

LU NEWSLETTER

For Student, By Student

FROM THE DESK OF EDITOR

We are excited to launch the first issue of LU Newsletter – a publication by students, for students. LU Newsletter’s goal is to keep the Lincoln University family more informed and stimulated. We aim to give our students, alumni and faculty a platform where they can reflect, explore, and grow.

One of Lincoln University’s greatest strengths lies in our diversity. Having students and faculty from over 40 countries allows us the opportunity to learn and grow from each other. Each of you brings unique experiences and skills, and it is our hope that LU Newsletter will be a platform for you to share your views and expertise. In the process, we can help each other achieve our goals and become better leaders.

LU Newsletter is YOUR newsletter. Send ideas and feedback to newsletter@lincolnuca.edu.

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IT HAS BEEN MY DREAM

Dear Students,

Congratulations on initiating LU Newsletter: **By Students, For Students**. It has been my dream for a long time to have a regular publication by students, and I hope that it is finally happening. The main challenge is to keep it regular, meaning to write and write and write.

I love newspapers and wish a long life for the Lincoln one.



Mikhail Brodsky, President

ALUMNI SPOTLIGHT: HOW LINCOLN CHANGED A LAYMAN TO AN ENTREPRENEUR

By Editor



Mr. Akara Sutraomluck

Not many know that the delicious Thai food we've been enjoying at Pintoh restaurant across from Lincoln University is owned by our very own alumni, Mr. Akara Sutraomluck. Pintoh which is a Thai word for the portable tiffin boxes that children

carry to school everyday filled with mom-made food, cooked with hand-picked fresh ingredients and love. This is what they have been serving at their restaurant since opening a year ago. They are a small business run by a handful of immigrant/LGBTQ employees who aspire to give everyone a taste which is as good as Thai home cooking. We managed to get an interview with Akara, to hear about his journey from Lincoln student to business owner.

Q. How do you think Lincoln University has helped you reach where you are?

Akara: After earning my degree in International Business at Lincoln University, I knew that I wanted to open my own business over here. The knowledge I received from Lincoln made me confident enough to professionally run a business. Before Lincoln I did not have any prior business knowledge, but it has helped me in many ways, such as understanding the market to better implement strategies and to create networks for business.

Q. Tell us about the whole experience of opening a business in the U.S.

Akara: To open a restaurant in the U.S. is more difficult. Back in my country, it was easier. Here there is more paperwork; you must follow so many step-by-step instructions. You have to invest a lot of money and time, you need a lot of patience, and you must remember every single minor detail. The most important thing for survival is that you constantly need to do something new all the time.

Q. Did the experience in the beginning scare you?

Akara: At first it wasn't scary at all. I think we had a lot of fun, we did many things in the restaurant like painting the walls and setting up the place. More than being scared I think we were more concerned. We had normal questions like any new business does going through our head like, "Are we going to get the investment back?" or "Will customers like our concept, our food, or us as a business?"

Q. What's been the most difficult aspect of opening a business here?

Akara: After opening the restaurant, the most difficult part was related to staffing. To get people to come to work was the biggest challenge. Most of them are part time so they do not show up according to the schedule we set for the week. And when someone doesn't show up we have to change the entire course of action and make new plans to ensure the operation runs smoothly.

Also, in the beginning, we had some customers who were "difficult". We had some negative feedback, which made me broaden my mind and make changes so people could see improvement.

Q. Were there any surprises along the way... what has been the most unexpected part of this process?

Akara: Oh, every day is a surprise (laughs). You cannot expect anything at all. There are things that I am in control of and some that are beyond my control, like I told you about, how people don't show up at work. So we have to think on our feet and be ready with a contingency plan all the time.

Q. So what's next for you? I heard you got the business visa for the restaurant.

Akara: Yes, we did. I think this year of experience running Pintoh has made me think of the possibility of opening in new locations in the Bay Area. Although, I would like to avoid SF because there is so much competition from businesses of different sizes that a local mom-and-pop business like mine needs more time before competing.

