

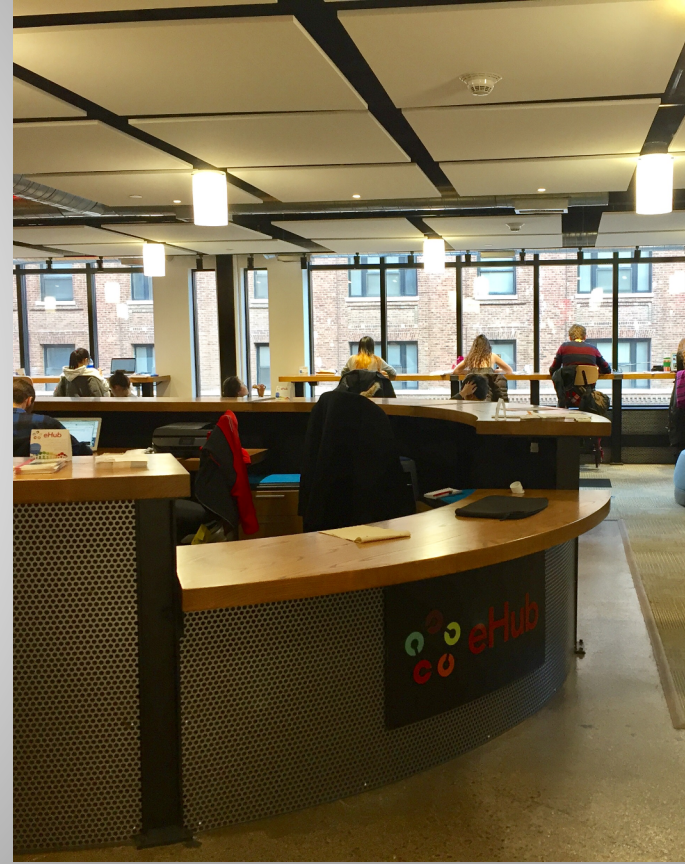


STUDENT AGENCIES FOUNDATION

OCTOBER 2017

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# LETTER FROM THE PRESIDENT



Hello all,

The fall semester brings renewed energy to Cornell's campus and Student Agencies as it is the time for new SAI managers to be hired and

the class of 2018 eLab teams to be selected.

With the increasingly ubiquitous role of entrepreneurship at Cornell and beyond, I am exhilarated to see the growing impact of SAF's function in driving the entrepreneurial spirit.

On November 11th, Entrepreneurship at Cornell will be hosting its annual entrepreneurship Summit in New York. SAF is, and has been every year since the Summit's inception, a Lead Sponsor of the event.

This edition of eNews will include:

- **Karly Krasnow (BS '17)**, Editor and Chief of the Cornellian, answers questions

about the 150th edition of the yearbook;

- A chance to meet **Patricia McTiernan (BS '14)** and hear about her journey to SAI and beyond; and
- A look at Comake, an eLab startup dedicated to solving the problem of information accessibility, founded by **Andrés Gutiérrez (BS 15, M.S. '17)** and **Adler Faulkner (BS '18)**.

Enjoy the changing seasons as we continue to enjoy the remainder of this academic semester.

Sincerely,

**Michael Karangelen ('90)**

Chairman and President

Student Agencies Foundation, Inc.

## Alumni Updates

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- **Matt Schiering ('90)**, a former manager of Image Tuxedo and the SAI Travel Business, became President of Sheer Strategy.
- **Gary Lai ('95)**, a former CFO and Ithacard Manager, became a New Shepard System Architect at Blue Origin LLC.
- **Christine Wais ('03)**, a former manager of Big Red Shipping & Storage, is now the executive Director of Development at University of Massachusetts Amherst College of Social and Behavioral Sciences
- **Jeff Aziakou ('10)**, a former Cornellian Yearbook manager, became a Consultant at Bain & Company.
- **Emily Cusick ('12)**, a former SAI Director of HR, joined Weil Gotshal &

Manges LLP as a Transactional Tax Associate.

Congratulations to all of our alumni! If you are an SAI, eLab, or LCL alumni who is doing something new, please let us know [here](#).

# Q&A WITH CORNELLIAN EDITOR-IN-CHIEF KARLY KRASNOW

Interviewed by Iris Gou



**Karly Krasnow ('18)**, a Communication major in the College of Agriculture and Life Sciences, is the Editor-in-Chief for the sesquicentennial edition of the Cornellian yearbook.

