

BAKER SCHOLAR

CONNECTIONS



SPRING SEMESTER EVENTS & HIGHLIGHTS FROM SAN FRANCISCO TRIP

2017

A LETTER FROM OUR PRESIDENT

Dear Baker Scholars Alumni, Family, and Friends,

When I was selected into the Baker Scholar program two years ago, I was aware how fortunate I was to be a part of this program and its opportunities. Meetings on campus in West Michigan, Mumbai, and San Francisco all lived up to expectations. The program's ability to set up high quality meetings continues to accelerate. However, nothing could have prepared me for the valuable relationships I have made with fellow Bakers. Each member of the program has pushed me to become a better leader, student, and future business person.

As President, I was determined to include the highest quality of visits in the program as part of our trips. We were blessed to have the perfect group to make a trip to the Bay Area this spring, visiting companies across several respected industries. Each Baker Scholar contributed to the trip by reaching out to a connection, doing research, and ensuring all parts of the trip went smoothly. In the end, we were able to set up six high quality visits that motivated our group even further. This Connections edition will outline some of our major successes of the trip.

On campus, we continued to complete our goals of reaching out to local companies, connecting with Baker alumni, and emphasizing outreach to local business leaders. We were able to meet with Baker alumni Jim Hawken, who gave us an overview of Gordon Food Service's history, marketing strategy, and values. We also met with Kurt Avery, CEO of Florida design company, Sawyer. We continued to utilize the program's calling to charity by partnering with Volunteer Services several times. The Bakers hope to continue to place an emphasis on local and global needs, during and after participation in the program.

This year's selection process was a great success. The selectors made it clear that the applicant pool was the strongest the program has ever had, and each of the 18 applicants was worthy of becoming a Baker Scholar. Ultimately, seven sophomores were chosen to join the program. In the short time I have gotten to know the new Bakers, they have made it apparent that they each possess a strong desire to develop themselves as leaders, and it is clear they will not take the program for granted.

Adam Rolain and Gwyneth Wortz were elected as next year's President and Vice President, respectively, and both have shown dedication to the program's growth and share the ultimate goal of developing each Baker Scholar towards their full potential. We look forward to seeing how the program continues to improve this year!

On behalf of the Bakers, thank you for the support you provide for the program. Also, a special thanks to Professor Vicki Tenhaken for her years leading the Bakers. Being president this past year has been the most valuable experience of my college career and above all, an incredible honor. If you are ever interested in connecting with the Bakers, please do not hesitate to contact Adam Rolain (adam.rolain@hope.edu).

With Baker Love,

Paul N. Nelson

SPRING TRIP: SAN FRANCISCO, CALIFORNIA



can grow nowadays. During our trip, we used Lyft quite a bit and we left the company learning a lot about the industry, how dynamic and fast paced it is, and how companies like Lyft find a way to grow in this environment.



BUSINESS VISITS

Lyft

Lyft has been known for being one of the transportation network companies based in San Francisco. Launched in 2012, Lyft is a pioneer in ridesharing. The Bakers had a chance to visit the office, and what amazed us the most was how creative Lyft is with designing the office. We were so surprised when they led us to a room behind one of the pictures on the wall! We had a conver-

sation with the managers where they shared about Lyft's current mission, goal, and how they position themselves in the market. Lyft is launching many programs that can bring a positive impact to the firm in the future. Another interesting thing we learn is that the employees at Lyft are very new; being there 4 years is considered to be "old" already. It clearly shows how rapidly firms

Futures without Violence

Futures Without Violence (FWV), is a nonprofit founded more than 30 years ago by Esta Soler. The purpose of the nonprofit is to prevent violence by educating kids and adults on respect, ending rape culture, and bystander intervention. When we arrived at FWV, located in The Presidio of San Francisco, we sat down with Minjung Kwok (Chief Operation and Financial Officer), Marsha Robertson (Director of Communications), and Kate Vander Tuig (Senior Program Specialist of Health) to learn more about their nonprofit. Much like the for-profit companies we visited, each employee at FWV was very passionate towards the work they were doing. We learned about the importance of

research and finding statistics for nonprofits to show their impact, which can be difficult for nonprofits like FWV who focus on prevention. They also explained the impact that one person can make towards preventing violence simply by being willing to say something. It was a beautiful business visit with a lasting impact.



