Dear Friends, Partners and Impact-Driven Leaders,

For those of you who I have not yet had the privilege of meeting, my name is Nima Farshchi. Over the past year, I have had the honor of leading the Center for Social Value Creation. Even though this is a new role for me, CSVC has always been my home.

As an Undergraduate student at Smith, I came in with a moral compass and set of skills from my upbringing. However, I did not know how to create a career that encompassed both my values and talents. Through CSVC, I learned how businesses can do good and do well at the same time. I co-founded the Undergraduate Net Impact chapter, leading it to chapter of the year. I also co-founded the Business for Good Map, visualizing data on over 4,500 CSR initiatives.

CSVC helped me realize my purpose: to create the greatest trickle down effect in society through education. I continued my journey through the support and love of the team not only as a Smith Alumni, but then as a Smith MBA student. Having the backing of such a great Center while pursuing my degree and founding a Charter School at the same time was an invaluable backing that I am thankful for.

Now, I continue my journey as a Triple Smith Terp leading the Center into its second decade of existence. This new decade has been one of many obstacles. From Climate Change to Social Injustice to a Pandemic, we are seeing what seems to be a limitless amount of challenges for our planet. There are days where it is more and more difficult to fight, but when we work together it makes the load easier to bear.

We are all one community and need to support each other through the good times and the bad. From officiating weddings to feeling alone in our struggles, we must remember that we are one Smith Terp family, utilizing our learnings to create a perfect world.

I am so proud of the amazing work that the CSVC community has enabled us to do this year. I am truly humbled by all of the effort so many have put to carry this load together. This report reflects moments from the start of CSVC’s new chapter—memories we created together that will be cherished forever.

— Nima Farshchi ’14, MBA ’20
OUR MISSION

To educate, engage, and empower Smith students to create a better world through business.

Why We Matter
CSVC is the hub of learning for how business is good for society. We help create well-rounded students who understand the ways that businesses are evolving. We are focused on all Smith Students and evolve around society’s new challenges as they arise.

We create future business leaders prepared to tackle the world’s greatest challenges. These business leaders will shape their organizations to understand the values of both mission and profit.

In A Nutshell
• Educate students on the broad range of issues to be solved locally, nationally, and globally.
• Engage with opportunities to work with faculty and the Smith community to demonstrate how business creates social value.
• Empower the next generation of business leaders.
EDUCATE

The New Purpose of Business

In August 2019, through the Business Roundtable 181 CEOs released a new Statement of Purpose for a Corporation. Over the past decade many had debated whether business should operate for profit or a triple bottom line? Whether stakeholders should matter in profit generated decision making? Is this all a fad or is business changing?

These CEOs made a clear statement to “commit to lead their companies for the benefit of all stakeholders – customers, employees, suppliers, communities and shareholders.” This commitment was not one that is agreed upon lightly, and the impacts have been clear. From a drive to have a net zero carbon footprint by 2030 and reach the United Nations Sustainable Development Goals to utilizing Environmental, Social and Governance metrics as the primary driver for investment-based decision making; how a business operates has genuinely changed.

This statement has echoed from small organizations to larger corporations in all industries. We feel energized and optimistic when we see the bright future that businesses will lead us into with these new commitments to excellence.

Our teachings at CSVC have evolved. We need to be able to educate all Smith Students on this new evolution of business purpose. We have been doing this through some old ways and many new ones.

Newsletter

While our Here&Now newsletter has been a staple of the Center since its inception, we have revamped it to be branded around our three pillars of Educate, Engage and Empower. We have had a focus on being able to share content occurring in industry impacting the diverse passions of our students.

We have also proudly started a second biweekly newsletter, CSVC’s Key Three! This has been an interactive opportunity for us to engage our community with important updates in weeks where we are not utilizing our Here&Now newsletter.

