

# FRANKy

THE FULBRIGHT ALUMNI E.V. NEWSLETTER



# Content

Greetings from the President	1
The Board	2
What sets the Fulbright Program apart <i>By Rolf Hoffmann</i>	4
100 Years James William Fulbright	5
Special Feature: Where Continents Meet Fulbright Berlin Conference '04 Berlin feels well prepared <i>By Klaus Wowereit</i>	6
Redefining a continent: EU-enlargement <i>By Joe Kristensen, Steffen Schmuck-Soldan, Jörg Geier</i>	7
Common challenge or internal divide <i>By Sebestyén L. v. Gorka</i>	10
Why is this publication called „FRANKly“?	12
Impressions of the Berlin PowWow <i>By Crister S. Garrett</i>	13
Prof. Dr. Gesine Schwan <i>By Jürgen Simon</i>	14
On gravitation and moving targets <i>By Steffen Schmuck-Soldan</i>	15
Fulbright Berlin Conference <i>By Monica Steger</i>	16
Hanseatic Challenge in Hamburg 2004 <i>By Uli Wandel, Uwe Koch, Heike Staffa-Ott, Martina Rauch, Anna A. Meissner</i>	17
History and Purpose of the Fulbright Alumni e.V.	19
Membership application	21
What's going on in the Regional Chapters	23
Enterprise Scholars powered by the FAeV.	26
Strategy on the Ammer <i>By Michael Tonke</i>	30
Behind the Scenes in Ludwigsburg: Winterball '04 <i>By Ulrich Schlecht</i>	31
Speak American <i>By Andrea Möller</i>	33
Fulbright Family Fun Weekend <i>By Knut Mittwollen</i>	34
Washington Conferences and Fulbright Prize '03 <i>By Uwe Koch</i>	35
Welcome Meeting '03 <i>By Ulrich Hueck</i>	36
Fulbright travelogue Tenerife '03 <i>By Christiane Fertig</i>	37
Did you know... <i>By Silke Wolter</i>	40
Welcome back <i>By Silke Wolter</i>	41

## Photos title page:

- 1) PowWow '04 – Where continents meet: One of the five exciting panels
- 2) Winterball '04: Guests and organizers
- 3) Regional Chapter Stuttgart/Southwest: A canoe trip

# Letter from the editor

Dear friends of the Fulbright idea,  
a warm welcome to all of you holding our 15th issue of the FRANKly in hands.



Our special features the Fulbright Berlin Conference of 2004, for the first time organized in close cooperation between the Fulbright Alumni e.V. and the German-American Fulbright

Commission. This is exactly what the Senator had in mind: people of different origin and academic backgrounds united with a goal and despite all diversity summing it up with the words "Where Continents Meet".

My Fulbright Conference was held in Chicago in 1988 and I will never forget one girl from Honduras. She set up a tape player one evening and said: "In Honduras, we can dance". And she threw off her shoes and began to dance in front of approximately 200 Fulbright scholars from all over the world.

That's what I like about Fulbrighters. They do not only talk but act when it's necessary. I love working with them, I am glad that I can contribute to extending the Fulbright experience to others. And I hope I can meet them all.

\* Thank you all for your excellent cooperation

Enjoy and contribute if you wish  
Silke Wolter  
frankly@fulbright-alumni.de

Silke Wolter holds a diploma in Visual Communications (FH) from the Fachhochschule des Landes Rheinland-Pfalz at Mainz. She was a Fulbright scholar from 1987-1989 and studied Design at the University of Minnesota, where Silke received a Master of Arts and discovered her affinity and talent to teaching. In the past she has been working for German and international advertising and design agencies in Germany and the Czech Republic. She exhibits her art sporadically and won awards with her graphic work. Silke opened her own business in 2003 (designing anything from invitation cards to annual reports) and lives close to Frankfurt with her husband and three children.

FRANKly No. 15, Oktober 2004  
Copyright by Fulbright Alumni e.V.  
Postfach 10 08 65  
60008 Frankfurt/Main, Germany

Editor and Designer  
FeinDesign Silke Wolter, Bad Soden  
(06196) 643914, Fax 643814  
swolter@t-online.de

Proofread by the Board  
and Angus McKay

Printing and Lettershop by  
Liebeskind Druck, Apolda

# Greetings from the President

*Dear members and friends of the German Fulbright Alumni e.V.,*

I am very pleased to introduce to you this 15th edition of our association's journal, the FRANK/y. These pages reflect the effort of the authors and editors of the articles they contain, but also the hard work of those dedicated members who orchestrated the events described. Therefore I would like to thank not only Silke Wolter for her fine work in the production of this edition and all of the authors and contributors, but also all of the energetic individuals who have invested much of their free time to contribute to the richness of this Association by organizing the events which help define it.

You will find quite a number of events described in this issue, ranging from the picnics and day-trips of the regional chapters and the Family Weekend in Königstein, to the larger events such as the Pow Wow conference on EU-Enlargement or the annual Winterball. Furthermore, this edition is one of introductions: Dr. Rolf Hoffmann, who became the Executive Director of the German-American Fulbright Commission at the beginning of this year introduces himself and his ideas for future collaboration between the Fulbright Alumni and the Commission. Four out of the five "Enterprise Scholars", Fulbrighters who received travel grants sponsored by our association, take the opportunity to describe their experiences and share their enthusiasm about their year abroad. Finally, the interview with the members of the board of directors gives some insight into the leadership of the association.

These contents illustrate the broad spectrum of our events and our individuals, showing the diversity and the desire for diversity among the over 1200 members. I find the faceted nature of the association's activities to be extremely important: The German Fulbright Alumni association is a social gathering place, a helpful institution for returning grantees and Americans currently in Germany, an information source for the public about the Fulbright Program, a forum for addressing current topics from academia, politics, and professional life, and a great place to develop professional and leadership skills. Any one of these facets alone could not keep the association alive. Together, however, they make the association as dynamic and eclectic as a typical Fulbrighter.

Enjoy this edition of the FRANK/y!

*Joseph Kristensen*

Berlin, October 2004



*Born in Rochester, New York, in 1972, Joe received a Fulbright Teaching Assistant Grant for the school year of 1995-96 in Königs-Wusterhausen, near Berlin. Joe lives with his wife Sidse in Berlin, and works as a commercial project manager for the Transportation Systems division of Siemens AG.*

*Question: How do you envision the FAeV's future?*

I have always been impressed with the eclectic and dynamic nature of the individual members of the FAeV, as well as the opportunities for developing leadership and professional skills which the association offers to those members who become active and/or take office. Great individuals combined with opportunities for learning build the strong foundation of the association. First and foremost, I envision this foundation being fortified with a steadily growing membership, and continued activation of members for leadership positions within the association.

*Question: What is your comment on the German-American Relationship from the standpoint of the FAeV?*

I feel that the standpoint of all Fulbrighters, individually and collectively, should be one of tolerance, even celebration of ideas and viewpoints contrary to their own. In Senator Fulbright's own words, *"The essence of intercultural education is the acquisition of empathy – the ability to see the world as others see it, and to allow for the possibility that others may*

*see something that we have failed to see, or may see it more accurately."* I think that Fulbright Alumni, as academics and professionals by definition and hooked on the empathy gained through their experience, have had a particularly difficult time accepting the current Bush Administration, which has defined itself through the use of simple dichotomies and resolute actions. Many see "freedom fries" and the Fox News Channel as the antithesis of what Senator Fulbright and the Fulbright Program stood and stand for.

To avoid being a hypocrite, however, a Fulbrighter on either side of any political fence must engage in discourse, *"to allow for the possibility that others..."* (see above).

As emotions ran high during the outbreak of the war in Iraq, a group of our members did just that: a digest of articles and personal statements representing a full range of opinions was created, for which subscribers were encouraged to submit further content for intelligent and respectful discussion of current affairs. This, I feel, is a commendable example of the cooperation and tolerance which the Fulbright Program is meant to develop, and the Fulbright Alumni e.V. stands for.

# The Board



From the top left, clockwise: Petra Steinmetz, Andrea Möller, Uwe Koch, Joe Kristensen, Ursula Mich.

## Uwe Koch - Treasurer

Born on August 11th 1964 in Reutlingen, Uwe spent his Fulbright Year from August 1988 to September 1989 in Corvallis, Oregon attending classes at Oregon State University. Currently he is working for a major European Bank's Online Brokerage daughter in Nuremberg.

*Question: What keeps you personally motivated to invest your spare time in FAeV?*

First of all the Fulbright Year in the US gave me a lot. Working on the Board of Directors is equally rewarding since I am able to participate in international ventures, meet interesting people at otherwise inaccessible events and learn a lot of things in fields differing from my professional life.

*Question: What does the FAeV really do for returnees?*

Most returnees have a unique experience in their social environment as usually all their friends and family members stayed back in Germany. We offer a community of people with the same kind of experiences in similar situations. Returnees who happen to suffer from reverse culture shock find out that they are not the only ones and get consolidation from understanding Fulbrighters who may even become friends for life. We also offer events to keep up the links with the US and to broaden the mind in different disciplines.

## Andrea Möller - Vice President Communications

Born in Frankfurt/Main in 1974, Andrea studied English and Biology at the Johann Wolfgang Goethe University. After a TA-year in Great Britain she spent her Fulbright year studying Biology in the Masters program of Northern Arizona University in Flagstaff in 96/97. Currently she is working on her PhD in Biology, trying to find out how migrating animals sense the earth's magnetic field for orientation.

*Question: How do you envision the FAeV's future?*

In the past 18 years our association has grown continuously, bringing together internationally-oriented students and professionals by organizing more than 50 events, some of them even on an international scale. Undoubtedly our future continues to lie in our lively and broad-based pool of members, from which our active regional or national boards are recruited. But while our potential increases with becoming larger, our responsibilities increase as well. As governmental money is cut everywhere and Amerikahäuser are closed, non-governmental associations like the FAeV will become progressively more relevant. We will need to support the German-American dialogue and serve as an information platform, possibly in cooperation with other organizations. Also, as more and more students tend to stay at their home university in order not to "lose" a year, we should use our connections with universities and schools and encourage them to go abroad – possibly by trying to be a "life example" for the fact that one can only win, on the career but above all on the personal level. If we can continue to be dynamic, diverse and independent, the FAeV will continue to thrive and become even more relevant in the future.

*Question: What is your comment on the German-American relationship from the standpoint of FAeV?*

The German-American Relationship is going through a radical change. For a long time, especially during the Cold War, Americans were seen as the creators and keepers of peace. But as a generation change takes place in Germany, opinions about the U.S. become more differentiated and critical. America is no longer merely associated with bringing Marshall Plan and Hershey bars. Some, Germans as well as Americans, begin to question the turn in U.S. politics. But instead of becoming pessimistic fence sitters, our members take action: They organize a PowWow "Quo vadis U.S.A.?" and start a digest of press articles and opinions, creating a platform for open discussion. This is where our chance lies. First, our members know both cultures and are more attentive and sensitive when it comes to American/German issues. They try to understand what drives political decisions on both sides of the Atlantic. Secondly, and most important, Fulbright Alumni e.V. is not a limb of a political party or ideology. Instead, we are driven by the idea of tolerance and true internationality. Our aim is to encourage dialogue and interaction, always trying to foster Senator J.W. Fulbright's wonderful vision: *"It is possible – not very probable, but possible – that people can find in themselves through intercultural education the ways and means of living together in peace."*

## *Ursula Mich* - Vice President Events

Born 1960 and grown up in Bad Homburg v. d. H. Ursula studied Library Science at Stuttgart's University of Applied Sciences. Afterwards a Fulbright scholarship allowed her to study juvenile literature at the Library Science Department at UNC, North Carolina, from 1982-1984. When she returned in 1984 she became a bookseller at one of the best known bookstores in former West Germany. Currently she is the assistant to the CEO of one of Germany's largest banks.

*Question: Where did the exchange year(s) influence your life most?*

It influenced me most in my private life. Many American and German friends I would never have met without my Fulbright year. Regarding my professional career, my US studies helped me to find an adequate job at home. While abroad, I came to a more objective opinion on Germany and German issues. Sometimes I feel as if I were a wanderer between two worlds.

*Question: How do you envision the FAeV's future?*

I think the FAeV will become more important because the Fulbright program is often discussed in politics and the association is needed as a sponsor. It is also important to state our experiences. The number of members will grow further. The Association will face the "problem" of growing older and having also quite young members. This is something the board and members will have to discuss.

*Question: What does FAeV really do for Returnees?*

In hopefully easing the reverse culture shock by inviting them to regional and national events to get to know fellows having made same experiences and to intensify the first contacts of old and new members because of continuous personal contacts.

*Question: Which role do American Fulbrighters play in the FAeV?*

Quite an important one, as you see. Joe is our first American President. During the years I think a more important role also due to the meanwhile good relations between Fulbright Kommission and the FAeV and due to easier access to American Fulbrighters. More Americans come to our regional and national events because of this.

## *Petra Steinmetz* - Vice President Members

Petra Steinmetz was born on Sept. 6th, 1965 in Göttingen. Her Fulbright experience as a Teaching Assistant was in 1990-91 in Minnesota. Since 1997 she has been living in Luxembourg with her family where she is representing very fine and special Tahitian pearls - Magic Pearls®.

*Question: Where did the exchange year(s) influence your life most?*

When I received my Fulbright Scholarship, I knew that it would change my life completely. Thanks to Fulbright Alumni e.V. I met my husband during the Welcome Meeting 1991 in Tübingen. Ever since, Fulbright has played one of the most significant roles in my life. I feel that we as Fulbrighters can make the difference in promoting worldwide mutual understanding.

*Question: If the FAeV did not exist, what would the world miss?*

A place / meeting point / platform where people with the same basic ideas can exchange their thoughts and discuss how to improve this world we all live in. I consider it one of our noblest aims to carry on the legacy and vision of Senator Fulbright, and to work for peace wherever we can. We Fulbrighters are the ideal group for bringing together people around the globe. I truly hope that everybody makes a little effort for improving the world.

*Question: What keeps you personally motivated to invest your spare time in the FAeV?*

I truly enjoy Fulbright Alumni events, because that's where I find people who are on the same wavelength. The spirit of the Senator makes me strive for peace in this world and apply my brain power and energy to it.

*Question: What does FAeV really do for Returnees?*

The Fulbright Alumni e.V. offers a "safe haven" after the return from the States. Returnees find people who share the same ideas, feelings and ideals and went through the same reverse culture shock. For me personally, it was in fact the only place where I felt understood at the time. The "Welcome Meeting" is full of interesting workshops, which are both helpful against the reverse culture shock as well as for developing plans and ideas for the future. Besides, we are considered one of the most active and best-organised Fulbright Associations worldwide. Last but not least, FAeV is a lot of fun!



# What sets the Fulbright Program apart?

At a recent get-together of various Berlin representatives of German science and exchange organizations we were – without prior notice – asked to give a quick outline of the goals and achievements of our organizations to the rest of the crowd. This is in itself neither an unusual request, nor does it pose any problems given the multitude of well-designed high-profile glossy "aims and functions"-brochures that we all produce to market ourselves in the increasingly competitive environment of international higher education. The Fulbright program, as we all know, stands for advancing knowledge and mutual understanding across the Atlantic, and it does so through a number of programs that provide study and research opportunities in the United States and Germany as well as network programs and capacity building opportunities for special target groups such as teaching assistants and teachers, journalists, higher education experts, and policy makers in both countries...so far, so good!

Having served in similar capacities in other German exchange organizations though, I have to say that these goals at first glance do not differ dramatically from those of other publicly-funded exchange programs or schemes worldwide. And yet, after only 5 months in service for the Fulbright Commission in Berlin, I cannot resist the feeling that Fulbright does differ considerably from other comparable initiatives in Germany – but how? *What makes Fulbright so special?*

First of all, the Fulbright Commission is not a state organization, and hence does not take – or need to take – official state views or positions at any time. The German-American Fulbright Commission is based on a bilateral US-German government agreement that defines it as a 'zwischenstaatliche Einrichtung,' an institution serving a common goal for both nations and their governments. Thus, the Fulbright Commission has the privileged position of being able to act as a



*Rolf Hoffmann, Executive Director,  
German-American Fulbright Commission*

neutral broker of different interests or positions if needed, with no biased agendas or interests to pursue. This, for example, happened only a week ago when the Commission convened a group of top-level representatives of German and American institutions to draft a road map for a bilateral credentials evaluation process for the newly introduced bachelor/master degrees in Germany.

On the academic level, Fulbright aims, as many other organizations, for the best. What Fulbright requires in addition, though, is a mind open to foreign cultures, a natural curiosity and the willingness to cross cultural and language borders, and the ability to serve as an ambassador for your own country. This personal profile, in addition to the academic excellence and extracurricular achievements, is a prerequisite for a successful participation in a Fulbright program.

Knowing that the Fulbright grantees have gone through this very selective screening procedure, host institutions and Commissions will spend considerable energy to ensure that grantees will succeed. Fulbrighters are considered special, and more often than not they are treated specially, thus creating academic

and cultural bonds that bind.

It almost goes without saying that the Fulbright label opens doors for grantees and provides access to information, networks, and organizations that otherwise, on an individual level, would be difficult to reach. Whether it be at the orientation meeting, a preparatory week in New York, an informal barbecue, Thanksgiving dinner or through access to law-makers, leaders in business and industry or to the back stage of an artistic performance or to its producer – it is this exposure early in their career to established networks and the proliferation of transatlantic dialogue and cooperation that breeds success amongst our Fulbrighters.

