Driving A Mission
Alumni turn business savvy toward the social good
Brothers in Arms

Pete and Andrew Frates ’10 have a common foe: A gifted athlete who played baseball in college and semi-pro thereafter, Pete was diagnosed with ALS (amyotrophic lateral sclerosis) in 2012, at age 27. Commonly known as Lou Gehrig’s disease, the progressive neurological disorder has no cure or effective treatment. “But our family wasn’t about to accept the status quo,” says Andrew, pictured on right. “Pete told us to strap up our boots and get to work.”

They seized the moment when word of the Ice Bucket Challenge—a 24-hour window to douse yourself with frigid water or donate $100 to the ALS Association—arrived from friends in New York. “Pete leveraged his network to make it go viral and now it has taken on a life of its own,” Andrew says of the challenge, which swept through social media this summer. “Our goal is for the momentum to generate real action and change the course of the disease.”

Learn more at als.org.

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Ah, millennials. We can applaud their ingenuity (Instagram, blogging, the Ice Bucket Challenge) or bemoan their disinterest in boomer life markers (marriage, home ownership, golf) — but there is no denying their impact on American society and beyond. This issue of Observer gives props to the generation’s widely reported pursuit of careers that advance the social good. Many of our featured alumni apply their business skills at nonprofits and companies with longstanding corporate social responsibility programs. Others, like Tom D’Eri ’11, add an entrepreneurial twist: the social issue recast as business challenge.

For Tom, the galvanizing metric was an unemployment rate of 80 to 90 percent among adults with autism. He and his father spun their family’s personal experience with the disorder into a company that is profitable, yes, but so much more. Our cover story starts on page 26.

Of course previous generations have their own bona fides in bootstrapping social change. In “Civic Lessons,” we catch up with five alumni who were fixtures in Bentley service-learning programs during their student days. The group includes Matt Simmonds ’96, who has aimed the tech company he founded at collecting data to address homelessness.

Those born after 1995 seem similarly inclined toward building skills while upholding values. Consider undergraduates in the Bentley course Sport Event Management, whose path to learning has aimed the tech company he founded at collecting data to address homelessness.

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NEW MAJORS ADVANCE SEARCH FOR TALENT

Most colleges reserve the term “market demand” for business courses. Here the phrase takes a different turn, informing two new majors — Professional Sales and Creative Industries — that answer employers’ call for skilled professionals.

The move marks Bentley as the only major university in the northeastern U.S. with an undergraduate major in Professional Sales. An unusual collaboration gives both programs a distinctive edge. In developing the majors, which launched this fall, faculty had significant input from Career Services and corporate partners.

“Executives at EMC were very interested in recruiting Bentley talent into their sales development program, but there were gaps in terms of Management and Marketing majors applying for sales positions,” explains Susan Brennan, executive director of corporate relations and career services. Between June 2013 and June 2014, Bentley listed some 670 full-time posts or internships available in sales and business development.

Brennan, who sits alongside faculty on Bentley’s Undergraduate Curriculum Policy Committee, supported the case for a sales curriculum that would help prepare students to fill these jobs. She and faculty members — including department chairs Duncan Spelman (Management) and Andy Ayleworth (Marketing) — rapped a group of corporate partners for input; more than 30 sales executives discussed career paths.

“The entire group was supportive and interested in getting more involved students and offer internships,” says James Pouliopoulos, lecturer in marketing and director of the Professional Sales program.

The backing echoes findings of research that Bentley commissioned to assess millennials’ readiness for the modern workplace. A majority of survey respondents, who included academic and corporate leaders, urged greater collaboration between business and higher education, particularly around curriculum development.

“It’s very market driven but also very much a legitimate academic function with faculty resources aligned,” Brennan says of Professional Sales. “That combination is what will make the program successful for both employers and graduates.”

The same kind of collaboration — among career services, faculty, alumni and corporate partners — informed the Creative Industries major. Program coordinators are Jennifer Gillan, professor of English and media studies, and Simon Moore.

“Several of our alumni working in the creative sector report its very rapid growth driven by the information revolution,” says Moore, associate professor of information design and corporate communication. “That revolution has changed audience expectations.”

Consumers of television, film and video want to be engaged in ever-more creative ways, adds Wiley Davi, associate professor and chair of the English and Media Studies Department. “That requires people with a good mix of creative and business skills who understand what the organization needs, how it works, and what their key audiences want — and who can imagine routes to vivid engagement.”

Career prospects in creative industries are strong and diverse, as emerging technology expands creative content and promotion across platforms and devices. Social media strategy, sports and entertainment public relations, entertainment news media, game creation and web design are among the options.

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Proof Points

The numbers speak for themselves when it comes to market demand. Reports by the United Nations and U.S. government, among others, point to boom times for creative industries.

“This is a global opportunity for Bentley students,” says Moore, citing a 2013 report by the U.N. Conference on Trade and Development, which put world trade of creative goods and services at $624 billion in 2011. Similarly, the U.S. Bureau of Labor Statistics forecasts significant growth in sales career positions through 2020, across a variety of industries. According to a study by ManpowerGroup, sales was a top area for shortages of talent from 2006 to 2012.

Even though sales is a common career entry point for students who majored in a variety of disciplines — including general business, economics, finance, human resources, international business, management, management information systems, and marketing — talented people are hard to find.

“Employers report they would prefer to hire university graduates who demonstrate a specific interest in a sales career,” Brennan notes. “But policy issues — including changes to curriculum and majors — are going to impact what we’re doing in career services.”

As the fall semester ramps up, Brennan looks forward to more work with the Curriculum Policy Committee.

“When I tell colleagues at other schools about having a seat at the table with faculty, I realize it’s quite uncommon,” she explains. “But policy issues — including changes to curriculum and majors — are going to impact what we’re doing in career services.

“Aligning curriculum with market demand makes a lot of sense for higher education. It’s what will make our graduates’ skills that much more relevant to potential employers.”

Kristen L. Walsh
EXECUTIVE EDUCATION SERVES TIME-STARVED, KNOWLEDGE-HUNGRY PROFESSIONALS

This spring, the Financial Times website heralded the “revival of executive education.” The report cited increased demand for short courses in management and other areas at business schools in the U.S. and abroad, as company spending on employee short courses in management and other areas at business schools of executive education.” The report cited increased demand for Financial Times This spring, the website heralded the “revival of executive education.” The report cited increased demand for short courses in management and other areas at business schools in the U.S. and abroad, as company spending on employee short courses in management and other areas at business schools of executive education.” The report cited increased demand for Financial Times

KNOWLEDGE-HUNGRY PROFESSIONALS

The condensed format was a plus for Mary Jane McCraven, MBA program manager. “They have business experience, but not an academic business background. Our program provides the business fundamentals they lack, so they can be more effective managers and well positioned for future promotions.”

