



The **SIETAR**USA Newsletter

Society for Intercultural Education
Training and Research

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NEW!

PRESIDENT'S LETTER

Dear Colleagues,

We are now into the fourth month of 2008 and things are happening. Both the Rapid Response Taskforce and the Oral History committees have been formed.

Respectively, its members are: Rapid Response: Mitch Hammer, chair, Robert Hayles, Sandy Fowler, Ann Marie Lei, Pamela Reed, Monica Francois Marcel, and Maria Gil. Candice Hughes, chair of the Marketing/PR committee is an advisor to this group; Oral History: Tatyana Fertelmeister, immediate past president is chair, LuRae Varner, Noel Kreicker, and Candice Hughes.

Thank you for responding so favorably to Jeffrey Cookson's (Chair of Volunteers) call for participants. Some of you will be assigned soon, others a little later. We plan to make use of all of your talents. There are several ideas for services under consideration. We hope to present them to you soon.

You may or may not know that your Board of Directors along with the Advisory Council meet annually for a strategic planning retreat. This year it is scheduled for April 3 – 6, in Portland, OR. I will report back to you the results of that effort.

One final thing, planning is going well and quickly for the Global Congress in Granada, Spain in October. Already, more than 300 have registered which is leading some to suggest that there could be 1000 attendees. We had nearly 300 proposals for workshops. This presents a wonderful dual challenge – having many ideas from which to choose and having the unpleasant task of notifying those whose workshops are not chosen this time. This insures the workshops will be of the highest caliber on a par with those we enjoyed at the 2007 SUSA conference in Kansas City.

Until next time,

Andy Reynolds,

SIETAR-USA President



EXECUTIVE DIRECTOR'S NOTE

Dear Friends:

This has been an interesting winter for me as I worked from Bali, Indonesia for a month, returning to Portland on March 16. Those interested in our adventures can read our blog at <http://pegamdlewpusch.blogspot.com>.



Why am I telling you this? First, because I really began to appreciate the challenge of working in a place where the internet connections were usually slow and sometimes non-existent. And they were expensive by local standards which means that using email is not quite as accessible as we think it is everywhere in the world. (I paid around \$60.00 for 25 hours which I thought was very affordable but it was not always so for local people.) When you are paid \$40 a month, as one of our acquaintances is paid in his full time job, this is the equivalent of 1.5 month's wages. Of course, no one has one job in Bali; everyone seems to work at several and to have multiple roles in life.

Second, we, my husband and I, gained a deep appreciation for living in a community that is built on an extended family living together and caring for each other within a larger collective. We lived in a village and saw this up close and sometimes personal with those who lived around us and those who were part of our "household" during our stay. In a world in which 80% of societies are collectivist and the remaining are, like the U.S., are individualistic, it takes being in the midst of this sort of thinking and acting to begin to feel this as well as to know it intellectually. We lived in an environment where interdependency was a given, was assumed, was not questioned. We did not have to fully rely on that system for our identity but we sure did for our survival during the period we were there. It was most instructive.

Third, we were there during Nyepi which culminates in a day of total silence. We decided every culture could use at least one day a year where the entire society came to a full stop—even the airport was closed—and you had to spend some time in contemplation, in quiet activity, and in gentle connection with those in your household.

Finally, we appreciated again the value in becoming as immersed as possible in a foreign culture and learning about it and from it for a period of time. Possibly my one regret is that we were unable to be totally cut off from home and from work but then that is the way of today's world. It is hard to live only in one space.

All this reminded me that learning about other cultures for a variety of reasons is what our work is about and we must use this approach with each other and with our colleagues around the world as well as in the "new" culture we enter when we travel. Esther Louie and I have been working very hard on the Granada conference and sometimes we have to remind ourselves that the "process" is as important as getting things done and part of that process is accepting those with whom we are interacting. Esther, especially, has been processing the 300 or so proposals that have arrived mostly in the final period when proposals were being accepted. The content of those proposals are strikingly excellent and we will not be able to accommodate all of them. This demonstrates that the Granada conference will have outstanding content and, in addition, we will be dealing with lots of differences among our colleagues both in the preparation and during the conference. It is going to be interesting to see how we all deal with those differences because it is as challenging within our field as it is when crossing national and other boundaries between cultures.

