

HUSSON UNIVERSITY

Adventures in Hospitality
Dedicated to assisting and promoting the growth of hospitality and tourism in Maine.

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Connecting the dots... *Vaughn Stinson, CTC*
CEO, Maine Tourism Association

Our lives at times remind me of a connect value of tourism in Maine and what it can do the dots game I used to play as a child. I recently made that connection at Husson University but it was not child's play. It was stimulating, refreshing and encouraging. I was asked to speak students in the Hospitality and Tourism curriculum and share my thoughts, experiences and insight on tourism with them. I got back far more than I gave.

I was impressed with the makeup of the class and its size in the number of students. Some very young as you would expect and others who come to class with many life experiences from other work areas not all related to tourism. It was very clear to me in my opening remarks the students were prepared with questions and insight as to what our industry has to offer and their interest in learning all they could about tourism in Maine. Many of the students were working or had worked in some phase of the tourism industry and placed value on that experience. I was impressed with the amount of time they had invested and were seeking more information on what the future of tourism would be for them. They see and understand the

for them. They also saw the potential of a skill and profession that was very transportable with the potential for growth and upward mobility.

We have seen huge changes in Maine's tourism industry in the last decade and certainly in the past 5 years. New hotels, restaurants, attractions and the need for more skilled tourism professionals at all levels. It is no longer a May to September seasonal business and this curriculum at Husson University is preparing them for the future. Maine's higher education institutions, Husson being one of the first, have seen and do support the best interests of Tourism and Hospitality education.

When you connect the dots you finally see the big picture. The connection at Husson University is to students and their direction into a profession offered in Maine and needed by the world. It is one of the most positive experiences I have enjoyed in a long time. Husson sees the value of our industry and is preparing leaders for a future that is bright with promise and opportunity.

Husson Students Assist with Bangor Chamber Dinner

on the coldest night of the winter they volunteered time and talents at the Chamber of Commerce Annual Awards Dinner at the Bangor Civic Center. Students personally greeted nearly 800 guests, served appetizers and meals, manned the coat check, and helped guests locate seats. Months before the event, student interns Amy Crouch, Brandon Kenney, Daniel Cole and Kaleigh Morneau began helping COC staff with "virtually every aspect of producing the dinner." During the week, Husson students were on hand ironing cloths, setting up, and helping make this year's even the success it ultimately turned out to be. Husson was pleased to be one of the sponsors for the event.



Students Kami Miles & Kyla Nutting



The Value of Internships
From the Employer Perspective

Jim Ash, General Manager/Co-Owner
 The Bluenose Inn, Bar Harbor, Maine

Many students ponder whether there truly is value in doing an internship as it relates to their chances of being hired by the employer.

At Lafayette Hotels, we have been utilizing an internship program for several years. We pay a market rate of compensation and do not under any circumstances ask students to work for free in hopes to be hired at a later date. The results of our program have been extremely satisfying to date. Of the interns hired, most have been offered a position with the company upon graduation and have proven to be extremely valuable assets for the organization.

In today's very competitive job market for college grads, I cannot emphasize enough the advantage an intern has over his/her competitors. For example, we had a young lady who was hired as an intern and worked at the front desk of one of our Portland hotels. An opening became available in the corporate sales office also based in Portland. Despite the fact that we had a very strong response from the market, this person was hired for the position based on her performance despite the fact that "on paper" many others had stronger resumes. In addition, the internship provides an opportunity for students to determine whether or not the hospitality industry is for them.

One key advantage that many of our interns have is that they usually are given opportunities to work in several departments, attend trade shows and do special projects for the General Manager, the sales department or home office staff. Our company is eager to hire, nurture and train talented and intelligent young people to move into key management positions.

We have embarked on a path to ensure that the company's future is in good hands and as part of this plan seek the best young people to become part of our organization. We hire attitude and aptitude. Based on this theory, what better way to determine if there is a proper fit than to have a select pool of interns that can quickly move into key roles if they prove themselves during their internship.



