

The Classes

UNDERGRAD NEWS

1947

George Yates and his wife Rose live in Canonsburg, Pa. He writes that he is a veteran of World War II and received a Silver Star, a Bronze Star, and a Purple Heart for his service. He retired as a vice president at PNC Bank.

1950

Bud Tietje writes from Falmouth, Mass., "I'm slowing down and enjoying Cape Cod. My wife is in her sixth year with Alzheimer's disease, and I can't travel far. Last year, I was elected businessman of the year in Falmouth. I'm retired, but three of the businesses that I started still are going strong."



1961 50th Reunion

Tom Jackson writes, "I work for two companies on a part-time basis and am involved in three nonprofits as treasurer. Five grandchildren: two live in Tampa, Fla., and three in Andover, Mass. I have a house in Londonderry, Vt. and play tennis and golf. Robin and I have been married for 47 years."



Thomas Saul '49 (center) e-mails, "I retired as a captain in 1976 after 33 years of active and inactive reserve duty in the Navy. On April 23, I received a medal from the Russian Federation commemorating the 65th anniversary of the end of World War II. The medal was given to me for participating in the 1943 delivery of supplies to Murmansk, Russia. It was presented in New York City by Vice Admiral Alexey Mezenin (right), military adviser to the Permanent Mission of the Russian Federation to the United Nations. The man on the left is a representative of the U.S. government."

1964

Lawrence Bastone has joined the Boston office of the law firm of Mintz, Levin, Cohn, Ferris, Glovsky, and Popeo PC. An immigration attorney, he is of counsel at the firm. Previously, he was head of the immigration practice at Sullivan & Worcester.

1967

Alan Oak has been appointed to the board of trustees and board of directors of McCullough-Hyde Memorial Hospital in Oxford, Ohio. He is the assistant dean for external relations of the Farmer School of Business at Miami University in Oxford, where

he lives with his wife and their three children.

1969

Gregg Nolan e-mails, "All is well. My main business, GFE Corp., is introducing a number of stock listings to the Deutsche Borse Open Market and the Bermuda Stock Exchange. My second operation, Nothing But Ammo, is doing fine on the retail store level, and we plan to launch two merchant sites. We developed a social media marketing position for both companies. Our real estate and business brokerage operations are starting to see some light at the end of the tunnel, mostly helping



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successful clients acquire the competition. I still am concerned about the economy but remain the eternal optimist.”

1974

Karen Salvatore was featured in an article, “Kids’ Cooking Camp to Serve up Lesson on Healthy Eating,” that ran in the June 1 issue of *Warwick [R.I.] Beacon*. Karen is the founder of Food and Truth (foodandtruth.org), a nonprofit organization that developed the Fit2cook4kids program to counteract the epidemic of childhood obesity and related diseases. Fit2cook4Kids offered one-week summer camp sessions for children, ages 11-15, on the University of Rhode Island’s Kingston campus. The sessions taught the young campers about fitness, healthy cooking, and how to create a healthy lifestyle.



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Ronald Weiner '66 was honored on June 9 by the UJA-Federation of New York at its accountants division annual luncheon. He was presented with the 2010 Leadership Award for his long-time support of UJA-Federation and his commitment to philanthropy. The 220 industry leaders who gathered to honor Weiner raised \$360,000 for the health and human service agencies around the world supported by UJA-Federation. President and cochairman of Perelson Weiner LLP, a full-service certified public accounting and consulting firm in New York City, Weiner also is a member of the Babson Board of Trustees.

1977

Joe Hart is head coach of the Arlington Trojans, a member of the Intercity Baseball League. The Arlington, Mass.-based team had its inaugural season in summer 2010. Joe played baseball at Babson and coached at the Amateur Athletic Union and American Legion levels. He and the team were featured in an article, “Arlington Back in Intercity League: After Decade-Long Hiatus, College Player Founds New Team,” that was posted on arlington.patch.com on June 17.

1979

Jon Carson is the founder of Bidding ForGood.com, formerly known as cMarket, a Cambridge, Mass.-based startup in the field of online auctions that benefit nonprofits. He and the company were featured in an article, “Cambridge Company Getting Ready to Mark \$100 Million Raised for Charities,” that was posted on Boston.com on Sept. 22.

1980

Sean Moran (MBA '90) has been named CFO at InVivo Therapeutics



David Egan '78 (left) is a member of the board of directors of the Babson Alumni Association. He e-mails, “In June, I vis-

ited my dad, who lives on St. Simon’s Island, Ga. Shortly before my trip, I learned that one of his tennis buddies is **Jack**

Legg '49 (right). Presuming Jack hadn’t seen the campus in a while, I called my pal and director of Babson’s Leadership and Volunteer Programs **Anne Heller '70** (whose late father, **Jack McCormick '49, P '70, P '77**, was a classmate of Jack’s) to see if she had recent photos. Instead, she suggested I talk with **Bill Cruickshank '49, H '99**. Bill told me that not only were Jack and he classmates, they were boyhood friends. In fact, Jack gave Bill a ride to Babson when the latter began his college career. After a look around, Jack decided that

Babson looked like the right opportunity for him, too, and completed his application on the spot. In contrast to my assumption that Jack was a long-lost alumnus, he was on hand for the 2008 ceremony during which Alumni Hall was renamed in honor of Bill! Both classmates got quite a chuckle from my plan to reconnect an old Babson alum. And I had the opportunity to hear some great stories about Babson and two of its intriguing graduates, and to see the strength and reward of the Babson connection in action.”

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Corp. in Cambridge, Mass. The company develops treatments to restore function in individuals paralyzed by spinal cord injuries. A CPA, previously, he was CFO at Celsion Corp.

Chris Sullivan (MBA '81) has been appointed CFO at Gazelle in Boston. Gazelle provides a practical and responsible way for consumers to sell or recycle used electronics. He has been CFO at companies such as Pegasystems, Event Zero, and DEC, and he has held senior finance roles at companies such as Compaq and Fisher Scientific.

1984

Andrew Butler e-mailed in July, "Greetings. Things have been exciting in the health-care claim administration industry with the insurance reform bill in the early stages of

implementation. Business has been good. For the third year in a row, my company, Butler Insurance Service Inc. (butlerins.com), has been listed in Forbes as one of the top 10 leading service providers in central U.S. I had the privilege of being the featured guest on a five-minute segment of TV's *Inside Business Review*, hosted by Fred Thompson. On a personal note, my wife Debi is earning a master's in psychology, and our son Ryan is engaged; he lives and works in Shanghai." Andrew is the son of **John Butler '52**.

Lynne McCauley has been named managing director at The Spofford Group, an insurance brokerage firm. Previously, she was a managing director at Marsh Inc., where she worked for 24 years.

Joe Zink is president and CEO of

Framingham, Mass.-based Atlantic Management, a real estate investment firm that he joined in 1994.

Irene Gruber, MBA '89, is the firm's treasurer and CFO. Joe was the featured speaker of the New England chapter of the Society of Industrial and Office Realtors at a breakfast event in April.



1986 25th Reunion

Scott Huizenga is president of the Williams Island Marina in Aventura, Fla. He writes, "Enjoying the marina business. Despite the current economy, occupancy is good for larger vessels; however, we need more customers with boats in the 40- to 60-foot range. Almost finished construction of additional dockage for boats in the 100-foot range."

The Road to Entrepreneurship

David Murray '82, MBA '10, completed the MBA Fast Track program in May and was chosen by his class to be the Commencement student speaker. In his speech, the magna cum laude graduate recalled arriving on campus as a first-year student in 1978 and not appreciating fully the significance of Babson's new initiative to establish a leadership position in entrepreneurial education.

