

March 2013

Marshall Alumni Newsletter

Marshalls Supporting Marshalls

Editor's Letter



One of the key founding visions of the Marshall Scholarships was to provide “a close accord between our two countries.” This issue features several articles highlighting past, present and future efforts to coordinate our alumni community around facilitating this accord.

An expanded AMS News section details an ambitious new effort to further strengthen the Marshall community by establishing permanently-endowed augmented support for the Marshall Scholarships. Aroop Mukharji also provides a historical perspective on efforts to organize our community over the last several decades—from early alumni gatherings to the AMS in its current form.

Our special cover for this issue is a symbolic representation of the alumni community's ongoing role in contributing to strong US-UK relations. The photos forming the scholarship's logo highlight a selection of alumni images, new scholars and the events that have brought us together over the last several years.

The newsletter team always welcomes your feedback and article proposals. Please get in touch with us at newsletter@marshallscholars.org.

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Nicholas Hartman

Managing Editor

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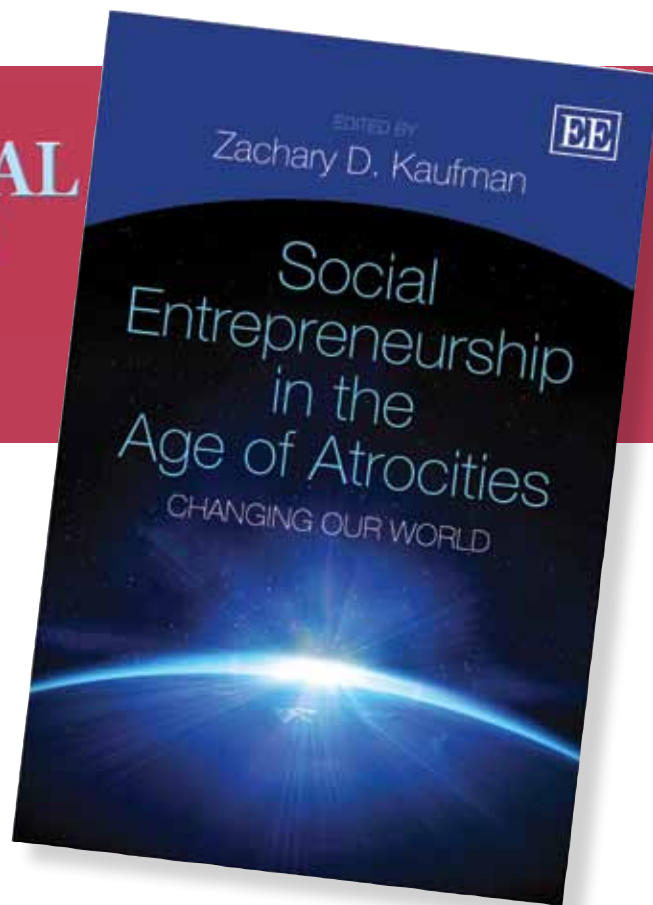
(Princeton, A.B. 2010; current Marshall Scholar at the London School of Economics) In 2012, John completed an M.A. in History at the School of Slavonic and East European Studies. Currently, he is pursuing an M.Sc. in International Relations at the LSE. Prior to taking up the Marshall Scholarship, he was a Fulbright Scholar in Ekaterinburg and St. Petersburg, Russia.

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MARSHALLING SOCIAL ENTREPRENEURSHIP

BY YONG SUH (OXFORD '02)



“The Marshall Plan—from which the Marshall Scholarships arose—embodies the ideals of social entrepreneurship,” says my classmate, Zachary D. Kaufman (Oxford '02). In the introduction to his new book, *Social Entrepreneurship in the Age of Atrocities: Changing Our World*, Kaufman provides an overview of social entrepreneurship, documenting the history of and institutions involved in the field. Observing that there is no consensus yet on what the phrase means, Kaufman offers the following definition of social entrepreneurship: “an innovative venture—whether for-profit, not-for-profit, or some combination—which seeks to further a social goal.” Kaufman remarks, “Former U.S. Secretary of State George C. Marshall’s innovative eponymous strategy to further the important social goal of helping to rebuild Europe after World War II reflects the spirit of social entrepreneurship.” One difference, Kaufman notes, is that the Marshall Plan was a government initiative and social entrepreneurship is typically driven by civil society or the private sector.

