



## **BUSINESS & INDUSTRY IN AMERICA**

**International Certificate Course for Young Executives, Students and Entrepreneurs**

**16 July to 27 July 2018 at an American University**

UNIVERSITY OF  
WISCONSIN **PARKSIDE**

**Coordinator: Dr. Abey Kuruvilla**



*The University of Wisconsin Parkside (AACSB Accredited) near Chicago*

*2 weeks Certificate Course (July 16-27, 2018) "AMERICAN BUSINESS AND INDUSTRY"*

*Visit Harley Davidson, CNH Industrial, FEDEX, Federal Reserve Bank!*

*Lectures by Top American CEOs, Business leaders, Entrepreneurs*

*Visit American homes, make friends, practice English*

*Cost \$2500 All-Inclusive from Arrival in Kenosha, Wisconsin to Departure (Details on last page)*

*Early Bird Deadline: April 30, 2018 Registration: [abey.kuruvilla@uwp.edu](mailto:abey.kuruvilla@uwp.edu)*

## Tentative Itinerary for Doing Business in USA – University of Wisconsin Parkside

July 16<sup>th</sup>-27<sup>th</sup> 2018

Date	Activity	Contact/Attendees
July 15 <sup>th</sup> Sunday	Arrival at O’Hare International Airport, Chicago. Take the Coach USA Wisconsin Coach Lines Bus outside Terminal 5 to Kenosha and departs every 45 mins past the hour from OHare airport. Disembark at the Kenosha stop, about an hour away. Pickup at Kenosha bus stop – University of Wisconsin Parkside shuttle service. Check-in at UW Parkside Apartments. Dinner at UW Parkside Student Center.	Dr. Abey Kuruvilla 502.386.1692
July 16 <sup>th</sup> Mon	09.45 AM Meet in Alumni Room of Student Center for Reception with Chancellor Ford and leadership of the University of Wisconsin Parkside. Welcome and comments by Leadership  <i>Address by Chancellor Ford “Leadership in America” 10:30 to 11.15 AM</i> 12 Noon Lunch  2 PM Tour of UW Parkside Campus with students 5:00 PM Dinner hosted by Chancellor Deborah Ford in honor of guests. 9:00 PM Return to University Dorms	<i>Opening Remarks</i> Dr. Abey Kuruvilla Provost Ducoffe Dean Baldwin  Chancellor Deborah Ford
July 17 <sup>th</sup> Tue	09: 45 AM Meet at MOLN 323 Lectures on <i>Small Business in America- Attitudes for Success: Motivation and Drive</i> 11:30-12.30 Lunch. Bus pickup at 12:30  1.0 PM Visit to Office – Mayor of Kenosha Meeting with Mayor at Municipal Building to learn about local government School Bus Provided by City of Kenosha 4.00 PM Pickup for Dinner with an American Family –Cory and Roseann Mason’s Home Informal Lecture: <i>“Capitalism and the American Economy: Challenges and rewards of a Global Company”</i> (Cory Mason – Chief Information Officer, TwinDisc) Return 9 PM	Dr Abey Kuruvilla David Hackbarth      Roseann Mason
July 18 <sup>th</sup> Wed	09.30 AM Pickup outside student center for Field Visit  10.00 AM Visit at Badger Meters – Tour of Company and meet Leadership	Chief Heller

