Hello from the LHP office at The University of Cincinnati!

This newsletter is covering the spring ‘14 semester. The spring semester was full of interviewing for the freshman class, gearing up for the International Trip in Asia and preparing to wish our graduating seniors well as they graduate from the program! Congrats to the Class of 2014 - you will be missed and hope you continue to stay involved with the LHP program as an alum!

As you know - we love hearing from current students, alumni & all of our LHP friends & partners! Email Ashley.McFarland@uc.edu with any exciting news you’d like to share!

In the next issue look for information about our new incoming freshman, the Coldstream event to welcome them to the LHP program, the domestic trip and much more!

The LHP Class of 2016 at the Great Wall of China.
In our spare time, we relied quite a bit on Melissa Lower’s Hong Kong contact, Patsy. Patsy showed us around the city. We bet on a few horse races at the Hong Kong Jockey Club, journeyed to Victoria Peak, and explored the Wong Tai Sin New Temple. I had never gambled on horse races in English, so gambling on horse races in Cantonese was frustrating to say the least. In case you were wondering, I did not win any money. The view of the city from Victoria Peak is breathtaking. The skyline is so vast that the panorama function on my iPhone could not capture it entirely. From the Peak, we watched the Symphony of Lights. Guinness World Records named it the “World’s Largest Permanent Light and Sound Show.” At the Wong Tai Sin New Temple, we each lit joss sticks and made a wish.

Most importantly, I am proud to say that I have conquered my fear of Asian cuisine. I am no longer unwilling to try a dish. I truly enjoyed eating chicken feet, dim sum, and duck. For dessert, there is nothing better than a nice cold bowl of red bean pudding. What surprised me most about Hong Kong was the abundance of health supplement stores, the irrelevance of lines, and the hostility that exists between Hongkongers and mainlanders. I wish we could have stayed in Hong Kong for longer than 5 days and Asia for longer than 6 weeks, but it is certainly good to be back in America.
Chiang Mai was our second stop, and arriving in Thailand was a welcome sight after the cold and rain of Hong Kong.

As soon as I stepped off of the plane, I could tell that life was different in Chiang Mai: the airport was about a fourth of the size of Cincinnati’s; the weather was in the 90s, which I haven’t felt in a few VERY long months; and life just seemed to move at a slower pace.

Our liaisons in Chiang Mai were Lamar and Chongchit (also known as Noi) Robert. Lamar is an American who moved to Thailand about 20 years ago, where he married Noi, and they settled down. Lamar and Noi have been hosting students for years, and their choices of company visits and group outings did not disappoint.

The first few days, Lamar and Noi taught us about the culture of Thailand. We learned a little bit of the Thai language, about how business is conducted in Thailand, and the history of Thailand. Throughout these lessons, we learned how to interact with the locals and began to feel more comfortable when we were out on our own.

Throughout our stay in Thailand, we met leaders of businesses from many different fields. We met with the Chiang Mai Board of Investment who oversees and encourages investment in Thai companies. We also visited a company that manufactures clothes for popular brands called CM Apparel, a faith-based group that teaches coffee farming to hill tribe people who sell their product to Starbucks, and more. These company visits taught us so much, including that so much more business is happening around the world than we are aware of, and that businesses are run differently depending on where they are in the world. It was interesting to contrast business practices in Thailand with practices in the United States, as it was clear to see how the Thai culture impacts Thai business on a daily basis.

Our experiences in Thailand were something out of a dream. We had the opportunity to ride elephants, pet tigers, hike up to beautiful temples, climb waterfalls, (and to the girls’ pleasure, bargain to our hearts’ desire).

The people were incredibly friendly, the food was delicious, and the weather was perfect. All in all, Thailand stole our hearts! I know I will definitely be back some day.
INTERNATIONAL TRIP: SINGAPORE
BY JOSH WILLMAN

Singapore is a country unlike any I have ever visited. It was harder to find a piece of litter in Singapore than a Steelers fan in Cincinnati. One out of six people were a millionaire and believe it or not, selling gum was illegal. This utopian-like city-state was our third destination on the LHP Asia International trip and it opened my eyes to the cutting-edge modernization occurring in Asia. Many call Singapore the city of superlatives and from its highly ranked Changi Airport (which has a 4-story indoor slide for adults), to its economy ranking the second “freest” on Earth according to the 2013 Index of Economic Freedom, it was apparent that Singapore has earned some bragging rights.

