



MICHIGAN STATE
UNIVERSITY

***Professional Fellows Program
Advancing Young Women Agribusiness
Entrepreneurs and Innovators:
A Kenya-Tanzania-Uganda-US Partnership***

Program Schedule

**East Lansing, Lansing, Detroit and Grand Rapids,
Michigan and Washington, D.C.**

12 October to 17 November, 2018

This is a program of the
U. S. Department of State
Bureau of Educational and Cultural Affairs
Office of Citizen Exchanges.

Friday, 12 October

Fellows depart their home countries, headed to East Lansing, Michigan

Saturday, 13 October

*Mr. Sean Lawrie, Program Coordinator, Center for Global Connections
& Dr. Amy Jamison, Alliance for African Partnership — Program Leads for the Day*

Fellows arrive in East Lansing, MI and check into TownePlace Suites Hotel

*A light buffet dinner will be available at 6PM

Sunday, 14 October

*Breakfast at the TownePlace Suites is included in fellows' stay and is offered on the weekend from 8:00-10:00 am and weekdays from 6:30-9:00 am

** All departures from the hotel will leave from the lobby. All departures from the International Center will also leave from the lobby.

4:00 pm Depart from TownePlace Suites to 3915 Cloverdale Ave, Okemos

4:30 pm **Welcome Working Dinner Hosted by José Jackson-Malete**

Welcome remarks: Dr. José Jackson-Malete, Co-Director, Alliance for African Partnership

Introductions of other MSU Team

Dr. Amy Jamison, Co-Director, Alliance for African Partnership

Dr. Wenda Bauchspies, Co-Director, Center for Gender in a Global Context (GenCen)

Dr. Jane Payumo, Global Research Evaluation Manager, Center for Global Connections

Mr. Sean Lawrie, Program Coordinator, Center for Global Connections

Ms. Gigi Ngcobo, Student Assistant, Alliance for African Partnership

Ms. Barbara Doty, Fiscal Officer, Center for Advanced Studies in Int'l Development

Brief Introduction of Fellows: All Fellows

Overview of Schedule: Sean Lawrie

5:00 pm Dinner & Networking

7:30 pm Depart to TownePlace Suites

Monday, 15 October

8:15 am Depart from TownePlace Suites to Room 201 International Center

8:30 am Group Photo & Head Shots in Lobby International Center

Program Orientation, Part I: *Dr. Amy Jamison, Co-Director AAP — Session Chair*

9:00 am Welcome to MSU Robert Glew, Associate Dean Academic Programs, International Studies and Programs

9:10 am Getting to know the Fellows Introductions by African Fellows

10:00 am Getting to know the Team Introductions by MSU Partners

10:30 am Break

Program Orientation, Part II: *Mr. Sean Lawrie, Global Specialist, CGC — Session Chair*

11:00 am Program Evaluation Dr. Jane Payumo, Global Evaluation Manager, Center for Global Connections

11:30 am Overview of Logistics for the Program including Participant Safety Mr. Sean Lawrie, Global Specialist, CGC

12:00 pm Lunch on your own in International Center Food Court

Program Orientation, Part III: *Dr. Amy Jamison, Co-Director AAP — Session Chair*

11:00 am ***Review of Program Themes & Project:***

- Innovation and Entrepreneurship
- Gender in Agri-Food Systems
- Personal Development and Success
- Finance, Marketing and Governance in the Agribusiness Industry
- Individual and Joint Projects

11:30 am ***Overview of the Host Institutions***

- Pairing up Fellows and Institutions

3:00 pm **Campus Bus Tour** – Depart from International Center lobby

4:30 pm Depart to Cowles House Working Meeting

5:00 pm **Cowles House Working Meeting:** *Guest Speaker: Dean Ron Hendrick, College of Agriculture & Natural Resources*

7:00 pm Depart to TownePlace Suites

Thematic Area I: Innovation and Entrepreneurship

This week's session will focus on entrepreneurial practices, you will firstly discuss your personality and begin to think individually on how that relates to your entrepreneurial mindset. In addition, you will also learn about how to find business ideas, evaluate their potential, and recognize the barriers to success, the stresses of a start-up business, uncertainties, and behaviors of entrepreneurs.

