Mandela Washington Fellowship for Young African Leaders

Business & Entrepreneurship

Purdue University

Program Agenda

Brief Institute Overview
To this day Purdue University is driven by its original mandate under the 1862 Morrill Land Grant Act to teach agriculture and the "mechanic arts" – or, in today’s words, “engineering.” Purdue is known throughout the world for its excellent business programs and its focus on commercialization; last year alone, 40 start ups were incubated at Purdue, 25 of which were based on Purdue intellectual property and Purdue ranks sixteenth in the world for the number of university U.S. utility patents. Purdue’s Mandela Washington Fellowship Institute seeks to empower and equip Fellows with new skills to become more effective entrepreneurs, with a focus on agriculture and engineering. Structurally, each week of the Institute will embody a different business and entrepreneurship theme that builds upon the prior week’s themes and then culminates in a final week of pitches, presentations, and reporting of learning outcomes. Integrating the Institute’s sub-themes of agriculture and engineering, each week will also have a distinct technical theme related to agricultural and engineering innovations and business opportunities

Institute Objectives and Goals

- Develop a shared understanding of the group’s strengths, weaknesses, and create a strong esprit de corps;
- Review basic business and entrepreneurship principles;
- Develop a business plan following the LaunchBox curriculum;
- Explore challenges and opportunities with regard to agricultural and engineering innovation, including post-harvest, food processing, agricultural mechanization, bioenergy, manufacturing, and information and communication technologies;
- Refine and demonstrate presentation delivery skills; and
- Develop an understanding of the interconnectedness of business, agriculture, engineering, and environmental and social sustainability.

This program agenda will provide information on what you will be doing while in the United States. This includes academic sessions, site visits, community service activities, and cultural experiences that will expand your current knowledge about U.S. approaches to Business and Entrepreneurship. It is expected that you will bring your personal expertise on the realities in your communities into the program and
that you will reflect on how the U.S. approaches and organizations explored might provide you with creative ideas for solving challenges that you face.

You will note that some sessions are not directly applicable to your current work or position in your home country. This is intentional, as the Mandela Washington Fellowship aims to empower Fellows with broad based knowledge that will help to prepare you for leadership outside of your current focus. You have been selected for the Fellowship because of your knowledge and leadership in your current area, but the Fellowship is rooted in the belief that as your career advances, you will need a broader knowledge set. This Fellowship provides you with the unique opportunity to delve into other sectors and explore topics that you would not be exposed to during the course of your daily work. We hope that this cross disciplinary approach will also help you develop creative solutions to challenges that you are facing in your daily life.

**Academic Content:**

**Site Visits:** Discovery Park, Indianapolis State House, Tuttle Orchards, Husk, Indiana State Museum, Indianapolis Fever Basketball Game, Chicago (Specific sites TBA), Subaru (Lafayette), Animal Science Research and Education Center (ASREC), Agronomy Center for Research and Education (ACRE), K105 WASK Radio Station, and Dow AgroSciences.

**Leadership Sessions:** LaunchBox is a successful program created by the Purdue Foundry to help inventors/founders find the value proposition of their idea by exploring potential markets, customers, and financial models. Fellows will move through adapted LaunchBox modules using their own agriculture and engineering-related business ideas or innovations. LaunchBox sessions will be facilitated by an Entrepreneur in Residence and other Foundry staff. Fellows will identify their innovation/concept, and faculty mentors and peer collaborators with complementary interests will be matched with Fellows to provide important connections to campus and community resources.

**Community Service:** Fellows will learn the importance of civic engagement to Purdue and U.S. society and have the opportunity to engage in weekly community service opportunities with a variety of organizations. Following each week’s community service opportunity, Institute staff will facilitate a reflection period to “unpack” the experience. Community service partners, a brief description of the organizations, and nature of the service activity planned with each partner follows. Note that efforts were made to select some organizations that are connected to the subthemes of agriculture and engineering.

**Civic and Cultural Activities:** Purdue is located in a quintessential American community; Fellows will benefit from small-town American hospitality in addition to the rich and stimulating intellectual university community. Purdue is located in West Lafayette, Indiana, a town of approximately 30,000, just across the Wabash River from Lafayette, a town of 70,000. Purdue is one hour from Indianapolis
and two hours from Chicago by car, so in addition to enjoying the numerous small town festivals and campus events and activities of the greater Lafayette area, a day trip to Indianapolis, and an overnight trip to Chicago will be highlights of the Institute. In a social capacity, Fellows will be provided with opportunities to engage in numerous community events. We will share a calendar of community events in June and July. The Taste of Tippecanoe, Fourth of July fireworks, and art fairs are just a few of the possibilities. Fellows will also partake in an American home hospitality dinner in which Fellows (in groups of two to four) will be invited to dinner in local homes. Fellows will be provided with a schedule of suggested cultural activities for their entire stay and we will coordinate outings and transportation to at least two events per week.

**Mandela Washington Fellowship Summit Preparation:** Summit Preparation sessions will be used to give Fellows a chance to practice their networking and public speaking skills. A variety of speakers will be invited to facilitate these classroom sessions and will be involved in guiding the Fellows as they prepare for the Summit. The Fellows will be broken into smaller groups and will participate in exercises that are intended to help them practice their pitches, gain confidence giving their ignite talks, and strengthen their networking skills. Each week will build on the skills that the Fellows practiced during the previous week and will address the weekly theme of the Institute.

**PROGRAM SPONSOR**
The U.S. Department of State, Bureau of Educational and Cultural Affairs (ECA)
PROGRAM ADMINISTRATOR
International Research & Exchanges Board (IREX)

HOST INSTITUTION
Purdue University
Seng-Liang Hall, Room 4531
516 Northwestern Avenue
West Lafayette, IN 47906

Institute Staff

Academic Director: Marcia Croft, Academic Director

Administrative Director: Maria Khlebnikova, Administrative Director

Additional key staff: PI: Alex Moseson, Managing Director for Global Engineering Programs

Co-PI: Heidi Arola, Managing Director for Global Partnerships

Co-PI: Gary Burniske, Managing Director for the Center for Global Food Security

Co-PI: Greg Deason, Senior Vice President and Director of Innovation and Entrepreneurship, Purdue Research Foundation (PRF)

Co-PI: Torbert Rocheford, Patterson Endowed Chair/Professor of Agronomy

Co-PI: Lionel “Bo” Beaulieu, Director, Purdue Center for Regional Development; Assistant Director, Extension Community Development Program

Key: Sarah Patel, Associate Director for the Institute for Social Empowerment through Entrepreneurship and Knowledge (ISEEK), Krannert School of Management

Key: Juliana Casavan, Entrepreneurial Programs Manager, Purdue Foundry (PRF)

Key: Lindsey Payne, Service Learning Coordinator for the Center for Instructional Excellence

Please note: All events throughout the program are mandatory unless otherwise stated.
WELCOME WEEKEND

FRIDAY, JUNE 16

5:00-8:00 Pizza Dinner Provided, 3rd St Suites Conference Room 159

SATURDAY, JUNE 17

*Breakfast in Dining Halls*
9:00-12:00 Purdue Employees Federal Credit Union (PEFCU) Account Set Up
12:00-1:00 Lunch at Dining Courts
1:00-2:00 Walk to Fresh City Market Grocery Store *(optional)*
   Trip to nearby grocery store for any immediate needs.
2:30-3:30 Tour of Frances Cordova Recreation Center *(optional)*
   One-hour tour of gym facilities. Membership is optional.
4:00 onwards Cultural Event - Taste of Tippecanoe
   Cultural event in downtown Lafayette featuring local food vendors, music, and interaction with the community.

SUNDAY, JUNE 18

*Breakfast in Dining Halls*
11:00-2:00 Field Trip to Local Park
   Dress: Casual/Sport
   Picnic lunch provided, opportunities for short hikes also available.
3:00-5:00 Grocery Shopping *(optional)*
   Volunteers will drive fellows to more distant grocery stores such as Walmart for any additional supplies needed.
6:00-9:00 Dinner Reception, 3rd St Suites Conference Room 159
WEEK 1 | Orientation & Creating Shared Expectations | Agriculture and Economy

GOALS
(1) Provide Fellows with a brief overview of U.S higher education, campus and community resources
(2) Develop a shared understanding of the group’s strengths and weaknesses in order to promote entrepreneurship and create a strong esprit de corps;
(3) Introduce basic business principles;
(4) Examine the importance of agriculture in Indiana’s economy and its relevance to each of the Fellow’s’ home country economies
(5) Introduce the entrepreneurship project (LaunchBox)

MONDAY, JUNE 19

Fellows should take breakfast on their own, and be ready to leave the Third Street Suites lobby by 8:20 AM. A volunteer/staff will lead the group from Third Street Suites to Krach Student Leadership Center. All Fellows should bring their passports and binders.