This island country of about 5 million, located in South East Asia (just south of Malaysia) has become a major world financial hub and serves as a central location for the South East Asia operations of many Global 500 companies. We had the privilege of meeting with four different companies during our stay, which expanded our knowledge of the region and the Asian consumer.

Our first company visit was with Samtec, a US headquartered company that produces micro-electronic conductors for items such as smartphones and tablets. We were fortunate enough to meet with representatives from each sector of their business and we learned about their remarkable commitment to service and remaining customer-centric. They were tremendous hosts and treated us to a great lunch before we departed for our next visit.

From Samtec, we travelled directly to Luxottica located just outside the heart of Singapore’s central business district. We had the privilege of meeting with several of their regional directors, who taught us about more than just the retail eyeglasses industry, but about growing your personal brand and becoming a global business leader. I came to realize how unique Asia’s retail industry is and that companies must learn to be highly innovative and agile to meet the ever-changing wants and needs of Asian consumers.

Day two of company visits began with Unilever hosting us at Four Acres; a cutting-edge facility devoted to growing and enriching Unilever employees from across the globe. The highlight of our visit was listening to Peter Ter Kulve, President of South East Asia and Australia, who gave a phenomenal presentation about Unilever’s sustainability efforts and their committed interest in improving the lives of the world’s poorest people. Mr. Ter Kulve inspired us all and encouraged us to think less about success and more about significance.

We left Unilever after being treated to Ben & Jerry’s ice cream (a Unilever product) and headed to P&G. In the theme of LHP International Trips, we met with a Lindner College of Business Alum, Will Esterly who leads the Asia Real Estate Portfolio for P&G. He explained to us how important the region has become and that P&G just opened the world’s largest private research facility in Singapore. With two-thirds of the world’s population living within 6 hours of Singapore, P&G has decided to substantially grow their presence in the region by also moving Pampers headquarters there. Artur Litarowicz, CMO and Vice President Global Pampers, spoke to us about the incredible growth potential for Asia as more and more babies are being born in this region. He strongly encouraged us to continue learning about Asian cultures, to take some risks along the way, and to have fun in the process.

Singapore significantly expanded my knowledge of how multi-national companies operate in a global economy and how necessary it is for corporations to be on the forefront of innovation and consumer insight. I was inspired to continue learning about such a fascinating region and I hope to have the opportunity to work in Singapore during my lifetime.
As we began our third week abroad, it was time to leave Singapore for the fourth city of the trip, Beijing! The six-hour flight was spent relatively well and we arrived in Beijing around 4:00pm on Wednesday. What a contrast to Singapore! We left the clear, blue skies and clean, urban streets of Singapore for a gray, cold, bustling metropolis of Beijing. The air here was heavy - like breathing a mist. Within a few hours, those of us without contacts started to have itchy eyes. The sun was out in full force but because of the air condition, it was nearly blocked by the haze! Our classmate, Melissa, has a few contacts in the city so a few Beijing locals took us out into the city to eat. While there are traffic laws here, they function more like guidelines and it’s like playing a game of “Frogger” trying to cross the street. English is less prevalent here than in the previous cities we visited and we relied on our guides heavily! The disparity between rich and poor is evident even near our hotel. Looking left out of our hotel window offers a view of a slum while looking right brings you to a Louis Vuitton store. We stopped at a convenience store for bottled water before returning to the hotel that night and I had my first experience interacting with the cashier who spoke no English. When I mumbled thank you in Mandarin at the end of our transaction, she smiled broadly, wrapping up a successful first day in Beijing.

