

Cultural Connection

January 2012

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Indra Nooyi—A Successful Woman By Diego Verdugo '12



Indra Nooyi was born in Madras, India on October 28, 1955, in a time where it was considered unsuitable for young women to exert themselves. Nooyi challenged this system. After earning her undergraduate degree in Chemistry, Physics, and Math, she went on to enroll in the Indian Institute of Management.

Beginning her career in India, Nooyi held product manager positions at Johnson & Johnson and textile firm Mettur Beardsell, and began to feel that perhaps she was somewhat underprepared for the business world. Determined to study in the United States, she applied to and was accepted by Yale University's Graduate School of Management in New Haven,

Connecticut where she earned a Master's degree in Public and Private Management. Upon graduation in 1980, Nooyi joined a prestigious consulting firm and then held strategy positions at Motorola and Asea Brown Boveri.

Nooyi joined PepsiCo in 1994 and was named president and Chief Financial Officer in 2001. She has directed the company's global strategy for more than a decade and has led some of PepsiCo's biggest restructure campaigns, including the 1997 divestiture of its restaurants into Tricon (now known as Yum! Brands). In addition, Nooyi also led the acquisition of Tropicana in 1998, and merger with Quaker Oats Company, bringing Gatorade to PepsiCo. In 2007 she became the fifth Chief Executive Officer in PepsiCo's 44-year history.

Indra Nooyi has received a great number of awards, being recognized by prestigious magazines and newspapers. In 2007, Nooyi was named on Wall Street Journal's list of 50 women to watch in, and was listed among Time magazine's 100 Most Influential People in The World. In 2008, Forbes magazine named her the third most powerful woman and Fortune ranked her the #1 most powerful woman in business in 2009 and 2010. In 2010 Forbes magazine ranked her the 6th most powerful woman in the world. In 2008, Nooyi was named one of America's Best Leaders by U.S. News & World Report. In 2008, she was elected to the Fellowship of the American Academy of Arts and Sciences. After several years on top, PepsiCo's Indian American chairman and CEO, Indra Nooyi has been pushed to the second spot as most powerful woman in US business by Kraft's CEO, Irene Rosenfeld.

With nearly \$60 billion in annual revenues, PepsiCo is the largest food and beverage business in the United States. At its wheel, Nooyi oversees a staff of almost 300,000 worldwide and is one of just a handful of top female, minority CEOs. According to BusinessWeek, since she started as CFO in 2000, the company's annual revenues have risen 72%, while net profit more than doubled, to \$5.6 billion in 2006.

Nooyi's success story is one of many and one worth spending time getting to know. As students of color further their education, Indra Nooyi can be a great inspiration as it is no longer just a dream for such students to hold top executive positions with some of the biggest and most successful firms in the United States and the world. Who knows, perhaps Cornell College will graduate the next Indra Nooyi.

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Dr. Martin Luther King, Jr. Reflections

Ariel Harris '12; *President of BACO*

First, I was greatly moved by Rev. Thomas' presence. I have had the opportunity to meet with him prior to the MLK program, but this time it was different. Leaving out of the Commons walking towards the first location of the MLK tree and sign, Rev. Thomas asked us to walk in silence. This for me set the mood and tone for the rest of the night. That time in silence was the first moment of reflection. I begin to wonder how those before me may have felt making this walk, or how those students before me may have felt planting the tree. I felt like we were making a statement. Just by not



speaking we were making a statement. The type of peaceful assembly Dr. King would have wanted.

Once we got to the first location the tree was planted Rev. Thomas begin to speak about the history of the tree. This I found very compelling and emotional. I began to cry. Specifically, for the student who uprooted the sign and burned it out of fear, but was courageous enough to admit to his wrongdoing. I was so inspired by student's moral fiber. Tears just begin to stream down my face and would not stop coming. I also found it very moving that Rev. Thomas an elderly man recited from memory this touching history while in the bitter and blistering cold. He could of stayed anywhere but he chose to lead and share his knowledge with those who were willing to listen.