Not surprisingly this most obvious difference between the Fulbright program and other comparable initiatives has led to a well-established network of friends, sponsors and alumni in Germany. The most fascinating experience for me in the past months has been seeing to what extent this network is active, living up to its own expectations, and contributing to the Fulbright idea. I know that I certainly speak for my predecessors, too, when I say that the Commission in Berlin feels privileged to be able to rely on this network for advice, support, and cooperation – be it a speaker for a symposium, the organization of panels, or financial contributions, e.g. to the Enterprise Fellowship Program.

While I deeply appreciate this support rendered by the alumni, I could imagine even more areas of collaboration that would be mutually beneficial. Given their physical representation in all regions in Germany, alumni groups would be the ideal partners for American participants in Fulbright special programs like the German Studies Seminar, the U.S. Administrators Program or – a new idea that we are currently pursuing – Educational Experts from the U.S.. German alumni are well connected in the commercial sector, on the political level and in higher education; I could envision

a closer cooperation with regional Fulbright alumni chapters in preparing attractive programs for our American clientele. Other future joint initiatives might include the initiation and coordination of more local information evenings and "Stammtische," particularly for new American Fulbrighters, or active participation in the "Verein der Freunde und Förderer" of the German-American Fulbright Commission in Berlin, an initiative which has been instrumental in shaping the Enterprise Scholars Program in the past.

Beyond the current level of involvement of Fulbright alumni at orientation meetings, receptions and events and other less formalized efforts, what does the Fulbright Commission do to build and maintain its network? One of the most important tools for cooperation is the information about grantees, returnees, and alumni and their compatibility with and availability for collaborative events. The Commission is right now restructuring its IT-network, with the active and generous support of a company that is headed by a Fulbright alumnus, who has been extremely

supportive of our ideas and goals, and I hope that we will soon be able to coordinate these data more effectively with the Alumni Association than in the past. In addition, we are about to introduce a new electronic Fulbright newsletter, and we will soon publish a call for new poster designs for the Fulbright program posters to be used in the years ahead. I want to draw on the expertise of Fulbright alumni in developing these new marketing tools too, and I can foresee more initiatives like these of the Fulbright Secretariat in the future where active involvement and expertise of current grantees and former Fulbrighters would be welcomed.

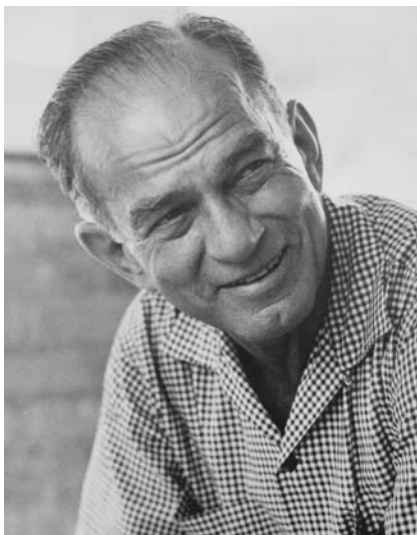
Given all these plans and ideas to promote the Fulbright idea, it is easy to position the Fulbright program successfully in the international exchange business: it is the grantee's personal experience and the academic ties that contribute to a strong and growing network which in return fosters mutual understanding between Germany and the United States on a multitude of levels – a contribution that is more than needed these days. The Fulbright family with all its members is at

the very core of these efforts – which is, by the way, in a nutshell, what I told my colleagues from the other organizations at the get-together in Berlin.

*Dr. Rolf Hoffmann, born in 1953 in Cologne, Germany, studied biological sciences, with special emphasis on behavioral ecology and zoology in his doctoral studies at Duke University, Durham, North Carolina, USA, and the University of Tübingen in Germany where he was awarded his degree in 1983. After two years as an assistant professor in zoology at the University of Karlsruhe he joined the Alexander von Humboldt Foundation in Bonn. In 1990 he joined the German Space Agency (DARA). Since 1991 he has worked mainly for the German Academic Exchange Service (DAAD) in Bonn, with an interim (1999-2000) as Director of the German-American Academic Council in Bonn and Washington, D.C. In 2001 Dr. Hoffmann was appointed Director of DAAD's International Marketing Initiative, which combines GATE-Germany and the official Secretariat of the German Government's Joint Initiative for the International Promotion of Study and Research in Germany.*

*By Rolf Hoffmann*

# 100 Years James William Fulbright



J. William Fulbright was born in Sumner, Missouri, on April 9, 1905. Now, nearly 100 years later, his contributions to mankind endure. The exchange program which he initiated and now bears his name has opened the hearts and minds of over 250,000 scholars worldwide since its inception in 1946. Yet the influence of the program goes far beyond the number of grantees.

In his book "The Price of Empire," Fulbright noted that "For every university professor whose outlook has been broadened by study in another country, many thousands of students will gain

some measure of intercultural perspective. For every business person who has studied in another country, many associates are likely to gain some appreciation of the essential futility of nationalistic economic policies and of the way in which an international division of labor benefits all countries.

For every politician who, through study abroad, has gained some appreciation of the world as a human community, untold numbers of ordinary citizens, as well as their leaders, may be guided away from parochialism and narrow nationalism to broader, more fruitful perspectives."

*What sets the Fulbright Program apart?*

# Berlin feels well prepared.

PowWow 2004, Berlin, 19-21 March 2004  
The annual meeting of Fulbright scholars has become a very nice tradition in Berlin.

For both Germans and Americans, the Fulbright Program is closely tied to the historical course that was set after 1945. It stands for the end of enmity, and the exchange of German and American students stands for international understanding and friendship. But the Fulbright Program is more than a symbol. Rather, the Fulbright Program itself is friendship between nations in action.

It is important to recall the things that unite America and Germany. These are much greater than the foreign policy and security issues that divided our governments on the subject of the war in Iraq.

It is particularly important for Berliners to feel ourselves connected to countries committed to freedom and democracy, no matter what our differences of opinion on current affairs may be. Especially now, following the first Islamist terrorist attacks on a European city, Madrid, it is important that we take a firm stand in support of tolerance, freedom, and international understanding.

The terrorists want us to act the way they do. They want us to betray our ideals and to become as fanatic or as cynical as they are in our response to terrorist bombs.

But the people of Berlin in particular have learned different lessons from history: we have learned to fight dictatorship and oppression with freedom and tolerance. We have learned to persuade others with our ideals and to show solidarity with people who are threatened by tyranny (and terrorism).

The history of the Fulbright Commission is a good example in this regard. When the United States and the Federal Republic of Germany signed the Fulbright agreement on July 18, 1952, Germany was a divided country. Only a few weeks before that, on May 27, 1952, the GDR



*Klaus Wowereit, Mayor of Berlin.*

had cut the telephone links between East and West Berlin and had forbidden West Berliners to enter the GDR.

We all know that this was just one step on the way to the division of Germany. But just at this moment of new difficulties, the Fulbright agreement was a sign of hope for many of West Berlin's young people in particular. And – more than that – it was a sign of the free world's solidarity with the city.

We (and by that I also mean we Berliners) have learned that our way helps us to attain our goals, and that it is not terrorism and oppression that win in the end, but our ideal of a world living together in peace, freedom, and mutual respect.

The enlargement of the European Union is just a few months away. Europe is growing. And even today it seems miraculous that countries like Poland, Hungary, the Czech Republic, the Slovak Republic, and the Baltic republics that once were part of the Soviet Union are now becoming members of the European Union.

Berlin is very much looking forward to this event on May 1. More than almost any other city, we have worked hard to help integrate Central and Eastern

Europe into the EU. We play a leading role in what are called "town twinning" projects. These are development projects funded by the EU and carried out jointly by regional administrations in EU member states and in the candidate countries. Berlin has set up networks with the cities of Central and Eastern Europe. These are intended to give voice to the interests of large cities and capital cities in a Europe that is growing together.

Berlin expects great things of the EU enlargement. Our city will be moving from the outskirts to the middle of the European Union.

Berlin feels well prepared for EU enlargement:

Berlin is Germany's capital. This is the country's political hub. Many institutions, research institutes, and diplomatic missions of the candidate countries and EU countries are located here. These help to ensure that the new Europe is the subject of lively public discussion.

There are tens of thousands of people from the candidate countries already living in Berlin. They are part of the cultural diversity of our city, and they have many contacts with the countries they came from.

Various cultural and youth exchanges have been set up between Berlin and the candidate countries. Many students from Central and Eastern Europe are enrolled at Berlin's colleges and universities. Berlin's universities maintain many contacts with the east.

As you can see, Berlin has a great deal of expertise with issues related to East and West. And we will continue to develop our expertise.

I am delighted that your annual meeting is addressing the subject of Europe growing together. There is no better city than Berlin for a discussion of this kind.

***Berlin is poor, but sexy.***

I wish you a stimulating meeting and a very pleasant stay in Berlin.

*By Klaus Wowereit*



# Redefining a continent: EU enlargement.



*Visions Panel*

*On May 1, 2004, the European Union was enlarged in a "big-bang" of 10 countries, the largest accession in its history. A few short weeks before the Enlargement, over 400 Fulbrighters met in Berlin to discuss the issues with prominent figures from the "old" and "new" member states, and share their visions for enlarged Europe.*

*As stated in the invitation to the PowWow, "Enlargement is one of the most important opportunities for the European Union (EU) at the beginning of the 21st century. It is a unique, historic task to further the integration of the continent by peaceful means, extending a zone of stability and prosperity to new members. The EU can already look back on a history of successful enlargements. However, the enlargement facing the EU today poses a unique challenge, since it is without precedent in terms of scope and diversity: the number of candidates, the area (increase of 34%) and population (increase of 105 million), and the wealth of different histories and cultures." The goal of the PowWow was to discuss the different perceptions of European Identity, especially within the context of transatlantic cooperation.*

## Where Continents Meet

The concept for the PowWow was developed early on with the Fulbright Commission, as part of the annual "Berlin Seminar" held for current American grantees. The timeliness of the EU Enlargement, and the 50th anniversary of the Berlin Seminar offered a perfect platform for a highly successful collaboration

between the Fulbright Alumni e.V. and the Fulbright Commission.

Over 350 current grantees from all over Germany and even a few other European states traveled to Berlin for the week-long seminar, entitled "Where Continents Meet". They were joined by 80 alumni and 33 speakers from "old" and "new" Europe and the US for the PowWow, which took place on the first days of the seminar. Playing off the title of the seminar, the PowWow's name reflected the issue of the EU's changing identity with the forthcoming accession: "Redefining a Continent: EU Enlargement". According to Rene Hlawatsch, a German Fulbright Alumnus, "precisely this mix of participants was, in my opinion, what made this year's PowWow such a success: German alumni, American students, exchange teachers, professors; not only from Germany, but from all over Europe."

## The EU from inside and out

Dr. Peter Dröll, from the Directorate General Enlargement of the European Commission, opened the conference with a description of the enlargement process, and showed how each of the new member states were preparing for May 1st. The Deputy Chief of Mission of the US Embassy to Germany, Mr. John Cloud, then discussed the European Enlargement from a transatlantic perspective. He touched upon the importance of relations between an enlarged Europe and the United States: "The economic and political importance of the EU and our common values make the EU a global partner for the U.S. The U.S. and the EU

are each other's most important trading partners, with over \$1 billion in trade flowing each day between us."

Mr. Sebestyen Gorka, the Director of the Institute for Transitional Democracy and International Security, Budapest, Hungary, followed Mr. Cloud's external view of the EU Enlargement with a perspective from within a new member state. Mr. Gorka supported the idea of the economic union, but criticized the ideas of a more powerful centralized governmental system, and a new, centralized European defense policy: "What is the common denominator between Ireland and Hungary with regard to a Common Foreign and Security Policy? What links Portugal and Lithuania in a meaningful sense in the sphere of defense?" Mr. Gorka joined Professor Geza Jeszensky, the former Hungarian Ambassador to the US, Dr. Riina Ruth Kionka, the current Estonian Ambassador to Germany, and Dr. Richard Schmierer, the Minister Counselor for Public Affairs of the US Embassy to Germany, for a panel discussion on "Visions for Europe", moderated by Dr. Christoph von Marschall, editor of Berlin's "Der Tagesspiegel" newspaper.

After brief statements of their own visions for Europe, the panel opened the floor to questions from and discussions with the audience, on such topics as a common policy toward the United States, migration within Europe, and minority politics.

## Under the Stars of Enlarged Europe

Chartered buses ferried participants from the Park Inn to the Kulturbrauerei after a delicious buffet dinner. Set in the heart of the trendy borough of Prenzlauer Berg,



*Party people*

*Berlin feels well prepared*



*Wolfgang Roth*

the Kulturbrauerei, a nineteenth century brewery converted into a cultural events center, made for an excellent place to mingle, discuss and dance the night away.

#### Wolfgang Roth

One would assume that after such a short night, a nine-o'clock lecture on investment banking would not necessarily draw a crowd. Not so among Fulbrighters. Wolfgang Roth, the Vice President of the European Investment Bank (EIB), the development bank of the E.U., spoke to a full house about the important role of the EIB in financing the European Enlargement.

"Hardly anyone knows about us – and that's a good thing", said Roth. He went on to say that the EIB prefers to maintain a low profile, despite its intense activity in financing projects throughout the EU and beyond.

#### Five Panel Discussions

The PowWow continued with two sessions of panel discussions with key figures from all over Europe on five different issues.

European Defense and Security Policy Professor Jeszensky, who had shared his vision for Europe the day before, was joined by Dr. Ute Gabanyi from the Foundation for Science and Politics, Toomas Ilves, former Estonian Minister for Foreign Affairs, Dr. Eckard Bolsinger, Deputy Director of the International Institute for Politics and Economics, and Professor Christer Garrett, Professor for



*Environmental Panel*

International Relations at the University of Wisconsin and a current Fulbright Professor at the University of Leipzig. General topics of the panel were: security threats perceived on both sides of the Atlantic, the role of EU and NATO as effective European security institutions as well as elements of national security strategies and especially the role of military action within it. The debate was influenced by the bombings of civilians in Madrid that had taken place one week before the PowWow. Speakers expressed their concerns about whether terrorism had arrived in the EU on a large scale and discussed with the auditorium appropriate political measures in order to face the attacks.



*Prof. Geza Jeszensky*

#### Transforming Europe's Systems of Higher Education

Professor Zoltan Abadi-Nagy, the Vice Rector for International Relations of the University of Debrecen, Hungary, Cornelius Brand of the European School of Management and Technology in Berlin, and Professor Gesine Schwan, the President of the Europe University Viadrina in Frankfurt an der Oder, were

led in a discussion of higher education by Professor Ingolf Pernice, Director of the Walter Hallerstein Institute in Berlin. In a lively discourse between the panel members and the audience, one participant explained his own theory of education, derived from Einstein's theory of relativity. "Einstein said that  $E=mc^2$ . I think that  $E=mr^2$ . Education is the maximum of rationality and reasoning."

Another participant noted the energy of the discussion: "The dialectic of the private versus public was portrayed. In fact, the battle lines were drawn, and there was excitement in the air."

Environmental Policies in the Enlarged EU Elzbieta Goncz from the Department of Environmental Protection at the Gdansk University in Poland began by remarking that a new paradigm of long-term thinking involving global scenarios would be essential to shape just environmental policies. Dr. Andreas Krämer, the Director of the Institute for International and European Environmental Policy, pointed out the importance of a strong body supporting the execution of environmental policies and referred to the U.S. Environmental Protection Agency (EPA) as a proven model. Dr. Karsten Sach, Germany's chief negotiator of the Kyoto Protocol for the Environmental Ministry, emphasized that mainstream awareness – and action – would be needed to prevent environmental threats to economic security greater than terrorism from becoming a reality. New economic tools

such as emissions trading would be a first step. Dr. Thomas Schauer, now Coordinator at the European Support Centre of the Club of Rome, pointed out the responsibility of the EU towards the developing world. Anja Köhne from Germanwatch moderated a very lively discussion.

#### Health Care Systems in Transition

The differentials in state health care throughout the EU, as well as the mobility of health care professionals in an enlarged European Union were topics dealt with by this panel. Heinrich Wyes, from the press division of the German Environmental Ministry, led the panel of speakers including Dr. Isabel de la Mata from the Directorate General for Health and Consumer Protection of the European Commission, Dr. Andrzej Rys, Member of the Polish EU Negotiators Team, and Dr. Elke Jakubowski, from the World Health Organization.

#### United Europe: a Geopolitical Counterweight to the US?

Undoubtedly, this panel discussion drew the largest crowd, with over 200 participants. "Old Europe", new member states, and the US were present on the five-member panel. Sebestyen Gorka returned for his third contribution to the PowWow, Dr. Jiri Schneider from the Czech Ministry of Foreign Affairs gave another new member state perspective,



*Health Care Panel*

Dr. Eckhart Stratenschulte from the European Academy Berlin, and John Bauman, Political Minister Counselor of the US Embassy to Germany shared their views, while Dr. Ingo Peters from the Center for Transatlantic Foreign and Security Policy of the Free University of Berlin led the discussion.

In the wake of the diverging political allegiances of individual European states on the war in Iraq, the issue of a common, coordinated geopolitical stance among the Enlarged EU states to form a counterweight to the only remaining superpower in the world was of intense interest.

#### The end and the beginning

The closing of the PowWow marked the beginning of the next major portion of the Berlin Seminar. By the end of the second panel session on Sunday, the Fulbright Alumni organizational team was quite content with the success of the

conference, but also happy to "pass the baton" on to the Fulbright Commission, and thank the audience for their active participation in this year's PowWow. "In response to the PowWow I can only say WOW! What a wonderful experience and far beyond what I expected. The panels were exhilarating and discussions with Alumni and current Fulbrighters fantastic. I never expected to discuss my opinions about the University system in Germany with Gesine Schwan or to debate the US foreign policy with representatives and professors from Germany and the US," remarked one American grantee.

