Volume 13, Issue 2 August 2013 vipp.isp.msu.edu

VIPP *e*Newsletter

Professional Development - Cultural Enhancement - Global Awareness

VIPP Spring Graduation

written by Cheyenne Roy

Visiting Scholar Mr. Changyul Choi, of the Korea International Trade Association, and his family with VIPP staff.

VIPP held its Spring Graduation ceremony at the Kellogg Hotel and Conference Center on Sunday, June 9, 2013. The ceremony took place in the Centennial Room and featured several speakers as a part of the certificate presentation. Dr. Dennis Hart, VIPP Director, delivered the opening remarks for the ceremony while Shayla Crockett, Instructor for MSUGlobal, gave the congratulatory remarks. The certificate presentation was led by Dr. Kiwon Kang, Academic Advisor for VIPP, and graduating participants Song Woo Nam, Hong Cai, and Xiao Jing provided farewell remarks. Dr. Enkhee Diffendal, VIPP Assistant Director, closed out the ceremony.

The graduating class included a total of 21 long-term participants. They traveled from China, Korea, and Russia, and had diverse professional backgrounds. Long-term participants stay at VIPP for a period of time of two months up to one year. These participants took a myriad of courses and participated in VIPP's cultural events, such as the Green and White event and the Spring festival. Many participants also conducted research while at Michigan State University to further their studies in their respective fields. Last year, VIPP scholars authored four books and 10 journal articles.

The ceremony was quite the celebratory event. Lunch was provided and participants were able to commemorate the day with their friends and family. Congratulations to all the VIPP graduates, and best of luck in your future endeavors! We hope to see you at the VIPP alumni reunion in the future.

Above: *Visiting Scholar Xiao Jing with VIPP faculty member, Ingrid Gharai.* ***Below:*** *VIPP faculty and staff with Visiting Scholars from Beijing's Capital University of Economics and Business.*

Trip to Fenner Nature Center

written by Jessica DeForest

On March 16, 2013, students of the VIPP Food and Environment class, as well as friends and family, visited the Maple Syrup Festival at Fenner Nature Center. The center is located about a mile from the Michigan State University campus and is a great place to visit for walking in the woods, viewing local wildlife, or sampling local food traditions, handicrafts, and natural history displays.

Late winter is the time of year when the sap (the "blood" of trees) begins to rise from the roots to "wake up" the tree for the spring. Maple tree sap is only about 1–2% sugar, so it takes 50–80 gallons of sap to make one gallon of maple syrup. We were allowed to sample the sap coming out of the trees and could taste its sweetness, but it was nothing like the flavor of the syrup after it has been boiled and concentrated. Like honey and unlike most other sweeteners, maple syrup contains nutrients in addition to its sugar content, making it a healthier (and tastier) alternative to plain sugar or imitation syrups available in grocery stores. If you want to try maple syrup yourself, look for it in grocery stores in the natural foods or syrup section. Just be sure the label says "real maple syrup." Most of the pancake syrups that do not have that label are made from corn syrup with maple flavor added.

This year was a great time to visit the Fenner sugarbush, which is a stand of sugar maples planted together for the purpose of making maple syrup. The weather was just right for "sugaring." In order to get a good sap harvest, temperatures need to be below 30 degrees Fahrenheit at night and above 32 degrees Fahrenheit during the day—normal Michigan weather during March and April. In the spring of 2012, we saw firsthand how environmental conditions, such as climate change, can have a negative impact on food supplies. Last year, mid-March was so warm—around 70-80 degrees—that hardly any sap flowed.

We learned that Europeans did not know about maple syrup; they used honey as their main sweetener, but the American continent had no honeybees until European settlers imported them. Early North American settlers learned of maple syrup from Native Americans, one of many survival tips they received from the original inhabitants of this continent.

Visiting scholar tries out an Ojibwa-type hut, and finds it's warmer than it looks.