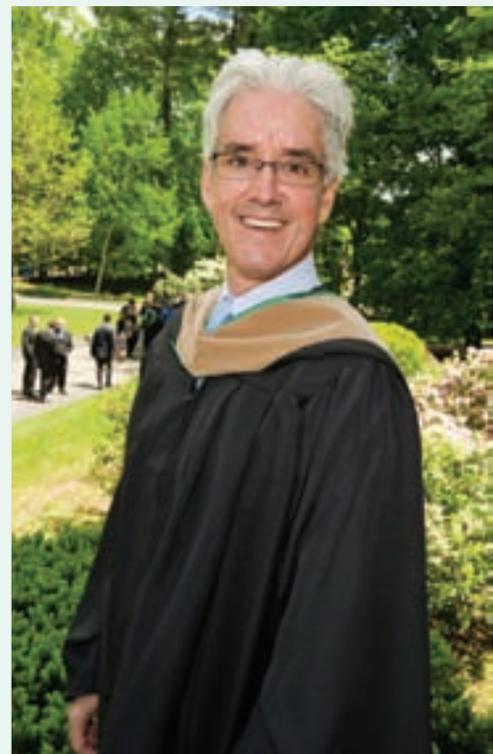
Murray said, in part, "And now, here I stand, 32 years later, on the heels of a developmen-

tal experience that rivals nearly anything I have ever been a part of. In the process, I learned that entrepreneurship did not belong in the box that I had once relegated it to.

"Instead, along with the other cornerstones of our Babson MBA experience—creativity and innovation—we all learned that entrepreneurship is a state of mind that encourages us to expand the realm of what we believe to be possible, and, more important, to remain unfettered by convention."

One of Murray's long-range goals was to obtain a degree that would qualify him to teach at the college level. Babson's accelerated blended-learning program, which allows executives to earn an MBA within the traditional two-year window while continuing to work full time, gave him that opportunity.

In the meantime, as vice president for integrated sales and marketing at NCM Media Networks in New York City, he finds great value in his new degree every day.



JUSTIN KNIGHT



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Valerie Brennan Schlesinger '83 has been promoted to director of admissions for Quinnipiac University Online, which offers graduate degree and certificate programs, as well as summer courses. Quinnipiac University is in Hamden, Conn. Schlesinger oversees the management of online program inquiries, applications, and admissions; refines the application process; assesses business practices, procedures, and systems; and develops goals to strengthen enrollment and recruitment services. Previously, she was the online university's associate director of admissions.

1987

Dave Pina and his son Zach were featured in an article, "Double Team: Local Excels at Basketball and Hockey," that was posted on Neighbor Newspapers.com on June 16. Dave is the camp director at Kedron Kids Hoop Camp in Peachtree City, Ga. His son plays basketball and also has become a standout hockey player.

1989

Marc Bell was featured in an article, "FriendFinder's CEO Wants Playboy: Marc Bell Has Bid \$210 Million to Add Playboy Enterprises to His Stable of Adult Properties, but He Won't Get Anywhere Unless Hugh Hefner Relents on His Own Bid," posted on businessweek.com on July 22. Marc is the CEO of FriendFinder Networks Inc., based in Boca Raton, Fla. The company owns 30,000 websites and has a social networking presence and affiliate partnership with additional sites.

Gregory Ruback has been named a partner at the New York office of Proskauer, a global law firm. A corporate lawyer with experience in

leveraged finance, he works in the firm's corporate department. Previously, he was a partner at Mayer Brown.

Tom Smith (MBA '01) has been named a member of the risk management steering committee of Bio Supply Management Alliance. The San Francisco Bay Area-based alliance is a community of operations and supply chain management leaders in the biotechnology industry. Tom is director of supply chain and materials management at Shire

Human Genetic Therapies, a biopharmaceutical company with corporate headquarters in Dublin.

1990

James Michals is the founder and president of Strategic Insurance Solutions Inc. (www.strategicinsure.com) in Newton, Mass., and director of player and coaching development and owner of T.E.A.M.S. Training (teamstraining.com) in Needham. He writes, "In 2004, we started T.E.A.M.S. Training. We are ice hockey trainers who use the sport to teach life skills. We run Stride Right Power Skating and Goalie Academy of Boston."

1992

Sean Maguire has been named director of business development at Goldwind USA Inc., a subsidiary of Xinjiang Goldwind Science & Technology Co. Ltd. He is based in the



The Alumni Club of Puerto Rico hosted a networking reception at Caparra Country Club in Guaynabo, Puerto Rico, on July 21. Juan Carlos Costas, executive director of Grupo Guayacan, was the guest speaker; the title of his address was "Sustainable Entrepreneurship." **Teresita Bolivar '84** (front, center) with husband **Robert Cimino** (front, left), **Annette Montoto '89** (front, right), **Laura Blay '04** (back, left) with husband **Marvin Diaz**, and **Wilma Miranda '89** were among the 15 alumni at the event.



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Chicago office of the wind turbine manufacturer. Previously, Sean was business development manager of Mainstream Renewable Power, headquartered in Dublin.

1993

Adam Sachs is a sales manager at Centinel Financial Group LLC in Wellesley Hills. He is the first recipient of the Leader of the Year Award from the Young Advisors Team of the National Association of Insurance and Financial Advisors (NAIFA). The award recognizes commitment to NAIFA's ideals as well as involvement with state and federal legislators, civic commitments, and the ability to inspire others. He is the immediate past president of NAIFA-Massachusetts and a multiyear winner of NAIFA's National Quality Award.



1996 15th Reunion

Christopher Maher was promoted to partner at Ernst & Young LLP in

July. He is based in the Boston office and provides assurance services to multinational public and private companies.

Leonard Sheer has been appointed managing director of the credit fixed income group at Cowen Group Inc. in New York City. The firm provides financial services such as alternative investment management, investment banking, research, sales, and trading. Previously, he was a managing director at Gleacher & Co.

David Woodward has been named a managing partner of Lindsey & Co., a retained executive search firm, and is based in the company's Darien, Conn., headquarters. Previously, he was a partner in the Connecticut office of O'Keefe & Partners, where he worked for 10 years. David focuses on developing new business and managing existing clients. A two-time All-American, he played professional ice hockey in Europe before he began his career in executive search. He can be con-

tacted at dwoodward@lindseycompany.com.

1997

Gayatri Khanna is chairman and CEO of Milaaya Embroideries (milaayaembroideries.com) and managing and creative director of Gayatri Khanna House of Fashion (gayatrikhanna.com), both headquartered in Mumbai, India. "I founded Milaaya Embroideries in 2000. We provide hand embroideries for garments and accessories to several global couture fashion houses such as Gucci, Armani, Pucci, Vera Wang, to name a few. On my return to India in 2006, I launched Gayatri, my high-end women's wear label. We dress many Bollywood celebrities."

1999

Gregory Conant e-mails, "My wife, **Beth (Brucato) Conant**, and I welcomed a baby girl, Morgan Elizabeth, in June. Morgan joins her very

Ernesto Bertarelli '89 (left) delivered the opening remarks at the 30th annual Babson College Entrepreneurship Research

Conference in Lausanne, Switzerland, in June. He talked about the America's Cup yacht races, including how he and his

Alinghi team won, successfully defended, and then lost the cup. He also discussed the entrepreneurial venture of building the boat. The conference was hosted and cosponsored by IMD, an international business school in Lausanne, and Ecole Polytechnique Federale de Lausanne (EPFL). Researchers from 29 countries presented papers, and more than 380 people attended the event. Bertarelli's businesses include Kedge Capital, an investment management firm, Ares Life Sciences, a private equity fund,

and the Bertarelli Foundation, his family's philanthropic organization. He is a member of EPFL's strategic advisory board and Harvard Medical School's board of fellows. In 2008, he was inducted into Babson's Academy of Distinguished Entrepreneurs. Bertarelli is shown with Professor Andrew Zacharakis (right), John H. Muller Jr. Chair in Entrepreneurship and director of the Babson College Entrepreneurship Research Conference. In the background between the two men is EPFL's president, Patrick Aebischer.



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Sisters **Susan Gosselin Cooke '87** (in photo) and **Joanne Gosselin Verkuilen '92** are CEOs of **Circle + Bloom** (circlebloom.com), a company they launched in 2009. Cooke e-mails, "Circle + Bloom offers four programs that utilize the power of the brain to improve fertility, general health, and well-being in women. We have a solid reputation in the fertility community and were named one of the Top 50 Health Blogs to Watch in 2010 by MedicalAssistants.net. Joanne and I have built friendships with our customers, who say that we make a profound difference in their lives. From a business perspective, we have discovered a tremendous amount of resources for startups, including social media,

which have been the best use of our marketing dollars. Join us on Facebook and Twitter and follow our blog." Cooke can be contacted at sue@circlebloom.com; Verkuilen at joanne@circleboom.com.

excited big sister, Kelsey Ann. Beth is the director of finance and administration at Tufts University School of Dental Medicine, and I am a vice president and senior fixed-income portfolio manager at BNY Mellon Wealth Management, both in Boston. We live in Stoneham."