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A heavy weighting on business strategy drives the program’s appeal to mid-level and senior managers.

LEARN MORE: bentley.edu/execed

ON CAMPUS

SUBJECT: JANE ELLIS IS RETIRING!

Thursday, June 19, 2014, 1:57:41 PM
From: Roy (Chips) Wiggins III
To: Faculty & Staff DL
After considerable procrastination, a period of intense denial, and several failed attempts at persuasion and bribery, I am ready, but not happy, to inform you that a true Bentley icon is retiring. Associate Dean Jane Ellis is relinquishing operational duties in the Office of Academic Services, effective June 30, after some 25 years of dedicated service.

As chair of the Academic Performance Committee, Jane manages and implements committee decisions on student academic restrictions or suspensions. This arduous task often requires appeal letters, anxious students and parents, and making decisions that are not necessarily received in a positive manner. It is within this environment that Jane truly shines. She is honest, direct, caring and respectful in her dealings with all. Countless students have acknowledged Jane’s good nature and her influence in helping them achieve their goals. … I know you will want to join me and all of the Dean’s Council in sincerely thanking Jane for her contributions to Bentley.

Re: Jane Ellis is Retiring!

From: Michael O’Halloran, Senior Lecturer in Management
She touched many and made a difference!

From: Titilola Adewale, Director, Center for International Students and Scholars
I concur. Jane’s caring, friendly and selfless. I have been at Bentley for about three months. Jane reached out to me as soon as I arrived, introduced me to her home, the area and many on campus with the goal of integrating me to the Bentley community.

From: Barbara Paul-Emile, Professor of English
Jane Ellis is, indeed, an icon! Her kindness, her generosity and her professionalism are legendary. There is no counting the number of lives she has touched and improved and the ways she has made Bentley a better place. Knowing and working with Jane has been a great privilege. She was a guide to early Paul-Emile from Port-au-Prince, Haiti, who because of her early encouragement went on to complete his degree work at another institution of higher education.

From: Tim Anderson, Professor of Sociology
Whenever a colleague, faculty, staff or administrator, young or old, had a question regarding a student issue, I have always had the same answer: “Just ask Jane!”

From: Olga Erhemjants, Associate Professor of Finance
Jane is exceptional because she truly cares about students. We will miss you, Jane!

"Reply all" responses to a general-announcement email are generally annoying, embarrassing or otherwise cringe-inducing. But at Bentley this summer, the replies delivered an electronic group hug for a soon-to-retire colleague. Here are excerpts from the original message and the spontaneous tributes it inspired.
Going the Distance

Students in a Bentley course offered last spring faced the typical array of required readings, class discussions, papers and exams. Oh, and they had to run a 5K.

“Run” as in plan and orchestrate an event to raise money for a cause. The inaugural “5 for the Fight” race, held on campus last April, collected nearly $900 for the American Cancer Society/Relay for Life at Bentley. “It’s a practical-application course in sport event management, but can apply to any type of event,” says William Gillespie, adjunct assistant professor of management. “I really leave it in the students’ hands to figure out what they can and can’t accomplish. They use the campus as a learning tool for reaching out and getting people involved.”

After agreeing on a type of event and a charity, students in the course joined one of three departments: marketing and registration, sponsorship and budgeting, or operations.

“We had to decide what we wanted to be most heavily involved in,” explains Management major Tyler Ash ’15, who served on the sponsorship and budgeting team. “Then we set our goals: This is the team effort we want to work on. Then we set our goals: This is the type of event and the charity, the students formed teams.”

Team Effort
Working with Bentley staff and student organizations proved critical for marketing and registration team member Mikaela Gillick ’15. She reached out to Student Affairs to reserve outdoor space, and Student Affairs helped set up online registration. In addition to using social media for marketing, Gillick partnered with the student organization Colleges Against Cancer (she is the group’s VP) to coordinate a bake sale and email blast. “When I posted about the race, I heard from an alumnus [Chris Wheeler ’94] who runs a website called Dedicating Dollars, which organizes fundraisers,” Ash says. “He allowed us to use it at a discounted rate as a platform to collect donations from people who couldn’t attend but wanted to be involved.”

Sharing the right information at the right time was a key challenge. “During class we presented updates on work completed and tasks that still needed to be done,” says Gillick, who is majoring in Marketing. “We learned how we could work better together, and recognized which departments needed more help.”

“We found out the hard way that communication is important,” adds Ash. “People from different departments were working on the same thing for different reasons. But ultimately it got better.”

Jumping Hurdles
Learning to improve is par for the course in event management, says Gillespie, who runs a sports consulting business. “There’s always damage control and fixing problems on the fly. We can talk in class theoretically, but when you’re out there trying to put something together, it doesn’t always run the way it’s supposed to. This is something students had to deal with.”

For example, operations team member Angela Vassalotti ‘16 developed Plan B when arrangements for a food truck fell through just a week before the event. “It was a struggle not knowing whether we could find someone else and get approval to have them on campus,” says the Marketing major, whose team was able to line up a popcorn machine and ice cream truck. And lesson learned. “Events don’t come together as easily as you think they will, especially when it comes to the very end. You don’t know what can happen.”

On Course
Race day arrived with what three-season runner Gillick calls “perfect weather” for putting foot to pavement: sunny and breezy. Students reached their participation goal of 100 runners, and were happy to learn that their work will serve as a foundation for the future.

“It’s nice that the event will continue,” says Ash. “We were able to utilize traditional classroom experience with a hands-on opportunity that could become a legacy for people to learn from.”

Gillespie seconds the enthusiasm. “You may think of a 5K as a bunch of people showing up, running and going home. But students worked for three months, right up until the end. And next year it will be even bigger.”

Kristen L. Walsh
Listen & Learn

Jonathan White calls hunger in the United States an invisible epidemic. His research on the subject includes interviews with 54 Americans who battle undernutrition as a result of poverty, a survey of over 200 college students to assess their awareness of the issue and their beliefs about those who are hungry, and an intensive literature review of national and regional data. White tackles the issue in his forthcoming book, Hungry to Be Heard: Voices From A Malnourished America.

What qualifies hunger as an “epidemic”? It is widespread, it has increased greatly over the past 35 years, and it affects tens of millions of people. The U.S. Department of Agriculture reported nearly 49 million Americans living in households struggling against hunger in 2012. Hunger is a social problem because it exists in the most food-secure, abundant nation in the history of the world, where policy and systems of inequality leave the poorest 15 percent of Americans without adequate means to feed themselves.

Tell us about the first-person accounts that are part of your research.

