

Presented by: [The Chinese Language and Culture Center of Maine](#) and [Bangor Chinese School](#)

In collaboration with: the Maine Department of Education, the College of Liberal Arts and Sciences of the University of Maine, [Husson University](#), [Maine International Trade Center](#) and [Orono High School](#)

Sponsored by: [Lee Academy](#) and [The Consulate General of China in New York City](#)

Co-Sponsor by: [John Bapst High School](#)

Friday and Saturday, October 26-27, 2012, 9:00 a.m. - 4:30 p.m.
Husson University-Dyke Center for Family Business, Bangor, Maine

Program Schedule

FRIDAY, OCTOBER 26

8:00 **Registration, Breakfast and Displays**

8:50 **Welcome, National Anthems and Introductions**

[Jing Zhang](#), Executive Director, the Chinese Language & Culture Center of Maine

[Lynne Coy-Ogan](#), Provost, Husson University

[Members](#), Annual Maine Chinese Language and Business Conference Committee

Opening Prelude: Mongolian Dance [Tina \(Mengqi\) Zhang](#), Student, Husson University

9:00 **Session Keynote Panel:**

Maine and China, a Chinese View

[Jianjun Cen](#), Counselor, Chinese Consulate-General in New York

National Perspectives and Resources on Chinese Language Education and AP Update

[Lisa Huang Healy](#), Director, Chinese Language & Culture Initiatives, American College Board

10: 00 **Perspectives on Chinese Language Education in Maine**

[Don Reutershan](#), World Languages Specialist, Maine Department of Education

10: 30 **Break and Refreshments**

10:45 **Cultures and Languages Across the Curriculum**

[Jane Smith](#), Professor and Chair, Modern Languages and Classics, the University of Maine

The national standards for foreign language learning include Connections among its 5 C's. Accordingly, "Students are able to access knowledge in other disciplines through the target language and to reinforce concepts already learned in these disciplines in the language classroom." The Cultures and Languages Across the Curriculum (CLAC) movement in higher education approaches these connections from the other direction, by looking at disciplines through the lens of other cultures and languages. This session will present key principles from CLAC and examine how they dovetail with the national standard for Connections. Participants will be invited to participate in the discussion.

12:15 **Lunch, Recognitions and Celebration** [Jing Zhang](#), Executive Director, CLCCM

1:00 **Using Activities and Games to Create Fun-Immersion Learning Environment**

[Suzhong Tian](#), Chinese Teacher and Academic Officer, Bangor Chinese School

[Chunli Crane](#), Chinese Teachers, Bangor High Schools

1: 45 **Fundamentals of Building a Strong Chinese Program for K-16**

[Songren Cui](#), Professor/Coordinator, Chinese program at Bowdoin College

2:30 **Break**

2:40 **Education Marketing in China-Why Chinese Students Study Abroad, How do They Choose a school; the Key of Recruitment and How Their Life/Study in Maine**

[Bruce Lindberg](#), Headmaster of Lee Academy; [Suzanne Fox](#), President of Fox Intercultural Consulting Services; [Kevin Ferrone](#), Manager of Program Development, CIEE;

Representatives of John Bapst High School and Orono High School

Kevin Ferrone: The United States is the number one receiving country of mobile Chinese students. As schools persist in recruiting from China, not only will the number of Chinese students studying in the USA continue to increase, but also the competition among U.S. schools for the most qualified Chinese students will become fierce. Knowing why Chinese students go abroad, as well as how they make decisions about what school to attend is indispensable knowledge for any school recruiting students in China. This session will discuss available data on Chinese student decision making and mobility, as well as currently available resources for schools trying to find qualified applicants in China.

Suzanne Fox: Building a successful international program however involves much more than simply recruiting students. A truly successful program requires an understanding of the cultural dimensions at play and engagement with all of the key stakeholders including, faculty, staff, the international students, the parents, and the community. In this workshop we will address some of the following questions: How is it going? What are some of the cultural challenges that schools have faced? How integrated are the students? What can schools do to strengthen their existing programs? What will the next five years look like?

