



## UNE Has New Leadership

### Welcome President James Herbert

I was honored to be asked by officials at the University of New England if I would host its new president, James Herbert, and take him to the La Kernessee Festival. I gladly accepted and met him at Biddeford City Hall.

We quickly became acquainted while I drove to the festival. One purpose of attending the festival was so that President Herbert could meet and speak with Normand Beaupre, one of the original organizers of La Kermesse and a long-time professor at UNE. President Herbert speaks fluent French and they had a great conversation as we walked around taking in the events.

### Mill District

Since we had some extra time, I drove him around the Mill District so he could begin to familiarize himself as to which side was Biddeford and which was Saco. I showed him 3 Lincoln Street and the view from Dirigo Brewery Company. We drove to the pedestrian bridge and we viewed the outdoor patio at Run of the Mill. I explained the significant investment by individuals and corporate mill owners who were bringing the area to life. We drove into the Saco Transportation Center and viewed Mill Building 4. All the while, President Herbert asked great questions and was very interested in the area and the people.

### Lure UNE Students Downtown

The Chamber has always maintained a great relationship with UNE and we discussed what more we could do to attract development that would further entice UNE students and faculty to enjoy the downtown and attractions in both cities. I also informed him that Saco's City Administrator Kevin Sutherland had recently moved here from Ithaca, NY and that we spoke frequently about the cities embracing their position as a "college town."

Finally, we made our way to the Saco Sidewalk Art Festival on Main Street where I introduced him to Saco Economic Development Director Bill Mann and Saco Main Street Executive Director Rob Biggs. While there, we toured Rugged Spruce where the Chamber hosted a ribbon cutting earlier in the day. We viewed all the remaining vendors on the street and President Herbert made a purchase or two as well.

I look forward to a strong collaboration between the Chamber, the cities and UNE. We welcome President James Herbert (and his family) as the sixth President of the University of New England and wish him the best. I'm sure he will love living in our community.

### Did You Know

- Herbert was executive vice provost and dean of the Graduate College at Drexel University in Philadelphia before coming to Maine.
- A scholar and clinical psychologist, Herbert earned his undergraduate degree from the University of Texas in Austin and his master's and doctorate from the University of North Carolina in Greensboro.
- He also is internationally known for his writing on quackery and pseudoscience in mental health. His recent book on mindfulness and psychological acceptance was endorsed by the Dalai Lama.