I conducted 54 intensive interviews with people across the demographics of age, race and sex. They live in urban, rural and suburban areas in 18 states across the country. I learned there’s no single way that people come to find themselves hungry. Some are born into it; most have an epiphany. This really struck me.

Other surprises?

My survey of more than 200 students in the Boston area shows that 75 percent are uninformed about the levels of hunger in the U.S. There is a major disconnect between what average Americans think they know about hunger and the empirical data. For instance, more than 85 percent of those surveyed either agree or strongly agree that there are less than 5 million hungry Americans, when the actual number is nearly 49 million. The vast majority of those surveyed indicate that children account for less than 3 percent of the total hungry population when, in fact, they make up about 22 percent.

I’m interested in knowing how such a wide knowledge gap developed and how this lack of understanding perpetuates the problems of poverty and hunger in our nation. In other words, if Americans knew more about hunger — who is hungry, how many people are hungry, the multifaceted and complex reasons for their hunger, and the deep connections to poverty and policy — would they demand action and an end to this social problem?

How will your book add to existing literature and bring us closer to solutions?

The book creates a three-way “conversation” among the data and facts about who is hungry, the interviews of people experiencing hunger, and the college students surveyed about their knowledge of the issue. It presents a platform to raise awareness, to challenge people to think differently about themselves in relation to those who are struggling, and to come together in addressing the issue.

Since hunger exists due to a variety of policy, wage, nutritional and social safety net factors, the solutions lie largely in these areas. In short, we need to create better situations for families: higher minimum wages, cheaper access to health care, lower tax rates for the poor and working class, and better funding of supplemental housing and food assistance programs. Implementing K-12 curriculum about the social outcomes of inequality is crucial for imparting knowledge and planting the seeds of change.

How does the scholarship fit into your personal and professional goals?

My research on baseline morality issues keeps me impassioned, particularly because of their urgency and the fact that we’re not stepping up as a nation. It informs my teaching and the work I do at the Service-Learning Center. I made a decision early in my career to become an applied sociologist, to learn as much as I can about social issues and then to bring them to as many people as I possibly can. Ultimately, we need a force of people to come together collectively to put their minds, energies and talents toward creating solutions. Millennials’ sense of where we are as a nation and where the world is heading makes me hopeful. This generation has the power and skills to correct many injustices, and I believe they will.

Kristen L. Walsh talked with Jonathan White for Observer.

Voice of Experience

First-person interviews inform Jonathan White’s research on hunger in America.

“So often, it gets cold around here and I just can’t turn the heat up anymore. If I get bigger heat bills, that just means less food the next month and so the choice just wears on me. Can we make it through the night and kind of wait out the cold or should I turn up the heat and know what that will mean later on down the line — that we’ll have to scrimp on food? Killer choice, I’ll tell you, but that’s just the reality of it all.”

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FRANK, 37

“When it gets real bad, it’s not just me that has to not eat. I remember once when we had to kind of ration which of the children would get fed which meal. It was the most agonizing decision I ever had to make. ... I pray God I never need to do that again. Imagine choosing which of your kids to feed right [for] this meal.”

JULIE, 29

“Mommy says dinner is just like you and you have to realize that being hungry doesn’t make you different or bad and just because someone’s in that situation doesn’t mean you can tease them or beat them up. ... Just please be nicer and maybe even try to help sometimes.”

DAVID, 11

“Hungry people are just like you and you have to realize that being hungry doesn’t make you different or bad and just because someone’s in that situation doesn’t mean you can tease them or beat them up. ... Just please be nicer and maybe even try to help sometimes.”

DAVID, 11

“There’s no one way to describe what hunger feels like. Sometimes it’s cold in your stomach every few seconds. Sometimes it hits you like the worst cramp, like the worst cramp. Sometimes you don’t even feel it, but you’re just tired or have a headache or no energy or you’re cranky. ... Sometimes it’s like there’s a snake twisting and turning in your stomach and it just hurts. But it always, always, is something that changes who you are and how you go about your day.”

LISA, 34

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LISA, 34
LESSON ONE
LIVE YOUR VALUES
CAMILLE FORDE ’09, MSA ’10

Northeast Corporate Responsibility Leader, PricewaterhouseCoopers
BS in Corporate Finance and Accounting; MS in Accountancy

Contributions to society are often described as giving back. I like to think of it as giving forward. During my years at Bentley, I had opportunities to give forward through initiatives such as the English Language Learners program and local after-school programs. While I had engaged in civic and community programs during high school, this was different. Service–learning is about making a deliberate choice to integrate work and community engagement. My career path mirrors this sentiment. I started my career in audit, and in 2013 I had the opportunity to transfer my passion for service and connectivity into a career. Currently, I lead the corporate responsibility (CR) efforts for the Northeast market at PwC. I contribute to the design and implementation of our CR strategy, connect colleagues to areas of service that they are passionate about, and drive participation and awareness of Earn Your Future, PwC’s five-year commitment to youth education and financial literacy. Since last July, partners and staff in the Northeast contributed over 20,000 hours to PwC’s Earn Your Future, through personal volunteering and firm-sponsored initiatives.

Much like service–learning, corporate responsibility is not a stand-alone, check-the-box initiative. Each of us has the opportunity to leverage our skills and live our values every day.

LESSON TWO
FAMILY MATTERS
JAY GARNEAU ’09

Environmental Scientist – Air Measurement Systems, TRC Environmental
BS in Corporate Finance and Accounting

Working in Ghana opened up a whole new spectrum on life for me, and what it meant to be living. When I graduated and got back into the swing of things in the States, the economy was in the toilet. I tried really hard to get any respectable job back in the Boston area. But for some reason, I never got that job I assumed I would when I was just finishing school. This was a really confusing part of my life: Everything I strived for in college wasn’t happening. I really felt lost and, at times, wished I was back in Ghana where things were more simple.

After four or five months, I realized I wanted to be around my sisters, both of whom live in Denver. One thing I learned from the people I met in Ghana was that family is really important. They are the only ones that will be by your side when you need them — and at that point in life I needed them. I moved to Denver about...
LESSON THREE
APPLY METRICS
MATTHEW SIMMONDS ’96

President, Simtech Solutions
BS in Finance and Environmental Sciences

After graduating, I spent two years attempting to achieve happiness as a cube farm dweller in corporate America. It wasn’t for me, so I hung out on my own shingle and started Simtech Solutions. Initially we were a traditional tech company focused on building systems for banks and leasing institutions. That changed after several conversations with one of my best friends, John “Yaz” Yazwinski (Class of 1996 and fellow BSLC alumnus). He remarked on the sheer number of homeless clients showing up at Father Bill’s Place, a shelter in Quincy, Mass., where he is the executive director. Guests were sleeping on cots in the dining area and the building was regularly reaching its legal occupancy limits. The challenge was on. Could Simtech apply lessons learned from the world of finance, as well as our existing technical infrastructure, to help stem the tide?

