

**From:** [Joel Barkin](#)  
**To:** [Furnas, Benjamin](#)  
**Cc:** [Prim, Hayley](#)  
**Subject:** Re: Finance Contact  
**Date:** Wednesday, May 14, 2014 2:57:04 PM

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Ben/Hayley - Thanks so much for getting back to me with this. Really, really appreciate it.

Best,

Joel Barkin

On May 12, 2014, at 10:21 AM, Furnas, Benjamin <BFurnas@cityhall.nyc.gov> wrote:

> Hi Joel,  
>  
> The best point of contact on your issue is Sara Meyers in the commercial parking division at the  
Department of Finance.  
>  
> Email: MeyersSara@finance.nyc.gov  
> Phone: (212) 291-4220  
>  
> Ben  
>  
>  
> Ben Furnas  
> Senior Policy Analyst  
> Office of the First Deputy Mayor  
> City Hall, New York NY 10007  
> 212-341-5093  
> bfurnas@cityhall.nyc.gov  
>  
>  
>  
>  
> -----Original Message-----  
> From: Joel Barkin [<mailto:Joel@roffegroup.com>]  
> Sent: Tuesday, May 06, 2014 5:18 PM  
> To: Prim, Hayley  
> Subject: Re: Lydon Sleeper  
>  
> Thanks so much for your return call. I think Lydon mentioned to you that I might be calling on an  
Apple issue - realized after the fact that I should have raised that with you.  
>  
> Any advice of points of contact at finance would be much appreciated.  
>  
> Thanks again.  
>  
> Best,  
>  
> Joel Barkin  
>  
> On May 6, 2014, at 10:40 AM, Joel Barkin <[joel@roffegroup.com](mailto:joel@roffegroup.com)> wrote:  
>  
>> Hayley - Lydon suggested I reach out to you. Looking for some help on getting pointed in the right  
direction of timely issue.  
>>

>> Do you have a few minutes to discuss? I'm at [REDACTED]  
>>  
>> Thanks, Hayley.  
>>  
>> Best,  
>>  
>> Joel  
>>  
>>  
>

**From:** [Bloch, Darren](#)  
**To:** ["Joel Barkin"](#)  
**Cc:** [Fialkoff, Gabrielle](#); [Hanser, Leora](#)  
**Subject:** RE: Apple Follow Up  
**Date:** Wednesday, May 25, 2016 11:27:00 AM  
**Attachments:** [ConnectED List .xlsx](#)

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Thanks Joel, and I'm looping in Gabrielle and her team who I believe had been looped in and aware of some of Apple's work with the City and DOE. But I suspect all would be happy to talk through other ways Apple is or can be supportive of efforts underway around computer science and more.

Let us know what sort of a approach would be more productive and helpful.

Thanks

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**From:** Joel Barkin [mailto:Joel@roffegroup.com]  
**Sent:** Tuesday, May 24, 2016 11:10 AM  
**To:** Bloch, Darren  
**Subject:** Apple Follow Up

Darren - Per our discussion yesterday, As part of the White House's ConnectED initiative, Apple is donating digital devices to all students and teachers as well as providing free professional development and professional services to train teachers and install any necessary broadband infrastructure at 13 NYC schools. We had some discussions when the project was originally announced with Peter Ragone but that was a couple of years ago.

Earlier this morning, we had our first student technology roll-out at the Don Pedro Albizu Campos School (PSMS 161) at 8:30AM at 499 West 133rd St. The Meyer London School- PS 2 (122 Henry Street, NY, NY 10002) will be rolling out their iPads to their students on Tuesday, May 31st at 8:30AM. The Chancellor and respective elected officials have been invited to attend. We'll have additional rollouts in late summer/fall.

Attached is full list of schools and link to background of the program.

ConnectED: [http://www.apple.com/education/connectED/?cid=wwa-us-kwbi-features&muid=5570e414-95cf-4f0b-acb9-2e24be65989c&mtid=20925e1t39169&aosid=p238&mnid=LplZ6VGh-dc\\_mtid\\_20925e1t39169\\_pcrd\\_12360409529](http://www.apple.com/education/connectED/?cid=wwa-us-kwbi-features&muid=5570e414-95cf-4f0b-acb9-2e24be65989c&mtid=20925e1t39169&aosid=p238&mnid=LplZ6VGh-dc_mtid_20925e1t39169_pcrd_12360409529)

Would be happy to meet to brief you and Gabrielle on the program and discuss other things we're working on.