8:30-9:00am Welcoming remarks, KRCH 270
Gebisa Ejeta, Director, Center for Global Food Security, Discovery Park

9:00-10:00am Staff & Fellow introductions
Prepare one slide (no animations or videos) that represents yourself and your personality. The slide should include, but is not limited to the following: your name, photo of yourself, map showing your hometown, why you’re here, what you’re most interested in learning during the Mandela Washington Fellowship, and interests/activities/hobbies. Slides (preferably saved as a PDF or JPEG) should be submitted by email to mwf@purdue.edu by Friday, June 9. Fellows will have one minute to introduce themselves. Staff will have completed the same assignment.

10:00-11:30 Institute Overview and Expectations and Week 1 Overview
Special Guest: Anne Dare, 2016 Academic Director
A discussion about the Institute philosophy, the staff’s philosophy on teaching and learning, and expected outcomes. Financial information, emergency procedures, access to medical care, international calling, and other lifestyle and operational issues will be covered. The Institute staff and Fellows are asked to jointly acknowledge and respect diversity in all its form (e.g. religious, sexual orientation and gender, ethnic, socio-economic, political).

Transition to Earhart Dining Court
11:30-1:00 Lunch with John Sautter, Purdue Alumni Association, Earhart Dining Court
Fellows will gain a better understanding of the facilities available on and around campus, and the access they have to those assets. Some of the university’s history and tradition will also be shared.

1:00-2:00 Practical Session - Health and Safety
Jefferson Howells, Assistant Director for Campus Emergency Preparedness and Planning
Review of emergency procedures and medical services in the community. Discussion about personal safety and severe weather on Purdue’s campus facilitated by the Purdue University Police Department and Purdue University Fire Department. Advice regarding severe weather threats in Indiana.

2:00-2:15  Residence Hall Orientation, Third Street Suites Room 159
Alexis Molina, Summer Coordinator

2:15-4:15  Campus tour and Distribution of Student IDs, Hovde Room 14
A tour of the university grounds with breaks and stops at sites of particular relevance: Purdue Memorial Union, Amazon Store, International Center, and libraries.

Dinner on your own

TUESDAY JUNE 20

**Closed-toed shoes required for today**

8:30-9:30  Introduction to Review Preview, KRCH 270
Alex Moseson, Managing Director for Global Engineering Programs
Review Preview will be an opportunity to participate in continuous feedback, peer-to-peer communication and problem solving, networking, personal and professional development, and cultural appreciation.

9:30-10:45  Practical Session - Cultural Adaptation
Carrie Anne Thomas, Intercultural Programs Specialist
A discussion about cultural diversity and culture shock both in theory and as it has been experienced by the Fellows in their initial days of the Institute.

Break

11:00-12:30  LaunchBox Session
What’s your idea?

12:30-1:30  Lunch

1:30-3:30  Academic Session - Strategic Doing
Scott Hutcheson, Associate Director of the Purdue Agile Strategy Lab and faculty member in the Purdue Polytechnic Institute
Strategic Doing is a strategy discipline incubated at Purdue over the last decade which teaches people how to form collaborations quickly, move them toward measurable outcomes and make adjustments along the way. Fellows will find this session relevant to the development of their USADF applications as they consider assets to leverage in setting up a business.

3:30-6:30  Leadership & Teambuilding Activity, CLOSED TOED SHOES ONLY
Boiler Ropes Challenge

Dinner on your own

WEDNESDAY JUNE 21
8:30-9:30  
**Breakfast and Review Preview**

9:30-10:45  
Welcoming Remarks and Discovery Park Tour, BRCK 1001
Welcoming remarks provided by Dr. Tommy Sors, Assistant Director of Pi4D
Discovery Park is a 40-acre (160,000 m²) interdisciplinary and multidisciplinary research park located on Purdue University's campus. Discovery Park and its major centers lead Purdue's large-scale interdisciplinary research efforts: allowing multidisciplinary groups to come together and respond to grand challenges and opportunities.

9:30-9:55  
Welcoming Remarks with Tommy Sors, BRCK 1001
Fellows will then break up into two groups, either touring Bindley first (as shown) or Birck.

9:55-10:20  
Tour of Bindley Bioscience Center, meet Soo Jung Ha in Bindley Lobby

10:20-10:45  
Tour of Birck Nanotechnology Center, meet Clayton DeVault at Birck 2nd Floor Skywalk Lobby

**Break**

11:00-12:30  
Meet up with faith and community resources, 1100 3rd St
Community leaders and Black Cultural Center Staff
Renee A. Thomas, Director
Baraka Corley, Program and Facility Manager, Black Cultural Center
Walid Sharabati, Islamic Society of Greater Lafayette
Ken Leichty and Jess Gabbard, Purdue Christian Campus House
Grant Freeman, Assistant Director of Campus Ministry, St. Thomas Aquinas
Fellows will have the opportunity to meet and connect with spiritual and faith community leaders, as well as the resources available through the Black Cultural Center.

12:30-1:30  
Lunch

1:30-4:00  
LaunchBox: Articulating Ideas

4:00-5:00  
Academic Session - Engaging Underprivileged Youth
Dhinesh Radhakrishnan, Graduate Student, Engineering Education
Dhinesh Radhakrishnan's work addresses the complex social, cultural, and economic background factors that facilitate diverse students' paths through the engineering education system around the world. They will facilitate a discussion about the opportunities for non-traditional engineering education and seek feedback on a curriculum delivery platform they are co-developing with partners in Kenya.

**Break**

6:30-9:00  
Group dinner at La Scala, 312 Main St, Lafayette
Local growers and suppliers will join the Fellows for dinner. Dinner will be at no cost to the Fellows.

**Fellows will return via CityBus**

**THURSDAY, JUNE 22**

8:30-9:30  
**Breakfast and Review Preview**
9:30-10:30  Leadership Session - Preparing and Delivering an Effective Presentation
Joel Ebarb, Professor of Visual and Performing Arts
Fellows and facilitators will share tips for creating an effective presentation using PowerPoint, Prezi, and other visual tools, and discuss strategies for engaging the audience through effective public speaking.

10:30-11:30  Academic Session - Agricultural Policy and Economics
Otto Doering III, Professor of Agricultural Economics
Dr. Doering will lead a discussion based on his experience in public policy issues impacting agriculture, natural resources, the environment, and energy.

11:30-1:00  Lunch at Purdue Campus Farmer’s Market (*weather permitting*)

1:00-3:00  LaunchBox: Step-by-Step

3:00-3:30  Practical Session - Elevator pitch practice & networking
Alex Moseson, Managing Director, Global Engineering Programs

3:30-5:00  Preparation for Summit
Fellows will practice their pitches and networking

5:00-6:30  CityBus Orientation & Grocery Shopping (*optional*)
Interested Fellows can meet in the lobby of 3rd St Suites at 5:00 PM

Dinner on your own

FRIDAY, JUNE 23

Breakfast on your own
8:30-10:00  Networking at Foundry Grounds, The Foundry, MRGN 2nd Floor

10:00-12:00  Grant writing workshop, KRCH 270
George Okantey, Community and Talent Development, Marion County
Discussion of tips for preparing a quality proposal and general grantsmanship.

12:00-2:00  Lunch and Practical Session - Consensus building & soliciting feedback
Stacey Connaughton, Associate Professor and the Associate Head of School at the Brian Lamb School of Communication, Director of the Purdue Peace Program
Fellows will be empowered to form an “evaluation committee” to facilitate weekly feedback sessions among themselves and report out on strengths, areas for improvement, and how the Institute can better meet the needs of the Fellows.

2:00-3:00  Academic Session - Market building and supply chain development
Dieudonné Baributsa, Associate Professor, Entomology
Dr. Baributsa will share his experience in commercializing the Purdue Improved Crop Storage (PICS) bags across Sub-Saharan Africa, and seek feedback from the Fellows on his model.

3:00-5:00  Practical Session - Leadership styles, Black Cultural Center
Guy Harris, Master Trainer and Coach, Workplace Conflict Resolution Expert
Baraka Corley, Program and Facility Manager, Black Cultural Center
A facilitated discussion about various styles of leadership, how they are perceived and
valued, and a team building exercise to observe various leadership styles in action.

Break
6:00-9:00 Welcome reception, MatchBox Co-Working Studio
Dress: Business or traditional
Welcoming remarks provided by special guests:
John Dennis, Mayor of West Lafayette
Tony Roswarski, Mayor of Lafayette
Sheila Klinker, Indiana State Representative
Joseph E. McLain, District Director, Office of U.S Rep. Todd Rokita
Justin Mount, Regional Director, Office of Senator Joe Donnelly

Others in attendance will include local business owners and entrepreneurs, Purdue faculty and staff, and individuals who applied to serve as peer collaborators. Fellows will be provided with a list of peer collaborators to meet, and potential peer collaborators will also be provided with a list of Fellows having shared interests.