The Giants

The final stop for the day was the San Francisco Giants. We met with the General Manager, Bobby Evans, and his assistant Mike Navolio, who also works in operations for the organization. Bobby explained to us how he got into his position and some helpful advice that applies to any type of job: a resume should reflect what that person loves. He looks for people that show him on their resume that they have a passion for baseball. We then asked him questions regarding data analytics, his day-to-day life, and the ups and downs of being the GM of a professional baseball team. After meeting with him, Mike took us for a tour of AT&T Park where we saw their three World Series trophies. We also went down into the Giants home dugout and saw the players' view of the field. Overall, it was both an informative and very fun visit.



Facebook

We got the opportunity to tour a Utopia, the Facebook HQ campus. Facebook is one of the most popular social networks that we have been using for years, the company has grown

into a big empire today. Billions of people all around the world are using Instagram, WhatsApp, and of course Facebook on a daily basis. During the meeting with two staff members from the communication team, they introduced their work responsibilities and what Facebook has been trying to achieve to make an impact on the

society. The campus tour right after the meeting was definitely an eye-opening experience. People in Facebook are able to get any kind of service that they would need on campus for free. People work their best and stay focused on making the world a better place in this relaxing and warm working environment.



Thumbtack

Thumbtack, founded in 2009, is an online service that allows users to connect with a professional in the area in order to get help in a variety of areas. From piano lessons, to photographers, to plumbing services, Thumbtack will offer users free quotes on the service they need and then allow them to pick which professional to hire. At Thumbtack, the group had the opportunity to

sit down with Katie Biber, General Counsel and Corporate Secretary at Thumbtack. Katie talked of her transition from the political sphere into the tech industry. Comparing the two industries was interesting, learning how similar they can be and that a career move from politics to tech is much more common than you'd expect. Visiting this start-up was different than a lot of visits we have been on. Thumbtack's bottom line may be to make

profit, but their reasons for doing it are very clear and quite specific. Thumbtack's purpose is to enable small business owners, and people needing help, alike. There are so many people who are looking for jobs to be done but can't find anyone to help, and just the same, there are so many business owners struggling to find work, even though there are plenty of opportunities out there. Thumbtack's mission is simple, yet a complex challenge: bridge this gap.

Tesla Motors



At Tesla Motors in Fremont, California we visited Jeff Leppink, 2009 Baker alumni, and his brother Nate Leppink. Tesla Motors is the global leader in electric cars and is a leader of growth and innovation in the auto industry. Jeff started our visit in the showroom as Jeff told us all about his job and the adjustments of moving to the Bay Area after attending Hope College. After Jeff showed us floor models of the Model S and Model X, Nate joined us bringing a small fleet of Teslas

fleet of Teslas outside the showroom. "Who wants to go for a ride?" While seeing and a Tesla was exciting, it was nowhere near as exhilarating as launching from 0 to 60 mph in 2.8 seconds. One second we were stopped at a stop sign, and then we were flying down the road at over 80 mph with our bodies pushed into our seats like a roller coaster. After the ride, we toured the 5.3 million square foot factory. Everything was immaculate, from the six-story high machine press that was transferred all the way

from Michigan, to the largest manufacturing robots in the world (which Elon Musk names after Marvel characters). The factory, machines, processes, and electric cars were incredible. Our visit at Tesla taught first, how the mantra of "Baker for Life" was confirmed through Jeff. Even after several years and many miles away from Hope College, Jeff Leppink showed his dedication to the program by selflessly ensuring that we had an amazing visit. Second, the visit showed how Bakers should strive to work at a company that innovates, has vision, and leads change in the global business market. Third, the Bakers reach for their goals, and don't settle for less. When Jeff became a Baker, he set his sights on Tesla and persevered to reach his goal. The Baker scope is much larger than our liberal arts college, and the visit to Tesla Motors was inspiring.

CULTURE VISITS

San Francisco MoMA: Museum of Modern Art

The Bakers had the wonderful opportunity to spend time in San Francisco's famous Museum of Modern Art, fondly known as the MOMA. Upon walking into the iconic MOMA building, the Bakers were flooded with intriguing architecture, exhibits, and installations. Much of the modern art had a social or activist backstory, others were large and interactive. Later on the visit, the Bakers went on a guided tour of some of the museum's treasures, such as Picasso originals, Monet, Alexander Calder mobiles, and Andy Warhol. Aside from the business focus of each of the Bakers, many have a great interest in art and are studying it alongside management. The experience was a nice contrast to business visits, and allowed the group to learn and bond in a new way.