Tuesday, 16 October

Dr. José Jackson-Malete, Co-Director AAP — Program Lead for the Day

8:30 am Depart from TownePlace Suites to affiliation sites

9:00 am **Individual Professional Affiliations**

12:00 pm Depart from affiliation sites to Business College Complex (BCC)

12:30 pm Working lunch from Woody's at N336 BCC

12:30 pm **What is your DiSC Personality?**

Tom Emigh, Acorn Leadership

Tom Emigh has a master's degree in Counseling Psychology, Ph.D. coursework in Leadership and Organizational Development, and is a trained mediator. He has significant and diverse Leadership Development and Organizational Culture Consulting experience in a great variety of organizations, developing a reputation for balancing attention to detail with a high value for people and relationships all while maintaining a calm and focused presence. His strong interpersonal skills make him an excellent resource in organizational change management on the individual, team and organization-wide levels.

3:15 pm Break

3:30 pm **Innovation and Entrepreneurship**

Neil Kane, Director, Undergraduate Entrepreneurship, Burgess Institute for Entrepreneurship & Innovation

Neil Kane, the quintessential serial entrepreneur, is a leading authority on technology commercialization, entrepreneurship and innovation. He is the former co-Executive Director of the Illinois Technology Enterprise Center at Argonne National Laboratory and was Entrepreneur in Residence at the University of Illinois and Northern Illinois University. He has been the CEO of startup companies in areas as diverse as consumer packaged goods, toys, nanotechnology, Internet marketplaces, medical diagnostics and energy storage.

5:00 pm Depart to TownePlace Suites

Wednesday, 17 October

Dr. José Jackson-Malete, Alliance for African Partnership — Program Lead for the Day

8:30 am Depart from TownePlace Suites to affiliation sites

9:00 am **Individual Professional Affiliations**

12:00 pm Depart from affiliation sites to MSU Campus

12:30 pm Lunch on your own in International Center Food Court

1:30 pm Room 305 International Center

International Trade and Entrepreneurship

Jade Sims, International Trade Specialist

Jade Sims is a Trade Specialist at the Michigan State University International Business Center. She is involved in all efforts to connect the mid-Michigan business community with the resources of the International Business Center (MSU-CIBER) and the Broad College of Business. This work is strongly export-focused, and includes programs such as the Global Business Club of Mid-Michigan, the Michigan Export Growth Program. The center also organizes tailored programs to assist businesses and associations to develop international strategies and create export plans. Other resources include globalEDGE, the number one resource for international business information. In addition, Jade is involved with study abroad programs, currently leading an undergraduate program to Spain each spring.

3:30 pm Break

4:00 pm Room 201 International Center

Discussion on Protecting your Business idea: Case Studies of Commercialization and Technology Transfer in Agriculture in Africa

Dr. Jose Jackson-Malete, Co-Director, Alliance for African Partnership

Dr. Jackson-Malete is a food scientist with Masters and PhD from Cornell University and MSU, respectively and also the Co-Director of the AAP. She maintains an active research program that focuses on processing and adding value to indigenous foods in Africa and the Caribbean. She is currently working on a Gates Grand Challenges Exploration Grant with a team from the Food Science & Nutrition Dept at MSU and Kyambogo University to develop a nutritious, affordable and accessible food based product for pregnant women in Uganda. José is the former President of the Southern African Research and Innovation Management Association (SARIMA) and led the organisations program on professionalisation of research management in Africa.

5:00 pm Depart to TownePlace Suites

Thursday, 18 October

Dr. José Jackson-Malete, Alliance for African Partnership — Program Lead for the Day

8:30 am Depart from TownePlace Suites to affiliation sites

9:00 am **Individual Professional Affiliations**

12:00 pm Depart from affiliation sites to MSU Campus

12:45 pm Room 204 International Center

Overview of Michigan Agriculture Working Lunch, Panda Express

Abigail Eaton, *Michigan Department of Agriculture and Rural Development*

Abigail Eaton, has worked for more than 22 years with the Michigan Department of Agriculture and Rural Development (MDARD). Performing in various roles throughout this time, her current focus is on water policy. She manages several programs including Water Use Reporting, Aquifer Conflict Resolution, Pesticide Clean Sweep, and Pesticide Container Recycling. She also coordinates MDARD participation in Great Lakes efforts including the Great Lakes Restoration Initiative and the Great Lakes Compact.

2:00 pm Break

2:30 pm **Accelerating Innovation for Business, Industry and Entrepreneurs**

Dr. Thomas Lyons, *Director and Professor of Agricultural Economics*

Dr. Lyons is an AFRE tenure stream Professor, and Director of the MSU Product Center, Food-Ag-Bio in the College of Agriculture and Natural Resources. He teaches courses in entrepreneurship, mentors doctoral students, and conducts research on such topics as entrepreneurship in regional food networks, coordination of wealth-building value chains, and the assessment and development of entrepreneurship skills. As Product Center Director, Dr. Lyons oversees the Venture Accelerator Program, the Food Processing Innovation Center and the Strategic Research Program.

