

SUSANews



The **SIETAR**USA Newsletter

Society for Intercultural Education
Training and Research

PRESIDENT'S LETTER



Dear Colleagues,

We've just passed the half-way mark for the year. As you already know, this year has been one filled with activity for us— a rapid response committee, an oral history committee and a strategic plan to guide us during the next few years. Additionally, Christopher Deal, who holds the Local Groups portfolio, has, with the assistance of Peggy Pusch, our Executive Director, collaborated with the local groups to develop a working agreement that clarifies our relationship with them. This agreement also clarifies what the local groups can expect from SUSANews.

As you will read in this newsletter, Kelli McCloud-Schingen has agreed to take on the enormous and important role of Chair of the SIETAR USA 10th Anniversary conference that will be held April 2 – 4 in Raleigh, N.C. To prevent her from being overwhelmed in her new role, immediate past conference chair, Patricia Coleman, has agreed to assist her and provide important back up in Kelli's primary portfolio of Membership and Outreach.

Recently, Peggy and Esther Louie completed the task of selecting and scheduling the presentations for the Global Congress in Granada, Spain in October. Theirs was not an easy task. 268 proposals were submitted and they had only space to accommodate 117. The winnowing process was made even more difficult because of the quality of proposals submitted. One last thing about the Global Congress in Granada: word is that there are 115 people from the United States signed up to attend, currently one-fifth of the registrants. More are expected. I am looking forward to seeing many of you there.

Until next time,

Andy Reynolds

SIETAR-USA President

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NEW!

EXECUTIVE DIRECTOR'S NOTE

Dear Friends:

What ever happened to summer as a time to sit on a beach with a good book? I am amused by advertisements for summer reading when it seems there is absolutely no time to indulge in this pastime. That said, I am reading a mystery that just happens to be an opportunity for culture learning - Flower Net by Lisa See. This is not a new book but I was very recently introduced to this author. There are other books by See that also provide new insights into China and Chinese culture, often in contrast with US American culture. This is a recommendation of an author who can make leisure reading an exercise in culture and intercultural learning, especially if you, as I am, are addicted to mysteries.

So where has the summer gone? To SIIC where many SIETAR members were in attendance, engaged in and learning from a array of workshops. I was faculty for two workshops—one with Jaime Wurzel and one facilitated by Terry Brake on virtual teams. I learned a lot and enjoyed being in a class where everyone had their computers open and was constantly in communication through cyberspace while actually talking with each other. There were times when we were forbidden to communicate in any way but virtually. We had to be on Facebook, Linked In, writing on Blogs, working with Google Documents, and generally getting more and more connected through technology and proficient at using these tools. Terry was very relaxed about having people looking at computer screens instead of him and multi-tasking—checking email, listening to a presentation, engaging in a discussion, creating blog notes, all at the same time. I knew I would learn a lot but it was much more fun than I anticipated.

The summer also went to planning the program for Granada (see photo of Esther and me with the large charts of program schedules) and continuing to answer the many questions that come up when a conference is on the horizon. We were also planning the next SIETAR USA conference to take place in April in Raleigh, NC (see Kelli's column), and believe it or not, beginning to plan for a conference in Spokane, WA in spring, 2010. This lovely, small, very western city is going to be a great place for our conference and the local group is enthusiastic about the prospect of having all of us in their town (see SIETAR Spokane below).

That is where summer has gone so far. I'm looking forward to a slightly more relaxed August. I hope you are getting time to lie on a beach, hang out with family and friends, and maybe even read a book.

Peggy Pusch

SIETAR-USA Executive Director



Planning for Sietar 2008 Global Conference in Granada
(SUSA Executive Director Peggy Pusch with SUSA Past president Esther Louie)

SUSA 2009 CONFERENCE IN RALEIGH-DURHAM

**SUSA 2009 Conference Announcement:
"Intercultural Solutions for Challenging Times"
April 1-4, 2009 Raleigh-Durham, North Carolina**

By **Kelli McLoud-Schingen**, *Conference Chair*

Greetings fellow SIETARians! On behalf of the SUSA Board of Directors, it brings me great pleasure to announce the 2009 SIETAR USA Conference to be held at the beautiful Embassy Suites Hotel and Conference Center in Raleigh-Durham, North Carolina, April 1-4, 2009!