Fenner volunteers showed us how sugaring technology advanced once colonists got a taste of maple syrup. The use of metal implements was a key improvement. Native Americans heated the sap in hollow logs by putting heated stones into the liquid. Colonists improved on this by boiling the sap in large metal pots over open fires. They also constructed better tools; both for tapping the trees (inserting into the tree a small tube from which the sap drips) and for collecting sap and storing syrup. After seeing how maple sugar is made and getting a chance to sample some, it is easy to see why maple syrup is so expensive; a gallon of it costs more than 10 times the price of a gallon of gas.

In addition to learning about how maple syrup is made, many of us purchased maple candy or syrup to take back home. Students also hiked to one of the Fenner ponds, saw a house similar to what the Native Ojibwa people would have built, and identified native songbirds at the Fenner bird feeder area. Last year, we saw turtles and great blue herons in one of the ponds; however this year all was quiet, as it was still too cold for the turtles to emerge and the herons to migrate back to Michigan.

I hope VIPP students and staff will look for other opportunities to visit Fenner Nature Center, as it is so close to campus and offers many free activities. It is a great place to take a short hike in the woods and view wildlife. Look for other events organized by the VIPP Food and the Environment class, some of which are open to people who are not in the class.

VIPP participants in the sugarbush learn how Native Americans used hollow logs and heated stones to turn sap into syrup.

Europeans introduced metal kettles to boil sap and wooden yokes to carry buckets of sap over their shoulders.

A Fenner volunteer demonstrates some of the tools European settlers used for sugaring. Metal buckets were hung on small tubes inserted through the bark and into the outer layer of the living tree to collect the sap.

VIPP Arrivals & Departures

Arrivals

Samantha Shaughnessy - *Secretary*

Samantha Shaughnessy joined VIPP in May 2013. She is an MSU alumna in the field of Journalism and Arts & Humanities and has experience in public relations, communication, and content management.

Departures

Charlotte Poston - *VIPP Instructor*

Charlotte Poston served VIPP for many years as an instructor and faculty member. Ms. Poston has taught countless students over the years in the areas of Idioms, as well as Pronunciation. In April, the VIPP staff held a farewell get-together for Ms. Poston to celebrate her great contributions to VIPP. Her warmth, care, and teaching will be missed by everyone at VIPP.

Dr. Young-Tae Kim - *Program Coordinator*

Dr. Young-Tae Kim served as a Program Coordinator and Visiting Associate Professor at VIPP for 12 years. Dr. Kim has taught many participants in the fields of public policy, urban policy and planning, and sustainable development and has coordinated, designed, and implemented many professional training programs. Dr. Kim's valuable work greatly assisted VIPP over the years, and he will be missed by everyone at VIPP.

Graduating Students

Over the years, VIPP has employed many student workers who have made great contributions to both the administrative and Professional Programs team. This spring, four student employees who have been with VIPP for quite some time have graduated from Michigan State University and will be departing from VIPP. All of us here at VIPP wish the graduates the best of luck in their future endeavors. Thank you for all you have done during your time with VIPP, and congratulations on your accomplishments. Go Green!

Kathryn Kota, a student clerical assistant for VIPP, graduated with her Bachelor of Arts degree in the field of Hospitality Business.

Dick Li, a Programs Assistant for VIPP, graduated with his Master of Science degree in the field of Accounting.

Nick Mei, a Programs Assistant for VIPP, graduated with his Master of Arts degree in the field of Advertising.

Cheyenne Roy, VIPP's Communications intern, graduated with her Bachelor of Arts degree in the field of Professional Writing.

Participant Voices

Enjoying an Exciting Life at MSU

written by Dr. Yuanfei Zhang

How time flies! I still remember the first day I got to Lansing, but now I am preparing to leave the U.S. and go back to China.

I cannot believe that I have been in America for almost one year. I have to say that it means a lot to me to have had the opportunity to join VIPP and study at Michigan State University. At VIPP, we can make friends from different countries with different cultural backgrounds.