The Bluenose Inn "Mizzentop" building facing Frenchman Bay in Bar Harbor, Maine

The Value Of Internships
From the Student Perspective

Kaitlyn Webster, 5th Year MBA Student, Hospitality Management, Husson Univ.
 Guest Services Supervisor, The Bluenose Inn, Bar Harbor, Maine

All throughout our college careers our parents, advisors, and professors have pushed us to either intern or find part-time work. Having been an intern at a local hotel, and having worked in the hospitality industry for a couple of years, I now know why:

Working or interning while a student allows you the opportunity to witness and experience both the positive and negative aspects of the discipline you are studying. This can either further emphasize that you've made the right decision in choosing your major or will tell you that perhaps this industry isn't for you. Nothing can prepare you for the "real world" experience in a position more than getting in there and witnessing it yourself. Getting involved in the setting of your future career also helps to give you an introduction to the field's culture, etiquette, and atmosphere. Once I took the plunge and interned at the Courtyard by Marriott in Bangor, I realized just how excited I was to be in the hospitality industry. I had previously thought that restaurants were my niche now have fortunately found my love for hotels. Gaining a "real world" experience and being offered the opportunity to essentially test-drive a job in your career path lets you know just where your heart may be. There are such vast opportunities in the hospitality industry and interning can help narrow down your focus or at least give you a bit of guidance. Education has been proven to be a great asset when searching for jobs; however, an internship rounds out the classroom learning experience.

Internships can also provide a competitive advantage when it comes to future employment within the organization. Some internships can even go so far as to build permanent positions. Whether you are fortunate enough to land a position after interning or not, the experience and hard work adds contacts that can help build your resume post-graduation while also building strong relationships with your mentors.

The largest and most important part of interning during college is that it gives you an opportunity to get your foot in the door. There are no guarantees once you have earned a degree but interning can prove to be important learning, access to networking, and an advantageous tool for future employment.



Kaitlyn Webster, Assistant Editor
 Fifth year MBA student
 Hospitality Management Program at
 Husson University

A Summer Internship Adventure At the Poland Spring Resort

Laura Brown, Hospitality & Tourism Management, Husson University

During the summer season of 2012, I was given one of the most wonderful opportunities; the chance to complete my hospitality internship. It was the perfect time for me as both an employee and as a student. I was able to use concepts I've learned while studying at Husson, as well as experience new positions as an employee of the Poland Spring Resort. With the help of Dr. Speronis at Husson and Cyndi Robbins, owner of the Poland Spring Resort, I was able to complete my internship at the Resort. I previously worked in three different positions, but assumed two new positions as the reservationist and coordinator of the gift shop.

I was so excited to learn more about the behind the scenes scenarios that go on at the hotel. We had recently upgraded our reservation system and one of my first tasks as the reservationist was to enter all previous reservations into the system. I caught on very quickly and soon began taking live reservations. I soon became confident as I used different techniques learned at Husson, such as smiling over the phone, because it changes your tone of voice and guests can tell. Taking reservations is now one of my favorite things to do because I love interacting with guests and taking pride in my work. Because of my studies at Husson, I have also been able to apply marketing and sales skills to the winter getaway promotions we are currently advertising.

The second position I held this summer was the gift shop coordinator for one of our hotels. My job was to oversee gift shop employees, take responsibility for the appearance of the gift shop and front desk area, and be the go-to person when we were low on merchandise. On Sundays, I was left in charge of check-outs for the building and was often in charge of check-ins at the Lodge. It was such an awesome experience and I loved having such a large responsibility.

I am so grateful I had the chance to complete my internship this summer. As a typical summer resort we would normally close in October. However, this year with the help of the Oxford Casino we are keeping the Lodge open year round. For the first time in over 30 years, we are a year round place to stay! 2012 also marked 40 years Cyndi Robbins has owned the Poland Spring Resort. It was a memorable summer for me as I moved further up the ranks and had the opportunity to use concepts I've learned at Husson to attract more guests to the wonderful Poland Spring Resort.

I cannot thank Dr. Speronis and Cyndi Robbins enough for giving me the opportunity to complete my hospitality internship at the Resort. The experience was awesome as I saw everything that can happen behind the scenes at a hotel resort. Completing my internship this past summer gave me strength and courage. I know I can and will succeed. I am even more confident that I am in the best program as a hospitality management major and someday will own and operate my own hotel resort.