After bootstrapping the development of a data warehouse, we ran the numbers and found that less than one-third of shelter guests were consuming half the shelter resources. Of these, several had disabling conditions that hindered their ability to maintain housing. Using real data to illustrate the high use of shelter and medical services by these “chronically homeless” individuals helped demonstrate the significant return on investment to be gained from providing them with more permanent housing. This research helped clear the way for the federal funding and local zoning approval needed to redevelop a 12-unit building near the Quincy shipyard. In 2005, 12 chronically homeless women received keys to their own units within the Claremont House.

The community saved an estimated $60,000 in medical costs alone in just the first year. This and other housing projects that followed contributed to a 76 percent drop in chronic homelessness in Quincy from 2004 to 2014. Today, our data management and reporting solutions are in use by cities such as Boston, San Francisco and Philadelphia to meet federal reporting requirements while helping them more effectively address the issue of homelessness. In addition, the federal Department of Housing and Urban Development has licensed our Point in Time Counting Tool app. It can be downloaded for free and is being used to help quantify the extent of homelessness in the U.S.

Most recently, we were selected to develop the technical infrastructure to support the pledge by Mayor Marty Walsh to end veteran homelessness in Boston by 2015. The project involves working with community nonprofits such as Pine Street Inn to find more than 400 veterans a place to call their own. Service-learning showed me how rewarding it can be to help others and taught me about project management in the process. My finance courses also provided critical background, as we developed the technical framework for a new approach to ending homelessness in the United States. The Bentley experience helped me craft a fulfilling career and I’m grateful for the opportunities that have resulted.

LESSON FOUR
LEAD FROM STRENGTH
JACKY YEN ’13

Employment Specialist, Father Bills & MainSpring
BS in Management and Nonprofit Organizations

In college, I always told friends that I had the best job in the world: getting paid to design, execute and maintain supportive programs for my local community. My various roles as a project manager for BSLC gave me the opportunity to lead with my business mind, but to act with my conscience and heart. Upon my graduation, it was only natural that I was drawn to and accepted a full-time position at Father Bill’s & MainSpring. It is an innovative local nonprofit with a genuine mission, and a BSLC alumnus as CEO [John Yazwinski ’96].

Working for Father Bill’s & MainSpring has been just as rewarding as working for the BSLC. Every day, I get to utilize my business background to formulate sustainable solutions for the homeless of the South Shore area, a population I am truly passionate about. In June, I developed a 25-hour life-skills program for at-risk homeless individuals. The foundation of my programming was the curriculum of two very strong BSLC programs: America Clicks! and the Prism Project.

To put it simply, I love my work — the people I work with, and the people I work for. Although my employer has changed, I still tell my friends that I have the best job in the world.

LESSON FIVE
MIND THE GAP
DOMINIC BASILE-VAUGHAN ’04

Founding Academic Dean, Achievement First Summit Middle School
BS in Computer Information Systems and Psychology

During my freshman year at Bentley, I became involved with BSLC through a friend who was a service-learning scholarship student, Abbey Flanagan.

We partnered with the assistant principal at Waltham’s MacArthur Elementary School, Diane Fisher, to build a computer lab for students and staff, using computers that Bentley was phasing out. We staffed the lab and provided support to teachers and students who came to use it. Over the course of my four years at Bentley, we were able to provide computer labs and technical support to three other elementary schools. We also started America Clicks!, a technology-enrichment tutoring program that paired upper elementary students with a Bentley service-learning tutor. Together, these partnerships would work on enhancing students’ curriculum projects with technology.

The opportunity to serve in multiple Waltham public schools was integral to my decision to pursue a career in education. Upon graduating from Bentley, I served for two years in Chicago as part of the Inner-City Teaching Corps, where I taught sixth grade at St. Pius V School in the Pilsen neighborhood. I stayed in Chicago until 2007 and then moved to Connecticut to teach with Achievement First (AF), a charter school management organization whose mission is to provide all children with the academic and character skills they will need to graduate from top colleges, succeed in a competitive world, and serve as the next generation of leaders in our communities.

The achievement gap is one of the major civil rights issues of our time. The disparity in children’s skills based on socioeconomic level can be closed with dedicated people and innovative thinking. Achievement First and the education reform movement is seeking to do just that.

At AF, I have taught fifth and sixth grade (and named my advisory class Bentley College), helped found Achievement First Hartford Academy Middle School in 2008, and served as academic dean at both AFHA and Elm City College Prep Middle School. This fall, I am working to found another middle school in Hartford, AF Summit. None of this would have been possible if I had not had the opportunity to serve at MacArthur Elementary through Bentley’s Service-Learning Center. I am incredibly grateful that service-learning opened the door to such a rewarding career and the chance to work with so many amazing children and their families, teachers, and leaders.

CLOCKWISE FROM TOP RIGHT: Jay Garneau ’09 (right) recently climbed Colorado’s tallest mountain with Jeff Gumaer ’09; Matt Simmonds ’96 of Simtech Solutions; a photo from the June 2014 Bentley-sponsored trip to Ghana; Carroll Forte ’09, MSA ’10 helps lead corporate responsibility initiatives at PwC; Jacky Yen ’13 with Father Bill’s & MainSpring CEO John Yazwinski ’96; Dominic Basile-Vaughan ’04 at his senior-year induction into the Falcon Society, with BSLC stalwarts Franklyn Salimbene and Jeannette Macclennan.
Get Tough, Dig Lavender

Volleyball head coach SANDY HOFFMAN has mastered the art of tough love. Since beginning her Bentley career in 1982, she has led the team with a balance of rigor and compassion.

Hoffman's two-prong approach has brought honors that include nine Northeast-10 Conference regular season championships, 11 NCAA Division II tournament berths, and a spot in the American Volleyball Coaches Association Hall of Fame. Moreover, Hoffman and her players form a vibrant extended family. Her coaching philosophy is embodied in two words: Get tough.

“Our players have to transition from ‘girls volleyball’ in high school to ‘women’s volleyball’ in college,” she explains. “They need to grow up fast, develop a thick skin, and really work hard.”

The “get tough” mantra has taken on special meaning since November 2012. Hoffman developed a rare form of cancer known as adrenal cortical carcinoma, and faced the mental and physical toll that comes with such a diagnosis. Despite frequent treatments, the coach still attended most games, practices and special events with her team.

“When I’m with the team at Bentley,” she says, “I don’t feel like I’m a cancer patient.”

