

If you build it...

UNH Breaks Ground on New Business College



“UNH HAS DEMONSTRATED TO ME that now is the time to make this investment in the future of the University, the state of New Hampshire, and its young people,” Peter Paul ’67 told the crowd of faculty, staff, alumni, and supporters that had gathered for the official groundbreaking of the Peter T. Paul College of Business and Economics.

“I believe this will be one of my best investments, an investment I am proud to make. I graduated from here and its success is important to me,” added Paul, who committed \$25 million to the construction of a new business college in Durham. And with that, out came the shovels—engraved with the official groundbreaking

date May 3, 2011—and President Mark W. Huddleston, Paul, Whittemore School Dean Daniel Innis, and business school senior Alyssa King, broke ground.

“Great buildings do not make great business schools,” said Innis, “but you cannot have a great business school without a great building.” Innis said the new facility will enable the college to increase student enrollment, foster greater collaborations among faculty, students, alumni, and industry, and raise the college’s national profile.

The name, “Peter T. Paul College,” will begin as the new building opens in 2013.



DEAR FRIENDS,

SINCE BREAKING GROUND on May 3 for the new Peter T. Paul College, we continue to watch the transformation here on campus as construction progresses.

But this is not the only transformation we are witnessing. I am delighted to report that this year Brigham Young ranked the Accounting program as the #2 program in the world for its research in accounting information systems. Our Part-time MBA program was named in the top tier by *U.S. News & World Report* and we continue to make progress toward a position in the top 50 business schools in the nation.

We have also seen an increase in applications for both the undergraduate and graduate programs. Our forward momentum has translated into success for our students; this was a banner year for internships and employment offers have increased for both bachelor's and master's degree graduates. We look forward to continuing this upward trend.

With all of this momentum, we hope that you, our alumni and our community, will also benefit from the networking opportunities that we are offering. I invite you to join me at the second annual WSBE School Day, a new business school tradition at UNH Homecoming. This School Day, which will be held on Friday, October 28, during Homecoming weekend, will strengthen and grow alumni engagement with students, faculty, and with all things UNH. We look forward to more than 40 alumni speakers returning to campus. So, make it a long weekend, join us on Friday and stay the weekend for all the festivities.

See you at Homecoming.

DANIEL E. INNIS, PH.D.
DEAN

Accounting Program Earns High Marks

UNH was ranked No. 2 in the world in accounting information systems, and No. 12 in the world in experimental accounting research by Brigham Young University, which has been ranking university accounting programs based on classifications of peer-reviewed research articles since 1990. The ranking in accounting information systems put UNH ahead of nearly 200 institutions worldwide, including top research institutions.


Jake Rose, director of the accounting master's degree program, says the ranking shows how "excellent teaching and research can and should go together."

New Dual JD/MBA

THE WHITTEMORE SCHOOL has joined forces with the UNH School of Law to offer a dual JD/MBA program starting this fall. It will be the first of several dual degree programs that will be available to students as a result of the 2010 affiliation agreement through which Franklin Pierce Law Center became the UNH School of Law.

Daniel Innis, dean of the Whittemore School, explains, "The JD/MBA is a perfect marriage of the Whittemore School's strength in training future entrepreneurs with the law school's strength in intellectual property and innovation law."

The new dual degree program gives students the opportunity to earn both their JD and their MBA in less time (normally 3.5 years), and at a lower cost than separately pursued degrees. ∞



Laura Demanche '11G
Economics
Hometown: Mason, N.H.

Meet a Whittemore School student

Pedal to the Medal

Prize-winning paper explores obesity and fuel cost

In May 2011, Laura Demanche '11G won the annual award for the best research paper authored by an economics master's degree student at the Whittemore School. Her topic, the relationship between obesity and automobile fuel consumption in the United States, explored concerns both familiar and novel to many people today.

"When we dwell upon rising obesity levels, we tend to focus on their impact on individual health and public health care costs," says Demanche. "My paper looks at a different concern: the environmental cost of obesity through increased fuel consumption."

An economics major at Keene State College, Demanche came to the Whittemore School thinking she had a fair notion about the intensity of master's-level work. But she hadn't bargained on just how intense. "It was amazing how much we covered in two semesters!" marvels Demanche, who lived the "typical life of grad student," i.e., classes during the day, project work

in the Dimond Library between classes, an evening break for dinner and, maybe, a movie in the MUB before knuckling down to a full evening of studying.

Her hard work and focus paid off, notes Robert Mohr, associate professor of economics, who served as Demanche's faculty mentor for a capstone course required of all master's degree students. "There is no exam or thesis due at the end of class," says Mohr. "Instead, students must write a professional level academic paper. They have about 10 weeks to do it."


For Demanche, a literature review turned up an intriguing paper arguing that bigger people purchase bigger cars and thus use more fuel. "That inspired me to search more deeply into factors such as commuting distance, use of public transportation, as well as obesity and fuel consumption," says Demanche.

Applying sophisticated econometrics—a statistical tool that allows study of economic relation-

ships that would be hard to see using qualitative approaches—Demanche analyzed transportation, health, census, and other data for all U.S. states.

Her findings are sobering. For example, a one percent increase in obesity correlates with 15 gallons per capita increase in fuel use. "For a state of 5 million people, that would be 75 million gallons, or about .13 metric tons of carbon dioxide emissions per person every year," says Demanche.

"Laura's paper has definite policy implications, providing support for potential government intervention to reduce the obesity rate," beams Mohr.

Before she came to UNH, Demanche, who hopes to take her newly acquired skills to an organization involved with environmental advocacy, applied for a research related job but didn't get it. Now, she feels it's a whole new ballgame. "Today, if I applied to that same job I would be a very strong candidate and feel confident about getting it." 