Lemme know.

Thanks, Darren.

J



<b>institution_name</b>	<b>District</b>
PS 2 The Meyer London School	NYC DEPT OF EDUCATION
Don Pedro Albizu Campos School PSMS 161	NYC DEPT OF EDUCATION
J.H.S 052 Inwood	NYC DEPT OF EDUCATION
The Bilingual School	NYC DEPT OF EDUCATION
Public School 107 08X107	NYC DEPT OF EDUCATION
PS 041 FRANCIS WHITE	NYC DEPT OF EDUCATION
The Ocean School	NYC DEPT OF EDUCATION
Arthur A. Schomburg School - P.S. 163	NYC DEPT OF EDUCATION
The Manhattan International High School	NYC DEPT OF EDUCATION
Isaac Newton Middle School for Math and Science 04M825	NYC DEPT OF EDUCATION
Bronx International High School	NYC DEPT OF EDUCATION
BRONX HS WRITING/COMM ARTS	NYC DEPT OF EDUCATION
Soundview Academy for Culture & Scholarship	NYC DEPT OF EDUCATION

city	state	zip	enrollment	GCRM
NEW YORK	NY	10002	847	20063673
NEW YORK	NY	10027	936	20063673
NEW YORK	NY	10034	571	20063673
BRONX	NY	10455	425	20063673
BRONX	NY	10473	797	20063673
BROOKLYN	NY	11212	606	20063673
FAR ROCKAWAY	NY	11691	486	20063673
BRONX	NY	10457	574	20063673
NEW YORK	NY	10065	317	20063673
NEW YORK	NY	10029	339	20063673
BRONX	NY	10456	393	20063673
BRONX	NY	10467	389	20063673
BRONX	NY	10473	311	20063673



<b>Superintendent Name</b>	<b>Superintendent Email</b>	<b>Superintendent Phone</b>	<b>Principal Name</b>	<b>Principal Email</b>
Mariano Guzman	mguzman@schools.nyc.gov	[REDACTED]	Bessie Ng	bng2@schools.nyc.gov
Gale Reeves	GReeves@schools.nyc.gov	[REDACTED]	Pamela Price	PPriceH@schools.nyc.gov
Elsa Nunez	enunez2@schools.nyc.gov	[REDACTED]	Salvador Fernandez	SFernan@schools.nyc.gov
Yolanda Torres	ytorres5@schools.nyc.gov	[REDACTED]	Carmen Toledo	ctoledo@schools.nyc.gov
Tim Behr	TBehr@schools.nyc.gov	[REDACTED]	Katherine Hamm	khamm2@schools.nyc.gov
Mauriciere de Govia	mdegovi@schools.nyc.gov	[REDACTED]	Theresa Siegel	tsiegel@schools.nyc.gov
Michele Lloyd-Bey	mbey@schools.nyc.gov	[REDACTED]	Christina Villavicencio	cvillav@schools.nyc.gov
Delores Esposito	desposito@schools.nyc.gov	[REDACTED]	Dislia Martinez	dmartinez20@schools.nyc.gov
Anthony Lodico	alodico@schools.nyc.gov	0	Gladys Rodriguez	grodriguez2@schools.nyc.gov
Alexandra Estrella	AEstrel3@schools.nyc.gov	[REDACTED]	Lisa Nelson	LNelson7@schools.nyc.gov
Carron Staple	cstaple@schools.nyc.gov	[REDACTED]	Joaquin Vega	jvega@bronxinternationalhs.co
Timothy Behr	tbehr@schools.nyc.gov	[REDACTED]	William Frackelton	wfrackelton@soundviewacadem



[illegible]

**From:** [Geisenheimer Sarah](#)  
**To:** [Fialkoff, Gabrielle](#); ["Joel Barkin"](#); [Bloch, Darren](#)  
**Cc:** [Hanser, Leora](#)  
**Subject:** RE: Apple Follow Up  
**Date:** Wednesday, May 25, 2016 6:32:58 PM

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Hi Joel,

Great to be connected. I was actually just connected with Jeff yesterday and we are in process of arranging a meeting. We will be sure to include colleagues from City Hall and the Mayor's Fund.