Jörg Wolf, a member of the Fulbright Alumni e.V., noted that "the PowWow was not only a great social event, but also an awesome contribution to the purpose of the Association."

*By Joe Kristensen, Steffen Schmuck-Soldan,*

*Jörg Geier*



*Counterweight Panel*

*Redefining a continent: EU enlargement.*



# European Union enlargement: Common challenge or internal divide?

The title of the subject I have been given today is an interesting one. It has within it a coded dichotomy, it presupposes an either/or state of affairs. On the one hand it gives us a depiction of EU enlargement that is positive and on the other one that is far more negative. As a result, I think the title itself reflects many misnomers concerning the EU. I hope in the following few minutes to weaken the strength of a few of these.

What can we say about May 1st? In my opinion, and I share this view with many commentators, the next round of EU enlargement will be the most important event in the history of "Project Europe." Why is it so important? Because this event will satisfy the desire, the dreams of the project's founding fathers, a dream that was obviated by the cruel reality of Yalta. But what will its ramifications be? What effect will the addition of ten new member states have upon the whole process of European integration? Although some of us have longingly waited fifty years for this reunion to occur, this does not mean that the answers to the aforementioned question are obvious. In fact, I believe that some of the most important nations of the existing union, France and Germany included, are just now on the eve of expansion, getting an inkling of what May 1st really entails.

In order to discuss the potential effects of European enlargement, we must first say a few words on what 'Project Europe' was. Of course there exist here myriad views.

My opinion goes against the conventional wisdom of diametrically opposed interpretations which see European integration as either federalist or intergovernmental. Rather, for me, it represents a story of conscious and subconscious evolution.

The institutional community of Western European nations represented a means to achieve peace-and later a heightened standard of living-using the method of economic integration as the tool to achieve this end. I repeat, using economic integration as a tool. As an



*Sebestyén L. v. Gorka*

idea, the venture was new because despite the idealism of key figures, such as Jean Monnet, it was overall an eminently pragmatic exercise. Why? Because it saw peace as something to be achieved through the voluntary handcuffing together of France and Germany, and not simply through declared intentions and written documents. It was radical because in all this there was the requirement – first within the European Coal and Steel Community (ECSC)-to subsume national competencies and aspects of sovereignty under a common High Authority. The difference in views which was later to lead to the oversimplification and fallacious representation of a conflict existing between federalism and intergovernmentalism, quite simply stemmed from the question of how many other sectors would be drawn into this system of pooled sovereignty in addition to coal and steel. As the ECSC metamorphasized – some would like to say metastasized – into a far greater community of economic integration mandates and purviews grew. Why? Here again one could cite many reasons. If one is a member of a certain economic school, then one would appeal to the belief that markets are inherently better served by being as large and as open as possible. Or one could appeal to the then need to act collectively in

response to the rigors and vicissitudes of creating a welfare state, difficulties that could be lessened if certain trade and economic burdens were to be shared. And of course, there is much to be said for the view that sees the community as a very apt complement or counterpart to NATO as a form of military and security integration. In other words, Project Europe filled a gap that other initiatives or institutions could not, a gap that needed to be filled.

As a result of its growth, of this evolution, by the late 1960s the Community actually achieved its primary goal. It may be hackneyed now to say this but it does not undermine the truth of the statement: from that point onward to this very day we have taken it for granted all too often that France and Germany will not go to war, thanks in large, part to the Union. Subsequently, that most important of overarching aims which had formed the soul of European integration was subconsciously slid onto the "back-burner". This was reinforced by the quite natural fact that institutions look to survive. Rarely if ever do they dismantle or dissolve themselves. There is nothing Machiavellian or conspiratorial about this – it was not a group of mysterious Brussels bureaucrats that effected the change, it was a natural shift. But that does not lessen the veracity of the observation that what had in fact happened was that the tool had become the end in itself. Economic integration had become the default setting of the whole project and was meant to inform its further functioning.

AHA! But here we have proof that history has a sense of humor. Just as things had become self-satisfying and self-perpetuating; just as the United Kingdom finally had become a welcome member of the Community; just as we had all started to put the horrors of the world energy crisis behind us, we were smacked in the face with perestroika, glasnost, and Hungary's decision to unilaterally dismantle the Iron Curtain. Suddenly the leaders of Europe, or let us

be exact here, Western Europe, were faced with two burning questions – how would Europe respond to the historic events of the mid to late 1980s? What answers would they have to the finally un-ignorable question of why shouldn't Europe be united?

A radical rethink was obviously needed and the result was indeed revolutionary. The result was the Maastricht Treaty of 1991. Why was it radical? Because it completely redrew the internal architecture of the whole community. That which had defined the practical identity of the Community for the previous twenty years – economic integration – was now to become simply one of three pillars of integration, the second of which promised to provide a joint foreign and security policy and even spoke of a potential common defense policy. Add to this restructuring the various agreements of association that were to be signed with prospective candidate countries in the following years and it was clear that the Union was set to evolve onto a higher plane.

But that was 13 years ago and now we are here on the eve of the biggest expansion of the European Union, an expansion that will truly make it a peer player of the United States in economic terms, and I stress here: economic terms. This expansion will not be like any other. Why? Well, for two reasons. The first has to do with who the candidates of expansion are and the second with the reforms that this expansion will require of existing structures such as the Common Agricultural Policy.

What it is about the candidates that will make May 1st such a special event? What can be said to be common amongst them? This commonality has been termed by some as their "liminal" quality. Our meeting today is predicated on the concept of 'continents meeting one another'. In the case of the countries I am now discussing, it is not continents but cultures that have met one another for hundreds of years. Let us take Hungary as a classic example. A nation

established 1100 years ago as a Christian Kingdom but actually built upon a society of pagan nomads; a nation that was the bulwark of its newly acquired Christian community but which had to undergo assault and occupation by Tatars, Ottomans, Austrians, Germans, Russians, and then Communists. Hardly a country with a boring past! In fact, the new members are similar in that it has been said of all of them that they suffer from "too much history." But in my opinion this surfeit is a good thing. The liminal or borderline state caused by such a complexity of cultural influences has a direct effect upon the quality of the indigenous society and culture. One cogent piece of evidence is the fact that in Hungary, for example, if one wishes to publish a scientific study in any field, then, should one wish to be taken seriously, such a study must make reference in its footnotes to the work of German, Italian, French, Russian and Anglo-Saxon academics. It is not enough to quote just British or just Hungarian colleagues. Compare this to what is now the practice in the UK or the US. It has now become common for the scientific writing of these nations to be very insular, for academics to be quite prepared to bolster their arguments with works that come solely from their own linguistic or cultural community. They have become 'flabby' or 'lazy' and this is all the more surprising because this was not the case 70 or even 50 years ago. As a result, I am convinced of the fact that we, the new members of the European union, for the time being will be in a better position to contribute to the debate on how the EU should rediscover its vision, on how it can clarify concepts of shared identity. But it is not just the boundary-area nature of our societies that will so well serve the Union. One must not underestimate the other common factor that is of great influence, and that is the shared experience of communism. What can we say is the result of 4 decades of left-wing dictatorship? There are in fact many, many tangible consequences, some

contradictory, many paradoxical, which together result in a very intriguing mix. The societies of our countries are, as a result of communism, less mature politically than their Western cousins but in other ways more mature. The latter is especially true with regard to an inherent skepticism we have developed concerning the phenomenon of centralization, and this has a direct effect upon certain attitudes towards European integration. At the same time there are significant proportions of the political elite in my country and in Poland which demonstrate a distinct bloody-mindedness, especially when it comes to concepts of fair play and level playing fields. As a result, I predict that we will frequently see in the future the new EU states clubbing together on specific issues and playing a distinctly hardball game with their EU partners and with Brussels. It is exactly this that Western European statesmen such as Jacques Chirac have realized all too late in the process. But for this observer all this constitutes a very positive effect on the Union. Why? Because diversity is healthy. Homogenization can easily become oppressive if not tyrannical. It is for this reason that I find the eternal federal vs. intergovernmental debate so amusing. It will simply no longer be relevant as of May 2nd. For this observer the Common Foreign and Security Policy (CFSP) was the litmus test in ascertaining the chances of increased federalism. CFSP was indeed about grand ideas, something that is obvious if one returns to the original text of the Maastricht Treaty which declared its creation. It is well worth comparing the substantive content of the third pillar regarding justice and home affairs and the second pillar as enumerated in the treaty document. The former is at a very tactical and pragmatic level, discussing as it does cooperation on matters such as drug smuggling, organized crime, human trafficking, and the like. The CFSP treaty-section, on the other hand, makes no such references. Instead, the limit of its concrete goals extends only so far as to



identify very high-minded aims such as the upholding of democracy, the rule of law, and such like. That is exactly why it has constantly failed in practical terms. Its abject failure with regards to the question of Iraq is simply the best example of how unrealistic such an aim truly is. It is exactly the lack of itemized common tasks and priorities which underlines the fact that it is well-nigh impossible to identify a meaningful common foreign and security policy between countries as diverse as Ireland and Denmark, let alone France and the United Kingdom. But if we think that is challenging now, I dare you to give me a meaningful platform for the building of a CSFP that will bring together the national interests of Portugal and Estonia. And this will be the reality of the new European Union. As a result, the inclusion of ever more diverse and healthy national interests into the community will make the Union a de facto more intergovernmental process. It will do so unless! – and here is the real danger and perhaps where our hosts derived the divisive part of the title for my talk – the Union's integrational agenda is forced artificially by unelected officials or even by elected representatives who are out of step, too much ahead of the

majority of the population they are meant to represent. To be very honest, in the 1940s and 50s the founding fathers were indeed very much ahead of their respective populations, and they admitted as much at the time, if we recall Monnet's declared desire to initiate a "silent revolution in the minds of men." But that was a different time. Those were different circumstances. The policies that resulted were feasible exactly because we were then living in a post-World War environment. Fifty years ago, statesmanship was defined around a leader's being ahead of his people in terms of his dedication to a vision. In 2004, unfortunately, politics and leadership are very different activities. Vision has all too often been replaced with the belief that leadership is giving the people what they want as defined by the latest opinion poll. At the same time, modern rates of information flow and information access simply disallow in many cases for the political elite to be far ahead in policy terms of the people that they represent. To remain credible, to remain legitimate, "Project Europe" must therefore limit any thinking that is overly futuristic, however noble. To sum up, and to return as I should to the original title of my talk: EU

Enlargement: Common Challenge or Internal Divide? Yes, to prepare and to effect the forthcoming expansion of the EU was, and is, a challenge because not even the best theories of international relations can explain in rational terms the fact that Western Europe, at least on the surface, is in this enlargement undertaking a fundamentally altruistic step. Will the expansion be a source of internal division? No! It will result in a multi-speed and multi-interpretation European Union. But that's OK, because that is already the reality of the EU. We will simply bring greater variety to this diversity of interpretations. Over the years many people have for some reason or another seen fit to use vehicular analogies when discussing the nature of the EU, whether it was a bus or a train that they used to describe this moving institution. If I am forced to remain with such an analogy, I would have to say that we the new nations of the EU will be providing an additional 6th gear to the transmission of this vehicle. It may not be the very top and fastest gear, but it will be an addition that allows for there to be greater choice in how to drive our shared transport!

*By Sebestyén L. v. Gorka*

# Why is this publication called "FRANK/y"?

The name FRANK/y, as Jürgen Mulert, Antje Hildebrandt and Oliver Steinmetz, three of the founders of the FAeV explained in the first issue of the FRANK/y, is an abbreviation. It means "Fulbright Resourceful Alumni News and Kommments (yes, KI)". The "y" stands for the hope that it will be published quarterly one day.

The first four letters are a tribute and a thank you to the city of Frankfurt, where the association was founded in 1986.

Since the first issue, the idea was to be frank and independent. The reader was urged to respect the other opinion but not to avoid any discussions out of this respect (No worries!, the editor).

In Würzburg in February 2003 we were able to photograph some of the founders.

*Clockwise from the left:  
Joachim Totzke, Oliver Steinmetz,  
Antje Hildebrandt, Jürgen Mulert*



# Impressions of the Berlin PowWow

One impression always strikes me when I attend Fulbright alumni gatherings: There is always in the room a strikingly wide range of generations that share a clearly common enthusiasm, inspiration, from the Fulbright mission. It was no different in Berlin, Germany for the Fulbright Alumni e.V. gathering in March. As the panel on which I was participating prepared to present its remarks, I looked over a packed room and saw several generations engaged in animated discussion. That enthusiasm and energy in an international context was, for me, an essentially Fulbright moment. And the evident endurance of the program as made clear by the range of "junior" and "senior" scholars in the room, underscored what a lasting impact the Fulbright program has secured to date.

We were gathering of course to celebrate, and to commemorate, that energy and dedication to internationalism, and its importance for international politics. Organizers for the Berlin meeting picked a perfect theme for the event, "Redefining a Continent – the EU Enlargement". It would be hard to find a more appropriate milestone for the Fulbright mission than the expansion of membership to a certain community of nations dedicated to bringing peace and prosperity to their continent. And as we know from our daily lives, any form of community needs constant and contextual communication, i.e., the ability to understand the context in which the other, the communication partner, is placing observations and politics.

Perhaps this is the ultimate mission statement for Fulbright: preparing citizens for lifelong international contextual communication. It was certainly what we were trying to practice on my panel focusing on European defense and security policy in the context of EU enlargement. With representatives from western Europe, eastern Europe, and the United States, our panel highlighted various communi-



*Crister S. Garrett, Fulbright-Leipzig Chair for American Studies, 2003-2005*

ties in dialogue addressing a common theme from differing contexts. We all observed developments in European defense and security from a transatlantic context, and all felt as members of a transatlantic community. That is essential and to be expected from participants in a German-American Fulbright alumni gathering!

But one could also hear during our deliberations that there are clearly differing spaces or contexts within that transatlantic community: eastern Europeans urging more caution vis-à-vis their western European colleagues pertaining to Russia, western European colleagues appealing for more European unity from eastern Europe in global politics, both eastern and western Europe seeking a more constructive form of communication from their American partners, and Americans requesting a more constructive agenda from the European Union.

To the great credit of the Berlin Meeting organizers, panels consistently had this variety of voices present: eastern and central Europe, western Europe, and the United States. Here was one of the great strengths of the gathering.

Another major virtue of the Fulbright alumni gathering was the wide variety of topics addressed that are central to European unity and transatlantic dialogue. These included environmental policy, health policy, and higher education policy. By bringing together a variety of transatlantic voices on these cornerstone subjects for our respective societies, the Fulbright alumni underscored what makes them unique, what makes them important, and what makes Fulbright such an essential element of the ongoing effort to cultivate transatlantic dialogue if not a form of transatlantic civil society.

The various gatherings also underscored the variety of voices and that variety should not be confused with "tensions", let alone "crisis". Democracy allows for dissension, and so too does genuine friendship. Societies from eastern and central Europe, western Europe, and North America obviously share core values, and this was heard throughout the Fulbright alumni meeting, but they go about reaching national consensus in different ways, and reach national consensus with differing content, normally for very understandable reasons. Fulbright allows citizens from different countries to experience a much more profound encounter with those reasons, and thus allows for a substantially increased amount of empathy in international communication, another way of phrasing contextual communication.

I always come away from Fulbright alumni meetings recharged for the challenges and work of international education and international exchange. Fulbright is one of the flagship programs in this field. Having the honor of being a Fulbright fellow, and having the honor of being able to participate in such superb alumni meetings, I feel a special duty and joy to engage in alumni events and the broader and essential spirit of the Fulbright mission for international communication.

*By Crister S. Garrett*

# An exciting candidate: Prof. Dr. Gesine Schwan

*Originally, the organizers of the Berlin PowWow 2004 had invited Prof. Gesine Schwan to join the panel discussion on "Transforming Europe's Systems of Higher Education" as the president of one of the German state universities. Gesine Schwan is a well-known academic with extensive research and teaching experience at several academic institutions in the USA, Great Britain and Germany. In addition, she had established her reputation as an analytically sound political advisor when she became a member of the Commission for Basic Values ("Grundwertekommission") of the German Social Democratic Party (SPD) in the 1970s. Since 1999 she is President of the European University Viadrina in Frankfurt (Oder) at the German-Polish border.*

*But at the PowWow on March 21, 2004 she was much more in the limelight of the media than the organizers had ever anticipated when they first invited her and when she had accepted the invitation. Because, in the meantime, she had been selected by the SPD to be their candidate for the election of the German head of state ("Bundespräsident") on May 23, 2004.*

Despite her numerous campaign appointments she stuck to her original commitment to participate in the panel discussion. She stated that her attendance was part of her program to rebuild trust in the political arena and to increase the reliability of the political elite. It is no coincidence that a few weeks later a long article by her on the subject of "Politics and Trust" ("Politik und Vertrauen") appeared in the well reputed German newspaper Frankfurter Allgemeine Zeitung (FAZ, May 14, 2004). And the FAZ, in a summarizing comment on the political scientist Gesine Schwan in the introduction to her article states that 'her way of thinking combines tradition with contemporary thinking: reliability, courage, justice and competence – the philosophical virtues of antiquity become the source of trust into the future'.



Prof. Dr. Gesine Schwan

In her introductory statement, before the panel discussion started with her and three additional participants from institutions of higher education in Hungary and Berlin, she fervently called for a multi-lingual approach to higher education. She clearly distanced herself from those academics who are focused exclusively on their own limited subject fields of academic research but remain absolutely ignorant of the neighboring disciplines.

In the context of the ongoing debate in Germany about making universities more efficient, streamlining their focus of research, and reducing the diversity of academic fields, Gesine Schwan made her point: She asked instead for more long-term strategic thinking and for maintaining the diversity in research and teaching at the German state university. "You need certain "sleepers" at the university because you do not know what you will need in 20 years."