Current and former players have stood tough with their coach and mentor. Kristine Mickelson ’10 (far right) launched a fundraising drive — Rallying for Sandy — on the website youcaring.com. After several months of gathering donations, the alumna hosted a surprise party and presented Hoffman with more than $16,000 to help defray medical expenses.

That first initiative grew into a larger campaign to raise money for adrenal cortical carcinoma research. The name, Dig Lavender, couples the volleyball defensive move with the color that signifies all forms of rare cancer. The team hosts games throughout the season where players earn donations for every dig completed.

“Our Dig Lavender events have spread like wildfire,” says current team captain Alex Tator ’15 (center). “Many teams in the Northeast-10 Conference participate. These events are a perfect example of the close-knit volleyball community. We can be extreme opponents at many points, but we also know how to come together and support worthy causes.”

Last season, the team enlisted support from the entire student body. With the help of the Colleges Against Cancer organization, they facilitated a college-wide tournament whose winners played the varsity team in a final game. All tournament entry fees went to adrenal cortical cancer research at Dana Farber and Brigham and Women’s hospitals.

Tator and her fellow captains, Lauren Colasanti ’15 (left) and Simone Silvera ’15, are planning more large fundraisers for the coming season.

“We’ve been through a tough year or two with our team, but supporting this cause has brought us closer together,” says Colasanti.

Hoffman is humbled by the support — and inspired by student athletes’ commitment to giving back. Volunteering, she says, “exposes them to a new awareness that they may have never experienced otherwise. I think it makes them cherish the relationships they have with their friends and family, and appreciate all that they have going for them.”

Allyson Manchester [Editor’s Note: Sandy Hoffman began a medical leave in late August.]
The Story Behind the Building: MILLER HALL

Since opening in 1979, the building now known as Miller Hall has been home to thousands of Bentley students. Beyond bricks and mortar, the dormitory holds an important place in school history because of its namesake: Nathan R. Miller ’54. The alumnus, who died last year at age 93, was one of the most successful graduates from Bentley’s early years and a gentleman who embodied the values that have long distinguished the institution.

Nathan Miller grew up in modest circumstances on Boston’s Beacon Hill. Like many others of his generation, he attended evening classes while working full time and raising a family. After graduating from the Bentley School in 1954, he opened a small accounting practice — but soon saw the advantages of investing in real estate. He began buying rental and commercial properties around the city, concentrating on his old home of Beacon Hill and nearby neighborhoods. Property in those areas, he believed, would become especially valuable.

Time, of course, proved Miller right. His business grew steadily, and Nathan R. Miller Properties would come to include some of the most prestigious residential and business addresses in Boston. His investments helped transform the city’s moribund commercial district into a vital and influential financial center. From the 1950s on, Miller was one of the most respected and well-known executives in Boston.

Throughout his life, Miller remembered the lessons he learned at Bentley and kept the school close to his heart. His commitments included serving on the Board of Trustees from 2005 until his death, establishing two endowed scholarships, and supporting a variety of initiatives. In recognition of his distinguished career and generous, steadfast support, the four-story, 50,000-square-foot Miller Hall was named for him in 1997.

Perhaps of greatest consequence, his philanthropy made possible an essential part of the campus master plan in 2003. He funded construction of a parking deck behind Miller Hall, which solved a serious parking issue and allowed an existing lot to be transformed into the highly popular green space located at the heart of campus. Miller’s accolades include a Distinguished Alumni Award (1996) and an honorary Doctor of Commercial Science degree (2000). “Bentley and I started out the same way, with plans to be the best,” he said upon receiving the former. “We’ve both achieved our goals. The education I received helped me so much more with my life than I imagined in those early days. It’s wonderful to be able to help give other students a similar chance.”

Nathan Miller ’54 and his wife, Lillian, rank among Bentley’s greatest benefactors.
SITTING DOWN RECENTLY WITH BOB WEAFER ’68, MSF ’81 AND EMILY WILLIAMS ’14 WAS LIKE SPENDING TIME WITH OLD FRIENDS — EVEN THOUGH THE PAIR HAD MET ONLY ONCE BEFORE, AT BENTLEY’S ANNUAL SCHOLARSHIP APPRECIATION LUNCHEON.

Here, the two share their perspectives as donor and recipient of a scholarship established by Weafer’s parents, Robert and Mary. It is awarded to a Bentley student based on financial need and academic performance, with preference for a junior majoring in Accountancy.

Emil Williams: What does the Weafer Scholarship mean to you?

Emily, what does the Weafer Scholarship mean to you?

Emily Williams: It means Bentley. I wouldn’t have been able to continue attending if not for this scholarship. My mother is an independent social worker and my father became unemployed during my senior year in high school, as I was about to make my decision about colleges. I distinctly remember as I was about to make my decision during my senior year in high school, and my father became unemployed and my mom saying that it didn’t look like I’d be able to go without receiving some help. Then the public colleges didn’t come through in terms of financial aid and it ended up being less expensive — with financial aid and scholarships — to go to Bentley. It was incredible.

Why Bentley?

EW: When I started looking at colleges, I thought: Where will I have fun, where am I going to make friends? But as soon as my dad got laid off, it was: Where do I want to start a career?

I knew I wanted to go into accounting, so I began asking where I would make connections. It was an “aha” moment, figuring out that I needed to go to a school with a lot of alumni in the area who can provide networking opportunities.

The Weafer Scholarship has helped me go to Bentley, and I work hard so that I put it to good use. It’s not just going to Bentley as a student full time, I worked as a faculty assistant, correcting homework and exams, and scheduling. I coordinated Bentley’s move from Boston to Waltham in 1968.

EW: I’m an office assistant at the Residential Center, so similarly I’ve worked on a couple of moves as we shifted departments to various buildings during construction. I’m also a tour guide for Undergraduate Admission and a resident assistant. I serve on the Campus Activities Executive Board, and as a member of Beta Alpha Psi [national honors fraternity].

Bob, why did your family choose to support Bentley with a need-based scholarship for accounting majors?

BW: My family has three generations of Bentley connections: my father, me and my two sons [Steven ’99 and Michael ’02]. The institution is near and dear to my heritage. As Bentley CFO, my dad was always concerned with the cost of education. He also loved accounting. It was natural that he and my mother wanted to establish something for accounting students with demonstrated financial need. Once my parents passed away, my wife, Lisa, and I decided to continue as stewards of the scholarship. I’ve already talked to my kids about keeping it going.

Meeting Emily, I could tell right away that she also has a true love for accounting, and she is so appreciative of the scholarship. It was one of those priceless moments — something that makes you say “OK, I want to make sure this scholarship continues.” It’s important to give back to something that’s meaningful to you.