Return to 3rd Street via CityBus

SATURDAY, JUNE 24

All meals on your own

10:00-12:00 USADF Application Preparation Workshop, 3rd St Suites Lobby (optional)
Lunch on your own
2:00-5:00 Indiana Fiddler’s Gathering
The Indiana Fiddler’s Gathering is a three-day acoustic music festival featuring the best in old-time, bluegrass, swing jazz fiddle, string band, Celtic and ethnic music on one stage. A schedule for transportation will be provided.
5:00-7:00 Travel time to Indianapolis
7:00pm Indiana Fever Basketball Game, Bankers Life Fieldhouse

SUNDAY, JUNE 25

All meals on your own
(time TBA) Eid Al-Fitr Celebration, Islamic Society of Greater Lafayette (optional)

7:30am-10:30pm Bus trip to Chicago with the Center for Intercultural Learning (optional)
Register by 4 PM June 21

WEEK 2 | Ideation & Goal Setting | Post-Harvest Technologies
GOALS:
(1) Explore post-harvest challenges and business opportunities
(2) Review basic business principles
(3) Review basic entrepreneurship principles
(4) Practice leadership

MONDAY, JUNE 26

8:30-9:30  Breakfast and Review Preview, MRGN 121
9:30-10:00 Week 2 Overview
10:00-12:00 USADF Application Preparation (optional), MRGN Cafe
12:00-1:30 Lunch Reception with Indrajeet Chaubey, Associate Dean and Director of International Programs in Agriculture
Sagamore Room, PMU
Dr. Chaubey's research background addresses ecohydrologic processes affecting the fate and transport of sediment, nutrients, and pesticides. He will become the newest director of International Programs in Agriculture and will discuss his vision for the future of these programs at Purdue.

1:30-2:30 Academic Session - Technology Adoption
Jess Lowenberg-Deboer, Professor of Excellence in International Entrepreneurship
Dr. Lowenberg-Deboer has 30 years of worldwide experience in agricultural research, teaching, outreach and administration. His research focuses on the economics of agricultural technology. He will facilitate a discussion about the constraints entrepreneurs must consider when bringing a new technology to the market.

2:30-3:30 Academic Session - Entrepreneurial Ecosystems
Michael Wilcox, Senior Associate at the Purdue Center for Regional Development
Dr. Wilcox's extension and research work integrates the economic, environmental and social dimensions of sustainability into entrepreneurship, workforce development, bioenergy, population dynamics and land use. He has been involved in tropical tree crops marketing in western Africa and conservation agriculture in southern Africa. He also served in the US Peace Corps in Cameroon.

3:30-4:30 Academic Session - Marketing
Scott Downey, Associate Professor of Agricultural Economics
Dr. Downey is also an Associate Director of the Center for Food and Agricultural Business. He is a frequent speaker and consultant for agribusiness industry sales teams on professional development topics like precision selling, sales management and competitive sales strategies and will discuss these topics with Fellows.

Dinner on your own

TUESDAY, JUNE 27
WEDNESDAY, JUNE 28

**Breakfast on your own**

9:00-9:30 Practical Session - Learning through Service, 3rd St Suites Lobby
Lindsey Payne, Service Learning Coordinator for the Center for Instructional Excellence
Amy Wood, Director of Volunteer Engagement, United Way of Greater Lafayette
Dr. Payne and Ms. Wood will provide the Fellows with an understanding of the variety of services volunteers and community-based organizations provide to American society and greater Lafayette in specific.

9:30-3:00 Community service with NICHES Land Trust Granville Sand Barrens
*Fellows should wear long pants, closed-toed shoes and bring a long sleeve layer. Bring water. Insect repellent will be provided. Please note there are no bathroom facilities on site.*

9:30 Depart 3rd Street Suites
10:00 Arrive and unload at Granville Sands Barrens
10:15-10:45 Hike with NICHES Overview / Contextualization
10:45-2:00 Trail work with break for lunch - provided
2:30-3:00 Depart for Tami Sells’ Home
3:00-4:00 Reflection on service activities at Tami’s (hosted by Marcia/Maria)
Upon returning from the day’s community service assignment, Fellows will be asked to reflect on their experience with the organization they served, the activity they engaged in, and the individuals they interacted with.

4:00-7:30 Cookout at Tami Sells’ Home
Barbecue and tractor pull provided.

THURSDAY, JUNE 29

8:30-9:30 **Breakfast and Review Preview**

9:30-12:00 LaunchBox Session
Who is your customer?

12:00-1:00  Lunch on your own

1:00-2:30  Academic Session - Human resources
          Adedayo Adeniyi, Director of Leadership & Organizational Development
          Mr. Adeniyi’s responsibilities at Purdue include leadership and managerial development
          and conducting staff evaluations. Adedayo will share insights regarding human
          resources development and management, and discuss some of the challenges and
          opportunities Fellows might consider when hiring staff for their business.

2:30-3:30  Academic Session - Global Food Trade: Food Crisis, Price Shocks, and Developing
          Country Impacts
          Phil Abbott, Professor of Agricultural Economics
          Dr. Abbott will lead a facilitated discussion on the economy-wide impacts of global trade
          and environmental policies.

3:30-5:00  Preparation for Summit Presentations
          Arnold Chen, Managing Director of Burton D. Morgan Center for Entrepreneurship
          Dr. Chen will lead a discussion of best practices for business pitches and how to create a
          successful pitch.

5:00 onward  USADF Application Submission Assistance
          Volunteers and interns will assist Fellows applying for the USADF grant to meet all grant
          deadlines and submit their applications before Friday, June 30th

Dinner on your own

FRIDAY, JUNE 30

--- USADF Grants Due ----

7:30 am  Depart for field trip to Indianapolis

9:00-9:45  State House Tour
          This guided tour allows guests to enter available offices and chambers with a guide. It is
          comprehensive and discusses all three branches of government, the history and
          architecture of the building.

10:00-11:00  Meeting with Ted McKinney, Director of the Indiana State Department of Agriculture,
             1 N Capitol Ave, First Floor Conference Room
             With more than 25 years of agriculture leadership experience, Director McKinney brings
             extensive knowledge and an understanding of Indiana and global agriculture to ISDA.
             Prior to joining ISDA, he was Director of Global Corporate Affairs for Elanco Animal
             Health, a subsidiary of Eli Lilly and Company.

11:45-2:00  Tuttle Orchards
             Fellows will have lunch on the farm, featuring local produce and a hayride tour of the
             orchards. Tuttle Orchards is an example of agro-tourism and horticulture - featuring top
             quality award winning apples, plants, pumpkins, and local food.
2:30-7:00 Tyner Pond Farms
Tyner Pond Farms raises grass-fed beef, pastured pork, turkey, and lamb while collaborating with local like-minded farmers to supply the larger market in Indianapolis. Fellows will tour the farm(s), learn about their supply chain management, and have dinner at their restaurant.

7:00-8:30 Travel time back to West Lafayette
Return transportation from Indianapolis to Purdue will be provided on Friday evening following dinner; however, Fellows will have the option to stay in Indianapolis over the weekend at their own expense (including return transportation and accommodation). Options for transportation, lodging, and suggested activities will be shared. Fellows must be back on campus by the end of the day on Sunday, July 2.

SATURDAY, JULY 1

Free day - all meals on your own
2:00-4:00 Canning and Food Preservation Workshop, International Center, 523 N Russell St (optional)
Abby Abbot-Rider, Thistle Byre Farms
Kirsten Serrano, Peer Collaborator and restaurant owner
Ms. Abbot-Rider and Ms. Serrano will lead interested Fellows in a workshop on food preservation and canning at the International Center kitchens.

SUNDAY, JULY 2

All meals on your own
Opportunity for Fellows to complete their Self-Evaluations and reflect on their Leadership Development Plans
WEEK 3 | Understanding the Market | Food Processing & Product Design

GOALS:
(1) Explore business opportunities in food processing
(2) Build an awareness of how to understand and identify markets and potential customers
(3) Practice organizational leadership

MONDAY, JULY 3

8:00-9:00  Breakfast on your own
9:00-10:30  Community Service Assignment, Daniel Turf Center, 1340 Cherry Lane
            Steve Hallett, Professor of Horticulture and Landscape Architecture
            Fellows will engage in a guided community service activity with the Student Farm.
10:30-2:00  Farm Tour and Lunch, Purdue Student Farm, 1491 Cherry Lane
2:00-3:00  Week 3 Overview and Community Service Reflection, NLSN 1215
            (facilitated by Marcia/Maria)
            Fellows will sign up for their future community service sites at this time.
3:00-4:00  Post-harvest Innovations, NLSN 1215
            Betty Bugusu, Managing Director, International Food Technology Center; Professor of Food Sciences
            Moustapha Moussa, PhD Student, Whistler Center for Carbohydrate Research
            Dr. Bugusu and Mr. Moussa will lead a discussion about the impact of new technologies and need for innovation to prevent post-harvest loss and promote global food security.
4:00-5:00  Tour of Food Science Pilot Laboratory (Nelson Hall)
            Erik Kurdelak, Manager, Pilot Laboratory
            Operating as a model manufacturing area, the Pilot Laboratory allows manufacturers to see how a process works before committing to full production. Wet chemistry, microbiology, and food product development laboratories are also available to solve related challenges.

