Semi-Finalist Presentations

9:00 AM
Panel 1  PureWorld, LLC, Guyot Hall 154
Jason Baum ’10
Panel 2  Sun Salute Technologies, Guyot Hall 155
Eden Full ’13

9:40 AM
Panel 1  em(Power), Guyot Hall 154
Fahad Sams (Masters Candidate)
Dalia Nahol ’10, Jacob Hiller ’10
Faaez ul Haq ’12, Michael Smith ’10
Panel 2  Vermicapture Development Solutions, LLC,
Guyot Hall 155
Maurie Carr ’10

10:20 AM
Panel 1  TransACTion, LLC, Guyot Hall 154
Leah Cohen-Shohet ’12
Panel 2  Revino Reclaimed Wine Bottles, Guyot Hall 155
Jacob Hiller ’10

11:00 AM
Panel 1  Sustaintex, Guyot Hall 154
Zach Morse ’10
Panel 2  Sea Green Fabrics LLC, Guyot Hall 155
Carter Greenbaum ’12

11:30 AM
Judges Selection of Finalists
Guyot Hall 145

12:15 PM
Announcement of Finalists, Guyot Hall 155
Alumni Day Luncheon

Our Thanks To:

Princeton Environmental Institute
Kathy Hackett ’79, Amy Hepler, Sandra Lam

The Pace Center
Elsie Sheidler, Kiki Jamieson, Andrew Seligsohn

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

Princeton University Counsel
Robert Berness

Professors
Gregory van der Vink
Gordon Bloom
Ed Zschau

The Alumni Council of Princeton University
Margaret Miller ’80, Livia McCarthy,
Dottie Werner, Mary Alexander
Afternoon Session

3:00 PM       Remembrance Service
              Chapel

4:30 PM       Finalists Presentations
              Guyot Hall 154

5:30 PM       Judges Deliberation
              Guyot Hall 145
              Reception, Guyot Atrium

6:00 PM       Awards Ceremony
              Guyot Atrium

6:30 PM       Spirit of Service ’76 Environmental Speaker Series
              Guyot Hall 155
              - Paul Hutton, ’76, AIA, LEED ap
              “Sustainability and Entrepreneurship Or The Moon is My Nightlight”

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 $15,000 in cash awards to help seed new ventures by Princeton students which address pressing environmental issues facing our world.

In cooperation with Princeton Environmental Institute, Keller Center for Innovation in Engineering Education, and the Pace Center.

The 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 Katcn-Narvell ’76, Vice President
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Don Grasso ’76, Reunions Chair
Mark Dukas ’76, Class Agent
Willy Landigan ’76, Class Agent
Terri Cast ’76, Webmaster
About Paul Hutton ’76

Paul Hutton ’76’s deep commitment to sustainability, or ecological design as it was earlier known, actually predates his days at Princeton. It began with his reading the seminal work “The Limits to Growth” while in high school and the realization that human activities have the collective power to influence global resources. After graduating from Princeton with a major in Architecture, Paul attended the University of Virginia where he earned Masters degrees in both Architecture and Environmental Planning. In order to support this endeavor, he designed and built solar houses. Desiring to work in an area where solar design was both more practical and more widely accepted, he moved to Denver, Colorado in 1980.

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 environments for learning as well as daylighting. 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’s commitment to high performance design includes his own home, a sustainable ranch in the foothills south of Denver, where he lives with his wife Christy and their two Labrador retrievers.

Beginning with his solar houses in the 1970’s, extending through recent work such as Colorado’s first LEED NC Gold school in Aspen in 2007, and culminating in Colorado’s (upcoming) first Zero Energy State Park, Paul will explore the complex interrelationships among societal trends, architectural design, and energy efficiency. The ebb and flow of public interest in, and enthusiasm for, energy efficiency and sustainable design have influenced all designers in the field and Paul has been no exception. At times in his 30-year plus career he was forced to nearly conceal the sustainable aspects of his designs, while in the early 1980’s as today, his work is well received and sought after. Paul will describe how he and his firm have adapted to these dramatic and sometimes sudden shifts in the market.

