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News Release

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Editor
Barlett Express/Cordova Beacon

President of Madagascar visits Lipscomb campus to discuss educational partnership

NASHVILLE (May 13, 2008) – Marc Ravalomanana, President of the Republic of Madagascar, visited the campus of Lipscomb University on May 8 to discuss with Lipscomb President L. Randolph Lowry a potential partnership to educate students from Madagascar at the university.

The campus visit was part of a three-day tour of Nashville that included stops at Purity Dairies, nearby farms and local fund-raising events to raise money for a radio tower and education projects in Madagascar, an east African nation that the World Bank often uses as a positive example for the developing world.

President Ravalomanana and his entourage toured the campus, including the newly renovated \$10.1 million Burton Health Sciences Center, the home of Lipscomb's new College of Pharmacy beginning this fall.

Malagasy students trained in health care fields such as pharmacy and nursing would be especially valuable to Madagascar. President Ravalomanana noted at Lipscomb that his country is in great need of facilities to manufacture generic drugs to supply his nation with medicine.



“The transfer of knowledge is crucial to an economy like ours,” President Ravalomanana said. The average income of a Malagasy citizen is only \$290 per year. “If we are to catch up, we have to speed up the learning process.”

Four years ago President Ravalomanana’s administration began a program to send Malagasy citizens to America for a college education. In return, the students pledged to return to Madagascar to use their skills after graduation. President Ravalomanana rounded out his visit with a personal meeting with Lipscomb President Lowry to discuss the possibility of bringing Malagasy students to Lipscomb in the near future.

President Ravalomanana said he would love to send 100, or even 200, Malagasy students to America if he can raise the money to do so.

“As a university that emphasizes global engagement, we welcome a new relationship with President Ravalomanana and hope to build on the innovative programs he has established to enhance educational opportunities available to the Malagasy people,” Lowry said.

“We consider the world to be our classroom, and it is exciting to imagine the potential for student exchanges, service learning initiatives and other programs that may emerge through our discussions to benefit the people of Madagascar and our students at Lipscomb,” he said.

More than 1,000 David Lipscomb Campus School students, along with visitors from the Nashville community, greeted the Malagasy visitors with signs, song and enthusiastic cheers. The high school and concert choruses performed the Malagasy and U.S. national anthems and a hymn. Students from elementary, middle and high school presented gifts to the President and first lady.

In his speech, President Ravalomanana challenged the students to “think big” and to cherish their opportunity to receive a quality education. He invited Lipscomb students and Nashville residents to visit Madagascar and join him in projects to strengthen their relationship and help bring significant growth to his country.

“We are just like you,” President Ravalomanana told the students. “We have the same abilities; the same aspirations.... Fighting poverty has to become the responsibility of all nations, not just because of our Christian values, but to prevent war and terrorism,” he said.

President Ravalomanana has spurred a 6.3 percent GDP average annual growth rate in his nation, but with new challenges looming, such as steep increases in food prices and the effects of two devastating cyclones this year, closer ties are needed with America’s private sector and education institutions for Madagascar to keep its positive momentum in today’s world.

The Madagascar Action Plan, 2007-2012, established by President Ravalomanana, includes attracting international investment as one of its top priorities to address health care infrastructure, rural development and economic issues.

Pre-event general press release sent statewide



**World Christian
Broadcasting**

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Note to media: For details about attending the 12:30 p.m. press conference and other logistical information, see attachment.

Lipscomb to host Madagascar President, Nashville leaders

- *Seeks ties to build economy, enhance education, combat food and weather-related crises*
- *Second event to celebrate World Christian Broadcasting radio station in Madagascar*

NASHVILLE (May 5, 2008) – Lipscomb University will host Marc Ravalomanana, President of the Republic of Madagascar, on campus May 8 to explore new ties with Nashville leaders to improve the education, health care and agriculture capabilities of his nation.

President Ravalomanana and Jocelyn Radifera, Malagasy Ambassador to the U.S., will attend an 11:30 a.m. luncheon at Lipscomb with selected Nashville education, government and business leaders such as Mayor Karl Dean; Kevin Churchwell, CEO of Vanderbilt Children’s Hospital; Dave Berryman, president of Gibson Guitars; and Randy Goodman, president of the Country Music Association. The luncheon will be followed at 12:30 p.m. by a press conference for area media.

Madagascar’s leadership was introduced to the possibility of Nashville economic connections through their link with World Christian Broadcasting, which is constructing a radio station and tower in Madagascar.