Alcatraz

With the sunshine at our backs, we boarded the ferry to Alcatraz, excited to see the city from a new perspective. Once we arrived, we started at the National Park with a ranger talk. Ranger Sarah presented the history of Alcatraz in a fun and engaging way. We learned that Alcatraz began as a home for birds (unoccupied by humans) and transitioned to a fort for the military,

military, control for criminals, occupation by the Indians, and now a park for everyone. In fact, the name "Alcatraz," meaning "pelicans," was given in 1775 because of the many sea birds that live on the island. Following the Ranger's talk, we entered the cellhouse and listened to a guided audio tour. We walked through the halls while hearing stories from the inmates and officers,

envisioning the escapes, rebellions, and daily lives of the individuals. The desolate penitentiary was a stark contrast to the beautiful island scenery and views of the city. The visit prompted interesting discussions about confinement and civil rights and offered a unique perspective of the city.





Alcatraz



Laurel & Paul | Tesla Motors



Alissa | Facebook



Alcatraz



Group Dinner | Little Italy



Julia | Biking to Golden Gate Bridge



Bill | Tesla Motors



Megan & Gwyn | In-N-Out Burger



Mission District



Chinatown New Year's Parade



AT&T Park



Jess, Paul, Adam & Bill | MoMA



Biking to Golden Gate Bridge



Ghirardelli Square

SEMESTER VISITS: AROUND WEST MICHIGAN

LOCAL LEARNING

Gordon Food Services

In the middle of the semester, we took a Friday afternoon visit to Gordon Food Service. There we met with Jim Hawken, a former Baker who graduated in 1980. We learned from him the history of the company and the core values that drive their business forward. We were also visited by Amber Byle, another former Baker, and Andy Meir, who gave us a presentation about GFS's new branding strategy that began this year. Mark Brouwer and Jim then gave us a tour around the office building as well as the warehouse. After surviving the bitter cold of the refrigerated areas of the warehouse, current Baker Julia Toren hosted everyone at her house for a home cooked meal!



Dinner with the Filas

Last Spring, Beth and Marcus Fila accompanied the Bakers on their international trip to India. Although this spring we didn't travel quite so far, the group was



fortunate enough to spend an evening with the Filas. An authentic Indian dinner was prepared, thanks to Beth and Marcus Fila, and the group was able to spend time all together, getting to know the Filas, better, and learning from them as well. Marcus Fila is a professor in the Business Department here at Hope College, and Beth is professor at Calvin College in the Speech Pathology School. Marcus is originally from England, and Beth originally is from India, so both are worldly and extremely wise, and our group was lucky to spend a night in their company. Thank you to the Filas for hosting us, the great food and the even better company!

Disher

The first day back from Spring Break, we got up bright and early to visit with Disher in Zeeland. The founder and CEO, Jeff Disher, met with us and started by giving us a tour of the office. He talked about their "Breadth of Solutions" in the five different fields that they are involved in: Engineering, Manufacturing Tech Services, Discover, Talent Attraction, and Business Solutions. The culture of the company was a big part of Jeff stressed about Disher. He showed us their "Ripples of Influence" chart, which is a way for all of their employees to keep track of how they have made a positive difference while working there. Overall, it was a great way to start off strong out of break, learning about such a unique business.



CAMPUS CONNECTIONS

Fleece & Thank You

Though we have been busy with company visits and experiences, this spring, we also took time to serve together. In March, we partnered with the Volunteer Services Committee and Fleece and Thank You, an organization that provides fleece when they are admitted to the hospital, to serve. We created three tie blankets for patients at Helen DeVos Children's Hospital and sent them along with a video message to the recipient of the blanket. Creating the blankets were a welcomed break from class work and we were

proud to be able to brighten the day of three sick children as a group.



Sawyer

The Bakers had the opportunity to host Baker Alumni, Kurt Avery, CEO and founder of Sawyer. Sawyer designs and sells several products such as water filters and bug repellent. These products are com-

mercially bought but also used by NGOs around the world to support people living in poverty. Sawyer's products are consistently ranked above other products in their market and Mr. Avery explained how Sawyer stays ahead of their customers through revolutionary engineering. Mr. Avery explained how Sawyer is observing customer patterns to best market their product. Afterwards, the Bakers were able to meet with Mr. Avery for dinner and to discuss his experience at General Electric working under Jack Welch.

