



**FAIRLEIGH  
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UNIVERSITY**

## Joint News Release

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**Mexican HS students Karla Alvarez Gonzalez and Adriana Aracely Llante Salas embrace the challenges of chemistry and business at BASF’s Science Academy**

FLORHAM PARK, NJ, August 16, 2018 – Karla Alvarez Gonzalez of Plantel Ignacio Ramirez Calzada UAEMex and Adriana Aracely Llante Salas of Instituto Tecnológico y de Estudios Superiores de Monterrey will start their college careers with a three-credit advantage and a background in the business of chemistry as graduates of BASF’s eighth annual [Science Academy](#).

The two students were among 20 high school seniors from around the United States, Canada and Mexico who earned the opportunity to participate in the program designed to prepare students for a career in Science, Technology, Engineering or Math (STEM).

The two-day summer science program, developed by BASF Corporation and held at Fairleigh Dickinson University (FDU) in Madison, New Jersey, provides students the opportunity to increase their knowledge of chemistry and to learn marketable business skills. Working in teams, students use BASF chemistry to formulate their own personal care products – hair gel, shampoo and lotion – and develop a marketing plan. At the end of the program, the student teams presented their product to a panel of BASF executives and FDU academic leaders.

“We want to ignite a passion in students to follow their interests in science and adequately prepare the next generation of leaders in innovation,” said Robin Rotenberg, Vice President of Corporate Communications and Chief Communications Officer for BASF in North America. “Our

two-week program also promotes the business skills that can help our graduates succeed in the real world.”

Following the curriculum theme, “From Molecules to Marketplace,” students gained hands-on experience in college chemistry labs, while developing a marketing strategy to link their product to the consumer. Students experienced chemistry in action by visiting the BASF Research and Development labs in Iselin, New Jersey, and Tarrytown, New York. They also spoke to cosmetic chemists and subject matter experts to learn about careers in chemistry.

“Exposure, not just to chemistry or science, but also to the fundamentals of entrepreneurship is what this program is all about,” said Dr. Brian Olechnowski, Program Director at FDU. “It’s exciting to be a part of the experiences and progress the students make during the intensive two-week program.”

Students graduate from the program with three transferable college science credits to encourage their pursuit in a STEM field. In addition, FDU offers Science Academy alumni \$5,000 scholarships if they elect to attend FDU in the fall of 2019.

“I think the best part of BASF’s Science Academy is learning how products develop from chemistry to business,” Alvarez Gonzalez said.

While Llante Salas said, “Science Academy is a perfect place to get involved with science, meet amazing people, and get to know yourself in a group setting.”

Two Science Academy alumni have returned to BASF through the summer hire internship program and the Professional Development Program (PDP). Last year, Science Academy class of 2011 alumnus Kevin Chao joined BASF as a full-time PDP employee in Beaumont, Texas, and is currently working at the BASF facility in Chattanooga, Tennessee. This fall, 2013 Science Academy graduate Michelle West will join BASF as a PDP. Other successful alumni are attending universities and pursuing degrees in math, chemistry, engineering, biology, medicine, psychology, education and business.

**For press photo, please click on the following link:**  
[https://www.basf.com/press-photos/us/en/photos/2018/08/08-16-18\\_LocalStudentAttendsScienceAcademyMexico.jpg](https://www.basf.com/press-photos/us/en/photos/2018/08/08-16-18_LocalStudentAttendsScienceAcademyMexico.jpg)

**Suggested caption:** Two Mexican high school students gained hands-on science and marketing experience at BASF's 2018 Science Academy. They are (from left) Karla Alvarez Gonzalez of Toluca, Mexico, and Adriana Aracely Llante Salas of Tampico, Tamaulipas, Mexico.

#### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,200 employees in North America, and had sales of \$17.9 billion in 2017. For more information about BASF's North American operations, visit [www.basf.com](http://www.basf.com).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

#### **About Fairleigh Dickinson University**

Devoted to the preparation of world citizens through global education, Fairleigh Dickinson is New Jersey's largest private university and features more than 100 liberal arts and professional degree programs, two international campuses, dozens of partnerships with internationally renowned institutions and special programs and status within the United Nations. For more information, go to [www.fdu.edu](http://www.fdu.edu).