Kaufman invited other Marshall Scholars to contribute to his new book on social entrepreneurship. The Scholars Kaufman chose were those whose work he knew best, as each was his contemporary at Oxford (where Kaufman was in residence from 2002 to 2005 for his M.Phil. and D.Phil. degrees in international relations)—Ari Alexander (Queens Belfast and Oxford '01), Seth Green (LSE and Oxford '01), Scott Grinsell (Oxford '04), and Andrew Klaber (Oxford '04). Kaufman, Alexander, Grinsell, and Klaber were even in the same residential college, Magdalen, where I also studied. Other contributors to the book include Yale Law School Professor Amy Chua, Ashoka founder/CEO Bill Drayton, and Echoing Green President Cheryl Dorsey.

Social Entrepreneurship in the Age of Atrocities features case studies profiling some of the most innovative and impactful social enterprises. These ventures include Children of Abraham (CoA), which Alexander co-founded and of which he was co-Executive Director from 2004 to 2008; Americans for Informed Democracy (AID), which Green founded, led as chief executive

from 2002 to 2007, and whose Board of Directors he currently chairs; Orphans Against AIDS (OAA), which Klaber founded and leads as president and in which Grinsell is a partner and Uganda project director; and the Kigali Public Library (KPL), which Kaufman was instrumental in building. Kaufman notes, “While these organizations focus in part on genocide and other atrocities, their experiences yield lessons for those seeking to tackle a broad range of social, economic, legal, and political problems, such as healthcare, development, education, and literacy.”

MARSHALL SOCIAL ENTERPRISES

Between 2004 and 2008, CoA facilitated dialogue and connected Muslim and Jewish young people from all over the world using a range of emerging online technologies. 245 alumni from 47 countries graduated from CoA’s Global Discovery Program. The program featured guided thematic exploration of each other’s communities using Wiki, photography, and discussion boards aimed at building mutual respect through understanding. As a result of their experiences, many graduates of the program were inspired to write newspaper articles, conduct radio interviews, form local interfaith groups, stage photography exhibitions, and recruit peers for future programs in the United States, Indonesia, the United Kingdom, Iran, and Egypt.

AID is a network of young people in the United States concerned about their individual and collective roles

in the world. AID members believe that the US should act responsibly and collaboratively to solve the world's greatest challenges. AID members also believe that they, as young people, have the power to build a better world. The majority of AID's more than 50,000 members are college or university students. AID's members also include high school students, graduate students, recent graduates, foreign students, professors, and university staff. AID encourages students to understand and take action on issues in ways that speak to them.

OAA provides children orphaned or made vulnerable by HIV/AIDS with academic scholarships, nutrition, and healthcare. Founded in 2002, OAA, an all-volunteer organization, currently supports the primary and secondary school education of 600 youths affected by the epidemic in Kenya, South Africa, and Uganda.

The KPL is Rwanda's first-ever public library. In 2001, Kaufman founded the American Friends of the Kigali Public Library, a non-profit organization based in Washington DC, that partnered with the Rotary Club of Kigali-Virunga, of which Kaufman is an honorary member, to fundraise and collect books, to raise public awareness, and to build the KPL.

MARSHALL PUBLIC SERVICE PROJECTS

During our first year in the UK, the class of 2002 Marshall Scholars decided to initiate a class project focused

on public service, which was the first of several class projects that have come to be known as "Marshall Scholars' Public Service Projects," or MSPSPs. After considering a number of candidate causes, we made our selection through a class vote. Kaufman recalls that the main reasons that our class chose the KPL as our MSPSP were that "we liked the fact that one of us was already deeply involved in the project, and the project itself was focused on post-conflict reconstruction, just like the Marshall Plan, and so we felt it reflected the ideals of the Scholarship that we had received." We called ourselves "Marshall Scholars for the Kigali Public Library," or MSKPL, and were led by Kaufman, Lauren Baer, and Ben Heinicke. MSKPL members traveled to Rwanda in July 2004 to aid construction of the KPL and also to learn more about the 1994 genocide and developments since. During that trip, MSKPL members delivered a check for the \$15,000 they had raised, worked on the physical construction of the KPL, met with Rwandan government officials and NGO representatives, and traveled around the country and visited genocide memorial sites. In addition, as a project for the US Embassy in Kigali, MSKPL members visited several primary and secondary schools (where they were treated to singing and dancing), delivered school supplies they had collected, and promoted literacy and education, especially concerning women in the sciences. After 11 years, in 2012 Kaufman and his colleagues inaugurated and opened the stunning, three-



MAIN ENTRANCE TO THE KIGALI PUBLIC LIBRARY



PANEL ON SOCIAL ENTREPRENEURSHIP AT THE 2012 ASSOCIATION OF MARSHALL SCHOLARS ANNUAL MEETING AT STANFORD UNIVERSITY.

