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# MIDWEST ASIAN AMERICAN STUDENTS UNION 2015 FALL LEADERSHIP RETREAT PROPOSAL

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PURDUE UNIVERSITY

# TABLE OF CONTENTS

About Purdue University.....	3
APIA Organizations .....	4
Theme.....	5
Planning Committee... ..	6
Conference Facilities.....	7
Lodging.....	10
Restaurants.....	12
Proposed Schedule.....	13
Keynote Speaker & Entertainment.....	14
Proposed Workshops.....	16
Proposed Budget.....	17
Revenue.....	18



# ABOUT PURDUE UNIVERSITY

Purdue University, located in **WEST LAFAYETTE, INDIANA**, is the main campus of the six campuses that are a part of the Purdue University system. Our university was founded on May 6, 1869 with a gift of \$150,000 from John Purdue, a Lafayette business leader and philanthropist.

Resting in *between* **CHICAGO** and **INDIANAPOLIS**, West Lafayette was ranked twelfth by Business Insider in 2014 to be among *the top 20 best college towns in America*. Purdue University was also listed in Princeton Review's *200 "best value" colleges for 2015* and our alumni network was *ranked eleventh across United States*. Not only does Purdue University hail a world-renowned College of Engineering (ranked #6), but also it boasts of well-ranked programs for business, education, and pharmacy! Krannert School of Management is among *the Top 10 public business* schools in the country and our esteemed school of Aeronautics and Astronautics also got us our nickname of **"CRADLE OF ASTRONAUTS."**

Our notable alumni include the *legendary college basketball coach and player*, **JOHN WOODEN**, *popcorn entrepreneur*, **ORVILLE REDENBACHER**, *first female aviator to fly solo* across the Atlantic Ocean, **AMELIA EARHART**, and the *first man to walk on the moon*, **NEIL ARMSTRONG**.

Besides academics, Purdue University has a student population that is **TWENTY PERCENT GREEK** and is ranked **FOURTH IN THE NATION** for having the *largest international student* enrollment (#2 among public institutions). We also have very **VIBRANT BOILERMAKER TRADITIONS** and events that include: our "All American" Marching Band, the "world's largest" drum, the Reamer Club which cares for *our mascot* (**THE BOILERMAKER SPECIAL**), Boiler Gold Rush, fountain runs, Spring Fest, and Grand Prix.

Very recently, Purdue University has just given a temporary space to house our school's **FIRST ASIAN AMERICAN AND ASIAN RESOURCE AND CULTURAL CENTER** that is to be opened and fully functioning for the *fall of 2015*. After over **12 YEARS** of pushing the administration, the establishment of this center will finally provide institutional support for the *second largest student demographic* on campus and *celebrate* the **DIVERSITY** at Purdue. Our school now has a center to connect *over SEVENTY- EIGHT multicultural and ethnic organizations* with academic and international programs to better serve our community!

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LEADERSHIP RETREAT PROPOSAL



# APIA ORGANIZATIONS AT PURDUE

## ASIAN AMERICAN ASSOCIATION (AAA)

Purdue University's Asian American Association is dedicated to the unity and the harmonious relations between all Asian American organizations as well as non-Asian organizations, inter and intra campus. Our main objectives include the Promotion of Asian and Asian American Awareness on a level that supersedes intolerance and ignorance. Our credo "*UNITY THROUGH DIVERSITY*" is reiterated through all of our actions and our invitation is open to anyone interested in the Asian American culture and identity regardless of creed, nationality, ethnicity, sex, and religion. We are an organization that is a part of the Asian Student Union Board (ASUB).

## ASIAN STUDENT UNION BOARD (ASUB)

Purdue University's Asian Student Union Board unites many campus Asian American and Asian organizations altogether within the Purdue community. By facilitating unity of Asian American and Asian organizations that a part of ASUB, the board ensures that each organization's needs, voices, and philanthropies are being recognized and represented in all circumstances. The organizations under Asian Student Union Board include:

- Asian American Association (AAA)
- Vietnamese Student Association (VSA)
- Purdue Filipino Association (PFA)
- Japanese Student Association (JSA)
- Taiwanese Student Association (TSA)
- alpha Kappa Delta phi (aKDphi)
- Lambda Phi Epsilon
- Delta Phi Lambda (dPHiL)
- American Indian Foundation (AIF)
- Asian Pacific American Caucus (APAC)

## OTHER UMBRELLA ORGANIZATIONS

- South Asian Student Alliance (SASA)
- International Student Roundtable (ISU)
- Purdue Cornerstone Christian Fellowship
- Korea Undergraduate Student Association (KUSA)

PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL



# PROPOSED THEME

FOOTSTEPS: WHAT'S YOUR IMPRINT?