EW: Absolutely. In my heart, I feel that everyone has an obligation to give back in some way. It’s one of the reasons I chose Ethics and Social Responsibility as my Liberal Studies concentration. I volunteer at the Boston Marathon with Beta Alpha Psi and always try to find ways to pay it forward. Not every family has two parents who make high salaries. The fact that I was able to attend a top business school is refreshing, given my financial background.

Despite having met only once before today, you seem to have a special bond.

EW: I think our connection draws from the fact that his family did an incredible thing for me and my family. I wanted Bob and Lisa to know that what they did made the ultimate difference in my life and career. Being able to deliver that message in person is something I will never forget, and meeting them inspires me to think about ways that I can someday help someone in a similar situation.

BW: At the scholarship luncheon, as my wife and I talked with Emily and her mother, it was clear how the scholarship helped. I was so impressed, and I’m still impressed. Emily works hard, studies hard, gets involved in activities, and is learning life’s lessons. She’s going to show up to work with a practical sense and not just an academic sense. There’s no question in my mind that she’s going to be successful.

THE IMPORTANCE OF SCHOLARSHIPS AT BENTLEY

As executive director of enrollment management and financial assistance, Donna Kendall routinely sees the impact of endowed scholarships established by alumni and friends.

“Scholarship awards make a tremendous difference to the students and families who receive them,” she says. “Many students simply would not be able to attend Bentley without the support these funds provide.”

Although these numbers are impressive, student need far exceeds the amount produced by Bentley’s endowed scholarship funds. Other university assets are applied to fill the gap. “For this reason, and to further our mission of providing access to a high-quality education for talented and deserving students, raising funds for scholarships is an essential philanthropic priority,” says Bentley President Gloria Cordes Larson.

To learn more about investing in Bentley students through scholarship support, contact Maureen Flores, executive director of development, at 781.891.2181 or mflores@bentley.edu.

Figures reflect the 2013–2014 academic year.

OBSERVER
One perk of Grace Atwood’s job at online fashion jewelry boutique BaubleBar is the dress code. Or rather lack thereof.

“At my first job we had to wear suits three days a week — and I wasn’t making any money, so my suits weren’t very nice,” she says with a laugh. “I threw out every single suit that I owned when I started here.”

As social media director for BaubleBar, which is based in New York City, the Class of 2003 alumna is virtually required to follow her fashion instincts. The choice might be a breezy lace dress from Tribeca fashion house Sea, paired with silver heels and a stack of charm bracelets. Or skinny jeans and a striped T-shirt, accessorized with a bold necklace.

“You can also always count on Grace to look put together, even when she thinks she looks like a mess — which is never, by the way,” says Atwood’s colleague Elanah Entin. “I don’t think a day goes by without someone asking her where she got her shoes, top, bag, etcetera.”

Atwood’s fun with fashion has serious purpose. The 32-year-old has steadily built her passion for style and design into a personal brand, centered around the popular blog Stripes & Sequins.

“I started the blog just as my little corner of Internet, where I could be myself and write about things that inspired me,” she says. Four years later, Stripes & Sequins boasts 300,000 page views every month: a bonafide business that also got Atwood the day job she loves.

Engaging Passion

A finance major at Bentley, Atwood began her career as a buyer for Filene’s in Boston. After Macy’s bought the department store chain in 2005, she moved to New York, working in marketing at Procter & Gamble and in brand management at Coty, the international beauty products company. It was valuable experience. But her creative side — stoked by a childhood full of dress-up games and craft projects — was underemployed.

“Marketing and brand management sound like they’re really creative,” she says. “But a lot of the time I was just creating PowerPoints and going through analytics and creating spreadsheets.”
Stripes & Sequins tapped her imagination and ingenuity. An illustrated series of do-it-yourself projects, ranging from jewelry and accessories to budget-friendly imitations of runway trends, caught on with readers. Before long, fashion and beauty brands began to seek Atwood’s endorsement. “I loved writing about brands and designers that I thought were cool,” she explains. “I came across BaubleBar and fell in love. I started wearing their stuff and talking about it on my site.”

At the time, BaubleBar was a scrappy startup with a tiny staff. Founders of the now 100-person company were excited to see Atwood featuring their jewelry, and emailed their thanks. She replied with tips for marketing BaubleBar products to other bloggers, and the correspondence soon led to an invitation. “We went to drinks and we had a great time,” Atwood recalls. When they mentioned a job opening, she was ready to suggest likely candidates. “And they were like, ‘No, we actually think you’d be great at it.’”

LIFE AT WARP SPEED

In the three years since Atwood joined BaubleBar, Stripes & Sequins has only grown more popular. Once a week before work, she hits the streets of her Manhattan neighborhood with a photographer, modeling her latest fashion finds and how-to projects for the week’s blog posts. Throughout the workday, she develops strategies for engaging with BaubleBar customers on social media platforms like Pinterest and Instagram, and manages partnerships with other fashion bloggers, including a rewards system for those who drive traffic to BaubleBar’s online store. Evenings find Atwood on the town — often for something work-related — followed by a few hours creating blog content for the next day.

“Grace never has a night off — she’s always going to an event, coming up with new content on the weekend. But you’d never guess that she’s doing it for work.”

In June, the personal and professional converged in what Atwood calls “one of my proudest moments.” Her newly launched Stripes & Sequins collection at BaubleBar features bracelets, rings and necklaces inspired by her childhood on Cape Cod and her grandmother’s jewelry box. “When you’re building another brand, to also be working on your own personal brand,” she says. “It’s important, while you’re building another brand, to also be working on your own personal brand.”

FASHION STATEMENTS

LIKE MANY A NEW COLLEGE GRADUATE, Grace Atwood once wore her share of plain black suits. BaubleBar offers her a greater level of sartorial expression — but even women who work in buttoned-down offices can have fun with fashion.

Here are Atwood’s tips for those who are just getting started:

ADD PERSONALITY TO A SOBER WARDROBE WITH ACCESSORIES.

“I love layering two simple necklaces,” Atwood says. “At BaubleBar we’ll layer statement necklaces, but for a more conservative office you could combine a gold chain with a strand of pearls, or stack some bracelets on your wrist.”

THINK BEYOND THE DARK SUIT AND WHITE BLOUSE.

Shift dresses were Atwood’s go-to choice for a conservative workplace. “I’d balance them with fun jewelry,” she says. “Or I’d pair a silky tank with a suit.”

ON CASUAL FRIDAY, STEP AWAY FROM THE KHAKIS.

“My dark-wash denim, a great blazer, and a printed top underneath. Wear heels to keep the denim dressy.”

INVEST IN A FEW TOP-QUALITY STAPLES.