Raleigh-Durham is an excellent choice for our conference. Raleigh is one of the few cities in the United States that was planned and built specifically to serve as a state capital. Contributions of North Carolina to popular culture include basketball legend Michael Jordan, music legend James Taylor, movie legend Ava Gardner and reality show legend Clay Aiken (of American Idol fame). North Carolina's contributions to American history books include the Wright Brothers' First Flight, cross-cultural conflicts like the Revolutionary and Civil Wars, Native American relocation, African slavery, the Civil Rights Movement and the recent growing pains from the population increase in Asian and Latino residents. The theme of the conference is "Intercultural Solutions for Challenging Times."

Although North Carolina has historically struggled with the challenges of cross-cultural contact, the state is working diligently to include the voices of all its residents. Interculturalists know that the challenges of cross-cultural contact persist globally and we see this as an opportunity to encourage inclusion and cultural competence. It seems Raleigh is the perfect place for our conference.

This conference promises to provide speakers who will enhance our knowledge base, sessions that will highlight intercultural practices that encourage innovative solutions for today's cultural challenges, and networking opportunities to expand our professional resources.

The conference team is working hard to bring you an amazing conference to rival the success of our past ones. We can use your help, so if you're interested in assisting us with planning the conference, please contact Kelli at travelstar13@aol.com. The call for proposals will be out soon so consider what knowledge you will share with conference participants that represents our theme, "Intercultural Solutions for Challenging Times."

I look forward to seeing you all in Raleigh!

LOCAL GROUP NEWS

SIETAR DC

In its efforts to increase membership, the DC local group plans to marketing to local universities, professional and cultural organizations in the DC area. SIETAR DC is also in the process of finalizing a survey which it will send out to its current members to gauge their interest in different topics. In spring 2008, SIETAR DC also embarked on a partnership with The George Washington University that will host all of the chapter's future events. In addition, after 2 years as Executive Coordinator of the DC local group, Ursula Leitzmann has relocated back to her home country of Germany. Julia Gaspar-Bates has succeeded Ursula as the new Executive Coordinator and Maria Morukian is the Deputy Executive Coordinator.

For our May meeting, we had a panel discussion on military culture. With the ongoing wars in Iraq and Afghanistan, we are besieged with information on the military, yet outside the press many of us do not have a clear understanding of military culture. Julia Gaspar-Bates moderated this fascinating panel discussion with active duty and retired Air Force, Navy, and Army officers on unique aspects of military culture.

For our June Meeting, we had a book presentation and potluck dinner. Ray Leki, Director of the US Department of State's Foreign Service Institute's Transition Center, presented his new book Travel Wise: Safe, Savvy and Secure Abroad, recently published by Intercultural Press. This was followed by a potluck dinner at Judee Blohm's home.

SIETAR Austin

2008 has been a fun and successful year so far for SIETAR Austin. We have a new attractive website, a popular monthly social and have hosted some wonderful programs such as an interactive communication workshop with Guy Monroe, an eye-opening presentation on Asian Texans with Irwin Tang, as well as a panel discussion on immigrant student success in Austin schools. We are looking forward to keeping Austin interculturally alive!

SIETAR Spokane

We were fortunate to have Peggy Pusch visiting in Spokane, WA for a few days, and the SIETAR-Spokane local group members were able to meet with her on July 30. Peggy was working with Esther Louie on the SIETAR Global Congress, Granada, Spain. Members were able to see the Congress presentation program in the rough format as the walls were covered with a lot of notes! Additionally, Peggy had just had a tour of Spokane and our local group is enthusiastic about the possibility of hosting a future SIETAR-USA conference.

We also welcomed a new member, Kara LaSota who had just moved to Spokane with her husband. She is currently a graduate student with the Intercultural Communication Institute/University of the Pacific's Master of Arts in Intercultural Relations program and a member of NAFSA, the Association for International Educators.

Aside from catching up with Peggy about SIETAR-USA, and SIETAR Global Congress, the group discussed future agenda for meetings. Members suggested that we would bring forward "best practices" and have the opportunity to share simulations, activities, films and videos, and successful training designs. Additionally, we would also bring forward helpful hints about what not to do and other pitfalls that we have experienced. With what was briefly shared, we will be able to fill our meeting agendas for the next few meetings beginning in the fall.



Society for Intercultural Education
Training and Research

ANNOUNCEMENTS

OPEN CALL FOR MARKETING/P.R. COMMITTEE MEMBERS

By **Candice Hughes**, *SUSA Board Member & Marketing Chair*

SIETAR-USA can be likened to a best-kept secret that should be shared with the rest of the world. A recurrent theme at our April board retreat was the need to substantially increase our overall marketing efforts. Effective marketing of our organization is critical to holding successful conferences, increasing membership, and enhancing the visibility and credibility of interculturalism as a profession.