	<p>(8635 Washington Ave, Racine, WI 53406)  <i>Address by Dominic Cariello Director of Manufacturing for the Badger Flow Instrumentation Group</i>  <i>"Implementing lean manufacturing systems and automation into your operations"</i>  Traditional Wisconsin Lunch at Badger Meters, hosted by Dominic Cariello  1: 00 PM Drop back at UW Parkside</p> <p>3:00 - 6.00 PM  <i>"An Entrepreneurial Mindset – Features and Tenets"</i>  <i>Lecture and Visit to Milwaukee</i></p> <p>Dinner at UW Parkside Student Center</p>	<p>Director of Manufacturing,  Dominic Cariello</p> <p>Mark Hackbarth  Entrepreneur</p>
<p>July 19<sup>th</sup>  Thu</p>	<p>09.00 - 10.30 AM MOLN 323 "Branding yourself – Creating and Sustaining an Online Presence" Dominic Kegel</p> <p>10.30 – 11.00 Break</p> <p>11:00 Shuttle Pickup Outside Student Union for visit to Case New Holland Facility  (2701 Oakes Rd, Sturtevant, WI 53177  Lecture "Manufacturing in the USA – Current realities"  COO and/or Nate Burgers, Plant Manager  Tour of Case New Holland plant, Racine and meet with plant managers</p> <p><i>Lunch Courtesy: CNH</i>  3.00 PM Pickup at CNH for Visit to the Miller Park</p> <p>4:00 PM Address by Katina Shaw, Community Relations for the Brewers  <i>"Sport in America and Baseball – Big Business"</i></p>	<p>Mr. Dominic Kegel</p> <p>COO North America  CNH Industrial</p> <p>Katina Shaw  Community Relations</p>
<p>July 20<sup>th</sup>  Fri</p>	<p>10.00 AM Meet at Student Center for 2 day visit to Chicago</p> <p>12.00 Noon Check-in Hotel in Chicago  Visit Magnificent Mile</p> <p>Lunch on your own</p>	

	<p>1:30 PM Visit to Chicago FEDERAL Bureau Interaction and Address by Cindy Ivanac-Lillig, Economic Outreach Specialist on “<i>State of the US Economy</i>” Visit to Money Museum</p> <p>4:00 PM Chicago Architectural Boat Tour. See the skyscrapers of Chicago by Boat. Group Tour. Cost Included.</p> <p>10.00 PM Visit Signature Room on 96<sup>th</sup> floor of John Hancock Towers for wine and appetizers (on your own)</p>	<p>Federal Reserve Bank of Chicago 230 South LaSalle Street Chicago, Illinois 60604 312.322.6137</p>
<p>July 21<sup>st</sup> Sat</p>	<p>Chicago Experience Day On your Own to explore Chicago. Optional Events: <b>Parade of boats</b> July 21, 2018 (10 a.m. to 2 p.m.) 1 mile east Watch hundreds of boats leave for the ritzy Race to Mackinac at the <a href="#">Ashore Thing</a> with a cash bar at the east end of Navy Pier. Free. <b>Beer festival</b> July 21 - 22, 2018 4 miles NW <a href="#">Chicago Craft Beer Festival</a> features beer tasting and live music at Sheffield Ave. and Webster Ave. on the same weekend as the nearby Sheffield Music Festival &amp; Garden Walk.</p> <p>Shopping in the finest shopping district of Chicago downtown.</p> <p>Return to Wisconsin Late night.</p>	<p>Free day A wide Variety of Activities in Chicago to explore on your own</p>
<p>July 22<sup>nd</sup> Sun</p>	<p>Morning Sleep In Brunch at University 10:00 PM Departure to Prime Outlet Mall Pleasant Prairie for Brand names shopping or drop back to University (Lunch on your own at the mall if you choose to go) 6:30 PM Pick up and drop off to University Apartments for those who stopped for shopping Dinner at Student Center</p>	<p>Chief Heller</p>
<p>July 23<sup>rd</sup> Mon</p>	<p>09.45 AM meet at MOLN 323  10:00 – 11.15 “<i>Intercultural Communication in America – Verbal and Non-Verbal</i>” Dr. Abey Kuruvilla, Asso</p>	<p>Dr. Abey Kuruvilla</p>