During my time at MSU, I gained a lot for my academic and professional career. I registered for VIPP courses, such as Current Macroeconomics, Global Leadership and International Culture, and Academic and Professional Writing. For the spring semester, I registered for a few seminar courses in the Business College. These academic seminar courses were very helpful for my academic study; I had the opportunity to discuss with Ph.D. students and professors in similar research areas, and I learned a lot. It inspired me and will help me form new research ideas.

I participated in the International Friendship Program, and made friends with an American family. On Thanksgiving Day, this American family took me to Maryland, and I had my first Thanksgiving Day with a big American family. They told me about the background of the holiday and why American people think it is so important. We also had a great day in Washington D.C. During my time in the U.S., I traveled to Las Vegas, and gambled; I also traveled to Miami and the Caribbean Sea, which are very popular places for tourism. I made many exciting and unforgettable memories.

Thank you to all of the VIPP people; without your kind help, I wouldn't have enriched my life in America like this. Although I will go back to China soon, I appreciate every moment I have been here, and those unforgettable memories will be kept in my mind for the rest of my life. I hope that we can meet in China in the near future.

Zhang and the VIPP graduating class of 2013.

Dr. Yuanfei Zhang was a participant with VIPP from June 2012 to June 2013. He graduated with his certificate from his long-term VIPP program this past June and comes from Shanghai University of Finance and Economics in China.

Dr. Hong Cai Publishes Book

written by Dr. Hong Cai

Recently, my colleague, Professor Li Pingsheng, and I published the book entitled *Beijing New Form of Tourism: Theory and Practice of Innovation and Development in China.* I was a visiting scholar with VIPP at Michigan State University during the editing process of the manuscript; I have done a lot of post-publication work since my arrival in September 2012. I work at Beijing's Capital University of Economics & Business as a professor of Tourism Management, Deputy Secretary-General of Beijing Tourism Research Association, and Director of Capital University of Economics & Business Tourism Research Center.

Professor Wei Xiaoan, a famous scholar of Chinese tourism, commented in the book's preface:

"Throughout the book, theoretical innovation lies in its new form; the practice is the basis for the development of tourism business innovation in these years, while research ideas and methods in this book also influence kinds of content and innovative ways."

This book refers to Beijing's new form of tourism and is mainly reflected in two aspects: first, new products and new product-types are represented by the fusion of new formats, such as high-end tourism products and cultural creative tourism products. Second, new investments and new upgrades to the new format on behalf of the business model, such as the new form of rural tourism, farming and leisure industry areas. In addition, the book projects Beijing tourism sustained in the healthy development of new formats and the emergence of new management concepts and methods, such as tourism, meticulous management, and event marketing.

The content of the book stems from research topics and projects in government departments entrusted to summarize the current situation. It reveals the development of problems in the tourism industry, and according to research and demonstration, draws policy recommendations or embodiments as a copywriting-base path. But for a long time with high frequency, the basic concept is not very clear in new terms, such as high-end tourism products, cultural and creative tourism, tourism meticulous management, farming, and leisure products. A tentative definition and interpretation, and application in practice, gives the corresponding recommendations, making the book both theoretical in foundation and practical to reality.

Publication of the book will commemorate the May 2012 death of Professor Li Pingsheng.

Dr. Hong Cai was a participant with VIPP from September 2012 to August 2013. She graduated with her certificate from her long-term VIPP program this past June, and she comes from Capital University of Economics & Business in China.

VIPP, Universiti Utara Malaysia Participants Meet with MSU President Simon

written by Dr. Kiwon Kang and Samantha Shaughnessy

Universiti Utara Malaysia participants meet with MSU President Lou Anna K. Simon.

In June, VIPP hosted a three-week specialized certificate program: the Global Education Workshop for University Administrative Staff from Malaysia. Fourteen mid-career professionals from eight public universities in Malaysia arrived with an enhanced knowledge of higher education and administration, but sought to improve their understanding of global higher education systems, policies, and regulations. Their leader was Mr. Baharudin Yaacob, Director of Chancellery Department at the Universiti Utara Malaysia (UUM).

