



Victor Adejuyigbe '13

## HIGH ACHIEVERS

### Undergraduates Seek Diverse Sets of Skills

There is an age-old paradox: you can't get a job without experience, but you can't get experience without a job. As students leave WSBE with a strong educational experience, they must have a diverse set of skills. Through a combination of internships, student groups, and study abroad opportunities, students leave with résumés heavy in practical experience. ≈

VICTOR ADEJUYIGBE '13, a double major in economics and political science, has lived in Nigeria, England, and now Penacook, N.H. He is fluent in three languages:

Yoruba, Spanish, and English. Adejuyigbe hopes to soon be involved in international business and finance. To prepare for his planned career, he is currently writing an honors thesis on comparative economic opportunity in developing versus industrialized nations. In addition to his studies, Adejuyigbe serves as a peer adviser for incoming first-year students, does honors level work, and is a varsity athlete on the men's track and field team.

Through these activities, Adejuyigbe is developing social and leadership skills, some of businesses' most sought-after skills. ≈



DEAR FRIENDS,

AS THE SUMMER ADVANCES and we prepare for the fall semester, I'm reflecting on all of the achievements of the past year and looking forward to future successes. In this issue, we've profiled the diversity of our student body and provided a sampling of the variety of programs and opportunities available to them. You'll see how WSBE students excel in the classroom—and in the real world.

The strength of our programs and people is also reflected in the job offers that students and alumni have received, as well as in advances WSBE has made in the national rankings. For example, *U.S. News and World Report* ranked the part-time MBA program among the best in the country and undergraduate students ranked in the 86<sup>th</sup> percentile on the ETS Major Field Test.

The fall semester is shaping up to be busier than ever. I'm pleased to announce that September marks the launch of our Online MBA degree. This program, available anytime, anywhere, is ideal for working professionals who need the flexibility to accommodate busy travel, work and home schedules, and who need to apply the latest concepts and theories immediately.

Mark your calendar for Homecoming Weekend—October 12 and 13. On October 12, Rick Marini, Founder and CEO of BranchOut, will be the keynote

speaker. Additional plans for WSBE Day are evolving as I write, so be sure to check the WSBE website for details. November will find me in New York City, where we'll host a variety of alumni events including the annual WSBE Alumni Gathering and the Hospitality Management Department's Alumni Award Celebration. And, finally, I'll be packing up my office in December in preparation for our move to the new building and the transition to the start of classes in the new Peter T. Paul College of Business and Economics.

The new building will be ready none too soon. Undergraduate enrollments are already at their highest levels ever, and we anticipate welcoming the largest first-year class ever in the fall. The new college will not only have ample room to accommodate the increased population, but will also be furnished with the technology and tools to allow students to experience education in a bolder and more modern way.

I encourage you to stay connected; there's more excitement to come.

DANIEL E. INNIS, PH.D.

DEAN

## List of Programs

### UNDERGRADUATE PROGRAMS

#### **Bachelor of Science in Business Administration**

##### *Options in:*

Accounting  
Entrepreneurial Studies  
Finance  
International Business & Economics  
Information Systems Management  
Management  
Marketing  
Student-designed Option

#### **Bachelor of Arts in Economics**

##### *Options in:*

Money and Financial Markets  
Global Trade and Finance  
Public Policy and Sustainability

#### **Bachelor of Science in Economics**

#### **Bachelor of Science in Hospitality Management**

### GRADUATE PROGRAMS

#### **Master of Arts in Economics**

#### **Master of Business Administration**

Full-time one year accelerated program  
Part-time in Manchester and Durham  
Executive weekend program  
Online program

#### **Master of Science in Accounting**

#### **Master of Science in Management of Technology**

#### **Doctor of Philosophy in Economics**



“If I had less to do, I’d get less done.”

—Kate Early '12, Hospitality Management

## Early to rise

**K**ATE EARLY '12 came to WSBE to study hospitality management and compete as the rare two-sport athlete on the women's Division 1 basketball and track teams. She knew she'd have her work cut out for her to meet her goals of graduating magna cum laude and a varsity lettered athlete.

In her WSBE career, she did what many Whittemore School students do to maximize the value of their degree and future job prospects: she did *everything*. “If I had less to do, I’d get less done,” shrugs Early, who traces her interest in hospitality management from helping out her father with some apartment buildings he owned.