Once we got to the current location of the tree I could not control my emotion. The Cornell students, BACO members and whomever else, staff, and Mount Vernon community member's persistence and response in planting and rooting the stone gave me hope. Rev. Thomas' words gave me hope, and those people present at the event gave me hope. I must be honest although we do not live in the atmosphere of the racial climate of the 60's we still have room to improve as a nation. And to hear the words of Rev. Thomas, a white man, speak with such angst, and distress about the current state of the Union and our President really moved me into deep thought. He spoke about racism as we know it and its current state he then said, "It is an interesting nation in which we live in. We can elect a black man into the highest office of the country but take away from him the right to govern". If that is not thought provoking I don't know what is. It was those words by Rev. Thomas that moved me to a moment of anger and distress for President Obama but they gave me hope and a renewed spirit of perseverance.

Last but not least, I was extremely proud of the MLK program earlier that day that took place on the OC. The poems, Chad Simmons, Dough Hanson, and the praise dance were a great tribute to a man of

honor and purpose. I would like to applaud and thank all the BACO members, Jacob Strain, Mount Vernon family, President Brand, Cornell students, Mr. Ken, and Heather Roberts for lending their ear, assistance, and attentiveness to the event. I was so proud of every soul in the building who took the time to listen and participate in the program. God bless.



Angelica Hall '15; *MLK Day and Black History Month Committee Chairperson*

Celebrating the legacy and work of Dr. Martin Luther King Jr. this past week has been a wonderful learning experience. One which I believe to

have taught me, along with the others that attended the events throughout the week, a great deal. In regards to the Kick-Off event that took place on January 16, 2012 exclusively, I feel that this particular event went exceptionally well. The overall turnout was amazing, I did not think that so many people would show up and actually stay for the entire program. The poets; they were amazing!! Each one of them were outstanding. It was as if they channeled Dr. King right into each of their pieces of work. I was so honored to have them as a part of the program. As for the speakers, both Doug Hanson and Chad Simmons were lovely. Each one of their speeches seemed to touch a part of my heart, a part in which I believe the love and respect I have for Dr. King resides. Each of these men have amazing stories to tell, ones that I'm sure Dr. King would say have, in many ways, continued on his legacy and work of equality and perseverance. My involvement in the MLK Kick-Off event was one of the lead coordinators alongside Mr. Ken Morris of ICL and a performer in the praise dance to "Praise Him in Advance" that closed out the event. With the help of Mr. Ken and my two committee members (Jayde Fair and Raven Fredieu) I was able to bring all the elements of the event together for an outstanding final product.

Bryant K. Smith—Coming Soon!



By Diego Verdugo '12

Bryant K. Smith, highly sought-after lecturer and facilitator, will soon join us for a presentation at Cornell. Smith will conduct an interactive workshop titled “The Cooptation of the word “Nigger””. The workshop is designed to examine the methods used to mainstream the word “nigger” through popular culture. The program will provide historical and theoretical background for the word and give its cultural significance in present day race relations and popular culture.

Bryant K. Smith began his career in higher education more than eighteen years ago as an Admissions Counselor for his alma mater. His passion and interest in student success led him to pursue a Masters in Organizational Communication and seek a position in Student Activities. Bryant has dedicated his entire professional career to teaching, training, and empowering people from diverse backgrounds and experiences on how to establish and maintain win/win environments and relationships. Known for his ability to meet audiences where they are and take them to where they need to be Bryant’s programs always leave his audiences feeling empowered to face whatever challenges life may bring. Smith’s workshop will take place on Wednesday, February 22nd at 6:30 pm in Hedges Conference Room. The Black Awareness and Cultural Organization (BACO), in collaboration with the Office of Intercultural Life are the sponsors for this presentation. If you have any questions regarding the presentation, please feel free to contact Ariel Harris (BACO president) at aharris13@cornellcollege.edu or Ken Morris, Jr. (Director) at KMorris@cornellcollege.edu. If you want to learn more about Bryant K. Smith, feel free to visit his website at <http://www.smithcan.com/>.

Staff Profile



Name: Jamie Waldron

Department & Location: Berry Center, 216 College Hall

Education: MBA (Master of Business Administration); BBA (Bachelor of Business Administration); also studied Music Education at Lawrence University.

Hobbies/Interests: Knitting, Cooking, Gardening, Reading, Spending time with family and friends, Playing with our dog.

What you like about Cornell: Getting to work with wonderful students, faculty, and staff.

What is your favorite memory at Cornell so far? I love seeing the view of Cornell upon the Hilltop every day as I drive into work.

