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Michael J. and Ann Sherman Center for Engineering **Entrepreneurship Education** 



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# Foreword

The genesis of the Sherman Center emerged from a moment of unexpected inspiration. While I was attending a showcase of engineering student projects in 2011, one particular innovation caught my eye—a simple, yet profound method of purifying water using inexpensive plastic film. This project wasn't just a technical solution; it represented hope for addressing global water scarcity, particularly in underserved communities.

After the presentation, I spoke with the student behind this innovation. Our conversation veered toward the entrepreneurial journey of bringing such a solution to market. It was here, in this exchange, that I encountered a gap. The project was groundbreaking, yet there was a noticeable disconnect in understanding how to transition from an engineering prototype to a viable, market-ready product.

Reflecting on this experience, I recognized a broader need within the College of Engineering. Our students were adept at crafting solutions to complex engineering challenges, yet there was an evident gap in business and entrepreneurial skills necessary to bring these innovations to fruition. This gap was not just a hurdle; it was an opportunity to enhance our engineering education by integrating entrepreneurial thinking and business acumen. Thus, the idea of the Sherman Center was born, marking the beginning of a new chapter in engineering entrepreneurship at Northeastern.

The journey from that initial concept to the establishment of the Sherman Center was supported by fruitful discussions I had with university leadership, including President Aoun. In April 2013, the Sherman Center was officially integrated into the College of Engineering. This quick action underscored the university's commitment to fostering an entrepreneurial spirit among its students.

From the beginning, the Sherman Center has been more than just a space; it's been a community. We focused on business fundamentals through lectures and established a mentoring program, leveraging the expertise of NU alumni to guide our students. The center's impact quickly transcended the boundaries of the College of Engineering, attracting students from across the university. This diverse interest affirmed the universal appeal of entrepreneurship and the need for a comprehensive approach to education that includes business savvy. The service today is much as it was in the beginning.

The Sherman Center's offerings evolved in response to student feedback and emerging needs. The introduction of the Sherman Makerspace provided a tangible space for ideas to become prototypes, embodying our belief in supporting the entire innovation lifecycle. We enticed students to participate in on-campus entrepreneurship organizations like Generate, REV Mentoring, and Forge to meet their ambitions or curiosity. Perhaps our most ambitious endeavor, the Venture Co-op program, addressed the quintessential challenge of real-world business experience, offering students the chance to work on their startups while receiving financial support.

Reflecting on the path the Sherman Center has taken, from a spontaneous idea inspired by a student project to a cornerstone of entrepreneurial education at Northeastern, fills me with immense pride. The center stands as a beacon of innovation and entrepreneurship, guiding students as they transform their ideas into viable products and businesses.

As we look forward, the Sherman Center is poised to continue its evolution. We will go where our students' needs are and adapt to the challenges of the entrepreneurial world, always striving to be the premier resource for all Northeastern students and alumni.



Michael J. Sherman and Ann Sherman

-Michael J. Sherman, COE '68





# Our Mission and Approach

In an era where the quantity of launched ventures often overshadows the quality of innovation, the Sherman Center stands apart. We pride ourselves on a commitment to nurturing the individual, prioritizing entrepreneurial mental health, fostering an inclusive community, and tailoring our support to meet the unique needs of each member. Our focus is not on the number of products or companies our members launch, but on the depth of their personal and professional growth.

## The Genesis of the Sherman Center

Conceived through the generosity and vision of the Sherman family, the Sherman Center was established as a cornerstone for engineering students at Northeastern University. Recognizing the critical need for engineers to blend their technical prowess with entrepreneurial acumen, the center has successfully bridged the gap between innovative product development and business execution. Our legacy is one of empowering engineers to apply their skills toward identifying global challenges and crafting commercially viable solutions.

# The Sherman Experience: Developing Builders for a Better Future

The essence of the Sherman Center experience lies in its commitment to more than just startup creation. We aim to cultivate a skillset that is applicable across a broad spectrum of entrepreneurial endeavors. Through a culture of intention, development, and inclusivity, the center offers personalized experiential learning opportunities for all Northeastern builders. Our core values emphasize:

- **Intention:** Purposefully creating programs and initiatives in response to the genuine needs of our community.
- **Development:** Prioritizing the growth of entrepreneurs and product builders, with the understanding that launching a venture or product is a secondary outcome.
- **Inclusivity:** Fostering an empathetic and nurturing environment where every member feels valued and supported, irrespective of their background or identity. Our community is a mosaic of diverse voices, including but not limited to those who are Black, Latinx, womxn, AAPI, LGBTQ+, and disabled.

