



MARTINDALE CENTER

For the Study of Private Enterprise

Student Associates Honors Program

FAMILY BUSINESS

The Martindale Center is pleased to partner with the Small Business Council of the Greater Lehigh Valley Chamber of Commerce and Lehigh University's Small Business Development Center (SBDC) to develop and sponsor professional education for the family business community.

On March 3, the Chamber Breakfast Workshop "Growing a Business That Can Run Without You" was facilitated by Tom Garrity and Cheryl Doll of Compass Point Consulting.

The April Breakfast Workshop, "Finding the Magic in Family Business Leadership," with speaker Bill Hindle, President of HindlePower, Inc. and the May Breakfast Workshop, "ESOPs: Succession Planning Strategy for Family Businesses," with Keely Jac Collins, Law Partner of King, Spry, Herman, Freund & Faul, LLC, have been postponed to the fall.

A virtual session, "Crisis Management for Family Business: A Recovery and Resilience Workshop," sponsored by Martindale on behalf of the SBDC will be held on May 12. Rick Neulight, President of National Management Strategies, is the featured speaker.

Subsequent SBDC events are planned for the summer.

For further information, please contact Trish Alexy, tsa2@lehigh.edu, on how to join in on any upcoming family business workshops.



A VIRTUAL SPRING BANQUET: A SIGN OF THE TIMES

This is a Martindale Center, Lehigh University first—a virtual spring banquet! The 2020 Martindale spring banquet included dinner, toasts to Harry Martindale and Rich Aronson, a keynote speech, trivia game, and introductions. The South Africa cohort gave virtual high fives to the Argentina cohort as they welcomed them into the Martindale family and celebrated their program accomplishments.

Luis Arcentales '99, Financial Advisor/Economist, Morgan Stanley, and Martindale Student Associates Program (Chile

98/99), served as the keynote speaker for the event. Luis welcomed members of the South Africa and Argentina cohorts as members of the Martindale family and encouraged them to embrace the Martindale practical experience and network. "I still remember interviewing with Morgan Stanley eighteen years ago, and my paper on Chile and this unique experience I have no doubt gave me an edge," Luis stated.

He believes the learned and experiential values of the Martindale experience are "the abilities to ...*continued on page 2*



The Watkins Facemask Factory: A sweatshirt and facemask for each member of the Argentina cohort.t

ARGENTINA

MOVING TO PLAN C

With much sadness, and yet again because of the global COVID-19 crisis, the Argentina trip is postponed until Spring Break in 2021. All commercial flights in and out of the country are canceled until September 1.

- Plan A—May 19-31, 2020
- Plan B—August 10-21, 2020
- Plan C—March 15-19, 2021



This beautiful picture was designed by the South Africa cohort and presented to the Martindale Center during the spring banquet.

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understand the past, critically analyze the present, and the capability of leveraging all skills to develop creative solutions for the future.”

“Mine may be a unique experience, but trust me what you will learn very soon is that you are about to embark in something that will be valuable for your future, whatever you decide to do,” Luis said.

Rachel Buonasora and Tino Petros of the South Africa cohort deserve a big shout-out for putting together the fun and interactive trivia game utilizing the Kahoot platform. Todd Watkins, Director of the Martindale Center (unashamedly) won

the game (Do you think the fix was in...)?

We are happy to welcome the Argentina 20/21 cohort into the Martindale family: Emma Banker, Sara Boyd, Jack Heller, Noah Jalango, Maria Lancia, Jenny Lin, Lina Oumera, Griffin Reichert, Joseph Saba Jr., Abhinav Sekar, Anmol Shrestha and Kira Stevenson.

As they finalize and polish their journal articles, we also extend virtual hugs and congratulations to members of the 19/20 South Africa cohort: Aaron Adams, Rachel Buonasora, Jake Cooper, Ha Dao, Xiaming Jin, Kevelis Matthews-Alvarado, Ariel Pawlo, Christianna Pepingco, Tino Petros, Karim Rajmohamed, Hanna Skinner, and Jordan Wolman.

MARTINDALE FAMILY SHOUTOUTS

Congratulations to and enormous pride in:

- Erika Papaccioli '03 (Italy) on the birth of her daughter, Rose! Erika lives in New York City with her husband, Mike. She's worked in pharma marketing consulting for about 10 years, and is currently at a firm called ZS.
- Andrew Krentz '13 (Colombia) for his graduation from Dartmouth Tuck School of Business last year. He is now working at BCG Gamma in Boston as a Senior Data Scientist.
- Daniel DePietro '13 (Colombia) entering his 3rd year as an interventional radiology resident at the Hospital of the University of Pennsylvania. He continues to research and publish papers.
- Aaron Adams '20 (South Africa) on winning Lehigh's Williams Prize for Analytical Writing in Business and Economics based on his Martindale journal article.
- Jenny Lin (Argentina 20/21 cohort) on receiving the Nelson Leighton Bond Memorial Prize and the Harold S. Geneen Scholarship, Lehigh University.

ALUMNI NEWS and EVENTS

2020 is the 40th year anniversary of the Martindale Center. We are planning a Harmonie Club, New York, celebration to be remembered! Save the date: Nov. 19.

Martindale alumni receptions are planned for Washington DC on Sept. 13 and Bethlehem on Oct. 31. Please watch your email for further details on these events and alumni events we are planning for San Francisco, Boston, and Philadelphia in late Fall.

Our hope is that, by now, you have already connected with your Anchor Lead (a designated cohort member who has graciously agreed to assist with engaging cohort members to connect with the Martindale Center). If you have not, please contact Trish Alexy, tsa2@lehigh.edu and she will forward requested information to you.

Anchor Leads will be requesting a few trip photos with captions and personal and professional updates from each cohort member. We also want to encourage you to fill out a brief survey (coming in July) that will be used in the planning of our 40th anniversary and our social media sites. To be featured on our social media, please send a short bio and headshot to tsa2@lehigh.edu.

MICROFINANCE AND SUSTAINABILITY

A new book, *The Future of Micro-finance*, edited by Ira W. Lieberman, Paul DiLeo, Todd A. Watkins, and Anna Kanze, and published by Brookings Institute Press, will be released next month!

FOLLOW US

We now have LinkedIn and Instagram accounts! We would love to have you join. Please follow us on Instagram at martindalecenterlehigh and search for our group on LinkedIn at Martindale Center Lehigh. The direct link for LinkedIn is <https://www.linkedin.com/groups/12301301/> Please do share articles and accomplishments.

ALUMNI GIVING

During these uncertain times, in lieu of donating to the Martindale Center this quarter, please do consider donating to a local or global cause that is important to you.