Peggy Pusch

SIETAR-USA Executive Director



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LOCAL CHAPTER NEWS

SIETAR DC

In January, Dr. Jaime Wurzel presented at the Goethe Institute in Washington D.C. on the topic: "Applying Intercultural Concepts To The Promotion Of Positive Cultural Change In Organizations." This presentation had three equally important goals: to stimulate discussion on the application of intercultural anthropological concepts to organizational culture; to showcase theoretical and instructional tools that would allow members of organizations to identify and articulate the cultural assumptions that drive their work; and to illustrate, with video excerpts of previous workshops, the process by which members of an organization attempt to identify their organizational cultural assumptions. Participants examined the implications for cultural change in organizations.

In February, Ursula Leitzmann spoke at the Marvin Center of George Washington University. The session focused on building a multicultural workforce as one of the fastest routes to global competitiveness. She spoke of it as the best way to promote and facilitate cross-cultural understanding and collaboration and of the challenges that are multifaceted. She also discussed cultural competence.

In March, in conjunction with Intercultural Management Institute's 9th annual conference on "Current Issues in Intercultural Relations" at American University—SIETAR DC members attended a viewing of the film Fulbright The Man, The Mission, and The Message, presented by Harriet Fulbright, President of the J. William & Harriet Fulbright Center. There was a networking reception following the film.

SIETAR Minnesota

On March 25, the SIETAR MN program was "Effective debriefing when using training tools and activities."

The next meeting will be April 22nd, with guest speaker Leslye Orr, from Dreamland Arts. Leslye Orr will share her expertise in communicating across multiple ability levels. Ms Orr will help us understand the intercultural communication issues that may often fall under our radar screens. Orr, herself legally blind since birth, created the play "Hand in Hand" to share her belief in the "possibilities of disabilities." You may find more information at: <http://www.dreamlandarts.com/>

May 21st will be the Annual spring intercultural social event. Location to be advised.

SIETAR Houston

On April 19, 2008—the SIETAR Houston program will be: "Al Andalus! The Legend; Then and Now, Spain and Houston." Director/Choreographer Sara Draper and Music Director/Composer Sharon Joy will discuss the multi-cultural issues and successes of Al Andalus! The Legend, a multi-disciplinary dance epic that celebrates a legendary era in medieval Spain, 800 years of Arabian reign in Andalusia. Illustrating their presentation with video clips, Ms. Draper and Dr. Joy will describe the unique intercultural experiences and challenges that were encountered in bringing together this group of artists from Houston's diverse cultures and share their vision for the future of the project. Sharon Joy has been composing, performing, conducting, and teaching music for over 25 years. Sara Draper is the Artistic Director of Dance Theatre based in Houston, Texas.

When: April 19, 2008

9:30 am Get acquainted and refreshments

10:00am Presentation

Where: Upper Kirby Room, Upper Kirby District, 3015 Richmond Ave., Houston, TX 77098

No charge for members, non members: \$7.00; students \$5.00. For more information, visit: www.sietarhouston.org

SIETAR-NC (North Carolina).

Our January meeting featured Dr. Darla Deardorff presenting on her research on intercultural competence, which is the first study to document consensus among leading intercultural experts on a definition and elements of intercultural competence. She discussed implications of her intercultural competence models, which are now being used in programs around the world

SIETAR NC had the privilege of hosting Kate Berardo via teleconference during the February monthly meeting for a presentation by Kate Berardo: "Moving Beyond the Outdated U-Curve Model and 'Culture Shock'." The session took place at the Duke University Fuqua School of Business in a conference room set up specifically for teleconferencing. Kate presented her insightful research on the "U-Curve" model, and engaged in a thought-provoking discussion with SIETAR NC members.

During the monthly meeting in March, SIETAR NC had the honor of hosting Dr. Michael Paige at the University of North Carolina Global Education Center for a discussion on "Intercultural Learning in International Contexts: the Impact of Education Abroad Experiences."

