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International Center for Agribusiness Research and Education (ICARE)  
Foundation



**REPORT**

on trip to the United States, June 5-22, 2016

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### **Background information:**

The goals of the InnovATE/Armenia project are: increase the capacity of ICARE in its activities related to institutional advancement including fundraising, empower ICARE to become a full partner in international research and development projects, assist ICARE in bringing the most innovative education and training for development of agriculture in Armenia, and engage local and international stakeholders interested in sustained development of agribusiness in Armenia.

### **Goal and objectives of the visit:**

- Co-organize and conduct receptions in Boston and New York City
- Present the Institutional Sustainability campaign to prospective donors and those who may network the ICARE with prospective donors.
- Raise awareness about the Institutional Sustainability Campaign through individual meetings
- Establish new academic networks

### **June 5-9 (Boston and Watertown, MA)**

Meeting with Archimandrite Superior Very Rev. Sahag Yemishian and visiting Watertown, MA. Watertown is known as a center for Armenian Diaspora at the East coast and it is often being compared as "Glendale of the East Coast". The visit included St. Stephen's Armenian Church, <http://www.soorpstepanos.org/>, and some Armenian shops and restaurants in Watertown. There is an Afeyan building of St. Stephen's Elementary School, right next to the church, built by a contribution from Noubar Afeyan, an entrepreneur and a philanthropist. Currently we are attempting to establish direct contacts with Mr. Afeyan. Another popular Armenian church in Watertown is St. James Armenian Church, <http://stjameswatertown.org/>. The churches in Armenian Diaspora, per se, have their own fundraising agenda and are not considered as a source of funding. However, most of the Armenians in the area attend the church events, which is a networking source if church events attended regularly.



A short informal presentation featuring the ICARE and the Institutional Sustainability Campaign was held in Watertown at [Seta's Cafe](#) with Very Rev. Sahag Yemishian and a few other local Armenians.

The June 5-9 period was also the time for last preparations for the June 10 reception with the Armenian Business Network.

### **June 10**

Reception at KGB Grill co-organized by the Armenian Business Network in Boston (ICARE presentation, introducing the Institutional Sustainability campaign, and a wine tasting). The details of the event are presented in Dr. Vardan Urutyan's trip report.

### **June 11-15**

Final preparations and co-organization of the ICARE presentation and a luncheon at Carnegie Corporation, NYC. Details of the presentation are presented in Dr. vardan Urutyan's trip report.

### **June 16-22 (New York City and Ithaca, NY)**

On June 16 I had a short trip to Ithaca for just a few hours to visit the Cornell University and meet staff of the Viticulture and Enology and other programs in the university. The meetings showed a possibility to establish a Study Abroad program at ICARE and invite students from the Cornell for a semester or semester+internship format. The visitors, will therefore, pay ICARE Study Abroad program costs at ICARE and will potentially generate influx of funds to the institution. It is expected to arrange the first group of 2-3 students arrive to ICARE in spring 2017 if all the preparation activities move on as planned.

A business lunch was organized with ATC alum Gnel Gabrielyan and a professor of astronomy at Cornell University and a philanthropist Prof. Yervand Terzian, <http://astro.cornell.edu/members/yervant-terzian.html>. An informal presentation of ICARE and introduction of the Institutional Sustainability campaign was made to Prof. Terzian who shared contacts of Mr. Garnik Nanaghulian, the President of Fund for Armenian Relief. An active follow-up will be made with Prof. Terzian following this trip as he is well-connected among Armenians at the East Coast.

On June 19 I visited the St. Vartan Cathedral - Armenian Apostolic Church in new York and took the pictures of their donor walls, as well as distributed business cards and ICARE brochures to the high level authorities at the church office.

Angela Neilan, InnovATE Program Director, visited New York City on June 19th to join the efforts of contacting some prospects and making "cold calls". During a lunch at Petrossian high-class restaurant, the ICARE package and business cards were passed for Mr. Alexander Petrossian, Director. The Petrossian family owns luxury black caviar restaurant business in Paris and NYC.

Attempts have been made to contact Steven A. Kandarian, CEO of the MetLife. It was eventually decided to FedEx the ICARE package to him.

Angela Neilan and myself also visited some wine stores in NYC and discussed the possibility of introducing Armenian wines in the US market.

### **List of Contacts Made:**

<b>Name</b>	<b>Title/Organization</b>
Yervant Terzian	Tisch Distinguished University Professor, Director of NASA NY Spacegrant, Cornell University
Karen Papazian	Director of Development and Outreach, AGBU NYC office
Irina Lazarian	Managing Director, The Howard Karagheusian Commemorative Corporation, NYC
Yelena Nersesyan	Attorney, NYC
Vahan Tanal	President, Vahan Tanal Consulting, Inc, NYC
Jason Soghinyan	Deputy Director, Armenian Tree Project
Karina Demurchian	

Kenneth Martin	Senior Lecturer, Suffolk University
Arthur Harutyunyan	Freelancer, Boston, MA
John Mooradian	Wine Director, Harvest Restaurant, Boston
Gavin Sacks	Associate Professor, Cornell University
Alicia Orta-Ramirez	Director of Undergraduate Studies, Department of Food Science, Cornell University
Justing Vanden Heuvel	Associate Professor, Department of Horticulture, Cornell University
Martin Cherry	Undergraduate Program Coordinator, Department of Food Science, Cornell University
Dwayne Bershaw	Enology Lecturer, Department of Food Science, Cornell University
Fine Wines and Spirits store	NYC