Brian Coyle (MBA '05) has been named an equity analyst at Loomis, Sayles & Co., an investment management firm headquartered in Boston. Previously, he was an equity research analyst at Evergreen Investments, where he started in 2002.

Matt Gatsas is president of Sovereign Stable Inc. (sovereignstable.com), a horse-racing management company in Manchester, N.H. He has been named to the "40 Under

40" category of future leaders in the racing industry by *Thoroughbred Times*, a weekly trade magazine. Matt helped manage his family's racing stable, Gatsas Thoroughbreds, before forming Sovereign Stable in 2001.

Ian Levine was featured in an article, "Offering Unparalleled Experience and Dedication to His Clientele: Levine of The Spandrel Group is Adapting to the Economy and Providing a Vast Selection of Services," that ran in the Sept. 27 issue of *New York Real Estate Journal*. Ian, his brother, and brother-in-law are growing the New York City-based, third-generation, family-owned and operated real estate services business. Ian also is COO and CFO at R.A.L. Cos. & Affiliates, a company

that his father founded more than 30 years ago.

Shiv Singh has been named director of digital strategy and development at PepsiCo, where he is responsible for Pepsi's digital strategic vision and execution across brands. Previously, Shiv was vice president and global social media lead at Razorfish, where he worked for 11 years. He wrote *Social Media Marketing for Dummies*, published in 2009, and he blogs at GoingSocialNow.com.

2000

Christopher Gallea is the owner and general manager of Crosswinds Golf Club (crosswindsgolfclub.com) in Savannah, Ga. He was featured in an article, "Self-Starter Gallea Steering Crosswinds Golf Club," that ran in the Sept. 17 issue of *Savannah Morning News*. The club has an 18-hole course and a nine-hole course. Previously, he was assistant golf pro at



Eric Dosal '00 has been appointed COO at **Compuquip Technologies Inc.**, an IT services company headquartered in Miami. He joined the 30-year-old company, which is owned and operated by his family, in 2002. Before that, he was an associate in the investment banking group at **Blaylock & Partners** in New York City.



GOT NEWS?

Alumni News is gaining in popularity! To accommodate news from as many alumni as possible, please limit entries to 75 words and photo captions to 100 words.

Babson Magazine has two requirements for Alumni News photos. The first is that the submitting alumnus must be in the picture. The second is that the picture must be at least 4 x 6 inches at 300 dpi. We can't promise that all submitted photos will run, but we'll include as many as possible. (See the Weddings page for wedding photo requirements.)

Please e-mail all news to the Alumni News editor at alumnews@babson.edu.

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Ocean Edge Resort and Golf Club in Brewster, Mass.

Sima Miqdadi writes from Geneva, "I cofounded Act In Kind SA (actinkind.com) in March. It's a social enterprise that distributes funds from for-profit brand purchases to nonprofit projects throughout the world. When you shop, you decide where the donations go."



2001 10th Reunion

Kenye Jones-Downing e-mails, "Andre and I welcomed Amelia-Jean Iris on June 21, 2009. Our daughters are thrilled to have a baby sister!"

Lance Osborne is president of Cleveland-based Osborne Capital Group LLC, a real estate development business he launched in 2005. He was featured in a June 27 article, "Building Own Rep a Snap for Young Osborne: Just 31, Developer's Son Has Bevy of Deals on His Plate," that ran in *Crain's Cleveland Business*. His projects include a 600,000-square-foot big-box shopping center on which he and his father are working.

2002

Michael Ventura founded Sub Rosa (wearesubrosa.com), formerly called Seed, in 2004. He is CEO and chief creative officer of the New York City-based ad agency. Sub Rosa was named best agency in the one-to-10-employee category at *Advertising Age* magazine's Small Agency Awards in New Orleans on July 15.

2003

Stephen Robb is the owner of Robb Enterprises LLC (robbenterprises

Christine (Pitre) Barshtak '01 (left) and Roz Silbershatz Tomas '00 (right) are the founders of Engel Baron Events (engelbaron.com), an events planning company in New York City. Tomas e-mails, "We specialize in destination weddings anywhere in the world. Most recently, we planned a week of wedding festivities for 100 people in St. Martin." Barshtak adds, "Entrepreneurs at heart, we realized quickly that our

strongest asset is our vast network of friends and family in the wedding industry. It is through this

network that we will provide our clients with the highest level of service for the best possible value."



.com) in Natick, Mass. He writes, "I am busy growing my real estate sales and consulting company. Please drop me a line at getresults@robbenterprises.com if you think I can help you." He is the son of **Carole Infrerra, MBA '94**.

2004

Josh Elwell is a founder of BuyWithMe (buywithme.com), a website for group buying that connects shoppers with local deals and offers. In July, the company closed a \$16 million Series B round with Bain Capital Ventures. BuyWithMe moved its headquarters from Boston to New York City in April.

Greg Parsons and Kate Watson have updated their guidebook. The second edition of *New England Waterfalls: A Guide to More than 400 Cascades and Waterfalls* was published in June. The first edition was released in 2003. Kate and Greg maintain newenglandwaterfalls.com, a website that supplements their book with information about hikes, campsites, and other resources.

2005

Yumin Choi has been named to the board of directors of The Capital Network, a Boston-based nonprofit organization that provides educational programs and a community to help early-stage entrepreneurs master the funding process. He works for HLM Venture Partners, a firm that provides venture capital to emerging companies focused on health-care information technology, health-care services, and medical devices.



2006 5th Reunion

Lisa Chin e-mails, "I launched my Boston-based holistic health counseling practice (lisachinhhc.com) in April, after completing a health coach certification program at the Institute of Integrative Nutrition in New York City. I work with local and distance clients to achieve better health by improving diet and lifestyle. I also work with local health and wellness professionals to increase collaboration in the alternative health industry. Entering this new industry as an entrepreneur has



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been a dream come true. E-mail me at lisachinhhc@gmail.com for more information."

2007

Meg Batley and **Tony Rulli** were married on April 10 in Miami, where they live. She is a business applications consultant for Clarkston Consulting, and he is a relationship manager in the global banking and trade services group at Wells Fargo.

Nicholas Kling and **Renzo Pisa** are the founders of Give Back a Pack Foundation (givebackapack.org), a nonprofit organization that collects and delivers backpacks filled with school supplies to underprivileged grade-school children throughout Latin America. They e-mail, "This summer, we launched GiveBack aPack.com, a social venture that offers fun and wearable products that support education. Our motto is 'Gear Up, Give Back.' Every product purchased will have an impact on

the education of a child in need in the U.S. and Latin America. Each time a customer buys a backpack, we give a backpack to a child in need. For each shirt bought, we provide a child with a basic set of school supplies."

Derek Losi is an associate in the Boston office of UGL Equis, a comprehensive real estate firm. He concentrates on the city's downtown market. Derek is a candidate member for the Society of Industrial and Office Realtors, New England chapter.

Reagan Pollack is CEO of World MusicLink.com, a global e-marketplace that networks musicians with industry professionals. He also is a musician. He e-mails, "I wrote the music for the single WorldMusicLink by cofounder Suzy Goodman-Pollack, and I launched on radio nationwide in June. Suzy wrote the lyrics and lyrical melody. The techno pop tune, *Circle of Madness* (*Sur-*

rounding Me), has aired on 26 stations. Listen to it on www.SuzyOnCue.com."

Maja Stevanovich e-mails, "I work in public affairs for the Air Force Global Strike Command in Shreveport, La. I also write for a military blog that received an award for being the year's best military support blog. One of my posts, 'Visit to the 917th Wing at Barksdale Air Force Base: Passion for the Job,' is featured in the Air Force's official blog. You can read my own blog, 'Not Your Average Brooklynette,' at majastevanovich.wordpress.com. Finally, I started grad school and am working on a master's in communication and leadership from Gonzaga University."

