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The Fulbright Alumni e.V. Magazine

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Letter from the Editor

Dear Readers,

Frankly (huh!) I am a teeny, tiny bit disappointed with this year's edition of our magazine. Not because of the number or quality of the articles or photos, no, everyone did a fantastic job and I am happy about and very thankful for each and every contribution. Not about its look and feel either: once again our designer Astrid Weingarten went above and beyond and, honestly, without her you would be reading this on your winter break. I am sure that our printers at Liebeskind, too, will do everything to ensure you get as pretty a FRANKly as ever.

What I am disappointed with is what we can not offer you: Having just seen much of the footage on the 20th anniversary of the Fall of the Berlin Wall I felt the need to give a forum to "other" voices. All the reporting seemed to be about the East, none of it from here. You see (full disclosure) I was born in the GDR at a most fortunate time: I am old enough to remember, but young enough not to have suffered from any suppression, constriction or subsequent "Wendetrauma". I felt that neither the place and people that I had known nor what it was like to be "from here" were given any room. But it turned out that once again "we" just sat and grumbled instead of picking up a pen "ourselves." Well, maybe "we" no longer have anything to say on the topic. Unfortunately, this year's FRANKly is not where we will find out.

But let's concentrate on what is there. Artist Karima Klasen opens our topical section with a fresh look at borders and limitations and Consul General Janice Weiner generously offers a look into her personal memories of East Berlin. Moving forward chronologically Dagmar Hovestädt reflects on her "pouty" reaction to reunification. Stephan Meyer-Brehm recounts the life of brands in the years that followed and Melita Tuschinski shows how we all profit from new,



Lakshmi Eassay in our Potpourri to find out what it is like to be an American in Germany today.

The best part of being editor is that you get to say thank you in a fairly prominent place. I'd like to say thanks to everyone who allowed me to play with their text and images. Letting go of either can be hard and I appreciate your generosity. Thank you Barbara, for you trust and for ridiculously careful late night proofreading. Stephan, too, deserves thanks for a night shift or two, Andreas for quick feedback and Benjamin and Timo for their always timely help along the way. Thank you to Susanne, who not only helped out with the "Meet the Board" pages, but also allowed me to be a very boring house-guest while working on this. I swear, nothing of substance would ever get done without someone being kind enough to cook you a meal and just let you work. Thank you Romy and Dominique for emotional support and "go home"-emails.

Finally, having thanked everyone for their hard work on this year's FRANKly, allow me to dedicate mine to the memory of my wonderful late colleague Andrea. Her gentle prodding and cheerfully affectionate teasing were very much missed.

All the best,

Julia Mews
Jena, October 2010

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Greetings from the President

Dear members and friends of the German Fulbright Alumni Association,

author of the best paper that presents research, professional or volunteer projects that effectively foster J. William Fulbright's core idea of "waging peace through mutual understanding".

- I am excited about the creation and reactivation of several regional chapters; their activities form the backbone of our association! We are already looking forward to the general assembly and Winterball 2011 which will be organized by the newly established chapter Mannheim/Heidelberg.
- This past June, the board and dedicated members got together for a retreat close to Cologne to spend a weekend working on current and future projects; detailed information can be found on our website.
- The excellent cooperation with the Fulbright Commission and the U.S. Embassy continues to be of great support and inspiration for our association.
- On the administrative side, we have been continuing to streamline and document processes, including, for instance, the introduction of a tool for online file sharing or the overhaul of the regional chapter manual.

The board is always open to comments and ideas, so please don't hesitate to contact us. Let's continue to work together as we aspire to fulfill Senator Fulbright's vision:

"The rapprochement of peoples is only possible when differences of culture and outlook are respected and appreciated rather than feared and condemned, when the common bond of human dignity is recognized as the essential bond for a peaceful world."

On this inspirational note, I hope you enjoy this edition of the *FRANKly*!

Best regards,

Barbara Weiten
Munich, October 2010

I am very pleased to introduce to you the 21st edition of our association's annual magazine, the *FRANKly*.

