



## Scholastic excellence recognized in juniors and seniors initiated into Sigma Iota Epsilon

October 03, 2012

Sigma Iota Epsilon recently welcomed 100 juniors and seniors into the professional management fraternity. The society highlights creative development, organization, cooperation and service as their cornerstones. The group is planning many activities for this fall including an outreach program with Lawrence Public Schools, a career panel featuring Merrimack alumni and a fundraiser.

One hundred juniors and seniors were initiated into Merrimack College's new chapter of Sigma Iota Epsilon, the national honorary and professional management fraternity, this past spring.

SIE encourages and recognizes scholastic excellence and promotes cooperation between the academic and practical aspects of management. Initiates must hold at least a 3.25 GPA.

James Francis, national president of SIE and a professor of management at Colorado State University, attended the ceremony. Steven J. Kelly '81, CFA, a vice president at Goldman Sachs, was the guest speaker.

The Greek letters in SIE stand for *Spoude*, *Idreia* and *Exoche* – earnestness, knowledge and excellence. The fraternity emphasizes the concepts of creative development, organization, cooperation and service. To learn more about SIE, visit <http://www.sienational.com/>.

Elected officers are Emily Lyall and Alyssa Rollins sharing the position of SIE chapter president, Matthew Hanafin as VP of Membership, Jessica Enaire as VP of Programs, Brett Julian as VP of Outreach and Meghan Richard as Treasurer. The club is planning a number of activities for the Fall including an outreach program with Lawrence Public Schools, a career panel with Merrimack Alumni, and a fundraising event.

Learn more about the Girard School's new initiates:

### Matthew Hanafin '13



Matt Hanafin calls himself a strong advocate for community service. The business management student is an elected member of the town meeting in his hometown – Burlington, Mass. – and serves on the board of directors of Massachusetts Citizens For Life, which advocates for right-to-life issues.

"It is important to give back to the communities that have helped us grow and become the people we are today," said Hanafin.

He was re-elected a town meeting member with the largest vote total in his precinct. Town meeting handles the town budget, zoning issues and business regulations. A member of the Citizens for Life

executive board, he works on the social media committee and the speakers' bureau and manages donation records as the data clerk. He also works as a bank teller.

"For me, membership in SIE is an opportunity to advance my experiences in the business community," Hanafin said.

### **Griffin Kirkwood '12**



Sports management major Griffin Kirkwood took advantage of the connection between his sports classes and the athletic department, where he worked three years in marketing.

Kirkwood became promotions coordinator for the athletic department, developing promotions for football, basketball and hockey games. With that experience, he landed two internships, in merchandising with the Worcester Tornadoes of the independent Can-Am baseball league and in sales for Major League Lacrosse's Boston Cannons.

His classroom teachers and the experience of working for the athletic department "really helped me get to where I am today," he said.

Kirkwood also served in the Dean's Hosts, a student organization in the Girard School of Business, talking to prospective students on Accepted Students Day about the Girard School and experiences inside and outside the Merrimack College classroom such as internships and extracurricular activities.

"SIE membership really means the culmination of four years of hard work by myself and my colleagues," he said. "Additionally, it shows the elevation of the college as a whole."

### **Lydia Liu '12**



For four years, Lydia Liu participated in the Business Mentoring Program. A business administration major, she shadowed Rachel Kuzmick '06 at her accounting job.

"My mentor has offered me valuable advice throughout the years and I am excited to give back to the program and serve as a mentor," said Liu, for Liberty Mutual's human resource department in Boston.

"I have had the opportunity to lead many clubs and creatively organize many events for the student body," Liu said.

Among her activities, she was president of the American Marketing Association chapter, which held an Etiquette Dinner and sponsored several guest speakers. She was executive director of the Dean's Hosts. On Accepted Students Day, she spoke of her various activities, including internships and her study abroad in Florence, Italy. She also served four years as a Student Government Association representative and on the Relay for Life committee raising awareness of cancer.

"The most valuable piece of my Merrimack education is the people I have met here," Liu said. "They have helped me grow and prepared me for my future."

## Emily Lyall '13



As an elected officer in the SIE chapter, Emily Lyall is developing its activities for the fall.

"We will be putting in a lot of effort to make sure there will be a lot of networking opportunities for students here at Merrimack," she said. SIE will sponsor speaker panels, inviting alumni and participants in the mentoring program to campus.

SIE may set up a peer-advising program to help students with registration. For community service, members may get involved with the Best Buddies program that assists people with intellectual and developmental disabilities.

Lyall says her experience in the mentor program, which led to two internships, helped her qualify for SIE. She's served as an operational excellence intern at Covidien and a marketing intern at Extra Innings, where her mentor, Ashley Varano '06, is director of marketing.

Membership in SIE "gives me the opportunity to gain experience from other members of SIE by further developing and understanding myself ... and will help me gain leadership experience for my future endeavors," she said.

## Alyssa Rollins '13



Her Strategic Analysis and Decision Making class provided accounting major Alyssa Rollins her most meaningful academic experience.

Students must create an innovative idea and write a business plan. This class provided research and design for Professor Joe Stasio and his company, C-Level Clone, which helps businesses seek growth opportunities. A client had approached C-Level Clone for assistance on a patent for cryogenic blood freezer bags, which would infinitely extend the shelf life of stored blood.

"I took on the role as leader for my group," said Rollins, who also has played soccer for Merrimack, participated in Service Learning and completed an internship at a local CPA firm.

"My group and I learned how to conduct a research experiment, properly put together a business plan and effectively present this to a group of potential investors," she said.

"I believe this goes hand-in-hand with the SIE concepts."