Fayaz Taher is the chief executive of the manufacturing and retail division at Fortuna Bangladesh, a privately held industrial conglomerate in Dhaka, Bangladesh. He was featured in two articles: "Bangladesh Footwear Major Eyes Indian, EU Markets" that ran in *The Economic Times* and *The Times of India*; and in "Footwear Maker Eyes Expansion" that ran in *The Daily Star*, both on June 30. The family-owned company plans to expand its



WE WANT TO HEAR FROM YOU!

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Editor, Babson Magazine / Babson College / Babson Park, MA 02457-0310; alumnews@babson.edu; 781-239-5256.

Please Note: Babson Magazine reserves the right to edit news. No engagement or baby photos. News and photos may be used on Babson's website.



Richard Bottner '07 (front, center) is founder and president of Intern Bridge Inc. (internbridge.com) in Acton, Mass. The company focuses on internship program creation and administration. He e-mails, "On Aug. 9, I rang the closing bell at Nasdaq to mark the last week of its Summer Associate Program. Nasdaq's executive human resources team had used our

materials and online events to build the program from the ground up. It was a great experience and a good opportunity to address Nasdaq about internships and the level of importance of internships in modern business." Bottner is the author of several books on internships and internship management. He can be contacted at info@internbridge.com.

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operations in the footwear industry by increasing and improving its production capacity.

Giusep (Derleth) Vitale e-mails, "I have been awarded a Fulbright Scholarship to perform qualitative research on women entrepreneurs in Chile. From March to December 2011, I will be working with the support of Centro de Estudios Empresariales de la Mujer at Universidad del Desarrollo in Santiago. The research goal is to encourage a more nuanced understanding of women entrepreneurs in Chile by granting these women a voice to convey the economic, societal, and cultural factors that are affecting them. Such knowledge and information can guide future political action to cultivate a business environment richer in efficient resources for women entrepreneurs." Giusep can be contacted at giusepmichelle@gmail.com.

2008

Riley Gibson is cofounder and CEO of Napkin Labs (napkinlabs.com) in Boulder, Colo. The company was featured in an article, "Tapping the Wisdom of the Crowd," that ran in the Small Business section of the Aug. 4 issue of *The New York Times*. Napkin Labs is a social innovation platform and global community that enables companies to engage in collaborative and real-time conversations with Generation Y consumers.

Joel Holland writes a monthly column, College Startups, for *Entrepreneur* magazine, in which he highlights young entrepreneurs. He also is founder and CEO of Footage Firm (footagefirm.com), a royalty-free, stock-footage company.

2009

Andrew Kitzenberg is the founder of Memory On Hand (memoryonhand.com). The e-commerce business

offers a portable flash drive in the shape of a wristband that conceals a two-gigabyte USB storage device. The company's wristbands enable customers to easily carry their digital files wherever they go.

Marc Mallegni and **Matt Miller** are two of the three founders and owners of Toy Motorsports. They were featured in an article, "Toy Story: Marlborough [Mass.] Company Stores and Details Motorsports Vehicles," that ran in the *MetroWest Daily News*. Toy Motorsports has two divisions: Toy Wash (thetoywash.com), an automotive detailing component; and The Toy Box (mybigtoybox.com), an indoor and outdoor storage facility for sports vehicles such as cars, RVs, and boats.

Mike Markarian: See **Alex Kravets '10**.

Meredith McLeod Sears e-mails, "**Michael Cobb** and I are happy to announce our engagement. We



Jalila Bouchareb '08 (left) e-mails from Agadir, Morocco, "I launched Amal Oils (amaloils.com) in early 2010. We produce a line of rare Moroccan beauty products made with 100 percent organic argan oil, which contains vitamin E, amino acids, and antioxidants. The argan tree, a renewable resource that grows only in southwestern Morocco, can live for two centuries, but its habitat is threatened and the tree is endangered. We purchase the oil at fair trade prices; according to

Moroccan law, a portion of the price goes to protect the trees, an investment that supports the sustainability of the argan oil industry. A local cooperative owned and run by Berber women gathers and cracks the argan nuts to extract the kernel and oil. The women and their children attend classes at the cooperative, and health care is available. Amal Oils donates 10 percent of its profits to the women's cooperative. The funds will buy educational tools and improve facilities."



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became engaged on Aug. 8 on the Babson campus. The wedding is set for April 2011." Meredith moved back to the Boston area after working in microfinance in Ghana, and Michael works for Procter & Gamble in Boston.

2010

Alexander Debelov is CEO and **Alexey Ossikine** is chief technology officer at Crelligence Media, a social media marketing company that they founded. The company (crelligence.com) specializes in compensated consumer-generated media, and its initial service offering is Viralskool, a user-generated video platform that helps clients improve brands and products. Alexander has been named a finalist in *Entrepreneur* magazine's College Entrepreneur of 2010 contest.

Pichon Duplan is the CFO of iStandAbove (istandabove.org), a nonprofit youth organization he cofounded in 2007. He e-mails, "iStandAbove teaches three core values to boys and girls in Ghana (my home country) and the U.S.: leadership, creativity, and teamwork. Because education is necessary to climb the ladder of success in personal and professional lives, we offer leadership camps, community programs, networking and presentation skills workshops, interaction with business executives and professors, and more. All projects and programs are socially, economically, and politically sustainable." For more information, contact Pichon



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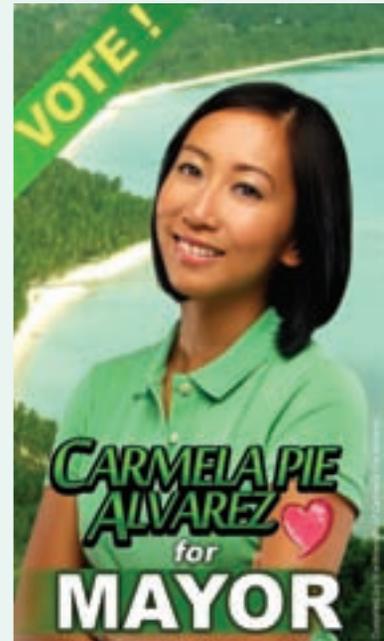
Sustainable Politics

In May, **Carmela Alvarez '10** was elected mayor of San Vicente, a municipality of more than 25,000 people on the island province of Palawan in the Philippines. During her last semester at Babson, Alvarez was both a student and political candidate.

Politics was not always part of Alvarez's goals. At first, Alvarez wanted to work for an international NGO or create a social entrepreneurship startup. However, by her junior year, she began to focus on making a difference back home. "The Philippines is a developing nation where the gap between rich and poor is wide and still growing," she says. "About 80 percent of our citizens live below the poverty line. I plan to improve the lives of those who receive little, if any, help."

As mayor, Alvarez will put her Babson education to good use. "I took classes in environmental technology, and I want to build the local economy by using green agriculture and encouraging sustainable tourism," she says. "Tourism will create jobs for residents and opportunities for them to start businesses. My goal is not only to help San Vicente progress, but to do so in a sustainable manner, safeguarding the environment and the residents."

Alvarez says that San Vicente's best



physical attraction is Long Beach, a 14.7-kilometer stretch of white sand and clear water. "San Vicente is home to the best beaches in the Philippines and dozens of islands that offer an opportunity to swim at a different beach every day."

College taught Alvarez to be independent and self-motivated, skills that will keep her focused on San Vicente's goals. "Most important, Babson taught me that learning never stops, and I look forward to learning more."

Alvarez can be contacted at mayor @sanvicentepalawan.com.ph.

at pichon.duplan@istandabove.org.

Christopher Jacobs is the CEO and cofounder of Honest Discounts (honestdiscounts.com), a Boston-based company that offers a free discount prescription card. **Gerry Praysman '11** is director of program development. The company was featured in an article, "Local Startup Banks on Prescription Discount Market," that ran in the Sept. 17 issue of *Boston Business Journal*.

Alex Kravets and business partner **Mike Markarian '09** founded I Am Hungry (iamhungry.com). Alex e-mails, "I Am Hungry has free mo-

bile and Web applications that offer people deals and discounts at local restaurants in the Greater Boston area. We were featured in an article, 'I Am Hungry: Your Geolocated Ticket to Cheap Eats in Boston,' posted on bostinnovation.com on July 2. Download the iPhone app today!"

Alyssa Ziemba, MSA '10, has been named a Celtics Dancer. She dances with the 18-member group during Boston Celtics basketball team home games. Alyssa will begin her accounting career as a staff auditor at BDO Seidman LLP in Boston in January.