Best,

Sarah

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**From:** Fialkoff, Gabrielle [mailto:GFialkoff@cityhall.nyc.gov]  
**Sent:** Wednesday, May 25, 2016 5:26 PM  
**To:** 'Joel Barkin' <Joel@roffegroup.com>; Bloch, Darren <DBloch@cityhall.nyc.gov>  
**Cc:** Hanser, Leora <LHanser@cityhall.nyc.gov>; Geisenheimer Sarah <SGeisenheimer@schools.nyc.gov>  
**Subject:** RE: Apple Follow Up

Thanks Joel, meeting with Jeff sounds great. I've added Sarah Geisenheimer, ED of the Fund for Public Schools, as well.

Best, Gabrielle

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**From:** Joel Barkin [<mailto:Joel@roffegroup.com>]  
**Sent:** Wednesday, May 25, 2016 12:29 PM  
**To:** Bloch, Darren  
**Cc:** Fialkoff, Gabrielle; Hanser, Leora  
**Subject:** Re: Apple Follow Up

I think a meeting with Jeff Lane, Apple's Manager of Strategic Initiatives updating you all about the ConnectEd program and other Apple initiatives in NYC would be great.

Jeff is based in Albany, but is in the City a lot, so let us know if there are some possible dates that might work.

Thanks again, Darren.

Best,

Joel

On May 25, 2016, at 11:26 AM, Bloch, Darren <[DBloch@cityhall.nyc.gov](mailto:DBloch@cityhall.nyc.gov)> wrote:

Thanks Joel, and I'm looping in Gabrielle and her team who I believe had been looped in and aware of some of Apple's work with the City and DOE. But I suspect all would be happy to talk through other ways Apple is or can be supportive of efforts underway around computer science and more.

Let us know what sort of a approach would be more productive and helpful.

Thanks

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**Sent:** Tuesday, May 24, 2016 11:10 AM  
**To:** Bloch, Darren  
**Subject:** Apple Follow Up

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Would be happy to meet to brief you and Gabrielle on the program and discuss other things we're working on.

Lemme know.

Thanks, Darren.

J

<ConnectED List .xlsx>



**From:** [Bloch, Darren](#)  
**To:** [Joel Barkin](#)  
**Subject:** RE: couple of follow up items  
**Date:** Wednesday, July 06, 2016 9:42:13 AM

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cool. lets connect next week.

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From: Joel Barkin [Joel@roffegroup.com]  
Sent: Wednesday, July 06, 2016 9:38 AM  
To: Bloch, Darren  
Subject: Re: couple of follow up items

We should have a longer discussion re: Apple - I think there are opportunities to build the relationship with the City.

> On Jul 6, 2016, at 9:30 AM, Bloch, Darren <DBloch@cityhall.nyc.gov> wrote:  
>  
> The apple meeting went well, Though to be honest I'm not sure how much more they/he wanted to do with all of us. But it was good being aware of what they are doing in NYC. And we all had some good ideas for ways they could build on the work or at least get more reach for the investment. We'll see.  
>  
> And no. I don't think lindsay has someone managing her book. Sorry.  
>  
> Sent from my BlackBerry 10 smartphone.  
> Original Message  
> From: Joel Barkin  
> Sent: Wednesday, July 6, 2016 8:24 AM  
> To: Bloch, Darren  
> Subject: couple of follow up items  
>  
>  
> Darren - Happy belated 4th. I heard the Apple meeting went well; sorry I wasn't able to be there. I heard from Jeff that you all discussed the ConnectED program quite a bit. I think it would be great for the administration to take part in the next ConnectEd event. It's a big deal internally for Apple.  
>  
> RE: Starbucks - Lindsay asked that we follow up with her to schedule a meeting on the predictive scheduling issue. Does she have an assistant I should reach out to? I sent her an email, but she's out this week and since this is somewhat time sensitive, wanted to know if there was someone else I could follow up with re: scheduling a meeting.  
>  
> Thanks, Darren.  
>  
> Joel  
>  
>