And that is where you, as a SUSA member, come in. To achieve these goals, we need to build a strong committee of individuals who can help with the variety of tasks needed for marketing SIETAR-USA. Ideally members would include those with a variety of skills and/or experiences in any one of the following areas – marketing, branding, graphic design, copywriting, networking, and computer technology.

Here are some of the core activities of the marketing committee:

- **General Committee Functions** - Developing specific marketing plans, determining marketing financials, identifying marketing opportunities
- **Branding** - Helping to establish the identity and name recognition of SIETAR-USA
- **Conference Marketing** - Helping with the creation of marketing materials and promotional events for annual SIETAR-USA conferences
- **SIETAR-USA General Marketing/Promotional materials** - Helping to develop organizational brochure and other items that communicate what SIETAR is to individuals and organizations unfamiliar with SIETAR-USA
- **SIETAR-USA Public Relations** – Creating communication linkages with other organizations and the media to promote the “intercultural expert” status of SIETAR-USA

As you can see, there is a lot to be done and I would like to invite you to contact me via e-mail at bridgingcultures@aol.com if you would like to join the SIETAR-USA marketing/public relations committee. Please communicate which of the listed marketing activities would interest you and what experiences and skills you would be bringing to the committee. Feel free to volunteer even if you do not have a marketing background as your enthusiasm and motivation will also be very greatly appreciated.

Many thanks to each of you who accepts this invitation!

SIETAR GLOBAL CONGRESS 2008:

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

Intercultural Learning Space Launches in Second Life®

A virtual start to the 2008 Global Congress of the Society for Intercultural Education Training and Research (SIETAR) took place in July, with the opening of an Intercultural Learning Space featuring over a dozen cultural quiz games in English and Spanish opened in Second Life®. To visit the SIETAR Intercultural Learning Space in Second Life, or to watch a short video tour, go to: www.bluepillgroup.com/portfolio.php.

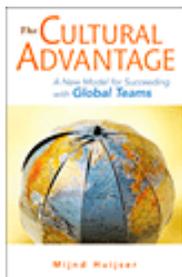


SPECIAL FEATURE: BOOK REVIEW

Editor's Note: SUSA News is pleased to invite book reviews of publications likely to be of interest to our membership. If you would like to complete a book review for a future SUSA News issue, please contact us for our book review template.

"The Cultural Advantage"

by Mijnd Huijser, Intercultural Press, A Nicolas Brealey Publishing Company, 2006



A brief description of the book

Model of Freedom – Looking for a model that allows for multi-dimensional cultural comparisons, one that draws from the fundamentals of Fons Trompenaars and Geert Hofstede, then goes a step beyond? In "The Cultural Advantage" Mr. Mijnd Huijser has given us a concise yet clear guide to his Model of Freedom, dynamically explained amidst the narrative of the struggles and culture clashes of one hypothetical global team trying to meet common business goals. Mr. Huijser, a long time associate of both Trompenaars and Hofstede, is in a unique position to authoritatively refer to their models, and the models of other important researchers throughout his book, and still have it read like a novel. In a four-dimensional approach, the Model of Freedom, tested over 12 years and rooted in real world global business experiences, provides a practical tool for comparing and contrasting two (or possibly more) cultures on several aspects or dimensions at the same time. Anyone seeking to work or facilitate successfully in a global environment will find his model useful and easy to grasp. In addition to the model, Mr. Huijser has provided the reader with many excellent illustrative examples, incidents and compelling "Cultural Highlights" from a range of cultures.

For interculturalists, this could be an important emerging model, possibly the next "big thing", and is well worth the read. However, I would like to have seen Model of Freedom profiles detailed for each of the cultures introduced in the book, and more in-depth description of the author's research and cognitive processes. Perhaps this means we can expect more books from Mr. Huijser in the future. For any of us who might have attended Mr. Huijser's spirited presentation at the SIETAR-USA '07 conference or SIETAR Europa in '07, we are hoping that SIETARians can anticipate more opportunities coming our way to gain competency in using this potentially very powerful model.



This book is available through Intercultural Press, A Nicolas Brealey Publishing Company, and the current price is \$27.95 (before SIETAR-USA discount).

Book Reviewer:

Sue Shinomiya, consultant, corporate trainer, coach, author and webinar leader, specializes in global business effectiveness for corporations and individuals. Her nearly 25 plus years in the intercultural field have included 9 years working and living in Japan.



She is currently a Board Member of SIETAR USA, and has attended 8 of the last 12 Summer Institutes, including Terrence Brake's course on global teams and technology. She is the co-author of Business Passport to Japan: Revised and Updated, 2007, an essential guide for anyone doing business in Japan.

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