Weddings

1 **Vicente Carvajal '91** was married to Andrea Obregon on July 24 in Bogota, Colombia. Among the guests at the wedding were alumni Marilyn Snyder, MBA '80, P '93, with husband Richard Snyder '60, H '94, P '01; Carlos Barona '89; James Kasprzyk '91; Carlos Herrera '92; Jorge Villa '92, MBA '96; cousin of the groom Alejandro Carvajal, MBA '94; Andres Coles '94; Rafael Londono '94; Anabella Chiossone '96; and Alvaro Pena '96. Vicente is a member of Babson's Board of Overseers and the Global Advisory Board.



2 **Michael Venit '08** and Christie Urban were married on June 11 in Bryn Athyn, Pa. Mike e-mails, "Many alumni attended, including Lindsey Andrade, Eddy Baran, Matt Baron, Tom Maregni, and Sean McClenaghan, all '08; and Kari Dean, Al DiPietro, and Skylar Nipps, all '09. Because Christie and I met playing hockey, we took photos at the rink where we had our first date." Christie is a structural engineer at Transystems, and Mike is a private equity investment analyst at Cambridge Associates, both in Boston.



3 **Matt Carrick '98** and Erinmarie McAuliffe were married on Dec. 5, 2009, in Milton, Mass. Wedding guests included brother of the groom Mark Carrick '02; cousin of the groom Brian Fitzgerald '00; Colin Clark, Deirdre (O'Connor) Fessenden, Tim Fessenden, Aimee (McNeil) Harrington, Kevin Harrington, Mark Santoro, Whitney (Pape) Santoro, Tony Sestito, Sean Spaulding, Dan Wendol, and Stacey (Jordan) Wendol, all '98; Tracy (Brisson) Fitzgerald and Katelin (Anderson) Spaulding, both '00; and Anna (Erickson) Clark and Garret Smith, both '02.



4 **Vera Goncalves '04** was married to Brian Horgan on July 18 in Vila Praia de Ancora, Portugal. Alumni who joined them for the celebration included (from

left) Emily Tata; Andrea Mendonca; Ryan Fuller, MBA candidate; Diane Fuller; Leslie Stanton; Lauren Bernaski; and Kurt Stanton, all '04.

5 **Michael Mandel '05** was married to Jenna Corman on Sept. 6, 2009, in Sharon, Mass. Many alumni joined them, including (from left) Barry Berkowitz, Robert Kearns, Lauren (Greenberg) Neustat, Maria (Barraza) Bowman, and Benjamin Bowman, all '05; Gautam Gupta '07; and Sanjay Rama '05.



6 **Lindsay Sherry** and **Jim Burke**, both '05, were married on Sept. 5, 2009, in Southboro, Mass. Many Babson friends and family attended the wedding, including sister of the bride Olivia Sherry '13; cousins of the groom Joe Bianculli '95 and Steve McMann '99; bridesmaid Meghan Kaizerman '05; and groomsmen Jason Kosow '04, Chris Colli '05, Matt Walsh '05, Ross Waters '05, Tom Fitzgerald '06, and Andrew Collins '07.



7 **Travis Bowden '07** was married to Sara Preziosi on July 1. He e-mails, "We met in New York City shortly after I graduated while Sara was finishing her undergraduate degree at Fordham University. Sara and I eloped in Connecticut just before moving south to Key West, Fla., a paradise we now call home! Of additional note: I have proudly taken my wife's last name. Friends heading to the Florida Keys should contact me at travis.preziosi@gmail.com."



8 **Alisha Suddath** and **Gregory Vasse**, both '04, were married on Aug. 15, 2009, in Cohasset, Mass. Alumni at the wedding were Matt Veilleux, Scott MacDonald, and Justin Drysdale, all '04, and John Moorhead, MBA '10. Alisha is a sales analyst at Estee Lauder Cos. Inc., and Greg is an equity analyst at TimesSquare Capital Management in New York City.



Babson Magazine requires good-size, high-resolution digital photos, at least 4 X 6-inch images at 300 dpi. Please keep wedding captions under 75 words.

E-mail your photo and caption to alumnews@babson.edu. Mail traditional prints to Alumni News Editor, Babson Magazine, Babson College, Babson Park, MA 02457.

If you have photo questions, contact the Alumni News editor at alumnews@babson.edu or 781-239-4269.

GRAD
NEWS**1971 40th Reunion**

Ilan Hadani e-mails, "My fourth granddaughter, Margot Shiri Melamed, was born on July 31. I am retired now, and I'm enjoying every minute of it."

1974

Peter Simone has joined the board of directors of Inphi Corp. in Sunnyvale, Calif. The company provides high-speed analog semiconductor solutions for the communications and computing markets. He also is a board member of the Massachusetts High Technology Council and several private technology companies.

1978

John Peters was a featured speaker at the 16th annual international conference of the National Association for Civilian Oversight of Law Enforcement, which was held in Seattle in September. His presentation was titled "It's a Medical Emergency: Best Practices for Arrest-Related Deaths." John is president and chief learning officer at the Henderson, Nev.-based Institute for the Prevention of Incarceration Deaths Inc. (ipicd.com), which he founded in 2005. A former police officer, deputy sheriff, and police administrator, he is a training adviser for Amtrak's police department.

1979

Marc Sandofsky wrote an article, "On Global Warming and Mechanical Contractors," that ran in the June 21 issue of *The Air Conditioning, Heating and Refrigeration News*. The article discusses awareness of energy conservation and costs in the construction industry. Marc is a partner in RetroCool Energy Inc. (retrocoolenergy.com), a Natick, Mass.-based company that specializes in cooling-related energy conservation.

**1981 30th Reunion**

Chris Sullivan ('80): See Undergrad News.

1982

Sherman Wallen was featured in an article, "Wallen Working His Way to



John Moran, MBA '68, e-mails, "I have been appointed a senior fellow at the University of Minnesota School of Public Health in the Division of Health Policy and Management. Also, a book I coauthored, *Quality Function Deployment and Lean Six Sigma Applications in Public Health*, was released by Quality Press in April." Moran can be contacted at mastcove@myfairpoint.net.

Top," in the Aug. 1 issue of *The Boston Sunday Globe*. A certified high-school baseball and softball umpire, he attended umpiring schools in Williamsport, N.Y., and Bristol, Conn. He works in the contracts department at the Charles Stark Draper Laboratory Inc. in Cambridge, Mass., and is a retired colonel in the Air Force Reserve.

1984

Tom Jacobson received the Distinguished Pricing Award for his contributions to the field of pricing at the 12th annual Pricing Conference, held in August at the Babson Executive Conference Center. The theme was Retail Pricing in a Global Marketplace. The conference invited research papers on pricing and price promotions from academic and managerial perspectives. More than 100 guests from 10 countries attended the event, which was sponsored by the Babson Retail Supply Chain Institute, Babson College, and Clarkson University School of Business. Tom is managing director of operating strategy and pricing at Accenture and works in the Boston office.

1985

Andrea Schoening Novakowski e-mails, "My husband **Bill, MBA '83**, and I celebrated our daughter Anna's graduation from Colorado State University in May." Andrea coaches businesses and individuals; her business, Coach Andrea (coachandrea.com), is in Ashland, Mass.

John Selander has been named president of the Illuminating Engineering Society of North America,



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In May, **Liz Weiner** (from left), **Jane Cleland**, and **Dellie Rex**, all **MBA '78**, attended a book party celebrating Cleland's newest entry, *Silent Auction*, in her *Josie Prescott Antiques Mystery* series. Cleland e-mails, "Con-

signed to *Death*, the first title in the series, has been selected as a core title by *Library Journal* for librarians seeking to build a 'cozy' (a mystery in which the murder occurs off-stage) collection." The party was held at Weiner's

home. Weiner e-mails, "I live in Sharon, Mass., with my husband, former Babson accounting professor **Robert Farrar**, and our daughter. I have been representing **Aflac** for more than seven years, providing supplemental voluntary benefits to businesses of all sizes." Rex, who has moved to the Boston area from Vermont, e-mails, "I am a wine consultant, and I work with three companies, principally **Cynthia Hurley Imports**. I advise the companies on marketing their products."

which promotes the art and science of quality lighting to its members, allied professional organizations, and the public. He has been a member of the society for 25 years. He works at Acuity Brands Lighting as a specification sales manager, architectural indoor.