Our ultimate goal is to nurture resilient, people-focused builders who are poised to lead us toward a brighter future. The Sherman Center's greatest asset is its community, a dynamic source of innovation directly influencing the creation and refinement of our programs. We take pride in our community-driven approach and remain open to ideas that further our mission.

Together, we are building more than just products and companies; we are shaping the entrepreneurs and innovators of tomorrow.

## 2011

Inspired by the potential of entrepreneurial engineers at a Northeastern University student innovation showcase, Michael Sherman envisions a hub for cultivating engineering talent.



#### 2014

The Grand Opening of the Sherman Center celebrates the official launch, alongside the introduction of student-led workshops in Arduino and 3D Printing, embodying the center's philosophy of student-driven learning.

DECADE O

## 2013

The generous gift from the Sherman family kick-starts the creation of the Sherman Center, marking the beginning of an era for engineering entrepreneurship at Northeastern.

Shashi Murthy is appointed as the Founding Director, setting the foundational leadership for the center's growth and direction.



#### 2018

Generate moves to Studio One, expanding its capacity for collaboration and innovation.



## 2020

A renewed commitment to Diversity, Equity, and Inclusion (DEI) leads to the establishment of the Sherm DEI action plan, ensuring the center's values align with inclusivity and equitable opportunities.

## 2019

Professor Andrew Goulstone steps in as the second Sherman Director, bringing fresh leadership and vision to the center.

## 2021

The launch of Forge, further diversifying the center's portfolio of programs dedicated to hands-on innovation and entrepreneurship.

Theo Johnson takes the helm as the third Sherman Director, continuing the legacy of dynamic leadership and visionary direction for the center.



#### 2016

Introduction of the Sherman Venture Co-op, offering real-world entrepreneurial experience through cooperative education.

The inaugural issue of the Sherman Gazette, expanding the center's outreach and engagement with the entrepreneurial community.

Plans for the expansion of the Sherman Makerspace commence, aiming to enhance the physical resources available to innovators.

## 2015

Launch of the Sherman Entrepreneurial Engineering undergraduate minor, Northeastern's first suite of product-focused academic offerings, signaling a formal educational path for entrepreneurial engineers.

The establishment of ShermComms (originally Sherman Work Study) and the REV Mentoring program, providing vital communications support and expert mentoring to aspiring venture founders.

The student-led product development program Generate is founded, empowering students to take the lead in innovation and product creation.

#### 2017

The Sherman Center hosts the Tech Rebels event in the newly opened ISEC atrium and auditorium, showcasing innovative thinking and technological rebellion.



# **IMPACT**

#### 2023

Establishment of the Makerspace Ninja team, enhancing the support and operational efficiency of the Sherman Makerspace for student innovators.

## 2022

The Introduction of the MS degree in Product Development, a significant milestone in academic offerings that melds technical engineering expertise with entrepreneurial skills.

The REV Mentoring program concludes, marking the end of an era and the evolution of mentorship within the center.

#### 2024

Celebrating its 10th Anniversary, the Sherman Center reflects on a decade of empowering entrepreneurial engineers and shaping innovation at Northeastern. This milestone underscores a commitment to growth, inclusivity, and the enduring impact of its community-driven initiatives.







# Experiential Programming

The Sherman Center at Northeastern University is home to a suite of distinctive programs designed to catalyze the entrepreneurial spirit within engineering students and to nurture their journey from innovative thinkers to impactful builders. Central to its mission are the Venture Co-Ops, Generate, and Forge programs, each offering a unique avenue for students to engage deeply with real-world entrepreneurial challenges, collaborative product development, and hands-on creation.

These programs are meticulously crafted to not only equip students with the essential tools and knowledge for success in their ventures but also to foster a community of innovation, resilience, and inclusivity.

# The Sherman Venture Co-op Program: Nurturing Next-Generation Leaders

# Overview of the Program

The Sherman Venture Co-op Program offers undergraduate and graduate entrepreneurs a unique six-month co-op opportunity to work full-time on developing their venture concepts. This program is distinct from traditional co-op experiences, as it allows students to take complete ownership of their ventures, providing a practical and immersive approach to entrepreneurship.