3:30 pm Depart MSU Campus to 3361 Hulett Road Okemos

4:00 pm **Tour of MSU Food Processing and Innovation Center**

Matt Birbeck, *Director, Food Processing and Innovation Center*

Matt Birbeck is an AFRE Faculty member with responsibility for leading the MSU Food Processing and Innovation Center (FPIC). Prior to joining FPIC, Matt worked in the agricultural industry for over 20 years in England and Africa. Primarily managing large arable farming operations for various private companies, he spent 10 years in Zambia as General Manager for Zambezi Ranching and Cropping Ltd, growing large scale commodity crops and supplying export vegetables for supermarket chains in Europe. He joined the MSU Product Center in 2005 as Marketing and Supply Chain Specialist helping Michigan's new and existing agricultural and food businesses create value added products and enterprises.

5:00 pm Depart to TownePlace Suites

Friday, 19 October

Miss. Gigi Ngcobo - Alliance for African Partnership — Program Leader for the Day

FLINT FIELD TRIP

8:30 am Depart from TownePlace Suites to Flint

Hosted by **Jen Silveri**, *Michigan Food and Farming Systems (MIFFS)*

10:00 am **Edible Flint**

Edible Flint formed in 2009 following a number of community conversations around healthy food access and community vitality after years of economic decline. Involved in these conversations were community members and organizations interested in collaborating on healthy food access, productive reuse of vacant land, economic opportunities and education around local food systems. Edible Flint is now a non-profit organization working together with individuals and institutional partners to support Flint residents in growing and accessing healthy food in order to reconnect with the land and each other.

11:30 am Depart Edible Flint to Local Grocer

12:30 pm Lunch at the Local Grocer

2:00 pm **Women Transforming the Flint Food System Women in Agriculture Development Center, MIFFS**

The purpose of the WIA Development Center is to support women who are beginning a farming business by providing resources to become economically independent farm business owners, and to reduce significant barriers to starting a successful farm business.

3:15 pm Depart to TownePlace Suites

Saturday, 20 October

8:00 am Depart from TownePlace Suites for Field Trip to **Western Michigan**
Abby Eaton, MDARD

5:00 pm Shuttle departs Western Michigan for TownePlace Suites

Sunday, 21 October

2:00 pm Play: Silent Sky, Williamston Community Theatre (Nicole)

4:00 pm Dinner, Williamston

6:00 pm Shuttle departs to TownePlace Suites

Thematic Area II: Personal Development and Success

This week we will focus on personal development including attendance at a food conference and a visit to a US Food Hub. A food hub is an exciting bridge between food producers and consumers, providing a mutually beneficial relationship across both ends of the food system where business networking can occur. We will discuss their role as agents of change in transforming Africa, their personality and developing professional networks and strengthening negotiating skills, and health and wellness. The goal is to demonstrate that success in business has as much to do with your personal attitude, health, and networks as well as your readiness, technical and business skills.

Monday, 22 October

Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology — Program Lead for the Day

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| 7:30 am | Depart from TownePlace Suites to Kellogg Hotel & Conference Center |
| 8:00 am | Michigan Good Food Summit: Amplifying Voices for Equity Full summit agenda or visit https://conta.cc/2O6fOyW |
| 5:00 pm | Depart to TownePlace Suites |

Tuesday, 23 October

Dr. Jane Payumo, Alliance for African Partnership - Program Lead for the Day

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| 8:30 am | Depart from TownePlace Suites to affiliation sites |
| 9:00 am | Individual Professional Affiliations |
| 12:00 pm | Depart from affiliation sites to MSU campus |
| 12:30 pm | Working Lunch in Room 201 International Center Building your professional networks & “Getting to Yes Together” |
| 3:45 pm | Break |
| 4:00 pm | Entrepreneur Boot Camp Tom Tubergen , TuBer Marketing LLC; Tom Emigh , Acorn Leadership; and Scott Morter , Morter Investment Management LLC <u>Tom Tubergen</u> has had a long career in high technology (software) and in marketing. In the late 90’s Tom designed and developed an artificial intelligence software product that allowed large companies to standardize their quality control processes amongst numerous manufacturing locations. Following the space shuttle disaster in 2003, NASA purchased numerous copies for their supplier base. For the past 10 years, Tom has been engaged in consulting work helping companies maintain pace with the hyper-evolving marketing environment. Recently Tom has been working on writing an entire marketing |

course from scratch for a local college. In addition to his post-graduate study in software engineering, Tom holds an MBA in Marketing from Grand Valley State University.