Focus Areas

• Corporate and Sustainable Development Goals
• Climate Change
• Finance and ESG Metrics
• Supply Chain and Circularity
• Diversity, Equity and Inclusion
• COVID-19 Relief
• Black Lives Matter
Even before our transition to a virtual landscape, the way we consume knowledge has changed. With many great ways to grow, we need to create opportunities for our students to learn at their own convenience from their own homes.

We have integrated education materials in our social media platforms. Students introduced each of the 17 SDGs leading up to winter break via a video series. On our Instagram page, we highlight how both corporations and our student organizations make an impact. With an emphasis on all Smith students, we are growing our social media presence to reach the entire Smith community.

**FACEBOOK LIKES** 16 percent increase  
**INSTAGRAM LIKES** 143 percent increase  
**TWITTER** 2415 followers

### Infographics

There are many topics that we want to teach our students about that contain intricacies. In order to share the vast information in a digestible format we have begun to create infographics on important areas in our business community. In Spring 2020 we have created ones on:

**BUSINESS CLASSIFICATION**

**CLIMATE CHANGE**

ESG METRICS
Tata Innovation Dialogue & Global Internships Program

“The Tata Innovation Dialogue was a speaker series of executives within various Tata business units discussing Tata’s 150+ years of ethical business. Although these ideals are far older than modern terms such as CSR or ESG, Tata’s commitment to creating value for society and the environment shows that enterprises can do good as a core purpose rather than simply a marketing campaign. Growing up, I would see the Tata logo emblazoned on cars, appliances, and buildings every time I visited Mumbai. This CSVC event allowed me to connect my professional and personal identities and inspired me to apply and intern for the Tata Group.” — Kunal Harmalkar

Throughout the eight weeks, I worked hands-on in a strategy consulting role for Tata Cha, a chain of cafes in the quick service restaurant industry. As a new brand, its culture strongly resembled a startup, so even as an intern, I was able to play a major role in and offering recommendations and making decisions. I was also able to connect with other interns from across the globe with unique backgrounds as well as numerous mentors from Tata who provided me with invaluable advice.” — Michelle Lui

Tuscany Management Consulting

“For impact-driven students on ‘traditional’ career paths, Tuscany Management Consulting is a champion of conducting business with a social twist. A corporate partner by way of student input, Tuscany is a prime example of mixing consultant aspirations with a desire to impact the education and healthcare space. Having met the firm during Fall recruitment, introducing Tuscany to the Center was an opportunity to highlight the viability of socially driven business roles. This partnership has since blossomed into employer information sessions and a pipeline for talent recruitment and outreach.” — Mario Menendez

Royal Farms

“Attending the Royal Farms event was a fascinating experience for anyone with impactful and entrepreneurial minds. Not to mention the delicious fried chicken they provided us with, learning how Royal Farms contributes to our society and the environment led me to assimilate to that any company can raise and act on social responsibility. For instance, Royal Farms is a part of Renewable Fuel Sustainability Initiative and offers customers renewable fuel options. As gasoline use contributes heavily to air pollution, I feel such efforts to cut greenhouse gas emissions is extremely important and I am appreciative that Royal Farms is taking the lead to creating a more sustainable world.” — Toshiki Aburaki
ENGAGE

Sustainable from the Start

“The Sustainable from the Start Panel featured three inspiring entrepreneurs from very different industries -- venture capital, food/beverage, and energy -- with a shared mission of building businesses driven by social impact. While I was active in finding the intersection of profit and purpose as an undergraduate, I’ve worked primarily in for-profit opportunities during my professional career. The panel reinvigorated my passion and drive to incorporate social impact into my career. One day I’d like to start my own social enterprise, and it’s inspiring to hear the real, imperfect, yet ultimately successful paths of three aspirational leaders.” — Vicky Shi ’15

Justin Chicoine - ISS Corporate Solutions

“The event I had the honor to attend was a sustainability based event featuring Justin Chicoine. I had never attended a CVSC event before, but the importance of environmental accountability in the corporate world is becoming ever more important. This event was especially enriching for me as a sustainability minor because my studies have highlighted the extreme lack of effort and care companies have in regards to the environment and social responsibility. Setting a rigid standard for companies to be compared against each other is crucial for a world that is not only becoming more competitive, but also for a world that needs shift in the way companies operate within their communities and natural environment.” — Jeff Wexler