After traveling over 9,000 miles to Michigan State University, participants were greeted by Dr. Kiwon Kang, VIPP Program Coordinator and Visiting Associate Professor. During their visit, the group attended engaging daily lectures, professional field visits, round table sessions, and other specialized activities with MSU professors and professionals. As a part of their experience at MSU, the UUM participants attended a Board of Trustees meeting to familiarize themselves with MSU's governance system. After the meeting, President Lou Anna K. Simon met with the UUM participants.

VIPP, an affiliate of MSU's International Studies and Programs, created a program agreement with UUM to cooperate on the development and implementation of a short-term training program for the administrative staff from various universities in Malaysia. UUM agreed to continue this program in the future, and hopes to collaborate more closely with MSU in five areas, such as staff training, student exchanges, collaborative in research, consultation and publishing, and also academic cooperation.

The group had the chance to speak with Lou Anna K. Simon, President of Michigan State University, at the Board of Trustees meeting.

The training program agreement will help VIPP build upon the framework of Malaysian higher education and administration.

Workshop for TVTC Corporation in Saudi Arabia

written by Charifa Hejase

This summer, the Visiting International Professional Program (VIPP) at Michigan State University partnered with the Business and Community Institute (BCI) at Lansing Community College (LCC) to conduct a short-term workshop for a few members from the Technical and Vocational Training Corporation (TVTC) in Saudi Arabia. The workshop was jointly run by Kari Kammel, Middle East Program Coordinator, and Emelia Hammond, Assistant Middle East Program Coordinator, along with LCC's Bo Garcia, Glenys Warner, Ann Lapo, Sheila Ward, and Kristen Angel. Also, Charifa Hejase and Nate Hiltunen supported the group as workshop assistants.

TVTC is the leading training institute in Saudi Arabia. It has branches in all major Saudi cities such as Katif, Riyad, Baha, and Ehsaas. The main purpose of this institute is to respond to the needs and demands of

TVTC group at the MSU Institute of Agriculture and Technology.

the job market in the kingdom of Saudi Arabia by providing technical and vocational training for women and men.

The workshop took place from June 2–June 14, 2013. Eleven participants attended the workshop; each participant had a different work background varying from manufacturing and industry to accounting and engineering. The primary goals of this workshop was to introduce the participants to the highly- specialized skill training programs available through community colleges in Michigan and needed by today's manufacturing workers. These skills included business and leadership, problem-solving and critical thinking, global manufacturing systems, advanced technologies, and running machines and equipment.

TVTC group at Dokka Fasteners in Auburn Hills, Michigan.

The TVTC group visited many institutes and companies in Michigan. These site visits included the MSU Institute of Agriculture and Technology, Dokka Fasteners, Michigan Manufacturing Association, Vocational and Technical programs at Ferris State University, Vocational and Technical Programs at Lansing Community College, Chelsea Milling Company (Jiffy Mix), Air Lift, and Jackson Area Manufacturing Association.

On the last day of the workshop, VIPP hosted a graduation ceremony dinner for the TVTC group at the Kellogg Center. Each participant received a certification in Global Leadership for the Technical and Vocational Training Corporation Colleges. After completing this training program, several participants traveled to explore the different parts of the United States.

TVTC Graduation Ceremony Dinner 2013.

Business Administration Workshop for Jazan University

written by Amanda Kruzel

The workshop toured the Quicken Loans headquarters.

Recently, a group of nine early professionals from the Kingdom of Saudi Arabia's Jazan University came to MSU's campus for a summer workshop on Business Administration. Most of them are interested in Business Administration, and in the future, many of them plan to pursue international business.

The main goals of the program were to a) enhance their knowledge of American culture, b) to bolster their understanding of American business practices, and c) give them networking opportunities to prepare them for their future careers.