Break
6:30-8:00  American Cooking Demonstration, Fresh City Market
            Fresh City Market’s Head Chef will put together a menu of American favorites and demonstrate cooking techniques. Fellows will get a chance to sample the whole menu and take home recipes to try on their own.

TUESDAY, JULY 4

Breakfast and lunch on your own
4:00-10:00  Barbeque and 4th of July celebration
            Home of Gary & Andrea Burniske
            Dress: Casual
WEDNESDAY, JULY 5

8:30-9:30  Breakfast and Review Preview, Special Guests: Lindsey Payne and Amy Wood
Lindsey Payne, Service Learning Coordinator for the Center for Instructional Excellence
Amy Wood, Director of Volunteer Engagement, United Way of Greater Lafayette
Dr. Payne and Ms. Wood will give a description of community service sites and Fellows will sign up for their upcoming community service days.

9:30-11:30  LaunchBox, Special host: David Fields of VICI Labs, MRGN 121
VICI Labs, a division of the Service Disabled Veteran Owned Small Business T3 TigerTech in the Washington, DC metropolitan area will, in collaboration with LaunchBox, travel to Purdue to provide each Fellow with a detailed business concept analysis using their proprietary VICI Labs Ideation Algorithm.

11:30-12:30  Lunch Reception with Mung Chiang, Dean of the College of Engineering, MRGN Cafe
Introduction by Arvind Raman, Associate Dean, Global Engineering Programs

12:30-1:30  Academic Session - Processing, packaging, and storage of local food, MANN 101
Jodee Ellett, Local Foods Coordinator for Purdue Extension
As Purdue’s first local foods coordinator, Ellett identifies people and communities that are already building connections between farmers and consumers and work with them to make the statewide system stronger.

1:30-2:30  Academic Session - Local Food Systems, MANN 101
Andrea Burniske, Program Manager, I’D Lab, Global Engineering Programs
A discussion about trends in local food production and processing that can lead to the revival of rural communities and a rebirth of the culture of growing food.

2:30-4:30  Academic Session - Technology-based tools for entrepreneurs, MANN 101
Alok Chaturvedi, Professor in the Krannert School of Management
Dr. Chaturvedi will share some tech-based tools for running a business and encourage Fellows to share the importance and challenges associated with running a business via an ICT platform.

4:30-5:30  Academic Session - Biofortified maize in Africa, and soon in the US, MANN 101
Torbert Rocheford, Patterson Endowed Chair in Translational Genomics and Crop Improvement

Dinner on your own

THURSDAY, JULY 6

8:30-9:30  Review Preview & Breakfast

9:30-11:30  LaunchBox Session, Special host: David Fields

11:30-12:30  Developing A Successful Business Model and Financing Strategy
Amanda Thompson, Entrepreneur-in-Residence, Burton D. Morgan Center
Dr. Thompson will discuss successful business models, drawing on her extensive
experience in international finance and venture capital.

12:30-1:30 Lunch and Discussion of Graduate School Application and Admission Process, MRGN 121
Lee Gordon, Director of Graduate Admissions
Mr. Gordon will discuss opportunities in higher education along with a panel of current graduate students.

1:30-3:30 LaunchBox Session: Human-Centered Design & Development, Special host: David Fields
3:30-5:00 Preparation for Summit - Public Speaking for Business
Alex Moseson, Managing Director for Global Engineering Programs
A discussion about public speaking in business contexts in general and specific guidelines for the Ignite Talks that will take place at the Mandela Washington Fellowship Summit.

Dinner on your own

FRIDAY, JULY 7

8:30-10:00 Breakfast & Foundry Grounds (optional)
10:00-11:00 Academic Session - Building Another’s Dream: The Human Dimensions of Social Enterprise Success
Andrea Trice, Senior Fellow, Sagamore Institute
Dr. Trice will discuss her upcoming book for practitioners that contrasts how Westerners and Southerners approach social enterprise.

11:00-12:00 Self-evaluation and feedback on Week 3
12:00-1:00 Lunch Reception with Suresh Garimella, Executive Vice President for Research and Partnerships, MRGN Cafe
1:00-1:30 Academic Session - Entrepreneurship in Food Science
Brian Farkas, Department Head, Food Science
Dr. Farkas will discuss several examples of entrepreneurship in food science and current trends in this industry.

2:30-5:00 Tour of People’s Brewing Company
Chris Johnson, Head Brewer
People’s provides high quality hand-crafted beer and education of the craft beer industry to the people of Lafayette and the state of Indiana while providing community leadership with environmentally friendly business practices.

Dinner on your own

SATURDAY, JULY 8

Breakfast and Lunch on your own

Hospitality Dinners
SUNDAY, JULY 9

*Breakfast and Dinner on your own*

12:00-3:00   Picnic with the Greater Lafayette Immigrants’ Alliance, Happy Hollow Park, Shelter #4

Self-evaluation and Reflection on LDP (*optional*)
WEEK 4 | IDENTIFYING AND ADDING VALUE | LABOR SAVING TECHNOLOGIES AND ENERGY

GOALS:
(1) Explore business opportunities in agricultural mechanization and bioenergy
(2) Examine how entrepreneurs across sectors identify opportunity space
(3) Refine presentation development skills

MONDAY, JULY 10

8:30-9:30 Breakfast and Review Preview
9:30-10:00 Week 4 Overview
10:00-11:15 Academic Session - Purdue Utility Platform
   John Lumkes, Associate Professor, Agricultural & Biological Engineering
   David Wilson, Co-founder, Mobile Agricultural Power Solutions
   Dr. Lumkes and Mr. Wilson will lead a facilitated discussion about rural transportation challenges, transportation systems and freight and logistics planning, linkages between transportation, energy, and environment.
11:15-12:15 Academic Session - Running an Effective Business Meeting
   Brian Chupp, Organizational Behavior and Human Resources, Krannert School of Management
   Dr. Chupp will discuss strategies for ensuring that business meetings meet their objective(s), run efficiently, and engage their participants.
12:15-1:15 Lunch with Tomas Diaz de la Rubia, Executive Director, Discovery Park, MRGN Cafe
1:15-2:45 Academic Session - Energy and Biofuels Economics and Policy
   Wallace Tyner, Professor, Agricultural Economics
   Professor Tyner’s research interests are in the area of energy, agricultural, and natural resource policy analysis and structural and sectoral adjustment in developing economies. His work in energy economics has encompassed oil, natural gas, coal, oil shale, biomass, ethanol from agricultural sources, and solar energy. Much of his recent work has focused on economic and policy analysis for biofuels and the interplay between biofuels policies and other energy policies.

Break
3:00-5:00 Unscheduled Time for Networking with Peer Collaborators (optional)
Dinner on your own

TUESDAY, JULY 11

8:30 - 9:30 Breakfast and Review Preview
9:30-10:30 Academic Session - Human-Centered Design
   Ted Lu, Industrial Design
   Dr. Lu will lead a discussion on the principles and applications of Human-Centered
**WEDNESDAY, JULY 12**

**9:00-3:00** Community service assignment  
*Depending on duration and timing of community service assignment, this time can also be used to arrange meeting with local community members, peer collaborators, and business mentors*

**4:00-5:00** Reflection on service activities, MRGN 121  
Lindsey Payne, Service Learning Coordinator for the Center for Instructional Excellence  
Upon returning from the day’s community service assignment, Fellows will be asked to reflect on their experience with the organization they served, the activity they engaged in, and the individuals they interacted with.

**5:00-8:00** Networking Event with Tippy Connect, Digby's Pub & Patio, 133 N 4th St, Lafayette, IN  
Tippy Connect is an organization for young professionals in the Tippecanoe County area.  
This organization was created with the goals of joining for the opportunity to grow as professionals, share ideas, take leadership roles and give back to the community where they live, work and raise families. (21+) 765 421 4747 (Mike, owner)

*Fellows will return via CityBus*

**THURSDAY, JULY 13**

**Prepare to depart by 9:00**

**8:00** Depart 3rd St Suites

**9:00-10:30** Tour BioTown®
BioTown®, USA, is the country’s first effort toward creating communities, where all energy needs are met through biorenewable resources. BioTown®, USA is a public-private showcase community, and the hope is that more communities take advantage of the model presented in Reynolds.

