

MARTINDALE CENTER

For the Study of Private Enterprise



FAMILY BUSINESS

After 5 years of tremendous work involving countless undergraduate and graduate students supported in great part by the Martindale center (including 4 undergraduate students involved in the Data for Impact program—which is described in more detail separately in this newsletter), the Martindale Family Business Institute has completed the most comprehensive database on founding-family involvement in publicly traded corporations. Professor Jesus Salas has been leading the database charge, tracking founder status in all corporations from their initial public offering until the founding-family leaves for all firms that went public between 1996 and 2015. We hope Lehigh faculty will use these data to research the value of the founding family in corporations, the consequences of founding-family departures, the antecedents of going public decisions, and the factors that lead founding-families to sell the companies they founded, etc.

MARTINDALE VIDEO

COVID-19 has definitely caused changes to the Martindale experience. Marketing the Martindale program to prospective students this winter will also need to be different. With that in mind, we captured, through video, some of the amazing reasons to be part of the Martindale family. We are thrilled to share our new "Apply to Martindale" video with you. <https://www.youtube.com/watch?v=OYnANmDuIG4>

STUDENT ASSOCIATES HONORS PROGRAM



MARTINDALE SOCIETY RECEPTION, NOVEMBER 19

Despite being unable to network with each other in person at the Harmonie Club, the Martindale family found a way to virtually embrace the Martindale South Africa and Argentina cohorts at the 2020 Virtual Martindale Society Reception on November 19. Through the power of ZOOM, Todd Watkins welcomed the 77 guests consisting of students, alumni, faculty, staff, and friends to the event. And the silver lining to the need of a ZOOM event is that alumni joined us from as far away as Texas, California, Washington, Massachusetts, Virginia, and the Philippines!

The Martindale Society was honored to have the following Consul representa-

tives join us for the evening: Consul Ogaufi Mampame, Political and Trade Relations of the South African Consulate General in New York; and Consul General Santiago Villalba, Deputy Consul General Alejandro G. Nervegna, and Estefania Donna, all from the Consulate General of Argentina in New York.

Faith Glazier '87, '19P, a member of the Martindale Society Advisory Committee and Martindale Student Associates Honors program '87 (Canada), inducted the South African 2019-2020 cohort into the Martindale family. The South African cohort includes Aaron Adams, Rachel Buonasora, Jake Cooper,

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The Future of Microfinance



IRA W. LIEBERMAN,
PAUL DI LEO, TODD A. WATKINS,
AND ANNA KANZE, EDITORS

MICROFINANCE AND SUSTAINABILITY

A proud Martindale congratulations to Ira W. Lieberman '64, Paul DiLeo, Todd A. Watkins, and Anna Kanze on the release of their new book, *The Future of Microfinance*, published by Brookings Institute Press. The book was a result of a recent Martindale Center workshop.

TRIP STATUS

Mark 2020 up to another Martindale first. Due to the uncertainty of the world in the midst of COVID-19 and Lehigh rules regarding travel, the Argentina trip planned for May 2020...then August 2020...and finally, March 2021, has been canceled. In fact, all Lehigh travel activities have been canceled through May 2021.

As hope springs eternal and the possibility of a vaccine is right around the corner, the Martindale Center has started the planning for an August 2021 trip; this time, to Alaska! After review of 3 international and 3 domestic places of research, Alaska was deemed to have the most interesting topics and has an international flair and feel. And, as it is part of the US, it may just be the safest bet. Please contact Trish at tsa2@lehigh.edu if you have any connections in Alaska!

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Ha Dao, Xiaming Jin, Kevelis Matthews-Alvarado, Ariel Pawlo, Christianna Pepingco, Tino Petros, Karim Rajmohamed, Hanna Skinner, and Jordan Wolman.

Rachel Buonasora '20 (South Africa) thanked the alumni and faculty for the opportunities the South Africa cohort experienced while participating in the program. Rachel then virtually presented Volume 38 of *Perspectives on Business and Economics* to Consul Oguafi Mampane. The Consul virtually accepted the South African journal with words of accolade to the cohort and expressed her interest in reading the journal because of the cohort's "contributions to shape our world in society, business, economics and policy spaces in the future."

In her social media post about the event, Consul Mampane mentions that "the next journal is on Argentina and the topics are mind blowing." We think

so too!

Argentina cohort members Jack Heller, Kira Stevenson and Griffin Reichert reported on their current research topics: respectively, *Energy Production in Argentina: Balancing Vaca Muerta and Renewables*; *Argentina's Progress on UN Sustainable Development Goal 2: Eliminating Food Insecurity and Hunger*; and *The Benefits and Consequences of Blockchain Technology as a Solution to Financial Exclusion in Argentina*. Other members of the Argentina 20/21 cohort working on mind blowing journal articles include Emma Banker, Sara Boyd, Noah Jalango, Maria Lancia, Jenny Lin, Lina Oumera, Joseph Saba Jr., Abhinav Sekar and Anmol Shrestha.

The event closed with two rounds of virtual networking in 12 break out rooms and ended as Dr. Watkins toasted another great year and thanks to Harry!

DATA FOR IMPACT

The Martindale Center initiated and co-sponsored, with the Office for Creative Inquiry, a major Lehigh summer program "Data for Impact" (D4I) with 86 (virtual) interns this summer at Lehigh.

We ramped it up within a few weeks when it became evident so many students were losing internship opportunities. Over 8 weeks, students learned key data analysis and data visualization skills and worked in teams on interdisciplinary data analysis projects with external clients and/or faculty. Projects addressed compelling social, economic, population health, and community-related topics aiming to contribute to meaningful sustainable impact.

The program will return for summer 2021.

MARTINDALE FAMILY SHOUT-OUTS and NEWS

Congratulations to Christopher Jewell '03 (Italy) for becoming a full professor of bioengineering at the University of Maryland. He is also a research biologist with the US Department of Veteran Affairs.

In another bit of news for our alumni and friends, Dr. Rich Aronson is recovering from surgery. If you wish, you can send a card of encouragement to him:

572 Morningstar Lane
Bethlehem, PA 18018

ALUMNI GIVING

Please consider contributing to Martindale programming. Please look for the solicitation card enclosed.