Tom Emigh has a master's degree in Counseling Psychology, Ph.D. coursework in Leadership and Organizational Development, and is a trained mediator. He has significant and diverse Leadership Development and Organizational Culture Consulting experience in a great variety of organizations, developing a reputation for balancing attention to detail with a high value for people and relationships all while maintaining a calm and focused presence. His strong interpersonal skills make him an excellent resource in organizational change management on the individual, team and organization-wide levels.

Scott Morter is a finance professional with 30+ years' experience in investment management, 20+ years' experience in higher education and a Doctor of Business Administration degree in finance.

6:00 pm Depart to TownePlace Suites

Wednesday, 24 October

Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology — Program Lead for the Day

8:30 am Depart from TownePlace Suites to affiliation sites

9:00 am **Individual Professional Affiliations**

12:30 pm Lunch on your own in International Center Food Court

1:45 pm Room 204 International Center

Transforming the Transformers: Equipping African Youth to be Agents of Change

Chinwe Effiong, Assistant Dean, Youth Empowerment Program, MSU

Chinwe Effiong is Assistant Dean for Youth Empowerment Programs. In this role, she is responsible for providing leadership and leveraging MSU expertise to identify and scale new opportunities for global youth education, entrepreneurship and empowerment initiatives. Before joining MSU, Dr. Effiong served as CEO of Junior Achievement (JA) in Africa, where she provided strategic direction and oversight for JA operations across sub-Saharan Africa. She worked closely with government, civil society groups and private sector stakeholders to raise awareness and promote support for programs that enabled young people in Africa to improve their livelihoods.

3:00 pm Break

3:30 pm **Fellows' Project Development and Working Session**

5:00 pm Depart to TownePlace Suites

Thursday, 25 October

Dr. Jane Payumo, Alliance for African Partnership & GenCen — Program Lead for the Day

8:30 am Depart from TownePlace Suites to affiliation sites

9:00 am **Individual Professional Affiliations**

12: 00 pm Depart from affiliation sites to MSU campus

12:30 pm Lunch on your own in International Center Food Court

2:00 pm Room 305 International Center

Creating Sustainable Social and Professional Networks in Africa

Damaris Choti, Assistant, Director of African Studies Center

Sheba Onchiri, Specialist/Advisor, MSU African Scholars Program

Damaris Choti is Assistant to the Director of African Studies Center at MSU. She holds PhD and MA degrees in K-12 Educational Administration from Michigan State University. Damaris coordinates and facilitates communication and collaboration among Africa-related student groups at MSU. She also identifies and recruits students with interest in Africa and, together with them, designs a series of activities that help the larger MSU community learn more about Africa and the learning opportunities available through the African Studies Center. She advises Kongamano student group and the African Graduate Students Association (AGSA). Damaris's areas of interest include school administration, women school leadership, gender studies and African studies.

Sheba Onchiri is a Specialist / Advisor to the MSU African Scholars Program. She has extensive experience in education for youth and adults, in particular as an academic specialist and student adviser, university instructor, high school teacher, a deputy school principal, a graduate research assistant, an educational researcher. She is involved in community capacity-building training, workshops, and professional development institutes and has wide experience in local and global level advocacy, mobilization, and strategy formulation on gender and diversity, and specifically its impact on sustainable development and community well-being.

3:00 pm Break

3:30 pm **Health and Wellness: Nutrition, Fitness, Diet & More**

Lorraine Weatherspoon, Department of Food Science and Human Nutrition

Lorraine Weatherspoon is Professor of Nutrition and Director of Didactic Program in Dietetics in the Department of Food Science and Human Nutrition at MSU. Her area of research is the role of dietary, lifestyle and ecological factors in the risk, prevention and management of diet-related health disparities and

chronic diseases. Special Interest in Type 2 diabetes, maternal and child nutrition, and nutrition in HIV/AIDS.