11:30-12:30 Tour The Plant
The Plant’s mission is to develop circular economies of food production, energy conservation and material reuse, while empowering people of all backgrounds to make their cities healthier and more efficient.

1:30-3:00 Meet Fellows from Notre Dame and Northwestern (320 N Morgan St #600)
Lunch

3:00-6:00 Meeting with PriceWaterhouseCoopers
Special Guest: Greg Deason, Senior Vice President and Director of Innovation and Entrepreneurship, Purdue Research Foundation

6:00 onwards Optional Reception with Minorities in Technology Entrepreneurship Conference

FRIDAY, JULY 14

7:30 Check out of hotel and store luggage
8:00 Leave for Fellows’ Choice Meetings
8:30-10:30 Fellows’ Choice Meetings
Fellows will be provided with a list of site options the week before and will visit different sites, accompanied by staff and in smaller groups.

10:30-12:30 Meeting with VestedWorld, 222 W Merchandise Mart Plaza, #1212
VestedWorld is, in many ways, a traditional venture capital fund, but it is 100% focused on emerging markets. VestedWorld leverages many resources—a streamlined online investment platform, their deep knowledge and experience in these markets, and their own capital—to create new opportunities for U.S. investors to diversify their portfolios and earn competitive returns while making a transformative impact in developing countries. Purdue professor, Dr. Gebisa Ejeta, serves on their advisory board.

12:30-6:30 Free time to explore Chicago
Further details to follow.

6:30 Meet at Congress Plaza Hotel
7:00 Depart Chicago via bus

Return to Lafayette, IN via bus

Return transportation from Chicago to Purdue will be provided on Friday evening; however, Fellows will have the option to stay in Chicago over the weekend at their own expense (including return transportation and accommodation). Options for transportation, lodging, and suggested activities will be shared. Fellows must be back
on campus by the end of the day on Sunday, July 16.

SATURDAY, JULY 15

All meals on your own

Fellows have the option to stay in Chicago or return to Purdue

SUNDAY, JULY 16

All meals on your own

Tour of local farms, including Silverthorn Farm (time TBD, optional)

Self-evaluation and Reflection on LDP (optional)
**WEEK 5 | Preparing & Planning | Engineering Innovation & Sustainability**

**GOALS:**

(1) Explore the business opportunities in manufacturing and other engineering sectors
(2) Explore the trends in infrastructure, energy, and information and communication technologies
(3) Develop an understanding of the interconnectedness of business, engineering, and environmental and social sustainability
(4) Refine presentation delivery skills

**MONDAY, JULY 17**

- **8:30-9:30**  Breakfast and Review Preview
- **9:30-10:00**  Week 5 Overview
- **10:00-11:00**  Leadership Development - Innovation for Sustainable Development
  Arvind Raman, Associate Dean, Global Engineering Programs
  Dr. Raman will lead a discussion on the impacts of innovation in engineering and other fields on sustainable development, with a focus on the Innovation for International Development (I2D) Lab.
- **11:00-12:00**  Academic Session - Water treatment in low resource settings
  Chad Jafvert, Professor, Civil Engineering and Environmental and Ecological Engineering
  John Howarter, Assistant Professor, Materials Engineering and Environmental and Ecological Engineering
  Dr. Jafvert and Dr. Howarter will lead a discussion of the challenges associated with water treatment and the technologies employed to treat water.
- **12:00-1:30**  Networking Lunch with Women in Management, Krannert School of Management (women only)
  Candi Lange, Director, Jane Brock-Wilson Women in Management Center
- **1:30-3:00**  LaunchBox
- **3:00-4:00**  Academic Session - Sustainable livestock management practices (focus on cattle)
  Gary Burniske, Managing Director for the Center for Global Food Security
  Gary Burniske will discuss livestock nutrition, housing, and management, with a focus on cattle.
- **4:00-5:00**  Academic Session - Sustainable livestock management practices (focus on poultry, swine, and others)
  Kola Ajuwon, Associate Professor of Animal Sciences
  Dr. Ajuwon will discuss livestock nutrition, housing, and management, with a focus on poultry, swine, and other types of livestock.

_Dinner on your own_

**TUESDAY, JULY 18 (NELSON MANDELA DAY)**

- **8:30-9:30**  Breakfast and Review Preview
9:30-11:30  LaunchBox Session
11:30-12:30 Lunch with Minority Engineering Programs MITE Academic Boot Camp, Ford Dining Court
12:30-3:00 Community Service Activity, Armstrong Atrium
Minority Engineering Programs MITE Academic Boot Camp
Facilitated by Alex Moseson, Managing Director for Global Engineering Programs
Minority Engineering Programs hosts two summer camps with rising 11th graders and incoming Purdue freshmen. Fellows will be asked to share their stories, discuss global engineering challenges, and work hand-in-hand with students to solve an engineering design challenge for emerging markets.

3:30-6:00  Mandela Fellows Global Innovation Challenge, MRGN 121
Faculty, students, and staff from Purdue can submit a short summary (1-2 paragraphs) of their work and then make a 10 min presentation to the Mandela Fellows. The main objective is to connect Mandela Washington Fellows with Purdue social innovations and technologies to provide feedback and future assistance with deploying the technology.

Dinner on your own

WEDNESDAY, JULY 19

7:00am - 7:00pm     Dow AgroSciences
Fellows will tour Dow AgroSciences headquarters and visit various other sites in the Indianapolis area.

THURSDAY, JULY 20

8:00-9:00  Breakfast and Review Preview
9:00-11:00  LaunchBox Session - Delivering an Effective Presentation
11:00-12:00  Academic Session - African American Studies Program
Marlo David, Associate Professor, Department of English
Dr. David will discuss the African American Studies Program at Purdue University, including study abroad programs, partnerships with international universities, and potential future connections.

12:00-1:00  Lunch
1:00-2:00  Academic Session - John Hanak
John Hanak, Managing Director of Purdue Ventures
Mr. Hanak will challenge the Fellows to think as investors and consider the factors that might come into play when making investment decisions in startup companies.

2:00-3:30  Preparation for Summit
3:30-5:30  Unscheduled Time for Networking
Dinner on your own
FRIDAY, JULY 21

8:30-10:00  Networking at Foundry Grounds (optional)
10:00-11:00 Travel time to Site Visit
11:00-1:00 Site Visit - Subaru Factory Tour
   Subaru is the world's 22nd largest automaker and employs over 3,000 people in the
   Lafayette area. The 3 million square foot (279,000 m²) facility in Lafayette builds
   Subaru Outback, Impreza, and Legacy models. More information: http://subaru-
   sia.wixsite.com/indiana. Lunch will be provided
1:00-3:00 LaunchBox Session
3:00-4:00 Self-evaluation & feedback on Week 5
4:00-8:00 Farm Tour and Plant Science Social Networking Opportunity
   Facilitated by Torbert Rocheford, Patterson Endowed Chair, Professor of Agronomy
   HopKnoXious Farms will host the monthly Plant Science Social with members of
   Purdue’s Africa Interest Group and others attending.

SATURDAY, JULY 22

All meals on your own
1:00-5:00  Prophetstown State Park (optional)
   A 1920’s farmstead highlighting sustainable agriculture, homesteading, heirloom
   gardening, and farm to table cooking. The state park also features hiking trails, camping,
   swimming, hiking, biking, birding, wildlife observation, and more.

SUNDAY, JULY 23

All meals on your own
1:00-4:00  Recording radio commercials, K105 WASK Radio Station
   Fellows will have the opportunity to tour a local radio station, and develop and record their
   own commercials.
WEEK 6 | PITCHES & PRESENTATIONS | BUSINESS OPERATIONS

GOALS:
1. Explore agribusiness in Indiana as an example of U.S. agribusiness operations
2. Synthesize information, skills, and techniques learned throughout the whole program
3. Refine and demonstrate presentation delivery skills
4. Reflect on Institute experience and plan how to keep momentum going

MONDAY, JULY 24

8:30-9:30  Breakfast and Review Preview
9:30-10:00  Week 6 Overview
10:00-11:30  Unscheduled Time for Networking
12:00-3:00  Site Visit - Animal Science Research and Education Center
12:00-12:35  Dairy Unit
12:45-1:20  Beef Unit
1:30-2:05  Aquaculture Unit
2:15-2:50  Poultry Unit

The Animal Sciences Research and Education Center (ASREC) features units dedicated to aquaculture, dairy, beef, poultry, sheep, swine, farm operations, and a feed mill. The mission of ASREC is to provide animals, facilities, technical assistance and labor to conduct research, provide instruction, and assist in extension educational activities. More information: https://ag.purdue.edu/ansc/ASREC/Pages/default.aspx. Lunch will be provided.