## How it Works

Venture Co-ops are selected through a competitive process that identifies students with promising venture concepts and the determination to bring these ideas to life. Once selected, participants are embedded within a rich ecosystem of resources spanning over 40 entrepreneurial organizations and campuses worldwide, including the Northeastern University Center for Entrepreneurship Education, The Roux Institute, and the McCarthy(s) Venture Mentoring Network, among others. These students receive a stipend, access to workspaces, mentoring, and the invaluable support of a network that includes a student Entrepreneur in Residence—a peer leadership model that fosters a community of mutual support and growth.



## **Growth Since Inception**

Since its launch in July 2016, the Venture Co-op Program has seen participants from every college within Northeastern, encompassing a diverse range of interdisciplinary backgrounds. This inclusivity underscores the program's mission to foster a broad spectrum of entrepreneurial ventures. Over the years, it has grown significantly, supported by the Sherman Center's expansive community of over 700 members, reflecting its success and the high demand for such experiential learning opportunities.

# Looking to the Future

As the Sherman Venture Co-op Program looks ahead, it aims to expand its reach and deepen its impact by increasing the number of available co-op positions. This expansion seeks to address the growing demand among students to turn their innovative concepts into reality, further supported by philanthropic contributions that make these life-changing opportunities possible.





# Generate: Fostering Growth, Innovation, and Community

# Overview of the Program

Generate, Northeastern University's student-led product development studio, embodies a dynamic trajectory of growth and diversification since its inception in fall 2015. Starting with a core team of eight members and two clients, Generate has evolved to engage over 175 members each semester, assisting 18 clients annually. This expansion isn't merely numerical but extends to the scope of services offered, including full-stack software development, UI/UX design, and brand design, on top of its original focus on electromechanical hardware projects. Generate's work quality now competes with professional product development firms, a testament to the talent and dedication of its members.

## How it Works

Generate operates on the principle of experiential learning, with students selected through a meticulous process to ensure a fit both in skill and dedication to the studio's mission. These students collaborate closely with clientsfrom the inception to the delivery of a project, navigating the complexities of real-world product development. This process allows them to apply their classroom knowledge in a practical setting, fostering a unique learning experience that enhances their skills and prepares them for future entrepreneurial endeavors.



# **Growth Since Inception**

From its modest beginnings, Generate has witnessed substantial growth in membership, project complexity, and the diversity of its client base. The expansion into various design and development domains has not only increased Generate's capability to take on a broader range of projects but also elevated the quality of output to match that of industry standards. The studio's community has flourished, characterized by a culture of curiosity, collaboration, and mutual support, underpinning its success.

# Looking to the Future

The future of Generate is bright and ambitious. With plans to extend its impact beyond Boston, including taking on clients from the Roux Institute in Maine and welcoming its first external clients in fall 2023, Generate is poised for further expansion. This growth envisions projects that extend beyond the traditional one-semester timeline, embracing more complex challenges and fostering deeper engagements with clients. As Generate continues to evolve, it remains committed to its founding vision: to inspire, educate, and build



the next generation of entrepreneurial product builders, ensuring a robust and vibrant future for the studio and its members.

# Forge: Empowering the Next Generation of Product Innovators

# Overview of the Program

Forge stands as a testament to the Northeastern's unwavering commitment to fostering a spirit of innovation, entrepreneurship, and leadership. Evolved from its original concept as Labs, Forge has established itself as a vibrant community where students come together to transform their initial ideas into tangible prototypes. This initiative emphasizes hands-on learning and the real-world application of entrepreneurial and engineering skills, providing a comprehensive environment for students to grow as innovators.





"Launching Labs, which evolved into Forge, was driven by a desire to provide foundational product development opportunities. The community and skills I gained have been instrumental in my career, underscoring the lasting impact of Forge."

-Brenna Sorkin, CAMD'19

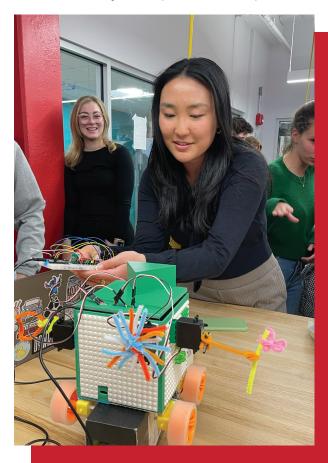
## How it Works

Forge thoughtfully selects students each semester through an application process, forming teams that embark on a journey from concept to prototype. These teams are supported by specialized workshops and mentoring from experts in electromechanical engineering. A speaker series with local entrepreneurs further enriches the experience, providing insights and support to help bring students' ideas to fruition.