Husson University at the 2013 Governor's Tourism Conference



Ten students from the Hospitality and Tourism Management Program at Husson will accompany Lee Speronis, Marilynne Mann and Donna Fichtner to the 2013 Governor's Tourism Conference at the Somerset Resort in Rockport. Husson is once again pleased to offer a \$500 credit in the "Internship Investment Bank." In 2012, Dan Crooker won the drawing on behalf of Sunday River Ski Area. Business corporations or non-profit organizations who sponsor paid internships for Husson students receive a \$500 credit (up to \$1,000) in a tuition account that can be used by their employees in the Husson MBA program.

Husson Hospitality Association

Our association acts in the best spirit of hospitality. All students are welcome so long as they are willing to provide great service to the community through various philanthropic and charitable events. We participate in both on- and off-campus activities while developing our networking skills. We also enjoy organizing and attending fine arts outings both for credit and for fun. For more information contact: President, Samantha Blanchard: blanchards@my.husson.edu.



Meet Our Students

Husson University



Lisa Eldridge



When I entered the Hospitality Program, at Husson in the fall of 2007, I already knew what I wanted to do with my life; help people and work in a fast paced dynamic environment with the ability to be creative. Finding the right job to match those desires seemed like a hard task. Hospitality Management proved to be the right choice for my studies because the skills I learned are needed in almost every industry, not just restaurants, hotels and tourism businesses. Every industry has customers (guests if you are in hospitality) and in today's economy everything is more competitive than ever. Delivering quality service sets you apart from the competition. It's about how guests are treated and made to feel special.

We live in a world of technology and employers are looking to hire people who are tech savvy, but understanding what guests want and need is a desirable focus to have when searching for a job. Today's employers are looking for people with strong people skills; the art of providing excellent external and internal customer service. When I graduated in the spring of 2011, I had several job offers to choose from. Getting a degree with a concentration in Hospitality Management set me apart from many applicants with a Business Administration degree. I accepted a position in the Marketing Department at Bangor International Airport (BGR), and have been there for almost two years. I am very grateful for the education I received studying Hospitality Management at Husson. Because of my background in hospitality, I look at everything from the guest's point of view, and think about how to improve the guest experience.

Derrick Bernosky



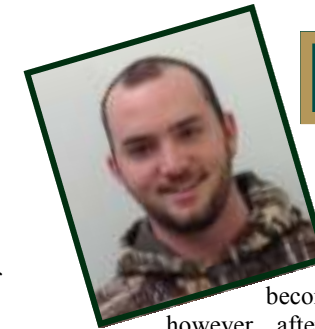
Derrick entered Husson University as an accounting major, but in the fall of his sophomore year he decided to pursue a sport related career. Sports have always been a big part of his life. He has played football, basketball, and baseball since the age of five and has officiated and coached basketball. After changing majors, he realized he made the right decision and will be able to attain his career goals of becoming an athletic administrator and a coach. Derrick chose Husson University because of its academic reputation and location about an hour from his home in Belfast, Maine. The smaller class sizes enable a more personalized experience and made the transition to college much easier for him. He says, "Husson University has exceeded my expectations of college." and he is looking forward to what the future holds for him.

Laura Brown



Laura was born and raised in Poland, Maine, with a passion for the history of her town, particularly the Poland Spring Resort. She has been on the property since she was 18 months old, volunteering for the museum on the property since third grade and working for the resort for four years. Working at two of the hotels at the Resort, Laura gained experience in hospitality as a museum curator for 6 years, dining room staff, housekeeping and a front desk clerk. During her recent completed an internship she worked as a reservationist and was the supervisor of the gift shop. "There was not a question in my mind; I knew the Hospitality Program at Husson was for me. I love working with guests and love seeing them return year after year." Laura hopes to own her own hotel resort someday. Laura chose Husson after attending cheer leading camp for a number of summers during high school. "I liked that it's a small school and not too far from home."

Jared Herrin



Jared was born in Waterville, Maine and raised in Canaan, Maine. He originally attended Central Maine Community College with the idea of becoming an automotive technician, however, after a year he decided to change his program to Sport Management because of his involvement with basketball, baseball, track and field, and football from the age of 7 or 8. He chose Husson University for several reasons; closeness to his home, a good academic reputation, and affordable tuition. Since enrolling at Husson, he has enjoyed learning new theories and concepts through innovative methods related to his chosen career path, as well as exposure to the many different vocational opportunities available in the sport industry. Very satisfied with his decision to change to Sport Management, Jared is looking forward to experiential learning opportunities provided at Husson and a long and enjoyable career in the sport field.