Q. As an alumni what suggestions do you have for our current students?

Akara: I think everyone needs to see the job market as an open arena and try not to be narrow minded about finding jobs in exactly what they studied. The knowledge that you have learned can be applied anywhere. That's it!

Q. How would you describe the job market from your perspective?

Akara: I had plans to go back to my home country because I had a job ready for me back there, but then I had my kid over here and I thought that he has a better future over here.

Q. If the business did not work the way you wanted, would you have considered going back?

Akara: I would have looked for other jobs in that case because my intention is to get as much experience as I can. I worked in Thailand before joining Lincoln University, but I like it here more... because you make a lot of money here (laughs).

"Great things are done by a series of small things put together"- Vincent Van Gogh. Akara's experience should inspire us, especially as he is our alumni.

Q. Lastly, who was your favorite professor?

Akara: I liked a lot of professors at Lincoln (laughs). Prof. Anokhin and Prof. Ashurov were a couple. My advisor Dr. Guerra guided me a lot during my internship.

Also, he is offering a 10% discount to all Lincoln University students. So, make sure you go with your university I.D. next time you visit Pintoh!

BEING PART OF LUSA IS A GIFT...

by Daniel Sevall, Faculty

Simply put, YOU are Lincoln University. The pursuit of your studies, the friendships that you make, and all of the interactions you have together bring vibrancy to our school. Lincoln University does not exist without YOU.



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To that end, Lincoln University Student Association (LUSA) provides the opportunity for you to voice your opinions, to share your interests, and to shape our school in a constructive, organized and deliberate manner. Your energy and your ideas can make Lincoln University a better place. Being part of LUSA is a gift. Your involvement in student leadership provides a real-world laboratory for you to test academic theory and to hone your interpersonal skills. Take advantage of this opportunity to participate. You will be glad that you did.

WHO WILL BE OUR NEXT LEADER?

Get to know your candidates and cast your vote

We asked students what they wanted to know about their next LUSA president. Here are answers to five of those questions.



1. What do you feel are the two biggest issues facing students in the university?

Anamika

1. Students think the university doesn't have enough text books.
2. Parking and financial issues.

Maria

Housing & Insurance, Career Planning
(Internships/Externships)

Yelena

One of the biggest issues of LU students is homesickness, since the majority of our students are international. Being away from home for a long period of time and adjusting to a new lifestyle can be very hard. Secondly, the lack of communication and time management. LU students are trying to study, live alone, maintain a social life, and possibly work some sort of job. Students don't have the "time" to communicate with university staff and participate in events.

2. What changes would you like to make for Lincoln University students?

Anamika

With my work experience at the Library, I want to help students realize they do not need to depend on books only, but can also use electronic resources. And I'll try to get them more engaged and involved in events. I will reach out to the Alumni network and invite them in occasionally. I want to make our Lincoln website more attractive. And, I would like to see some of the money collected from some events used for student welfare, for those who are going through bad financial issues. I want to bring more life back to the campus with these improvements.

Maria

Communication between students and the administration, increasing diversity and equal opportunities for all students, and introducing merit-based positions at the University - to gain experience before getting a job outside. This will increase the confidence level of students.

Also, making events meaningful to the majority of students according to the life-balance cycle. Encouraging, inspiring and engaging students to make changes with us for the development of each individual and Lincoln University.

Yelena

I would like to assist and participate in decisions affecting the educational experience of students and make sure that their voice is heard by the administration. I will also organize more events, workshops, career fairs and sport activities for students.



3. How can you help improve networking among students?

Anamika

I am really open and friendly, and because of my work most of the students know me and are comfortable with me. I also talk to everyone when I see them in the Student Lounge, in classes, or anywhere I meet them. And that's how I got to know about students issues with books, finances, and parking. I believe only communication can help improve relations and create networks. And, I am good at communicating.

Maria

Organizing various groups on social media. Before coming to the university potential students will have a chance to chat with seniors about housing, health insurance, and subjects and programs that they will be able to take.

