

BAKER SCHOLAR CONNECTIONS



INTERNATIONAL TRIP | MUMBAI, INDIA

2016

A LETTER FROM OUR PRESIDENT

Dear Baker Scholars Alumni, Family, and Friends,

For the last time, I write to you as President of the George F. Baker Scholars. My apologies for those of you that have already heard my reflections, but it is something I believe all with association to the Baker Program should hear. Last year at this time, when I found out I had been elected as President, I had three specific goals in mind. First, I wanted the Bakers to become a family – a group of eleven other high-achieving business students that you could come to first for answers to questions, help with personal and professional problems, celebration in success, and support in everyday life. Second, I wanted to plan an international trip that would provide unparalleled growth opportunities and a lifetime of memories with my Baker family. Finally, our last goal was to recruit top talent for next year's incoming class and to ensure that the culture we developed in the program this year was not simply a flash in the pan, but a stepping stone to further greatness for the Bakers.

I can honestly say that our goal of becoming a Baker family was a complete success. There is no one on campus that I trust more than my fellow Bakers. Regardless of class distinction, everyone banded together with the single focus of making the program the best it could be in every experience we had. I will truly miss working side-by-side with the other Bakers; but, as Katherine Simons/Stritzke (Baker '08) always reminds us: "Once you're a Baker, you're a Baker for life." That extends to each one of you; you are all a part of the Baker family. My hope is that by reading this letter, you will be encouraged to reconnect with your class, to catch up with other Bakers, and to lean in to all the Baker family has to offer.

As I mentioned in my December letter, our team selected Mumbai, India as our international trip destination. Each week, in preparation for the trip, we had three Bakers select a cultural, economic, or political topic to research and present their findings to the rest of the group. This style of group research and teaching over the first two months of the semester was invaluable once we landed in Mumbai. Most of this Connections edition is dedicated to stories of our business visits and cultural explorations. I believe I speak for everyone when I express how blessed we feel to have enjoyed such life-changing experiences as a part of this program.

Baker selection this year was such a tight race that the selectors decided to pick 7 sophomores to join the Bakers. Towards the end of this edition, you will meet the new additions to the team. They come from a wide variety of backgrounds, but each one has an obvious desire for achieving academic excellence and for developing themselves as leaders. Nick Nelson and Laurel Hall were elected next year's President and Vice President, respectively. They truly understand what it will take to transform a group of individuals into our ideal of the Baker family, and I am very excited to watch them build up and over what we accomplished this year.

On behalf of the Bakers, I would like to thank all of you for your support and to give a special thanks to Professors LaBarge, Iverson, Fila and TenHaken for their encouragement of us as individuals and the program as a whole. Being President of the Bakers the past year has been an incredible honor and is something that I will cherish forever. As always, if you are ever interested in connecting with the Bakers while you are in town, please do not hesitate to contact Vicki TenHaken (tenhaken@hope.edu) or Nick Nelson (paul.nelson@hope.edu) to set up a visit.

With Baker love,

Levi Adrianson

IMMERSION



THE U.S. CONSULATE

The Bakers began their business visits in India at the United States Consulate in Mumbai. Philip Roskamp, Public Affairs Officer, and Camille Richardson, Chief of the U.S. Commercial Service, hosted the group in the much-welcomed air conditioning space, westernized in design and heavily secured, positioned amidst a number of other large buildings outside the city. Roskamp discussed with the group the difference between a consulates and an embassy, namely identifying that consulates tended to seek and promote positive U.S.

relations and progress towards common goals (and not necessarily in the political capital, as India has in Delhi). The Consulate exercises “soft tactics of government” in order to advance issues they care about (such as studying in the United States, as well as promoting local education). They hope to increase the favorable opinions of the United States, meet influencers in India, and work within the Indian people’s network. They work to fit into a particular niche in order to reach a segment, and then provide free information so that “it allows people to avoid the guesswork”.



“We take an issue and add resources to influence that space, but give objective information so that the Indian people can then make educated decisions” Richardson described.

Inspired by the work, travel, and immense global exposure these diplomats had, this visit sparked an interest for international work among a number of the Bakers.



“This visit sparked an interest for international work among a number of the Bakers.”

SUPPLY CHAIN MANAGEMENT

Later in the evening, the Bakers had the opportunity to meet with SCM Programs, a custom broker association. The members of the company expressed the changes arising in their industry, mainly because of Prime Minister Modi’s “Make In India” campaign. “This has made us increase outbound and inbound cargo” the Vice President of the company described.

The Bakers gleaned some interesting information regarding the work landscape of India: 65% of Indians are under the age of 35, and “things are moving quickly” because this is the youngest population in the world and movement is inevitable.

