



MAKING YOU READY FOR TOMORROW

Passages

Winter 2017

January 19-February 16

A PROGRAM OF ASCEND INTERNATIONAL

January 19

Depart China with other team members

Greeted by host families when you arrive Raleigh, NC

(Host families are successful people from many different walks of life. The host family experience is a first-hand opportunity to learn about American culture. Some Passages' participants will live in a family, alone, while others will be paired with another participant. On rare occasion, as many as 3 participants may stay with one family). Host families are as diverse as America. You may be hosted by a Caucasian or minority, a family with many children or no children. Either way, you will interact with different host families during the duration of your stay.

You will settle in and get on WeChat and tell Dad and Mom, "I made it to the USA!"



January 20

After getting through a night of jet lag, you will meet with Guy Armstrong, Ascend President, and other team members to have an orientation. Guy will prepare you to live in an American home, giving you instructions on American life and how Americans would desire you conduct yourself as a house guest. China and the USA are very different and you will learn about some of these practical differences. Guy will teach you about the Titanium Rule which guides us as we cross cultures....."Treat others the way THEY want to be treated." This "rule" is especially important when crossing to different cultures or working in international companies.

For lunch we will go to a nearby shopping mall where you will have your choice of various food items. You will get to practice

things you have learned regarding money/ordering food etc. We will go to this mall, probably Raleigh's finest: <https://www.crabtree-valley-mall.com/>

After lunch we will participate in something called a "scavenger hunt." You will be placed on teams and given assignments to complete as a team. Assignments may include:

1. Take a picture of your team trying on sunglasses
2. Take a picture of your team riding a carousel
3. Take a picture of your team sharing ice cream



This activity is a team building exercise, but also gives you opportunity to explore the mall and stay awake as you struggle with jet lag.

At the end of the scavenger hunt you will be given approximately 2 hours to wander the mall and shop if you like.

The evening will be spent with your host family, having dinner together and getting to know each other better.

January 21

This is a Saturday. Generally, weekends will be spent with your host family. You may explore nearby parks, museums, malls etc. You will join their lives on weekends and enjoy whatever the family may have planned.



January 22

Sunday in the USA is a day of rest. Many families go to church on Sunday morning. You will join their life, again, for the day. You will have lunch with your host family or friends and then participate in a special event we have planned for you. A number of American professionals have made themselves available to discuss different aspects of their lives and careers. We hope a number of these will have careers that fit your interests. If so, you can ask questions like:

- How should I best prepare for my career?
- How do you balance different priorities with family and career?
- What kind of things should I include on a resume if want a job in this field?

- Do you recommend I go to graduate school? If so, where do you recommend?

It is our hope you will connect with American professionals during this event, connect with them on LinkedIn and begin lifelong professional relationships.

The evening will be spent with your host family, usually dinner and games or family discussions (please bring pictures of your family or home to share with your host family. They will be very interested in your life in China).

January 23



Our team will spend a day of personal development at Cisco (<http://www.cisco.com/>). At Cisco we will learn about their history, company culture and future projections. We will explore "what has made Cisco a great company?" In addition, we will meet as a team with Karen Arthaud, a human resource professional at Cisco. Karen and her husband, Arlan, hosted a student from Chengdu this past summer. She is eager to welcome you to Cisco. Karen formerly worked in recruiting for Verizon (http://www.verizon.com/home/verizonglobalhome/ghp_landing.aspx) so she is uniquely positioned to help us understand what top companies are looking for in new hires. She also will share principles Cisco uses to develop their employees.



January 24

We will drive three hours to Charlotte, North Carolina, the largest city in North Carolina. Charlotte is home to large companies in banking and finance. We will have an evening "meet and greet" with our Charlotte hosts. In a similar way to Raleigh, a host of American professionals will spend some time with us this evening. Again, this will be opportunity for you to meet and gain guidance from professionals who may be in career fields that interest you. This will be further opportunity to connect with professionals personally and through LinkedIn in order that you might gain lifelong friends and mentors.

January 25



We will take public transit to downtown Charlotte where we can buy a cup of Starbucks before we meet with Amy Henderson, human resources at Price Waterhouse Coopers (PWC)(<http://www.pwc.com/>), at their corporate office. Amy will teach us about PWC and also teach us what PWC is doing to develop employees and not only attract, but keep, the best talent. PWC is a very sought after company to work for in the USA and Amy will help us to understand why. Amy has traveled to China and spoken with Ascend Int'l in Chengdu. She loved her experience and is eager to host you in her company.