A great many thanks go to Julia, our *FRANKly* editor, and all contributing authors, photographers and editors for the creativity and effort they put into producing this magazine!

Our members, with all their diversity, expertise, idealism, and drive, are the key to the success of our association, and the following pages pay tribute to their commitment. I would like to thank all of the volunteers who have done a terrific job in shaping the German Fulbright alumni community and its activities!

Since we are celebrating the 20th anniversary of German reunification this year, this edition highlights thought-provoking, personal and unconventional perspectives on recent German history. You will also find quite a number of events from the past year featured in this magazine: international conferences, the Winterball and general assembly in Bonn, the Welcome Meeting in Frankfurt, and, of course, myriad activities of our regional chapters all over Germany.

What else is happening in the German Fulbright alumni community?

- In 2011 our association will celebrate its 25th anniversary. To mark the occasion, we are planning an international conference titled "The German Fulbright Alumni Association at 25. Shaping a Changing World" from May 6 to 8 in Berlin. Participants will be invited to revisit the significant transatlantic developments of the past quarter century and to look ahead into the future, envisioning major trends and creative approaches for positive change. If you would like to get involved in organizing this event, contact Wiltrud Hammelstein at [berlin2011\(at\)fulbright-alumni.de](mailto:berlin2011(at)fulbright-alumni.de).
- For the first time, the association has called for applications for the Jürgen Mulert Memorial Award, which honors the founding father of our association. It will be given to the

Meet the Board

Barbara Weiten
President

- (since 2009), Munich; before: Vice President for Communications (2007/2008)
- **Fulbright Studies:** American Civilization at Brown University in Providence, Rhode Island (2002/03)
- **Professional life:** working towards a Ph.D. in Political Science, focusing on U.S. politics and policy
- **Barbara, why are you putting your heart and soul into the Fulbright Alumni Association?**
"Thanks to the Fulbright program I spent a great year in the U.S., and I think being involved in the Fulbright Alumni Association is a good way of giving something back to the program. In addition, meeting so many German, American and international Fulbrighters is very rewarding. Moreover, I really enjoy experiencing the team effort and spirit that our members put into organizing the varied activities of our association on a regional, national and international level.
- **And why, in your opinion, should returning Fulbrighters join the Association?**
"... to keep their Fulbright experience alive, to actively participate in the Fulbright community and to contribute to realizing the ideals of the Fulbright program."

Claus Vollrath-Rödiger
Treasurer

- (since 2008), Bochum; before: member of the extended board for sponsoring
- **Fulbright Studies:** Sociology at Western Michigan University in Kalamazoo, MI (1983-85)
- **Professional life:** self-employed
- **Claus, what do you particularly like about the Fulbright Alumni Association?**
"Fulbrighters are exceptionally interested in all things around them and in the world. No other professional organization offers the opportunity to meet friends of such diverse interests and open minds."
- **Can you name a highlight of your work for the Association?**
"For me personally it was the organizing of events. As an attendant: there were too many to mention."

Stephan Meyer-Brehm
Vice President Communications

- (since 2009), Berlin
- **Fulbright Studies:** Communications/Advertising at the University of Texas at Austin (1985/86), followed by another year working in Chicago
- **Professional life:** Communications Consultant
- **Stephan, in your opinion, what do you think are the main tasks of an association such as this?**
"Definitely promoting Senator Fulbright's ideas beyond the participants' grant period itself: The concept of the world as a human community."
- **And why do you think returning Fulbrighters should join?**
"Apart from obvious advantages such as networking and career advancement, I would always cite the rewarding experience of enjoying the company of so many diverse and immensely interesting people at one of our many regional or national events."