Thursday brought us our one and only day of company visits in Beijing. We began with JD.com, an online e-commerce company homegrown in China, similar to an Amazon. JD.com shared how the company became the top online retailer in China by expanding its line from digital products into seventeen main commodities, meeting consumer needs. Its goal is to become “the most trustworthy company in the world” and plans to achieve this by incorporating corporate social responsibility and employee care programs into its business model. Afterward, we had time before lunch to walk over to Olympic Park to see the media towers, aquatics center, and the Bird’s Nest in which the 2008 Beijing Olympics were hosted! The afternoon brought us to the Beijing Film Academy, a unique company visit, in that we learned how the school operates, met with current students, and watched short, animated films produced by the students. It was interesting to see how education works in another country. That night, our hosts in Beijing prepared a formal banquet for us at a local restaurant. This provided another opportunity to engage Chinese students, who were eager to talk teach us a few words and phrases in Mandarin.

After a full day of company visits on Thursday, we had ourselves a free day in Beijing on Friday. The group decided to take a visit to the Summer Palace, the ancient grounds and gardens of Chinese emperors situated on a hillside overlooking the Kunming Lake. It took a few minutes to figure out the massive Beijing subway system, but two line switches and 1.5 hours later, we made it to our stop. However, this was not the leisurely subway ride that we were accustomed to in Singapore. The Beijing subway featured standing-room-only, jam-packed subway riding, complete with a man playing the guitar at one point. Definitely an experience! There was much to see once we arrived at the Summer Palace – massive, ornate buildings, a gorgeous moat that encompassed the palace, beautiful scenery, and the lake behind the grounds. It took us about an hour to zig-zag up to the top of the mountain where the most famous temple was located. After a few of us took a boat ride on the lake, we
We stopped at different points along the way to snap a few pictures of the wall itself and stunning mountain ranges surrounding the wall. After an hour and a half of climbing, our entire class made it to the top, with those in the lead cheering on those at the rear. What a feeling of accomplishment to reach the top and the view was the reward! The journey back down was significantly easier and we buzzed over to a local delicacy, Pizza Hut, which was satisfying after a long day. As Saturday concluded, we all agreed that it was a little bittersweet to leave Beijing – we only scratched the surface of the culture here. Fortunately, we were not leaving China just yet and it was off to Shanghai!
The last stop of the trip was Shanghai and we had a jam-packed schedule full of great company visits. After spending the first few weeks in Asia, we were all comfortable exploring the new cultural aspects the city had to offer. We were also blown away by the speed of the city and the sheer amount of people. Shanghai boasts a bigger population than New York City and they are about the same size geographically. The companies that we visited included General Cable, Nielsen, Unilever, JWT, Dow Chemical and GE Aviation.

One of our favorite parts of the trip was learning the differences between the Asian consumer and the rest of the world. Nielsen, Unilever and JWT were able to give a perfect glimpse into their best practices to reach their target markets. Asia has seen a surge in the usage of their social media sites and various technologies that are really driving business. It is interesting because a lot of their social media sites do almost the exact same thing as Facebook and Twitter (unfortunately they are blocked by the Chinese government), the only thing is that they are more advanced. Companies have to put a lot of their focus towards reaching consumers through these technological mediums. Unilever had an entire portion of their building dedicated to looking at future technologies and how they might affect potential shopping techniques. All of the companies we visited have been placing a large focus towards their Asian business sectors because of the growth in the middle class purchasing power. Only a decade ago many people in China were trying to string together paychecks to survive, but due to the success of their economy and increased wages, they now have the ability to wreak havoc on the commercial market. The success of the economy has also meant that multinational companies are placing a precedent on entering the market. GE Aviation is a perfect example of a company that has been working to grow their Asian business and we were able to see how differently they have to approach their business in the area. The Class of 2016 met with Mark Ulliman, who is working to grow GE’s Asian business using a local sales team. He shared stories of the difficulties in managing people from a different culture, including building their trust and showcasing unparalleled patience when it came to winning business.