Week of Webinars

“These impact chats allowed students to interact with successful impact-driven alumni, while becoming used to the distance engagements that would soon become our norm. I was able to sit in three out of the four webinars and listen to speakers ranging from the director operations for DC charter schools to a business woman turned life coach. These experiences exposed me to the truths of life after college that no one really tells you about and how I can become a dynamic professional following my time at Smith. I enjoyed being able to learn from people who have a drive to make the world a better place, through the work that they do and the steps they all took to get there.” — Katish Sussman
Junior Achievement Mid-Program Retreat

“I had the opportunity to participate in Junior Achievement Company Program this past February which was a mid-program retreat that provided high school students with mentorship and guidance for their startup’s. Smith business students provided mentorship in the areas of: pitching, motivating employees, customer service, presenting financials, and social media marketing. As a member of the pitching team, I improved my own presentation skills by understanding how to communicate important concepts in a digestible format. Furthermore, I was able to expand my own knowledge by listening to pitches from students who introduced topics that I had no prior exposure to.”
— Ajay Shankar

Impact Ambassadors

“Looking for an opportunity to contribute to the Smith community beyond the MBA program, I signed up as an Impact Ambassador in Fall 2019. Being in the core Ambassador team Nima was driving, my role was to connect and share ideas on how we could give students exposure to the impact sector, with a focus on careers in the space. It was a delightful experience, especially the wonderful Thursday brainstorming sessions we have tying in industries, UN SDG goals and current happenings in the most coherent way. My biggest learning has been all the vast knowledge I have received being a part of the team, and so many like-minded individuals coming together to contribute back to the community.”
— Neha Mundra

Phi Chi Theta Business Summit Keynote

“The Phi Chi Theta Business Summit was an opportunity for members of the fraternity to engage with and become educated on PepsiCo and International Paper. Nima facilitated a Q&A with sustainability lobbyists from PepsiCo and International Paper, where we could ask about sustainability, operating, and day-to-day business practices of each company. The event was extremely informative for students who want to be involved with green business practices in their future careers. The summit had a welcoming environment and I was able to share my love of business, and the planet with my fraternity brothers. After the summit, we were able to network with both Smith alumni. This was one of the first CSVC events I attended as an internal transfer student at Smith. It was a great opportunity to become more involved on campus with people who share a passion for good business practices and I hope other organizations can engage in an event like this!”
— Isabella Roccograndi
The Together Leader Workshop

“In November 2019, we attended The Together Leader Workshop in Washington, DC, during which we participated in a day-long seminar focused on improving our time management as managers. During the program, we went through multiple lectures, exercises, and discussions on how we could better spend our time as leaders in our organizations to further enable others. I walked away from the workshop with many new tools and strategies to utilize in my daily life to better manage my own time. These have proven to be effective for me and for others I work with.” – Nikhil Modi

Milgard Invitational Case Competition

“Alongside my peers Hannah Shraim, Grace Suh, and Ganga-Swarnapali M. Keppetipola, I had the unique opportunity of attending the 9th annual Milgard Invitation Case Competition (MICCSR). Here, 19 teams presented projects focused on Corporate Social Responsibility, sustainability and climate change. Coming from a pre-medical background, my knowledge on business was minimal. This event has really opened my eyes to the importance of assessing corporations and their impact from an ESG standpoint.” – Debbie Adam

U.S. Chamber of Commerce Corporate Citizen Conference

“The USCCF Corporate Citizenship Conference was an event predicated on the responsibility corporations have to not just the communities around them, but their global stakeholders. Featured speaker topics included diversity initiatives, environmental conservation efforts, and best implementation practices. I had a fantastic time; the food was fantastic and strong engagement was very welcome! It was made clear just how important our individual actions and values are to shaping the organizations around us; sustainable business practices are not only good for the bottom line, but will continue to bring forth positive change to the world as a whole.” – Roger Mao