She pointed out that state universities will continue to require public funding for their research and teaching. The situation is different for private institutions of higher education though: They are focused more or less exclusively on teaching and, therefore, can measure their success more easily in terms of an

ROE ("return on education") than the state university can do. Despite the different weights of teaching and research in either type of academic institution, any opportunity of co-operation between them in public-private partnerships should be used whenever possible. The problem is "not the lack of academic knowledge but the means of communicating". The emphasis should rather be on shaping progress than on speeding up the pace of progress.

In the lively discussion between the panel participants Gesine Schwan supported her statements with expert knowledge, presented her points of view vividly, with tact, diplomacy and lots of humor. Undoubtedly, at the end, she had won the respect of her panel participants and the hearts of the audience.

It has been a pleasure watching her on the podium and listening to her lines of reasoning. The audience of more than a hundred past and future Fulbright students thanked her with a standing ovation when she had to rush to her next campaign appointment several hundred kilometers away from Berlin.

On May 23, 2004 the other candidate had been elected to become Germany's new Bundespräsident. There remains the hope that some day in the future Gesine Schwan will appear again on the political stage but in a different role and not only as a candidate.

By Jürgen Simon

## INTERNET-NEWS

Please take a look at our permanently updated web-pages:  
<http://www.fulbright-alumni.de/>

A photo gallery and reports on past and forthcoming events . . . see also the "What's New?"-section!

# On gravitation and moving targets

## *The Organization of PowWow 2004*

From the perspective of the organization team, the most powerful lesson we learned from the PowWow relates to its "gravitation power". When we first met in Wiltrud Hammelstein's apartment in Berlin-Wilmersdorf to discuss organizational parameters, we all thought that the input of each of us would somehow add up to a sum called Fulbright PowWow. This concept worked pretty well during the first planning phase. Tasks seemed to be obvious, since they were determined by our search for appropriate locations, speakers, and accommodation: Joe (budget, online management), Esther (accommodation, invitations), Philip (accounting, booking), Wiltrud (speakers, overall coordination) etc. But then, our clear-cut notions started to blur more and more, and there was no easy escape from the momentum of the event.

A PowWow is all about talking. This implies that in deciding who might talk about what, you are dealing with "moving targets". I would only like to give two examples of the challenges we faced in dealing with the speakers we invited: Prof. Gesine Schwan, who agreed to speak on our panel on Higher Education was (not only to our surprise) nominated candidate for German Federal Presidency.

We were thrilled, but also very nervous that Prof. Schwan's sudden publicity and certainly tightened schedule would cause her to withdraw from our event. She took the time for us, however, and having her with us contributed immensely to the quality and magnetism of the PowWow. A second example was Dr. Richard Herzinger from DIE ZEIT, who informed us two days (!) before the PowWow that he had fallen sick and would not be able to give his speech on "Europe from the Inside". Of course this left us phoning and e-mailing for hours like a colony of ants. Fortunately, Mr. Sebestyen Gorka from Hungary was willing to step in, and he became one of the most lively and inspiring participants.

Apart from the little heart attacks coming along with the organization process, I have to say that even the first e-mail contacts with some of our "moving targets" were very exciting. Prof. Géza Jeszenszky for instance, former Hungarian foreign minister and ambassador to the US, revealed to us some political issues that we in the organizational team had put to the periphery of our attention, for instance the difficulties of cultural and historical minorities in Europe (Germans in Romania, Hungarians in Slovakia etc). With his experience, accomplishment and per-

sonality he was thus able to convey a sophisticated and at the same time very personal picture of the challenges that escort the process of the EU Enlargement.

My theory that a PowWow is more than the sum of its contributing parts may not only be true for the object of our planning, but also for the "planners" themselves. Parallel to the PowWow title "Redefining a Continent", the Orgteam was constantly redefined as well, i.e. the roles and duties we quietly and/or intentionally had accepted during the preparation phase before the PowWow: When for instance Wiltrud, due to a new found job in Paris, had to withdraw from some of her duties, or when Joe was elected president of the Association at the General Assembly in Ludwigsburg, everyone was more than willing to take on new duties and responsibilities; that became one of the most impressive insights I gained.

In retrospect, I dare say that the PowWow was a great success for the international Fulbright Alumni community. What made the event exceptional was not its size or profile of speakers, but rather the cooperation with the Fulbright Kommission and the joint participation of Alumni and current American grantees. As far as a future PowWow (or any other Alumni activity) is concerned, we might contextualize its general set-up with the "strategic" question of how to reconcile the wide range of goals of the German Fulbright Alumni Association's undertakings. The success of "Redefining a Continent" may in this sense contribute to the current debate over an Alumni professionalization, the role of our association within an external network of cooperation with non-profit international organizations, and the importance of an internal get-together of buddies, families and friends.



*What a Team!*

*By Steffen Schmuck-Soldan*

*Prof Dr. Gesine Schwan*



# Fulbright Berlin Conference 2004

As I travelled from Frankfurt to Berlin on an InterCity Express train, I was working furiously on some of my own reading, research, and language study. I knew the forthcoming week was going to be exhausting, regarding both my time and energy, so I wanted to do what I could for my own projects before I was in the throes of the 2004 Fulbright conference. I was concerned that I was going to miss out on a whole week's worth of reading, primary source research, and writing; little did I know what an inspiration the conference would be.

I arrived early enough to attend the Fulbright Alumni PowWow 2004 speeches and panel discussions, which gave me new insights into the EU enlargement. I was most fascinated by discussion entitled, "Visions for Europe", as it gave the attendees the opportunity to hear opinions, hopes, and concerns of ambassadors, an editor, a correspondent, and a public affairs minister. This broadening of perspective proved to be not only interesting, but also helpful for me, as I learned more about the inter-relationships of cultural, economic, and political aspects in the EU.

The exhibition and performances in the Amerika Haus demonstrated the versatility and creativity that many Fulbrighters showcased in their works. For some, this was a sample exhibition of their main projects; for others, this was a venue to display other creative interests that have



*Fulbrighters at the Berlin Week; photo by Joe Kristensen*

been at work in addition to their projects. We heard Czech bagpipe music and traditional Finnish flutes, a two-person play, poetry, and introductions and explanations of art exhibits in the Amerika Haus. The variety of artistic expression was astounding, and the experience inspired me to get my flute out of its case again, and find some musicians interested in performing Baroque music here and there.

After attending every single research report, I felt honored to have these people as fellow Fulbrighters – or should I say, that I am honored to be considered a Fulbrighter in the same ranks as these scholars. The level of professionalism in many of these presentations impressed

me, and the amount of cumulative knowledge from these scholars is sure to make a good impression on leaders in their respective fields. Musicians were also able to demonstrate their expertise in the Fulbright Gala concert, playing old classics as well as innovative pieces newly composed by fellow Fullies.

The overall experience of such a packed week in Berlin was overwhelming, but well worth it. It provided a chance to make new connections, see new sites, and to learn more about fields and topics I normally do not study. It was also a chance to be intrigued, inspired, and impressed by my colleagues.

*By Monica Steger, Student Fulbrighter 2003-2004*

## American Fulbrighters in the FAeV.

National and regional events are generally open for American Fulbrighters currently in Germany. Some events are even sponsored by our association.

Be it the search for an apartment, the need for assistance in bureaucratic

matters – on a personal level our members try to help out in any way they can.

The easiest way is to call the head of the regional chapter – don't be afraid, most of us are in their twenties or thirties.

Remember: we were once in the same

situation and are only glad to return favours.

And last but not least: it is possible, even probable, that you will find friends for life.

Just do it.



# Hanseatic Challenge in Hamburg 2004

*The Fulbright Alumni e.V. and the Oregon Alumni already have a tradition in sharing informative and challenging weekends.*

Hamburg, June 11-13, 2004

Touring Evotec

On Friday, Hamburg proved to be a location of world-class biotech. Our group was invited to visit the high-throughput screening facilities of Evotec OAI AG, a company listed on the Frankfurt stock exchange and leading in the search for innovative pharmaceutical compounds. Their CFO Dr. Ehlers revealed to us some of the company's key success factors in providing services to European and US clients. (Guess what – we won't tell!)

*By Uli Wandel*

Touring Airbus

After driving through more rural Finkenwerder a group of Fulbrighters and Oregon Alumni reached the largest German Aircraft Works: Airbus. Our guide, a retired employee, led us first through a small exhibition of Hamburg's aviation industry's history and current Airbus technology. Walking for miles through four manufacturing halls (and the gift shop) we learned a lot about how aircrafts are built. Why and where different types of bolts are used (some of them really have to be kept "fresh" in ice-boxes!), where different types of sheet metal are used, how many miles of wire are put into the planes and far more details about aircrafts than you ever cared to know. Airbus planes are truly international: premanufactured parts come to Hamburg from Toulouse, France, Spain and Great Britain to be completed to make up a whole Aircraft here in Hamburg. For most Airbus planes, including the new double (passenger) deck A380 this happens in Toulouse. The guide was very competent and friendly: he allowed us to take the bus back to the entrance.

Thanks to Gerd Schmidt who made this tour possible for the Hanseatic Challenge.

*By Uwe Koch*



*A boat trip through Hamburg Harbour was one of the highlights of the weekend; photos Jörn Eickholt*

The Workshop

Saturday was focused on the workshop which was held in the assembly hall of the chamber of commerce. The topics were the German-American relations and their influence on Hamburg as an important economic location and vice versa. While having a cup of coffee, we enjoyed the lovely view of the townhall. Then we were welcomed by Ulrich Wandel und Uwe Koch. By the way it is something special that we had the opportunity to be in this assembly hall. We were very pleased and impressed about that.

Our first speaker was Martina Schulze, representative of the U. S. consulate. She talked about Hamburg and America: The mission of Hamburg's future America Center.

The next speech was held by Corinna Nienstedt, the head of foreign trade economy in the chamber of commerce. She gave us information about the foreign trade relations between Hamburg, the USA, China and Eastern Europe.

During the break we had the chance to get into contact with the speakers and to talk to them on a personal basis. We had interesting conversations, while we were eating the delicious snacks.

After the break we listened to Dr. Adelkofer, working at the just founded MediGate GmbH. She talked about the

topic: Hamburg as an international life-science-location in comparison to the US-cluster-areas.

The program finished with an essay by Dr. Karl-Wolfgang Menck from the Weltwirtschaftsarchiv Hamburg. His topic was German international economical relations and its trade relations with the USA especially.

The workshop was very interesting and impressive. We got a lot of new informations and ideas. A big thank you to the speakers and the organizers of the conference Hanseatic Challenge and we hope such an event will be repeated next year.

*By Heike Staffa-Ott*



*Hamburg Harbour*

*Fulbright Berlin Conference 2004*



*Take a look into a grand piano of Steinway & Sons*



*Tour participants enjoyed a classical talent show*



### Touring Steinway & Sons

Steinway & Sons is the leading grand piano brand in the world, but how does it achieve its "inimitable sound"?

To find out, a group of about 20 Fulbright Alumni were invited on a factory visit at Steinway & Sons in Hamburg, the location of the company's German subsidiary founded in 1923.

At the first glance, piano production at Steinway & Sons resembles a carpenter's manufacturing site. Arriving at the unassuming factory entrance in Rondenbarg, the first thing the visitor notices is wood everywhere, stored on every available surface to dry. "The selection and storage of wood are a key success factor for the quality of the piano", explains Christian Eggers, the company's sales representative, who shows us through the factory. Another key factor, as we learn a little later, is the more than 100 patents registered by Steinway and his sons over the years which revolutionised the art of piano making. The principles of construction developed by Steinway are still unchanged today: only solid wood and other materials offering optimal transmission and reproduction of sound are used. The outer rim is of primary importance here. Made of up to 18 layers of solid timber, it is the starting point of the manufacturing process, into which all other elements are then manually integrated for optimal sound resonance.

Wandering along the six floors of the Steinway manufacturing plant and watching groups of employees manually craft and assemble the 12,000 component parts of each piano, before finally tuning the instruments, we begin to understand why it takes a year to produce a Steinway grand piano. It also explains why the 350 employees limit their production to 1,000 grand pianos and 300 upright pianos each year. Perhaps now the sales price of a Steinway, ranging from € 45,000 for the smallest grand piano to € 100,000 for the largest instrument, typically bought by concert halls, begins to make sense.

Towards the end of our visit we get the chance to listen to the French concert pianist Jean Yves Thibaudet trying out some of the 20 or so instruments in the company show room and to witness for ourselves the "inimitable sound of a Steinway", for which the instruments are so renowned today.

Heinrich Steinweg built his first grand piano in his kitchen in Seesen, Germany, and gave it to his wife as a wedding gift in 1836. When he emigrated to the United States in 1850, he had already won prizes for his outstanding instruments, designed to be "the best piano possible". With the foundation of his company "Steinway & Sons" in New York in 1853, Steinweg, who had by then changed his name, also laid the founda-

tion for international success as a piano manufacturer. Today, with a total of 566,000 grand pianos and upright pianos sold across the world, a "Steinway" is the brand of choice for most leading pianists and concert halls.

*By Martina Rauch*

Steinway & Sons not only produce extraordinary pianos, used in over 90% of concert halls in the world, but they also care about musical education. To give young pianists a first opportunity to present their art, the company has established its own International Youth Piano Competition. On this beautiful summer Sunday of July 13, 2004, all the final prizewinners of the different European countries were celebrated in the renowned Hamburg Music Hall. The crowd in the sold-out hall enjoyed an amazing quality of touch and beauty of tone demonstrated through several difficult pieces of Bach, Schumann, Liszt and Rachmaninoff. A number of outstanding virtuosos between the ages of 10 and 18 years shared their impressive talents on the Lagerfeld-designed grand piano. With its festival, Steinway underlines an important goal of their open minded home town, according to Karin von Welck, cultural senator of the City of Hamburg. Steinway's vision: Making the world a little better for the future generation by supporting their aesthetic and musical education.

*By Anna A. Meissner*



## FULBRIGHT ALUMNI E.V.

### History and Purpose

The German Fulbright Alumni e.V. was founded in Frankfurt in 1986 by former Fulbrighters. By 2004, our membership has increased to over 1200. The association brings together internationally-oriented students, scholars, and practitioners from a wide range of academic fields and areas of professional expertise. Most of our members have spent a Fulbright year in the United States.

Fulbright Alumni e.V. is the platform for former grantees with a special affiliation to the U.S., who want to promote global understanding. As we are committed to tolerance and true internationality, we are striving to learn more about other peoples' customs, surroundings and histories.

Based on the personal and educational experience and insights gained as participants in an international exchange program, it is the overriding mission of German Fulbright Alumni e.V. members to

- strengthen and support cross-cultural contacts and exchange between Fulbrighters from all around the world;
- encourage dialogue and interaction between international scholars, experts, and activists on topics important to the political, social, and cultural life of nations.

The German Fulbright Alumni e.V. is guided by the idea of the program's founder, Senator J. William Fulbright, to bring together people of different nations and contribute to world peace through better international understanding.

### Activities

Based on a young, lively and broad-based membership, our association organizes a diverse range of regional as well as nationwide events.

### Welcome Meetings

Since its founding year the members of the association have organized Welcome Meetings each fall to offer the opportunity for contacts and networking between former and new German returnees as well as American Fulbrighters currently in Germany. The meetings also serve as forums for the discussion of any issues relevant to people after a year abroad.

### PowWows / Seminars Special Focus Conferences

Different regional chapters of our association organize several national conferences and seminars every year, usually covering a specific topic.