Advice to Cornell Students: Take advantage of everything that Cornell offers: soak in all of the information you have access to, get involved on campus, make friends with students, faculty, and staff. Work hard while you are at Cornell so that it pays off for you in the long run, but find the right balance and enjoy yourself too .

Organization Profile—Sister 4 Sister

By Khaliph Green '12



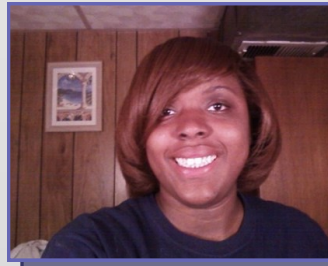
With a commitment to diversity, Cornell College features a wide variety of organizations that strive to make a difference; Sister 4 Sister (S4S) is no

exception. Sister 4 Sister is a group that focuses on women of all races and ethnicities. The group's mission is to unify women through education, discussion and volunteer work. The goal of Sister 4 Sister is to break down preconceived notions about women while strengthening one another in who they are as to live and mature in a free and peaceful sisterhood.

Sister 4 Sister meets regularly on the 1st and 3rd Wednesday of the block at 11:30 in Stockholm. All women are welcome to attend but the male perspective is not discouraged. If any males would like to commit themselves to being involved in the organization, feel free to contact their president Kiara Meeks 12'.

In order to achieve their goals, Sister 4 Sister holds various events in order to strengthen each other in who they are as women. A very prominent event is their Sistah Circle. Here the women come together and share their experiences and create bonds among each other. Another great event, Help A Sistah Work Out (HASWO), is geared towards maintaining overall fitness. There is an individual program for everyday but as a group the members participate twice a week, Saturday and Sunday. In one of the more recent events, Sister 4 Sister (S4S) and the Ladies Of Vital Essence (LOVE- Augustana College) teamed up to shed light on women across the world. In honor of Domestic Violence Awareness month (October), men literally “put themselves in a women’s shoe” by walking in heels to promote awareness. However, this is only the beginning as there are more events in the works so look forward to more programs in the future. As the organization of Sister 4 Sister would say, “HERstory will be told”.

Exec Board Profile



Name: Nichole Stovall

Hometown: Saint Louis, Missouri

Major: Biology

Graduation Year: 2014

Hobbies/Interest: In my spare time I like to step and

cheer. I also love to listen to music and read as well.

Actives: Sister 4 Sister, P.I.N.Q, B.A.C.O, P.A.L.S, Cornell Cheerleading

What do you like about Cornell? I like that I feel as if I belong to a family. I like the many opportunities that Cornell has to offer its students. I also like that we take only one course at a time and that I have the free time to partake in activities that I enjoy.

Why did you choose to be on the e-board? I am the HERstorian for Sister 4 Sister. I chose to be on Sister 4 Sister’s e-board because I wanted to find somewhere in which I felt comfortable and take on a leadership position. I felt that becoming a part of the e-board I was going above and beyond for the group in every way. I also wanted to join as team of strong and intelligent woman as well. I believe that Sister 4 Sister has opened many doors for me and my leadership skills.

What does ICL mean to you? ICL to me is a family away from home. The fact that I feel welcomed in every way has made Cornell a wonderful place that I am prideful to attend. Without ICL the transition that I made from Saint Louis to Mount Vernon would have not been the same. With the guidance and help of ICL it showed me that I can do whatever I want and I just have to have the motivation to get through challenges.

Dear Cultural Connection



Dear Cultural Connection,

I was fortunate enough to study abroad in Buenos Aires, Argentina from September through December of 2011. This was my first experience being out of the country for any length of time and, at the risk of sounding clichéd, I have to say it was a life-changing one.

Adjusting to life in one of the biggest metropolitan areas in the world took some time. Public transportation was confusing at first—as a rural Midwesterner, I’m used to driving myself everywhere—but the other U.S. girls I lived with, as well as both of our homestay families, were very patient with me! Not being able to see the stars at night was a change, but the endless variety of things to do in a city that never sleeps was definitely more than a fair trade. I learned that hearing sirens, shouting, and car horns late at night doesn’t always mean there’s been a nasty traffic accident—sometimes it means someone’s soccer team pulled off a crucial victory.