3:00-5:00  Site Visit - Agronomy Center for Research Education
Purdue's Agronomy Center for Research Education (ACRE) is the 1134 acre research farm that was established in 1949 as the campus-based agronomy field research station. ACRE features high-throughput field phenotyping and unmanned aircraft for field applications. More information: https://ag.purdue.edu/agry/acre/Pages/default.aspx.

Dinner on your own

TUESDAY, JULY 25

8:30-9:30  Breakfast and Review Preview
9:30-10:30  Academic Session - Agricultural Extension Models Around the World
            Paul Ebner, Professor, Animal Science
            Dr. Ebner will lead a discussion based on his international experience in agricultural extension.

Break
11:00-12:00  Academic Session - The Economics of Technical Change in Agriculture
            John Sanders, Professor of Agricultural Economics
Dr. Sanders will lead a discussion of technological change based on his extensive international experience in Sub-Saharan Africa and Latin America.

12:00-1:00 Lunch
1:00-4:00 Scheduled time for Fellow Video Pitches, MRGN 129
Fellows will be assigned a time in this window to create a short 60-second video pitch describing themselves, the problem they are trying to address, the solution their business offers, and their next steps moving forward.

4:00-5:00 Unscheduled Time for Networking (optional)
5:30 onward Dinner and Farm Tour, Home of Jim and Kathy Moseley
Jim Moseley is a Purdue alumnus and former Deputy Secretary of the United States Department of Agriculture. His farm in Clarks Hill, IN features diverse crops and livestock and is being managed by multiple generations of Moseleys.

WEDNESDAY, JULY 26

Breakfast on your own
9:00-3:00 Community service assignment
Depending on duration and timing of community service assignment, this time can also be used to arrange meeting with local community members, peer collaborators, and business mentors
4:00-5:00 Reflection on service activities, MRGN 121
Lindsey Payne, Service Learning Coordinator for the Center for Instructional Excellence
Upon returning from the day’s community service assignment, Fellows will be asked to reflect on their experience with the organization they served, the activity they engaged in, and the individuals they interacted with.

Dinner on your own

THURSDAY, JULY 27

8:30-9:30 Breakfast and Review Preview
9:30-12:00 Final Pitches
12:00-1:30 Networking Lunch with Peer Collaborators, MRGN Cafe
1:30-5:00 Final Pitches

Dinner on your own

FRIDAY, JULY 28

8:30-10:00 Networking at Foundry Grounds (optional)
10:00-11:00 Remaining Engaged with Purdue
Ralph Amos, President, Purdue Alumni Association
Institute Staff and Purdue Alumni Association Representative
A discussion of communication platforms for remaining connected with Purdue and opportunities for continued engagement

11:00-12:00 Institute Wrap-up and Discussion of Summit Logistics
12:00-1:00 Lunch
1:00-2:00 Self-evaluation and feedback on Week 6
2:00-4:00 Preparation for Summit Presentations

Break

5:00-8:00 Reception and closing celebration, Lawson Commons
Remarks by Dan Hirleman, Chief Corporate and Global Partnerships Officer

SATURDAY, JULY 29

Free day for wrap-up, packing, and final goodbyes

SUNDAY, JULY 30

TBA Depart for Washington, DC
Logistics will be announced

----- END OF DAILY AGENDA ----
Leadership Session Overview

Leadership Sessions are designed to provide Fellows with additional leadership skills to enhance their leadership capacity in their home communities. The sessions will focus on the theme of servant leadership and will develop Fellows’ ability to creatively solve problems and work within a team environment. Fellows will also work on their Leadership Development Plans (LDPs) during some of these sessions.

The Institute will embody three phases of leadership: personal, group, and organization. Phase 1 (personal leadership) will include an individual leadership style inventory so Fellows can begin thinking about the different ways in which leadership manifests in individuals. Phase 2 (group leadership) will include team-building activities. Phase 3 (organizational leadership) will be comprised of skills-building sessions including running an effective business meeting, preparing an effective presentation, delivering an effective presentation, soliciting feedback from a group, and building group consensus. Fellows will learn and share tips and tricks for using PowerPoint, Prezi, and other presentation software and have an opportunity to be video-taped giving a practice presentation to refine their presentation skills.

Leadership styles and team building

Best-Worst Leader Activity: This activity creates discussion around general ideas of what people want from their leaders. It can also serve as a “touch point” for later discussions in the program as people are working together to discuss issues or solve problems.

35 Activity: An interactive session to generate a group developed and ordered list of ideas for applying a concept, addressing an issue, or answering to a question. This activity gets people moving, talking with each other, and focusing on a key question or issue.

Application of the DISC model: An activity to develop awareness of ways to better understand different perspectives, build a foundation of understanding people that can be generalized to other issues (cultural differences, gender differences, age differences, etc.).

Preparing and delivering an effective presentation: Fellows and facilitators will share tips for creating an effective presentation using PowerPoint, Prezi, and other visual tools, and discuss strategies for engaging the audience through effective public speaking.

Running an effective business meeting: Discuss strategies for ensuring that business meetings meet their objective(s), run efficiently, and engage their participants.

Boiler Challenge Program: Ropes Course: An opportunity to work on teamwork, communication, and problem solving.
Experience Purdue & Minority Engineering Programs Summer Camps: High school students will engage with Fellows. Fellows will be asked to share their stories, discuss global engineering challenges, and work hand-in-hand with students to solve an engineering design challenge for emerging markets.
SITE VISIT OVERVIEW

Site visits are one type of experiential learning that often are excellent for bringing classroom sessions to life. They provide Fellows with insight into how Americans deal with challenges, both successfully and un成功fully. Fellows should also view these visits as introductions to a broad network of Americans whose work might have applicability in their home countries.

This is a provisional list of potential site visits, not a guarantee that all sites will be visited. Details (names and biographical information) of the individuals we will be meeting at each of these sites will be provided as part of a site visit packet a few days before the trip(s).

Agronomy Center for Research and Education (ACRE), West Lafayette, IN
https://ag.purdue.edu/agry/acre
Facility utilized by over 50 researchers from eight departments, conducting approximately 180 research projects. This 1134-acre farm facility is located seven miles northwest of campus. A superintendent and four technicians are employed full-time with seasonal and student labor as needed. Studies range from basic to applied research including: plant breeding and genetics, crop production and soil tillage management, plant physiology, soil fertility, weed control, disease and insect resistance and control, and variety performance evaluation for corn, soybeans, small grains, sorghum and alfalfa.

Animal Sciences Research and Education Center (ASREC), West Lafayette, IN
https://ag.purdue.edu/anasc/ASREC/Pages/default.aspx
The ASREC features units dedicated to aquaculture, dairy, beef, poultry, sheep, swine, farm operations, and a feed mill. The mission of ASREC is to provide animals, facilities, technical assistance and labor to conduct research, provide instruction, and assist in extension educational activities.

People’s Brewing Company, Lafayette, IN
http://www.peoplesbrew.com/
A brewing facility for small-batch beer.

Subaru, Lafayette, IN
http://www.subaru-sia.com
Subaru of Indiana Automotive, Inc. (SIA), a subsidiary of Fuji Heavy Industries, Ltd., is home of North American Subaru production. Models built at the Lafayette, Indiana plant include the Subaru Legacy and Outback. SIA employs over 5,400 Associates, and every Associate is committed to quality, safety and environmental stewardship.

SRAM: World Bicycle Relief, Chicago, IL
http://www.worldbicyclerelief.org
A social enterprise providing specially-designed, locally assembled bicycles to entrepreneurs, healthcare workers and students across rural Africa through sustainable work-to-own and study-to-own programs.
Tuttle Orchards, Greenfield, IN  
http://www.indianapolisorchard.com/  
A thriving example of agro-tourism and horticulture. Tuttle Orchards has been a favorite orchard destination in the greater Indianapolis area since 1928. Over the years, the orchard has progressed from its beginning as a wholesale orchard to a year round farm destination featuring top quality award winning apples, plants, pumpkins, and local food.

Tyner Pond Farms, Greenfield, IN  
https://tynerpondfarm.com/  
Tyner Pond Farms raises grass-fed beef, pastured pork, turkey, and lamb while collaborating with local like-minded farmers to supply the larger market in Indianapolis. Fellows will tour the farm(s), learn about their supply chain management, and have dinner at their restaurant.
Community Service Overview

Community service activities are designed to expose Fellows to America’s service culture while at the same time providing another touch point for how Americans address challenges. These activities also allow Fellows to work with Americans from a variety of backgrounds toward a common goal.

**NICHES Land Trust, [http://nicheslandtrust.org](http://nicheslandtrust.org)**
NICHES mission is to protect, restore and sustain northern Indiana’s ecosystems by providing habitat for native species and offering natural places for education, appreciation and enjoyment of current and future generations.
Service Description: Guided interpretive hike and trail work day at Moyer-Gould Woods.