### German-American PowWows:

1987	Frankfurt
1988	Minorities, Conservatism and Design, Frankfurt
1989	Playground Future, Stuttgart
1990	The Future of the Information Society – Personal Communication in a Crisis? Hamburg
1991	Traffic Concepts for the Future – How Mobile will our Society be in the Year 2000? München
1994	Where is our New Frontier? Stuttgart
1995	First Fulbright Fun & Future Camp, Lenggries
1996	A Chance for Global Understanding, Berlin
1999	Biotechnology, Frauenchiemsee
2001	Nutrition, Calw
2002	Quo Vadis USA, Berlin
2004	EU Enlargement, Berlin

### National Office

Fulbright Alumni e.V.  
Postfach 10 08 65  
D-60008 Frankfurt / Main  
Germany  
Phone+fax: +49-69-4 05 96 64  
office@fulbright-alumni.de  
www.fulbright-alumni.de

### Advisory Board

Dr. Karen Kramer  
Dr. Ulrich Littmann  
Dr. Georg Schütte  
Hans-Burkhard Steck  
Dr. Ulrich Wickert

### Executive Board

President  
Joseph Kristensen  
president@fulbright-alumni.de

### Treasurer

Uwe Koch  
treasurer@fulbright-alumni.de

### Vice President Communication

Andrea Möller  
communication@fulbright-alumni.de

### Vice President Events

Ursula Mich  
events@fulbright-alumni.de

### Vice President Members

Petra Steinmetz  
members@fulbright-alumni.de

### Coordinators

#### FAIN:

Martin Marenke

#### FRANK/y:

Silke Wolter

#### Member Database:

Hermes Winands

#### Electronic Media:

Dagmar Schreiber

#### Press/Public Relations:

Gabriele Launhardt

#### Mailing Lists:

Holger Schöner

#### New Events Concepts:

Jörg Geier

#### Strategy Meeting:

Joachim Wahlich

## Regional Chapters

### Aachen

Sebastian Bülte, (0241) 1 69 94 87  
aachen@fulbright-alumni.de

### Berlin

Steffen Schmuck-Soldan,  
(0175) 917 0325  
berlin@fulbright-alumni.de  
www.fulbright-alumni.de/berlin/

### Bremen

Ingeborg Mehser, (0421) 376 00 80  
bremen@fulbright-alumni.de

### Dresden

Elke Brosin, (0351) 427 26 07  
dresden@fulbright-alumni.de

### Franken

Ulrich Bauer, (09129) 28 93 83  
franken@fulbright-alumni.de  
www.fulbright-alumni.de/franken/

### Frankfurt am Main

Claudia Detje, (069) 65301622  
frankfurt@fulbright-alumni.de  
www.fulbright-alumni.de/frankfurt/

### Hamburg

Uta Heyen, (040) 89 70 99 69  
hamburg@fulbright-alumni.de

### Köln/Bonn

Thomas Dickmann, (02233) 213 58  
koeln.bonn@fulbright-alumni.de

### München/Südbayern

Birgit Hiller, (089) 69 39 36 97  
muenchen@fulbright-alumni.de

### Niedersachsen

Gabriele Launhardt, (0511) 388 91 03  
niedersachsen@fulbright-alumni.de

### Ruhrgebiet/Westfalen

Karl-Walter Florin, (02309) 60 90 56  
ruhrgebiet@fulbright-alumni.de

### Stuttgart/Südwest

Ulrich Schlecht, (0711) 181 96 74  
suedwest@fulbright-alumni.de  
www.fulbright-alumni.de/suedwest/

### Special Focus Conferences

- 1988 The United States and Germany  
Corporate Cultures in Comparison,  
Mannheim
- 1989 The French Revolution in American  
and German Perspectives, Regens-  
burg
- 1990 Signs for Tomorrow's Architecture,  
Landscape and Urban Development,  
Darmstadt
- 1991 German Reunification and the  
Future of German-American  
Relations, Berlin
- 1991 Living and Working in Changing  
Structures, Todtmoos
- 1992 Health, Köln
- 1993 Market Leadership and Brand  
Names, Böblingen
- 1993 Ecology and Structural Change,  
Essen
- 1994 Organizational Development and  
International Competitiveness,  
Frankfurt
- 1995 Environmental Strategy, Heidenheim
- 1996 Multimedia, Stuttgart
- 1997 Managing Public Organizations,  
Frankfurt
- 1998 Intercultural Communications,  
Frankfurt
- 1999 Educational Systems, Frankfurt

### Regional Chapter Activities

Regional chapters organize more informal cultural and social events on a monthly basis, including lectures, discussions, and "Stammtische". To find out about the next "Stammtisch" in your area, contact the regional coordinator listed on this page.

### Other Activities

Our association has put an emphasis on strengthening personal contacts among Fulbright Alumni all around the world. One example was the 1993 "European Fulbright Alumni Convention" in Brussels. In 1996, members participated in the World Fulbright Alumni Conference in Budapest, Hungary "The Spirit of Global Understanding" and in August 1998 we organized a workshop for all European Fulbright associations in Strasbourg. In 2000 30 members participated in the 3rd European Fulbright Alumni workshop in Toledo/Spain. Fulbright Alumni from various countries joined our international sailing trips on the Baltic Sea "Bright People under Full Sail" in August/September 1991, 1993, 1995, 1997, 1999, 2001 and 2003.

The association publishes a national journal "FRANKly", an internal newsletter "FAIN", and an Alumni Membership Directory.

As a service to the general public, the national office provides information and assistance to any private person, university or institution on questions of cultural and academic exchange with the United States.

Each regional chapter contacts and assists American Fulbright visiting scholars in its local area. A host program for American Fulbrighters in Germany was successfully established in 1993. In promoting its political support for the Fulbright program, our association stays in close but independent contact with the Fulbright Commission in Berlin.

Fulbright Alumni e.V. is supported by its members only. Grants and contributions from foundations, corporations and individuals are welcome.

For further information, please contact our national office in Frankfurt or one of our officers listed here.



# Fulbright Alumni e.V. Membership Application

## AUFNAHMEANTRAG

Entscheidend für den Aufnahmeantrag sind die Kerndaten (ohne\*). Die Angabe der Zusatzdaten (mit\*) ist freiwillig. Über die Aufnahme entscheidet der Vorstand.

Ich möchte Mitglied werden!

Name: \_\_\_\_\_ \*Geburtsdatum: \_\_\_\_\_

Straße/Postfach: \_\_\_\_\_ PLZ, Ort: \_\_\_\_\_

Telefon privat: \_\_\_\_\_ \*geschäftlich: \_\_\_\_\_

\*E-Mail: \_\_\_\_\_

Ich möchte folgender Regionalgruppe angehören:

<input type="checkbox"/> Aachen	<input type="checkbox"/> Berlin	<input type="checkbox"/> Bremen
<input type="checkbox"/> Dresden	<input type="checkbox"/> Franken	<input type="checkbox"/> Frankfurt am Main
<input type="checkbox"/> Hamburg	<input type="checkbox"/> Köln/Bonn	
<input type="checkbox"/> München/Südbayern	<input type="checkbox"/> Niedersachsen	<input type="checkbox"/> Ruhrgebiet/Westfalen
<input type="checkbox"/> Stuttgart/Südwest		

Ich möchte regelmäßig Regional-Informationen erhalten: ☐ Ja ☐ Nein

In den USA war ich als: ☐ Student ☐ T.A. ☐ Dozent ☐ anderer Status

US-Universität: \_\_\_\_\_ US-Studienabschluß: \_\_\_\_\_

US-Studienfach: \_\_\_\_\_ US-Jahrgang: \_\_\_\_\_

Finanzierung: Fulbright- ☐ Vollstipendium ☐ Teilstipendium ☐ Reisestipendium

☐ DAAD ☐ Direktaustausch ☐ selbst ☐ andere: \_\_\_\_\_

\*Studienfach/Universität in Deutschland: \_\_\_\_\_

\*Tätigkeit zur Zeit (Beruf/Arbeitgeber): \_\_\_\_\_

\*Ideen und Wünsche für den Verein: \_\_\_\_\_

Alle meine hier angegebenen Daten sowie später angegebene Änderungen und Ergänzungen werden vom Verein oder im Auftrag des Vereins elektronisch gespeichert und verarbeitet. Sie können im Rahmen der Vereinszwecke an Mitglieder des Vereins weitergegeben werden. Für die Kontaktaufnahme nötige Angaben wie Anschrift oder Telefonnummer, Angaben zum Auslandsstudium sowie Angaben zur Regionalgruppenzugehörigkeit können im Rahmen der Vereinszwecke auch an Nichtmitglieder weitergegeben werden, z. B. an einen am Auslandsstudium Interessierten, der Fragen zu meinem Fach oder meiner Uni hat. Alle anderen hier angegebenen Daten gibt der Verein nur mit meiner Zustimmung an Nichtmitglieder weiter.

Der Jahresbeitrag (mindestens € 25,-- für Studenten und Erwerbslose; Bescheinigung beifügen und mindestens € 40,-- für Berufstätige) – soll alljährlich per Lastschrift von meinem Konto auf das Fulbright Alumni e.V. Vereinskonto (Nr. 5478 85-600, Postbank Frankfurt, BLZ 500 100 60) eingezogen werden. Die von mir erteilte und unterschriebene Ermächtigung gilt bis auf Widerruf. (Hinweis: Andere Zahlungsverfahren sind nur im begründeten Ausnahmefall möglich.)

Der Fulbright Alumni e.V. ist berechtigt, Zuwendungsbescheinigungen auszustellen.

Ort, Datum \_\_\_\_\_ Unterschrift \_\_\_\_\_





## FULBRIGHT ALUMNI E.V.

AUFNAHMEANTRAG FORTSETZUNG

### Einzugsermächtigung

Von (Name und Anschrift des Kontoinhabers):

Name: \_\_\_\_\_

Straße/Postfach: \_\_\_\_\_

PLZ, Ort: \_\_\_\_\_

an den Fulbright Alumni e.V., 60008 Frankfurt/Main.

Hiermit ermächtige ich Sie widerruflich, die von mir zu entrichtenden Zahlungen bei Fälligkeit zu Lasten meines Girokontos durch Lastschrift einzuziehen.

Mitgliedsbeitrag \_\_\_\_\_ € (Studenten/Erwerbslose € 25,--)

\_\_\_\_\_ € (Berufstätige mindestens € 40,--)

Spende \_\_\_\_\_ €

Gesamtbetrag: \_\_\_\_\_ €

Konto-Nummer \_\_\_\_\_

BLZ \_\_\_\_\_

bei (Bank/Sparkasse) \_\_\_\_\_

Wenn mein Girokonto die erforderliche Deckung nicht aufweist, besteht seitens des kontoführenden Geldinstituts keine Verpflichtung zur Einlösung. Teileinlösungen werden im Lastschriftverfahren nicht vorgenommen.

Ort, Datum \_\_\_\_\_

Unterschrift \_\_\_\_\_

Den FAIN (Fulbright Alumni Internal Newsletter) möchte ich per E-mail erhalten.

☐ Ja

☐ Nein

An den  
Fulbright Alumni e.V.  
Postfach 100 865  
60008 Frankfurt

# What's going on in the Regional Chapters



*Picknick in the green*

## Regional Chapter Berlin

In addition to this year's PowWow, the highlight so far has been our excursion to Caputh, which is a small town about 10km from Potsdam. As there were quite a few new faces, meeting at the train station turned into a great exercise in how to recognize fellow Fulbrighters. To our knowledge, we were complete by the time we got to Caputh! Dorothea Müller and Martin Söhngen had organised a guided tour of Schloß Caputh and we all learned that neither is Caputh "kaputt" nor pronounced that way. We then walked back to Potsdam and on the way, saw Einstein's summer house and the Einstein tower. After that much hard work, we relaxed with Berliner Weisse, Eisbein and other heavy duty German food in the Dutch quarter of Potsdam.

During the European Soccer Championship, it turned out that Berlin's Fullies are quite the soccer experts and so our monthly trip to the movies was abandoned for a visit to a sports bar in Friedrichshain, which offered fascinating insides into Berlin soccer fan sociology. Luckily, the game we saw was the only one to include the German team that was worth seeing. Obviously we couldn't do without soccer during our annual 4th-of-July-barbeque, even though the German team had left Portugal a long time before the finals.

Sports aside, there are many activities that the Fulbright Alumni in Berlin are interested in – from concerts to exhibitions, from theatre to lectures, so if you would like to know more about events and meetings (there are a few more coming up this year!), have a look at the Fulbright Alumni Berlin website: [www.fulbright-alumni.de/berlin](http://www.fulbright-alumni.de/berlin) or join us for the monthly Stammtisch which takes place every first Monday of the month from 8pm at Cafe Aufsturz on Oranienburger Straße.

*By Maike Charlotte Fuchs*



*The Frankfurt grillmaster is seven year old Karl Ole*

## Regional Chapter Frankfurt am Main Greetings from "Mainhattan"

Besides the Fulbright Alumni's office, Frankfurt also hosts one of the largest

regional chapters. The area belonging to the regional chapter includes most of the state of Hesse as well as parts of Rhineland-Palatinate, Saarland, Baden-Wuerttemberg, and Bavaria. We have approximately 300 members, of whom an average of 15 (mostly Frankfurt residents) meet regularly on the 1st Thursday of each month in a very relaxed atmosphere at the Künstlerkeller. At our Stammtisch, people of different ages, backgrounds (surprisingly not only bankers and economists) and interests meet to eat drink talk and for a friendly debate. Furthermore it is the best opportunity for a first contact for newcomers or to reawaken the contact for older members. Besides socializing we use the Stammtisch to decide on the activities of the Frankfurt chapter, e.g. details for the second monthly event: The "Movie of the Month".

In addition to our monthly events there are also annual events such as the celebration of the traditional US holidays Independence Day and Thanksgiving. Other highlights include visits to the English Theatre Frankfurt or other cultural highlights in the Rhine-Main area, one-day and weekend excursions, and discovery journeys in local museum or companies (e.g. Lufthansa and Frankfurt International Airport). Information about forthcoming events can either be accessed via our website ([www.fulbright-alumni.de/frankfurt](http://www.fulbright-alumni.de/frankfurt)) or by subscribing to our newsletter (contact: [frankfurt@fulbright-alumni.de](mailto:frankfurt@fulbright-alumni.de)).

Planned events for the next months are e.g. a welcome (back) party, a visit to a Apfelweinkelterei, Thanksgiving dinner and a visit of a local Christmas-market. We are always looking forward to seeing new/old faces and are open to new ideas to improve our activities.

Best regards from the chiefs

*Claudia Detje, Inga Sellien,  
Reinhard Koch, Klaus Brünig*

*Membership Application*

# What's going on in the Regional Chapters

## Regional Chapter Niedersachsen

The Regional Chapter Lower Saxony/North-Hessen meets at a regular "Stammtisch" every second Wednesday of the month in Hannover. Our "Stammtisch" is open to everyone as a place to make new acquaintances, meet old friends, chat, have fun, seek information and help out in various ways as a current or future Fulbrighter. Since our Regional Chapter covers a big area, it is not possible for everyone to attend on a regular basis. Generally, between two and six people show up. We were very happy that a bunch of American Teaching Assistants attended and enriched our "Stammtisch" last year. Since not everyone can attend the "Stammtisch" in the middle of the week, we have some other events which take place on the weekends. The most frequented is of course the Thanksgiving dinner, which takes place at someone's home – naturally with a home-prepared turkey! Here is a sampling of some of our other events: In the past summer we visited the documenta 11 together in Kassel. Last Christmas we went to see Charles Dickens' A Christmas Carol in English, in February we saw Mozart's Zauberflöte at the Opera, and in May we went to see the International Fireworks Contest in Hannover. With the help of our member Susanne Kugland, we had the opportunity to visit the Volkswagen Werk in Wolfsburg. We welcome new suggestions for outings and get-togethers, so feel free to contribute your ideas! We also hope to be able to welcome a larger group to our Stammtisch and other events in Lower Saxony/North Hessen in the forthcoming year – it would be nice if more Fulbrighters would take part.

*By Gabriele Launhardt*

Contact:

Gabriele Launhardt, (0511) 388 91 03  
niedersachsen@fulbright-alumni.de



*The Munich Fulbright regional chapter on a hiking tour to the Herzogstand; photo Hartmut Liefke*

## Regional Chapter München

### News from the south: "a bisserl was geht allerweil"

Since the last issue of the FRANKly was published quite a while ago, the Munich regional chapter has a lot to report.

A short account of our program during the last twelve months might even persuade Fullis from abroad to visit the Bavarian capital sometime and join our various activities.

The "über"-summer 2003 gave us the opportunity of realizing some challenging outdoor projects that had been on our wish list for a long time: We did a famous hiking trail of 168 km length across the Thuringia Forest known as "Rennsteig" in June and managed to climb some alpine classics, Germany's highest mountain, the Zugspitze and the nearby Alpspitze in September.

December had an extraordinary version of the christmas carol by the Bader-Ehnert Kommando for the Munich Fullis in store. The title of their play – "Der Weihnachtshasser oder Frohes Fest für Vollidioten" – already promised biting satire but the show was beyond all expectations. Based upon Dicken's tale the meanie Scrooge was presented as an example for the aberrations of capitalism which were radically uncovered. This intelligent political comment on our society was wonderful to watch.

Politics came into play again at our February-"Stammtisch" (monthly meeting). The annual elections brought a change to the by then proportional gender of the managing committee. Now the women are definitely wearing the pants at the Isar river. Birgit Hiller has been reelected as spokeswoman for another year, Melanie Kükenbrink continues her work supporting American Fulbrighters and returnees and for Andreas Schoberth, the "last man standing", it's business as usual with the treasury. Only the position of the outdoor event coordinator changed. After many years of organizing our outdoor events Olaf Kolk stepped down from his duties to have more time for his growing family. Many thanks to Olaf and a warm Welcome to Lissi Schmitt as our new specialist for hiking, climbing and even caving. Matching our new gender quota we visited a concert of the String of Pearls in March – three women with alluring voices and looks, accompanied by a tough man at the piano presented their new program "There's no place like home". In June we drove to Augsburg to see the Augsburger Puppenkiste, Germany's most famous puppet theater with their version of a children's book classic, "Der Räuber Hotzenplotz". Even the non Germans among us who didn't know the Augsburger Puppenkiste from the TV series of their childhood enjoyed the

countless creative details and the authentic dialect of the hilarious show. But theater visits are not the only activities of our chapter. Since last year we have also had movies on our agenda on a regular basis. The Fulli movie lovers meet about once a month to see a current film together.

2003 also saw the creation of a climbing group. All members agree that going vertical at the climbing gym is not the real thing, so we try to climb outdoors whenever possible. Even snow beneath the rocks can't stop us. Our first outdoor climbing trip this year in April therefore resulted in cold feet. On the other hand, when the sun is burning down on the rocks in summer we go for a nice swim in the Starnberger See after climbing. Mountaineering was not as successful in the beginning this year since the weather was rather bad. Only a few hard-boiled Fullis finally joined our first tour to the mountains near Garmisch-Partenkirchen even though it was raining. These fellows were rewarded with bright sunshine later that day. Our second trip to the Herzogstand started out much better. The participants enjoyed marvellous "Kaiserschmarrn" (a Bavarian sweet dish) at the cabin near the peak and had amazing panoramic views of the alps in the south and the area with its lakes in the north. Besides our theater and outdoor activities the Munich Fulbright Chapter gathers every last Tuesday of the month for our "Stammtisch". We don't have a favorite haunt any more, but gave rotating locations a try. This way our members, especially those from abroad get to know more Munich bars. The location for our next gathering is announced by email a week in advance. This modified procedure is a big success as the large number of people showing up for our "Stammtisch" proves.