Barbara Weiten



Claus Vollrath-Rödiger



Stephan Meyer-Brehm



Benjamin Becker



Timo Klein

The Extended Board

Benjamin Becker Vice President Members

- (since 2009), Düsseldorf
- **Fulbright Studies:** Teaching Assistant (FLTA) at Emory University in Atlanta, GA (2007/2008)
- **Professional life:** at present working towards a Ph.D. in English studies (on intercultural learning)
- **Benjamin, what do you think is the Fulbright Association's main benefit?**
"I consider the networking opportunities that being a member brings about as the main benefit, both in a personal and in a professional way."
- **When and why did you join?**
"Shortly before my return to Germany, I received emails announcing the Welcome Meeting. When I went to attend in November, I had already joined the Association. During my stay in the U.S. I was so impressed with the "alumni spirit" that I decided to join the German Alumni upon my return home."

Timo Klein Vice President Events

- (since 2010), Cologne
- **Fulbright Studies:** Teaching Assistant (FLTA) at Fordham University in New York City (2008/2009)
- **Professional life:** at present working as a research assistant and towards a Ph.D. in linguistics at Cologne University
- **Timo, why did you join the Alumni Association?**
"The Fulbright experience does not end with one's return to Germany. My wonderful stay in the US was merely the seed out of which new friendships and cultural experiences keep growing. The Alumni Association facilitates just that."
- **And why not just stay in touch in social networks?**
"I don't think the occasional message can replace the personal experience we share at our frequent events. The Alumni are a lively bunch of friends!"

From left to right:
Katrín Arnholz, Désirée Doyle,
Wiltrud Hammelstein, Uwe Koch



Katrín Arnholz Online Editor

The online editor manages the content of the Fulbright Alumni website, making sure all information is up-to-date and truly represents the current activities of the Association. In order to achieve this, she cooperates with regional groups and other board members, as well as other contributors to the site.

Katrín spent her Fulbright year (1999/2000) in San Francisco, CA, obtaining a Master's degree in Organizational Behavior and Development. Initially trained in business administration, she now works as a journalist in Berlin.



Désirée Doyle European Communication

Being responsible for European Communication she is always looking for new contacts with other alumni associations while improving and extending existing relations with the wide network of our international partners.

This year is not Désirée's first assignment within the German Alumni Association: she has been coordinator of the regional chapter Frankonia since 2008 and in 2007 she served as Vice President Events. She works as an interpreter – therefore English is also an occupational hazard. Her vision for this post includes the creation of a European Fulbright Network on the internet that will enable members of the worldwide Fulbright family to get closer and exchange ideas.



Wiltrud Hammelstein Anniversary PowWow

Wiltrud spent her Fulbright year (1986/87) in Charleston, Illinois, and obtained her Master of Business Administration. She served on the (extended) board of the FAeV from 1994 through 2003, including 4 years as president. Her vision for the 2011 PowWow is to unite Fulbrighters from Europe and the U.S. in Berlin, transforming this very symbolic historical date into an opportunity to discuss common challenges for the next 25 years and how Fulbrighters can shape the changing world with the Fulbright spirit.

Uwe Koch Webmaster

The webmaster looks after all technical issues concerning our online presence: email addresses, editor accounts, content management system and other IT related questions. He reports to the board and liaises with designers, editors, regional chapters and event organizers.

During his Fulbright year (1988/89) at Oregon State University Uwe had the chance to meet a delegation from the former GDR and to discuss the events in the former east block. While working on his Ph.D. in Physics he became the first webmaster of the University of Tübingen in 1993. His Fulbright alumni career started as treasurer of the Frankfurt regional chapter. After several years on the board he enjoys to be still able to contribute as one of three members of the extended board who live abroad.



The Extended Board



From left to right:
Carsten Kuschnerus, Julia Mews,
Holger Schöner, Dagmar Schreiber,
Oliver Steinmetz, Ida Storm Jansen,
Hermes Winands

Carsten Kuschnerus

Welcome Meeting

The Welcome Meeting coordinator is the first contact to the board of the Fulbright Alumni Association for organizing the annual Welcome Meeting in Frankfurt (Main). Carsten is glad about this position since it pushes him to find new spots in Frankfurt with an American history.