Shanghai was one of my favorite stops of the trip because it was a true melting pot of many different nations due to the increase in global business over the last decade. One night we were able to take a riverboat cruise that really showed the beauty of the city. Bright lights and big buildings towered over the city. It was a perfect symbol of the growth and technological advances the city of Shanghai had to offer. The food and the sites offered a unique western influence but the city still offered an extraordinary look at the extreme growth of China and the historical inspirations that still exist.
Since we were already halfway around the world, nine of us decided to head south to Sydney, Australia during the extra ten days. After a month in Asia, it was definitely a change to be back in a developed, English speaking country. The British Colonial influence was obvious throughout the city, and it was neat to see areas like The Rocks juxtaposed with the modern business district. We stayed in Circular Quay near the Sydney Harbour, and were just minutes away from ferries, buses, and trains. Sydney has so much to see, so we took advantage of every moment we had. We visited the Royal Botanic Gardens, the iconic Sydney Harbour Bridge, several museums, Darling Harbour, and street markets. Sydney was in autumn, but it was still warm enough to go to the many beaches there. I loved doing the 6 kilometer Coastal Walk from Bondi Beach to Coogee Beach because we got to explore the rocky coastline and look over the picturesque Pacific Ocean.

I think our group’s favorite activity was our private guided tour of the Blue Mountains. Our first stop was the Featherdale Wildlife Park, where we got to pet wallabies, kangaroos, and koalas. We all had so much fun playing with the animals! Our guide then drove us through various portions of the Blue Mountains National Park and let us stop at a few locations to look out over what he called Australia’s version of the Grand Canyon. The views were spectacular! We also learned how to play a didgeridoo, throw a boomerang, and sing a few Australian songs that day. While the experiences we had in Sydney were incredible on their own, I really enjoyed my time there because I was with my friends. We truly grew closer over the 40 days we traveled together, and I will always cherish the memories I made with them!
Sam Lewis (‘17) spent spring semester in Singapore working as part of his co-op rotation and he wrote to the office each week to share his journey. We are so grateful to hear from students while they’re co-oping or on a neat trips because they have so many incredible stories.

Where do I begin? This week of work was long and difficult yet rewarding, culminating in an array of new projects and exciting new opportunities. However, work is not what I want to touch on with this week’s journal entry. What I am going to cover is a trip that may very well have been the most incredible weekend of my life so far, one that though devoid of next to any sleep, defined “being a tourist” in a completely new way. If I am being honest, I had my doubts at first. I knew that the cost was going to be detrimental to my wallet (in the short run at least) and that we knew very little about the multiple excursions that we had booked reservations for on Saturday and Sunday. So much could go wrong. If it rained at all either day (and it rains almost every day there), one or both of our treks could be cancelled, resulting in a weekend devoid of the beauty that our island getaway had to offer. Our guides could have spoken poor English and our tours could have been completely different from their website itineraries; our hotel (which I booked for $10 per night/per person through a slightly sketchy Asian hotel website) could have been bed-bug infested and an absolute disaster. But none of this was the case. Our trip was nearly perfection, and it was a weekend that none of us will ever forget. This was our weekend in Bali, Indonesia.

The itinerary was as follows: breakfast, 25 kilometer cycling tour through Bali countryside (with optional uphill portion added onto the end), visit a rice farm, enjoy local lunch at a Balinese restaurant, and finally be taken to a coffee plantation to sample the local brews before being driven back to our hotel. We had finished the breakfast and now began the biking. It was so relaxing gliding down the small country roads, passing temples and family compounds along the way. The first 15 kilometers were almost all downhill and I barely had to peddle until we hit the uphill addition to the tour. Along the way we made a trio of stops, starting with one at a family compound, a local rice farm and a coffee plantation. At the day’s conclusion, we were returned home and took an evening stroll to the beach. Our timing could not have been more perfect. We swam in the waves for an hour, doing our best to learn the art of body surfing, and returned to the safety of the sand to watch the sunset over the horizon. A local dinner and some bargain shopping capped off an incredible day.
uncomfortable number of seconds. Then he tried to explain that the legislation is just not there yet. There are lobbyists with money working against laws to protect women. Help for the victim is there, but the underlying cause is not being addressed to diminish the demand. It is not something legislation alone can diminish, but a change of heart and morality. Of all the things we take for granted in the United States, we need to be grateful for the laws protecting our freedoms, regardless of gender. The silence after that question still rings in my ears. That is a moment I will never forget.

