

required by federal law, are activities that prepare students with disabilities, ages 16–21, for employment, postsecondary education, independent living and community participation. I have learned so much in my master's program that will help not only my son but also will allow me to help other students. I'm not sure whether to teach, work for a social-service agency or start my own agency/nonprofit, as these services are needed here on Cape Cod.

**JIM's** company, Taqua Systems, was bought two years ago by Ribbon Communications. After 20 years with the company, he decided to pursue other interests and began a new position last November with DePuy Synthes in its medical devices division. He loves his new job. Our daughter, Shannon, is finishing her junior year at Harding, a Christian university in Arkansas. She is majoring in Spanish with teacher licensure and is pursuing a special-education endorsement as well. She studied and spent time in both Chile and Peru. Alex is a senior in high school at the Riverview School for students with complex learning challenges. He has been accepted into their three-year post-high-school transition program. He is part of both Riverview's varsity basketball team and Special Olympics Unified Basketball Team. He also enjoys Boy Scouts and Special Olympics skiing and swimming. Our youngest, Ethan, is finishing eighth grade and heading to high school next year. He keeps active with our town's rec basketball league and Boy Scouts. That's it for the Saffles. Please keep the news coming. – L.B.B. and L.M.S.

## 1993 CHRIS ZACHARDA chris.zacharda@gmail.com

I received some really exciting news from **NANCY NORBECK**. "I launched my creativity coaching business and podcast, both of which are called Follow Your Curiosity. You can find all the details at [fycuriosity.com](http://fycuriosity.com), follow the conversation on Instagram and check out the podcast at the usual sources." Congrats, Nancy.

**BLAKE STURCKE** writes, "Encore Renewable Energy was ranked in the top 20 by Real Leader in its inaugural Top 100 Impact Companies. The RL100 recognizes and ranks the positive impact of companies in North America that are leveraging the engine of capitalism for the greater good – all of the companies in the list are certified B Corps (similar to Patagonia, Ben & Jerry's, Seventh Generation, etc.). Encore is led by me (COO and CFO) and **CHAD FARRELL '92** (CEO and founder). Professors Jamie Hendry and Peter Jansson are on our board of advisers." What a way to help make the world a better place. – C.Z.



## 1994 SARAH A. SMITH ssmith4321@yahoo.com

**DAN ZAPPA** writes, "Five friends from the Class of '94 – **TODD HARDY, JESSE CAMPBELL, BRAD BERNARDINI, ERIK KLINGNER** and I – converged on Memphis, Tenn., Nov. 30–Dec. 2 for the St. Jude Memphis Marathon Weekend. Erik completed the full marathon, and the

## ENTREPRENEUR SPOTLIGHT



Photo: Jerry Jackson

Rich Polt '94 loves helping families share their stories.

## ACKNOWLEDGE MEDIA

by **MATT HUGHES**

In a 20-year career in advertising and public relations, **Rich Polt '94** became adept at telling other people's stories. But it wasn't until he walked away from the field that he found the most meaningful stories to tell.

"There is a moment with almost every one of my clients when I share the work that we've done, and their eyes well with tears," Polt says. "They've opened up to me, sharing meaningful stories, and now they're seeing it reflected back on screen."

Acknowledge Media, the company Polt launched in Baltimore in 2016, produces legacy films that tell the life stories of individuals and couples. His most frequent clients are families, though Polt notes that his work also has value for institutions like schools, churches and family businesses. "It's about legacy preservation," he says.

Polt says he knows that value firsthand. When he was an economics major at Bucknell, his parents videotaped an interview with his grandfather, who emigrated to the U.S. from Poland.

"It's not a happy story – he had many hardships throughout his life – but he shared it," Polt says. "When I think about where I come from, it's very much associated with my grandfather's story and what he was able to overcome."

Polt named his oldest son, Sam, after that grandfather, and says he now recognizes the foresight of his parents. "I've been able to show my son his namesake, that this is where he comes from. Having that gift is very important and meaningful for my family."

His challenge now, Polt says, is convincing others about how valuable a legacy film can be. "Often, people tell me they wish they had done this with their own parents or grandparents, but don't see the need to capture their own stories for future generations. But now that people are seeing how moving these videos are, they're talking to their friends, and they're realizing this is a great idea."