1987

Alan McKinnon has been appointed vice president and CFO at Cyrium Technologies Inc., headquartered in Ottawa, Canada. The company develops photovoltaic systems for the solar industry. Previously, he was CFO at Vietnam-Chipscale Advanced Packaging Services.

David Surette has been named CEO and director at Solar Energy Initiatives Inc. in Ponte Vedra Beach, Fla. David is the founder of Maple Leaf Renewables Group in Raleigh, N.C., and Solar Power Technologies Inc. in Austin, Texas.



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1988

John Griffin has been named CFO of the city of Nashua, N.H. Previously, he was CFO of Aliptia LLC, an information technology startup in Lowell, Mass. Prior to that, he was director of budget and finance for the city of Lawrence.

Thomas Raffio is president and CEO at Northeast Delta Dental, a position he has held since 1995. The May issue of *Business NH Magazine* has named him Business Leader of the Decade; in 2004, the magazine named him Business Leader of the Year. Under his leadership, the dental



insurance firm has increased its coverage from 275,000 individuals to 700,000. Among his many civic commitments, he is serving his second term on the N.H. Board of Education and is a former chair and current board member of the N.H. Business Committee for the Arts.

1989

Blair Heavey, P '14, has been appointed president and CEO at Moontoast Inc., with offices in Boston and Nashville, Tenn. The company provides social commerce solutions for businesses that want to maximize their social media marketing and sales efforts. In the past, he was president and CEO of MyPerfectGig and entrepreneur in residence at North Bridge Venture Partners. He is on the board of directors at Mall Networks Inc.

1990

Michael Bivens received the 2010 Distinguished Alumni Award from Lakeview High School in Battle Creek, Mich., on June 13. The award recognizes alumni who have distinguished themselves among their peers through careers and community service. A senior consultant for

Russell Kershaw, MBA '90, has been appointed dean of the **Clark H. Byrum School of Business at Marian University in Indianapolis**. Previously, he was dean of the **School of Business Administration at Philadelphia University**. Before that, he was interim dean of the **College of Business at Butler University**. Kershaw earned a PhD in accounting, with a minor in psychology, from the **University of South Carolina in 1996**.

leadership development at Kellogg Co., where he has worked for more than 30 years, he delivers tools and programs to develop the company's business leaders. He also has coached kids' baseball and basketball for 15 years.

Ken Chaisson has been appointed vice president for IT, retail technology deployment, and support services at Dunkin' Brands, the Canton, Mass.-based parent company of Dunkin' Donuts and Baskin-Robbins. Previously, he was vice president for IT at Legal Sea Foods.

Andrea Durham is the director of exhibit development and conservation at Boston's Museum of Science. She was featured in an article, "Creative Thinking," that ran in two newspapers, *Daily Times Chronicle* and *Town Crier*, on June 9. She is responsible for envisioning, creating, and enhancing exhibits at the museum, where she has worked since 1996. Her most recent project is a renewable energy exhibit that explains how solar panels on the museum's roof power the Theater of Electricity's popular lightning shows.

Sean Moran ('80): See Undergrad News.



1991 20th Reunion

Khalid Khashoggi e-mails, "My wife Arianna and I opened Integrated Educational Services (www.ies2400.com) in Metuchen, N.J. Students come from New Jersey and New York City, as well as Spain, Sweden, and Saudi Arabia, to improve board scores, college essays, interview techniques, and language skills. The education arena is competitive and demanding. I could not have started a company without my MBA, which helps me not only run my business but also see the fruits of my labor, which are to spend time with my family and enjoy life. Please stop by when you're in the area." Khalid's e-mail is sat2400@ies2400.com.

Sue West owns Space4U LLC (organizenh.com), a professional organizing services company in Amherst, N.H. She has received a Certificate of Study in Life Transitions from the National Study Group on Chronic Disorganization. The certification enables her to work with clients who are dealing with transitions such as moving, marriage, death of a spouse or parent, empty nest, and divorce. Sue founded Space4U in 2004.

1992

Christine Doreen Moriarty, CFP, is founder and president of MoneyPeace Inc. (moneypeace.com) in Bristol, Vt. She e-mails, "I coauthored a book with Tim Brookes called *Practical Freelancing*, published in January. The book is designed for college seniors entering the freelance writing world, though any freelancer would benefit from the financial information. I speak across the country on financial wellness, emphasizing that quality of life is important when planning finances. This is the business I dreamed of when my team wrote the business plan for Professor Jeffrey Timmons' class; thanks to **Kate Fortier**, **Dick Nohelty**, and **Kristen (O'Brien) Claflin!**"

Stephen Spinelli has been elected to the board of trustees of the Visiting Nurse Association of Greater Philadelphia. He has been president of Philadelphia University since 2007.

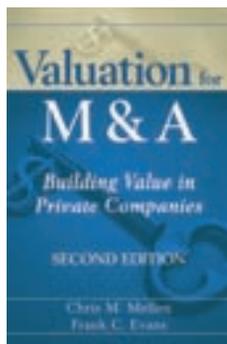
1993

Paula (Wakeen) Warner has been named customer satisfaction and quality control manager at Environments at Work, an office furniture dealer in Boston. Previously, she was a senior financial analyst for the East Coast division of Sun Microsystems.



1996 15th Reunion

Mark Lombardi has been named managing director, Southeast Asia at Implant Sciences Corp. in Wilmington, Mass. The company manufactures and sells systems and sensors for homeland security and

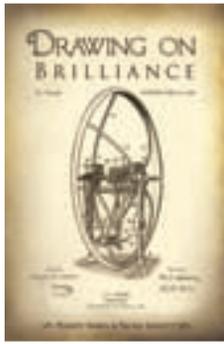


Chris Mellen, MBA '90, is a coauthor of *Valuation for M&A: Building Value in Private Companies* (second edition), published by John Wiley & Sons. He e-mails, "Written with Frank Evans, the 383-page book provides tools to determine a company's value, what drives that value, and how

to enhance it. I entered the business valuation profession in 1989 through a Babson part-time job placement while pursuing my MBA. I am president of Delphi Valuation Advisors Inc. (delphivaluation.com), a business valuation firm in Norwood, Mass., that I founded 10 years ago."



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Jackie Bassett, MBA '93, is an author and founder and CEO of BT Industrials Inc. (btind.com), a management and technology consulting firm. She e-mails, "When the U.S. Patent and Trademark Office went digital, original patent lithographs were thrown in the trash! My coauthor rescued the lithographs, and we published them in *Drawing on Brilliance*, printed in August 2009. The patents are from entrepreneurs such as Westinghouse, Carrier, and Edison, who created millions of jobs and new industries." Bassett also wrote *So You Built It and They Didn't Come. Now What?* She can be contacted at jackieb@btind.com.

defense markets. Previously, he was vice president, Asia Pacific sales at American Science & Engineering.

Peter Shepard is executive vice president, polymers at Novomer in Waltham, Mass. The company was featured in an article, "Building a Better Bottle," that ran in the Innovation section of the July/August issue of *Inc.* magazine. Peter e-mails, "Novomer is developing a way to create plastic that is less harmful to the environment by using carbon dioxide as a raw material. To support commercialization of this technology, Novomer was awarded \$20.6 million in Department of Energy funds in July. In addition to plastics, these funds will enable the development of sustainable products for coatings, composites, electronics, and advanced ceramic applications."

1997

Jeff Selander has been appointed CFO at HB Ventures in Boise, Idaho. He provides strategic finance, banking, and administrative support to the firm. Previously, he was CFO at Great Basin Scientific, a life sciences startup, where he helped raise more than \$14 million in equity in addition to growing the finance, IT, HR, and



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administrative functions.

1998

Horacio Trujillo has been promoted to head of remarketing at Mercedes-Benz Financial, based in Fort Worth, Texas. Previously, he worked in risk management at the company's headquarters in Farmington Hills, Mich. He joined the company in 1999 as an associate in the executive leadership program, and he worked for two years in areas such as fleet credit, business development, remarketing, and operations in Latin America.

2000

Marcus Cox, CAM, writes, "I am working on a PhD in strategic management with an emphasis on environmental strategy at University of North Texas in Denton."