At WSBE, she quickly took interest in sustainable business during a hospitality marketing class with Associate Professor Udo Schlenrich. “Seeing his passion for the industry inspired me,” says Early, who wrote her term paper on ecotourism.

The following year, she continued to study ecotourism with Schlenrich, and developed an interest in “best green practices” of international hotels.

“Ecotourism is holistic in that it involves ‘touring’ the natural world but also ensuring that a resort business is, itself, ecologically responsible,” Early says. She explored how the best hotels managed resources such as water, energy, and construction materials to respect

the local environment; and how such companies supported local cultures by hiring locally and bettering community life.

To broaden her knowledge, she undertook research abroad and did so using funds from the Hamel Center for Undergraduate Research. She spent the summer in Belize studying a family-run business named Ecoresort and soaking up rich, real-world material for her senior thesis on ecotourism.

Early used her Whittemore School experience to hone her leadership skills, serving as co-general manager for her program's semi-annual Gourmet Dinner. The experience challenged her to communicate in new ways. “When our leadership style differed, we could easily have drifted apart,” says Early. “Instead, we found ways to make it work.”

Sports, a huge part of Early's college career, helped too. Women's basketball coach Maureen Magarity describes Early as the kind of leader-by-example “who's the first one to pick up a teammate who takes a charge.” She also remembers that Early “loved the sky hook,” an all-but-impossible shot to block when done correctly by a 6' 1” woman extending off her tippy toes.

“Kate's fist pumps after scoring were her signature,” laughs Magarity. So, too, are her many accomplishments. ∞

# CHANGE AGENTS

Graduate Programs Meet a Wide Variety of Goals

THEY COME TO THE BUSINESS SCHOOL seeking to improve and add to skill sets and expertise. They come here seeking promotion in their jobs, or new careers. They come here seeking growth, new ways of seeing, creating, and leading. Whether they work in banking, technology, healthcare, or law, they change the way they—and the organizations where they work—do business. Meet some WSBE change agents. ~

## LIFESTYLE ISSUES STEERED JODI

BALINT, the vice president of physician services at Huggins Hospital in Wolfeboro, N.H. toward the Whittemore

School's part-time MBA program.

Balint is responsible for business strategy, finance, and operational management for 13 hospital-owned healthcare practices. She also oversees physician recruitment and specialty service agreements. Huggins is classified as a small, rural, "critical access" hospital—the kind of organization Balint says provides a lot of service, but must regularly contract with part-time cardiologists, urologists, neurologists, and others whom they cannot afford to hire full-time.

Balint says that making sure Huggins remains not only viable but

also competitive—"How can a small hospital such as ours provide better healthcare outcomes for the money spent?"—requires the kind of booster shot of talent and expertise her graduate work enables her to provide.

"I used to rely on simplistic charts and lists of pros and cons to make decisions," says Balint. "Now I'm much better organized." Balint says she's also become better at process-improvement modeling, "a real passion of mine," in which she defines stakeholders, interests, approach, and information needs, builds consensus, and finally implements change.

Balint, who started her career in the technology and banking sectors, says people are still attracted to healthcare for altruistic reasons. "When I first got into healthcare, you just treated patients, with little emphasis on cost and what patients pay," says Balint. "Today, we still believe in healthcare but we understand that being profitable will enable us to offer better service to the patient. The culture is changing and that's what makes the profession so interesting. I need my Whittemore education to make sure I am able to deliver." ~



## Ambassador of Excellence

AT AN OPEN HOUSE for accepted students at WSBE four years ago, a high school senior from Killingworth, Conn., walked in and talked with some peer advisers—juniors and seniors at WSBE who team up with first-year students to help them transition to college. Seems those advisers got Jill Granucci off to a good start.

This year, Granucci advised WSBE Dean Daniel Innis himself.

As a dean's ambassador, Granucci represented her peers before the dean, offering student input on everything from course selection to internships and classroom technology. Granucci, who graduated in May, says the chance to work with such a diverse range of people throughout WSBE is what she'll miss most about UNH.

"The people I've worked with and the opportunity to meet the faculty and staff are just unbelievable," says Granucci, who studied business administration with a marketing option and sports studies minor. "Not many students who go to college can say they have a great working relationship with their dean. But here, you can."

