

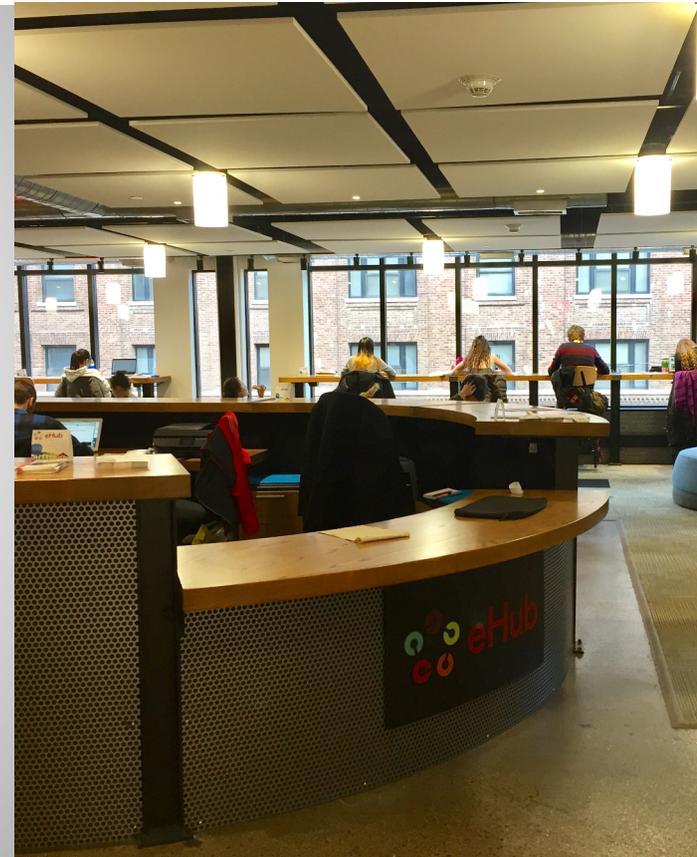


STUDENT AGENCIES FOUNDATION

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LETTER FROM THE PRESIDENT



The Student Agencies family is saddened this holiday season by the passing of David BenDaniel. David was an iconic professor in the Johnson School for over 30 years. He is the cornerstone

for everything entrepreneurial that is taking place at Cornell today. I had the honor of interacting with David both as a student in his Johnson School entrepreneurship class as well as a member of the SAI Board of Directors for several years in the 1980s. I remained David's "student" for many years after my graduation from Cornell – seeking his guidance both professionally in my career as a private equity investor and philanthropically in my role as Chairman of Student Agencies Foundation as we looked to create the eLab and eHub.

"Who are we, if not measured by our impact on others? That's who we are. We're not who we say we are, we're not who we want to be – we are the sum of the influence and impact that we have, in our lives, on others."

---- Neil deGrasse Tyson on former Cornell Professor Carl Sagan

Where is David BenDaniel? David is here right now.

This edition of the eNews will include an article on David's life and his profound impact on Student Agencies.

The eNews will also include:

- A look at eLab startup bumble & butter, a natural granola company; and,
- An alumni spotlight on **Jeff Birnbaum ('00)** reflecting on his time

at Cornell as a part of Student Agencies, Inc. and how it impacted his career path.

Wishing you and your families a happy, healthy and safe holiday season.

Sincerely,

Michael Karangelen ('90)

Chairman and President
Student Agencies Foundation, Inc

A TRIBUTE TO DAVID BENDANIEL

By Nicole Gilmartin



David BenDaniel, an influential Board Member of Student Agencies, Inc. during the 1980s and 1990s and an iconic entrepreneurship professor at Cornell University of over 30 years, passed away on November 22 at the age of 86 after a brief respiratory illness. BenDaniel had not yet retired from his job as a professor, reflecting his energetic passion for and

dedication to entrepreneurship and the Cornell community. Through the years, he impacted thousands of Cornell students and Student Agencies members as a teacher, mentor, and role model.

After the previous senior advisor left in the mid-1980s, Student Agencies, Inc. needed to hire someone to guide the undergraduate students operating SAI's businesses. David BenDaniel, as a Board Member of SAI, helped conceive the Student Agencies Johnson School Fellowship, which appointed a sequence of JGSM students for nearly fifteen years to mentor the President, Officers, and Managers of SAI while attending the Johnson Graduate School of Business. **Sharon Dauk (MBA '89)** served as the first JGSM Fellow, with BenDaniel as her advisor. Dauk's main responsibilities included guiding the student managers, overseeing the rebuilding of 409 College Ave,

and managing the Cornell Student Venture Fund, which BenDaniel helped to create to guide and provide funding for Cornell students with startup ideas. BenDaniel's goal in forming the Venture Fund was not for Student Agencies to make a profit but to give innovative students valuable practical experience.

In the words of Sharon Dauk, "[BenDaniel] was all about entrepreneurship, through and through."

Dauk describes BenDaniel as "provocative" and "intensely curious", as he was always willing to push boundaries – in a good way – and not afraid to go against the status quo or the majority opinion. "I respected him a lot for that," she reflected.

BenDaniel was far more than just a savvy entrepreneur, as Dauk learned from her first

encounter with him. When she entered his office in Malott Hall, she was greeted by a white board covered in mathematical equations. Immediately, she wondered "how in the world can this mad scientist be a practical businessperson?" However, she quickly learned that he wore both hats exceedingly well.

David BenDaniel's impressive list of accomplishments includes a Bachelor of Arts with honors and a master's degree in physics from the University of Pennsylvania as well as a doctorate in engineering from the Massachusetts Institute of Technology. Between schools, in the mid-1950s, BenDaniel served in the U.S. Navy as an officer in the Atlantic Fleet, making his achievements all the more admirable.