	<p><i>Professor, Business</i>  11.30 – 12.30 PM “Business Law in the USA – Labor and Liability”  Paul Gagliardi. Attorney, Kenosha Law Firm  Lunch at Student Center</p> <p>Lunch at University</p> <p>2.00 PM: Building International Brands from the US – Branding, Logistics and Operations  Tim Wheeler, Head, International Division of Jockey.  Visit to Jockey International headquarters</p> <p>Dinner at Student Center.</p>	<p>Attorney Paul Gagliardi</p> <p>Tim Wheeler  International Division Head</p>
<p>July 24<sup>th</sup>  Tue</p>	<p>09.45 AM Meet in MOLN 323  10.00 AM Lecture on “Human Resources and hiring in America “  Jonathon Reynolds, President and CEO, Titus Consulting</p> <p>Early Lunch at Student Center  12.00 Noon Pickup for Visit to Fedex Ground Facility in Grayslake IL. Logistics and Sorting in Ground facilities.</p> <p>1:00 PM – 3:15 PM Tour of Fedex Plant and meeting with Plant Managers  Lecture “Supply Chain Management and Logistics in America – The Fedex Story”  John Mahar, Global Accounts Manager, Fedex  Return 3.30 PM</p> <p>5.00 PM Pick Up by members of Kenosha Community Families (Sister Cities Organization members) for Dinner with hosts in small groups.</p> <p>9.00 PM Drop Off</p>	<p>Jonathan Reynolds  CEO Titus Consultancy  262.412.5412</p> <p>John Mahar  Global Accounts Manager, Fedex  847.912.5523</p> <p>Hede Horn</p>
<p>July 25<sup>th</sup>  Wed</p>	<p>08.00 AM Pickup for visit to the Harley Davidson Museum and Factory in Menominee Falls</p> <p>09.00 AM – 4.00 PM Private Guided and Engaging Tour of Harley Davidson Museum “Journey through the History of Harley-Davidson.” 400 W Canal Street, Milwaukee, WI 53201</p> <p>4.00 PM Visit to Central Standard Craft Distillery, Milwaukee, WI 53208.</p>	

	<p><i>Tour and meeting with Founders: Lecture on Industry and Roadmap to setting up an American company. Evan Hughes and Pat McQuillan, Founders and Owners.</i></p> <p><i>Return to UW Parkside or Dinner in Milwaukee.</i></p> <p><i>Late Dinner at Student Center</i></p>	
July 26 <sup>th</sup> Thu	<p>9.00 AM Pickup Outside University Apartments for visit to Racine, Wisconsin</p> <p>11:00 AM <i>Private Tour of Racine Municipal Building hosted by Cory Mason, Mayor of Racine. "Democracy of the United States – the Union and States"</i></p> <p>4:00 PM <i>(Indian Cooking Class &amp; Dinner at the home of Dr Abey Kuruvilla)</i></p>	Cory Mason Mayor of Racine
July 27 <sup>th</sup> Fri	<p>9.00 AM – 10.00 AM Departure Reception Alumni Room</p> <p>Certificate Ceremony</p> <p>Closing Comments: Chancellor Ford, Provost, Dean</p> <p>10.45 AM Departure for O'Hare International Airport for drop off for Miami or return to Home Country</p>	Dr. Abey Kuruvilla

*For Any Questions, contact the Coordinator Dr. Abey Kuruvilla 502.386.1692 [abey.kuruvilla@uwp.edu](mailto:abey.kuruvilla@uwp.edu)*

*Participants will be housed at University Apartments. Each apartment has four bedrooms with 3 double bed and 1 single bedroom . A common area includes a lounge, kitchenette, a refrigerator and study area. Rooms are fully carpeted and furnished with beds, extra-long mattresses, a loft kit, a closet, desks, chairs, dressers, a garbage can, and a recycle bin. Each suite is air conditioned and has an adjustable thermostat. Wifi access will be provided.*

*Program Costs cover: All group transportation Costs after arrival in Kenosha, Meals at the University Cafeteria, Stay at University Apts and One night stay in Chicago.*

*Free Time Activities and Meals in Chicago + 1 dinner in Milwaukee have a wide variety of choices and are on your own. Complimentary Access to the University State of the Art Gymnasium will be provided.*

***Early bird Registration to confirm spots: April 30<sup>th</sup> with complete payment. (For countries that require visa to US, apply early for a visa invitation letter)***



*OPTIONAL TOUR AFTER COURSE- MIAMI & THE CARIBBEAN SEAS*

*One week CRUISE - Sail from Miami to 4 Caribbean Countries -*

*JUL 28 - AUG 4*

*MIAMI - GRAND CAYMAN - HONDURAS - BELIZE - MEXICO by CARNIVAL CRUISE SHIPS*

*Visit MIAMI + Visit 4 more Countries. Cruise ship returns to Miami on Aug 4<sup>th</sup> at 8.00 AM Lectures by Captain and Director of Operations and Behind the Scenes Tour of the Ship!!*

*Cost: Approx \$1500 (incl double occupancy cabin rooms + flight to Miami + \$200 fee to University)*

*Check out our Video from Last year! : <https://vimeo.com/156725702>*