

SUSA News May 2013: Employers share what they're looking for in culturally-competent employees, Board Retreat photos and more...



President's Letter

Board Members Meet in Portland, Plan for Upcoming Year

Dear Friends,

I hope the Spring season finds you well. I wanted to take this opportunity to report on some great progress done at this year's annual Board of Directors Retreat. Fifteen of us met in Portland, Oregon, April 5 and 6. We had an ambitious agenda, but managed to accomplish quite a lot. We set one of our intentions as the desire to have fun while working for SIETAR-USA, something we hope to do throughout the year. The following are some of the highlights of the Retreat meetings.



1. One of the most exciting things about the Retreat was the acceptance of the Living Code of Ethical Behavior. Our Ethics Chair, Maria Thacker, unveiled the document—the result of a concerted effort by the Ethics Working Group. This was a very historic moment in our organization, since it represents the first time we have officially had such a document. We are looking forward to the next steps in sharing the document with our members and hopefully having it be a part of our discussions among members and our professional life.
2. We experimented with a new way of running meetings (new for us, at least). We felt our meeting and our organization calls for a structure somewhat less formal than Robert's Rules of Order (parliamentary procedure), but still defined and directed enough to allow us to make decisions. Our results were quite good, and we will continue to refine our process as we move forward.
3. We further developed our relationship with the Intercultural Communication Institute (ICI). They are serving as our Executive Secretariat; for this Retreat, they hosted one of our meetings in their library. One of the staff members who will be serving as SIETAR-USA's Executive Secretary, Greg Walker, was able to attend the meetings and continue the process of getting to know our Board Members and learn how we can best work together.
4. As a Board, we began the process of clarifying our roles—that is the roles of each member of the Board

of Directors. We also created action steps and a timeline for this process and began the process of documenting each position on the Board using the online collaboration tool Basecamp. On a related note, we made progress on working through the Standing Rules, revising and clarifying them.

5. Finally, we did extensive brainstorming around the idea of member benefits. What do we currently offer? What could we offer in the future? As we move forward, we will use the ideas we generated and ask for your input, too, as we work to ensure that we are serving the members in the best way possible.

We are all looking forward to a great conference November 6-9, 2013 in the Washington, DC area! We have a conference theme: "Exploring Intercultural Boundaries: Innovation, Inclusion, Inspiration" and we're very excited about having the conference in the nation's capital this year!

Be well,

Christopher Deal, Ph.D.
SIETAR-USA President

Photos: 2013 Board Retreat in Portland, OR



Maria Thacker (Ethics Chair) unveils plans for industry ethics standards. Over the past year, an Ethics Working Group has devoted a great deal of time and energy to the endeavor of highlighting ethical behaviors and standards in the field.



Nancy Tom (Leadership Development Chair) serves as scribe during a brainstorming session on SIETAR-USA member benefits.



Ann Marie Lei (Conference Oversight Chair) delivers a presentation on former annual conference sites, key logistical considerations and possible locations for future conferences.





SIETAR-USA Board members present at this year's retreat included (from back row, left to right): Naomi Ludeman-Smith (Professional Development); Chris Peltier (Membership, Outreach and Diversity); Amy Rausch (Treasurer, appointed interim); Maria Thacker (Ethics); Patricia Coleman (Fundraising and Development--Sponsors, Exhibitors and Advertisers); Chad Beyer (Secretary); Nancy Tom (Leadership Development); Ann Marie Lei (Conference Oversight); Front row, left to right: Bobbie Stewart (Newsletter Editor); Greg Walker (Executive Secretary); Cate Brubaker (PR/Marketing); Monica Mumford (Treasurer); Lisa Singh (Fundraising and Development--Organization); Sandy Fowler (Senior Advisor); Valli Murphy (Local Groups Coordinator); Christopher Deal (President)

Welcome from the Conference Co-Chairs!

Thirteenth Annual Conference November 6-9, 2013
Key Bridge Marriott Arlington, Virginia USA

Exploring Intercultural Boundaries

**Innovation
Inclusion
Inspiration**

SIETARUSA
Society for Intercultural Education,
Training and Research

Please mark your calendars now to attend the 13th Annual Conference to be held in Arlington, VA

November 6-9, 2013. We are excited about the theme of this year's conference: *Exploring Intercultural Boundaries: Innovation, Inclusion, Inspiration*.

As intercultural professionals, we routinely live and work across different types of boundaries and help others to successfully span the different types of cultural transitions and boundaries that they encounter in their personal and professional lives. As we continue to encounter geopolitical, cultural and economic challenges, it is more important than ever to find ways to innovate, include and inspire ourselves and those around us.

We are delighted to welcome fellow SIETARians to continue on this journey of exploration for the 13th Annual Conference which will be held November 6-9, 2013 at the [Key Bridge Marriott](#) in Arlington, VA, just minutes away from the nation's capitol.

The conference committee is hard at work planning for the conference. Stay tuned for the Call for Proposals, which will be available within a couple of weeks.

In the meantime, to ensure that you are receiving the latest information about the conference plans, please sign up for e-mail updates at the SIETAR-USA [website](#) and/or follow SIETAR-USA on [Facebook](#). Also, if you need to communicate with us directly, please contact us at Holly@sietarusa.org and Julia@sietarusa.org.

Please save the date now! We look forward to welcoming old and new faces to our hometown in November.



Holly Emert and Julia Gaspar-Bates, 2013 Conference Co-Chairs

Quoted & Noted: Voices from the Field*

What skills or qualities can set top job seekers in the intercultural field apart from the rest? If you are an employer in the field, what do you look for when seeking culturally-competent employees?