Some highlights from my trip were seeing protests at the Plaza de Mayo in the heart of the city; poking around the colorful open-air markets on weekends; going out with friends at midnight and literally not coming home until the sun rose; exploring the Recoleta Cemetery with Diego Verdugo, who took some time off from his internship in Uruguay to come spend a weekend in Buenos Aires with a fellow Cornellian; and, of course, my exchange program’s trip to Iguazú Falls. Pictures can begin to give you an idea of the sheer scope and wild beauty of that range of waterfalls on the Brazil-Argentina border, but the adrenaline rush from tiptoeing over them on slick metal catwalks in the middle of a vicious rainstorm is something I will never forget.

On a more personal note, my stay in Argentina taught me to let go of time constraints and not be so impatient. Dinner at home took up to two hours some nights—conversations looped back on themselves, as everyone was eager to share their thoughts on every topic that came up. Buses and trains came whenever they pleased; I learned that my hopping from foot to foot with one eye glued to my watch didn’t make them come any faster. Time slows to a crawl in the city’s countless cafés, where the only things that matter are the coffee in your hand and the conversation you’re having with your friends. Learning to frame my thoughts that way has made my life so much easier (and calmer).

Finally, the opportunity to practice my Spanish at home as well as in class at the University of Belgrano was absolutely priceless. Learning to use your second language for everyday matters and not just special occasions is what helps make you a truly well-rounded speaker. At the end of my three months, I found myself thinking and even dreaming in Spanish.

There’s something mind-boggling about traveling five thousand miles to another country to explore a city of three million strangers with a friend you attend college with. I’m glad to be able to say this has been one of my life experiences!

Sincerely,
Kim Meyer ’13

Alumni Profile



Name: Darlene Calvert

Hometown: Markham IL (south suburb of Chicago)

Graduation Year: 1981

Major: Mathematics (concentration in Psychology – we didn't really have double majors back then)

Career Updates: I am a PMP certified through PMI and working for a major insurance company as a project portfolio manager.

What are your future plans? I am working toward my program manager and portfolio manager certifications.

What did you like most about Cornell? I really like the size. Going to a larger college would not have been good for me. The education was excellent. I was a Kappa Theta and back then there had not been that many (if any) of color.

Favorite Memories: The black house – that's where we had our parties but not sure if it still exists today. We were a close family for all of us of color. Also, pledging Kappa Theta allowed me to not be forced to the stereotype of what we could and could not do. I loved the overall atmosphere at Cornell – although a person of color, I did not have to deal with the prejudices that I know a lot of my friends had to deal with at other colleges and universities.

Were there any support services targeting your culture during your time at Cornell? If so, how did the support guide you through your college career? If not, what support did you wish was provided? I don't know that we had any formal services available. I believe we tried to create our own – partnerships with Coe for example. I wish there was something in the area of joint planning for events – most were created with the little or no focus on our needs. – Bands were selected for the majority and not considering the minority for example. Just suggest that committees and event planning committees need to be cross-populated to reflect the differences in the school body. One service that I think will be crucial is life after Cornell. The 'real' world is not like Cornell. So you really need to help students understand the dynamics of the work world and how to be successful. This goes beyond just the knowledge you have but really how to go and come out and not lose yourself or be impacted by their limitations. Basically, everyone in the world isn't as free to accept you as are the students at Cornell.

Any advice to current Cornell students? Cornell provides a chance of a lifetime. Take every moment and explore and grow. This time nor this situation/atmosphere does not exist forever. Don't leave with regrets because you did not try something. Now is the time to try, and then try again. Cornell gives that chance – use your time wisely! Also, your color is your asset and not a road block. You have the luxury of bring to the table a whole different perspective that others will never have and may never understand. – And that's ok! Take who you are, add to it, and expand yourself. When you're ready to join the work force, you will be able to offer them a breadth of knowledge that others will not have. Once you learn this, there will be no limit to where you can go!

Student Profile



Name: Angeline Rivera

Hometown: Ewa Beach, HI

Major/Minor: English & Secondary Education

Graduation Year: 2013

My Roots/About Me: I'm what we call a mixed plate--Filipino, Hawaiian, Chinese, Spanish, Tahitian, and Caucasian. Everything about me, whether it be culture, ethnicity, or language is mixed. I am not bound to just one or another, but all.