Ian Rusk is a founder and principal of Rusk O'Brien Gido + Partners LLC (rog-partners.com) in Boston. The partners advise clients in the engineering, architecture, and environmental consulting fields. Previously, he was president at the consulting firm of ZweigWhite.

David Waddell, CFP, was featured in an article, "Power Players 2010: Who's Who in Memphis Business," that ran in *MBQ: Inside Memphis Business*, a June supplement to *Memphis* magazine. He is president, CEO, and chief investment strategist

at Waddell & Associates Inc. (www.waddellandassociates.com), an investment and financial strategy firm founded in 1985.



2001 10th Reunion

Tom Smith ('89): See Undergrad News.

2002

Sarah Kearns is a business adviser for the Vermont Small Business Development Center, which provides businesses with advising services throughout the state. She was featured in an article, "Business Advice on Offer While Bridge Out," in the July 8 issue of *The Addison Independent*.



Lincoln Armstrong, MBA '93, senior brand manager of marketing at Lego Americas, was the keynote speaker at a Babson Career Affinity Group (CAG) meeting in March. More than 100 members of the Consumer Products and Retail CAG listened as Armstrong discussed the transformation of the family-owned business from an age-old brand into a highly sought-after product in his address, *Innovation in Brand Marketing: The Lego Experience*. The Danish company develops and manufactures interlocking play building pieces. The founder's son, Godtfred Kirk Christiansen, was inducted into Babson's Academy of Distinguished Entrepreneurs in 1986.

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dent. Sarah is consulting with Addison County businesses that have been adversely affected by the 2009 closing of the Champlain Bridge, which connected the area to New York State.

Jonathan Maietta is a senior analyst, enterprise software in the Boston office of Needham & Co. LLC, a full-service investment bank headquartered in New York City. He was ranked among the top five analysts in the software category in *Financial Times* and StarMine's 2010 annual analyst survey. StarMine is a provider of objective ratings of securities



Kevin Coleman, MBA '96, has been named an Ernst & Young Entrepreneur of the Year finalist for the metropolitan New York area. He founded Coleman Research Group Inc. (colemanrg.com) in 2003; the firm provides access to a network of industry experts for institutional investors. Coleman says, "The idea came from my discovery of a critical need for investment managers to conduct due diligence with experts in an organized and efficient manner. At Babson, I learned the value of starting a business in an industry where you have experience and the value of understanding the needs of your customers." He can be contacted at kevin@colemanrg.com.

Greg Cohen, MBA '99, is the author of *Agile Excellence*



for Product Managers: A Guide to Creating Winning Products with Agile Development Teams (agile-excellence.com). He e-mails, "The book is for software product managers who want to learn how to work with Agile development teams and leverage the Agile method for product success. The book has received strong reviews and is selling well. I consult with venture

startups and large companies on product management issues, including Agile development, road mapping, feature prioritization, product life-cycle process, and product management assessment." A 15-year product management veteran and former president of Silicon Valley Product Management Association, Cohen is a senior principal consultant at 280 Group.

analysts. Jonathan joined Needham & Co. in 2003.

Mike Ward has been named an assistant baseball coach at Salem State University in Salem, Mass. He was head baseball coach at Salem High School from 2003 to 2008 and guided the team to three Northeastern Conference South championships.

2003

Kemo Ceesay is senior business and customer services analyst at Roxbury Technology Corp. in Boston. He was quoted in an article, "Acting Local, Thinking Global: Roxbury Technology CEO Beth Williams Is Providing Living Proof that Keeping Manufacturing Jobs in the Inner City Helps the Community in Profound Ways," in the July 8 issue of *The Bay State Banner*. The company recycles and remanufactures printer cartridges for ink-jet and laser printers, fax machines, and other devices. He says the company is "a for-profit business that acts like a nonprofit."

Marc Drucker founded Newlogic Inc. (newlogicusa.com) in 2003; the company completed a study on the science of creativity and innova-

tion in August. He e-mails, "Neuroscience, social anthropology, and psychology have made significant contributions to the understanding of how the mind, the individual, and groups create. Newlogic utilizes this knowledge to reveal how breakthroughs are achieved through the interaction of brain functions, work processes, and group behaviors. Combining this scientific insight with our consulting experience resulted in a first-of-its-kind, neuroscience-based innovation process we call Creative Synergistics. Newlogic uses Creative Synergistics as a consulting methodology to improve the innovation performance of our team and clients."

2005

Joanna (Musante) Adams owns a Snaggle Foot Dog Walks and Pet Care (snagglefoot-greaternewhaven.com) franchise in Oxford, Conn. The franchise, which she opened in the summer, offers services such as dog walks, boarding and day care, specialty pet care, and backyard cleanup throughout the Greater New Haven area.

David Chen is an executive and



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Andrew Wood, MBA '03 (left), a commander in the Navy, e-mailed in July, "After finishing my second tour in Washington, D.C., I had the opportunity to meet with Admiral Gary Roughead, the chief of naval operations (right). After taking some needed R&R, I will go through Army training at Fort Jackson, S.C., in preparation for an eight-month deployment to Balad, Iraq, in September to support the Joint Special Operations Task Force."

founder of NextWorth Solutions Inc. (nextworth.com) in Lawrence, Mass. He and the firm were featured in two articles in *The Boston Globe*, "Technology Trade-Ins: Firms Offer a Way to Get Cash for Older Gadgets that Might Otherwise Be Tossed in a Closet—or the Trash," on June 6 and "Keep Gadgets Looking Good to Get the Most from Resale Sites," on June 17. NextWorth helps customers sell, upgrade, and recycle many used consumer electronic devices.

Brian Coyle ('99): See Undergrad News.

Ahmar Zaman has been named a senior research analyst of solar and clean technologies companies at Piper Jaffray, an international



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investment bank headquartered in Minneapolis. He will be based in New York City. Previously, Ahmar was a lead solar and clean technologies analyst at UBS Securities.



2006 5th Reunion

Bob McDonald is marketing director of Babson Executive and Enterprise Education. He e-mails, "**Jonathan Rickert** and I visited **Kumi Bradshaw** in Bermuda in July. Kumi is the valuations director at Asgill Post and an accreditation board member of the Institute of Business Appraisers. His book, *Show Me the Money! Understanding the Value of Your Business*, was published in July. Jonathan lives in Seattle and runs a health benefits startup, Array Health, which makes health benefits affordable for small to medium-sized businesses and gives employees a wide range of health benefit choices rather than a one-size-fits-all plan." Bob's e-mail is rmcdonald1@babson.edu.

2008

Christopher Fuller was married to Catherine Sheffield on June 12 in Kennebunkport, Maine. She is an assistant director of media relations at Emerson College in Boston, and

he is an account executive at Yahoo.

Dave Mesicek and **Rao Naraharasetty** founded Common Soles LLC (commonssoles.com) in Wellesley in 2009. The footwear company has announced Cocos, a new line of women's sandals that are made from locally sourced, sustainable materials. The sandals are manufactured by hand at a small factory in Vijayawada, India, and can be purchased online. Sales of Common Soles footwear generate funding to support community improvement initiatives.

Richard Spurling is president of Aceing Autism (aceingautism.com), a nonprofit organization based in Los Angeles and Boston. He and his wife Shafali Jeste, a child neurologist, were featured in an article, "Shafali Jeste Leads the Way in Understanding Autism," that ran in *India Abroad* on June 18. The couple founded Aceing Autism, which makes the sport of tennis available to children with autism, as a way to enhance health and fitness, hand-eye coordination, motor development, and social skills.

2009

Sasanka Atapattu has become



Christopher Mahoney, MBA '04, e-mails, "Earlier this year, my middle-grade book, *The Incredible Origins of the Onyx Sun* (onyxsun.com), won a *Writer's Digest* award and advanced to the semi-finals of the Amazon Breakthrough Novel Award. This first novel in a series follows the adventures of 11-year-old Zack Goodspeed, who discovers a source of unlimited power called the Onyx Sun. When Zack travels to the moon in a spaceship fueled by the Onyx Sun, a mutiny threatens to turn the power into the most formidable weapon the world has seen." Mahoney can be contacted at christopher@onyxsun.com.