- 3:20** ***Maine Confucius Classroom Update, Resources of Chinese Education & Opportunities of Study in China*** **Don Reutershan, Jing zhang, James Kenny**, Chair, CLCCM, **Quansheng Chang**, Education Counsel, Chinese Consulate-General in New York
- 3:45** ***Teaching and Learning Chinese: Challenges and Opportunities***
Maine Chinese Teachers, Students and Model Chinese Programs
- 4:30** ***First day Wrap-up and Preview Next day Program,***
Don Reutershan, Jing Zhang and James Kenny

SATURDAY, OCTOBER 27

8:15 ***Complimentary Breakfast***

8:45 ***Introductions and Today's Order of Business,*** Chair of the Board of Directors, Chinese Language and Culture Center of Maine, Dr. James T. Kenny; Jing Zhang, Executive Director, Gerry GM Palmer, International Business Director, and Corinne Young, Visiting Presidential Global Scholar, Husson University

9:10 ***Session Keynote Address*** **U.S. Congressman, Mike Michaud of Maine**

Walking Between Two Giants: China and the U.S. **Edison Liu, M.D.**

Dr. Edison T. Liu is the President and CEO of The Jackson Laboratory, and has been president of the international Human Genome Organization (HUGO) since 2007. Dr. Liu joined the Laboratory from the Genome Institute of Singapore (GIS). As founding executive director, Dr. Liu built the GIS from a staff of three into a major research institute of 27 laboratory groups and a staff of 270. Before moving to Singapore in 2001, he was the scientific director of the National Cancer Institute's Division of Clinical Sciences in Bethesda, Md. Dr. Liu obtained his B.S. in chemistry and psychology, as well as his M.D., at Stanford University.

10:15 ***Break /refreshments***

10:30 ***The Governor's Trade Mission to China and What it means to you*** **Wade Merritt**, Vice President, Maine International Trade Center. Recently returned from the Governor's trade mission to China, Wade will share his views on the China business climate and how his agency can assist those interested in expanding their sales/services into China.

11:15 ***Some Principles of China trade*** **Tony Kieffer** Tony is a Managing Partner of Maine Asia LLC. His company provides strategic advice to businesses in the United States and Asia in trading and ventures. While in Beijing, China, Mr. Kieffer was the Managing Director and Global Vice President of Fair Isaac (FICO).

- 12:00** **Chinese Style Luncheon** at the Dyke Center
Panel Discussion: Unforgettable Experience Gained from China **Conor Millard,**
Student, Old Town High School who went to China through NSLI-Y program 2012;
Elias Haynes, Student, Bangor High School who went to China by joining CLCCM/HANBAN
Study in China 2012
- 1:00** **Promoting Maine Seafood in Asia** **Emily Lane** Ms. Lane is a well-known and seasoned
seafood industry professional. She specializes in export sales to Europe and Asia and is Vice
President of Sales for Calendar Islands Maine Lobster Company. Emily has over 20 years
experience in the seafood industry.
- 1:30** **Bangor International Airport's Capabilities and Role in Air Cargo** **Anthony P. Caruso**
Jr., C.M.
Director, Bangor International Airport. Tony holds a B.S. degree in Aviation Science, with a
concentration in Airport Management, from Bridgewater State College in Massachusetts. His
diverse aviation background includes FBO management, airline operations and airport
management.
- 2:20** **Break w/refreshments**
- 2:35** **International Negotiations: The Case of China and the US** **Corinne Young,**
Visiting Presidential Global Scholar, Husson University
The purpose of this workshop is to provide a strategic and culturally sensitive framework for the
purpose of improving one's negotiating skills in a cross-cultural setting. It is an interactive
workshop where you can assess your own negotiating skills with the purpose of improving
them.
- 3:05** **Attracting Chinese investment to Maine Businesses** **Chris Farmer**
General Manager, Saddleback. Maine. Returning from last month's trade mission to China,
Chris serves as the General Manager and oversees all aspects of the Saddleback resort. He also
Serves as President of USA Lifestyles Inc., the first EB-5 regional center in the State of Maine.
- 3:45** **Round Table Discussion, Where will we go from Here?**
The panel includes a number of today's speakers and interested others
- 4:30** **Program wrap-up and follow-on** Gerry Palmer, Jing Zhang and Jame.T. Kenny