**Food Finders Resource & Education Center (FREC), [https://www.food-finders.org](https://www.food-finders.org)**
FREC’s mission is to work in collaboration with other organizations to provide food for those in need and to address the causes of food insecurity in North Central Indiana.
Service Description: Summer meal site support at Claystone at the Crossing, then work at Food Finders Resource and Education Center.

**Imagination Station, [http://www.imagination-station.org](http://www.imagination-station.org)**
Imagination Station provides hands-on learning experiences in science, technology, and engineering in order to strengthen the scientific literacy of children and families in the Greater Lafayette Community.
Service Description: Support for educational field trip with 100 elementary students

**City Foods Co-Op, [http://www.cityfoods.org](http://www.cityfoods.org)**
The City Foods mission is to serve the nutritional, social, and economic needs of our members and community by providing a market for local, fair-trade, sustainable, independent, and healthful goods and services in a friendly, cooperative environment.
Service Description: Help to create markets for local food products using the cooperative model to build more sustainable local food systems.
Kindergarten Countdown Camps, [http://www.uwlafayette.org/k-camp](http://www.uwlafayette.org/k-camp)
In Tippecanoe County, each year we have approximately 40% (average of 400 students) not prepared to enter Kindergarten ready to learn. United Way’s Kindergarten Camps target around 250 of those students each summer to attend one of the 4 week camps to address and prepare the students to start school in the fall ready to learn.
Service Description: Support K-Camps for children entering Kindergarten in the fall who have little to no preschool experience a head start in the summer.

YMCA Summer Camps, [http://www.ywcalafayette.org/site/c.ahJKZMGjiL2H/b.8082423/k.BD7F/Home.htm](http://www.ywcalafayette.org/site/c.ahJKZMGjiL2H/b.8082423/k.BD7F/Home.htm)
To put Christian principles into practice through programs that help healthy spirit, mind and body for all. Core Values: Caring: to demonstrate a sincere concern for others, for their needs and well-being.
Service Description: Attend the summer camp and work directly with the children on a variety of camp duties.

Habitat for Humanity, [http://lafayettehabitat.org](http://lafayettehabitat.org)
Seeking to put God’s love into action, Habitat for Humanity brings people together to build homes, communities, and hope.
Service Description: Support the construction of Habitat houses. Habitat has built over 200 houses in this community to date.

Full Circle Agriculture Purdue University Student Farm, [https://www.purdue.edu/dffs/studentfarm/](https://www.purdue.edu/dffs/studentfarm/)
To support the Purdue Student Farm in such ways as: to plan the utilization of the land, to gain and organize members to tend to the farm, to publicize the farm, and to elect student representatives for the joint faculty student farm Management Committee.
Service Description: Educational programming on farm business model, harvesting of crops, and farm maintenance.
Cultural and Social Activities

This is a summary of all the cultural and social activities planned for the duration of the Institute. It does not include specifics about meeting times or dates.

First and foremost, the Mandela Washington Fellowship is about mutual understanding. While academic and leadership activities form the basis of the program, cultural and social interactions with Americans are the primary way to ensure strong understanding between Fellows and Americans. Fellows will experience American life and culture outside of a professional setting during these experiences.

Home hospitality dinners: Fellows will also partake in an American home hospitality dinner in which Fellows (in groups of two to four) will be invited to dinner in local homes.

American Cooking Demonstration: Fellows will learn how to prepare classic American dishes with the Head Chef from Fresh City Market’s Events and Catering Services.

Barbeque and 4th of July celebration: Fellows will have the opportunity to participate in an American-style barbeque, join in the celebration of America’s independence, and watch 4th of July fireworks.

Taste of Tippecanoe: http://tasteoftippecanoe.org/
A summer festival held in downtown Lafayette, Indiana. The festival provides visitors a wide selection of foods from community restaurants, plus live musical entertainment and fireworks.

Downtown Lafayette Farmers Market: http://www.lafayettefarmersmarket.com/
The downtown farmers market features flowers, prepared food, coffee, baked goods, vegetables, fruits, honey, jams, and jellies.

Indiana Fiddler’s Gathering: http://www.indianafiddlersgathering.org/
The Indiana Fiddlers’ Gathering is a three-day acoustic music festival featuring the best in old-time, bluegrass, swing jazz fiddle, string band, Celtic and ethnic music on one stage.

Prophetstown State Park Farm: http://prophetstown.org/
A 1920’s farmstead highlighting sustainable agriculture, homesteading, heirloom gardening, and farm to table cooking. The state park also features hiking trails, camping, swimming, hiking, biking, birding, wildlife observation, and more.

Tipsy Connect After Hours: http://tippyconnectyp.com/
A networking event series hosted by the Greater Lafayette Chamber of Commerce.
Summit Preparation

Summit Preparation is used for prepare for the Mandela Washington Fellowship Summit, which is an exciting opportunity for Fellows to network with U.S. government officials and leaders in the public and private sectors, and other Fellows. The Summit will include a variety of events, such as panel presentations and small group discussions.

Summit Prep Session (90 mins, each week): Summit Preparation sessions will be used to give fellows a chance to practice their networking and public speaking skills. A variety of speakers will be invited to facilitate these classroom sessions and will be involved in guiding the Fellows as they prepare for the Summit. The Fellows will be broken into smaller groups and will participate in exercises that are intended to help them practice their pitches, gain confidence giving their ignite talks, and strengthen their networking skills. Each week will build on the skills that the Fellows practiced during the previous week and will address the weekly theme of the Institute.
Biographical Information

Institute Staff

Academic Director
**Marcia Croft, Ph.D.**
Marcia has a passion for and deep experience in the developing world. Marcia has considerable overseas experience in Africa, Asia and Latin America – and is intermediate or advanced in Kiswahili, French, Spanish, Thai, and Japanese. She recently earned a PhD from Purdue in Horticulture and Ecological Sciences and Engineering and, in Colombia, was a USDA Foreign Agricultural Service Intern.

Administrative Director
**Maria Khlebnikova**
Maria earned her Bachelor’s degree in Biochemistry through the College of Science at Purdue University. While at Purdue, Maria was involved in research at the Department of Chemistry and at the Purdue Center for Cancer Research (PCCR). She was awarded a PCCR summer undergraduate research fellowship and worked on a project investigating the medicinal applications of nanotechnology. Maria studied immunology and the molecular biology of cancer at the Department of Pharmacy and Pharmacology at the University of Bath in the UK. Recently, she participated in a volunteer mobile clinic in Lima, Peru, and became interested in learning about how international health policy is formulated and implemented. Maria has been invited to attend the Indiana University School of Medicine and is looking forward to beginning her studies there in August.

Additional Key Staff

**Heidi Arola, Managing Director, Global Partnerships**
Heidi Arola joined Purdue’s Office of Corporate and Global Partnerships in August 2015 after a 13-year career as a U.S. Foreign Service Officer. In her last position, she served as Chief of the Department of State’s EducationUSA network, overseeing 400 educational advising centers that promote U.S. higher education in 170 countries to millions of international students. Heidi has a B.A. in English with a French minor from Tulane University, and an M.S. in Foreign Service, International Relations, from Georgetown University where she was Editor-in-Chief of the Georgetown Journal of International Affairs. Following service in the Peace Corps in Cape Verde, West Africa, and work with the Hmong refugee community in St. Paul, MN, Heidi joined the State Department as a U.S. Foreign Service Officer. She spent 11 years overseas, nearly six of which were in Brazil where she was last Public Affairs Officer and Deputy Consul General at the U.S. Consulate General in Recife, Brazil. Heidi was also posted in Rio de Janeiro, Amsterdam and Montreal. In her current position, Heidi is formally involved with international student recruitment strategy; developing strategic global relationships including planning, resource development, assessment, and communications; and project planning and coordination.

**Gary Burniske, Managing Director, Center for Global Food Security, Discovery Park**
Mr. Burniske is a specialist in international relief and development, with a technical focus on sustainable
agriculture, forestry and natural resource management. He is the Managing Director of the Center for Global Food Security within Discovery Park at Purdue University. Mr. Burniske is responsible for the day to day management of the Center and networks with Purdue’s faculty and scientists to take a multi-disciplinary approach to tackling global challenges affecting food security. He supports the Center’s work in education, research and development, and policy as well as a graduate fellows’ program and summer institute on global food security.

Mr. Burniske has 35 years of international experience covering over 50 countries in Africa, Asia, Latin America and the Former Soviet Union. He has held senior level technical and managerial positions with humanitarian organizations and international public institutions. Before joining Purdue, Mr. Burniske served as Country Director for Mercy Corps in Colombia and Tajikistan, and Country Director for the Institute for Sustainable Communities in Russia. He worked as Regional Technical Advisor in Agriculture and Natural Resources with CARE covering 25 countries in Asia and Latin America. Mr. Burniske headed the International Tropical Timber Organization’s conservation efforts globally, and was Principal Technical Advisor to the Nicaraguan Forest Service with a leading role in drafting national forest policies and legislation.