Net Impact Conference: Gold Status Winner

“This fall’s Net Impact Conference was held in Detroit. From innovators, influencers, sustainability leaders to students and companies, the conference brings together 1500+ individuals passionate about social and sustainable change in the world. With the sponsorship of CSVC, I had the opportunity to attend the conference and network with a diverse set of leaders and learn about their works in different industries. I attended seminars on impact investing, circular economy, CSR’s role in organizations, among many other topics. The conference offered some fresh perspectives which helped me reflect on my actions as an individual, a member of a community and a future business leader. I was able to bring together some useful tools and resources and share that with my colleagues in the program.” – Neha Agrawal
Impact Consulting Fellowship

In May of 2020, after news that the COVID-19 pandemic would countermand many student internships, Smith students were left with summer availability. Local B-Corporations, non-profit organizations and impact-driven for-profit companies, on the other hand, had new challenges and a limited capacity to complete underpinning business initiatives. CSVC recognized a clear opportunity to give students a participatory learning experience while supporting organizations which operate to create long-term value for both people and planet.

Over the course of 8 weeks the Impact Consulting Fellowship offered a summer learning experience for 145 students, supported 23 different organizations, touched all 17 United Nations Sustainable Development Goals and totaled over 12,000 hours of pro bono consulting services total; 500 to 600 hours for each organization.

The goal of the Impact Consulting Fellowship was to promote professional growth for Smith students through experiential learning. Interim Assistant Dean Nicole Coomber and CSVC Director Nima Farshchi led development sessions to equip students with the skills they needed to work effectively on a team, as a leader and in the role of a consultant for a client. In addition, teams were made to promote cross thought with students of the undergraduate, masters and MBA level. Each team was assigned at least one Smith alumni with professional experience in consulting to mentor and coach their project.

With the positive feedback we have received, we are excited to see what is in store for the second iteration of the Impact Consulting Fellowship in the fall semester 2020. We are also proud to release a public handbook to guide other universities on how to successfully launch an experiential learning consulting program with the hopes that many more pro-bono consulting hours can be given to our impact-driven organizations. — Julie Rosenberg
Social Impact Marketing Case Competition

“One of the ways I have been able to create a space for UMD AMA members to actively engage in serving their community this year was by planning and hosting The American Marketing Association at UMD’s first annual Social Impact Marketing Case Competition with Capital Area Food Bank. By working with Nima and The Center for Social Value Creation at Smith on this unique event, I learned how organization, persistence, clear communication and having a strong network are all keys in successful planning. Seven teams of students presented their extensive research on stigmas surrounding food insecurity among college students. Through their primary and secondary research and marketing analysis, the teams created implementation plans and potential marketing materials to our hand-picked panel of judges with a variety of backgrounds. Each team showed true professionalism, attention to detail and dedication.” — Natalie Moir

Enhancing Education Data Challenge

“In May 2020, CSVC launched the inaugural Enhancing Education Challenge, a data analytics case competition judged by UMD alumni with diverse backgrounds in analytics. Eighteen teams were given one week to analyze over 1,000 rows of DC students’ standardized testing data and create a visually appealing two-page analysis with recommendations to the school principal. While working through the dataset, I was amazed to see the power of data analytics in identifying several standardized testing pain points that may have not emerged at first glance. I realized that although data analytics can be vital to large corporations, it is also an invaluable tool in helping advance our local communities. As a student with an interest in education curriculums and improving student learning, it was fulfilling to be given an opportunity to apply my classroom skills to a real world education scenario.” — Sophie Lin