The members of SCM were eager to ask the Bakers their opinions regarding trade, business, and politics. They expressed a need for technical assistance (with 34% of agriculture going to waste), and were excited to ask questions about the changing business, trade, and operational landscape in India.



PRANA STUDIOS

One of the first meetings of the week for the Bakers in Mumbai, India was at the design and animation studio of Prana Studios. Still buzzing with the initial excitement of being in such a vibrant city as Mumbai, the one and a half hour bus ride into northern Mumbai went by quickly as the Bakers oooed and aaahed at the lack of any type of road rules and the auto rick-shaws that darted in and out of the smallest gaps of traffic imaginable.

Of course, the real excitement for the Bakers though did not come until they were inside Prana Studios itself. Immediately upon arrival, each Baker knew this particular business visit would be one that would forever stand out in their Baker careers, even when compared to the other businesses they would visit in India.

The entire office of Prana Studios was kept dark. The Bakers were told this was so the designers and animators would be able to have better contrast when conducting work on their characters or scenes. The excitement kept rolling as the Bakers entered the conference room and were then greeted by some of the top directors at the studio.

From then on the conversation was steered towards how more advanced technology, that is not quite yet available to the mass consumer market, is soon going to revolutionize (again) the digital marketplace. The big issue the Bakers and the members of Prana kept touching on was the effect that Virtual Reality Viewers (VR) would soon have on so many different industries, and how Prana themselves would be involved in this disruption.

Prana gave examples of how VR could effect every screen interaction we currently have, from watching an NFL game at home, going to the movie theater, using an App on a smart phone, even to one's experience at an amusement park.

Along with this insider's scoop on VR, the Bakers were also able to see how a small Indian studio such as Prana could compete and work with so many international super-powers in the industry such as Disney and HBO to give us visual masterpieces such as the movies Cars or X-men, and for their work in Game of Thrones (for which Prana received an Emmy Award in 2014).

All together the visit to Prana Studios was a unique and memorable one for the Bakers. They had the opportunity to have a glimpse into how the consumer market of technology may be disrupted by the incredible power of VR, were able to learn how a small foreign firm competed and partnered with the giants of the industry, and at the end of it all they were able to see a sneak preview of the work Prana has done on Game of Thrones season six. A more than successful visit by anyone's standards!

FOXY MORON

Foxy Moron is a full-service digital agency comprised of tech geeks, creative designers, storytellers, and strategists. Foxy creates and manages some of the best brand lead activities in India through high goals and innovative ideas.

Foxy was on leaner side of Indian business; bootstrapped and compromised of a few simple offices.



Foxy Moron's CEO touched on the big trends of 2016, such as big data, personalization, creating "thumb stopping content", and virtual reality. They showed the Bakers a promotional video they produced and released for Maybelline's Baby Lips Chapstick in India featuring Bollywood stars, the video made a huge splash in India and for the Bakers.

SEEDFUND

The Bakers had the opportunity to meet with Tarana Lalwani from Seedfund, a venture capital firm in India for startups. Although much of Tarana's career background is in the field of finance, she has vast experience ranging from the start-up technology space to education improvement advising. Currently, she resides as the principal of Seedfund where she manages transactions and evaluates potential investment opportunities. Much of our conversation regarded how Seedfund conducted its business and in what ways was venture capital in India was different than in the U.S. Seedfund began with fifteen million dollars, which is much smaller than venture capital firms start with in the U.S.



Instead, venture capital in India is often conducted on the basis of trust and relationships.

To conclude our meeting, we asked Tarana what characteristics she saw that made most successful entrepreneurs. Her response was simply that the best entrepreneurs have personality and likeability. We gathered that venture capitalists

such as herself do not necessarily invest in the business idea, but in the business person.

"Venture capital in India is often conducted on the basis of trust and relationships...they invest in the business person."



"With the ever-growing capabilities of technology and millennials entering the workforce, the platforms in which hiring and work occur are changing."

GEORGE OOMMEN

During the trip to India, the Bakers had the opportunity to meet with George Oommen, Professor Fila's brother-in-law and Director of HR Technology & Process Consulting at Cognizant. The Bakers were able to gain insight on some of the technical parts of HR. George spoke on his experience in talent acquisition and development. Working in technology, George works with one of the largest labor markets in India. George explained the paradigm shift occurring in the hiring process in and outside of information technology. With the ever-growing capabilities of technology and millennials entering the workforce, the platforms in which hiring and work occur are changing. The Bakers were able to learn some of the ways George and Cognizant have shifted their management

to accommodate for these changes. The chance to meet Professor Fila and his wife Beth's family in India was very much appreciated.