- **Team Collaboration:** Students at Forge collaborate in teams to design and build products that address real-world problems, leveraging the collective creativity and expertise of their peers.
- Networking and Connections: Through workshops, engagement with the Sherman Center community, and events featuring industry experts, Forge participants make valuable connections that enhance their learning and professional networks.
- Skill Development: Forge equips its memberswith critical technical skills, in-depth product development knowledge, and entrepreneurial experience, laying the groundwork for their future success.

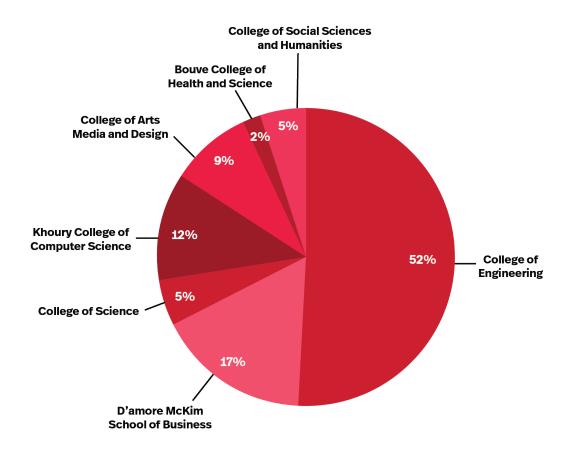
# **Growth Since Its Inception**

Since its start in 2021, Forge has experienced significant expansion in the number of participants, scope of program offerings, and the depth of its community engagement. The program has grown to include entrepreneurship-focused workshops alongside its engineering workshops, enhancing participants' skills in ideation, market research, product viability, and pitching.



# Forge Student Participation by College Spring 2024 Semester

A total of 7 different colleges were represented in our member base, with the following breakdown by college



# Forging the Future

Looking ahead, Forge is set to continue its growth and expand the resources available to its members, reinforcing its role as an active component of Northeastern's entrepreneurial ecosystem. The goal is to encourage participants to advance their prototypes beyond the program by connecting them with venture accelerators and other university resources.





# Academics at the Sherman Center

## Overview

The Sherman Center's academic offerings are meticulously designed to bridge disciplinary fundamentals with practical industry insights, fostering an environment where students can assess market needs, innovate technologies, and learn sustainable, economic manufacturing solutions.

# Master's Program & Undergraduate Minor

The Master of Science (MS) in Product Development and the Entrepreneurial Engineering minor cater specifically to the increasing demand for proficient product engineers and managers. These programs are structured to impart students with a comprehensive understanding of the product lifecycle, from ideation to market launch, emphasizing both technical prowess and management acumen. Students are prepared to lead cross-functional teams, ensuring the successful execution of product development projects.



"Reflecting on the journey of the Sherman Center's academic evolution, the inception of our curriculum in July 2014 was a pivotal moment, rooted in the vision of Experience Engineering. By spring 2016, I had the privilege of teaching my first course within this innovative framework, marking the beginning of an enriching journey that has since encompassed 23 course sections tailored to foster engineering entrepreneurship. Remarkably, the proposal for our Master of Science in Product Development transitioned from concept to faculty senate approval in a mere 106 days, a testament to our collective dedication and the urgency of meeting the educational needs of future product leaders."

–Mark Sivak, Associate Teaching Professor, Head of Sherman Academic Initiatives

## **Electives**

Students have the opportunity to further specialize by selecting electives in one of three key areas: Manufacturing, Design, or Venture Creation. These electives allow students to deepen their knowledge in a specific aspect of product development, aligning with their personal career aspirations and enhancing their skill set in preparation for the challenges of the entrepreneurial and technological landscapes.

# Faculty

The faculty at the Sherman Center are distinguished by their real-world experience as product professionals in the industry. This direct industry linkage ensures that the curriculum is grounded in practical application, enabling students to learn from instructors who have firsthand knowledge of the challenges and opportunities in product development. Their expertise not only enriches the learning experience but also connects students to the broader professional network and trends in product innovation.