*How did you get interested in design?*

I've been involved in design since 7th grade when I was introduced to Adobe Photoshop Lightroom to enhance my photographs. Since then, I've further explored this passion by using other Adobe Creative Suite design products

and joined my high school's yearbook team, for which I served as the editor-in-chief during my senior year. Since our advising teacher had to leave on emergency maternity leave, I had the opportunity to work directly with Walsworth, the yearbook publisher. Initially, I was overwhelmed with the entire process; I had to handle everything from ad sales to designing the theme, but in the end, my team and I pushed through and were able to produce a national award winning and ranked yearbook. This experience is what ultimately drew me towards the Cornellian.

*What is the process that goes into making the Cornellian Yearbook?*

A lot of planning! After hiring an incredibly talented and dedicated team last semester, we immediately started planning the content and design of this year's yearbook. Every

page is meticulously prepared—everything from the copy to the photos to the page-specific layouts is designed to capture the Cornell experience.

*What do you have planned for this year's Cornellian design?*

This year's design will be very clean and minimalist in order to place more emphasis on the pictures and copy. Overall, our goal is to make the yearbook flow beautifully from one spread to the next, just like our time at Cornell.

*What is this year's theme?*

The theme of this year's book is roots. "Roots" is a multi-dimensional word that represents Cornell in so many ways. At a base level, it serves as a tribute to the co-founders and guiding force of Cornell University, Ezra Cornell and Andrew Dickson White, who together

established an incredible institution that continues to thrive today. It also serves as a representation of Ithaca's natural landscape and gorges; coming from Florida, a one season state, I saw the Cornellian as a great opportunity to share with our readers the incredible seasons that Cornell's campus goes through. Additionally, Cornell provides us the soil in which we root ourselves and grow over our four years here. Whether alive or dormant, roots spread over time into our lives metaphorically with the same seasons and feelings Cornell has instilled in many past generations.

*What are your goals for this year's yearbook?*

The yearbook is the only tangible keepsake that every senior will have; so, my goal is to make it meaningful, memorable, emotional, and impactful to the lives of every student, faculty, local business, and alumnus. The

colors, symmetry, and design all serve as heartfelt representations of the years we spent together on this incredible campus. The yearbook represents a part of our lives where we and the teachers will never age and the seasons are as vivid as the day we stepped foot on this campus.

Seniors: sign up for your senior portrait session and preorder this year's yearbook at [www.cornellyearbook.com!](http://www.cornellyearbook.com!)

# SAI ALUMNI SPOTLIGHT: PATRICIA MCTIERNAN

By Gabrielle Zacky



At the age of 13, **Patricia McTiernan (BS '14)**, had a paint brush and sponge placed in her hand by her aunt who was the Property Manager at Student Rentals in Ithaca. As she grew accustomed to getting

her hands dirty with apartment upkeep, her aunt gradually gave her more maintenance responsibility. Patricia's experience in the Ithaca property business at a young age sparked the beginning of a lifelong passion for the real estate industry.

An Ithaca native, Patricia wanted to get out and

try something different by attending school at Niagara University. However, after one year she transferred back to Cornell with the conviction that the education and experience offered by the university of her hometown was unbeatable. During her time at Cornell, Patricia studied Communications. Her sophomore year, the HR Director at the time, **Annelise Shuepbach (BS '15)**, mentioned that Patricia should come to a Student Agencies information session. After Patricia's inquiry about whether SAI contained a real estate business was confirmed, she was sold.

Patricia supported herself through college, so she was used to both autonomy and responsibility upon entering her job at SAI. Her determined attitude translated over to her hands-on approach with her job -- Patricia was not afraid to do the manual labor necessary for her role as SAI



Property Manager, and she overhauled the SAI buildings herself. She recalls, “What I remember most from my year was really digging into the apartments and going around the norm of what the board requires.”

Gaining approval for the work, and subsequently finding more issues with the apartments was a challenge. “After peeling back paint, and then seeing a leak we would end up going over budget with our fixes. Standing in front of the board and justifying costs that were substantially over budget while proving that it is necessary for the buildings and SAI Properties, caused me to think outside of the box.”

Looking back on Student Agencies, there were key players who influenced Patricia’s growth. She recalls “I worked very closely with **Kyle Karnes (BS ’91)**, he was a great mentor. I also learned a lot from many board members, specifically **Julie Delay (M. ILR ’99)** and **Matt Wagner (MBA ’09)**. I would not have survived without **Bonnie Enzian**

during my time at SAI, and we are still super close. Also, **Lisa Moran** was helpful in sharpening my accounting skills on the job. Finally, my coworkers **Robbie Ainsley (BA ’13)** and **Laura Furman (BS’ 15)** were huge influencers.”