Mr. Burniske’s notable accomplishments include the design and management of Mercy Corp’s regional flagship program for Latin America utilizing alternative dispute resolution to resolve land conflicts on two million acres of Afro-descendent and indigenous communal land in the Darien Gap region of Colombia. In Tajikistan, he led the transformation of a small Tajik NGO, the National Association of Business Women into the largest microcredit provider in Tajikistan. Mr. Burniske also has a successful track record in raising funds from bilateral and multi-lateral donors as well as the private sector. Mr. Burniske holds an MS in Forest Economics and a BS in Natural Resources Management, both from the University of Massachusetts in Amherst. He is fluent in Spanish, Russian, Thai and Arabic, and conversational in Portuguese.

Alex Moseson

Dr. Moseson is a global development engineer and entrepreneur. As Managing Director of Global Engineering Programs (GEP) at Purdue University, he convenes and catalyzes the faculty, students, and staff within and beyond the Top-10 College of Engineering for global impact. In particular, he co-leads the Innovation for International Development (I2D) Lab in putting engineering innovations to work for sustainable global development.

Prior to joining Purdue, Dr. Moseson was an AAAS Science & Technology Policy Fellow at the US Agency for International Development (USAID). As part of the Higher Education Solutions Network (HESN) program within the US Global Development Lab, he catalyzed MIT’s International Development Innovation Network (IDIN) - including acting as a Design Facilitator in Botswana - and supported MSU's Global Center for Food Systems Innovation (GCFSI). He further co-led the HESN student engagement working group, served on the core team for Global Innovation Exchange, and represented USAID on the White House (OSTP) inter-agency working group for Making.
Dr. Moseson’s path to being a development professional included advancing sustainable technology and entrepreneurship on four continents having been inspired by service following Hurricane Katrina. An interdisciplinary engineer, he earned a joint B.S. (Mechanical Engineering) / M.S. (Materials Science & Engineering), then Ph.D. (Mechanical Engineering; committee of four departments) as an NSF Graduate Research Fellow at Drexel University in Philadelphia, PA. With over $200K in funding, his programs benefited Tanzania (low-cost lathe), India and the USA (affordable “green” cement), and Thailand (upland agriculture and water) - the latter supported by the Bill & Melinda Gates Foundation. He also co-created the Technology Seeding development framework, a course on sustainable engineering, and has been featured in national TV, radio, and print. He derives professional value from personal pursuits in the performing arts, videography, and photography.

**ACADEMIC SESSION PRESENTERS AND GUEST SPEAKERS**

The complete program agenda will be provided on the Purdue Mandela Washington Fellowship website with links to guest speakers’ university or personal webpages. Visit: [http://www.purdue.edu/mandela-fellowship/schedule/](http://www.purdue.edu/mandela-fellowship/schedule/)
## Participant List

<table>
<thead>
<tr>
<th>First Name</th>
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Important Addresses and Contact Information

Emergency Information

Names, addresses, and contact information of emergency contact for the program (typically this is the administrative director), local health care providers, pharmacies, and 24-hour medical center who accept First Health International Health Benefits through ASPE, and the Seven Corners phone number (1-800-461-0430). Please also include information about what to do in case of emergency (call 911 first, then notify the administrative director as soon as possible, etc.).

MEDICAL INFORMATION

In case of emergency: Call 911, then contact the Purdue Mandela Washington Fellowship staff phone (765) 631-2248

Please alert Institute staff to any medical condition or concern.

Visit https://www.sevencorners.com/gov/usdos to review your medical insurance coverage. It is important to ask a provider whether they accept First Health insurance when making an appointment.

Pharmacies

- Purdue University Retail Pharmacy, RPHH 118, (765) 494-1374, https://www.pharmacy.purdue.edu/retail-pharmacy
- Payless Drug Stores, 1032 Sagamore Parkway West, West Lafayette, IN, (765) 464-1456
- Walmart Pharmacy, 2801 Northwestern Ave, West Lafayette, IN, (765) 463-0910

Non-emergency urgent care

Provider: Med Express Urgent Care-Lafayette
Specialty: Urgent Care Center
Estimated Distance: 6 miles
Address: 102 Sagamore Pkwy S Lafayette, IN 47905-4745
Phone Number: 765-446-2871
Hours: 8:00am – 8:00pm daily

Emergency care and specialty care

Provider: Arnett Clinic LLC
Specialty: Multi-Specialty Physician Group
Estimated Distance: 3 miles
Address: 904 South St, Lafayette, IN 47901-1416
Phone Number: 765-448-8000
Hours: 24 hours

Provider: St Elizabeth Hospital Medical Center
Specialties: Multi-Specialty Physician Group,
Estimated Distance: 3 miles
Address: 1013 N 13th St Lafayette, IN 47904-2011
Phone Number: 765-423-6011
Hours: 24 hours

COMMUNITY RESOURCES

PLACES OF WORSHIP

- Islamic Society of Greater Lafayette, 1022 1st Street West Lafayette, IN, (765) 743-8650,
http://isglonline.org/index.htm

- Purdue Hillel, 912 West State Street, West Lafayette, IN, (765) 743-1293, http://www.purduehillel.org/
- Unitarian Universalist Church of Tippecanoe County, 333 Meridian St, West Lafayette, IN, (765) 743-8812, http://uuctc.org/

**Predominantly African American churches in greater Lafayette**
- Abundant Love Outreach Church, 426 S. 16th Street Lafayette, IN, (765) 471-8305
- Bethel A.M.E. Church, 820 Ferry Street Lafayette, IN, (765) 423-1300
- Greater Lighthouse Apostolic Church, 414 N. Earl Avenue, Lafayette, IN, (765) 474-2403
- House of the Lord Jesus Ministries Inc.-Apostolic, 50 W. 250 S. Lafayette, IN, (765) 474-0314
- Manifested Powers International Ministry Inc., 1322 Howell St. Lafayette, IN, (765) 742-2500
- Universal Deliverance Church C.O.G.I.C., 1012 Ball Street Lafayette, IN, (765) 437-1503
- Whole Truth Apostolic Faith Assembly, 901 South 19th Street Lafayette, IN (765) 742-7799
- Word of Life Fellowship, 3850 Greenbush Lafayette, IN, (765) 449-4008
- Lafayette Mission (House of God), Stewart Center, Rm 214 Lafayette, IN, (317) 658-7929
- The New Second Baptist Church, 2925 South 18th Street Lafayette, IN, (765) 477-7259

**GROCERY STORES**
- **Khyber Super Market**, 209 North St, West Lafayette, IN, (765)-743-0514 – Offers halal meat
- **Walmart Supercenter**, 2801 Northwestern Ave. West Lafayette, IN, (765) 463-0201
- **CVS**, 720 Northwestern Ave, West Lafayette, IN, (765) 743-1554 – Primarily convenience items and over-the-counter drugs

**UNIVERSITY DINING HALLS**
- **Ford Dining Court**, 1301 3rd St, West Lafayette, IN, (765) 494-0325, http://www.housing.purdue.edu/Menus/FORD
- **Hillenbrand Dining Court**, 1301 3rd St, West Lafayette, IN, (765) 494-0325, http://www.housing.purdue.edu/Menus/HILL

**RECREATIONAL CENTER**
France A. Córdova Recreational Sports Center, 355 S Martin Jischke Dr, West Lafayette, IN 47907, (765) 494-3109, http://www.purdue.edu/recsports/

**PUBLIC TRANSPORTATION**
Bus lookup: via web app: http://wap.gocitybus.com/ or smartphone app: DoubleMap®

AFRICAN AMERICAN HAIR STYLISTS
- D’s Hairstyling Center and Cuts, 1312 S. 20th Street Lafayette, IN 47905, (765) 477-9047
- J. Clark Barbershop, 2485 East State Street Lafayette, IN 47905, (765) 474-7686
- Kuttin Up Barbershop, 2423 S. Earl Ave. Lafayette, IN 47905, (765) 631-5717
- Roco’s for Men, 126 A. South 3rd Street Lafayette, IN 47901, (765) 532-0722
- Onyx Styling & Braiding Salon, 20 N. Earl Ave. Lafayette, IN (765) 448-3800
- The Virtuous Woman Beauty Spa, 608 Columbia Street Lafayette, IN, (765) 237-4105
- African Hair Braiding, 70 Emerald Pines Court Suite #1, Lafayette, IN Contact: Amy (414) 732-0407
- West African Hair Braiding, 3779 Ashley Oaks Apt # C Lafayette, IN, westafricanbraiding@gmail.com, (765) 714-6467

DRY CLEANING
Sparkletone, 238 E State St, West Lafayette, IN 47906, (765) 743-2007