Barry Weintrob ('60), a Trustee of the Student Agencies Foundation who served as Chairman while BenDaniel was a member of the Board, recalls BenDaniel's devotion to fostering a positive, meaningful relationship between the Student Agencies Foundation and Cornell University.

Entrepreneurship at Cornell recognized the contributions of BenDaniel, who helped launch the E at C program initially, by granting him the first-ever Lifetime Achievement in Entrepreneurship Education Award this past April.

To honor David BenDaniel's entrepreneurial spirit and his positive influence on Student Agencies spanning four decades, the Student Agencies Foundation is making a \$5,000 donation to the BenDaniel Venture Challenge Prize Fund.

A memorial celebration will be held on Monday, February 5 from 3:00-5:00 p.m. in the Dyson Auditorium of Cornell's Sage Hall. Those planning to attend the service can RSVP [here](#). In lieu of flowers, BenDaniel's family suggests memorial gifts be directed to the [BenDaniel Venture Challenge Prize Fund](#).

ELAB FEATURED STARTUP: BUMBLE & BUTTER

By Liam Cushen

Not your standard granola.

The brainchild of Cornell School of Hotel Administration students **Jamie Kim ('19)** and



Katie Lee ('19), bumble & butter specializes in small-batch, natural granola. This two-woman team personally bakes the granola using only locally-sourced ingredients, including

honey from Ithaca Honey Works, a company owned and operated by Cornell alumnus **Michael Rowell ('12)** and this wife.

bumble & butter's commitment to locally sourced ingredients has been integral to its operation since its inception; the company initially used olive oil in their products but later switched to butter from a farm just 30 minutes away from Ithaca in an effort to give business to local farmers. In addition, production occurs completely in-house, and the founders are always looking to innovate and introduce new products to their line.

bumble & butter
ENDORSED BY BEES SINCE 2016

Kim and Lee formally created bumble & butter in October 2016 in a pitch directed toward their marketing class. Kim was no stranger to granola; after working at a restaurant during high school that gave diners jars of granola to take home after their meal, she began experimenting with

baking her own. After she gave Lee a jar of her granola, they pitched the brand to their class. The word of mouth generated by that one pitch alone produced significant revenue for the team.

After a successful Kickstarter campaign, both Collegetown Bagels and Mandible Café picked up bumble & butter. In August, the team signed a deal worth over \$5,000 with Urthbox, a box service delivering healthy snacks to its subscribers every month. This summer, bumble & butter also held stands at



Smorgasburg, a weekly outdoor food market which attracts over 20,000 people each weekend. From there, the popularity of bumble & butter

has skyrocketed. Recognition from the Kickstarter campaign, recent feature in Urthbox, Smorgasburg, and the launch of an online store have garnered a national customer base reflected in the company's sales.



In terms of expansion, bumble & butter has released three new seasonal flavors just in time for the holidays: black truffle with honey, roasted chestnuts, and sweet potato with ginger and cinnamon. Additionally, the team has been in contact with representatives from a brown butter farm who share their entrepreneurial spirit, and a future

partnership seems possible.

When asked about the future of bumble & butter, the two women shared their intent to continue running the company well beyond college: "We're in it for the long haul!"

Reflecting on their venture, the partners agree that, though it's been difficult to manage both college and a budding business, the work pays off by making them better students and businesswomen.

Check out bumble & butter's website [here](#).

ALUMNI SPOTLIGHT: JEFF BIRNBAUM

By Willow Bailon



Jeff Birnbaum ('00) was drawn to Cornell from a young age. His close family friends were alumni who always raved about their great experiences, sharing fond memories of their

times in Ithaca. For Jeff, attending Cornell offered a more rural experience, with beautiful landscapes and architecture unlike anything that he had seen in his hometown, Syosset, NY, located in the center of bustling Long Island.

Once at Cornell, an older friend of Jeff's introduced him to SAI, where Jeff came to work as the Editor-in-Chief of the Greek

Directory. He found cold calling and meeting with potential local advertisers intimidating at first, but from these engagements, he gained "the ability to talk to adults and business owners, understand their language and the things they evaluate." He found that working at SAI helped him gain confidence, learn how to balance competing priorities, and manage his time.

SAI provided Jeff with a new network of friends and exposed him to different parts of Cornell and its campus. In addition, his experience at SAI pushed him toward a career in business and marketing.

Presently, Jeff serves as the Head of Mobile Apps and Gaming

Partnerships at Google, where he is charged with crafting deals and handling account management with a wide variety of game and app developers. He works to help these companies maximize the usefulness of Google's ad technology as well as the rest of the Google suite. He enjoys the feeling of accomplishment that comes from completing deals and working through the negotiation process, saying "there's nothing like closing a big deal." Jeff also enjoys mentoring and coaching the people on his team. He notices a decent amount of turnover in junior positions as employees move onward and upward, but he still enjoys training them to be sensitive to certain nuances in the industry and preparing them for the rest of their careers.

Jeff's advice to current managers is to find something that you are passionate about where you can devote your career. He

believes that, if you are going to spend 40 to 50 hours a week on something and intend to do it well, you must focus on something you find inherently interesting. Jeff found interest in the transformation of media and the consumption of content, which he feels he grew up with. He liked observing changes in the space and how he personally consumes media. For example, he was a member of one of the first classes at Cornell to receive student email accounts. He wanted to help spearhead such technological changes, which inspired his professional career leading up to and including his time at Google.