Husson Students Work and Volunteer...

We conducted a survey of students and 21 responded with the following list of businesses and organizations where they worked, interned, volunteered, or worked and interned in 2012. We think it represents the depth of involvement our students have in the business community in Bangor and in their hometowns.

American Legion Baseball	Old Town High School
Bangor Region COC	Railway Cafe
Days Inn	Red Jacket Mountain View Resort
Disney	Dyke Center for Family Business
Fox Ridge Resort	Ruby Tuesday
Greater Bangor CVB	Sanford Mainers
Hannaford Bangor Mall	Sea Dog Brewing Company
Hilton Garden Inn	Subway
Hollywood Casino	The Fairfield Inn
KFC/Taco Bell	The Lucerne Inn
McDonalds	Three Rivers Whitewater
New England Outdoor Center	Tradewinds Marketplace
Poland Spring Resort	US Airways

School of Hospitality, Sport and Tourism Management Students help Raise Funds for Cancer Research Served as Walk Sponsor to benefit EMMC's CancerCare of Maine

Written By: Samantha Blanchard



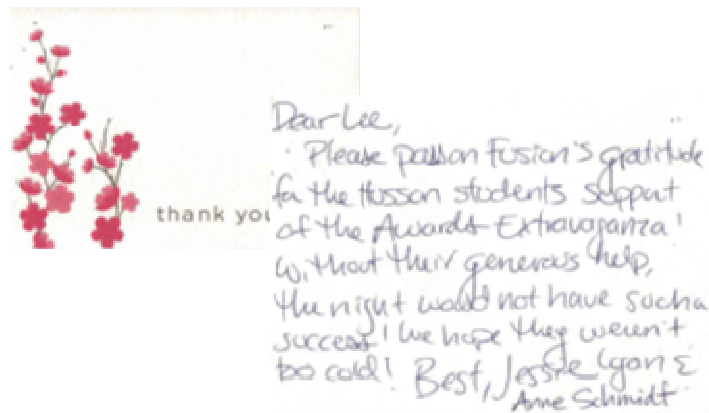
Students from the School of Hospitality, Sport and Tourism Management served as Eastern Maine Medical Center's CancerCare of Maine's Walk Sponsors for their annual fundraiser, Champion the Cure Challenge. Students, Marie Heath, Brandon Kenney, Holly Adams, Alex Gervais, Lindsay Nodden, Samantha Blanchard, and Cameron Myers, were named Walk Sponsors due to their volunteer work organizing the event.

In an email to Director and Associate Professor Lee Speronis, Jenifer Lloyd of Healthcare Charities wrote, "Because of your generosity we have raised \$330,000 to support our neighbors facing cancer through research at Eastern Maine Medical Center's CancerCare of Maine."

The student's efforts were recognized at an event titled "Night of Hope" hosted by Hollywood Casino on October 4, 2012.

For more information about Husson student's community involvement, please contact Director and Assistant Professor of the School of Hospitality, Sport and Tourism Management Lee Speronis at speronisl@husson.edu.

For more information about CancerCare of Maine and the Champion the Cure Challenge, please contact Philanthropy Project Manager Jenifer Lloyd at jlloyd@emh.org.



Hospitality Association of Husson remains heavily involved in 2012...

Throughout the fall semester Husson's Hospitality Association (HAH) has participated in numerous community events. The students in HAH started the year off on a great note by being named Walk Sponsor for Eastern Maine Medical Center's CancerCare of Maine's for their annual fundraiser, the Champion the Cure Challenge. HAH students volunteered their time to organize the event.

Involvement in other major events in 2012 includes the Bangor Car Show, the Fireball Run Adventurally, the Greek Orthodox Church Dance, and the Fusion Awards Extravaganza. At the Bangor Car Show HAH assisted the Greater Bangor Convention and Visitors Bureau (GBCVB) with registration, raffle sales, and the merchandise tent. At the Fireball Run Adventurally, brought to Bangor by the GBCVB, students helped the GBCVB ensure the day was successful. Students participating in the Fusion Awards Extravaganza, put on by the Chamber of Commerce subdivision Fusion, worked as general event staff. Students helped setup for the event and were servers and wait staff.

Looking ahead to 2013, the Hospitality Association will continue to support University sponsored campus activities and be involved in the community. The members dedicate themselves to helping others, working hard to maintain good grades, and providing fun and safe activities for college students and members of the community to take part.