President Ravalomanana views education as key to building future leadership in his nation and has sent selected Malagasy students to America to be educated. In return, those students pledge to return home to use their skills in Madagascar for at least two years. The President and Lipscomb President L. Randolph Lowry will meet to discuss a partnership that would bring Malagasy students to Lipscomb.

“As a university that emphasizes global engagement, we welcome a new relationship with President Ravalomanana and hope to build on the innovative programs he has established to enhance educational opportunities available to the Malagasy people,” Lowry said. “We consider the world to be our classroom, and it is exciting to imagine the potential for student exchanges, service learning initiatives and other programs that may

emerge through our discussions to benefit the people of Madagascar and our students at Lipscomb.”

MALAGASY PRESIDENT TO ATTEND WORLD CHRISTIAN BROADCASTING DINNER

As part of his visit, President Ravalomanana will also attend the World Christian Broadcasting (WCB) annual benefit dinner, to be held at the Embassy Suites in Cool Springs at 6:30 p.m. May 8 to affirm his support for a shortwave radio tower under construction in Madagascar. The Malagasy government will use this tower to broadcast educational programming on AIDS prevention and other issues.

“President Ravalomanana has made our station in Madagascar possible,” said Charles H. Caudill, President and CEO of World Christian Broadcasting. “World Christian Broadcasting will be a conduit for education and health information for his country as well as the whole of Africa. Thanks to his gracious help, many millions of people will be able to hear about Christ for the first time. We’re honored he’s coming to Nashville and look forward to hearing what he has to say.”

MADAGASCAR ACTION PLAN PROMOTES TIES TO AMERICAN BUSINESS, EDUCATION

President Ravalomanana has spurred a 6.3 percent GDP average annual growth rate in his nation, but with new challenges looming, such as steep increases in food prices and the effects of two devastating cyclones this year, closer ties are needed with America’s private sector and education institutions for Madagascar to keep its positive momentum in today’s world.

The Madagascar Action Plan, 2007-2012, established by President Ravalomanana, includes attracting international investment as one of its top priorities to address health care infrastructure, rural development and economic issues.

“Since His Excellency President Marc Ravalomanana took office in 2002, he has actively been pursuing the objectives set forth in the Madagascar Action Plan, which designates the private sector as central to the achievement of the plan’s goals,” said Earl Young, the president of the U.S.-Madagascar Business Council. “He has set out to reduce poverty, increase literacy and since 2005, has seen steadily raising GDP growth rates.”

The U.S.-Madagascar Business Council, sparked by the United States Agency for International Development (USAID), has spurred several American trade commitments with Madagascar in the past few years.

In another long-term effort to combat rising food prices, Conservation International, a global development and conservation organization, has worked with the Madagascar government to train farmers to produce plentiful harvests from the same plot of land instead of cutting down valuable forests to obtain more arable soil.



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Media Advisory

President of Madagascar explores ties with Nashville business, health leaders at Lipscomb University

NASHVILLE (May 8, 2008) – Local media will have the opportunity to speak with the **President of Madagascar**, one of the many nations worldwide suffering from the global food crisis and a biodiversity hotspot on the front lines of the global environmental debate, today at **1 p.m.** in the **Ezell Center** at Lipscomb University.

President Marc Ravalomanana is visiting Nashville to explore new private sector connections to improve the education, health care and agriculture capabilities of his nation. Through the Madagascar Action Plan, President Ravalomanana is aggressively seeking foreign investment in his nation, including the possibility of investment in jatropha crops, grown for use in biofuels.

The President and Jocelyn Radifera, Malagasy Ambassador to the U.S., will attend an 11:45 a.m. luncheon at Lipscomb with selected Nashville education, government and business leaders such as:

- Earl Young, chairman of the U.S.-Madagascar Business Council;
- John Aron, chairman of the Nashville Chamber of Commerce International Business Council and owner of The Pasta Shoppe, which imports vanilla from Madagascar;
- Kevin Churchwell, CEO of Vanderbilt Children's Hospital;
- Dave Berryman, president of Gibson Guitars, which uses Madagascar rosewood in its products;
- Randy Goodman, president of the Country Music Association; and
- Jeff Balsler, interim dean of the Vanderbilt University School of Medicine.

The luncheon speeches are open to the press, and the luncheon will be followed by a press conference around 1 p.m. A come-and-go buffet lunch will be provided for media.

