MBS News Update - March 1

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**Guest Speakers**

Last week, Annie Grégoire, General Manager for L'Oréal International Distribution (LID) - North America, was a guest speaker in Dr. Nadège Levallet's Strategic Decision Making course (MBA 649). Annie shared an overview of L'Oréal and the LID division. LID serves as a complement to the traditional distribution divisions in the countries where L'Oréal operates. As the GM, she strategically identifies brands with growth potential but where the countries' distribution divisions do not have the bandwidth to grow them. The students asked her about her 20-year career path at L'Oréal and the LID strategy, including the digital strategy LID follows with its online distribution partners.

Buffie McCue-Quinn filled in for Dr. Nick Swim’s Intro to Sport Management class by moderating a panel discussion with three women who work for UMaine Athletics: Katie Paverada, Sam Wheeler, and Michelle Simpson.

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**Student Opportunities**

Last week, Dr. Nick Swim took two groups of students to two different events. On Friday, he took students to the Nashua Sports Management Summit to network with sports teams and companies throughout New England. Students listened to panel discussions and explored internship and early career opportunities. On Sunday, Sport Management students had the chance to travel to the Portland Expo to visit the Maine Celtics with Dr. Swim and Dr. Stefano Tijerina. This trip included a meet and greet and panel session with multiple executives from the organization, including President Dajuan Eubanks. The informative panel included insightful
information about the organization's basketball and business operations. Students also had the chance to learn how to be more competitive in the job market and were encouraged to explore their personal brand. After the panel session, the students were treated to great seats at the basketball game.

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**In the News**

University of Toronto Press has launched an audiobook program, offering a selection of its new and best-selling titles. "Business the NHL Way" by Norm O'Reilly and Rick Burton (with a foreword narrated by NHL Commissioner Gary Bettman and an afterword narrated by Hayley Wickenheiser, Assistant General Manager to the Toronto Maple Leafs) is among the inaugural lineup.

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**Question Board & Suggestion Box**

We have a couple of new initiatives we’ve been using to try to connect with students. You may have noticed that we’ve been putting whiteboards with questions in the DPC Atrium on and off throughout the past few months. This is intended to be a unique and different way to hear from our students. Currently, the board has a "How are you doing" question that is answered by putting a round sticker under the face that best represents your state of mind. The other side asks, "What is an accomplishment that you are proud of?" where students have access to sticky notes to fill out and stick up. The more
engagement we get, the better. If you feel so inclined to bring sticky notes to your class and have them answer the question about what they are proud of, please do! We’ve also created an online Suggestion Box where students can share, anonymously or not, ideas they have for MBS. These QR codes can be found in the Student Success Center, in a wall frame at the end of the halls on the first floor, on the tabletop signs in the DPC Atrium, and on some of the second-floor study tables. If your student has an idea to share – please have them scan the code and share it through the Suggestion Box!

Student Organizations

AMA
On Tuesday, AMA hosted Luke LaBree, Chief Marketing Officer at Dennis Food Service. He has spent the past two decades crafting and fostering marketing experiences using inspired design, creative strategies, and innovative technologies. As CMO he oversees the design, development, and implementation of Dennis’s marketing and brand positioning efforts. He talked about how to stand out from their peers when looking for jobs, the future of AI, and how important it is to stay relevant as technology advances.

Upcoming Events

Lunch & Learn: Banking Industry, Monday, March 4, 1-2 pm, DPC 217
Representatives from the University Credit Union and First National Bank will host this event, connecting with students and answering their questions. Registration is required.

Wellbeing Wednesday: Budgeting, Wednesday, March 6, 5-6 pm, DPC 205
Matt Skaves will lead this workshop, which will focus on the ins and outs of budgeting. Students are asked to bring their laptops.