The Lafayette Family Cancer Center in Brewer, Maine is the Hospitality Association's charity of choice. HAH raises money to support the goals of this association as they focuses on the help they can provide to their community. We chose to support this charity because of family's ties to the hospitality industry and because the Lafayette family continually work to give all they can to the community. The most important qualities for HAH membership is to learn from all that they do as an association and never forget to give back to the community that is always giving in return.

For more information about the Hospitality Association of Husson, please contact: *Samantha Blanchard, President: blancards@my.husson.edu*

Greater Bangor Convention & Visitors Bureau Announces Newly Elected Board of Directors

The Greater Bangor Convention & Visitors Bureau is pleased to announce their newly elected Board of Directors for 2013. "I am honored and humbled to be selected as chair of the Greater Bangor Convention & Visitors Bureau" stated **Lee Speronis**, newly appointed chair and representative from **Husson University**. "These are very exciting times for the region as the new Cross Insurance Center opens in 2013 and I am thrilled to be working with great people as we build on prior successes."

From the Directors' Desk...



Lee P. Speronis,
Director & Assistant Professor
School of Hospitality, Sport &
Tourism Management
Husson University
Teaches Business Law,
Hospitality Management, and
Leadership classes.

What a year 2012 was indeed, and 2013 looms with even more excitement. Somehow Husson students continue to excel in the pursuit of an excellent education while taking care of the community in which they live.

Once again the students of HSTM achieved recognition for their community service with their fundraising efforts for the Lafayette Cancer Center's Children's Wing. Over 90 percent of HSTM students worked in summer internships or jobs in their field. Due to the success of our Second Annual Job Fair, which was entirely planned by student Kristen Jones, our placement of students was remarkable for both student and employer alike.

- HSTM Graduate Students are now actively planning for the Greater Bangor Chamber of Commerce Awards Dinner and will be honored guests at the Governor's Conference on Tourism!
- The Eta Sigma Delta Chapter is in its third year of honoring outstanding achievement in and out of the classroom by exceptional HSTM students and is led by Christina McKay.
- On campus, Holly Adams leads a TEAM of event planners running the operations of the Richard E. Dyke Center for Family Business. This working lab for meetings and small conferences has provided a wonderful experiential learning opportunity.

Over the past year many of our recent graduates have achieved top positions in their companies. Husson HSTM graduates are now general managers at three local restaurants, guest service managers at the Fairfield, the Blue Nose Inn and the Samoset Resort, and Sales managers at the Hilton Garden Inn and Morgan Hill Event Center. Special thanks to Hollywood Casino for the wonderful working relationships with all HSTM programs.

Our students are achieving because as they arrive at Husson to begin learning, they begin their work experience at the same time. In addition to classroom and work responsibilities, we request 10 hours of community service yearly from each student.

As I look forward to 2013, HSTM is exploring new concentrations in Resorts and Gaming, and Athletic Administration. We are very excited in HSTM to establish a great relationship with the Cross Insurance Center, our new showplace arena, and the manager's at Global Spectrum.

Thank you to all of our business partners who hire our students, give them internship opportunities, attend our job fairs, make guest speaking appearances in the classroom, and teach as adjunct professors. Without your examples of commitment and dedication to your fields of expertise our students would be missing a large part of their learning experience.

From the Editor...

An Update on Tourism-Related Activities on Campus:

There is a lot of excitement on the Campus centered on the new Hospitality and Tourism Management Program that brings a new focus to Maine and world-wide tourism. Our grateful appreciation goes to the long list of industry professionals who have set aside schedules and travelled to campus to share their passion for tourism with students. The Travel and Tourism (T&T) course has now become a global elective meeting General Ed. Curriculum requirements. In addition, T&T has moved to the online classroom with students from Portland to Presque Isle able to join us as we learn more about Maine's number one industry.

During late spring 2012, the Tourism Research Institute (TRI) partnered with Eastern Maine Development Corporation (EMDC) on a pilot program offering American Hotel and Lodging (AH&LA) certification training in hospitality skills for local high school students. Several students earned AH&LA, Welcome ME Quality Service and Red Cross First Aid certificates of completion and found full-time employment with local businesses who partnered with us to provide on-site work experience complementing training. TRI, EMDC and the Maine Discovery Museum, joined forces during early summer and offered Quality Service Training for an existing and re-training workforce. We learned a lot from this year's programming and are hopeful we can move forward with yearly training sessions to prepare a new workforce before our busiest tourism season.