ST. XAVIER'S COLLEGE

On Good Friday the Bakers were able to visit St. Xavier's, a Jesuit college in the heart of Mumbai. After touring the campus's facilities the Bakers were able to meet with the Director of International Programs at St. Xavier's, Dr. Radiya Pacha-Gupta. She explained the difference between American and Indian universities and how St. Xavier's study abroad program worked. After this meeting the Bakers were able to attend a Good Friday service in St. Xavier's chapel, much smaller but just as beautiful as Dimment! The service was led by Father Roy Pereira, a Neuroscience professor, who spoke at Hope's 2014 Critical Issues Symposium. Several of the Bakers were able to conduct parts of the service by reading passages. The hospitality shown by St. Xavier's faculty was appreciated and many Bakers expressed wishing they could have had the opportunity to study abroad at St. Xavier's!



THE WORLD TRADE CENTER

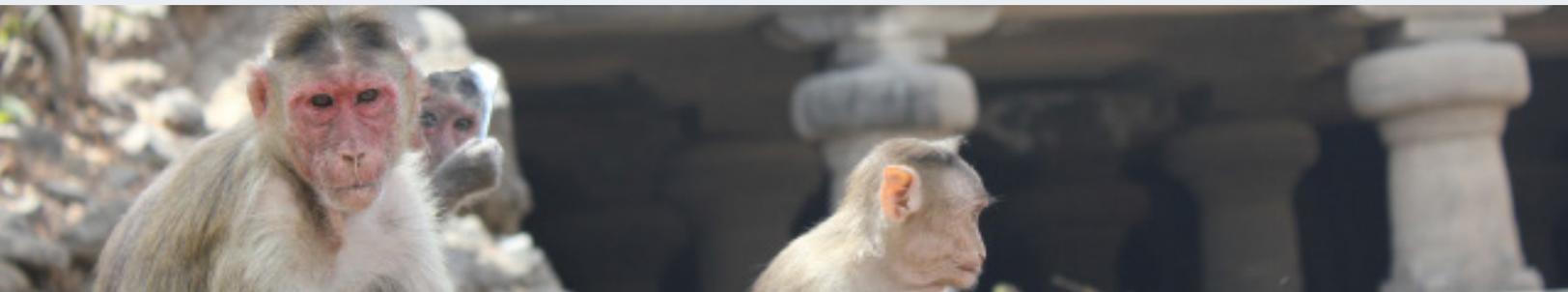
The Bakers were able to meet with several influential Indian businesspeople at the World Trade Center in Mumbai. Hosted on the 31st floor, the Bakers were able to discuss the activities of the World Trade Center with Mr. Kuruvila, and advisor to the WTC on trade and education, focusing on the center's focus on being a catalyst for international trade. Mr Nangia, a General Manager of the India Trade Promotion Organization (ITPO), explained the relationship between his organization and the WTC, focusing on the increase of successful small businesses in India. Finally, the Chairman of Chempro, a company located in the World Trade Center, introduced the Bakers

to the expansive Pharmaceutical Industry in India and its prospects for growth. Overall, the Bakers were able to glean knowledge of several different industries in India. Furthermore, the view of the city of Mumbai from the board room was stunning!



ELEPHANTA ISLAND

HINDU TEMPLES & MONKEYS

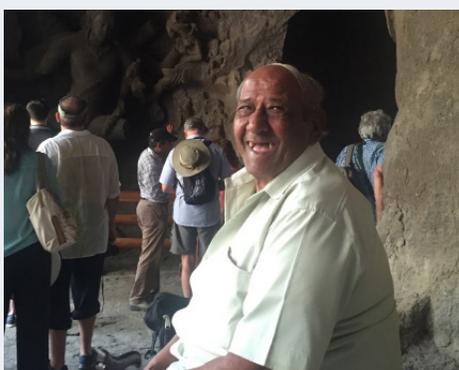


Our first morning in India we had the opportunity to visit the Elephanta Caves; a network of sacred caves sculpted into the heart of Elephanta Island. To get to the island we hopped on a festively painted ferry and maneuvered around small fishermen's boats that filled the harbor. The fresh sea breeze swept our hair around as the city of Mumbai shrunk off into the distance. Once we arrived on the island we were instantly met with a plethora of shops filled with

colorful trinkets and souvenirs. Playful monkeys swung from the trees and sacred cattle rested in the shade along the path. After scaling more than 120 steps, our tour guide began explaining the rich history behind the ancient caves. The massive Hindu and Buddhist sculptures dated all the way back to between the 5th and 8th centuries, and they were all chiseled by hand into the dense rock. Each figure had it's own story and unique significance for Hindu believers.