Two days later during the trip, we got to enjoy our own personal experience of celebrating the Hindu holiday, Holi, which rejoices in the coming of spring through a celebration of bonfires and colored dye. We celebrated our version just outside the hotel gates and laughed as we threw colored dye in each other's faces. After the celebration, we flew to Bangalore and had a visit with the government agency of Bangalore's state, Karnataka. This showed us an interesting vantage point from the government's perspective, and how they struggle with following processes, ever-decreasing resources, and a lack of legislation to support the cause to rescue girls. After the presentation was over, we were led to a room where some of the rescued girls get to stay and learn. Eight of the girls lined up in front of us on mats. The 21 of us students found seats gathered around the girls.

Just a day after returning from India, friends and family asked: How was the trip, and did you have fun?

Where am I supposed to begin? After living and breathing ten days in “Incredible India”, how do I encompass everything I experienced in one, succinct answer? From the amazing, unparalleled sights, to the inconceivable pain and suffering I saw, it is difficult to summarize this in just a short answer-- which is what most people expect from me when they ask the question. After some reflection, there are three distinct moments that are forever engrained in my memory from the trip. These moments will help to illustrate just some of what we experienced on the Lindner College of Business study abroad, Service Learning India.

The first moment occurred on our first full day in Delhi, India. We had enjoyed an exciting day by experiencing some of the beauty India has to offer in the President’s Garden. Then we walked the final path of Gandhi’s existence at his place of passing. The final stop of that day was at the Dilli Haat market. There we got to speak with locals and barter for the best price for gifts for loved ones back home. It was new and exhilarating, and a memorable way to spend our first day in India. After all of that excitement, we drove back to the hotel to prepare for our first meeting and interview with a non-governmental organization (NGO).

The NGO is called Rescue Foundation, and their main purpose is to save and rescue women from forced prostitution. This requires incredible dedication and bravery. Many of them work with undercover investigators to research brothels to prove where the underage girls are working. The last man who spoke shared with us the Ujjawala strategy for battling sex trafficking. It involves prevention, rescue, rehabilitation, re-integration, and repatriation. As a business major, I have learned the importance of a cohesive and well planned strategy, so I have the utmost respect for their promotion of this scheme. It gives everyone a purpose and direction in which to help these girls. Still, one part troubled me. As he finished his speech, he asked if there were any questions. I raised my hand.

“Through Ujjwala, there are many things being done on the prevention side to help women save themselves from becoming involved in prostitution, but where is there a focus to stop the demand?”

There was silence for an
Hema, our NGO coordinator in India, asked each of the girls to tell their story. Although the girls spoke Hindi, you could feel their frustration and emotions through their hand motions and tone. After a translation from Hema, we came to realize that the girls did not fully understand why they were being imprisoned in a way at this government agency, that is supposed to help them. Since it is a government agency, they have certain processes they must follow before they return the girls to their families or countries of origin. At the end of the discussion, the girls, visibly frustrated and upset, rolled up their mats and walked out. Before standing, one of the girls looked at one of our students, Courtney, and said “please help me” and bowed her head before getting up to leave. At the same time those three words broke our hearts, they gave us a personal reason to find a way to help. That is a moment I will never forget.

The next NGO we visited a couple days later was called Odanadi. Our professors told us our experience with Odanadi would be very different from the government agency. They are an organization dedicated to stopping human trafficking worldwide and house many women and children who are victims. Upon entering the home, you could immediately feel the happiness and warmth exuded from the girls. We had the honor to hear stories from two young girls who are currently living in the home. Swetha is one of the girls who shared her story. Swetha is seventeen years old and entered the home after being forced into prostitution for the last two years. She was forced by her aunt to begin taking clients. Since she tried to run away several times, one of her clients brought her to a home to live with an elderly woman, thinking that with some time off, she would stop running away and accept her work. After some time, the elderly women learned her story and immediately contacted Odanadi. Swetha feels very strongly that she must share her story, and her ultimate message is to tell men to stop treating women poorly. After hearing her story, one of the students in my class approached her, and asked our professor to tell her she is brave and that we are praying for her. Swetha's response was: “Don't pray for me, take action”. This answer immediately hit me. As a Christian and a citizen of western culture, telling someone you will pray for them is usually well received as a blessing and with open arms. To understand her request, I needed to remove my perspective from the interpretation. In Hinduism, karma is action. Swetha was not declaring her loss of belief in religion or a God, but simply asking us to act. That is a moment I will never forget.