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engaged to marry Lindsay Butler. She works in sales at Bloomberg and is studying interior design at Boston Architectural College, and he is an executive account manager at Glaxo-SmithKline. They plan to marry in March 2011.

2010

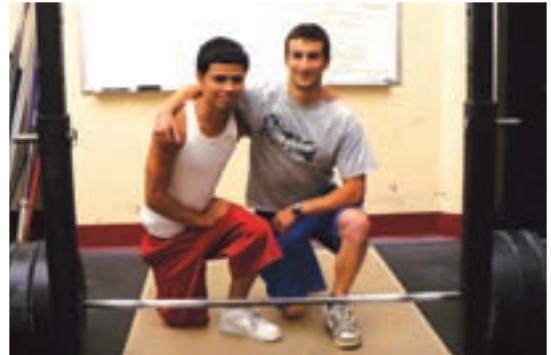
Candice Cabe is the founder of Day2Night Convertible Heels (convertible-heels.com). Her company was chosen as one of 110 startups to have incubator space in MassChallenge's new office in Boston's seaport area, which has been designated an innovation district by the city. Day2Night's footwear has heel attachments of varying heights.

Derek Chapman is manager of portfolio growth initiatives and marketing at Putney Inc. in Portland, Maine. The pharmaceutical company develops generic drugs for pets. He e-mails, "Last summer, I interned at

Jon Feinman, MBA '10, is founder and executive director of InnerCity Weightlifting (www.innercityweightlifting.org), a nonprofit organization that he launched in January. Feinman e-mails, "I'm on the right with one of our students. InnerCity Weightlifting strives to reduce violence and promote professional, personal, and academic achievement among urban youth. Once students join our program, they are lifetime members. I coach

athletes or assist with coaching at all six of our practice locations around Boston. Workouts run from 30 to 120 minutes, but students may stay as

long as they wish. Our partners include the YMCA of Greater Boston, Revolution Fitness, and the Boston Centers for Youth & Families."



Putney, conducting market research with veterinarians and working on the company's portfolio process. My internship ties directly to my current responsibilities. I am thrilled to have found such a great opportunity to be part of a strong entrepreneurial venture, and I credit the Babson community and its relationship with companies like Putney for making the connection for me." Derek can

be contacted at derek.chapman@putneyvet.com.

Matthew Goldfarb has been named a member of the team of the Small Farms Program, which is a part of Cornell University's Cooperative Extension in Ithaca, N.Y. He focuses on dairy and livestock issues and conducts research on small farms. Previously, he was director of The Farm Institute, a teaching farm in Edgartown, Mass.

Jennifer Harber has been named executive director of The Bridge Center in Bridgewater, Mass. The nonprofit recreation center serves children with developmental, physical, and emotional disabilities. Previously, she was program director of the YouthCare program at Massachusetts General Hospital.

Lindsey Shinnors has been promoted to head of marketing at ProfitKey International in Salem, N.H. Previously, she was a marketing strategy consultant. The firm offers solutions to improve the way small to mid-sized manufacturing companies do business.



Bryan Sheehan, MBA '05, is founder and president of SymbioSus Sustainability Consulting Inc. (symbiosus.com) in Southboro, Mass. He e-mails, "SymbioSus helps small to medium-sized businesses profitably integrate sustainability strategies and actions into their core business operations. Large businesses have the internal resources to integrate sustainability or the resources necessary to bring in consulting firms. Small to medium-sized businesses—the vast majority of U.S. companies—risk being left behind. We help them understand sustainability and why it is critical, assess their environmental

footprint, develop and implement sustainability action plans, and measure and report the results." Sheehan has a master's degree in sustainable business management and 10 years of involvement in the business sustainability arena. He can be contacted at bsheehan@symbiosus.com.



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In Memoriam

Associate Professor Jeffery Ellis of Dover, Mass., died on Aug. 9. He joined the Management Division of Babson College in 1985 and taught until 2009. He earned a bachelor's degree from Nottingham University, a master's from Salford University, and a PhD from Cranfield University, all in England. A consultant and prolific author and contributor to many publications and academic journals, he also wrote *Managing Strategy in the Real World* (1988), a textbook analyzing strategic decisions at major corporations. He held the Ralph Z. Sorenson Term Chair from 1991 to 1996 and was academic director of the One-Year MBA program from 1998 to 2001. As coordinator of the strategy faculty group from 2001 to 2005, he proposed and popularized the undergraduate Strategic Management concentration. Professor Ellis served on the board of the Society of Competitive Intelligence Professionals (now Strategic and Competitive Intelligence Professionals) from 1992 to 1995. In 2007, the North American Case Research Association gave him the Curtis E. Tate Jr. Award, which recognizes the best case published in *Case Research Journal* in the previous year. He leaves his wife Susan Ellis, CAM '02.

Harry Mulholland '46 of Easton, Md., died on May 23. He owned Mulholland Harper Co., a sign manufacturing company that he moved to Denton from Philadelphia in 1962.

Richard Hansen '48 of Venice, Fla., formerly of Sudbury, Mass., died on June 24. He was a veteran of the Navy. He worked in regional sales in the Boston area for W.E. Andrews Co. for 33 years. His brother Robert Hansen '48 predeceased him.

Charles Butler '49 of The Villages, Fla., and Yarmouth Port, Mass., died on May 31. He served in the Coast Guard during World War II and the Korean War. After working at Time Inc. for 20 years, he retired as vice president for sales in 1987.

Howard Hall '49 of Eastham, Mass., died on July 26. He served in the Army during World War II. He owned and

managed Southfleet Restaurant (now Van Rensselaer's) and Motor Inn in South Wellfleet until he retired in 1982. He leaves his nephew John Burke '71.

Robert Smith '49 of Madison, N.J., formerly of Point Pleasant, died on June 29. He served as a Navy Seabee during World War II. He worked for his family's business, Newark Special Tool Co., a tool and die maker.

Donald Eaton '50 of Simsbury, Conn., died on May 27. He served in the Army during World War II. A chartered property casualty underwriter, he worked for insurance companies.

Thomas Gagner '51 of South Burlington, Vt., died on June 24. He retired in 1996 as president, CEO, and chairman of the board of Grange Mutual Casualty Co. in Columbus, Ohio.

Rowe Hoffman '51 of Weekapaug, R.I., formerly of Cincinnati, died on July 3. He served in the Army during the Korean War. In 1957, he purchased Kett Tool Co., a manufacturer of professional sheet-metal cutting tools, in Cincinnati. He leaves his nephew Kyle Brooks '85.

Donald Silk '55 of Huntington Beach, Calif., died on April 5.

Allen Smith '57 of Springfield, Mass., died on July 26. He was the retired CEO of Holyoke Valve & Hydrant Co.

Mitchell Leven '58 of Wakefield, Mass., formerly of Brookline, died on April 27.

George Dates '60 of Port Charlotte, Fla., died on June 20. He served in the New Jersey National Guard. He was a trust officer and vice president at Newton [N.J.] Trust Bank before working in real estate and tax preparation.

Peter Fenton '61 of Williams-

burg, Va., formerly of Madison, N.J., died on June 15. Before he retired in 1999, he had been the executive officer at the Morris County [N.J.] Board of Realtors for 18 years.

Richard Joseph '65 of Augusta, Maine, died on July 8. He was retired from a career in hotel management.

Richard Casey '69 of Quincy, Mass., died on July 20. He was assistant vice president, trust division at the Bank of New England.

John Ostalkiewicz '73 of Windermere, Fla., died on May 25. A Republican state senator from 1995 to 1998, he resigned to run for mayor of Orange County. He was president of Ostalkiewicz Diamond Importers.

Miriam Rouhow, MBA '73, of Bourne, Mass., died on May 26. She worked for the Army and the Federal Aviation Administration.

Robert Lawson, MBA '76, of Framingham, Mass., died on July 22. He served in the Air Force for four years. He was an electrical engineer at Raytheon Co. for 23 years.

James Holleran '81 of Norwell, Mass., died on June 26. He was CFO at Milton Hospital.

Craig Davignon, MBA '91, of Boston died on July 14. He was general manager and co-owner of The Rattlesnake Bar and Grill in Boston and other restaurants.

Suhaila Meghani '04 of Dallas died on May 10. She had been a consultant at BearingPoint Inc. in Dallas since 2006.