Student Organization(s) and Activities: Nā Keiki O Ka 'A'ali'i, Cheerleading, SAAC, PALS, Homecoming Committee, Peer Advocate

Long Term Goal: Besides career goals, I aspire to travel the world and learn about languages and culture, and, of course, eat and learn to cook their food.

Did you have any concerns about how you would fit in or adjust to life at Cornell? I was very worried about adjusting to such a different environment--especially because I come from a place where Caucasians are the minority. It was quite a shock to me! I had never been in such a predominantly-white setting. During my first couple weeks at Cornell, I was very surprised at how friendly people were. Everyone was open, if not welcome, to differences. I remember being surprised by the sense of community. The campus and community had the feeling of being safe and comfortable. I had a great experience personally because I lived on Connect Floor. I was very close with my floormates and we were given opportunities for academic, and social success, and access to resources, faculty, etc.

How have you grown since you have arrived at Cornell? Are there any particular experiences or relationships that have helped shape you and/or ways in which you've helped shape the community? It is easy to say that I am much more outgoing and confident in myself. I am very involved in my academic career as well as extra-curriculars. I work a few different jobs where I am confident in my abilities and in my involvement. I have had so many positive experiences, some of which I would have never dreamed of prior to college.

How would you describe the campus culture and atmosphere to prospective international students or students of color? Is there any particular advice you would give them? Cornell is a very different environment. It is small enough to be close-knit, yet big enough for you to broaden your horizons. Everyone is generally welcoming and accepting, and where you might encounter friction, there is always an opportunity to teach and learn and grow.

The Office of Intercultural Life, BACO, TWRG and Sister 4 Sister presents

Black History Month

Tuesday, Feb. 7th

Tasmania Clayburn

HIV/AIDS motivational speaker

Hedges Conference room 6:30 PM

Sponsored by BACO & TWRG



Wednesday, Feb. 8th

David D. Robertson Adolescent & Young

Adult Empowerment Speaker

+ Sex Education Specialist

Hedges Conference room 6:30 PM

Sponsored by BACO



Friday, Feb. 10th &

Saturday, Feb. 11th

BACO presents:

AFRICAN AMERICANS IN THE ARTS

King Chapel 7:30PM

Sponsored by BACO



Wednesday, Feb. 15th

The Black Fatherhood Project

Hedge Conference Room 6:00PM

Sponsored by The Office

Intercultural Life, Sister 4 Sister,

BACO & Diversity Focus



Wednesday, Feb. 22nd

The Cooptation of the word

"Nigger" © Bryant K. Smith 2005

Hedges Conference Room 6:30 PM

Sponsored by BACO & The Office of
Intercultural Life



**COME JOIN
US FOR
THE
MONTH
OF
FEBRUARY!**

**For more
information contact
Ken Morris, Jr. at
319-895-4484**

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The Black Fatherhood Project



The Black Fatherhood Project Film Screening and Discussion February 15, 2012, 6:00p.m. Hedges Conference Room Cornell College

Come join us for a special screening of [The Black Fatherhood Project](#) followed by discussion with the filmmaker Jordan Thierry. For more information, contact Ken Morris Jr. at 319-895-4484 or at [KMorris @cornellcollege.edu](mailto:KMorris@cornellcollege.edu)

First-time filmmaker Jordan Thierry offers context and conversation in this honest exploration of fatherhood in Black America. Through a telling of his own story and interviews with historians, he traces the roots of the fatherless Black home and reveals a history much more complex and profound than is often told. Putting that history into perspective is a dialogue among fathers discussing their experiences, inspirations, and insight on how communities can come together to ensure the power of a father's love is not lost on America's Black children.

Co-sponsored by Sister 4 Sister and
Black Awareness Cultural Organization (BACO)

In partnership with



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**DIVERSITY
FOCUS**
Our community. Our future.



Within the next 15 years
someone will name a
professional sports
team...

"The Niggas!"

Bryant K. Smith

The Co-optation of The Word "Nigger"

A Multi-Media Experience Through Time & Culture

February 22, 2012
Hedges Conference Room
6:30 PM

Sponsored by
BACO &
The Office Of
Intercultural Life

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ADDITIONAL INFO OR QUESTIONS CONTACT KEN MORRIS JR.
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