Madagascar's leadership was introduced to the possibility of Nashville economic connections through their link with World Christian Broadcasting, which is constructing a radio station and tower in Madagascar and will host the president at a benefit dinner in Cool Springs on Thursday evening at 6:30 p.m.

Interested media should contact Janel Shoun at 615.335.6273. Media check-in is at the Ezell Center, on the Belmont Boulevard side of the campus, across from the softball field. All times are subject to change. A convocation with David Lipscomb Campus School students will be held at 10:15 a.m., and media are invited to join the President on a tour of campus from 11-11:45 a.m.

Press Kit Materials



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MEDIA INFORMATION FOR LIPSCOMB UNIVERSITY EVENTS

- Media covering any or all events need to be credentialed.
- The media check-in point is the lobby of Ezell Center, which is accessed from Belmont Boulevard and sits across from the softball field.
- Lunch will be available for media.
- A press conference with President Ravalomanana will be held at 12:30 p.m. or at the conclusion of the luncheon. Lipscomb and World Christian Broadcasting officials will also be available.
- For credentials for Lipscomb events contact Janel Shoun, 615.966.7078, janel.shoun@lipscomb.edu.

SCHEDULE

All times are approximate and may be subject to change.

10:15 a.m. – Arrival at Allen Arena

President Ravalomanana arrives at Lipscomb's University Allen Arena.

10:30 a.m. – Convocation in Allen Arena

This gathering will feature a 5-minute greeting by President Ravalomanana, gifts presented by David Lipscomb Campus School students of all ages, and a performance of the Madagascar national anthem by the high school students.

11:00 a.m. – Campus Tour at Lipscomb University

President Ravalomanana tours the Lipscomb campus, featuring the newly renovated pharmacy building (Burton Health Sciences Center) and Bennett Campus Center.

11:30 a.m. – Luncheon in the Ezell Center

President Ravalomanana will give a 15-minute address for city and state leaders in health care, business and education at a luncheon hosted by Lipscomb President L. Randolph Lowry in Paul Rogers Board Room, Ezell Center.

12:30 p.m. – Press Conference in the Ezell Center

Press conference with President Ravalomanana in Missions Center, 2nd floor, Ezell Building.

MEDIA INFORMATION FOR WORLD CHRISTIAN BROADCASTING EVENT

- **6:30 p.m. – World Christian Broadcasting Benefit Dinner at Embassy Suites**
President Ravalomanana will speak at the World Christian Broadcasting benefit dinner at the Embassy Suites Nashville South, 820 Crescent Centre Drive, Franklin.
- Directions to Embassy Suites: From downtown Nashville, take I-65 South to Cool Springs Blvd., Exit 68A. Turn right onto Carothers Parkway and then right on Crescent Centre Drive. Embassy Suites will be on the right.
- For media credentialing and logistical information for the President's attendance of the World Christian Broadcasting benefit dinner, contact Paul Ladd, 615.371.8707, ext. 116, pladd@worldchristian.org.



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Lipscomb University: *Building in Nashville, Impacting the World*

Lipscomb University is excited about the possibility of establishing new connections with the people of Madagascar. Lipscomb currently offers study opportunities for students on four continents and mission opportunities in every hemisphere. In addition, Lipscomb faculty have exported their expertise to various nations in Europe and Asia.

- Lipscomb offers an annual study abroad opportunity in China for undergraduate and graduate students.
- Joe Ivey, Clinical Professor of Management, traveled with the City of Nashville delegation to China in 2007.
- Lipscomb launched mission trips to 14 countries in every hemisphere at spring break and during the summer 2007-08. Community members as well as students participate in these service opportunities.
- Jerome A. Reed, Professor of Music and Artist-in-Residence, has traveled all over the world, most recently to Japan and Taiwan, to present his signature performance of Charles Ives' *Concord Sonata* to crowds of music lovers.
- Lipscomb's Professional MBA students, local executives and managers, are required to travel abroad to complete their degree. Study trips have gone to Prague, Czech Republic; Germany; and Buenos Aires, Argentina, so far.
- An academic paper on C.S. Lewis' *Till We Have Faces: A Myth Retold*, will be presented by Prentice Meador, Lipscomb University's Batsell Barrett Baxter Chair of Preaching, at the C. S. Lewis Summer Institute – Oxbridge 2008, a two-week summer conference held on the campuses of Oxford and Cambridge universities in England.