RedBlack Consulting

“In the 2019 fall semester, I became UMD AMA’s Vice President of Marketing Consulting, tasked with leading and relaunching the chapter’s student-run marketing consulting firm, RedBlack Consulting. I knew that I wanted to lead it into providing marketing services for nonprofit organizations in the area. In my search for partnerships, I was introduced to the CSVC. Not only did the CSVC connect me with outstanding nonprofit organizations to work with, they also taught RedBlack consultants about relationship management and marketing in this space. Utilizing CSVC’s mentorship and vast toolbelt of knowledge, RedBlack Consulting was able to provide countless hours of marketing consulting work for nonprofits and as a result I grew immensely as a leader, business student and marketer.” — Gianna Mariani
OUR VISION

CSVC strives to create a world where businesses operate for the long-term value of both people and planet. We hope to inspire both our current and future generations to achieve this vision for a brighter world. As our goals are ambitious, our Center’s activities need to continue to evolve as well. Over the next year we are striving to grow CSVC’s impact in these three ways:

1. **Thought Leadership**
   As the hub of learning for how business is good for society, we not only help create well rounded students who understand the ways that businesses are evolving, we also need to give business leaders the tools that are necessary to tackle our world’s greatest challenges. Continuing our work in infographics, starting a podcast and releasing white papers are just a few of the ways we want to highlight our incredible research university.

2. **Experiential Learning**
   The world we live in is constantly changing and our students are given greater opportunities to make an impact once they commence. To properly equip our students with the tools that are needed, we need to create real world experiences. While launching our Impact Consulting Fellowship and conducting two case competitions this past year was a great first step, we need to do more. Being able to grow and expand opportunities like these are vital to having a successful start to one’s career.

3. **Instructional Integration**
   Creating a better world through business is no longer an additional component of a business school education. It is a core competency that society’s future leaders need to have in order to thrive. Our team will find seamless ways for Smith’s world-class faculty to integrate our teachings into coursework. Social impact is not a stand alone concept, but the way business is now conducted.
John Chickering, Executive Advisor

John Chickering, MBA ’85, advises boards and senior executives on strategy, technology and operations. As a graduate of the U.S. Merchant Marine Academy, he began his career as a licensed engineer running engine rooms in tankers. After earning his MBA, Chickering consulted to the maritime industry and authored peer-review thought leadership papers on maritime information management.

Chickering’s career at Fidelity Investments spanned 22 years which included several chief information officer assignments. He led a multi-year enterprise initiative that transformed complex high-volume customer communications from paper to eDelivery. The work, which spanned across multiple business lines and service providers, improved the customer experience, generated a triple-digit Return on Investment (ROI), and continues to save over 100 acres of forest each year.

Chickering’s board experience includes both fiduciary and advisory boards for both commercial and non-profit institutions where he has held various executive committee positions, including chair. He is a published author and an occasional speaker at industry conferences and seminars hosted in academia. Chickering volunteers with several community service organizations and has led 15+ hurricane/storm restoration work teams on the ground in Mississippi, New York, Vermont, and Florida.

Kristin Fallon, Executive Advisor

Kristin Fallon is the global head of content and storytelling for GE Healthcare, a $20B medical technology company, where she is responsible for the company’s brand narrative, storytelling, and content marketing. Throughout her career, Fallon has helped non-profits and the private sector meaningfully engage with stakeholders and grow market share — working with innovative technology companies from start-ups to GE, and international development organizations from NGOs to the World Bank. With a deep consulting and entrepreneurial background, and 10+ years living and working outside the US, Fallon is committed to driving impact through a career that delivers innovative technologies and bold solutions. She received her MBA from the Smith School of Business in 2011.
Omobolaji Vincent, Graduate Assistant

Omobolaji Vincent is a second year Master of Business Administration student at the Smith School of Business. It is his second year as the Graduate Assistant for the Center for Social Value Creation. Vincent is a recent father and dedicated team member in creating a global impact. He is an experienced Technology professional with over 10 years of experience in cyber security strategy, assessment, compliance and implementation programs across North America and West Africa. Proven expertise across the full project lifecycle in securing both on-Prem and cloud environments - infrastructure, networking, applications, and development.