Yelena

There's never going to be another time quite like college where you're surrounded by thousands of smart and interesting people and I believe that everyone should take advantage of that. I would start groups and clubs that you can join to expand your opportunities and meet people, both on and off-campus.

4. How would you increase student engagement in campus activities?

Anamika

We send students emails and Facebook announcements, and also use posters, but it's not enough to get them to engage in activities. So my plan is, before each event I will talk to them in the Student Lounge, in my classes, or the library, and explain to them that if we attend those events it will help make us more extroverted, and help us develop our communication skills. And also, we will get to learn about different cultures and share in each other's experiences, and get to know each other better. These experiences will help us in our future life.

I believe if we explain the importance and benefit of their participation, they will become more involved.

Maria

1. Make a survey where students propose events they want to go to, what they want to change, and maybe introduce new programs and some courses online;
2. Make presentations about events and make e-sign-up and pre-paid events;
3. Negotiate with professors to give extra points to those who participate;
4. Give bonuses like books, amazon cards, gift cards, to students who go often. For example, in the Housing Program the apartment that is the most maintained gets cinema tickets for free.
5. Most important, inform them about the advantages of the event and benefits that they will get

6. Join events with other universities and communities (like alumni, business people);

7. Ask students to organize events as an opportunity to share their skills.

Yelena

I will communicate with students through emails, social media and promote the events on campus and in classes during the break times.

5. In your debate, you said WHAT you are going to do. Can you relate that with HOW you are going to accomplish these goals and WHY you are the only one to do it?

Anamika

My focus was on sorting out book issues, website improvements, inviting alumni to school, and organizing a few new events. If I become student leader, they will come to me first with problems. So for book issues, I can solve them on the spot by guiding them with electronic resources. For the website, the VP candidate and I have already talked to a few people who can help us improve the website.

And for alumni, we will reach out by email and I am confident they will be so happy to help us. And earlier also I mentioned the importance of communication. I want to work as a team with students. I am a well-rounded student so professors know me well and I can work as a bridge to connect students, faculty and staff together.

Maria

I will do the following:

- 1) Create a list of events that are important for personal and professional development;
 - 2) Make a survey for students to choose from;
 - 3) Based on the outcome of the survey & other necessary events, I'll plan the academic calendar (implementing the problem-solution approach).
- I believe I can do it best due to several factors:
- 1) Experienced professional (from hospitality to IT);
 - 2) Diverse and multicultural (traveled to more than 30 countries);

3) I am a people person.

I believe in accumulated power and togetherness, kindness and peace. Moreover, learning is essential for the meaning and progress of life. I am willing and able to share my experience with others. As LUSA President, I will stand for the importance of progress/development, success and growth!

Yelena

I believe that LUSA shouldn't be just about what me or my team wants to change or improve. LUSA's work should be based on student's opinion. I will conduct a survey to help me better understand student needs and wishes. I want to make sure that I am doing the right thing for Lincoln students and improving what students think actually needs improvement. After being a Lincoln student and staff member for 4 years, I believe that I am the best person to present students opinion to the administration and faculty.

As I walked down the aisle of the plane into the San Francisco airport for the first time, it seemed as if I had teleported into a scene of an American movie. Studying most of my life with English as a medium and scoring a decent mark in my international English exam gave me initial confidence, but when I did something as simple as asking for directions to the taxi stand, it felt like I was uttering gibberish in some foreign language.

My doubts grew stronger as I sat in my first lecture. It seemed like the professor was doing the same thing I did at the airport—speaking gibberish. With great attempts at lip-reading and avoiding mispronunciation (in other words, the way I'd been speaking for the last 20 years), I tried not to be a laughing stock. Most importantly, my daily dose of motivational quotes on social media is what helped me get through each day.