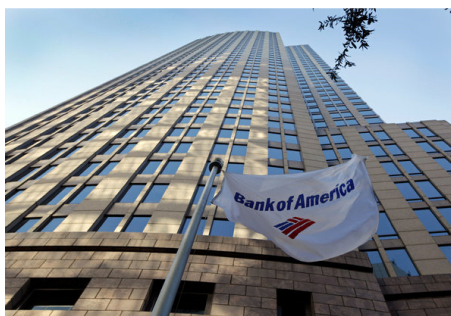
This is the projected schedule based on former winter programs, volunteer availability and weather conditions. The schedule is subject to change in situations that are beyond the control of Ascend International.



In the evening, we have special opportunity to see the Golden State Warriors play against the Charlotte Bobcats. Golden State is probably the most difficult team to see in person because of the high demand for tickets. If tickets are available at the time students register for Passages, we will secure them in order that we may enjoy this event (If not, we will attend a different NBA game later in the program).

January 26

Charlotte is home to Bank of America (<http://about.bankofamerica.com/en-us/index.html>). Tentatively, the Passages' team will visit B of A's U.S headquarters. While here, we will have a tour of the company, learning about its history, culture and environment. Later in the day we will meet with a human resource representative for the bank who will help us understand how B of A has grown to be the world class establishment that it is.



The evening will be spent with your Charlotte host family.

January 27

This will be a day of personal development with Next Level Leadership. Next level uses at least two assessment tools to better help its clients learn about themselves. You will have opportunity to take two assessments that are quite popular in the USA:

1. Myers-Briggs (<http://www.myersbriggs.org>)

g/my-mbti-personality-type/mbti-basics/)

2. DISC

(<https://www.coreexcel.com/html/profiles.php?gclid=CJLyybTq884CFYcvqQod92oEEO>)

Next Level leadership consultants will help you understand yourself better that you might be better equipped to live life to its fullest.

The evening will conclude with a good-bye dinner with all of our Passages' team and the Charlotte host families. You will spend this one last night with your Charlotte hosts.

January 28

Charlotte is the only city in North Carolina that has many of the luxury brands Passages' students are often looking for. We will drop by Southpark Mall (<http://www.simon.com/mall/southpark>) to give students opportunity to buy some of the luxury brands they are looking for while in the USA.



We will drive to Raleigh where we will celebrate Spring Festival, together, with many of our Raleigh host families.

January 29

This is a day of rest for our team as you spend the day with your Raleigh host family.

January 30

In the morning, Guy Armstrong will lead the group in EQ learning. Students will review their assessments, previously taken online. Guy has done hundreds of EQ assessments with Chinese students. Today, will be an overview of all of the 15 EQ qualities along with a description of each. During this session he will help students understand three particular EQ qualities many Chinese students struggle and will begin to give them some practical advice in growing in these

qualities. The EQ sessions will be fun and engaging as we learn through role plays and group work.



In the afternoon, Passages' participants will go to meet with Mr. Bill Catchings of Principled Technologies (<http://www.principledtechnologies.com/>). Bill is the co-founder of this company. He has a very innovative approach to business. As he shares about his company and the values it has been founded upon, you will be challenged to think outside the norm in your own career pursuits. Bill has traveled to China twice with AI and has been gracious to host students from China in the home of he and his wife, Suzy. He looks forward to welcoming you to his company.



Finally, we will end the afternoon with a visit to Duke University: <https://www.duke.edu/>. Duke is a top 10 University in the USA. It is a beautiful campus with an overachieving student body and basketball team (last year's national champions). We will meet with Duke graduate admissions personnel to discover what kind of candidates they are looking for in graduate students.

This is the projected schedule based on former winter programs, volunteer availability and weather conditions. The schedule is subject to change in situations that are beyond the control of Ascend International.



January 31

In the morning, Guy Armstrong will continue to instruct the participants in developing their EQ. Guy will discuss further with the team the three qualities identified the day before, again giving practical advice and role plays of these EQ qualities in action.

At the end of this session, students will better understand cultural influences that have helped shape their own EQ. In addition, Guy will help the students begin to determine which EQ qualities they may need to work on in order to succeed in their homes, relationships, careers and communities.



Tentatively, we will visit McKinney Advertising (<http://mckinney.com/>). McKinney is a leading advertising agency in the USA. While at McKinney, you will see their innovative work culture and learn how their culture helps them succeed in business. Finally, we will hear from some of their creative team about, "How to Cultivate Creativity in Whatever Profession You Find Yourself." McKinney is located very near the USA headquarters of Burt's Bees: ([http://www.burtsbees.com/on/demandware.store/Sites-burtsbees-Site/default/Default-Start?cm_mmc=PPC- -google- -Brand.com-](http://www.burtsbees.com/on/demandware.store/Sites-burtsbees-Site/default/Default-Start?cm_mmc=PPC--google--Brand.com-)

[burts+bees+com&gclid=Cl3s6Mht884CFRc9gQodzkoEOg](https://www.burtsbees.com/?gclid=Cl3s6Mht884CFRc9gQodzkoEOg))

Burt's Bees is a favorite product of both Chinese and USA consumers. We will learn about the company and what has made it successful. In addition, we will be inspired to innovate and create as well.