*By Melanie Kükenbrink, Lissi Schmitt and  
Andreas Schoberth*

Contact:  
Birgit Hiller, (089) 69 39 36 97  
muenchen@fulbright-alumni.de



*A canoe trip; photo Isabelle Boeddinghaus*

### **The Regional Chapter Stuttgart/Southwest**

Denise organized a hiking weekend in Freiburg (August 15th –17th 2003). Due to the presence of Tilmann and Henrik with their kids, we were able to prepare the youngsters' Fulbright year in the United States in 2020.

On October 11th 2003, we visited the wine-yards of Stuttgart. The walking-tour enabled us to welcome new faces (both German returnees and American grantees). Therefore this event became our regional "Welcome meeting".

Our annual Thanksgiving Dinner took place on November 29 at the apartment of Jürgen and Pantelis. More than 30 Fulbrighters were present to honor our special guests (two turkeys, each of 25 pounds). We enjoyed the presence of the Soderstrom family. Naomi was 2003/04 guest professor in Stuttgart and took her family to Germany.

During the January "Stammtisch" we usually have our elections. In 2004, however, we had to postpone the vote to organize the "Winterball". We very much enjoyed the presence of 180 Fulbrighters und guests in Ludwigsburg. In February, our election-"Stammtisch" took place. The old team (coordinator Ulrich Schlecht, events Lorenz Hagenmeyer, infocenter

Martin Bauer, and treasurer Dirk Lindennau) was re-elected. Karin Schweizer, who will help with organizing our regional events, will support the team.

The German American Center Stuttgart offered a talk on "US foreign policy during presidential elections" by Prof. Schirm, which we listened to on March 24th 2004. More information was gathered during our visit to the planetarium on April 25th 2004. Quite popular, too, was the 2nd seminar on wine of Lorenz (May 15th).

A must throughout the Fulbright-year is the BBQ on the occasion of July 4th. The event was scheduled for the afternoon, so that we could see the EM-finals afterwards. Finally, on July 24th 2004, we made a canoe tour from Mühlacker to Mühlhausen on the river Enz. Although the weather was nice, some of the participants became wet anyway.

For an overview of forthcoming events, visit our webpage at  
[www.fulbright-alumni.de/suedwest](http://www.fulbright-alumni.de/suedwest).

*By Ulrich Schlecht*

Contact:  
Ulrich Schlecht, (0711) 181 96 74  
suedwest@fulbright-alumni.de  
[www.fulbright-alumni.de/suedwest/](http://www.fulbright-alumni.de/suedwest/)



# Enterprise Scholars Powered by the FAeV.

In 1996, marking the 50th anniversary of the worldwide Fulbright Program, The Association of Friends & Sponsors of the German-American Fulbright Program e.V. was founded to enable the private sector to provide resources for additional Fulbright grants. These grants, called

"Enterprise Scholarships", are a strong statement by the member organisations, acknowledging the value of the Fulbright Program for international economic relations and society as a whole. The Fulbright Alumni e.V. joined The Association of Friends & Sponsors in

1999 as an institutional member, and has made substantial contributions on a regular basis to make further grants possible. Four of the Enterprise Scholars for the academic year 2003-2004 have written to us about their experiences.

## "Today, find friends for life"

Day Zero of my adventure. Day One of the International Student Orientation at the University of Oregon in Eugene. The sun shines, the campus is green, I get a folder and take a seat in Columbia Hall right next to some people I had seen before. I do not know yet that they will be my best friends in the next months. Moreover, I do not know yet that I will end up hugging the Finnish guy in the row behind me in a couple of months, saying goodbye. The air around me is filled with a jumble of voices. Volunteers of the International Student Orientation enter the stage and play a quiz with us. I am glad that I understand some of their jokes. Then the director of the Office for International Programs takes the stage.

She has some warm welcoming words for us and suggests that we turn around and take five minutes to get to know the people around us. "Meet people! Get to know each other! Today, find friends for life!" "Right now? That is a difficult task", I think, "I meet new people every day, and I like to talk with as many people as possible in the first days. Later I make friends for life." Seldom had I been so wrong. I turn around and shake hands with the Finn. Many of my friends I had met in this first week. They all had the same forms to fill out, they wanted to visit the coast for a weekend and they did not know yet where to find the best church. I am still very surprised that the foundation of good friendships was already laid on the first day of my Fulbright adventure.

Up to now I have studied physics at the Technical University Braunschweig.



*Bernward Fleischhauer and a friend*

Already after the second semester I felt that I needed something more technical. Furthermore, for a long time I had been fascinated about sustainable economical systems and environmental protection. Fortunately I did not quit my studies, but decided to take Environmental Protection Technology as a minor subject. Out of my curiosity to live with an other language and culture grew the idea of a year abroad. Until the beginning of the fourth year I had completed all the mandatory classes except one. This one had to be done in Oregon. All the other classes during the three quarters could be chosen however I liked, and I did it according to professional and personal interests and needs. I chose Chemical Thermodynamics as well as Acting 1, Statistical Mechanics and the Optics Seminar as well as Trampolining. The most exciting have been the classes about environmental

issues. One of them required me to give presentations in classes of all levels across campus about the university's energy consumption and the university's use of alternative energies. In another class I learned about Systems Thinking in opposition to linear patterns of thought. Throughout the year I thought that my classes were well chosen and suited to my long-term professional goals. But, to tell the truth, only the one mandatory class was planned a long time beforehand. I am convinced that this has been the best for my situation, because I could adjust my needs according to my more and more Fulbright-stamped view.

What do I think about American environmental politics? German media gave me the impression that the US does not care about environmental issues. Now I know

*continued on page 29*

# From Swabia to Silicon Valley

The Fulbright Scholarships I received have given me the opportunity to study and live in the San Francisco Bay Area – a region known for its entrepreneurial, innovative, and culturally diverse setting. This opportunity has broadened my perspective on my studies and career.

As my academic foundation, I chose the "International Business" program at Reutlingen University of Applied Sciences leading to the simultaneous award of the German degree "Diplom-Betriebswirt (FH)" from Reutlingen University and the Master of Business Administration from one of the AACSB accredited partner universities overseas. During this four-year program, I spent two years of study at Reutlingen University, one year in the United States and Spain completing academic training, and the fourth year at the California State University in the San Francisco Bay Area.

California State University, Hayward, was my choice for two reasons. First, it gave me the opportunity to study and work in the innovative and entrepreneurial setting of Silicon Valley, as well as experience of the political and social variety of the San Francisco Bay Area. In addition, I chose California State University because of the broad range of MBA academic courses offered.

Even after having lived in different countries prior to my year in the US, I still could not have anticipated all the experiences I had during my stay in the Bay Area. I was impressed by the academic and professional expertise of the pro-



*Nelli Haar at California State University*

fessors as much as I was fascinated by the cultural diversity and the variety of professional backgrounds of my MBA classmates. The range of academic courses gave me the opportunity to create an education best suited to my needs and interests and helped me strengthen my knowledge about strategic management practices in companies active on a global level. The entrepreneurial nature of Silicon Valley has added greatly to the content of the courses and opened my mind to the importance of being creative, innovative, and passionate about my career in the competitive and ever changing environment of the business world.

Most importantly, while working on my graduate thesis about the development of

renewable energy sources in the US market, I gained valuable knowledge about the energy industry and became very enthusiastic to acquire more expertise in this field. For this matter, I plan to complete academic training at an entrepreneurial global environmental technology start-up firm, which will provide me with an opportunity to pursue my research in the field of renewable energy.

Studying at an American business school has been an essential element of my academic achievements and has also influenced the development of my personality. As a result of Fulbright financial and institutional support, my MBA study in the US has been a very enjoyable and valuable experience for me.

*By Nelli Haar*

## Enterprise Scholars – Pitch in for their sakes!

The Fulbright Alumni e.V. is funding The Association of Friends & Sponsors of the German-American Fulbright Program e.V. to make more grants available. As public money is getting scarce every-

where, this is your opportunity to return what you have also once received: A scholarship for outstanding academics and professionals and a contribution toward mutual understanding.

Pitch in on top of your annual membership fee. Don't forget: It is possible to deduct contributions from your annual taxes since the FAeV is a non-profit organization of public utility.

# One year in the USA!



*Antje Oetjen carving a pumpkin*

I arrived in the US on September 4, 2003. That is now nearly ten months ago. Although I came here with a lot of expectations, I was still really curious about the things which would happen, which I did not expect.

But first of all I should write about my expectations. It was my professor in Germany who convinced me to go to the US. He had had a Fulbright-scholarship and was totally convinced that I should take this chance and explore the US. He was definitely right. Although the first two weeks of my American adventure were really chaotic – I had to change my major from special education to Psychology – I had the wonderful opportunity to

achieve the Bachelor of Arts in this field of studies. Studying in the US meant, to me, looking at similar contents with a different point of view. This became obvious in the first term. I thought that American students also had to do a lot by themselves. This is definitely true. Nevertheless, the "home-work" looks totally different from what we do back at home. The students were responsible for writing paper after paper. It seemed as if the mass of work would never end. One of my Professors and a really good advisor gave me some instruction on how I could deal with the sudden overwhelming amount of work. On the other hand I missed the free work. Students were meant to learn the content of a book and what the teacher had said. There are only a few students who really put effort into their work and who look for literature, etc. by themselves. Those students then are the ones who receive the summa cum laude or magna cum laude honors. Although I was disappointed at first that I did not get the opportunity to develop my own thoughts (there never was enough time because of the amounts of papers to write), I am glad about the writing abilities I gained at the University of Oregon. In my mind, writing about a topic and being able to express what one really wants to say is one of the most important things if you want to achieve a fulfilling career.

I had expected to make a lot of American friends. But most of my friends came from different countries all over the world and many of them were really interested in politics. Nevertheless, the Americans I became friends with were also interested in politics. But I was surprised that they did not do anything or seemed not to care about voting, etc. I soon had to

recognize that my impression was wrong. They wanted to do something but they were not informed enough. I recognized that American news is not as informative as news in Germany or other countries. It focuses a lot on the events in the country itself, but there is less about what is going on in the world. Most of my American friends and peer-students therefore decided to go to another country for a year or so. I noticed that many of them are even more willing to help in developing countries and to sacrifice some comfort to be able to give some comfort to people in need. My conclusion is that while Europeans might be more involved in theoretical politics or in voting, many American graduates are more sensitive to the real needs of the world.

Altogether I can say that this year was especially wonderful because it was my last year before I start working. I realized that I have a lot of dreams, such as practising some extra professions as movement therapist or social worker. And the effort, which was demonstrated by my American peers and all the other people I met, encouraged me in my wish to go to another country and to work there for a couple of years. Surely, this will not happen until two or three years in future. But I am looking forward to meeting one friend in Mexico where she is going to work as a teacher.

The year in the US was full of surprises and I am so happy that I took the opportunity. I would recommend doing this to all students back at home and all over the world. When you come back you see the world through different eyes! Thanks to Fulbright!

*By Antje Oetjen*

*NOW Exhibition of photographs by Cem Yucetas*

*Goethe-Institut, April 30 to May 26, 2004*

*The concept behind my visuals is twofold. The images illustrate the idea of information culture and the speed at which technology changes the way we do things, as well as the way we express ourselves.*

*On the one hand, we are so involved with what exists within our physical environment, on the other hand, we alienate ourselves, seeking refuge in another kind of truth: the search for the perfect knowledge of what exists behind all this chaos. The human organism is struggling to meet and affirm a more suitable version of itself. Limitless usage of communication prevents individual discovery between 'you' and 'me'*

*and the space we are living in. Is this a new dilemma, or has it always been this way?*

*I created a second series of images to describe this kind of dysfunctional over-communication which leads to people's individual loneliness.*

*Cem Yucetas*



# San Francisco

## A hell of a city

Cem Yüetas, 27, studied photography at the Hochschule für Gestaltung Offenbach and at the Universität für Angewandte Kunst Wien before he studied as a Fulbright fellow 2003/2004 at the Academy of Art University San Francisco.

San Francisco, a city that always wanted to be different. It's beauty was very popular, even before the existence of tourist attractions, because of the landscape and the mild climate. Ships, stopping in the area in the middle of the 19th century, had to force their sailors back on board because they liked it so much and wanted to stay.

But what makes it so special? The hills, the fog, the red bridge, the tolerant behaviour towards loving the same sex, the cultural life with amazing museums and galleries, a huge park, a slum next to the centre and the financial district? Can you find something here that you can't find somewhere else?

Not who you are is important, who you want to be becomes the motto. And how does the city want to be? First of all different. Not L.A., it's all about silicon and muscles, kind of snobbish. Not NY, everything is so fast and people just think of working. Not the Middle West, spon-

taneously everybody knows 100 jokes with original accent and grimace, not the North even though you don't hear negative things about it and not Texas, "don't mess with Texas". Yes, Texas has always been different too, but that's another story.

In brief: The city is beautiful and its people are relaxed, very European a lot of people say, with lots of Asians, very international. Business people walk around next to joggers and tourists and homeless people and junkies ask you for money on every corner. Everywhere? No, only in the city.

My year in San Francisco

At the Academy of Art I was a photography graduate student and especially took classes which we don't have in Offenbach. My goal was to learn new techniques and the American definition of art. Assignments, class attendance and challenging critics about my work were part of my everyday life.

And then there are policies, rules appearing everywhere and for everything, foreseeing every detail in your life. It has to be this way and not another. And when you ask why, you can hear very often: "This is our policy, I'm just doing my job!" But I also had time for new friends,



Photograph by Cem Yüetas

parties, weekend trips in the area and relaxing on the beach.

I am very happy, that I studied in San Francisco and learned a lot. This city is different, but it is right for me.

By Cem Yüetas

*continued from page 28*

that this is and is not true. Two of my three roommates had no idea why it is important to recycle and to use renewable energies. Everything works fine without them. In my opinion I lived in a very representative household. Driving hours with the car to the next larger town, you get the impression that there is enough space for nature and garbage alike. Natural resources are cheap and it is important to live comfortably. On the level of smaller companies, it is important that everything is profitable. While the government passes laws, money is seldom available. My impression was that most projects were motivated by economic reasons and less by enthusi-

asm and understanding. It is a pity but I know that profitable projects work much better than subsidized ones.

Especially Oregon, Eugene and the University had some Brownie points, too. The public transport system in Eugene is very dense and used paper and bottles are collected on campus. Some Restaurants on campus wash and reuse the dishes. This was promoted by researchers from the department of environmental science. Other groups promote the use of wind power, and the university gains forty-five percent of its electricity from hydroelectric generation. And last but not least, the state has a cash refund system for soda cans. Since most of this is known

but not used very much, I changed my impression over the last year. Now I think that the people are trying to make all efforts profitable. They are on the way, but still some years behind German standards.

Now, after I returned to Germany, a kind of melancholy occupies my mind. I realize that I have two homes or two living environments, but unfortunately there is only one place where I can live at a given time. In Germany some friends tell me about their plans to go abroad and I think that it is my new task to help them make their plans become reality. So they will, hopefully, get a second home and friends for life as I did.

By Bernward Fleischhauer



# Strategy on the Ammer



*Some of the participants from left to right: Joachim Totzke, Claudia Detje, Matthias Stecher, Dagmar Schreiber*

Strategy Meeting 2004, Weilheim i. Obb. In sunny Bavaria, at the foot of the Alps, 16 members gathered together on the second weekend in September (10-12 September 2004) to discuss strategic issues concerning our Association. On Friday, after everyone had arrived at the "Naturfreundehaus" hostel in the Southern Bavarian town on the banks of the Ammer river, the obligatory "get-together" set the mood for the work-weekend to come. The Naturfreundehaus offered the perfect combination of work atmosphere and recuperation.

After breakfast on Saturday, at which a number of discussions had already started, the official work began with a presentation introducing the workshop topics. The relatively small number of participants made it necessary to reduce the number of workshops planned, and to combine some topics into one workshop; at the same time, the small number of participants made the discussions quite efficient. Among the workshop topics were the relocation of our association's office from Frankfurt am Main to Berlin, and concepts for new or varied events.

After meeting up again for lunch, the group enjoyed a stroll along the Ammer,

recharging our batteries for the afternoon's next session of workshops. The second session lasted until the late afternoon. The day ended with an evening barbeque dinner, at which some of the controversial discussions continued.

All participants met up again Sunday morning in plenum to present and discuss the results of the workshops. All of the workshops presented written suggestions to the board of directors, decision papers for the general assembly, or worked out information and tasks for the board to work on. Examples here were suggestions for increasing the

efficiency and attractiveness of the general assembly itself, and a work profile for the association's office. The event came to a close after lunch. Unfortunately the weather didn't allow for a common walk along the river to round out the weekend. The board of directors used the opportunity for a short board meeting, and other participants took advantage of the tourism activities in the area, for example the Buchheim Museum in Bernried on the Starnberger Lake.

Our self-proclaimed "Strategy-Dude" (Strategiefuzzi) Joachim Wahlich deserves a big "thank you" for his super organization of the event, as does the board of directors for its excellent documentation of the issues, which enabled structured and efficient discussion.

In conclusion, the "tough and dry" work weekend in the Naturfreundehaus Weilheim dealt with the future strategy of our association in many ways. The meeting was used to determine our status quo and initiate corrective measures where necessary. The weekend was rounded out by a very pleasant environment, common activities and the famous "Fulbright-Get-Together-Feeling."

*By Michael Tonke*

*English by Joe Kristensen*

## WORKSHOP TOPICS

- 100th Birthday James William Fulbright
- Membership Fees
- IT concept
- Job description „Beisitzerposten“
- Member recruiting concept
- New structure association meeting
- Press concept/public relations
- Regional Chapter definition/manual
- Office of the FAeV: Frankfurt am Main/Berlin
- Event concept
- Cooperation with other organizations

# Behind the scenes in Ludwigsburg



*The get-together at the Piero*

People at the Winterball 2004 (January 16th-18th)

What makes the Fulbright Alumni e.V. so special? While for sport clubs, the gym is the "center" of the club, our office plays a minor role. Is the Association therefore defined by the Fulbright-grant, which most of us could enjoy?! I believe this fact plays a minor role as well, since the year in the States is limited to the questions "When did you study what and where?". After this "initiation rite" the experiences of the USA are only a side aspect for most Alumni events. During our Stammtische, we talk about everything under the sun, and, depending on current politics, of course about America, too.