Simone Smith, Digital Media & Marketing Intern

Simone Smith is a senior undergraduate student majoring in communication with a concentration in public relations. Her goal is to become a creative director or strategist for innovative and influential marketing campaigns with a social impact. She has a passion for diversifying the media and entertainment industry and has an interest in all things design — including interior, fashion and graphic. In her free time, Smith loves to indulge in her favorite shows and YouTube videos, explore new food places with friends and unwind to her favorite music.

Julie Rosenberg, Project Manager Intern

Julie Rosenberg is a senior undergraduate student studying communications, public relations at the University of Maryland College of Arts and Humanities. She loves to explore new and creative ways that brands create meaningful connections with their consumers. Rosenberg is minoring at the Robert H. Smith School of Business and believes the convergence of business learning and communication is only to be expected for the future of business education. In her free time, she loves watching stand-up comedy, finding new music and catching up on cool industry related news stories.
Crystal Pinckney, Events Management Intern

Crystal Pinckney is a junior information systems and marketing double major at the Robert H. Smith School of Business. Her passions include entrepreneurship, sustainability, and climate change. She feels most connected with the United Nations sustainable development goal “life below water” as she thinks it is important to preserve marine life. Pinckney would love to work closely with the United Nations and hopes to also own her own company one day. Her interests include traveling, trying new foods and touring new museums.

Anjali Kalra, Research Intern

Anjali Kalra is a junior undergraduate student double majoring in marketing and finance. She was recently inspired to switch her major from biology and join the Smith community after spending the summer interning at Abbott Pharmaceuticals and learning more about their marketing and advertising efforts. In her free time, she enjoys spending time outdoors hammocking, skiing, traveling, and hiking.

Soda Lo, New Projects Development Intern

Soda Lo is a sophomore undergraduate student studying international business and operations management business analytics (OMBA) with a minor in global poverty. Her dream would be to work for an international organization providing infrastructural and developmental aid to impoverished West African countries. She immediately felt drawn to the CSVC’s mission statement of “creating a better world through business”, and is excited to coordinate programs that merge business, sustainability, and impact! In her free time, Lo loves to travel, catch up on reading, or hang out with her friends and family.

Isabella Roccograndi, Digital Media & Marketing Intern

Isabella Roccograndi is a senior undergraduate student majoring in marketing with a minor in leadership studies. Her passion for marketing stemmed from her fascination with food packaging, and how the differences in branding can affect a company’s success. She has a passion for social media, graphic design, and living a healthy lifestyle. In her free time, Roccograndi loves to workout, spend time with friends, and go on walks on the B&A trail with her family.
Our Community

Coalition for Better Business
CSVC’s Coalition for Better Business highlights and engages companies and organizations that prioritize the United Nation’s Sustainable Development Goals and Environmental, Social, and Governance Goals, have a keen interest in Maryland Smith Students, and believe in the good of people, planning, and profit.

If you are interested in joining the Coalition for Better Business, contact Nima Farchchi at farshchi@umd.edu.

Faculty

We would like to thank all the phenomenal Faculty that allow our work to occur:

Management & Organization
Nicole Coomber
David Kirsch
Paulo Prochno
James Sanders
Robert M. Sheehan

Marketing
Rosellina Ferraro
Mary Beth Furst
Amna Kirmani
Roxanne Lefkoff
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Wedad J. Elmahraby
Anand Gopal
Shreevardhan Lele
Siva Viswanathan

Finance
Ken Fuller
Russell Wermers
A new $10 million gift from the Robert H. Smith Family Foundation will support MBA scholarships, undergraduate leadership programs and facility enhancements for the Smith School. The gift, announced in September 2015, will also continue to fund the school’s Center for Social Value Creation.

“The many conversations about the business school that I had with my father, as well as experiences with him there, made me very aware of how important it was to him,” said foundation president Michelle Smith. “It was natural that I would want to continue to support his legacy and carry on his commitments in the best way I could.”

Supporters

Michelle Smith

Lifelong Supporters
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Mr. Richard Novak

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