

Saint Michael's College

ENTERPRISE PLAN COMPETITION



April 20, 2012
Pomerleau Alumni Center
1:00 p.m.-5:00 p.m.

Sponsored by
Peter R. Worrell '79, H'06
Dr. Karen Kendrick Worrell '77



Department of Business Administration & Accounting
One Winooski Park, Box 38
Colchester, Vermont
www.smcvt.edu

The Enterprise Plan Competition

The Enterprise Plan Competition began in 2000 with the support of alumnus and Saint Michael's College Trustee, Peter Worrell '79, H'06, and his wife, Karen Kendrick Worrell '77. This annual Competition challenges Saint Michael's undergraduates to develop and market sustainable business plans to a panel of business leaders serving as competition judges. Individuals and teams of students compete for the cash prize awarded to the winner.

Special thanks to the following first-round readers from the Department of Business Administration and Accounting

William Anderson
Steven Doyon
Frank Farina
Robert Kenny
Diane Lander
Robert Letovsky
Melinda Micheletto
Tamara Mullarky
Paul Olsen
Karen Popovich
Joanne Scott



Sean Gammon is the CEO of Members Advantage Community Credit Union (MACCU), a leader among financial cooperatives in Vermont. MACCU has served the education community for over 50 years, including the employees of Saint Michael's College. Sean took over the leadership role for MACCU in 2002 and under his leadership its membership base has more than tripled, while assets have increased almost 500%. Prior to MACCU, he worked for eleven years in various management roles at two other local financial institutions.

Sean earned a bachelor's degree in Business Administration from the University of Vermont in 1991 and an MBA from UVM in 2000. He currently serves as the Chair of the Board of Directors for the Association of Vermont Credit Unions and is a Director for the New England Credit Union Executive Society. He has also previously served as Treasurer for the Vermont Chapter of the March of Dimes.

Steven Magowan is CEO and President of Sunrise Management Services, LLC, an entity that, among other endeavors, invests in start-up and later stage companies. Prior to this role, Steve was a partner in the law practice Steiker, Fischer, Edwards & Greenapple, P.C. and SES Advisors, Inc., where he focused on estate planning and on creating employee-owned companies through the establishment and maintenance of employee stock ownership plans (ESOPs), as well as worker-owned cooperatives. Prior to that, Steve was a partner in Gravel & Shea in Burlington and further back in the mists of time practiced as an attorney at two large Manhattan law firms. He was recently elected as a Fellow of the American College of Trust and Estate Counsel. He is also the Chair of the Board of the Chittenden County Transportation Authority, Vermont's largest public transit authority. Steve recently authored "Governing the ESOP Company: Fiduciary Issues and Practical Solutions for Boards of Directors in ESOP Companies."

Entry Presentations:

1:10 p.m.

Other Side of the Mountain

Denise Belanger
Benjamin Hodges

1:40 p.m.

Vermont Raised Maple -N-Stuff

Mathew Goulet
Kendra LaBounty

2:10 p.m.

Alliance Freeride

Matthew Benedetto
Peter Engen
Ashley Langlands

2:40 p.m.

Camp Hakuna Matata

Michael DeCristofaro
Alexandra Tashjian

3:10 p.m.

Eastern Visual

Daniel Driscoll
Alyssa Mirabella
Evan Williams
Luke Manning

Judges for Finals:

Dan Browdy has been a senior leader of Hubbardton Forge for the last 10 years, most recently as the Chief Operating Officer. Hubbardton Forge is a Vermont-based high-end residential lighting design and manufacturing company. During this time Dan helped the company to triple in size, and transition from a small privately-held entrepreneurial company to a mid-sized, private-equity held professionally managed company.

Dan worked closely with George Chandler (Hubbardton Forge Co-Founder and CEO) to manage significant growth and build one of Vermont's most agile and dynamic work environments, and one of the nation's premier brands in lighting.

Prior to Hubbardton Forge, Dan was the IT Director for a major direct marketing company (Country Home Products in Vergennes, VT) and a leading premium ice cream maker (Ben & Jerry's in Waterbury, VT).

Dan has great interest in entrepreneurial small companies, and is currently doing some select consulting work in this area.

Dan holds a BA in Psychology from Bates College and an MA in Communication from SUNY.

Nicole Carignan is currently the Executive Vice President & CFO of the SymQuest Group, Inc. of South Burlington, VT. The company provides technology services focused on designing and developing innovative solutions in office automation throughout New England and New York. Nicole has been a vested partner with the firm for the past twelve years. She brings over twenty years of experience in various corporate positions in the high-tech and service sectors. Nicole is a graduate of the University of New Hampshire, where she earned a Bachelor of Science degree in Business/Hotel Administration.

In addition to her work at SymQuest, Nicole is active in a range of community involvement projects. She is currently the Board Treasurer for the Bryan Memorial Gallery in Jeffersonville, VT. She has also served as Secretary on the Chittenden Emergency Food Shelf Advisory Board, Treasurer of the Burlington City Arts Board, and a volunteer for both Green Mountain Habitat and Rebuilding Together. Nicole is a recipient of the Honorable Ben Blood Recognition for her work on strategic planning and development of new fundraising initiatives.

She lives in Essex with her husband, David Raphael, where they enjoy their two rescue dogs, Noah and Bear.

For the past 20 years, **Roger Frey** has been president and owner of Earl's Cyclery & Fitness. His firm is the largest cycling and fitness equipment retailer in Vermont and is one of the top dealers for Trek bicycles in the United States.

Prior to purchasing Earl's, Roger spent five years as Vice President of Marketing and Sales for the Silverado Companies, a high end leather outerwear manufacturer located in New York City. Before that he was president and owner of J & R Ranch Stores in Pennsylvania, where he created five jeans and sportswear stores.

Roger is active locally and nationally with all bicycle advocacy groups such as Local Motion, Vermont Bicycle and Pedestrian Coalition, Fellowship of the Wheel Mountain Bike Group in Chittenden County.

In 2011, Roger was a Vermont representative in Washington DC at the National Bicycle Summit, where he advocated for bicycle infrastructure. He was one of seven retailers in the United States to receive the Advocacy Leadership Award.

Roger earned a B.S. in Business Administration from Norwich University.