Given her wide-ranging interests and networks she developed, Granucci's final achievement was to find a WSBE connection at Hill Holliday, where she started in June as an assistant media planner. ~







“I want to ask the ‘why’ questions about long-term strategy and design systems that add more value.”

—Ryan Elliott, '13MS-MOT


## Vision quest

**R**AISED IN BOARDMAN, Ohio, and graduated from Youngstown State University with a B.S. in computer information systems, Ryan Elliott '13G kicked around in a variety of technical jobs from Ohio to New Hampshire. Twelve years ago, he had a vision.

“I saw myself working for ten years or so designing databases and then applying to a graduate program that would let me leverage my work experience to become a powerful businessperson,” says Elliott. “I want to ask the “why” questions about long-term strategy and design systems that add more value.”

Today, he's seeing his vision come to fruition working at Liberty Mutual, and thanks to the Master of Science in the Management of Technology degree at the Whittemore School, becoming an IT leader.

Elliott says WSBE offers just the right mix of business and technology focus. In addition to acquiring new skills, Elliott also places a high value on the diversity of his Whittemore School classmates who come from industries as varied as defense, insurance, and consulting. “My classmates will be a future network for me. I value them a lot. They are my social capital,” he says.

Elliott puts in 13-hour days working and attending classes, but it's all worth it to the father of a one-year old boy and new homeowner; after all, he's living out his vision. 

## Weekend warrior


**D**URING THE WEEK, Stacey Long '12G serves as a business unit manager for Velcro's consumer product channels, working with bricks-and-mortar heavyweights such as Walmart and Home Depot as well as online retailers to implement financial metrics and track inventory and sales ratios.

Every other weekend, she takes classes in Ports-

mouth, N.H., through the Whittemore School's Executive MBA (EMBA) program. Her expectations for the program are simple: “I wanted to be able to apply on Monday what I learned on Saturday,” says Long. One of her first team projects at WSBE was to use financial accounting to pull together a balance sheet and income statement for a hypothetical company like the ones she works with during the week.

The EMBA program has allowed maximal flexibility to Long, who is more likely to Skype with classmates on group

projects than meet with them live. For example, while on business in Santiago, Chile, she and her classmates in a technology innovation class video conferenced on Thursday and presented on Saturday.

Says Long, “WSBE and Velcro have been very supportive of my workstyle.” 



## Raising the bar

**L**AST FALL, the first class of dual JD/MBA students enrolled at the UNH School of Law and the Whittemore School of Business and Economics. Students attend the UNH School of Law their first year, switch to the Whittemore School for an intensive, one-year MBA, and finally, return to law school for three more semesters. Two students, Anne Hemmings and JoAnne Diaz-Beckett, just completed their MBA year.

A native of New Canaan, Connecticut, Hemmings had worked in the ski apparel industry for seven years when she felt the calling to study law. “My grandmother graduated from the University of Kentucky Law School in 1939 and was the first female editor of the *Law Review*,” says Hemmings. “So law school has always been in the back of my mind.”

Hemmings says she chose the JD/MBA taught at UNH over other schools’ programs because she hoped to be able to undertake interdisciplinary study. Her hopes have been realized. In an international business class, for example, Hemmings’ project team presented a case study of the problems electronics giant Best Buy might encounter should it try to enter the Saudi



Anne Hemmings and JoAnne Diaz-Beckett

“More choices help you discover what’s out there and then choose what you really like to do.”

—JoAnne Diaz-Beckett, '13JD-MBA

Arabia market. “In Saudi Arabia, women are suing for the right to drive,” she says. “It made me think of the court cases I read in my constitutional law class about how Saudi Arabia’s approach to women’s rights may hinder a multinational corporation’s potential.”

Diaz-Beckett came to UNH to retool her skills, and plans to use her degrees to establish a niche for herself in a law firm. “The MBA will position me as the go-to person for contract law, startups, bankruptcy law, and entrepreneurial clients,” says the former college admissions adviser. Diaz-Beckett says taking classes with business students “energizes” her and helps her log the long hours required for her coursework. “At the Whittemore School, I’ve met lots of people who want to start their own business. It’s exciting. I find their ideas and optimism very motivating.”

Diaz-Beckett sees a new kind of freedom emerging from her experience. “By the time you get to graduate school, you’re way beyond the process of meeting requirements. You’re creating new opportunities. More choices help you discover what’s out there and then choose what you really like to do.”