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## MBS News, September 15, 2023

Maine Business School

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Kimberly Sawtelle <[kimberly.sawtelle@maine.edu](mailto:kimberly.sawtelle@maine.edu)>

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## MBS News Update - September 15

1 message

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**Maine Business School** <[mbs@maine.edu](mailto:mbs@maine.edu)>  
Reply-To: Maine Business School <[mbs@maine.edu](mailto:mbs@maine.edu)>  
To: [kimberly.sawtelle@maine.edu](mailto:kimberly.sawtelle@maine.edu)

Fri, Sep 15, 2023 at 9:59 AM

[View this email in your browser](#)



## MBS News

September 15, 2023

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### Guest Speakers

Lisa Liberatore had two guest speakers in her special topics courses last week. Jen Litteral, President of Coffee Hound, spoke to students in MGT 290 Managing a Small Food Business about marketing strategies and growing profit centers. She had questions built into her presentation, and anyone who answered a question got free swag. The students loved it! Christina Parrish, cancer survivor and Executive Director of the Purple Iris Foundation visited MGT 290 Foundations for Your Future to discuss finding happiness in even the darkest hour. She was in a very negative space, working too much, and found out she had pancreatic cancer with just six months to live. She knew she had to make a massive change to her mental health to survive. Her presentation included The Happiness Advantage research by Sean Achor.

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### Student Success

Congratulations to our chapter of Beta Gamma Sigma for receiving Highest Honors for the 2022-2023 academic year. Qualifying for this recognition indicates a campus where academic excellence is highly valued, and chapter officers work diligently to enhance BGS's stature on campus.

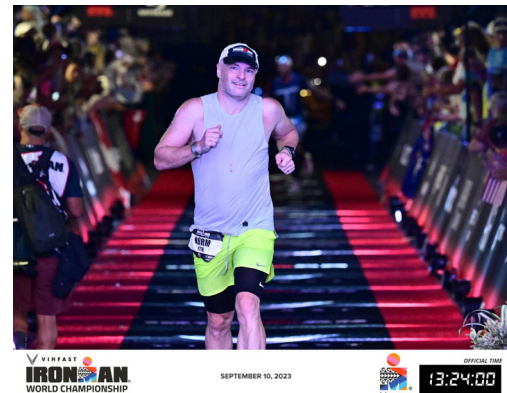


Bananas' Breakfast Bar is open for business! Lisa Liberatore's MGT 290 students are helping to run the food cart this semester. Stop by in the mornings, Monday through Friday, to get your sugar and caffeine fix and help support their endeavor.

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## Faculty Success

Last week, Dr. Norm O'Reilly competed in the Ironman World Championships in Nice, France. He qualified at the Ironman Florida triathlon last year, participating with the world's best men's long-distance triathletes. In France, Dr. O'Reilly survived an epic course of a 2.4-mile swim in the open waters of the Mediterranean, a 112-mile bike ride that included 8,000 feet of climbing in the mountains of southern France, and a marathon in the blazing heat along the coast in the heart of Nice. Congratulations!



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## Accounting Firm Night

Our Fall 2023 Accounting Firm Night event saw a fantastic turnout of business students, MBS faculty, recruiters, and UMaine alums. This annual event allowed students to explore careers in public accounting, gather information on internships and jobs, and practice their networking skills. "Accounting Firm Night was a blast!" says Emma Ardell. "I've made great connections and am already in touch with a firm. Thank you again for putting on such an important night for my future!" We were thrilled to have MBS alums from Baker Newman Noyes, BerryDunn, One River CPAs, Runyon Kersteen Ouellette, and Purdy Powers and Company.



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## Cybersecurity Seminar

The Cybersecurity & Infrastructure Security Agency (CISA) and the MBS BISSM faculty hosted their first cybersecurity seminar this past Tuesday. Just under a hundred students, industry, and governmental leaders participated in the seminar. CISA cybersecurity professionals, government leaders, and industry leaders led several discussions on cybersecurity threats to organizations at the local and national level. Dr. C. Matt Graham was one of the seminar speakers. He shared his recently published research article titled "Skills Expectations in cybersecurity: Semantic network analysis of job advertisements" Dr. Graham shared that his research found that cybersecurity employers seek more than just technical skills from applicants. They are also seeking employees that have a strong combination of soft skills, data analytic skills, and teamwork skills. In this presentation Dr. Graham said these sought after skills cybersecurity employers are seeking reinforce why the new business information systems and security management (BISSM) major is timely and a valuable degree for students wanting both a technical and business education.



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## Upcoming Event

**Mario Kart & Mocktails** in the Business Living Learning Community  
Wednesday, September 20 from 8 - 9:30 pm

Connect with our first-year business students during this fun social event. If you'd like to attend, please let Julia Van Steenberghe know!



**Go Big. Go Blue. Go Business.**

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