After graduating from Cornell in 2014, Patricia took a much-needed summer in Hawaii. Then, she took her first job in Buffalo, NY working for a commercial real estate company. She credits **Matt Wagner (MBA ’09)** with being helpful in her transition to Buffalo, and telling her “If you want to do something, you better do it.”

Two years ago, Patricia moved to Seattle to work at CBRE. In her current job, she manages around 750,000 square feet. Like her time at Student Agencies, Patricia “works in a team setting, but it is very hands on.” Her very fast paced job forces her always to be extremely sharp and focused.



To current and incoming managers at SAI, Patricia advises utilizing your time working for such a special organization. "Use your time to make mistakes and then learn how to correct and grow from them because this is the perfect opportunity to get coaching and learn how to be vulnerable in a business sense. That way, when you do get to the real world, you are prepared."

Once students move into the real world, Patricia believes that "you need to show up to work and mean what you are doing. People will be able to tell the difference between someone showing up for a paycheck and someone who cares about excelling at the work they are producing."

# ELAB FEATURED STARTUP: COMAKE

By Catherine Goldsmith

The logo for Comake.io is displayed in white, uppercase letters on a solid black rectangular background. The text is centered horizontally and vertically within the rectangle.

COMAKE.IO

At this point, the average worker spends about 20% of their time searching and gathering information and every 5th employee you hire isn't actually producing anything and is instead spending their entire

workday searching for files and information.

**Andrés Gutiérrez ('BS 15, M.S. '17)** and **Adler Faulkner (BS '18)** decided to tackle this problem with their startup, Comake, a modern file browser that connects your files into a productive network as you access and share them, facilitating your productivity and illustrating the valuable interconnections between you, your project files, and your team/collaborators. Gutiérrez says,

"Think of Comake as the next evolution of your MacOS Finder or Windows Explorer."

Faulkner describes how he and Gutiérrez had firsthand experience with the problem of wasted time and productivity rummaging through files in their emails, computers and shared drives when they both worked within architecture firms, design groups and startups. Faulkner says, "Comake started out as an experiment trying to connect the many drawings and 3d files architects use into one large network, it was originally meant to address problems architecture firms and schools have managing and organizing their huge archives of digital assets. Over time, we realized that there was a much deeper pain point having to do with designers' entire workflow and use of digital file management tools."

From this point on, Gutiérrez and Faulkner worked to "revolutionize the way we browse,

search, and collaborate with files on our computers.”

Faulkner asserts, “Comake relocates your productivity from multiple applications to where your content already lives: right in your file browser.” Additionally, Comake tracks the information and connections that occur across other tools, including email, Slack and Google Drive, while supplementing your files with this information as metadata. Faulkner describes the difficulty of starting a business. He says, “Luckily, because of all the passion it requires to keep going and stay focused, most dedicated entrepreneurs don't even consider what they do as hard or as ‘work’ really. Although Comake is not there quite yet, the journey has made it all worth it.”

Faulkner and Gutiérrez credit eLab with helping them to learn the essential skills needed to successfully run a business, as well as the

opportunity to practice these skills. Faulkner asserts, “eLab has helped Andres and I develop a large majority of the business skills we need to succeed. eLab can and has offered us support in many ways, whether its pitch practice, connection to advisors, lawyers, or accountants, or help defining a business model.”

Faulkner also describes how eLab helped him align his education goals with his entrepreneurial passions. He says, “I am very excited to be doing Case Study User Research with many of Comake’s potential customers as an independent study. I’ve set it up to be both academic, learning about research methods and how to implement them, as well as business focused, actually getting tangible insights to further iterate on and validate Comake’s value proposition.”

At this stage, Comake is browser-based and

in a closed beta. Faulkner says that they plan to open Comake to the public and release desktop applications (MacOS or Windows) within the next few months, which means that anyone will be able to go to the Comake website and sign up to use Comake in their browser. Faulkner says that the most exciting part about starting Comake is the interest and excitement from the community, “Just within the Cornell community, people from all walks of life, architects, engineers, photographers, librarians, lawyers, startup founders, accountants, etc. are all very excited to use Comake. We have several formal expressions of interest from companies ready to use Comake for their design processes, I can’t wait to let them all use it!”