The participants were also accompanied by three of Jazan University's administrators: Dean Dr. Khaled Al Qadi; Vice Dean, Mr. Ahmed AlMgrashi; Head of International Cooperation, Mr. Bivas Bose. Running the program for VIPP was Kari Kammel, Middle East Programs Coordinator, and Emelia Hammond, Assistant Middle East Programs Coordinator, along with workshop assistants Nate Hiltunen and Amanda Kruzel.

On one of the first nights of their arrival, the participants attended a Welcome Picnic at Hawk Island Park, where they dined with other VIPP participants from Malaysia and VIPP staff members. Throughout the evening, they ate American BBQ, rowed in paddleboats, and played a lively game of soccer.

During the first few days after their arrival, the participants attended a series of interactive lectures titled, "Intensive American Culture and Speaking English," taught by Dr. Joe Cousins, a professor at MSU. They were introduced to various topics of U.S. culture, such as family, values, education, history, sports, and trivia.

Later in the week, the participants were able to tour local business operations, such as Granger Energy, Biggby Coffee, and the MSU sports arenas, including the MSU basketball facilities and the MSU football stadium.

At the site visit to Granger Energy, a short introduction was given about the American system of waste management and how Granger operates within this system. The visit included a tour around the company's facilities, including its landfill, recycling center, and landfill gas production machinery.

Biggby Coffee was another exciting visit in the Lansing area. Biggby owner Fathy Sheitah told the students the story of his departure from his native country of Egypt, his arrival in the United States, and eventually, his evolution into a successful business owner of dozens of coffee shops in Michigan. Additionally, he gave them advice on entrepreneurship and business management, as well as a tour of one of the Biggby shops.

Dr. Joe Cousins was able to set up tours of MSU sports facilities for the participants. At the Breslin Center, the participants were introduced to MSU sports culture by watching an MSU basketball promotional video. Later in the week, they received a tour of the MSU football stadium, which included a short lecture on the sports

The workshop group toured the General Motors facility and learned about the history of GM.

Jazan University, Continued

The group also had a meeting with Matt Clayson, Director, at the Detroit Creative Corridor Center.

program at MSU, a beautiful view of the surrounding areas of East Lansing from the top floor of the stadium, and most importantly, a tour of the MSU Athletic Director's executive suite! The participants also learned about the entrepreneurial strategies of MSU's sports department, which has been highly innovative in its business approach.

In addition to learning about East Lansing businesses, the group took two different day trips to the city of Detroit. On the first day, they toured sites such as the Ford River Rouge Factory plant, Greenfield Village, and the Henry Ford Museum. At the first site visit, they were not only able to learn about the entrepreneurial strategies of Michigan's most famous businessman, Henry Ford, but also were able to view a successful Michigan factory in action. Greenfield Village and the Henry Ford Museum further enhanced the students' understanding of American culture and history. The day concluded with a dinner at Sheeba Restaurant in Hamtramck, MI.

The second trip to Detroit consisted of three company site visits. First, the participants were given a presentation on the business Detroit Creative Corridor Center (DC3), an organization that encourages economic development in Detroit through investment in Detroit's creative community and creative economy. They were able to learn about innovative methods this organization is using to enhance Detroit's status. Next, the group was given a tour of the General Motors (GM) Renaissance Center, where they learned of the car company's history and its incredible influence upon the city Detroit.

The tour also included a breathtaking walkthrough of the top floor, from which the participants could see the entire Detroit skyline for miles. Topping off the trip was a visit to the company Bizdom, which engages in various forms of investment in the city of Detroit. Through running a loans company, engaging in property management, and providing loans for startup businesses, the multifaceted company has brought millions of dollars of investment into the city. This gave the participants a good idea of how venture capitalists conduct their operations.

The Jazan participants and administrators also traveled to California, including Los Angeles, San Diego, and San Francisco to participate in more site visits to various businesses and organizations, such as the Los Angeles Times, PricewaterhouseCoopers, Neutrogena, the U.S. Federal Reserve Bank, Stanford Business School, and Deloitte.

The workshop attends an American Culture class taught by Joe Cousins, an instructor with VIPP.

