Alumni Day
Saturday, February 26, 2011

The Princeton University Class of 1976 is working in cooperation with the Princeton Environmental Institute, Pace Center for Civic Engagement, Keller Center for Innovation in Engineering Education, and the Princeton Entrepreneurship Club.
The Class of ’76 Green Business Plan Competition
Princeton University
Alumni Day
Saturday, February 26, 2011

Semi-Finalist Presentations

10:30 AM
Panel 1 Let There Be Light, Frist 205
Josh Bachner ’13, Lauren Allegro ’11

Panel 2 AgriText, Frist 206
Michael Keaton ’11, Michael Perl ’11

Panel 3 Vamos Energy, Frist 207
Sarah Adams ’11, Eric Donado ’11,
Peter Florence ’12, Eleanor Elbert ’12

11:00 AM
Panel 1 Worldwater Liberia, Frist 205
Jay Qi ’12

Panel 2 Skywater, Frist 206
Alexandra Douwes ’11, Jennifer Keeley ’11,
Kait Mauritz ’11, Janelle Morris ’11,
Genevieve Ryan ’11

Panel 3 Liberia on Board, LLC, Frist 207
Rena Chen ’11

11:30 AM Judges Selection of Finalists, Frist 208

12:15 PM Announcement of Finalists, Frist 207

12:20 PM Alumni Day Luncheon

Our Thanks To:

Princeton Environmental Institute
Kathy Hackett ’79, Amy Hepler, Holly Welles

The Pace Center
Elsie Sheidler, Kiki Jamieson

Princeton Entrepreneurship Club
Alex Landon ’12

Keller Center for Innovation in Engineering Education
Cornelia Huellstrunk, Sharad Malik

Princeton University Counsel
Robert Berness

Professors
Gregory van der Vink
John Danner
Ed Zschau

Alumni Association of Princeton University
Margaret Miller ’80, Livia Wong McCarthy, Mibs Mara,
Marguerite Hadley Vera ’79, Dottie Werner, Mary Alexander
Afternoon Session

3:00 PM  Remembrance Service
Chapel

4:30 PM  Finalists Presentations
McCosh 10

5:30 PM  Judges Deliberation
McCosh 10

6:00 PM  Joint Reception/Awards Ceremony with Tiger
Launch, Mathey Common Hall

7:00 PM  Spirit of Service ’76 Environmental Speaker Series
Mathey Common Hall
Sandy McCardell ’76, MBA
President, Current-C Energy Systems, Inc.

The Princeton Class of ’76 Green Business Plan Competition Committee
Jane Kenney Austin ’76, Joe Heyison ’76, Rita Ormasa ’76

Spirit of Service ’76 Co-Chairs
Illa Brown ’76, Mimi Murley ’76

Princeton Class of ’76 Officers
Rosalie Norair ’76, President
Bill Katen-Narvell ’76, Vice President
Marsha Rosenthal ’76, Vice President
Eric Savage ’76, Vice President
Marianne Verbeke Doar ’76, Vice President
Ken Moch ’76, Secretary
Joci Spector 76, Treasurer
Don Grasso ’76, Reunions Chair
Mark Dukas ’76, Class Agent
Willy Landrigan ’76, Class Agent
Terri Cast ’76, Webmaster

The Class of ’76 Green Business Plan Competition is funded under the Spirit of Service ’76 Environmental initiative. Ninety members of the Princeton University Class of ’76 are involved as donors, volunteers or both. The initiative’s objectives are to spur Princeton University student innovation, prepare them for leadership roles, and to support workable projects addressing critical environmental needs. Members of the Class of ’76 donated $10,000 in cash awards to help seed new ventures by Princeton students which address pressing environmental issues facing our world. The Class of ’76 received the 2010 Princeton University Alumni Council Community Service Award for Spirit of Service ’76. The initiative was cited for “innovation,” “entrepreneurship,” and “collaboration.”