- Undergraduate students are offered annual semester-long study abroad programs to London and Vienna.
- Lipscomb's engineering department offers students annual trips to Guatemala and Honduras to build infrastructure projects such as radio towers, water treatment plants and bridges.
- Lipscomb's Institute for Law, Justice & Society is working to establish two programs in 2009 and 2010: One to offer an intensive two-week skills training and mentorship seminar for women in developing democracies who are interested in pursuing the legal profession, and another to help young people in countries plagued by social unrest to teach students about basic legal principles.
- Randy Steger, Professor of Business Administration, built on a student project to establish Healing Hands International which works through congregations of the churches of Christ to collect, ship and distribute medications, medical supplies and equipment, agricultural aid, school supplies and other items to the suffering nations of the world.

Lipscomb University delivers a complete liberal arts education characterized by an integration of Christian faith and practice with academic excellence, preparing each student spiritually, intellectually, socially and physically for life and eternity.

Since January 2007, Lipscomb has added five graduate programs to its roster, debuted institutes for law and society and sustainable practice and established a campus-wide service learning program. In fall 2008, the university will launch the first class in the Lipscomb University College of Pharmacy, the first in Middle Tennessee

Students at Lipscomb University can earn a bachelor's degree in 92 fields of study and several pre-professional programs. Lipscomb offers 22 fields of study at the master's level, a doctoral degree in pharmacy as of fall 2008 and an accelerated adult degree program for those who wish to complete their undergraduate degrees in the evening.



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Madagascar at a Glance

- President Marc Ravalomanana first took office in 2002 and brought sweeping improvements to the nation. His two terms have been marked by an aggressive search for foreign investment, positive ties with the U.S. and his ability to apply business strategies to government operation.
- The average income of a Malagasy citizen is only \$290 per year, so while Madagascar has improved its economic condition considerably in the past 10 years, it is still a very poor country with more than two-thirds of the population (68.7%) living below the poverty line (World Bank).
- Madagascar became the first country to qualify for support from the Millennium Challenge Account compact in 2006 (U.S. State Department). The Millennium Challenge Account was created in 2002 by President George W. Bush, who declared “greater contributions from developed nations must be linked to greater responsibility from developing nations” (White House release).

ADDRESSING THE GLOBAL FOOD CRISIS:

- According to published news reports, Madagascar is one of more than 35 countries that have experienced demonstrations and protests due to soaring food prices.
- One Malagasy town reported in January that the cost of a kilo of rice doubled in less than a month’s time.
- President Marc Ravalomanana is taking decisive steps to address the soaring food prices. For example (from published reports provided by the Embassy of the Republic of Madagascar):
 - With help from USAID, the government has imported 60 tons of sorghum seed from Zambia to encourage farmers to plant sorghum for food and not eat their seed grain for next year.
 - The director of Madagascar’s sorghum program is actively working to educate the population on the benefits of growing sorghum instead of rice. Sorghum takes less water, can be grown in a variety of terrains and is highly nutritious, according to the director of the program.

- In March, a government delegation to India negotiated the importation of 50,000 tons of rice to Madagascar at a price 20 percent less than the international market price.

EXPERIENCING THE EFFECTS OF CLIMATE CHANGE

- As the world's fourth largest island, on the eastern coast of Africa, Madagascar is highly vulnerable to cyclones.
- The nation has been hit by two devastating cyclones so far this year, one in February and one in April. The storms left 15,000 hectares in the rice-growing region flooded, exacerbating the food shortage in the nation this year.
- In published reports, the government stated that 211,000 people, or 1 percent of the population, had been affected by the two cyclones in some way.
- Last year was the worst cyclone season on record, according to published reports, with 150 people killed. Many worry that global warming is the culprit for the increasingly violent storm seasons.

ENVIRONMENTAL CONSERVATION

- As an island, Madagascar is blessed with a wide range of flora and fauna species found nowhere else in the world. It has become a major destination for eco-tourism, which grows by 10-15 percent per year (Conservation International).
- Madagascar has 9.5 million hectares of natural forest remaining, and President Ravalomanana has pledged to protect 6 million hectares. As of 2003, 4.3 million hectares of forest had already been designated as preserved (Conservation International).
- Conservation International has established two reforestation projects in Madagascar that are expected to reduce atmospheric carbon dioxide by almost 20 million tons over a 30-year period (Conservation International).
- The Madagascar Action Plan is promoting investment in the growth of jatropha and other plants to be grown for use as biofuels.