5:00 pm Depart to TownePlace Suites

Friday, 26 October

Mr. Sean Lawrie, Center for Global Connections — Program Leader for the Day

DETROIT FIELD TRIP

8:00 am Depart TownePlace Suites to Detroit

10:00 am **FEAST (Food Entrepreneur Accelerator & Startup Terminal)**

26762 Michigan Avenue, Inkster, MI

FEAST offers bottling, recipe development, private labeling and other services to mom-and-pop businesses that have outgrown incubator space or can manufacture higher-product volumes. Located in Inkster, a Detroit suburb, the 14,500-square-foot facility has two test kitchens.

12: 00 pm Depart Feast to **Eastern Market**

1445 Adelaide, Detroit, MI

12:30 pm **Innovation Programs at Detroit's Eastern Market**

Mike DiBernardo, Director Eastern Market

Mike DiBernardo is Director of Food Innovation Programs at Detroit's Eastern Market. Since it began in the 1800s, Eastern Market has gradually become a cornerstone, nourishing its residents by providing fresh and nutritious food throughout Southeastern Michigan. Mike will give us a tour of the Eastern Market that will focus on its mission to enrich Detroit—nutritionally, culturally and economically.

1:30 pm Lunch at Eastern Market

2:30 pm Depart Eastern Market to **Charles H. Wright Museum of African American History**

315 East Warren, Detroit, MI

3:00 pm **Guided Tour**

Founded in 1965, the Charles H. Wright Museum of African American History has for over half a century been a leading institution dedicated to the African American experience. The Wright Museum houses over 35,000 artifacts and archival materials and is home to the Blanche Coggin Underground Railroad Collection, Harriet Tubman Museum Collection, Coleman A. Young Collection and the Sheffield Collection, a repository of documents of the labor movement in Detroit.

4:30 pm Depart from Museum to TownePlace Suites

Saturday, 27 October

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| 9:30 am | Optional shuttle to Meridian Farmers' Market |
| 11:00 am | Shuttle departs from Meridian Farmers' Market to TownePlace Suites |
| 2:00 pm | Remainder of afternoon free to meet with professional contacts Optional Shuttle to Eastwood Town Center |
| 5:00 pm | Shuttle departs from Eastwood Town Center to TownePlace Suites |

Sunday, 28 October

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| 10:00 am | Optional shuttle to Meijer |
| 12:00 pm | Shuttle departs from Meijer to TownePlace Suites |

Thematic Area III: Gender in Agri-food Systems

This week you will learn about the dynamism taking place in local and global agri-food systems that present opportunities for women. The goal of these sessions and tours is to demonstrate chances for entrepreneurship and showcase responses/adaptations created by Michigan women innovators. We will discuss how institutions have historically closed doors to women in agribusiness and how these doors can be unlocked for future involvement. Our focus, however, will be forward-looking to develop an appreciation for how to overcome hurdles through agrifood literacy, leadership and learning. A number of sessions will also be devoted to women's engagement in general institutional leadership.

Monday, 29 October

Dr. Wenda Bauchspies, Co-Director GenCen — Program Lead for the Day

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| 8:30 am | Depart from TownePlace Suites to affiliation sites |
| 9:00 am | Individual Professional Affiliations |
| 12:00 pm | Depart from affiliation sites to MSU Campus |
| 12:30 pm | Lunch on your own in International Center Food Court |
| 1:30 pm | Room 201 International Center |

Overview of Gender in Agri-food Systems

Wenda Bauchspies, Co-Director GenCen

Wenda Bauchspies is co-director for international research and engagement for the Center for Gender in Global Context (GenCen). She is responsible for providing intellectual and programmatic leadership in the area of research and engagement related to international gender studies while working collaboratively with faculty and other key university stakeholders. Dr. Bauchspies is an interdisciplinary and international social scientist whose expertise lies in the integration of gender, social justice, and culture with agricultural research and technological adaptation.

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| 2:30 pm | Break |
| 3:00 pm | Co-Moderated Discussion of Women in Agriculture in the US and East Africa Wynne Wright and Wenda Bauchspies |
| 4:00 pm | Independent work on project |
| 5:00 pm | Depart to TownePlace Suites |