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About Sandra McCardell '76

Sandra McCardell '76, has pursued a rather eclectic career since graduation – although her efforts have always managed to be in “The Spirit of Service”! In addition to receiving both a Master’s in International Administration at the School for International Training in Vermont and an MBA (at the University of Chicago’s Booth School of Business), Sandy has worked for organizations as varied as General Motors and Parker Pen, in real estate and international student exchange, real estate development and computer manufacturers. In 1996, Sandy founded a company to implement energy efficiency projects. Current-C Energy Systems, Inc. (named by her daughter Ariana Arcenas, – Brown 2006, Master’s Donald Bren School of Environmental Science and Management UCSB 2010) has since evolved to become a small woman-owned business consulting to organizations on their strategic energy efficiency and renewable energy goals, plans and projects. The advantage of consulting is that each project is different, and in contrast to her son Scott Arcenas (Princeton '08) who has a plan for the next 6 – 7 years from a Master’s at Cambridge University and then a PhD at Stanford University (both oriented towards Classics), Sandy’s projects vary month by month and year by year. Some of the more interesting ones are:

- Working with small communities on the Navajo Nation to describe and utilize their resources in order to provide income for the community
- Designing a plan to increase the capacity of the Ministry of Energy and Water of the Government of Afghanistan to develop and implement energy policy
- Sustainability consulting for a utility which uses landfill gas to provide electricity
- Strategic planning for a women’s organization in India desiring to include renewable energy with its organic agriculture programs.
- Working with schools to reduce energy use and at the same time increase students’ and teachers’ understanding of energy efficiency and renewable energy.
- Providing “appropriate technology” recommendations regarding alternative energies (including researching historical solutions to keeping cool in the summer and warm in the winter) for 16 Institutions of Higher Education in Afghanistan.
Class of ’76 Judges

Jane Kenney Austin ’76

Major: Economics

Jane Kenney Austin is a Sr. Policy Analyst for Save The Bay, linking Save The Bay and key partners and institutions and handling Save The Bay’s legislative and policy agenda. Jane joined Save The Bay in 2004. Her elected and volunteer leadership roles have included the Warwick School Committee and the Board of Common Cause RI. She has worked as a teaching associate at Brown University in the Political Science and Urban Studies Departments and as an international banking officer with Mellon Bank in Pittsburgh and London. Jane has a BA in Economics from Princeton, and MBA from Harvard Business School and Masters in Political Science from Brown University.

Tom Hewson ’76

Major: Civil Engineering
Thesis: Development of a groundwater contamination model and compare its projections to data from a landfill contamination site in Long Island, New York.

Tom Hewson has been an energy and environmental consultant for more than 33 years. He is a co-founder and principal at Energy Ventures Analysis in Arlington, Virginia where he oversees the firm’s environmental consulting practice. His clients include major electric utilities, fossil fuel suppliers, major industry research groups, financial investment companies, Dept. of Energy, EPA and public utility commissions. He is a recognized expert on emission allowance trading markets, environmental compliance strategy development, and pollution control technologies. His recent work includes examination of the potential impacts of climate change regulation on energy and allowance markets.

Ken Moch ’76

Major: Biochemistry
Thesis: Paramedics, Coronary Care, and Emergency Medical Services: A New Triumvirate

Ken Moch joined Chimerix, an antiviral therapeutics company, in 2009 as COO and became President and CEO in April 2010. Ken brings more than 25 years of experience in managing and financing biomedical technologies, having played a key role in building several life science companies. Prior to joining Chimerix, he founded Euclidean Life Science Advisors, a provider of strategic advisory services to life sciences companies and venture capital firms. Previously, Ken was Managing Director, Healthcare Investment Banking, at ThinkEquity Partners. In 1995, Ken joined Alteon Inc., a biotechnology company specializing in small molecule therapeutics for cardiovascular aging and diabetic complications, where he served as President and CEO from 1998 to 2005. Ken served as President and CEO of Biocyte Corporation, the cellular therapy company that pioneered the collection and commercial application of cord blood stem cells. His first biotechnology company was located in Princeton, where he was co-founder and Vice President of The Liposome Company, Inc. Earlier in his career, Ken was a management consultant with McKinsey & Company, Inc. Ken holds an A.B. in biochemistry from Princeton University and an MBA from Stanford Business School.