Atwood suggests “a great white button-down, a black shift dress (get it tailored), a navy pencil skirt, a black blazer that fits you perfectly, and a navy blue cashmere V-neck.”

DEVELOP YOUR OWN SENSE OF STYLE.

“Scour Pinterest,” advises the social media maven. “With time you’ll notice certain things you love, and you can build your wardrobe around that.”

ADD PERSONALITY TO A SOBER WARDROBE WITH ACCESSORIES.

INVEST IN A FEW TOP-QUALITY STAPLES.
Shining Opportunity

To measure the impact of a social enterprise, sometimes all it takes is a suitcase. The item in question was a piece of missing luggage, which caused momentary panic for Tom D’Eri ’11 and his parents on a recent trip to New York. After looking around, they were dumbstruck to realize what had happened: D’Eri’s 23-year-old brother, who has autism, had already claimed the bag. "Grabbing someone else’s bag and helping with the luggage is something Andrew never would have done before," says D’Eri, explaining that empathy and a capacity to think of others’ needs are often lacking in people with autism.

What changed for Andrew?

D’Eri credits months spent working at Rising Tide Car Wash, a two-year-old business that he co-founded with his father, John. They created Rising Tide with the express mission of hiring workers with autism.

“My dad and I had been thinking a lot about what Andrew was going to be able to do when he gets older,” says D’Eri, who is company COO. “There’s high unemployment among people with autism — about 80 to 90 percent. That’s because we as a society look at autism as a disability that requires sympathy, rather than a diversity that can be really valuable in the workplace.”

TESTING THE WATERS

The D’Eri team borrows from the sustainability movement in its approach to social entrepreneurship. That is, Rising Tide makes the business case for “doing the right thing.”

“We chose this model to show the business community that by hiring people with autism, you’re getting a much more engaged employee and an employee that’s going to follow your processes and procedures to the letter — and like doing that,” observes D’Eri, who holds a BS in Economics–Finance with a focus on Sustainability. “It’s an important story to tell when one in 68 children are diagnosed with autism, and one in five Americans have a disability.”

Before launching Rising Tide, D’Eri spent about eight months researching jobs and tasks that people with autism excel at. He also examined commonalities among the few existing ventures that had leveraged their skill set.

“People with autism are really good with structured tasks and businesses that incorporate structure into their operating model,” D’Eri says. Other factors they considered were the desire to build a business that is consumer facing, scalable, and focused on a widespread industry.

“A car wash hit a lot of our check boxes,” he says. “It can employ a lot of people per location, and it can provide an entry-level job as well as a career trajectory. And it’s really tangible.”

Their focus chosen, the D’Eris partnered with consultants James Emmett and Chris Simler, who had worked on disability employment programs for companies such as Walgreens. They also teamed up with a Florida-based car wash equipment manufacturer to test their concept. In fall 2012, they set up shop in Parkland, Florida.

“We renovated an existing car wash that was struggling, implemented our system, and haven’t really looked back,” says D’Eri.

PAYCHECKS AND THEN SOME

The co-founders initially hired 35 people with autism. The Rising Tide workforce has quadrupled since then and the company began turning a profit in October 2013, within seven months of opening. That success has the D’Eris planning to establish a couple more car wash locations in south Florida within the next year or so.

“We as a society look at autism as a disability that requires sympathy, rather than a diversity that can be really valuable in the workplace.”
Social mission notwithstanding, the business is as bottom-line focused as any other.

“If we can really expand and knock the cover off the ball, we can change the lives of thousands upon thousands of people.”

The alumnus sees the changes every day. He has watched employees earn their first paycheck, build their first friendships, get their first driver’s license and, perhaps most important, build the self-confidence needed to move forward with their lives.

“Some guys who started with us barely spoke or didn’t seem to have a whole lot of ability to do anything with their lives,” recounts D’Eri. “Now they’re almost at the point of being able to be supervisors for the business.”

Some of the changes hit even closer to home.

“Andrew has really become a more independent person, someone who could potentially function on his own in society,” D’Eri says. “It has completely changed my family dynamic. I probably wouldn’t have a relationship with my brother at all ... or close to nothing. It has brought us so much closer.”

Deblina Chakraborty
Photos by Alissa Dragun

Fueling Change
Like any co-founder, Tom D’Eri is a tireless advocate for the company mission. But his stage is bigger than most.

The outreach starts close to home, as Rising Tide invests more in recruiting than a typical car wash would.

“We go to local schools,” says D’Eri, pictured below with his brother and parents, John and Donna. “We have to build relationships with any group that has a population of people with autism.”

In recent months, the alumnus and his father have gone national with their message about the untapped abilities of people with autism. Their engagements include:

• A TEDx talk in Coconut Grove, Fla.
• An appearance on the ABC Nightly News with Harry Smith
• A feature on the Fox Business segment Making Money, hosted by Charles Payne
• A presentation at the Colorado-based entrepreneurial showcase Unreasonable Launchpad
• A place in Sounding the Alarm, a documentary produced by science and advocacy organization Autism Speaks. It debuted at the Tribeca Film Festival in April 2014, toured the country, and now lives on iTunes and Netflix.

The visibility goes way beyond helping the bottom line at Rising Tide. D’Eri wants other families to see that a full life is possible for a loved one with autism. And for other business owners, he has a call to action: “People with autism are the best employees for many positions. Companies ought to try and leverage this competitive advantage.”

Smiles Go the Distance
Friendship in Season
The Young Alumni Association took advantage of summer sunshine and warm temperatures in the Boston area. The group gathered at Fenway Park for three Red Sox games and at Tia’s on the Waterfront for a Thirsty Thursday social networking event.

Schooled in Supporting Bentley
In March 2014, the Student Alumni Leadership Council (SALC) led a campus-wide initiative to educate classmates about giving to the Annual Fund at Bentley. The program, now in its second year, prompts students to think about how they benefit from alumni donors and encourages them to join the ranks. Learn more at bentley.edu/salc.
Reunion Weekend for class years ending in 0 and 5 takes place June 5 to 7, 2015. SAVE THE DATE! bentley.edu/reunionweekend

Many Happy Returns
Highlights of Reunion Weekend May 30 to June 1, 2014

Put the You in Reunion Weekend
We need your help to plan and promote your 2015 class reunion! Join the reunion committee and help shape the weekend for friends and classmates.
Contact Maria DiLorenzo at mdilorenzo@bentley.edu or 781.891.2435.
Charles Dockendorff '05, MSF, Plymouth, Mass., has joined the Board of Directors for Haemetics, which manufactures blood-processing technology. He is executive vice president and chief financial officer of Coviden plc.