ECONOMIC PROGRESS

- At the beginning of his term, the Ravalomanana government created a recovery plan, in partnership with the private sector and international donors. Donor nations demonstrated their confidence in the new government by donating \$1 billion in assistance over five years (U.S. State Department).
- In 2002 the Madagascar-U.S. Business Council was formed and in 2003 the U.S.-Madagascar Business Council was formed. A 2003 trade mission to Madagascar resulted in 12 commitments to explore investment opportunities in Madagascar (U.S. State Department).

- The Ravalomanana government is now enacting the Madagascar Action Plan, 2007-2012, with eight strategic goals to improve governance, infrastructure, education, rural development, health care, the economy, the environment and national solidarity.



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THE PRESIDENT'S PARTY

President Marc Ravalomanana
Lalao Ravalomanana (First Lady)
Tojo Ravalomanana (President's Son)
Joelisoa Ratsirarson (Chief of Staff)
Jocelyn B. Radifera (Malagasy Ambassador to the U.S.)
Mrs. Erna Radifera (Ambassador's Wife)
Olivier Andrianarisoa (Advisor)
Dr. Henintsoa Rakotobe-Joely (Physician)
Prof. Agnes Ravalisoa (Consultant)
Col. Jacky Ranaivosan (Pres. Aide)

NASHVILLE LEADERS EXPECTED TO ATTEND THE PRESIDENTIAL LUNCHEON

Karl Dean, Nashville Mayor
Doug Henry, Senator in the Tennessee General Assembly
Jack Johnson, Senator in the Tennessee General Assembly
Glenn Casada, Representative in the Tennessee General Assembly
Charles Sargent, Representative in the Tennessee General Assembly
Roger Anderson, Williamson County Mayor
John Schroer, Franklin Mayor
Michael Shulz, representing Senator Lamar Alexander
Victoria Read, representing Senator Bob Corker
Beecher Frasier, Chief of Staff for Congressman Lincoln Davis
Brenda Wynn, representing Congressman Jim Cooper
Ryan Durst, District Director for Congressman Marsha Blackburn
Charles H. Caudill, President and CEO of World Christian Broadcasting
Earl Young, chairman of the U.S.-Madagascar Business Council
Jim Shulman, Deputy Commissioner of the Tennessee Department of Health
Mark Drury, Assistant Commissioner of the Tennessee Department of Economic Development

Kyle Holmberg, International Specialist, Tennessee Department of Agriculture
Sean McGuire, Metro Nashville Councilman
Kevin Churchwell, Chief Executive Officer, Vanderbilt Children's Hospital
Chris Henson, Interim Director of Metro Nashville Public Schools
John Aron, Chairman of the Nashville Chamber of Commerce International Business Council and President of the Pasta Shoppe, an international specialty foods manufacturer that imports vanilla from Madagascar for its products
Will Martin, a local attorney and Adjunct Professor of Law at Vanderbilt University. He is a Senior Fellow and consultant to the World Wildlife Fund in Washington, D.C. and chairman of the board of Marine Stewardship Council in London, an international organization devoted to developing environmentally appropriate and economically viable fisheries throughout the world.
Dave Berryman, President of Gibson Guitars. His company will have representatives in Madagascar in June to source wood for their products
Janet Ayers, leading Nashville philanthropist and President of the Ayers Foundation
Randy Goodman, President of the Country Music Association and President of Lyric Street Records, a major subsidiary of the Disney Corporation
Jeff Balsler, Interim Dean of the Vanderbilt University School of Medicine and Associate Vice-Chancellor for Research
Linda Norman, Sr. Associate Dean, Vanderbilt School of Nursing
Mark Ezell, President of Purity Dairies
Rob McNeilly, President of SunTrust Bank
T. B. Boyd, President of R. H. Boyd Publishing. He is a member of the Board of Trustees of Meharry Medical College and Chairman emeritus of the Museum of African American Music, Art, & Culture.
Bill Lee, President of the Lee Company, a leading Nashville business
Dr. David Vanderpool, Founding Director of Mobile Medical Disaster Relief
John Butler, Vice-President for International Development, Nashville Chamber of Commerce
Jaynee Day, President of Second Harvest Food Bank and one of the nation's leading experts on feeding the hungry
Michael Carter, Chairman, Nashville United Way
Journey Johnson, President of the Middle Tennessee YMCA, one of the nation's leading YMCA organizations
Cliff Hawks, President of the Nashville Motor Speedway
Clarence Spalding, Chairman of the Country Music Association
Tammy Genovese, CEO of the Country Music Association
Steve Moore, Board Member of the Country Music Association
Lyn Plantinga, Station Manager, Channel 5 Television, Nashville