I believe, that the members themselves define the association. The pre-requisite of having been in the States for a year is a certain selection, however, without any elitist motives. The fact of having been abroad rather reflects in a certain cosmopolitanism toward other cultures and most importantly toward other people. Precisely this spirit makes this association so special.

The best example for this openness is certainly the annual get-together at the

Winterball. As the members are distributed across Germany, this event opens up the possibility to meet one another even after a long time. In 2004 Ludwigsburg became the Mecca of the dancing Fulbright-Alumni. The Restaurant "Piero" offered plenty of space for the first meeting on Friday evening, to greet old faces and welcome new people.

In the course of the Winterball weekend, the general assembly (MV) takes place on Saturday, in order to deal with current questions. For the record: The MV 2004 took place at the College of Education in Ludwigsburg, although neither the

administrator, nor the janitor seemed to know about it. Therefore the assembly could only start after a short delay. After the reports of the old board of directors, the new board was elected (see pages 1-3). Afterwards, a discussion of a possible relocation of our national office from Frankfurt am Main to Berlin ensued. The decision was postponed for technical reasons, and because the requirements for an office were still unclear.

A detailed insight into the people of the association cannot only be gathered while visiting the events, but, more importantly while organizing them. Already during the Winterball 2003 in Bamberg, the regional chapter Southwest was showing interest on the Winterball 2004. After a call from Wiltrud Hammelstein (then Vice President for Events) in the summer of 2003, we had been accepted as organizers. As coordinator of the regional chapter, I was "elected" to be the chief organizer.

Quickly a quite huge "Orga-Team" was formed, but due to varying meeting times, a strong fluctuation of the members occurred. The search for the right venue was more complicated, than expected. The rooms in Stuttgart were either too small or too expensive. Isabelle suggested the Musikhalle in Ludwigsburg. A good decision, as we found out later.



*Fulbrighters at the champagne reception*



*Dancing the night away*



*The brunch at the Plaza with a wide variety of foods and tons of coffee*

While we were familiar with Stuttgart, Ludwigsburg represented new territory, which resulted in a quite complicated search for the remaining locations. Carsten Keller could help out, as he has been a resident of Ludwigsburg. With his "can-do"-mentality, he not only knew all innkeepers at the numerous locations we "tested"—but he was also able to get special terms for us.

A telephone conference with Martin Löwe, which was interrupted after two hours by the telephone company, could clarify our budget. After fixing place, time and costs of the event, we could design the invitation. 1200 invitations were stuffed into envelopes, and pizza and wine

were served as a refreshment. Due to the various piles (members, returnees, grantees, and addresses abroad), we worked ourselves through a comical chaos. The detailed work (DJ, decoration,...) could begin and required further meetings and active discussions, as everybody had his own opinion. "Are we cooking the soup ourselves, or should it be delivered?" Such and similar questions could—in some cases—only be solved after various meetings. Finally all Gordian knots were broken.

Despite the lack of a sponsor, our budget calculation predicted a break-even at 130 attendees. We were quite amazed, when the first registrations arrived.

Despite a short deadline, the number increased continually to finally settle at 180 dancers. Accordingly, we rented larger and larger sections of the Musikhalle, finally being the sole tenant of the hall, at least for one evening. Due to the increased rent, the large buffet could only be extended marginally, despite the strong intervention by our gourmet Lorenz Hagemeyer.

Back to the Winterball: Like during the evening before, a joyful reuniting (Wiedersehensfreuden) took place during the initial champagne reception in the entrance hall, as not all participants had been present at the get together or the general assembly. Despite the fine dress—in some cases quite colorful—the air was full of suspense and anticipation before the first dance. A small surprise was waiting for the Fulbrighters when the doors of the ballroom were opened. While the entrance hall is kept sleek and simple, the main room is dominated by its baroque interior. The best tables were occupied quickly and after a quick welcome speech, the buffet was opened.

Our unwritten rules require a ceremonial "thank you" to the old board of directors by the new one, as well as the introduction of the "Orga-team". This was done quite quickly, as everybody was looking forward to the first dance. Our new president Joe Kristensen started the dance and the floor was packed quite quickly afterwards. A special dance "Louis" was prepared by Denise to account for the name of our host city. A mixture of American square dance, Irish folk-music and a German announcer reflected our international spirit nicely. Later on, the floor was transformed into a disco, which delighted the young American scholars. High heeled shoes, although stylishly matching the eveningwear were soon abandoned for the ability to really "cut a rug".

The weekend continued with a brunch the next morning. Depending on the time they left the party the night before, the



Fulbrighters arrived earlier or later at the Café "Plaza". The first coffees seemed to work wonders. While the new boardmembers held their first meeting, the remaining breakfast guests continued their talks of the last evening. The last event was a visit to the palace of Ludwigsburg. While "Baron von Bühlow" and the "valet" (Kammerdiener) were engaged in a lot of gossip about former times, the "Behind the scenes" tour was shown the most secret places of the castle. This included a visit to the rooftops.

The farewell at the Café "Plaza" or at the palace was not easy; no matter whether the goodbye was to old friends or new faces. Such a weekend is always just too short.

Whereas the Sunday afternoon marked the end of the event for most of the visitors, for the "Orga-team" the event was to end with a celebratory dinner. A suitable date seemed to be harder to organize than the Winterball itself. Therefore the dinner didn't take place until late March. The occasionally complicated organization was long forgotten, instead all the anecdotes were exchanged, making the dinner a marvelous end of the "operation Winterball".

We hope that the attendees had as much fun at the Winterball as we had. We are



*The palace of Ludwigsburg is well worth a visit*

looking forward to the Winterball 2005, where we are going to be ordinary participants. But, can Fulbrighters be ordinary? Most probably not!

*By Ulrich Schlecht*

# Speak American!

## A book suggestion

"You're British, or Australian, or South African or Chinese. You probably know quite a lot about the language and customs in the U.S.A. just from Hollywood movies. But are you really prepared for your trip to America? Are you really ready to do business with an American firm? (...)". This little paperback book is one of these gems you discover in some arbitrary book/souvenir/newspaper hybrid while waiting for some arbitrary domestic US flight. The book was standing right next to a paperback version of the American Constitution and caught my eye because on its cover it promised to be "A survival Guide to the Language and Culture of the U.S.A.". There are probably some dozen books like this out in bookshops around the world and I know a lot of them.

But this one is the most comprehensive, concrete and implementable one I ever saw. The reason may be that it was written by an American woman who came to London as a newly-wed and figured that she had "the whole English thing

sussed". When she found out that in fact she hadn't, instead of lamenting she sat down and wrote this book in order for us to have it better. The deed of a saint – as you might also discover when you read it.

What actually makes it so unique is the fact that it covers two important areas. First, the fact that being a second language learner of English most of us have been taught British English and hence never learned the vocabulary and expressions that you really need in everyday American life. The book does not only cover vocabulary differences that can actually cause you embarrassment (oh yes!) but it also explains ACT, SAT, GPA, M.D., J.D., RA, PE, MCAT, PTA and all these other wonderful abbreviations that Americans love to use, especially when it comes to their Education System (we all had to suffer, remember?). Secondly, it covers all the important details of American life that you wished you had known before you went over there. American Society, Eating and Drinking, Getting Around, American

Education and Everyday life are just a few of the chapters this little bible has to offer. There is even a glossary of about 50 most important terms for each chapter, explaining everything from "beef jerky, to "Nielsen Ratings". Or did you know about "vanity plates" or "gated communities" before you went over there? The investment of about 8 "bucks" for the book might even save your life, because it is full of valuable suggestions, too: "If you are pulled over, do not get out of your car. Wait until the officer comes up to your window, place both hands on the steering wheel and be very, very polite. (...)".

Have fun getting prepared!

Speak American: A survival Guide to the Language and Culture of the U.S.A.  
by Dileri Borunda Johnston;  
Random House, New York  
ISBN 0-375-70468-X; \$7.95

*By Andrea Möller*

*Behind the scenes in Ludwigsburg*



# Fulbright Family Fun Weekend



*Fulbrighters and friends launching raft on the Elbe*



*Gisken and Karl Ole heving lunch in Dresden after their arrival*

As expected, arriving was the first highlight. We came by train to Dresden with all its treasures everyone else has already seen and went straight on to the commuter train up the Elbe to Königstein. We saw how the industrial wasteland of Dresden gave way to the broad valley of the Elbe. Around Pirna it became narrower and we were right in the middle of the treasure trove of Germany. The small ferry took us to the other bank of the Elbe and from there we walked to the hostel. Our family of five got two rooms with nothing but the garden between us and the river. We had arrived.

Getting up the next day was easy, for our 5 and 6 year olds. Knocking on our door, fully dressed they asked for permission to conquer the garden, at 6 o'clock!

The days floated by. We climbed up the rocks on stairs and ladders, got a tour of the region's herbs from the park rangers, biked all the way up to the Czech border and floated down the Elbe to Pirna, where the valley was wide. Once again, Elke had put together a magnificent program.

51 Cross cultural messengers, granted, half granted or current student or teacher were the icing on the whole event.

Connecting is a snap. Some were re-connecting their memories with the most intense experience in times (very) long past. Some tried to connect their experience of the people they met on the other side of the Houston with the headlines of the Sächsische Zeitung. Some even tried to connect their bottom line to the whole event.

The evenings over the river, darkness coming slowly, with Czech beer, kids in bed, tired from the day's activities, solving the worlds problems, connecting and planning the next day – perfect.

The long freight trains, that last year rumbled on the other side were no longer coming. They made sense while clearing customs between Germany and the Czech Republic was an issue. German cars, made in Slovakia, reminded us that Europe is one again.

We left early to see Dresden, a first glimpse, 90 minutes. That is enough for a quick hike along Prager Strasse, with buildings that became historic only recently, lunch at the Zwinger, it has been historic all along, and another quick hike back again.

We already know what will be different next time. We figured how to slot in another highlight at the end. We will treat ourselves to a steamboat trip all the way downstream to Dresden. Those ancient ships with their stylish saloons and real 280 hp steam engine are just too promising to pass them up yet again.

*By Knut Mittwollen*

## **FAMILY FUN WEEKEND CALENDAR**

In 2005, The Fulbright Family Fun Weekend is scheduled for May 5th-8th. All participants stay at the NaturfreundeHaus Königstein, south of Dresden which was one of the victims of the great flood in 2002.

Thanks to Elke Brosin who is organizing the event since 2001. The last gathering counted 21 children. Activities range from hiking and survival to rafting, biking and sight-seeing.

Please take a look at photos from previous weekends:

[www.fulbright-alumni.de/](http://www.fulbright-alumni.de/)

# Washington Conferences 2003



Fernando Cardoso



Photos courtesy of the American Fulbright Association

With the friendly support of the German American Fulbright Commission I was able to attend two conferences in Washington DC in fall 2003. The first conference was the Annual Conference of the Fulbright Association. The first event – one of the highlights – was the award ceremony of the Fulbright Prize 2003 to Fernando Cardoso, former president of Brazil. It took place in the auditorium of the State Department and was followed by a reception in the official reception rooms on the top floor of the state department. Other highlights were the reception given by the Moroccan Embassy in the Smithsonian Museum of African Art and the lunch-time presentation of a young biologist who found a new kind of small monkey in Madagascar. Alison Gardy of the board of directors of the Fulbright Association organised a lunch meeting of all international participants.

Representatives of many countries of at least five continents introduced their associations and the challenges they face. The representatives of Greece extended a warm invitation to the international conference of Fulbrighters "Humanism in Action" to take place in October in Athens.

The other conference, a week later, was organized by "Round Table USA", a joint venture of different organisations with German-American interests, e.g. DAAD, Bosch Foundation, BMW, Auswärtiges Amt and others. Invited were alumni and current participants in their exchange programs as well as politicians and journalists to talk about current issues in German-American-Relations and areas of different approach such as environmental issues. All participants were invited to a reception in the German embassy. Keynote speakers focussed on issues of different perception of details whereas in smaller workshops media coverage and specific environmental projects were covered in more detail.

The 2003 Fulbright Prize Laureate Fernando Henrique Cardoso  
Dr. Cardozo was born in Rio de Janeiro in 1931 and is a sociologist trained at the University of Sao Paulo. He was deeply involved in Brazil's struggle to overcome the authoritarian military regime and had to leave the country to escape persecution. During that time he taught in the US, France and Chile. In 1982 he was elected senator and served as the founding member of the Brazilian Social Democratic Party. He served as minister for

foreign relations (1992-1993) and minister of finance (1993-1994) before he was elected president. He served two terms from January 1st 1995 to January 1st 2003 as president, winning both elections with an absolute majority. His main focus was strengthening political institutions, increasing economic stability and expanding educational opportunities in order to promote human rights. A 25 percent decrease in infant mortality was the result of his emphasis on improving health care in poor rural areas.

He was selected 1986 as Fulbright Program 40th anniversary distinguished fellow. Dr. Cardoso lectured on democracy in Brazil at Columbia University. He received the Fulbright Prize for his lifelong dedication to fostering peace, stability and democratic ideals in Brazil and throughout the world.

By Uwe Koch

## Fulbright Prize

The Prize was created in 1993 by the Fulbright Association. It "honors individuals who have made extraordinary contributions toward bringing peoples, cultures, or nations to greater understanding of others".  
See also: [www.fulbright.org/prize.htm](http://www.fulbright.org/prize.htm)

# Welcome Meeting 2003

Düsseldorf, November 14-16, 2003

The German Fulbright Alumni Association sets up its annual Welcome Meeting for those America Fulbright scholars, who have just arrived in Germany, and for those German Fulbright scholars recently returned from the United States. In 2003, date and place of the event suited the schedule of a prominent guest from South Africa: Denis Goldberg.

## The Lecture

Denis Goldberg's lecture at the Welcome Meeting took place at Düsseldorf's famous new building "Stadttor", where it was kindly hosted by the Boston Consulting Group. The Fulbright students and alumni experienced a very personal and interesting lecture. While Denis Goldberg was reading selected excerpts from Nelson Mandela's book "Long Walk to Freedom", he often added personal narrations and answered numerous questions from the audience.

## A delightful Weekend

Due to the active support from inexhaustible members of the Fulbright Alumni Association, the Welcome Meeting 2003 was organized in a very professional manner. The Get-Together on Friday evening, the Welcome Party on Saturday and the Brunch on Sunday morning provided opportunities to share the experiences of studying overseas.

## About Denis Goldberg

Denis Goldberg was born in Cape Town in 1933, where he grew up and received a degree in Civil Engineering. Becoming conscious of the injustice of apartheid, he became active in the nineteen-fifties in the ANC-led Congress Alliance of South Africans of all races opposed to apartheid. Denis Goldberg was detained in 1960 and spent four months in prison without trial.

When the underground armed wing, UmKhonto we Sizwe (Spear of the Nation) was founded in 1961 with



*Denis Goldberg and a group of Fulbrighters*

Nelson Mandela as the first Commander in Chief, Denis became a technical officer. In 1963, he was arrested at the Rivonia Headquarters of their army. He was sentenced with his comrades in 1964 at the end of the famous Rivonia Trial to four terms of life imprisonment. Nelson Mandela writes in his book: "Although a capital trial can be quite grim, our spirits were generally high. There was a good deal of gallows humour among us. Denis Goldberg, the youngest of the accused, had an irrepressible sense of humour and often had us laughing when we should not have been." In prison, Denis Goldberg took degrees in Public Administration, History and Geography, and in Library Science. He was halfway through a law degree when he was released in 1985 after 22 years in prison. He went into exile in London where he joined his family. In London Denis Goldberg resumed his work in the ANC in its London office from 1985 to 1994, when Nelson Mandela's Government was elected to office. Denis Goldberg was a spokesperson for the ANC and represented it on the Anti-Apartheid Committee of the United Nations. After the first non-racial elections in South Africa, Denis Goldberg founded

the development organization Community H.E.A.R.T. in London in 1995 to help to improve the living standards of Black South Africans more quickly. Community H.E.A.R.T. stands for Health Education And Reconstruction Training. See also [www.community-heart.org.uk](http://www.community-heart.org.uk). In summer 2002, Denis Goldberg returned to South Africa and worked for some time in the government as an advisor to the Minister of Water and Forestry. Furthermore, Denis Goldberg is watching over some of the projects of the Community H.E.A.R.T.

May his dedicated life provide encouragement to withstand injustice, to remain unbroken and to work for a brighter future for those, who are not privileged by race and wealth.