# Building a Community of Innovators

The Sherman Center has steadfastly embedded core values of inclusivity and community-building into every facet of its operation. This unwavering commitment is not just a testament to the center's ethos but a deliberate effort to shape an environment where every member feels valued, supported, and integral to the collective journey of discovery and creation.

# Core Values and Inclusivity Efforts

Central to the Sherman Center's mission is the cultivation of a safe and supportive environment. By bringing together people who have different backgrounds, genders, experiences and perspectives, we consistently generate more innovative solutions than homogeneity would.

Inclusivity extends beyond mere access, seeking to ensure that individuals from diverse backgrounds and disciplines find a genuine sense of belonging. Particular attention has been given to the needs of neurodiverse and disabled students, with thoughtful research conducted in 2021 to guide the design of spaces that are accommodating and accessible to all. Our commitment to inclusivity is further demonstrated in efforts to uplift voices traditionally underrepresented in both academic and industry ecosystems, ensuring equitable participation and representation in all programs.



## Space and Programs

The Sherman Center's makerspace stands as a beacon of creativity and collaboration, offering state-of-the-art facilities and resources that support a wide array of programs, including Generate, Forge, and various product development courses. This vibrant hub is not only equipped with advanced tools for prototyping and project development but is also supported by the Makerspace Ninja Team. This dedicated group of students plays a pivotal role in enhancing the functionality of the space, fostering a culture of creative exploration and collaborative problem-solving.

Parallelly, the Sherman Communications Team (ShermComms) amplifies the center's mission, achievements, and the vibrant stories of its community members. Through podcasts, newsletters, and an active presence on social media, ShermComms ensures that the spirit of innovation and the milestones of the center's inhabitants resonate far beyond its physical boundaries. A significant part of their mandate is to champion diversity, equity, and inclusion, ensuring that these fundamental values are woven into the fabric of all communications and activities.

# The Community's Role in Times of Social Change

Perhaps one of the most telling aspects of the Sherman Center's commitment to its values has been its response to societal challenges and upheavals. Following the tragic events that reignited the Black Lives Matter movement in 2020, the center's community engaged in deep introspection, culminating in the creation of "Rethinking the Sherm." This living document not only reflects a collective commitment to equity, justice, and community building but also outlines actionable steps to ensure the center remains a welcoming, supportive, and inclusive space for all its members. It serves as a blueprint for ongoing efforts to foster a more equitable and just community, embodying the Sherman Center's dedication to making a meaningful impact both within and beyond its walls.

Through these concerted efforts, the Sherman Center continues to embody the principles of inclusivity, support, and community engagement. Its dynamic approach to fostering a culture of innovation, coupled with a steadfast commitment to social responsibility, makes it a place where every member can thrive.





# Sherman Alumni in Industry: Transformative Journeys and Innovations

The Sherman Center has played a crucial role in the professional and personal development of over 500 alumni, nurturing a culture of innovation, entrepreneurship, and mutual support. These alumni have ventured into significant roles within top product development studios, tech firms, and startups globally, including prestigious names like Apple, Boston Scientific, Amazon Robotics, and Tesla. Alumni increasingly give back to the center with their time, energy, network, and ability to push forward the next generation. Their journey from students to industry leaders and mentors exemplifies the center's success in fostering a cycle of experiential education and community engagement.

# The Impact of One Job: Ryan Kenny's Experience



Ryan Kenny, COE'19, ShermComms and Generate member, began his journey at the Sherman Center looking for a job but discovered much more—an organization that profoundly impacted his personal and professional life. His involvement with the Sherman Center work study team and Generate exposed him to diverse facets of engineering and entrepreneurship. This helped shape his career path significantly and led him to succeed as a current Senior Data Engineer at a solar technology company.

Ryan articulates his experience, stating, "In addition to this professional experience, the Sherman Center community made a strong impression on my life. The mentorship provided by both faculty and older students helped shape me into the person I am today. I was able to gain hands-on experience with both hardware and software development as well as engineering management/project leadership, which has shaped my career path since graduating."

## Bus Routing Done Right: Keith Corso's Entrepreneurial Leap



Keith Corso, DMSB'21, founder of BusRight, represents the entrepreneurial spirit fostered by the Sherman Center. BusRight, a software company that simplifies school bus routing, dispatch, and navigation, secured \$2.5 million in seed funding, showcasing the potential of innovative ideas supported by the right environment.