“In general we look for a deep understanding of the concept of culture...and being able to explain it in concrete ways; professionalism and confidence in speaking with learners and clients, particularly around cultural values/tendencies/priorities and their application to real world examples; a comfort with the ambiguity and complexity of our field; and an authentic curiosity about self and others.”

– Rebecca M. Parrilla, Manager, Intercultural Learning & Development, [Language & Culture Worldwide](#)

“We look for facilitators who have done their personal work so that they are ready to move past the guilt, blame, and defensiveness to take individual and community action towards positive change. We look for individuals who practice and embody what they teach. Finally, we look for individuals who bring the experiences, culture, perspectives, and skills to round out our diverse team.”

– Lara Mendel, Executive Director and Serian Strauss, Curriculum and Training Director, [The Mosaic Project](#)

“Perhaps the most important skill or quality that separates the top candidate from others is the ability to be comfortable in their own skin and at the same time adept to supporting others in their own cultural journey. We're always impressed when a candidate has already done the important reflective work (via personal or professional experiences) to get them to a point where they understand that an intercultural exchange is just that - a transactional process. The top job seekers understand the delicate relationship of promoting their specific skill sets as an offering to help others around them (from community members to colleagues) to build their own enhanced awareness and cognition.”

– Eric Rowles, President and CEO, [Leading to Change](#)

**This new, recurring section invites professionals in the intercultural field to share their thoughts on relevant and timely issues. SIETAR-USA does not necessarily share or endorse views stated here.*

Next newsletter's question: How is the rise of technology impacting our conception of multiculturalism? Submit your response for consideration to Newsletter Editor Bobbie Stewart at gogetter642@yahoo.com.



LinkedIn: An Intercultural Perspective

In today's age, how we present ourselves is no longer limited to the verbal and visual form, but extends to the technological sphere. We are sharing who we are via social media. Last year, Facebook [claimed](#) one billion (yes, one billion) people were using its networking site, and Twitter [reportedly](#) has 280 million monthly active users.

How, one in the intercultural field may ask, does culture impact usage of highly popular social media tools?

Cate Brubaker, of [Small Planet Studio](#), and Sabrina Ziegler, of [Authentizen](#), conducted a study in February to find out. Their interest was spurred by conversations regarding noticeable differences in usage between North Americans and Europeans. Sabrina, who had been living in Europe at the time, interviewed a few people from both continents and then she and Cate circulated the survey in February. The results surprised them both.

Here are some of the study's findings, which can also be found in a [free handout](#):

"According to our survey, North Americans use their LinkedIn profile to search for a job, whereas Europeans don't use the platform as frequently for this purpose. North Americans also like to use LinkedIn to follow thought leaders and keep up with trends. Europeans, on the other hand, use LinkedIn because of its integrity and due to the ability to separate personal and professional lives."

Small Planet Studio and Authentizen are hosting another webinar on May 7 titled "LinkedIn for Success." For more information, click [here](#).

Local Group News

SIETAR San Francisco Bay Area



Integral Coaching Canada crew at the April 4th SIETAR SF Bay Area meeting

Like buds during springtime, our group continues to blossom in northern California. We are thrilled to find more people joining our gatherings! In February, Kate Berardo charmed us with the Wheel of Intercultural Skills, and member Cathy Berkey led an engaging World Cafe discussion on growing our community in March. Most recently we hosted an experiential information session with Integral Coaching Canada on ICC coaching, complete with a surprise appearance from founders Joanne Hunt and Laura Divine! To see more photos and notes from our meetings, check out our [Facebook page](#). We meet at the International House in Berkeley on the first Thursday of each month. Please contact Alice (aapm21@hotmail.com) if you would like to be added to our email list.

breidi Truscott Roberts, SIETAR-SF Bay Area Co-Coordinator

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**Congratulations to Brookfield Global Relocation Services' Intercultural Group
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Press Release Announcement:

Brookfield Global Relocation Services proudly announces that its Intercultural Group celebrates its 50 year anniversary as a premier intercultural training organization. Our intercultural training experts help our clients develop the intercultural competencies their employees need to effectively communicate, interact and work across cultures. The Intercultural Group attributes its longevity to thought leadership, proprietary research-based training methodology and the integration of leading edge products. Brookfield Global Relocation Services' Intercultural Group marks its 50th anniversary with experience training clients to live and work in over 120 countries and a global network of over 250 active trainers.

For information on sponsoring or exhibiting in 2013 please email S.E.A@sietarusa.org.

Next Issue of SUSA News: August 2013

Contribute to SUSA News!

This is your newsletter. What would you like to see in it? We invite articles, books reviews and the like. Creativity is a collaboration. We want to hear from you!

Here are specific ways you can help. Consider:

*** Submitting interesting facts about intercultural education, training and research**
We'd like to start a "Did You Know..." section that highlights lesser known, but interesting facts of the field. Email: gogetter642@yahoo.com.

*** Responding to our question for the next Quoted & Noted section**
August's question: How is the rise of technology impacting our conception of multiculturalism?
Email: gogetter642@yahoo.com.



Mark your Calendars!

May 4, 2013
Young SIETAR
[Webinar: Importance of Cultural Awareness in Social Movements](#)

September 18-22, 2013
[SIETAR Europa Conference](#)
Tallinn, Estonia



Contact Us

We've moved! Our office is housed at the Intercultural Communication Institute (ICI).

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