesses face when they attempt to embrace sustainable practices." That composting program has local businesses coming to Johnson for seconds.

"As with much of sustainable practice, one restaurant's food waste is another firm's valuable compost," avers Johnson, who developed a Quick Start Composting Guide that enables him to pitch the program quickly to busy clients.

Dozens of Seacoast restaurants and hotel businesses have signed with the program, saving an estimated 1.5 million pounds of food per year and reducing greenhouse gases by some 200 tons. Some compost on their own; others contract with recycling firms to haul the waste away.

"The composting program at our hotel is fully supported by our employees and has quickly become part of our workplace culture," says Meghan Proctor, the human resources director at the Sheraton Portsmouth Harborside.

On campus, Johnson serves as the general manager of Alabaster Blue, a co-ed cappella group that performs locally and has produced several albums. The tenor says he's learned a lot about managing people and about pricing strategy. "For example," he says, "what am I going to do with the 700 CDs boxed up in my room?" 

Meet a Whittemore School student

Corey Johnson '11
Major: Business Administration,
Information Systems Option,
Hometown: Amherst, N.H.



MS-MOT now available to *all* businesses



Complex high-technology projects take special expertise to manage. While each project is unique, all projects demand creative solutions and effective teamwork to meet time, scope, and budget constraints. The Whittemore School of Business and Economics proudly announces that the master of science in the management of technology (MS-MOT) degree is now open to all qualified applicants.

Located at the UNH Manchester campus, this 12-course program is already well developed, having been offered for several years in Seoul, South Korea, and in New Hampshire for BAE Systems' managers.

This program is designed for people with technical backgrounds who want to advance their careers in industries such as aerospace, automotive, computer hardware and software, biotechnology, and medical products.

The program capitalizes on faculty expertise in the strategic management of technology. Topics include strategic management of technical innovation, leading high-technology teams,

project and program management, and intellectual property management.

"We've received inquiries from employees at companies that range from BAE Systems to Telefunken Semiconductors to Fairpoint Communications and Liberty Mutual, as well as the Ministry of Water for the Kingdom of Saudi Arabia," says Craig Wood, program director and associate professor of operations management. "Our students have found that the concepts and techniques learned in MS-MOT courses, be it accounting and finance for technical managers, project management, or product development and marketing, are immediately applicable to their current job and help to prepare them for their next position."

The program will have January and August start dates. Students who follow the regular pace of two evenings per week will earn a master's degree in 17 months. Arrangements can be made to take the program at a slower pace. 

—Carrie Sherman