Visiting the sacred Hindu site was a great way to begin our week in India- an opportunity to engage with people and traditions from another religion, culture, and understanding, and learn how to navigate in the midst of unfamiliarity.

The caves, the shops, the people, the water, and the heat were all appropriate welcomings into the country. We were happy to be greeted by the monkey friends and roaming cows, too!



DHARAVI SLUM: CITY TOUR

The group had an opportunity to visit Dharavi, which is one of the biggest slums in India.

Within the 500 acres that the slum spans, it is estimated to be the home of upwards to 1 million people. We got the chance to see how different types of material and consumer goods were made within the slum. This included pottery, recycling, aluminum manufacturing, and a few others. By walking through these types of factories and going through the residential quarters the group truly had a chance to interact with the people of Dharavi. A few of the Bakers even got to play cricket with the locals!

The tour group who showed us their home, Be The Local, was particular to show that the slum and the people living there were not simply the "stereotypes" we might associate with poverty (or Slumdog Millionaire, the famous film shot on-site in Dharavi). Considered perhaps the most entrepreneurial slum in the world, Be The Local demonstrated to us that despite being "slapped in the face with poverty" upon our arrival, the "clean industries" (everything seemed to be reused somehow) were being used productively. There is certainly an immense amount of entrepreneurial hope for the next generation living in Dharavi.



HAPPY HOLI

CELEBRATING THE HOLI FESTIVAL OF COLORS



Holi is the Hindu traditional festival in India and Nepal, which is known by people throwing colors on each other to share love and good luck no matter what religion, gender, or the color of a person's skin. It is one of the most important festivals throughout the year for Indians.

This year, Holi Festival happened on the third Thursday of March. We were so lucky that we got to participate with local people in Mumbai to get a taste of how the local Indian people celebrated.

We bought the colored powder on the street and started throwing at each other. At first we did not see any Indian locals doing the same thing, because the celebration tends to happen early in the morning. We walked through a neighborhood away from the main street, however, and were suddenly greeted by people covered in colors!! Thus the "color fight" began.

It was such a fun experience, especially as the kids excitedly threw colors at us to "play Holi". Their sweet smiles melted our hearts.

In the evening we went to the beach and polished off the rest of our color packets, and the locals were all watching and taking pictures of us as we celebrated.

Different communities have different ways to celebrate, and it was amazing to see how people were altogether enjoying the holiday and being so friendly to each other, and by welcoming foreign visitors as well.

The Holi day definitely was one of the most unforgettable days for us in India.







CEO FORUM

DAVID VAN ANDEL

The Bakers had the pleasure of hosting David Van Anandel this spring for the annual CEO Forum. Engaged and conversational, the Bakers and Van Anandel exchanged questions regarding the transformation of Grand Rapids over the past few decades, its impact on the workforce and the culture of the city, and his role in the midst of it.

Van Anandel spoke about the Van Anandel Institute's research on the genetics of cancer as well, giving the Bakers insight into more than just the "business itself". He spoke about vocation vs. avocation, and

that we shouldn't necessarily differentiate them, but should allow them to line up.

Van Anandel explained that we are students of the Lord, and that we should take that charge seriously. He questioned what we were investing in and challenged us to ask how our skills were helping others (and ourselves) flourish.

Referring to the growth of Grand Rapids and business more broadly, Van Anandel encouraged the Bakers to lead from all different levels, always be on the lookout for new opportunities. He encouraged

disruption and innovation in the workplace and reliance on communities, but reminded us to maintain an ultimate goal to help others.

"Invest in things that matter, impact someone and turn their life around, and be generous with what you create. Learn! Be curious! Ask questions and you'll be able to use the information later in life" were words the Bakers remember well.

The Bakers are thankful for David Van Anandel's time and appreciate his wisdom and time.



WELCOME,

SELECTED BAKER SCHOLAR CLASS OF 2018



Julia Toren
Economics | Mathematics



Alissa Heynen
Economics | Women's &
Gender Studies



Logan Rock
Public Accounting,
Management



Gwyneth Wortz
Management | Studio Art,
Leadership



Megan Sterba
Management



Anh Trinh
Public Accounting,
Management



Adam Rolain
Economics & Mgmt |
Spanish

THANK YOU!

2016 GRADUATING SENIOR BAKERS



Levi Adrianson

Plante Moran
Grand Rapids, MI



Brett Dawsey

Robert W. Baird
Milwaukee, WI



Chelsea Chamberlain

Slack & Co.
Chicago, IL



Joe Schierbeek

Deloitte
Grand Rapids, MI



David Daniels

BMO Harris Bank
Naperville, IL



Liping Wang

Intern at IJM
Washington, DC

Graduate school TBD

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Baker Scholar blog to come soon!