FROM LEFT: SHALINI NATARAJ, ANDREW KLABER, ZACHARY KAUFMAN, BYRON AUGUSTE, JULIA RAFAL-BAER AND STEPHEN DEBERRY.

story, multi-million dollar KPL, with tens of thousands of books and electronic resources.

After the 2002 class initiated an MSPSP, other classes followed suit. In 2010, the Association of Marshall Scholars asked Kaufman to compile a handbook about MSPSPs. That publication—which includes contributions from Kaufman, then-AMS President Bill Coquillette (Oxford '71), Wayne Lau (Cambridge '79), Assistant Secretary and Head of Scholarship Administration for the Marshall Aid Commemoration Commission Mary Denyer, Sameer Ahmed (SOAS and Oxford '04), Dan Weeks (Oxford '06), Betsy Scherzer (Cambridge and Oxford '07), Ben Carmichael (Oxford '08), and Alice Sverdlik (LSE and UCL '08)—is available on the AMS's website, under "About AMS" → "Programs & Initiatives." The AMS has also invited Kaufman to speak about MSPSPs at the Marshall Scholars' annual orientation program in Washington, DC.

The AMS has promoted social entrepreneurship in other ways. The 2012 annual meeting of the AMS, held at Stanford University, included a panel on social entrepreneurship. In addition to Kaufman and Klaber, the panel—moderated by Shalini Nataraj (Global Fund for Women)—featured Stephen DeBerry (Oxford '96) of Bronze Investments, Byron Auguste (Oxford '89) of McKinsey & Co., and Julia Rafal-Baer (Cambridge '06) of the New York State Education Department.

OTHERS IN OUR MIDST

Kaufman emphasizes that there are many other social entrepreneurs in the Marshall Scholarship community, as well, including Zak Kaufman (LSHTM '10) (no relation), Nancy Lublin (Oxford '93), and Andrew Mangino (Oxford '11). Lublin, who was profiled in the September 2012 issue of this newsletter, is the CEO of DoSomething.org, which engages millions of American teenagers in public service campaigns. In December 2012, *Forbes* recognized both Zak Kaufman and Mangino as among the top "30 Under 30" social entrepreneurs. Zak Kaufman co-founded Vera Solutions, which manages

and organizes critical data to help nonprofits. Mangino co-founded The Future Project, which helps children reshape their schools and discover their passions.

Social Entrepreneurship in the Age of Atrocities is Zachary D. Kaufman's second book. As with his first book, *After Genocide: Transitional Justice, Post-Conflict Reconstruction, and Reconciliation in Rwanda and Beyond*, Kaufman is donating all of the book's royalties to charity, including social enterprises. He and the other contributors to *Social Entrepreneurship in the Age of Atrocities* are currently on a book tour, with stops at universities in the United States and abroad, as well as at think tanks and other institutions. If you wish to support Kaufman, Alexander, Green, Grinsell, and Klaber visit <http://www.socialentrepreneurship-book.com> to learn more about the book and the book tour.

In January, Kaufman left the international law firm O'Melveny & Myers LLP, through which he served as *pro bono* counsel to Ashoka, to pursue a full-time career in academia. After teaching part-time over the past two years as an Adjunct Professor at George Washington University's Elliott School of International Affairs, Kaufman is currently a Fellow at Yale Law School, Yale School of Management's Program on Social Enterprise, and Yale University's Genocide Studies Program and a periodic Visiting Faculty Member at New York University. In addition, Kaufman continues to work on the KPL and other social enterprises, including serving on the Advisory Board of Indego Africa, which connects African women artisans with global markets and education.

During a period of significant economic dislocation, Secretary Marshall introduced the Marshall Plan as policy "directed not against any country or doctrine but against hunger, poverty, desperation, and chaos." Marshall's legacy lives on in the work of Kaufman and other Marshall Scholars who are wielding the tools of social entrepreneurship to propel us, to borrow Marshall's words, "toward a constantly higher level of civilization."