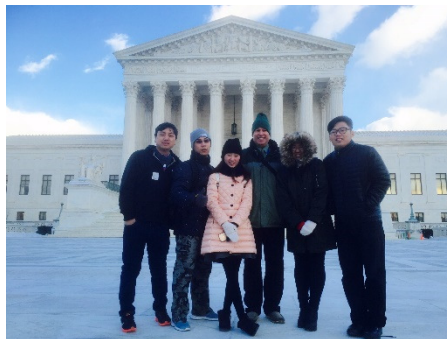


Both McKinney and Burt's Bees are located on the American Tobacco Campus (<https://americantobaccocampus.com/>), a renovated tobacco processing mill. The location is a favorite for new and innovative companies, restaurants etc.

February 1

We will leave early to go to Washington, DC. We will enjoy a Chinese buffet in Alexandria, Virginia, where we will meet our tour guide, Bernie, before heading into the city. Day 1 includes visits to the following, generally:

- Washington Monument
- Jefferson Memorial
- Martin Luther King Jr Memorial
- Lincoln Memorial
- Kennedy Center



February 2 (Washington, DC Day 2)

Day two usually includes the following, depending on time and weather conditions:

- United States Capitol Building
- Picture in front of White House
- Lunch in Capital Building Visitor Center
- Air and Space Museum
- National Museum of Natural History
- National Museum of Art (if time allows)

Our guide does a great job at helping all of us learn leadership principles we can derive from some of America's greatest leaders.

We depart for Raleigh at the end of the tour and arrive Raleigh approximately 10:00 pm

February 3

Terri Craig, retired, former McDonalds Executive and university instructor will be with our team for the day, guiding them through a resume/job interview workshop. Terri also teaches a lengthened version of this program at a college in Raleigh in addition to many adults trying to find work. Terri is quite active in a number of worthy non-profits and gives a lot of her time to developing women and coaching new business start-ups. She has been instrumental in the business development of AI and is a good friend and perpetual volunteer for our program.

In the past, Terri has volunteered to help students edit and refine their resumes, even after they have returned to China. So, if you want to refine your resume for an international company, come prepared for constructive feedback.

February 4

Saturday is a day of rest and relaxation with your Raleigh host family

February 5

Sunday is a day of rest and relaxation with your Raleigh host family. We will have a special afternoon meal with host families to close the Raleigh portion of our program. You will most likely have opportunity to watch what is called The Super Bowl. The Super Bowl is the championship game of professional football in the USA. It is the most watched TV program each and every year. Families and friends gather together to cheer on the teams and EAT, A LOT, on this day ☺ You will get to experience it firsthand.

February 6

Fly to Atlanta, Georgia. We will meet one to two ethnically Chinese employees of Delta Air Lines (delta.com) and take a tour of the Delta Museum which will help us understand the history and development of the airline. Afterwards, we will meet with the company employees to ask pertinent questions about being Chinese and working at such a large international company. They will help us learn about the qualities necessary to develop in order to work for a large international company, like Delta.



We will visit a favorite Vietnamese restaurant for dinner before settling into our hotel for the night.

February 7

A visit to the USA headquarters of Chick-fil-a will be first on our schedule for this day. Chick-fil-a (<http://www.chick-fil-a.com/>). Chick-fil-a is now the #1 rated fast food restaurant, by customers, in the USA. We will discover why when we take a tour of their company and learn their history. While at Chick-fil-a, we will meet one of their regional leaders who will explain to us their view on developing leaders. The Chick-fil-a leadership model, SERVE, is a model admired by many in all different forms of business around the world.



We will enjoy lunch at the first Chick-fil-a restaurant, The Dwarf House (<http://www.tampabay.com/features/travel/the-dwarf-house-the-original-chick-fil-a-is-a-fun-stop-in-georgia/2174081>).

After lunch the team will visit Coca-Cola. This tour of Coca-Cola will give participants an understanding of why the Coke brand has stood the test of time and flourished. We will enjoy the World of Coke tour (<https://www.worldofcoca-cola.com/>). Before the tour, Guy will give the team thought questions to consider concerning Coke. After the tour, we will debrief on lessons we can learn from this company whose brand may be the most famous brand in the world.



In the evening, we will visit the production site of CNN. Students will have opportunity to participate in a tour of CNN if they wish. We will enjoy dinner in the CNN Center where many food options exist.



February 8

Morning EQ 1 on 1 Sessions with Guy Armstrong for assessments and coaching.