ANNOUNCEMENTS

Open call for papers to be published in a Special Issue of the International Journal of Cross-Cultural Management

Deadline for submissions: August 31, 2008

There is an open call for papers to be published in a Special Issue of the International Journal of Cross-Cultural Management: "Multiple views for enhanced understandings in Cross-Cultural Management." The open call language is as follows:

A dialogue between the various perspectives within cross-cultural management can be a key to new developments. In addition, using distinct or new methodologies in each of the streams of cross-cultural management can achieve new and complementary knowledge. Therefore, all papers are welcomed that strive to achieve further theory or knowledge development with:

- o Multi-paradigm or multi-perspective approaches, multiple level of analysis in their investigation of the influence of culture on management
- o New or rarely used methodologies in the field of cross-cultural management, e.g., cultural metaphor
- o New perspectives for the field of cross-cultural management, e.g., critical, post-modern, post-colonial and indigenous analyses
- o New approaches or methodologies than the prevailing ones in one of the streams within cross-cultural management

Please find further information at:

http://www.egosnet.org/about/CfP_IJCCM.pdf

SIETAR Global Congress 2008

How globalization affects cultures & cultures shape globalization
Granada Spain October 22-26, 2008

Click here for registration details:

<http://www.sietar.org/granada2008/registration.htm>

The theme of the conference is How globalization affects cultures & cultures shape globalization. The purpose of the conference sessions is to inform, update and stimulate participants in their work. Therefore the emphasis is on the value added by the research or practice in terms of breaking new ground and questioning assumptions, demonstrating innovative tools and techniques, and showing creative expression. The next SIETAR-USA Conference will be held in April 2009. So make plans now to join together with us and the larger Global SIETAR community in Granada next October!



SPECIAL FEATURE! SIETAR-USA MEMBER PROFILE

Editor's Note: Occasionally, SUSA News profiles the work of SIETAR-USA Members representing the diversity found across our membership of Education, Training and Research professionals. In December of 2007, we featured Researcher Kate Berardo. In this issue we profile the "E" in SIETAR, or "Education," with an interview prepared by Esther Louie of educator, Yvonne Montoya Zamora. In future issues, we look forward to profiling the work of "Training" SIETAR-USA members, as well. If you would like to either serve as an interviewer or interview subject in a future newsletter issue, please contact us.

Educator: Yvonne Montoya Zamora

By Esther Louie

Yvonne Montoya Zamora was born and raised in Albuquerque, New Mexico and now lives in Spokane, WA. When growing up she said the three things that mattered most, and continue to be important to her today are family, church and education.



During the SIETAR-USA conference in Albuquerque, NM (November, 2006), Yvonne took the opportunity to continue her research into her family's genealogy and found church records (baptism, marriage, and death dates) dating back to the 1700s listing her paternal family members. She is excited to continue finding more information for her maternal side of her family. She continues to explore her family's history in order to leave this information for her children.

One of her earliest memories related to her education was when the principal of her local public elementary school came around to all the families in her neighborhood and told them that if they wanted to go to school and be successful, they had to speak English (and not Spanish). She remembered thinking that although her Mexican American family was bilingual, speaking Spanish and English, the principal never asked if they spoke English, and made assumptions about their language ability.

Yvonne has been working in the human resources field for the past 18 years, and recently joined Washington State University as a Human Resource Generalist in November 2007. While working full time and raising her family, she completed an additional bachelor degree (already earned her BS in criminology) in business administration, and completed her master's degree in public administration with an emphasis in human resources this past spring (2007). Her master's thesis explored

the recruitment of faculty of color for the community colleges for Spokane, WA. She found much to her surprise that the methods and processes comparing strategies and methods used prior to 2000 were not that different than strategies and methods after 2000 to the present. She continues to use many of researched methods in her workplace, and continues to develop and try new programs to continue recruiting faculty of color, and more importantly programs that support retaining faculty of color.

As she continues to conduct training at WSU, her goal is support the development of an interculturally competent work place. With the current market place there are suggestions to look overseas to find qualified and experienced employees. Yvonne already is thinking of how to create a positive work climate that includes domestic and international employees. Identifying needs and creating training programs that support the staff and faculty in their efforts to be interculturally competent is an important focus for Yvonne. She strongly believes that HR can be more intentional and provide resources for the faculty. And ultimately the faculty will be instrumental in educating our college students to be better prepared to work in the global arena.

When I asked Yvonne if she identifies herself an interculturalist, she said that she is "on the path of becoming an interculturalist" because she has still much to learn. Yvonne is truly a life-long learner. She attends the Summer Institute for Intercultural Communication for her professional development, she was an SIIC intern in 2006, and attended SIETAR-USA in Albuquerque, NM.

Yvonne is also among the initiators of the new local SIETAR group in Spokane, WA.

Esther Louie, the author of this article, is Assistant Dean of Intercultural Student Affairs at Whitworth University in Spokane, Washington. She is also a past President of SIETAR-USA, and currently a Co-chair of the Presentation Committee for the SIETAR Global Congress.



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