Keith credits the Sherman Center for its foundational role in his success, noting, "The Sherman Center at Northeastern funded my and another student's co-op so we could work full time on BusRight." This support was crucial in allowing him to fully commit to his venture, highlighting the center's commitment to empowering students to bring their innovative ideas to fruition.

# Mounting Challenges: Madison Rifkin's Venture into the Travel Industry



Madison Rifkin, DMSB'21, turned her concept into a successful online marketplace. Mount enhances travelers' experiences by connecting them with local goods, services, and experiences. Madison's journey from a Generate client and Sherman Center Venture Co-op to a thriving entrepreneur underscores the significant impact of the Sherman Center's support.

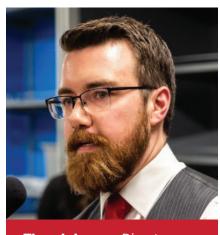
Reflecting on her experience, Madison shares, "My co-op at the Sherman Center was the most impactful program I did at Northeastern because it allowed me to see what it would look like working on my venture full-time." This opportunity gave her the confidence and clarity to dedicate herself to Mount, leading to its notable success in the travel industry. Today, Mount has raised two rounds of funding and features over 40,000 vendor experiences on its website.

# Looking Toward the Future

As the Sherman Center closes out a decade marked by substantial growth and prepares to embark on the next chapter, the collective pride in its achievements is undeniable. Throughout the years, the center has risen to the challenge of cultivating an environment that embodies intentionality, development, and inclusivity, particularly in the entrepreneurial sphere.

## Collaborative Growth

The Sherman Center's evolution is a testament to the power of collaboration. By uniting students, faculty, staff, alumni, and friends, it has expanded academic and experiential programs that resonate deeply with the real needs of product builders and entrepreneurs. This concerted effort has transformed the center's physical spaces into vibrant hubs for ideation, innovation, and learning, fostering both personal and professional growth among its members.



Theo Johnson, Director, Michael J. and Ann Sherman Center for Engineering Entrepreneurship Education

# Interdisciplinary Excellence

Over the past decade, the center has emerged as an interdisciplinary beacon of learning, offering product-centric, entrepreneurial education that transcends traditional disciplinary boundaries. This unique approach has cultivated a dynamic environment where individuals from various fields of study come together to innovate, create, and learn.

## Vision for the Future

As we look forward, the Sherman Center is poised to ascend as a global leader in experiential entrepreneurship, product development education, and enhancing the overall student experience. Realizing this ambitious vision will rely on the continued support of the community that has been instrumental to the center's success. The engagement of family, friends, alumni, corporate sponsors, and new partners will be vital in propelling the Sherman Center towards these ambitious goals. The next ten years promise a journey of growth, innovation, and impact across the globe. This exciting future invites the extended Sherman Center community to support and participate in shaping what comes next.

#### Join Us

For those interested in learning more and contributing to the Sherman Center's future, your engagement and support are warmly welcomed. Together, we can continue to nurture an ecosystem that champions creativity, innovation, and entrepreneurship for the years to come.

To learn more, please visit: **sherman.center.northeastern.edu/** 

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# To provide support, please visit:





# Acknowledgments

A sincere thank you to everyone who contributed to the creation of this report. Your dedication and insights have been crucial in highlighting the Sherman Center's journey.

This document reflects the collaborative spirit of the Sherman Center, thanks to the contributions from faculty, staff, alumni, students, and friends. Your willingness to share your experiences and insights has enriched this report and continues to inspire our mission.

Your support and involvement are invaluable as we look ahead. Thank you for your part in our ongoing story.

Aya Aragon
Keith Corso
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Rachel Domb
Erin Galt
Kyle Garvey
Tuan Ho
Mina Iskarous
Theo Johnson
Ryan Kenny

Ryan Lonkart

Maddy (Leger) Montaquila Shannon Murphy Shashi Murthy Reesha Patel Jess Posmantier Prathik Ravel Madison Rifkin Mark Sivak Brenna Sorkin Linda Yan

# A Tribute to Support and Generosity

As the Sherman Center marks a decade of innovation, entrepreneurship, and growth, we extend our deepest gratitude to the generous donors who have played a pivotal role in shaping the center into what it is today. Your support has been instrumental in nurturing a vibrant community of thinkers, creators, and leaders. Below is our honor roll of donors, whose contributions have made a significant impact on the center's success and the lives of countless students.

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Dr. Gregory Abowd

Mr. Reza Nik Akhtar

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Ms. Carly Grace Anderson

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