Rita Ormasa ’76

Major: Economics
Thesis: Does a Given Percentage Improvement in Auto Fuel Efficiency Lead to an Equivalent Savings in Gasoline?

Rita Ormasa has over 25 years of marketing and business management experience in new ventures to Fortune 500 companies. She created her own firm, Sailwind Marketing Consulting to help small businesses improve their sales and profits. She started up and sold a European style floral shop, which was the “Go To” place for flowers in the neighborhood. Prior to this, Rita was a Senior Vice President of Deposit and Investment Products at Allfirst Bank. She has built the brand identities, company and product positioning, and all marketing elements for a start-up software company and one that was reinventing itself. Prior to this,
Joe Heyison ’76

Major: Political Economy
Thesis: Higher Education Financing

Joe Heyison was previously chief legal officer for a renewable power company that builds and operates cogeneration, wind and biomass power facilities as well as desalination and water resource projects worldwide, and its venture capital affiliate. He is now a U.S. counsel for a major Japanese investment bank, where he’s responsible for carbon trading projects and energy investments. In addition to legal, tax and policy experience with environmentally sustainable businesses, he has broad biotechnology and electronics expertise and is a registered patent attorney. His earlier experience included organizing and advising a large number of start-up companies. Joe received his BA from Princeton University and his law degree from University of Pennsylvania Law School.

Paul Hutton ’76

Major: Architecture
Thesis: The Redevelopment of Narragansett, a Town on the Northeast Atlantic Coast

After graduating from Princeton with a major in Architecture, Paul Hutton attended the University of Virginia where he earned Masters degrees in both Architecture and Environmental Planning. Paul has been a practicing architect and innovator in energy efficient design for the last 30 years. His firm, Hutton Architecture Studio, was founded in 1990 and specializes in sustainability, daylighting, and environments for learning. Currently, the firm administers the High Performance Building Program for the Colorado Governor’s Energy Office. Additionally, Paul has been an instructor at the University of Colorado for many years, where he pioneered the course in daylighting design and sustainability. Paul is also involved with a variety of start-up green companies. One of them manufactures high grade silicon crystal for the pv industry and another, Sunflower, is developing a new class of active daylighting devices. Paul is a board member of the American Institute of Architects (AIA) Committee on Architecture for Education (CAE), and in that capacity is involved with conference planning, publications, and professional development. He lives on a PV powered sustainable ranch south of Denver.

John Irwin ’76

Major: Politics

John Irwin is a Managing Director and co-founder of Brookside International Incorporated, which invests in private equity and Brookside Mezzanine Partners which invests in subordinated debt. He is also Chairman of the Achelis & Bodman Foundations, Chairman of the Committee on Trustees for the Wildlife Conservation Society, President of the Fresh Air Fund, and a member of Princeton’s Advisory Council of PIIRS. He has his degree from Princeton University.

Constance Melrose ’76

Major: English Literature
Thesis: The Taste of Primary Truth: Fantasy and Christianity in the Lord of the Rings

Constance Melrose is a Managing Director of eFinancialCareers, with operating responsibility for the Americas region of eFinancialCareers Group, a Dice Holdings company and the leading global career site network for financial markets professionals, covering over 30 sectors in investment banking, asset management and securities around the world. She is also Vice President, Treasurer for Dice Holdings, and led the strategic planning and corporate development functions for the company for several years. Ms. Melrose has over 25 years combined experience in the online recruitment industry and the securities industry, encompassing corporate development, strategy, corporate finance, and investor relations. Prior to joining Dice Holdings, her years working in the securities industry included nine years at Merrill Lynch, where she was Vice President, Director of Investor Relations. She earned an A.B. in English literature from Princeton University and an M.B.A. in finance and accounting from The Wharton School. She served for three years as a charter member of the Board of Governors of the International Association of Employment Websites, and was a three-year charter member of the Board of Visitors of The Hockaday School.