Tuesday, 30 October

Mr. Sean Lawrie, Alliance for African Partnership — Program Lead for the Day

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| 8:30 am | Depart from TownePlace Suites to affiliation sites |
| 9:00 am | Individual Professional Affiliations |
| 12:00 pm | Depart from affiliation sites to Downtown Lansing |
| 12:30 pm | Lunch and Discussion: Women Making Agricultural Policy Michigan State Capitol <i>Dru Montri</i> , Director, Governmental Affairs and Stakeholder Relations, CANR <u>Dru Montri</u> was recently appointed director of governmental affairs and stakeholder relations for MSU's Colleges of Agriculture and Natural Resources (CANR) and Veterinary Medicine. Montri has managed the Michigan Farmers Market Association since its inception. Her responsibilities there included providing overall leadership to MIFMA through long-term strategic planning to achieve its mission. At MIFMA, she managed staff members and volunteers, developed and maintained sound financial practices, oversaw membership recruitment and retention, promoted Michigan farmers and farmers markets, and directed special events such as the Farmers Markets at the Capitol. At the same time, she has remained involved with the Michigan meat industry through her role as executive secretary of the Michigan Meat Association. |
| 2:00 pm | Tour of Michigan State Capitol |
| 3:30 pm | Depart from Capitol to TownePlace Suites |
| 7:00 pm | Basketball Game, MSU vs Northern Michigan, Breslin Center |

Wednesday, 31 October

Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology — Program Lead for the Day

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| 8:30 am | Depart from TownePlace Suites to affiliation sites |
| 9:00 am | Individual Professional Affiliations |
| 12:00 pm | Depart from affiliation sites to MSU Campus |
| 12:30 pm | Lunch on your own in International Center Food Court |
| 1:30 pm | Room 305 International Center Women in Leadership <i>Juli Wade</i> , Associate Provost, Faculty and Academic staff development <u>Juli Wade</u> is the Associate Provost for Faculty and Academic staff development and the chair of the Department of Psychology. As Associate Provost, she |

provides leadership for the Academic Advancement Network (AAN). In addition to her primary academic appointment in psychology, she is affiliated with the Department of Integrative Biology and the interdepartmental Neuroscience Program. She is a recipient of MSU's Teacher-Scholar Award and Distinguished Faculty Award.

2:45 pm

Break

3:00 pm

Independent work on project

4:00 pm

Depart for **Allen Neighborhood Center (ANC), Farm Market and Green House Program**

Allen Neighborhood Center is a place-based organization that serves as a hub for neighborhood revitalization and for activities that promote the health and well-being of Lansing's Eastside community and other stakeholders.

Since 1999, ANC has pioneered programs in health education and outreach, housing improvement, food security and nutrition education, youth development, commercial corridor revitalization, and social capital building. They do all of this with the generous support of the engaged and unique Eastside community.

6:30 pm

Dinner with Rahel Musa at *Teff-rific*, in Allen Neighborhood Center

7:00 pm

Depart from ANC to TownePlace Suites

Thursday, 1 November

Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology — Program Lead for the Day

8:30 am

Depart from TownePlace Suites to affiliation sites

9:00 am

Individual Professional Affiliations

12:00 pm

Depart from affiliation sites to MSU Campus

12:30 pm

Lunch on your own in International Center Food Court

1:45 pm

Room 204 International Center

Scaling up? Why Women View Agriculture Differently than Men

Wynne Wright, PhD., Associate Professor, Department of Community Sustainability and Department of Sociology

2:45 pm

Break

3:00 pm

Fellows' Project Development and Working Session

5:00 pm

Depart from International Center to TownePlace Suites

Friday, 2 November

*Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology —
Program Lead for the Day*

DETROIT FIELD TRIP

8:30 am Depart TownePlace Suites to Detroit

10:00 am **Detroit Food Academy/Detroit Food Lab**

4444 Second Ave, Detroit

Jen Rusciano, Director of DFA/DFL

Jen Rusciano is executive director of the DFA/DFL. This program offers youth opportunities for vocational training, work experience, education, and youth development around food. We engage students while they are still in school, emphasize youth leadership, and surround them with supportive networks to ensure lasting success. Our place-based focus on social entrepreneurship contextualizes learning with real-world relevance. We call on more powerful motivators such as project ownership, peer acceptance, community connectivity, and earned wages to inspire disconnected youth to care and become change agents in their communities.

12:30 pm Lunch: **Ohana Gardens**

2:30 pm Depart Ohana Gardens to Sweet Potato Sensations

4:00 pm **Tour, Brightmoor Artisans Collective (BAC)**

22735 Fenkell Street, Detroit

BAC was founded with the intention of creating and maintaining a safe space where community members could creatively work and learn together to process, market, and consume affordable, healthy food. We wanted to provide artisans and entrepreneurs the opportunity to cultivate their businesses through creating value-added food products with the opportunity to increase the accessibility of these goods to the neighborhood. We also aspired to provide space for increased access to nutrition education as well as programs related to creativity and wellness.