Design Thinking

The Baker Scholars teamed up with another student group, called Markets and Morality, to show Stanford's Extreme by Design documentary to a large audience to demonstrate the cutting-edge design thinking and social enterprise theories in action. Ex-

treme by Design is a one-hour documentary that captures the experience of 40 students from Stanford's design school as they travel and create products that may save thousands of lives in Bangladesh, Indonesia, etcetera. Each team is made up of engineers, designers, and MBAs that use business, design thinking, and innovation

as tools for good. The event was a success and everyone walked away with new application and understanding of what design thinking is, and how it is used for problem solving.



Career Development

During one of our Thursday meetings, Shannon Schans, from the career development office, came in to talk about the Myers Briggs Type Indicator test. Each of us had taken the test prior to the meeting and we received our results from her during the meeting. After going over what each of the letters mean for our personalities, we went around the room and shared which personality we are according to the test. Shannon helped us understand what the strengths of our personalities are and what some weaknesses are to be aware of. It was cool to

hear the differences and similarities within our group. Learning how others process information, are energized, make decisions, and accomplish tasks was especially interesting as we all are preparing for our futures and figuring out how to work in new environments. The test is a great way to understand each other so we can help each other best succeed.

Kids Food Basket

Kid's Food Basket is an organization in West Michigan that supplies sack suppers for children to create better learning environments and better development of school communities. The Baker Scholars

The Baker Scholars had the chance to decorate bags for Kid's Food Basket at one of our meetings and it was a fun chance to give back. We were able to use our creativity in order to make fun and colorful bags for kids to enjoy.



WELCOME, BAKER SCHOLAR CLASS OF 2019



Kirstin Anderson
Business & Political Science



Christina Armbruster
Business & Accounting



Roberto Escalante-Gonzalez
Business & Comm. | Leadership



Lauren Fette
Business



Zachary Gebben
Business | Accounting



Benjamin Hagman
Business | Accounting



Madeline Miller
Business | Communication

THANK YOU, GRADUATING CLASS OF 2017



Paul Nelson

After his internship last summer, Paul accepted a full time role as an Actuarial Analyst at Zurich North America in Schaumburg, IL. He will be moving to downtown Chicago post graduation.

Laurel Hall

A December graduate, Laurel has recently accepted a position at the Highland Group, a marketing consulting firm in Grand Rapids. In addition she will continue her greeting card start-up company, Ordinary Card Co.



Jessica Granger

Upon graduation, Jessica is interning at Herman Miller in Holland, MI in the Focused Markets department. Afterwards, she will either stay with Herman Miller, go to a textile design firm in NYC, or venture to get her Masters in Design.



Qian Wang

Qian's future plan includes going back home to China after graduation. There she will be working at Kellogg Shanghai as a Marketing Intern.



William Harrison

After interning with Plante Moran this past summer, Bill has accepted a full time offer in wealth management in Lansing, Michigan.

FINAL THOUGHTS

Thank You, Vicki TenHaken

This fall, the Bakers will be welcoming a new advisor to lead alongside the students in the group. Vicki TenHaken will be retiring after nine years as the George F. Baker Scholars advisor, and her service and leadership has been integral towards the program. Vicki has been a gentle, wise, and incredibly influential mentor to all of the Bakers she has overseen, and her presence will be missed in the program! Prior to working as a professor and in addition to serving as the Baker advisor, Vicki has held executive positions at Herman Miller Inc., including executive vice presi-

dent of strategic planning, vice president and general manager of retail, vice president of marketing, director of new business development and director of corporate planning. She has also held human resources management positions at General Electric. Her impressive history in business and yet her willingness to strategize, encourage, and assist students in their journey through life and work is truly admirable. The Bakers will miss her strength and humility greatly but are excited to see what the next season in her life will hold.

Welcome, Steve Vanderveen

Steve Vanderveen will be the new Baker advisor, beginning in Fall 2017. Steve will be returning to

Hope, where he previously taught since 2004, after a year teaching at Trinity Christian College. Steve is an expert in marketing, leadership, and entrepreneurship, and was the former director of the Center for Leadership at Hope. Steve is a dreamer and an innovator, and he desires to coach students towards applying their personal gifts, values, and callings towards their flourishing. We couldn't be more excited for Steve to step into this position as the Baker advisor, and we encourage you to welcome him to the program as well!

Kind regards and warm welcomes can be sent to tenhaken@hope.edu and vanderveen@hope.edu, respectively. We look forward towards Steve's transition and Vicki's continued support for the program!



2016-2017 Baker Scholars with Vicki TenHaken and Steve Vanderveen

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