That is, until I started experiencing the “imposter syndrome”. I began doubting all the knowledge and experience I had gained throughout my years of education and work. Suddenly it all seemed so meaningless. Some days I spent dreading that someone would ask me a question about a basic subject I had probably covered in my previous studies, but which I had shamefully forgotten. Will they pounce on me, calling me “stupid”, or label my entire life's achievements as unworthy? I had come here to compete in the most hyper-competitive job market in the world, but I seemed to lose myself in my own past as well as the present.

When I left my home to come to the mighty Silicon Valley, people seemed to draw an unrealistic picture of my life as turning into a secure haven instantaneously. “Of course, she's going to buy a fancy car or have a cute boyfriend”, but they fail to see that my life in America starts with LinkedIn and ends with right and left swipes on Tinder. I too had drawn an ideal picture for my future, where I left my safety net to pursue the American Dream. Everyone has their own version of it. Mine was to get an equal opportunity at a chance for a better life based on my capabilities and hard work.

LIFE OF AN INTERNATIONAL STUDENT

The agony of an unspoken truth

By Priyanka Thapa



I know I will have to pay a price just to get in line for the Dream, and it will not only be monetary, but also social and psychological. But lately I find myself questioning the value of my pursuit. The current administration has made my dream feel even more out of reach. It feels like what was once an official welcome mat has been pulled out from under me. My internal battle of choosing whether I want to stay and fight or find a different dream is making me feel lost. And without my goal, what is my purpose?

This is when I start looking around for moral support. Maybe a few words of encouragement from TED Talks or alumni stalking to lift my spirit. Soon the time is going to come when I must dust off my dormant LinkedIn account.

I think it helps to ask, why would anyone hire us? What are our unique selling points? Maybe our MBA degree is just the initial investment which alone is not enough, and other factors like extra courses and involvement in extracurricular activities is needed to add weight to our resumes. Any advice?

Stay tuned for more reflections on the Life of an International Student.

AN EVENING WITH EXCITEMENT AND ENLIGHTENMENT

By Gibu George

A throwback memory to a live talk event with Cisco's Alex Goryachev and Maciej Kranz about "Innovation in the Digital Economy" conducted by The Commonwealth Club in San Francisco on March 20, 2018. I was so enthusiastic to participate in a live talk event, so I signed up for the Commonwealth Club speaking engagement organized by our Lincoln University library team.



Plus, it is really fun to travel with friends to San Francisco. We met at the library building around five in the evening and headed to Commonwealth Club's new location on the Embarcadero. It was raining a bit, but it was a bright evening. Due to the traffic and rain, the speakers arrived a little late. This ended up being a good thing for us, since *only* because of that did we get to spend so much time enjoying complimentary snacks and drinks.

The speakers were none other than Cisco Systems Alex Goryachev, senior director of innovation strategy and programs, and Maciej Kranz, vice president of strategic innovations. The discussion was moderated by Ravi Belani, founder and managing director of Alchemist Accelerator and lecturer at Stanford's School of Business. The talk wasn't too deep and serious as I feared. Their language, way of delivery, and the whole conversation in general was understandable to a wide-ranging audience.

The audience included international students from different universities, Commonwealth Club members working in various technical and service industries, business strategists, and staff from Google and Accenture.

The conversation started with a mention of the importance of innovation in our daily life. Gorbachev said the fact that his 4-year-old kid uses Alexa in the house to find out the weather is the best reflection of how innovation in technology affects human life.

When it comes to the economy, the importance of innovation only increases. We are in the era of digitalization. The whole economy and its operations now function with the help of digital technology. Cloud based technologies improve the efficiency of digital operations and make it easily accessible to the globe. Trends in the digital economy always follow new innovations. Growth of blockchains are one of the best examples of innovation in the digital economy. The speakers expressed their personal approaches on the topic and also named a few companies which they think are more innovative contributors in the digital economy.

The talk ended around 8:45pm and we got an opportunity to take pictures with Kranz. Personally, the whole event was a new experience for me. Meeting with directors of Cisco, a multinational networking and hardware giant, and listening to their talk regarding the importance of innovation in the digital economy was a great experience. In short, the evening was totally filled with excitement and enlightenment.