5:30 pm Depart to TownePlace Suites

Saturday, 3 November

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| 10:00 am | Optional shuttle to Meijer |
| 12:00 pm | Shuttle departs from Meijer to TownePlace Suites |
| 2:00 pm | Free time to meet with professional contacts |
| 4:30 pm | Depart TownePlace Suites for Swallowtail Farm |
| 5:00 pm | African Fellows Farewell Dinner , Swallowtail Farm |
| 8:00 pm | Depart to TownePlace Suites |

Sunday, 4 November

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| 2:00 pm | Free time to meet with professional contacts. Optional shuttle to Eli and Edythe Broad Art Museum |
| 5:00 pm | Shuttle departs from Eli and Edythe Broad Art Museum to TownePlace Suites |

Thematic Area IV: Finance and Marketing

This final unit will focus on many of the fundamental issues pertaining to financing and marketing as it pertains to innovation and agri-entrepreneurship. Individual sessions include start-up financing, international marketing, social media as marketing tools, and participatory innovation and social entrepreneurship. Agribusiness and marketing scholars from MSU and the Lansing Community will speak to these domains.

Monday, 5 November

Dr. Jane Payumo, Alliance for African Partnership & GenCen — Program Lead for the Day

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| 8:30 am | Depart from TownePlace Suites to affiliation sites (participants will have checked out of their room at TownePlace Suites and be prepared to move to their homestay families in the afternoon.) |
| 9:00 am | Individual Professional Affiliations |
| 12: 00 pm | Depart from affiliation sites to MSU campus |
| 12:30 pm | Lunch on your own in International Center Food Court |
| 2:00 pm | Room 201 International Center Financing your operation and the Greenstone Farm Credit Services <i>Peter Lemmer, Chief Legal Counsel, Greenstone Credit</i> <u>Pete Lemmer</u> provides advice and counsel on legal, regulatory, or legislative matters involving GreenStone Farm Credit Services, and acts as the chief in-house legal advisor for the organization. He advises and renders opinions to the executive management team with respect to legal implications involved in establishing or changing company policy. He also works with representatives from all organizational departments to develop and modify practices and procedures to conform to legal and regulatory requirements. |
| 3:00 pm | Fellows' Project Development and Working Session |
| 5:00 pm | Depart from International Center to homestay families |
| 7:00 pm | Depart homestay families to Cobb Great Hall, Wharton Performing Center |
| 7:30 pm | World View Lecture, Year of Global Africa Event Nontombi Tutu, Activist, Consultant & Educator |

Tuesday, 6 November

Dr. Jane Payumo, Center for Global Connections — Program Lead for the Day

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| 8:30 am | Depart from homestay families to affiliation sites |
| 9:00 am | Individual Professional Affiliations |
| 12: 00 pm | Depart from affiliation sites to MSU campus |
| 12:30 pm | Lunch on your own in International Center Food Court |
| 1:30 pm | Room 201 International Center |
| | Participation through Deliberative Dialogue in the Food-System |
| | <i>Dr. Georgia Peterson, Natural Resource Extension Specialist MSU</i> |
| | <u>Dr. Georgia Peterson</u> is a Natural Resource Extension Specialist at Michigan State University. For the past 19 years, she has provided education and assistance to natural resource professionals related to public input processes, conflict management and strategic planning activities. Georgia received her B.S. from Purdue University, and her Ph.D. from Michigan State University. |
| 5:00 pm | Depart to homestay families |

Wednesday, 7 November

Dr. Jane Payumo, Center for Global Connections — Program Lead for the Day

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| 8:30 am | Depart from homestay families to affiliation sites |
| 9:00 am | Individual Professional Affiliations |
| 12: 00 pm | Depart from affiliation sites to downtown Lansing |
| 12:30 pm | Lunch in International Center Food Court |
| 1:30 pm | Room 204 International Center |
| | 21st Century Marketing and the use of Social Media |
| | <i>Saleem Alhabash, Co-director, Media and Advertising Psychology (MAP) Lab</i> |
| | <u>Saleem Alhabash</u> is an Associate Professor in the Department of Advertising and Public Relations and Co-Director of the Media and Advertising Psychology (MAP) Lab. His research focuses on the persuasive effects of using social media and the real-world impacts of that use. |
| 2:30 pm | Break |
| 3:00 pm | International Marketing in Michigan |
| | <i>Jamie Zmitko-Somers, Program Manager, Int'l Marketing Program, MDARD</i> |
| | <u>Jamie Zmitko-Somers</u> is the International Marketing Manager with the Michigan Department of Agriculture & Rural Development. She assists Michigan companies that want to export and helps to put companies in touch with |

potential buyers by organizing trade missions, buyers' missions and Michigan Pavilions at various trade shows. Her specialties include Marketing, Communication, International Marketing and Business and Economic Development Assistance.