Summer Workshops

This summer, VIPP hosted 10 workshops ranging from early May to the end of August, with nearly 200 participants from China, Malaysia, Saudi Arabia, and South Korea.

The calendar below shows the date and duration of each workshop, as well as the workshop's partner institution.

May 2013

May 10 - May 29	China Scholarship Council (CSC) Higher Education Administration Workshop	CSC, Dongfang Center

June 2013

June 1 - June 15	Technical and Vocational Training Corporation (TVTC) Leadership for Higher Education in Vocational Technologies Workshop	TVTC, Saudi Arabia
June 8 - June 29	Higher Education for Administrative Staff Workshop	Malaysia University
June 8 - July 6	Jazan—Early Professional Business Management	Jazan University, Saudi Arabia
June 10 - June 20	Global Workshop-Seoul Metropolitan Government (SMG): Urban Safety & Hazards Management	SMG
June 15 - June 30	Shanghai University of Traditional Chinese Medicine (SUTCM) Faculty Development Workshop	SUTCM

July 2013

July 6 - July 15	Ministry of Security & Public Administration Workshop (MOSPA)	MOSPA
July 12 - August 2	Sichuan University (SCU) Faculty Program Workshop	SCU
July 27 - August 18	MS Accounting Preparation	MS Accounting Preparation Program

Advisory Committee

We would like to thank our Advisory Committee for their support and guidance over the past year.

Peter Briggs
Director, Office of International Students and Scholars

Frank Fear
Professor and Senior Associate Dean Emeritus

Eric Freedman
Professor, School of Journalism
Associate Dean, International Studes and Programs

Norm Graham
Director, European, Russian, and Eurasian Studies Center
Associate Dean, James Madison College

Donald Power
Principal of The Power Group, Inc.
Labor Relations

Won Ok Song
Professor, Food Science and Human Nutrition

Mary Anne Walker
Director, International Engineering Programs

Upcoming Fall Events

September 4	Fall 2013 Courses Begin
October 4	Fall Orientation
October 5	Global Korea Award Ceremony
October 19	VIPP Tailgate
November 21	VIPP Thanksgiving Dinner

For more updates and news on upcoming VIPP events, courses, and workshops, please visit the VIPP website:

http://vipp.isp.msu.edu

Contact and Giving Information

VIPP Contact

Mailing Address

Visiting International Professional Program
Michigan State University
International Center
427 N. Shaw Lane, Room 1
East Lansing, MI 48824

Office Phone Number

Domestic: (1) 517-423-3663
International: 00-1-517-423-3663

Office Fax Number

Domestic: (1) 517-353-3010
International: 00-1-517-353-3010

Web Address

http://vipp.isp.msu.edu

Email Address

vipp@msu.edu

Giving to VIPP

If you would like to support the Visiting International Professional Program through a financial contribution, please visit the Giving To MSU website at **http://www.givingto.msu.edu/give.html** or the "Support VIPP" page located on VIPP's website.

You may also send a check to:

University Development
University Advancement
Spartan Way
535 Chestnut Road, Room 300
East Lansing, MI 48824

Please make your check payable to "Michigan State University" and be sure to include the name of the fund you wish to support on the memo line of your check. You may also find a list of the VIPP Endowment Funds on the "Support VIPP" page of the VIPP website.

http://vipp.isp.msu.edu/endowments

Special Thanks to Our Contributors

Dr. Dennis Hart
Editor

Dr. Enkhee Diffendal
Editor

Samantha Shaughnessy
Editor

Cheyenne Roy
Designer, Writer, Editor

Jessica DeForest
Photos, Staff Writer

Dr. Kiwon Kang
Photos, Staff Writer

Emelia Hammond
Photos

Xiao Jing
Photos

Kari Kammel
Photos

Charifa Hejase
Staff Writer

Amanda Kruzel
Staff Writer

Dr. Hong Cai
Guest Writer

Dr. Yuanfei Zhang
Guest Writer