A Personal Note: I ran into the Provost at a campus event and she asked me, "How are things going?" I rapidly replied, "Great! I love my students." I didn't have to think twice. Working with Husson students is the best part of my job. They are energetic, engaged, interesting, and have a passion for working in the hospitality and tourism industry. It is so much fun watching light-bulbs turn on as they discover new career paths and "get amped" on volunteering and working in the industry. They love sharing their personal work experiences, making the entire classroom environment more alive for everyone. I think we really have something special at Husson; the right mix of academics and the right mix of people genuinely interested in a career in the world's most dynamic and versatile industry. From my viewpoint, it's all win-win!

Marilynne Jones Mann
Director Tourism Research Institute and
Instructor, School of Hospitality, Sports
and Tourism Management.
For more information about the TRI
contact 207-404-5631
mannmj@husson.edu



Meet our Graduate Instructor..



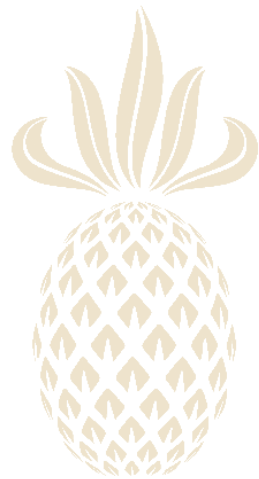
Donna Fichtner, MA
 Certified Hospitality Educator;
 American Hotel & Lodging Assoc.
 Graduate Instructor College of
 Business and School of Hospitality,
 Sports and Tourism Management at
 Husson University.

With vast experience and industry depth, Donna Fichtner brings 30 years of experience in tourism and hospitality marketing, hospitality management in the private sector (ski resort & sporting camps), the advertising business, and destination marketing in the public sector to the Hospitality Program at Husson. A former English teacher, Fichtner taught at secondary and post-secondary levels and developed and taught the first hospitality degree program in Maine at Husson College.

Ms. Fichtner has been honored with the State of Maine's Distinguished Public Service award, the

Distinguished Marketing Award for her work capturing and marketing the National Folk Festival, and was inducted into Maine's Tourism Hall of Fame in 2007. She is a past chair of the Maine Tourism Commission and serves as the regional representative for The Maine Highlands. She has nine years of experience in chamber of commerce work and eleven years in convention & visitor bureau marketing. Two events that resulted from her initiative and public sector work include Greenville's "Moosemainea" and the National Folk Festival (now American Folk Festival) in Bangor. Recently Fichtner worked under contract with Plum Creek Timber Company to educate and promote the Conservation and Development Plan for the Moosehead Lake Region of Maine.

Fichtner develops and teaches innovative courses for Husson graduate and undergraduate students including, Destination Management and Marketing, Conventions and Event Planning, as special topics courses in Parks and Recreation and Resorts and Spas.



Greetings from the Sports Management Program...



Richard Fabri, MS Sports Adm.
 Sports Management Program
 Coordinator and Assistant
 Professor at Husson University.

I am very excited about becoming part of the Husson University Community as Coordinator of the Sports Management Program, building on twenty years of experience in recreation and athletics. My work as the Director of Intercollegiate Athletics at the University of Maine at Machias and in the recreation departments of DePaul University, Northeastern University, University of Rio Grande, and the University of Miami have provided connections with recreational and athletic complexes throughout the country and have already produced internships

opportunities for Husson students. One of the goals of our program is to enhance the experiential opportunities for our students by developing additional internship opportunities and expanding our involvement with several sport management professional associations.

Building on the structure laid down by my predecessors, we are enhancing the curriculum at Husson by introducing a coaching minor, and to that end, I plan to continue my coaching career with the hope of recruiting sports-minded students to Husson. In addition, we are creating an athletic administrators concentration which will satisfy the academic certification requirements of the National Interscholastic Athletic Administrators Association. New and innovative courses introduced into the program include Sport Finance, Sport Marketing, International Aspect of Sport, and Interscholastic Sport Governance.