4:00 pm **Fellows' Project Development and Working Session**
5:00 pm Depart to homestay families

Thursday, 8 November

Dr. Wynne Wright, Dept. of Community Sustainability & Dept. Sociology — Program Lead for the Day

8:00 am Depart from homestay families to MSU campus
9:00 am **Making it in Michigan Conference**, Lansing Conference Center
12:00 pm Lunch on your own downtown
1:00 pm **Making it in Michigan Trade Show**
3:00 pm Depart to homestay families

Friday, 9 November

Dr. Amy Jamison, Alliance for African Partnership — Program Lead for the Day

8:30 am Depart from homestay families to International Center
9:00 am Room 305 International Center
 Reflections/Questions - A Participant Round Table/Discussion
 Dr. Wynne Wright, Department of Community Sustainability
 Dr. Jane Payumo, Center for Global Connections
10:15 am Break
10:30 am **Evaluation of Program/Presentation of Certificates**
 Dr. Jane Payumo, Center for Global Connections
 Dr. Wynne Wright, Department of Community Sustainability
 Dr. Amy Jamison, Center for Gender in Global Context
11:45 am Break
12:00 pm Lunch on your own in International Center Food Court
1:30 pm **Fellows' Project Development and Working Session — Final Session and Preparation for Fellows' Congress**
5:00 pm Depart from International Center to Homestay Families

Saturday, 10 November

All Day

Homestay Families

Sunday, 11 November

All Day

Homestay Families

Thematic Area V: Washington DC Tour & Fellows Congress

The final week of the program will be held in Washington DC, the nation's capital and will provide the Fellows with an overview of the government structures in the US and the opportunity to participate in the U.S. Department of State Professional Fellows Congress.

Monday, 12 November

Dr. Wenda Bauchspies, Co-Director GenCen — Program Lead for the Day

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| 6:45 am | Depart from Homestay Families to Lansing Airport |
| 7:00 am | Arrive at Lansing Airport, check-in for flight to DC |
| 8:00 am | Depart to Washington, DC |
| 12:00 pm | Arrive at Reagan National Airport and transfer to Renaissance Capital View hotel in Arlington, VA |
| 12:45 pm | Lunch on your own |
| 3:00 pm | Meet in lobby of Renaissance Capital View hotel for bus tour of Washington, D.C. Monuments |
| 5:00 pm | Return to Renaissance Capital View |
| 5:15 pm | Free night |

Tuesday, 13 November

Dr. Wenda Bauchspies, Co-Director GenCen — Program Lead for the Day

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| 8:30 am | Meet in hotel lobby for breakfast |
| 9:30 am | Depart hotel lobby for Capitol Hill |
| 10:00 am | Meetings with Michigan's Congressional Delegation |
| 12:00 pm | Break |
| 12:30 pm | Lunch |
| 1:30 pm | Depart lunch to sightseeing site |
| 2:00 pm | Sightseeing in DC |
| 5:15 pm | Return to Renaissance Capital View-Free Night |

Wednesday, 14 November

Dr. Wenda Bauchspies, Co-Director GenCen & Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology — Program Leads for the Day

9:00 am Meet at hotel lobby for breakfast
10:30 am U.S. Department of State Professional Fellows Congress begins
 Please see their schedule for agenda

* All meals will be provided with the Congress.

Thursday, 15 November

Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology — Program Lead for the Day

U.S. Department of State Professional Fellows Congress – please see their schedule for agenda

* All meals will be provided with the Congress.

Friday, 16 November

Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology — Program Lead for the Day

U.S. Department of State Professional Fellows Congress – please see their schedule for agenda

* All meals will be provided with the Congress.

Saturday, 17 November

Dr. Wynne Wright, Associate Professor, Dept. of Community Sustainability and Dept. of Sociology — Program Lead for the Day

11:45 am Check out of Renaissance Arlington Capital View Hotel
12:00 pm Tanzanian, Ugandan, and Kenyan fellows and MSU Staff depart for either Reagan National Airport or Dulles Airport for return trip to respective locations