Vintage Research

IS IT THE TYPE OF GRAPE? The *Wine Spectator* rating? The brand? It could be as simple as the eye-catching label on the bottle. Whether they realize it or not, consumers bring a variety of factors to bear on their wine purchase and consumption choices, making decisions that often yield interesting information about their sense of self and their attitude toward the environment. Few people have a better sense of these factors than Associate Professor of Hospitality Management Nelson Barber, who readily shares his knowledge and a wealth of research with students in the Whittemore School and beyond.

Though he grew up not far from America's best-known wine region—California's Napa Valley—Barber was drawn to the business of wine later in life. Eager to see the other side of the hospitality industry after years of corporate perspective, in 2003 Barber enrolled at the Culinary Institute of America in Hyde Park, New York and started helping out at the small boutique wine store his wife owned in Connecticut. It was at this wine shop that his interest in consumer wine-buying behavior matured.

“One day there were two customers who were browsing, and I heard one of them say she just had to try a certain bottle because of the label,” he recalls. “The wine wasn't anything she knew or tried before, she just liked the way it looked, the way it was packaged. The experience really started me thinking about what motivates people and their decisions about buying wine.”

Barber's curiosity evolved into a full-blown quantitative exploration of the psychodemographics of purchasing practices, looking at variables such as purchase intention, willingness to pay, social and personal normative values, environmental attitudes, and perception of value. Since receiving his doctorate in 2008 he has published extensively, placing more than 40 articles about consumer behavior and decision theory in a range of hospitality and marketing journals. Almost 30 of these publications have come since his arrival in 2009 at UNH.

“Nelson has only been with us a short time, but he has already accomplished a great deal,” says Clayton Barrows, chair of hospitality management. “He has made valuable contributions to the body of knowledge about the hospitality industry and generously shared those insights with his students and colleagues here at UNH.” In recognition of his achievements, Barber was awarded the 2011 WSBE Excellence in Research Award.

Barber says his research keeps him current and makes for lively interactions in classes like International Wine and Beverage, where students are required to stay abreast of the beverage industry. In addition to learning about the psychology and sociology underlying consumer decision making, students learn a great deal about wine varieties themselves. That, Barber says, gives them a distinct advantage as they begin their careers in the hospitality industry—and can make them a valuable resource at the family holiday dinner table, to boot. ~

Associate Professor of Hospitality Management
Nelson Barber



Chief Connector

Rick Marini '94

HE STARTED HIS FIRST INTERNET COMPANY, personality-testing giant Tickle.com, in graduate school after he got his bachelor's degree at the Whittemore School. His next venture, Superfan.com, created social games for viewers of popular television programs such as CBS' *Survivor* and MTV's *Jersey Shore*. His latest foray is BranchOut, a career-networking service on Facebook. Serial entrepreneur and social media guru, Rick Marini '94 has accomplished a lot since graduating *magna cum laude* from the Whittemore School. But, as the *Wire* learned, he's just getting started.

With LinkedIn touting 100 million users, why did you start BranchOut last year?

Facebook has 750 million users. Why shouldn't a social network of this size offer a professional network of corresponding power? BranchOut delivers millions of job postings, thousands of internships, and millions of prospective employees all in one place.

How many friends on Facebook do you have?

About 1,600. I know that sounds like a lot, but, hey, it's what I do. BranchOut is a Facebook app so I'm on Facebook about 10 hours a day. The other four hours I'm in meetings.

You've worked at large companies and start-ups. Which do you prefer?

Both have something to offer. It depends on what you want. After graduating from UNH, I worked for Fisher Scientific for three years. Companies like Fisher offer well-defined training and job titles and greater resources. Start-ups offer none of that but let you wear many hats and learn as you go—albeit very quickly. At this point in my career, I love being an entrepreneur.

So, embrace the chaos?

Absolutely. Personally, I love the chaos. I love roller-coaster rides, too. Being an entrepreneur can be tough at times but when it works, it feels incredibly rewarding.

What are you best at?

Building great teams to create engaging consumer products. Tickle grew to 200 million users before Monster bought us for \$100 million in 2004. In the last year, BranchOut raised \$24 million in venture capital. The best advice I can offer, especially to students, is to work hard, be smart, and have a good attitude. If you do that, people will mentor you.



Meet a Whittemore School alumnus

Speaking of mentoring, what stands out about your Whittemore School years?

I took a capstone strategy class in my senior year that I really enjoyed. I was able to pull together three-and-half years of theory and apply economics, finance, operations, and marketing all together. That was very helpful to me when I went to Harvard, which is 100 percent case study. It showed me how much I had learned at UNH. Sometimes you don't know how much you know until you're in a position to access that knowledge. That was my "Aha!" moment.

Do you get back East often?

Not as much as I would like. I still have many close friends and family in New Hampshire and Massachusetts. I miss Red Sox games... my dog's name is Fenway.

What is your personal philosophy?

My mantra is to learn something new every single day until the day that I die.



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2011 Homecoming Features "WSBE School Day"



After last year's success, we are pleased to announce the return of WSBE School Day (Friday, October 28) as part of the upcoming UNH Homecoming (October 28-30). This year promises to be better than ever for business school alumni. Don't just come back for the football and tailgating. "WSBE School Day" features great networking time with WSBE alumni and students, alumni business panels, a keynote address and the ever popular WSBE Alumni Cocktail Party. Take the afternoon off and come back to begin a wonderful Homecoming weekend.

Registration for some events is required, so reserve your place now and get more detailed information at wsbe.unh.edu/homecoming.

**WILDCAT
COLORS
DAY**

10.28.11