I encourage all Sport Management majors to become proactive participants in your learning. Seek out opportunities to join profession organizations such as Husson University's Sport Management Professional Development Association, the North American Sport Management Society, and the National Intramural-Recreational Sport Association. Volunteer in your community. Attend and present at conferences, and immerse yourself in all the opportunities available to you while you are completing your degree at Husson. Together we can build a stronger future for all of us.



Giving business-student partnerships the old college try..



Ronald Nykiel, PhD
 Dean, College of Business
 at Husson University

Whether a business or nonprofit, we know that any cooperative effort that results in lower costs, better performance or a competitive advantage is a WIN-WIN scenario. And if that partnership helps us have more experienced people, we will gain even more. Allow me to go back in time to life-changing experiences that exemplify the value of such partnerships.

The summer after graduating from high school I was an intern at a large advertising agency in New York City.

Imagine being able to learn about this fascinating business from the inside. I had two jobs: one in the internal communications department, the other in the casting department. To be more specific, I would deliver important external and internal mail to account executives, the creative department, etc., and at periods during the day I would sub in at the casting department reception desk. Now the latter was a dream come true for a boy my age — yes, I met athletes, celebrities, models and other professionals. More importantly, the opportunity to observe, talk with account executives and others in managerial positions was incredible. By the time summer ended I had been exposed to all the functions in an advertising agency.

My second internship during my college years was with a major global technology leader working as a test administrator with the company's psychologists in the human resources department. It encouraged me to complete a doctorate in management and organizational behavior. It actually provided me access to evaluate the Presidential Commission on Personnel Interchange. Imagine the learning experience of being in your 20s and meeting with the White House human resources director.

As my corporate career progressed, these experiences had an extraordinary influence on my performance, abilities and motivation. It paid off for me and for the companies I worked for over the years. It resulted in a multiple WIN-WIN-win scenario. While I have spent the last 18 years in higher education, the value of these experiences continues to influence many aspects of my job. These include advising students, developing relationships with corporations and nonprofits and fostering the cooperative efforts between you (business) and us (a college of business).

At Husson's College of Business, we place a high priority on providing students with as many experiential learning opportunities as possible. Cooperative efforts in role playing, staging scenarios, team learning competition, an extensive "guest" lecture program, internships, executive development and tailored degree programs are some of the components of the program.

We reach out to industry and nonprofits with many WIN-WIN concepts and programs. Here are a few of the cooperative endeavors of the college.

• Internship Programs

Through this program students join your work force, receive hands-on experience and learn about your business while providing you an enthusiastic individual. Should you eventually end up hiring that individual (many companies do just that), you have a pretrained contributor who already has the benefit of knowledge of your organization. In essence, they are ready to go and to begin contributing in a productive manner.

• Internship Investment Bank

In conjunction with the internship program another WIN-WIN program is the Internship Investment Bank. Here, for each paid intern your business employs we provide deposit "shares" in an account in your organization's name. These shares can be used to offset a portion of the tuition for an employee who wishes to pursue their MBA with us — the College of Business. By the way, the "bank" is run by our School of Accounting and the School of Business and Management students.

• Educational Partnership

There are many ways we can help you and the college in partnerships. For example, this week The Jackson Laboratory announced a unique partnership with the College of Business. We have teamed up to offer Jackson Laboratory employees (and other residents in the MDI area) an onsite/online MBA degree. Employees and island residents can take courses at the lab and/or online. The degree also contains a range of electives to meet specific interests beyond the core of the MBA.

• Executive and Continuing Education

Tailored executive development programs can be provided to your team once we know your needs. Also, many employees in Maine have received their education in our community college system and now are part of the work force or by necessity work to support a family. Consider a new program for these employees which allows them to receive a bachelor's degree by completing the two years needed (beyond their associate degree) online, without having to give up their job. We call it our 2+2 Program.

• Center for Entrepreneurship and Small Business

If you have an idea you wish to explore or a business problem or issue you want to resolve, consider talking with us. We can help you to structure an approach and hopefully resolve the issue.

Colleges and universities seek to be partners with the corporate and nonprofit sectors. We recognize the value of the ultimate partnership and the potential of WIN-WIN endeavors. Let's help each other, partner up — you and us — to meet needs and enrich students' and employees' lives.



Ron Nykiel recently accepted the position of Provost and Vice President at the University of Maryland Eastern Shore and will be missed at Husson University.