Ralph Piscini, Emerald Hills, CA, is the new executive vice president of field operations for Exabeam, a big data security analytics company. He was previously senior vice president of worldwide sales at Imperva.

Adam Zugpherd, Winwood, Fla., was named the 2014 ACE/TECH Teacher of the Year. The program is a key driver to attract new talent to the insurance industry. The alumna teaches at Philipps High School in Orlando.

Scott Lemone, Wellesley, Mass., has been elected president of The Treasurers’ Club of Boston for the 2014-2015 season. He is employed at Fidelity as chief financial officer.

Leslie (Jewett) Hadden '85, Watertown, Mass., was named president of the Boston chapter of Financial Executives International for the 2014-2015 season. The alumna is the chief financial officer of the New England Acupuncture School.

Kevin Mariniello, Needham, Mass., was elected president of The Treasurers’ Club of Boston for the 2014-2015 season. He is employed at Fidelity as chief financial officer.

Mary (Travers) Bellova, North Potomac, Md., is founder and CEO of Knowledge to Practice, a company that partners with medical education providers to assist their learners in meeting new requirements.

Paul Bennett, Kennbunk, Maine, has affiliated with the Coldwell Banker Residential Brokerage office in Kennbunk. The alumna returns to the real estate field after a 30-year absence, during which she and her husband ran Bennett’s Store. Most recently, he completed a second term in the Legisature representing the district that includes most of Kennbunk.

Barbara-Jean DeLoria, Raleigh, N.C., has been appointed to the Massachusetts Society of CPAs Board of Directors for the 2024-2025 term, effective May 4, 2014. He is employed at ContiZeck, formerly Ector and Company.

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2005
Doug D’Agata ’MSF stopped up to a new challenge as president and chief executive officer with National Protective Systems Inc. Most recently, he spent eight years at Dutchess Capital Management as managing director. Gablo Fasoso, the branchhead of Josh Davis, Bath, Maine, and Bruno Tropeano, Rome, Maine, has expanded to package and sell 24 gelato flavors outside their home state. They started the Brunswick-based company in 2007.

2004

Rachel (Brown) Sanborn ’04 (right) with U.S. Secretary of Commerce Penny Pritzker. 1999
Fred Brewer, Damariscotta, Maine, has been hired as a senior accountant by Perry, Fitzs, Bouletta and Fitts CPA. A member of the AICPA and Maine Society of CPAs, the alumna was previously employed with William Brewer CPA.

2000

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Janna (Lutteaukas) Donohue and husband Ryan ’02, Charlestown, Mass., welcomed son Owen Conrad to the world on May 22, 2014. Big brother Liam, 2, rounds out the family.

Sarah Hascall married Donald Miller on August 25, 2012, in Jackson, N.H. The newlyweds are living in Boston. Alpine Ski Resort in Stowe, Vt., was the place for the couple to tie the knot. The wedding was followed by a week-long wedding trip to the U.K. and France.

2002
Ryan Donohue and wife, Janna (Lutteaukas) ’01, Charlestown, Mass., are proud parents of a second son, Owen Conrad. The new arrival joined the proud parents of a second son, Owen Conrad. The new arrival joined the executives at Fenway Partners, a Boston-based private equity firm, in January 2014. Prior to his current role, he served as a principal at Morgan Stanley.

Mission of dove
2003
Alana Kratchin and Michael Toutopulos ’01 are married on June 7, 2004, in North Truro, Mass. Alumna married a guest list included groomsmen Jeremy Kratchin ’03 and Shant Banosian ’02. The newlyweds are living in Boston.

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France

Experience

Registereat bentley.edu/alumnitravel.
JOIN FELLOW PARENTS AND FAMILIES on October 24 to 26 for a weekend filled with fall activities. Cheer on Falcon football, experience the classroom, and spend a few great days with your Bentley student.

Visit bentley.edu/families to learn more and register.
Anyone who knew Ruth Burnham knew first and foremost of her determination. After graduating from Danvers (Mass.) High School in 1940, Ruth took a job in a local factory but set her sights on a career in accountancy. When a supervisor dismissed her dream as unattainable, she set out to prove him wrong by enrolling at Bentley, and completing her certificate in accountancy in 1955. Her Bentley education opened doors at Hale and Dorr, the Robert Douglas CPA firm, and Varian Associates, where she served as a supervisor before retiring in 1983.

One of Ruth’s most important Bentley associations came through the Boston chapter of the American Society of Women Accountants (now the Accounting & Financial Women’s Alliance). Ruth was a founder of the group and served as its president in the early 1960s, enjoying lifelong friendships with fellow members (most of whom were also Bentley alumnae). In 1991 she moved to Eastham, Mass., where she maintained close ties with a number of those friends. She also dedicated her time to volunteering for the Audubon Society’s South Wellfleet Wildlife Sanctuary and the Eastham Neighborhood Watch, and to pursuing her lifelong passion as a singer in church choirs.

Ruth was also a cat lover, an intrepid traveler, an accomplished baker — and a dedicated Bentley alumna. Understanding that the best way to influence the future is by helping to shape it, she was determined that ensuring the educational dreams of tomorrow’s Bentley students would be her legacy. Upon her death in 2012, the university was honored to receive a generous gift from Ruth’s estate. It was placed in the general endowment, providing financial resources in perpetuity for Bentley students and those who teach and support them.

To learn more about creating your own lasting legacy at Bentley, please contact Director of Gift Planning Liz Siladi (781.891.2475 or esiladi@bentley.edu) or visit bentley.edu/giftplanning.
My (Giving) Back Story

Gary Morton ’94, MBA ’12 • Project Manager — Operations & Analytics Finance, Liberty Mutual Insurance • Roslindale, Massachusetts

You are a long-time volunteer for Bentley’s Multicultural Center. What motivated you to get involved?

I have always been an advocate of finding ways to “pay it forward” whenever possible. Prior to and during my time at Bentley, I received mentoring and solid coaching that had a profound influence on me, both personally and professionally. Now, as an alumnus, I am happy to offer guidance to today’s students via the Multicultural Center.

Is there a common piece of advice you find yourself offering to students?

I often emphasize the “four B’s.” That is, always seek to build your brain, build your personal board of directors, build your brand, and build your balance. The actions are not mutually exclusive, and personally I’ve found this advice very helpful over the years.

You also serve as a judge at the annual Bentley Business Bowl — a one-day business case competition open to all registered students. What brings you back?

The opportunity to coach and advise current students. Also, it’s a great opportunity to identify top talent for my company, Liberty Mutual.

How does volunteering at Bentley impact your life?

It reinforces the importance of giving back. Whenever I have the opportunity to speak with students, I am instantly reminded how significant that type of interaction can be to a young person’s professional development and future career success.