*By Ulrich Hueck*

**PLEASE NOTE!**

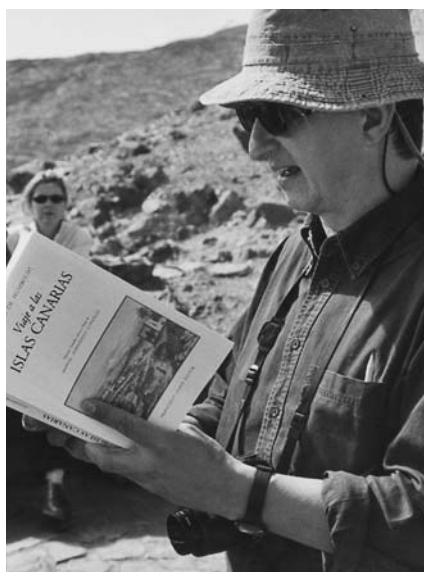
**WELCOME MEETING 2004**

**November 12-14 in Munich**

# Fulbright travelogue Tenerife 2003

The famous explorer and naturalist Alexander von Humboldt referred to the Canary Islands as the "happy islands" when stopping over at Tenerife at the beginning of an expedition to South America in 1799. The Romans named the archipelago the "islands of the blessed" – the remainder, as legend has it, of the mysterious lost continent of Atlantis. Humboldt was pursuing studies of distinct climatic and geologic regions as well as plant distributions, which developed into the main focus of his scientific work. He aimed to create an "...understanding of nature as a whole, proof of the working together of all the forces of nature...", thereby laying the foundations for academic study of nature. In this spirit and the zeitgeist of the 21st century, the members and friends of the Spanish Fulbright Association set out to explore Tenerife anew – this time during *Semana Santa* in April 2003. The task force comprised the Spanish Fulbrighters as well as one American, one Italian, two Germans – and four children! whose waist-high perspective and insatiable curiosity proved an invigorating addition to the group. The 5-day tour consisted of learning in the field about the island's geological and sociological history, flora and fauna, as well as its mythology and traditions; even Humboldt might have preferred this to his years of study in the libraries and collections of Berlin. Whilst he was accompanied by the Frenchman Bonpland, his botanist friend and master of the Spanish language, the Fulbrighters were fortunate enough to count in their midst Agustín Guimerá – a native islander, historian, excellent story-teller and tour guide all in one. Keen to present his island from a perspective different to that of package-holiday organizers and sun-and-beach tourists, he had invited his Fulbright family on this most memorable and unique excursion last year.

As a token of welcome and hospitality the president of the county hall of Puerto de la Cruz made available a coach, la



*Agustín Guimerá and Alexander von Humboldt*

guagua, enabling us to reach towns and wilderness alike from our comfortable hotel in this Tenerife's largest city. The protocol demanded that our delegation first be introduced to the oldest dweller on the island, El Drago. Measuring some 17 metres in height and aged anywhere between 500 and 3000 years, this tree is rightly the symbol of Tenerife, generously lending its name to anything from bistros and shopping malls to car repair shops and wine labels. But the health of this botanic Methuselah is at risk owing to air pollution and vibrations from the nearby traffic, as well as water shortages due to growing urbanisation.

Gleaming under a dazzling sun against an azure sky, the sparkling white instruments of the Observatorio Astrofísico marked one of our morning destinations in the far distance. This internationally acclaimed solar observatory, built in 1965 and resembling a park of gigantic futuristic mushrooms, was originally used for stellar observations of the night sky. Unfortunately, such nocturnal studies are no longer possible since the expansion of nearby Puerto de la Cruz and the airport have increasingly corrupted the atmosphere.

Tenerife's main attraction, the volcano El Teide, is omnipresent throughout the island. Not only is the mountain awe-inspiring, but it is also a striking reminder of the geological past of the archipelago, which was formed in a series of volcanic eruptions around 15 million years ago. The last eruption was in 1909, but, as folklore has it, only the demon Guayota, who lives in the crater of El Teide and who the Guanches believed would rise up one day and steal the sun, knows when the dormant giant will next awake. In the meantime, he continues to tell his ancient story in the cinema of the visitors' centre of the El Teide National Park, showing off his real character in a video that combines computer simulation and sound technology with dramatic effects.

The largest part of the El Teide National Park is occupied by Las Cañadas del Teide, which are the remaining base walls of an ancient crater of the volcano. One of these is Los Roques de García, which decorated the 1000-peseta notes in the pre-Euro age – illustrating the contrast between the ephemeral nature of banknotes and the longevity of the Earth's crust. Continuing our tour, we were struck by the snow-white and fluffy appearance of *el mar de nubes* – sea of clouds – which was an astounding backcloth to the harsh grey volcanic fields.

The evening of this day, which had taken us to altitudes of some 2500 m, was spent in the hotel bar on the ninth floor – an opportunity to readjust our bodies to the sea-level atmosphere of Puerto de la Cruz, and also to judge the talents of Emilio and Víctor in their joke-telling competition.

Higher than the hotel bar but lower than El Teide lies the historic town of Orotava, the beauty of whose fertile valley prompted Humboldt to fall to his knees and thank God. Until the Spanish conquest in the 16th century Orotava formed part of





*Wiltrud Hammelstein, Christiane Fertig and Spanish Fulbrighters tasting sherry*

Taoro, the richest of the nine Guanche kingdoms of Tenerife. The town is famous for its celebrations at Corpus Christi when religious pictures made of volcanic earth are crafted on the paving stones of the main plaza. Orotava was settled mainly by Andalusian families, whose Arabic influence is reflected in the form of Moorish arches or beautiful arabesques adorning numerous buildings.

El Sauzal, the finca of Agustín's family, is a home of an entirely different style. Hardly can this secluded residence ever have received such a group of 42 touring friends, 'Los Japoneses!', who marvelled at orchards and vineyards and tasted the unforbidden fruits of Níspero and Pitanga trees. With the Atlantic Ocean making a gorgeous backdrop this idyllic place seemed only moments away from paradise. The museum of nearby La Baranda told the story of wine-making on the island, and thirsty visitors could take home a wealth of regional wines bearing illustrious names, such as Humboldt, Las Cuevas del Rey, Crater, Viña Norte or Bodegas Presas de Ocampo.

Later, in Tegueste, an unmatched feast of puchero canario was revealed in the restaurant El Masón del Drago, making us feel like the Spanish king and his

entourage, who had wine and dined here on their recent visit.

The University of San Fernando at La Laguna is the only alma mater in the Canary Islands. Opened in 1701, it is today the seat of La Real Sociedad Económica de Amigos del País de Tenerife. This institution emerged from the period of the enlightenment at the end of the 18th century when the modernisation of Spain and the promotion of both its intellectual and economic resources was a revolutionary idea. The society especially encouraged craftsmanship and agriculture on the island, as well as the improvement and expansion of its trading activities with India and the Americas. The archive library deserves a special mention, hosting as it does two copies of the Encyclopaedia by Lambert and Diderot, thus testifying to the society's eminence and its importance for the archipelago and the Spanish mainland at the time. Nowadays, La Laguna is Tenerife's second most important town, still having retained large parts of its essentially Spanish character. This is even more noteworthy as tourism and development in the Canary Islands have taken their toll by ridding a great many of regional towns and villages of their original character.

Notwithstanding the continuing rain the next morning, our cheerful brigade followed the call of the wild to the Anaga Hills. Covering the north part of Tenerife, these mountains are in geological and botanical terms the oldest zone of the island. Idleness and boredom during the two-hour coach journey were kept at bay when Agustín read from Los Sabandeños' *La Cantata del Mencey Loco* – a literary heritage from the conquest in the 15th century – and explained the history and role of the Anaga National Park. On board the guagua were also the park director, Cristóbal, and two of Agustín's siblings, Charo and Malule, who all excelled in their roles as tour guides for the day. Charo, a teacher herself, commented on the schooling situation of this region, which faces particular difficulties caused by the remoteness and sparseness of the population in this area. For example, internet access is still the exception here, while one-classroom teaching is common practice due to the small number of children per age group.

A botanical rarity, the natural forest of laurisilva is an important water and timber resource for the region, where the rare and delicate Anaga violet defends its habitat in a dense jungle of laurel trees, epiphytes and lichen. Below, the road tunnel to the hamlet of Taganana, built in the 60s and running across the ridge of the Anaga Hills, is an example of the infrastructural improvement of the region.

Over a marvellous lunch in Taganana, we enjoyed the company of a few local residents, which soon resulted in a lively discussion of the ecological and economic topics of concern in Anaga in particular as well as Tenerife in general. Everyone agreed that the number of tourists in Anaga will have to be controlled if the precious equilibrium between man and nature is to be preserved. The promotion of culturally-based tourism could help to boost knowledge and awareness of this



*Enjoying Tenerife's beautiful and extraordinary landscape; photos Wiltrud Hammelstein*

region beyond the boundaries of the Canary Islands. The local residents mentioned with regret that Anaga has suffered a marked population exodus from rural to urban zones over the past few decades. Naturally this process has entailed an ageing of the population and will definitely provoke a gradual diminishing of traditional activities in the not so distant future. One participant in the debate aptly summarised the uniqueness and importance of Anaga for the whole of Tenerife with the words: *El que no ha visto Anaga no ha visto Tenerife*. An art historical rarity, on the other hand, was the triptych by the 16th-century Flemish artist Marcelus Cofferman, which reached

Taganana as payment for sugar from an Antwerp dealer. It can be admired in the church of Santa Maria de las Nieves, which is picturesquely situated just outside the village centre.

Santa Cruz was the destination for the last day and the programme began with a fleeting visit to the elegant Hotel Mencey, home to paintings by Martín González that decorated several entire walls. A sightseeing walk took us to the residential colony of Bauhaus homes that blended engagingly with the neighbouring belle-époque villas. This leafy quarter mirrored the days when an affluent middle class prospered in Santa

Cruz thanks to the thriving industries of banking, commerce and early tourism.

As lunchtime neared, the appetite of the group's culinary division needed whetting, whereas the spirits of the aquatic division had risen as high as the sun on this glorious day. Whether partaking of a fine lunch in one of the town's restaurants, or swimming in the Atlantic and sunbathing on Saharan sand at Las Playas de las Teresitas, this afternoon was undoubtedly the laziest of the entire week.

In the elegant Casino de Tenerife in Santa Cruz we were welcomed by the secretary of the casino who invited Mariano, in his capacity as chairman of the Spanish Fulbright Association, to make an entry in the guest book on behalf of the group. During the closing session that followed, we exchanged our thoughts and feelings about the events and impressions of the time spent on Tenerife, and likewise voiced our opinions about the ecological and cultural importance of the island today and for the future. We unanimously agreed on our responsibilities, both as members of the Fulbright Association and as individuals, to raise awareness and broaden understanding of the island, and the need to protect its unique biodiversity. We were grateful for this opportunity to get to know Tenerife in so privileged a way.

A casino of a different kind was the Casino Taoro in Puerto de la Cruz, where we enjoyed unquestionably the most glamorous cultural encounter of our Canarian adventure. We amused ourselves watching – or joining – the sophisticates at the gaming tables, and, as the evening progressed, the acrobatics of a hot-blooded Brazilian dance group. The real meaning of "*Rien ne va plus!*" we grasped only the next day as the plane took off and we watched the island fade away into the distance.

*By Christiane Fertig*

# Did you know...



When I wrote my last article on the creation of the Fulbright Alumni e.V. Logo, I did not know that the responsibility for it would stay with me forever.

It happened in 1990, one year after my return from the US. at the annual convention (back then we decided to combine it with a now famous winterball to attract more members). President Antje Hildebrandt transformed me from the usual nagging "mere member" into "Beisitzer Logo". I had argued that "I don't need a post to be reliable", but the board was acting on experience...

Until then, the association had used a simple and effective letterform. But with the number of members growing and the beginning professionalization of the work in the office and the regional chapters, the idea to present ourselves to the public with a sign of our own became popular.

Shortly after my election (I still lived with my parents because of my uncertain professional future) people, unknown to myself, called (at eleven p.m.) to verify my competence for this job (we usually went to bed at ten thirty).

To find sponsors, ideas, designers and a jury I turned to our members with a written concept for the project. I wanted the highest possible acceptance for the logo. Only two designers were found. I used the results of the questionnaires (of Sigrid Böhler) and the strategy meeting in Schotten for a concept and briefing for our sign. This information was sent out to about 50 Eastern and Western German Colleges. The board was calling for a design contest.

Six months later, on July 18, the jury, including Ingeborg Cleve, Antje Hilde-

brandt, Jürgen Simon and me, met to find a sign and crown the winner of the contest. Other jury members (Wolfgang Hastert, Claudia Sternberg und Bernd Weiler) had received copies of the submissions beforehand.

The briefing was used as a base for decisions. As additional criteria we specified a modern look and simplicity (visual legibility).

We sorted 48 designs into groups with similar visual properties. Some designs varied only minimally. We started by sorting out the ones we unanimously rejected.

Then, we each chose designs we found worth fighting for and started the discussion, comparing the advantages and disadvantages to find our favourites.

We knew that it is impossible to find a symbol which represents our association and all it stands for without the possibility of misinterpretation.

Well yes: The logo needed getting used to. And it does not work without the line "Fulbright Alumni e.V." (unless you know it). But it has a character of its own and by dealing with it one discovers many good facets. Once you know it you also recall it. Even without the line.

It is loaded with meaning, as we were surprised to find. Interpretations point in the right directions: sending; receiving; mobility; communicating; between cultures; bridging differences; etc..

The human factor is the most important: A group of diverse individuals with numerous differing backgrounds and aims. This flexibility in the logo was more important to us than a serious and "straight" representation. The logo is aesthetically pleasing and up to date yet not

catering to a certain trend (this still holds true). We also chose it because it does not show off. We (including it) do not take ourselves so very seriously. We were no young careerist elite. And even if we were we could not identify with this vision.

We unanimously voted for this logo. We still are enthusiastic about it and hoped for a controversial discussion which never occurred.

During that time we had to master the change in German zip-codes, the '92 Welcome Meeting in Frankfurt had to be organized, a sponsor had to be sought. Last, but not least I had to move to Prague temporarily for professional reasons.

The logo has been used on business cards, letterforms, T-shirts and numerous publications since. My battle for the use of the right typeface (lettering) in conjunction with it remains one of life's great challenges for me.

By the way: The designer, Michael Volkmer, is a well-known designer today. He leads a thriving and acclaimed advertising agency in Wiesbaden.

I will gladly continue volunteering to be the CI chief for the FAeV. Thanks for your support.

*By Silke Wolter*

## PLEASE NOTE!

**ANNUAL CONVENTION AND WINTERBALL  
2005**

**January 28-30 in Hamburg**

# Welcome back

So you knew things are different in the States. But were you aware of how different Germany is after one or more years abroad?

*Culture shock is the expected confrontation with the unfamiliar. Reentry shock is the unexpected confrontation with the familiar.*

*Paige 1984 in Martin 1984:149*

Returning home can be a challenge in itself. The problem with it: you may not have anticipated this. You and your friends have changed, not everybody is really interested in your experiences, and you may feel homesick. For some, this is shocking after the first euphoria of being back home. Rest assured, this is fairly common.

Knowing that this will happen is not enough when it happens. Psychologists advise firms that professional assistance should be obtained for the whole family prior to the return home. Not only kids need special attention when the work abroad is about to end.

If you oppose everything in your new (old) life, you may in consequence isolate yourself. A common reaction is seeking refugee in returning to the States. But this will not help in tackling the problem.

There are many suggestions on how to cope with reverse culture shock. In the

end, you will develop a balance between your cultural experiences and you will have gained intercultural competence. Taking responsibility for your development is the key. Be open and proactive.

- When coming to the US, you had a plan of what to do and how to do it. You need to remember how you managed the initial culture shock if you had one and to make just such a plan for your return home.
- When talking about your experiences, some at home may take it as criticism. There is no need to hurt your friends or family, whether you are aware of it or not. Give yourself and the others time to cope. Ask for help if you need it.
- Concentrate on the things you missed while abroad. Play with your pet, sit in a café or hike on well known grounds. Make yourself comfortable. It will make you feel better about returning.
- Write to and talk with your friends in the States, your department, your international and your German friends who are in the same situation.
- Look out for "veterans". If you want to remain anonymous, use a weblog or chat rooms in the www to find others to talk to. Or write a journal.
- Look out for organizations where your experience is welcomed and needed:

Your university may look for students counselling other students interested in an international exchange. Volunteers may be needed for a host program for international students.

- Watch out for original language films and discussion groups.
- There are lectures, exhibitions, concerts, and other events organized by different institutions in different cities. For example the Amerikahaus or ZENAF (Zentrum für Nordamerika-Forschung in Frankfurt/M.).
- In the business world, there are numerous Alumni organizations as well. One example is the DAJV (Deutsch-amerikanische Juristen-Vereinigung e.V.).

And last but not least, the FAeV welcomes new members even before they become members. It is a perfect place to socialize and become active. Diversity and Energy are our main motors.

The regional chapters offer a monthly "Stammtisch" and special monthly events. It is not uncommon for returnees to become heads of their regional group. See also page 23.

Look at your photos whenever you need to. Return readjustment is a transition. Give yourself a break!

*By Silke Wolter*



*The strategy meeting allowed for a little relaxation and replenishment after all.*

*The Fulbright Alumni e.V. is a non profit organization. Join the group of active members to influence decisions and our future development.*

*Did you know...*





*Denken ist Handeln.*

Künstler: Andreas Bogdahn, 2003

## Haben Sie immer gleich eine Lösung parat?

Schade. Wir suchen Beraterinnen und Berater, die sich nicht gleich mit der erstbesten Antwort zufrieden geben und immer etwas mehr tun, um neue Perspektiven zu finden: Menschen, die Spielregeln verändern und unseren Kunden klare Wettbewerbsvorteile verschaffen. Wollen Sie Strategien entwickeln, die sowohl von analytischem Scharfsinn als auch von praktischer Intelligenz zeugen? Und: Haben Sie die Persönlichkeit, andere von Ihren Ideen zu begeistern? Dann überzeugen Sie uns. BCG sucht herausragende Universitätsabsolventinnen und -absolventen aller Fachrichtungen sowie Young Professionals mit bis zu fünf Jahren Berufserfahrung:

Ingrid Samuel (02 11) 30 11-31 83 oder  
Inka Rethfeldt (0 89) 23 17-43 61, [www.bcg.de/einstieg](http://www.bcg.de/einstieg)

**BCG**

THE BOSTON CONSULTING GROUP