In the afternoon, the team will enjoy a well-deserved day of recreation as we hike in Stone Mountain State Park in Atlanta (<http://www.stonemountainpark.com/>). This is always a highlight for students as we take incredible photos of blue sky and landscape from the top of Stone Mountain.



For dinner, we will visit Chinatown restaurants and enjoy some authentic Chinese cuisine (<http://www.atlantachinatown.com/>).

February 9

The team will move out of our Atlanta hotel and fly from Atlanta, Georgia, to Orlando, Florida. We will stuff away our coats now that we are in a warm climate ☺ In Orlando,

we will meet with our host, Mr. Roy Reid, Communications Director at Florida Hospitals, one of the largest hospital networks in the USA.

In the afternoon we will meet two entrepreneurs who are impacting communities both in the states and around the world. A non-profit coffee shop: <http://downtowncredo.com/> and a business making sandals in poverty stricken Haiti: <http://www.orlandosentinel.com/news/os-kenneth-cole-love-haiti-sandals-20150207-story.html>

February 10

Visit to the University of Central Florida (one of the largest universities in the USA). There, we will attend a gathering at "The Launch Pad," where UCF staff are coaching student entrepreneurs in business startups. We will then meet some students who have launched companies as students. One such student was chosen to appear on a top USA program, "Shark Tank," where aspiring entrepreneurs pitch their business ideas to wealthy investors who choose whether they want to assist the company. This particular student's business was assisted by one of the wealthy investors. We are tentatively set to meet with Mr. Jesse Wolfe, the founder of "O Dang Hummus": <http://www.odanghummus.com/>

Students have been inspired to dream big when they meet Jesse and hear his own story of this business startup he undertook as a university student at UCF.

February 11

We will drive to Cocoa Beach, about one hour from Orlando. Here we will walk on the beach and eat lunch. After lunch, participants will have the option to participate in some beach activities or go through their personal EQ assessments with Guy Armstrong where he can more individually coach them.



Dinner will be in Cocoa Beach or Orlando

This is the projected schedule based on former winter programs, volunteer availability and weather conditions. The schedule is subject to change in situations that are beyond the control of Ascend International.

February 12

Day of rest and relaxation with host family.



February 13

Our team will visit "The Innovation Lab" of Florida Hospitals:

<https://www.floridahospital.com/innovation-lab>

Today's leaders need to be problem solvers. Companies consistently look for abilities in this area for new hires. At this lab, we will have opportunity to walk through their process of problem solving and focus our study on problems Chinese students face. This problem solving process is one we can take with us after we leave and use throughout our lives.



February 14

A visit to Disneyworld is on the schedule for this day. Students will have the entire day to explore and enjoy this wonderful theme park. If they want a break, Guy will do EQ assessments with participants throughout the day and evening. We will close the day by

watching the Fireworks at Cinderella's Castle.



February 15

We will meet with personnel from Universal Studios at the gate of Universal Studios. We will take 1-2 hours to form small teams, going with different sectional leaders of the park to their respective areas of leadership. When these teams return, participants will be free to explore the park, much like they did the day before at Disneyworld.



We will have dinner in Orlando with our host families and say our good byes to the larger group of hosts. Later, we will return to host homes in time to pack our belongings for our flights the next day.

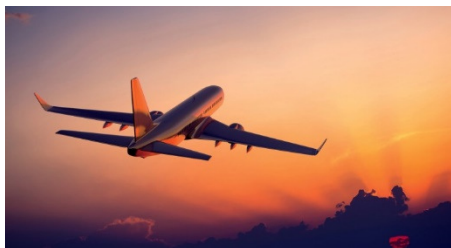


February 16

Sad good byes to wonderful Orlando hosts.



You will be taken to the Orlando Airport where you will catch your return flight to China.



In summary, the Passages' Experience is:

- ✚ Over 55 hours with leaders in top U.S. companies
- ✚ Over 30 hours of personal assessments/ leadership development coaching
- ✚ Over 200 hours learning about U.S. culture through the best means available: living, friending and learning from U.S. families
- ✚ 8-10 hours' exposure to top U.S. universities/speaking with their graduate admission's departments
- ✚ 6-8 hours formal mentoring events and many more hours with successful professionals (networking/building lifelong friendships)
- ✚ Approximately 10 hours of Emotional Intelligence, formal training
- ✚ 8-10 hours training in resume building/ job interview training for those seeking employment with international companies
- ✚ Over 30 hours in developing your teamwork skills

For More Information and to apply

visit:

<http://www.ascend-international.com/programs/university/>

WeChat Ascend International:

AI-USA-China



Further questions may be directed to
(email):

info@ascend-international.com



This is the projected schedule based on former winter programs, volunteer availability and weather conditions. The schedule is subject to change in situations that are beyond the control of Ascend International.