



Striving to Find Solutions

Michael Maine '07

Michael Maine '07 began his entrepreneurial career as a high school student. As a business major at Southwestern, and after receiving the Wright Entrepreneurship Scholarship, he became a Mobile Electronics Certified Professional. He is currently a new business coordinator at Interlex, USA, a cause-related marketing/advertising firm. He is also working on more than one entrepreneurial venture, including Global Mind Frame, a global communication Web site.

On the future of business: I think the future of business is knowledge-based. I learned through my courses at Southwestern that business doesn't have to be only about the bottom line. There are real issues—and real solutions—out there. I want to find a way to harness the power of mass communication, new media and positive initiatives to foster positive change.

On how Southwestern shaped him: I think everyone at Southwestern played a role in shaping who I am today—from my friends to the administration to Ms. Ella (a beloved Sodexo employee). Academically, Don Parks, associate professor of business, encouraged me to push myself and follow my heart, and Maria Lowe, professor of sociology, helped me step out of my comfort zone.

On research and inspiration: I don't really have a "go-to-guide," but I am an avid reader and most everything I read gives me some sort of information or insight or inspiration. From technology blogs to science fiction novels that play into socioeconomic strata, I learn from all of it.

See Page 21 for a "summer reading list" of your own.

Creating...

Duncan Alexander '09



The challenge? Create painted portraits of the SU alumni featured in this issue of *Southwestern*. The artist for the job? **Duncan Alexander '09**, a freelance designer and artist living in Austin. With a

bachelor's degree in studio art and an internship with Southwestern's Creative Services Department under his belt, Alexander plans to apply to graduate schools in the fall. His hope is to become a self-employed artist (a.k.a. entrepreneur), following in the footsteps of his artistic heroes, Andy Warhol and Barbara Kruger.

On creating the alumni portraits: I combined a portrait of the entrepreneur with elements representative of his or her business, drawing inspiration from painter Eric Fischl. Bringing all of it together on canvas was an exciting challenge, and I'm pleased with the results. (*So are we!*)

On his artistic inspiration: Most of my inspiration comes from a fascination with technology, culture and nature. In my work, I try to find both the obvious and hidden variables in order to improve the impact of the message.

To see more of Alexander's original artwork, visit www.hypothete.blogspot.com.