Our proposed theme is “FOOTSTEPS: WHAT’S YOUR IMPRINT” to address the multi-faceted essence of leadership. On one hand, leadership means to follow the paths and footsteps previous leaders have made. By following the footsteps of other leaders who have been on this trail to create change, we can learn of the mistakes, experiences, and journey for the improvement and advocacy of the Asian American community. On the other hand, we also wanted to emphasize the importance of really being one’s own agent of change and creating a lasting impact, or in this case, making your “imprint.” So not only are student leaders following the trail and building upon the foundation laid down by older generations, but also the student leaders should also face the future and think about what each of them could and should do to change the status quo

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LEADERSHIP RETREAT PROPOSAL



# PLANNING COMMITTEE

## **DIRECTOR (1)**

- Oversee the planning committee
- Bi-weekly meetings to ensure that the planning committees are on track
- Liaison to the Executive Planning Committee

## **BANQUET DIRECTOR (1)**

- Plan the banquet programming
- Secure the banquet venue and plan the decorations
- Coordinate the banquet dinner

## **FINANCE DIRECTOR (1)**

- Secure and maintain a feasible budget for the conference
- Fundraise with local businesses, departments, and campus organizations

## **WORKSHOPS & SPEAKERS DIRECTORS (2)**

- Create and organize workshops that reflects the conference theme
- Contact workshop facilitators and keynote speakers

## **SMALL GROUP/VOLUNTEER DIRECTOR (1)**

- Recruit and train small group leaders
- Find volunteers to help set-up & clean-up for the conference

## **ENTERTAINMENT DIRECTOR (1)**

- Contact and secure entertainment for Saturday night banquet
- Gather all biographies for entertainers

## **PUBLIC RELATIONS (1)**

- Design conference-related materials (logos, fliers, etc.)
- Create conference booklet
- Work with webmaster to put together the promotional videos

## **WEBMASTER (1)**

- Design and maintain the conference website
- Create and manage online registration
- Create promotional videos for the conference

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LEADERSHIP RETREAT PROPOSAL





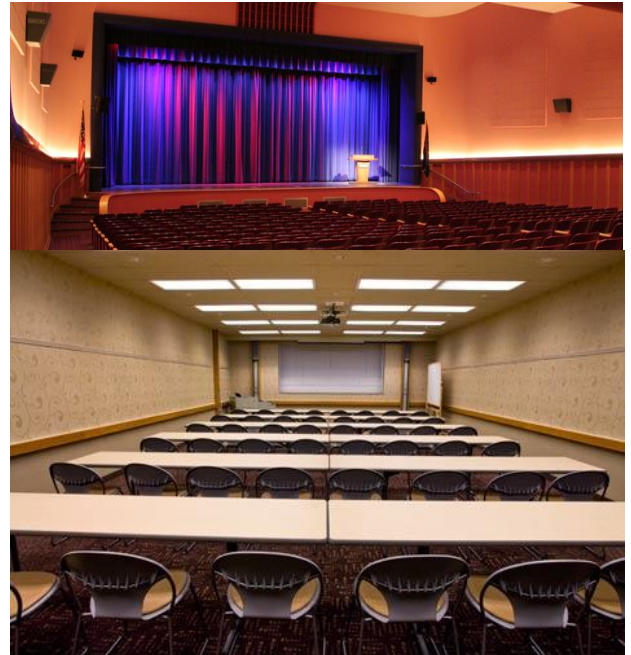
# CONFERENCE FACILITIES



Fowler Hall – Seats 388 people

Stewart Center Conference Rooms, 23 meeting rooms

We plan to have the opening ceremony and the majority of the leadership workshops to take place in the Stewart Center on campus (*128 Memorial Mall, West Lafayette, IN 47907*)



For workshops that require more space or more fitting facilities, such as the dance 2XS workshop, PFA Tinkling, and VSA spring roll culinary workshop, they will take place at the France A. Cordova Recreational Sports Center (*355 S Martin Jischke Dr, West Lafayette, IN 47907*)



PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL



# CONFERENCE FACILITIES

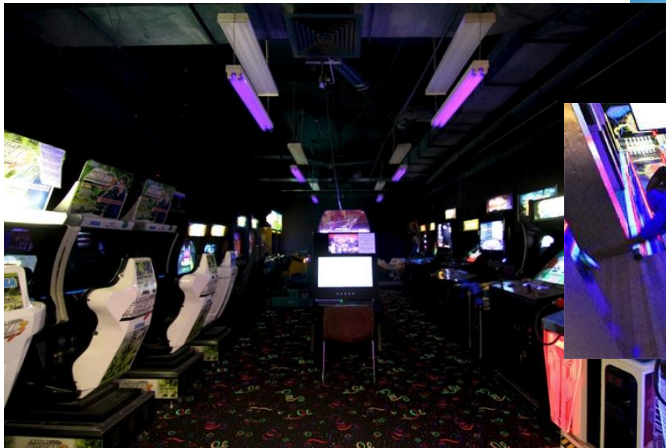


For the Banquet, we plan to host it at the North Ballroom in the Purdue Memorial Union (101 N Grant St, West Lafayette, IN 47906)

- Seats 384 (round tables)
- Dinner provided by Purdue Catering and Events
- The room comes with a stage, a grand piano, projector screen, projector, microphones, and sound system.

For the Friday night fun, we plan to host it in the Purdue Memorial Union's Rack and Roll Bowling Center (101 N Grant St, West Lafayette, IN 47906)

- 10 Bowling lanes
- 12 Billiards tables
- Arcade Room



PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL





# CONFERENCE FACILITIES – PARKING

\*Parking is free on weekends except Grant St. Parking Lot; rates range between \$1, \$3, and \$10



112 Marsteller St., West Lafayette, IN 47906



\*120 N. Grant St., West Lafayette, IN 47906



120 S. Grant St., West Lafayette, IN 47906



PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL



# LODGING

## UNION CLUB HOTEL

- Located on campus in the Purdue Memorial Union
- 101 N Grant St., West Lafayette, IN 47906
- (765) 494 -8900
- [www.union.purdue.edu](http://www.union.purdue.edu)

## HILTON GARDEN INN WEST LAFAYETTE WABASH LANDING

- 0.6 miles, 3 minute drive to campus
- 356 E State St., West Lafayette, IN 47906
- (765) 743- 2100
- <http://hiltongardeninn3.hilton.com/en/hotels/indiana/hilton-garden-inn-west-lafayette-wabash-landing-LAFWLGI/index.html>

## CAMPUS INN

- 0.7 miles, 5 minute drive to campus
- 200 Brown St., West Lafayette, IN 47906
- (765) 743- 9661
- <http://www.campusinnatpurdue.com/>

## HOLIDAY INN LAFAYETTE – CITY CENTRE

- 1.3 miles, 6 minute drive to campus
- 515 South St., Lafayette, IN 47901
- (765) 423-1000
- <http://www.ihg.com/holidayinn/hotels/us/en/lafayette/lafin/hoteldetail>

## PRESTIGE INN

- 2.6 miles, 9 minute drive to campus
- 1217 Sagamore Pkwy W., West Lafayette, IN 47906
- (765) 463 – 1531
- [www.prestigeinn.net/](http://www.prestigeinn.net/)

PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL



# LODGING

## FOUR POINTS BY SHERATON WEST LAFAYETTE

- 3.2 miles, 8 minute drive to campus
- 1600 Cumberland Ave, West Lafayette, IN 47906
- (765) 463- 5511
- [www.fourpointswestlafayette.com/](http://www.fourpointswestlafayette.com/)

## BEST WESTERN LAFAYETTE EXECUTIVE PLAZA & CONFERENCE

- 4.0 miles, 12 minute drive to campus
- 4343 IN-26, Lafayette, IN 47905
- (765) 447- 0575
- <http://book.bestwestern.com/bestwestern/US/IN/Lafayette-hotels/BEST-WESTERN-Lafayette-Executive-Plaza---Conference-Center/Hotel-Overview.do?propertyCode=15088>

## COURTYARD LAFAYETTE

- 4.5 miles, 14 minute drive to campus
- 150 Fairington Ave, Lafayette, IN 47905
- (765) 449 – 4800
- <http://www.marriott.com/hotels/travel/lafcy-courtyard-lafayette/>

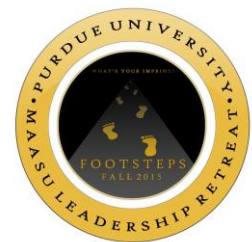
## HOMewood SUITES BY HILTON LAFAYETTE

- 4.5 miles, 14 minute drive to campus
- 3939 South St, Lafayette, IN 47905
- (765) 448-9700
- <http://homewoodsuites3.hilton.com/en/hotels/indiana/homewood-suites-by-hilton-lafayette-LAFINHW/index.html>