Brad Swanson ’76

Major: History
Thesis: 18th Century British Journalism

Brad Swanson is a partner in Developing World Markets, a socially responsible fund manager and investment bank with $600 million under management (www.dwmarkets.com). Outside the USA, he has lived in West Africa, London and Iraq and worked in more than 50 countries. His career has focused on finance (DWM, Global Environment Fund, BNP-Paribas, Bankers Trust, DLJ) and government service (State Department, Defense Department). His community service includes board seats with two non-profit loan funds. He has a BA from Princeton University and an MBA from Columbia University.
Nancy Peretsman ‘76

Major: Woodrow Wilson School
Thesis: The Aftermath of Fire: Meeting the Needs of Fire Victims

Nancy Peretsman is a Managing Director at Allen & Company LLC, a private investment company in New York City formed in 1922. Nancy serves as adviser to many of the world’s largest media, communications, and consumer companies including Amazon, Google, Time Warner, News Corporation, Activision, and Weyerhaeuser. In addition to serving as a Charter Trustee at Princeton University, Nancy is a trustee for Teach for America, and the Institute for Advanced Study. She has her BA from Princeton University and her MBA from Yale University.

Tom Pyle ‘76

Major: American History
Thesis: Personality and Politics: Adlai Stevenson and the 1952 Presidential Campaign

Tom Pyle is a project, finance, and development executive with nearly 30 years experience in banking, business, education and non-profit sectors. In the banking sector as a lending and project finance specialist, he worked variously in Seoul, Hong Kong and York for JP MorganChase, Deutsche Bank, Bank Austria, and Skandinaviska Enskilden Banken, helping finance power generation, telecommunications, construction and other infrastructure development. In the non-profit sector, he has served as a development specialist for the United States Rowing Association and the United Way of South-eastern Pennsylvania. In the education arena, in 2004 he founded Strathmore University Foundation, a Princeton based 501c3 serving an independent university founded in 1961 in Nairobi, Kenya specializing in management and leadership education for Africa. He is also a trustee of Princeton-in-Asia. In the commercial sector, from 2004 to 2008, Tom served as Chairman of TerraCycle, Inc., an eco-consumer products company founded by Princeton undergraduates now based in Trenton, NJ. Currently he is directing his professional attention to the mental health sector, with particular concern for families of those coping with and recovering from serious mental illness. He serves on the board of the Mercer Chapter of National Association for Mental Illness and is developing a one-stop clearinghouse advisory service for such families. Tom has a BA from Princeton University and an MBA from Harvard Business School.

Class of ‘76 Judges

Jane Kenney Austin ‘76

Major: Economics

Jane Kenney Austin is Special Coalitions Liaison 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.
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’s 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.

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.

Ken Moch '76

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

Ken Moch joined Chimerix in 2009 as Chief Operating Officer, bringing more than 25 years of experience in managing and financing biomedical technologies, and 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, where he most recently served as President and CEO of BioMedical Enterprises, Inc. 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. Prior, he was co-founder and Vice President of The Liposome Company, Inc. Earlier in his career, Mr. Moch was a management consultant with McKinsey & Company, Inc. holds an A.B. from Princeton University and an MBA from Stanford Business School.

Rita Ormasa '76

Major: Economics
Thesis: Economic Options To Drive Savings in Auto Gasoline Consumption

Rita Ormasa has over 25 years of marketing and business management experience in new ventures to Fortune 500 companies. 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, Rita spent 10 years with US Bank, primarily in a Senior Product Management role for their credit card business. She was the first non-technical manager to serve as the Chief of Staff for the CIO of US Bank. She served on VISA’s Advisory Board for Small Business Cards. Early on in her career, she wrote and presented a paper on the Solar Energy Economics of Dept. of Energy’s Commercial Demonstration Projects. She has her BA from Princeton and MBA from Harvard Business School.