There are so many moments during the trip that I wish I could relive again and again. There are also moments that I wish I had never seen, and ones that just keep replaying in my mind, against my will. The fact of the matter is, I have seen those things and now there is no turning back or disregarding the experiences. By sharing these moments, I am calling for action. We need to own these human atrocities and work to change them. One can take action by donating to Odanadi, ARZ, Rescue Foundation, or any of the other hundreds of NGOs in India taking action and making changes on ground-zero. Talk to your state senators and representatives to bring human trafficking to the forefront so policy changes can be made here and for added pressure abroad. In the carefully chosen words of an inspirational, young woman, “Don't pray, take action.”
Again this year, our graduates have garnered many honors and awards. At the end of fall semester, the average cumulative GPA for the class of 2014 was 3.8 and 80% of the seniors will graduate with Latin Honors this year. Five seniors were awarded in the Lindner College of Business awards this year. Sarah Chant won outstanding undergraduate student of the year. Marissa Woodrick is the student of the year for Information Systems, Kyle Quinn is the student of the year for International Business, Stephanie Kenning is the student of the year for Operations Management and Emily Van Treeck is the student of the year for Real Estate – what an honor! Additionally, our seniors have landed outstanding placements with such firms as Children’s Hospital, Fifth Third, General Cable, GE, Kroger, Procter & Gamble and PwC.

Friday, March 25th was the annual B&B Riverboats Graduation Cruise for our graduating seniors. It was a wonderful night of celebrating their achievements and we wish them well in the future. Congratulations Class of 2014!!

Stephanie Kenning (’14) and Megan Kelley (’14) both spoke during the undergraduate graduation on April 26th. Both did a great job!

Upcoming Events & Key Dates:
May
1 & 2: Recruiting Breakfasts
5: Summer Classes Start
June
8: Coldstream Welcome Event for freshman
9 & 10: Freshman Orientation
July
Possible social outing with current students & alums?
August
25: Fall Classes Start
Congratulations to Nick Whalen ('13) on his engagement late last year - looking forward to seeing a wedding picture in the future!

Congratulations to Nick Bachus ('12) on his engagement to his finance Holly Karches.

Kyle Quinn ('13) won one of the five highest awards for undergraduates - the Presidential Leadership Medal of Excellence. Kyle graduated in accounting/international business and a certificate in Business Spanish. He is now employed at PricewaterhouseCoopers in Chicago.

Congratulations to Ben Roemer ('11) and his wife Kathryn on their baby boy March 18th - Jackson Benjamin weighed in at 6 lbs. 13 oz.

Amy Steinmetz ('03) has a new role with lpk and is now the Managing Director for Europe based in Geneva. Congrats Amy!

Ryann Cunningham ('06) was recently promoted to Senior Project Manager, Technology in Nielsen’s Product Engineering group - working to roll-out a new internal system to the client service users. In addition to guiding system requirements and leading testing, I’ve been doing a lot of traveling to train users on the new system and processes - in February she spent a month in India with our development team, in March and April they visited several US (Chicago, San Francisco, New York, etc) and Europe offices (Warsaw, Paris, Milan, Hamburg, etc). Looking forward to their next leg in May to Sydney, Shanghai and Hong Kong!

Ryann also bought a new house at the end of last year, moving to Northern Kentucky from Cincinnati - and she’s been traveling so much recently that she forgot her address when filling out all the Visa applications...whoops! Definitely thankful to H+ for all the travel experience while in the program, makes all of this work travel MUCH easier and way more fun! :-)

Ashley Mcfarland ('06) recently spent the first two weeks of the LHP International Trip (Hong Kong & Chiang Mai, Thailand) with the third year students as the second chaperone with Susan Sadlier. She had an incredible time getting to know the students and also seeing Asia for the first time. The highlight of the trip was having her husband Richard join us in Thailand to river raft and ride elephants!

Congratulations to Anndrea Moore ('10) on being accepted into the Harvard Business School for her MBA! Best of luck Anndrea!