## TOWNEPLACE SUITES LAFAYETTE

- 5.4 miles, 16 minute drive to campus
- 163 Frontage Rd, Lafayette, IN 47905
- (765) 446-8668
- <http://www.marriott.com/hotels/travel/lafst-towneplace-suites-lafayette/>

PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL



# RESTAURANTS

## American

AJ's Burgers (134 W State St)  
DQ Grill & Chill (135 S Chauncey Ave)  
Einstein Bros Bagels (203 Northwestern Ave)  
Five Guys (135 S Chauncey Ave)  
Freshens (PMU)  
Jimmy John's (134 W State St)  
Noodles & Company (102 N Chauncey Ave)  
Pappy's Sweet shop (PMU)  
Potbelly (117 Northwestern Ave, Ste A)  
School House of Chili (102 N Chauncey Ave)  
Subway (135 S Chauncey Ave #2)  
Triple XXX (2 N Salisbury St,)

## Asian

Basil Thai Restaurant (135 S Chauncey Ave)  
Green Sprout (102 N Chauncey Ave)  
Khana Khazana Indian (108 Northwestern Ave)  
Maje Sushi (204 South St)  
Maru Sushi (111 N Chauncey Ave)  
Panda Express (138 Northwestern Ave)  
Rice Café (138 Northwestern Ave)

## Cafes

Greyhouse Coffee (100 Northwestern Ave)  
Vienna Espresso Bar & Bakery (208 South St)

## Mediterranean and Greek

Blue Nile (117 Northwestern Ave # 2)  
Captain Gyros (132 Northwestern Ave)  
Egyptian Café (130 Northwestern Ave)  
Olive House (105 N Chauncey Ave)

## Mexican

Chipotle (200 W State St)  
Fiesta Mexican Grill (102 N Chauncey Ave)  
Qdoba (139 Northwestern Ave)  
Taco Bell (135 S Chauncey Ave)

## Italian/Pizza

HotBox Pizza (135 S Chauncey Ave)  
Mad Mushroom Pizza (320 W State St)  
Villa (PMU)  
Von's Dough Shack (311 W State St)





# SCHEDULE

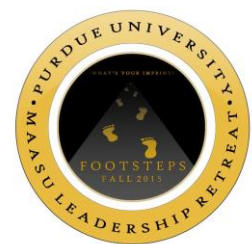
## Friday

- |              |  |
|--------------|--|
| 7-10PM       | Registrations                                |
| 7:30-10:30PM | Getting to know people in the Union Basement |

## Saturday

- |               |                              |
|---------------|------------------------------|
| 8:30-9:30AM   | Late Registration            |
| 9:30-10:20AM  | Opening Ceremony             |
| 10:30-10:50AM | Small group session          |
| 11:00-11:50AM | Small Step 1 (Session I)     |
| 12:00-1:20PM  | Lunch                        |
| 1:30-2:20PM   | Small Step 2 (Session II)    |
| 2:30-3:20PM   | Small Step 3 (Session III)   |
| 3:30-3:50 PM  | Small group                  |
| 6:30PM        | Banquet Doors Open           |
| 7:00-9:30PM   | Banquet and closing ceremony |

PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL



# KEYNOTE SPEAKERS & ENTERTAINMENT



**Debasish (Deba) Dutta** joined Purdue University in 2014 as executive vice president for academic affairs and provost, with a faculty appointment as a professor of mechanical engineering. He received his PhD from Purdue in 1989 and is a fellow of the American Association for the Advancement of Science and a fellow of the American Society of Mechanical Engineers. Dutta has extensive experience in higher education — including teaching, research, administration, finances and policy development — at the university, college and department levels. He led Illinois' efforts in defining standards and setting policies to enable excellence in graduate education and research in over 300 master's and doctoral programs across all disciplines.

**David Choi** is a native Los Angeles singer/songwriter/producer and former Warner Chappell Music staff writer whose songs and tracks have been heard on NBC, FOX, VH1, MTV, A&E, E!, Travel Channel, Style, PBS, Food Network, Disney, retail stores all over the world, as well as in national commercials overseas. On YouTube, David has close to a million subscribers and over 125,000,000 total video views. David has toured all over the world performing his original songs and covers in front of tens of thousands of people — all without being signed to a record label. He wrote and self-produced all his albums “Only You”, “By My Side”, “Forever and Ever”, and most recently “Stories of You’s and Me”. His recent collaboration with Indonesian pop star Maudy Ayunda for the song “By My Side” hit #1 on the charts. He continues to tour and share his music with people from all walks of life to every corner of the world.



PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL



# KEYNOTE SPEAKERS & ENTERTAINMENT



**Helen Zia** is writer, journalist and former Executive Editor of Ms. Magazine. Her award-winning articles, essays and reviews have appeared in numerous publications, including *Ms.*, *New York Times*, *Washington Post*, *The Nation*, *Essence*, *The Advocate*, and *OUT*. She is the author of *Asian American Dreams: The Emergence of an American People* (2000) which was quoted by President Clinton in the Rose Garden on two separate occasions; and is coauthor, with Wen Ho Lee, of *My Country Versus Me* (2002). As second generation Chinese American, Helen Zia is an Expert Fellow with University of Southern California's Justice and Journalism program of the Annenberg School of Journalism, and was Writer/Scholar-in-Residence at New York University's Asian/Pacific/Institute for 2004-2005. She received an

honorary Doctor of Laws degree from the Law School of the City University of New York and was the first recipient of the Suzanne Ahn Journalism Award for Civil Rights and Social Justice.

**Eliot Chang's** "Comedy Central Presents" half hour special was voted #2 in Comedy Central's Stand Up Showdown 2011. Other TV appearances include E!'s "Chelsea Lately" and Showtime's "Minority Report." Also an actor and improviser, Eliot studied improv in NY at the Upright Citizens Brigade (UCB) and then with Armando Diaz at the Magnet Theater, where he was on the house team "Jungle! Jungle!" He tours yearly and has performed at over 400 colleges. Born in NY and now based in LA, Eliot splits his time between both coasts.



PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL



# PROPOSED WORKSHOPS

Student Panel: Following and Leaving Legacies	MAASU EC, Purdue Triple A Executive Board Officers, Asian Student Union Board Officer
<b>Know Your Privileges: What Enables You To Be a Leader</b>	Victoria Loong, Director of Purdue AAARCC
<b>Mental Health and Effective Communication in Leadership</b>	Professor John D. Lin
<b>An Act in Three Parts: Passion, Purpose, People</b>	Dr. HoChie Tsai
<b>Leading as an Asian American Womyn</b>	Brianne Rogers, Purdue Women's Leadership Institute
The History and The Culture Asia America	Dr. Monica Trieu/ Hana Lee
Asian Americans and the LGBTQ Community	Dr. Lowell Kane, Director of Purdue LGBTQ center
Asians and Latin America	Dr. Song I No
<b>Event Programing as a LEADER</b>	Purdue 360 Diversity Initiative
<b>Let's Talk About SEX</b>	Calvin Sun
<b>Media and Internet: Asians Attack! Asian American portrayal</b>	Stephen Lim/ Eliot Chang
FOCUS REPORT: Issues and Conditions of South Asia	Indian Undergraduate Welfare Association
Chinese Calligraphy – Paint Back To Our Roots	Purdue Asian Pacific American Caucus/ Confucius Institute
Food Exposition: Vietnamese Spring Rolls	Purdue Vietnamese Student Association
Bridging West to East: Hip-hop and Tinkling	2XS Dance Crew and Purdue Filipino Association (PFA)

PURDUE UNIVERSITY 2015 FALL  
LEADERSHIP RETREAT PROPOSAL





# PROPOSED BUDGET

## **Facilities : \$1500**

- These costs include renting rooms and spaces for workshops, lecture halls, and staffing those.

## **Dinner : \$4200**

- This will mainly consist of food and catering costs, along with a banquet hall rental. Decorating and silverware costs are part of it as well.

## **Workshop Speakers: \$6000**

- Costs will come from inviting and compensating speakers for flying in and their living expenses. Also for whatever materials they need for their workshops.

## **Marketing : \$900**

- The money will be used for creating websites, making ads in the form of flyers, videos and physical media.

## **Website : \$250**

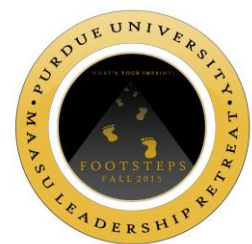
- For purchase of a website and the costs of maintaining and running it.

## **Entertainment : \$4000**

- Costs will come from inviting and compensating speakers for flying in and their living expenses.

**TOTAL: \$16,850**

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LEADERSHIP RETREAT PROPOSAL



# REVENUE

## **PURDUE UNIVERSITY**

- Purdue SOGA Grant : \$5,000
- Purdue AAARCC: \$3,000
- Purdue LGBTQ Center: \$500
- Purdue 360 Diversity Initiative: \$2,000
- Asian Student Union Board: \$500
- Total: \$11,000

## **LOCAL BUSINESSES**

- ECHO KARAOKE: \$200

## **TICKET REVENUE**

- 200 Attendees (200 x 35): \$7,000

**TOTAL: \$18, 200**