He spent two years (1995 to 1997) with the Fulbright program at Virginia Tech University to pursue a master's in Business Administration.

Julia Mews

Editor FRANKly

The FRANKly's editor is in charge of all the things that go into the creation of the alumni association's magazine – from finding (and convincing) authors to write articles to editing all the pieces that go into the publication to hunting for pictures. She liaises with authors, photographers, designer, proofreaders, and printers.

Julia spent her Fulbright year (2007/08) in Boston, MA, obtaining a master's degree in Publishing and Writing from Emerson College. This is her second year as editor. She is glad to have had the opportunity to work on the FRANKly and gladder still about the help she had doing it.

Holger Schöner

Mailing Lists

The task of caring for the email lists has settled to be a rather easy one, after the lists are in place and have been working well for several years. What makes it interesting is the opportunity to stay in touch with members of the board and sometimes other association members or related people, when helping to sort out issues with posts or list membership.

From 1997 to 1998, Holger very much enjoyed his stay in Boulder, CO, while working on an M.S. in Computer Science. Since then, he finished his Ph.D. at the Technical University of Berlin, and is currently working on data analysis in Austria. He started his Fulbright alumni career as head of the regional chapter Berlin. He was Vice President for Communications for two years, and is now happy about the opportunity to participate in the association's affairs even from abroad as mailing list manager.

Dagmar Schreiber

Sailing Trip

The coordinator of the bi-annual Fulbright Alumni Association's sailing trip organizes the trip with operator Clipper – Deutsches Jugendwerk zur See e.V. This entails finding the right ship, route, destination, time, crew, etc. From the invitation to all FAeV members, sending packing lists up to last minute changes, it is doing sweet work while looking forward to a relaxing and inspiring week on the Baltic Sea with fellow Fulbrighters every other summer.

Dagmar spent her Fulbright year (1991/92) in Washington, D.C., obtaining a Master of Laws degree in International & Comparative Law from George Washington University Law School. She has enjoyed sailing on old wooden ships ever since her first FAeV sailing trip in 1993 and tries very hard to get other Fulbrighters hooked on the same sea adventure.

Oliver Steinmetz

Jürgen Mulert Memorial Award

When Jürgen Mulert, our "founding father", died in 2008, the idea evolved to create something in his memory. It took us a while to find a formula that wouldn't overstretch our financial resources yet also benefits the Fulbright Alumni e.V. in terms of attractiveness. That led to the "Jurgen Mulert Memorial Award & Lecture on Mutual Understanding", with the first winner to give a presentation at the October 2010 Welcome Meeting.

Oliver was the founding president of Fulbright Alumni e.V. in 1986. Today he works at the European Investment Bank in Luxembourg. In 2008 he helped found www.desertec.org where he serves on the supervisory board.

Ida Storm Jansen

Community

The community coordinator is in charge of developing a concept for and building the Fulbright Alumni Association's online community.

Ida Storm Jansen (Fulbright 1995-1997, University of Illinois at Urbana-Champaign, IL) lives and works in Berlin. She has taught communications in the U.S. and Denmark since 1996 and worked in PR, advertising and marketing in Germany since 2001.

Hermes Winands

Member Database

Hermes is responsible for the development and maintenance of our member database. This task includes office support (especially during the time of the "Lastschrifteinzug" and "Spendenquittungen") and the creation of the yearly member directory. Our member database was custom developed and is now relatively stable.

Hermes lives in beautiful Munich. After his Fulbright years as a computer science major at North Dakota State University in Fargo he started to work for Accenture in 1997. Today, he is a senior executive and is mainly responsible for managing large scale IT implementation projects. He has been responsible for our member database since 1998.

Other members of the Extended Board include **Isabelle Boeddinghaus**, who is in charge of Office Processes, and **Elke Brosin**, who organizes the Fulbright Family Weekend.

Frontiers

By Karima Klasen

The site-specific installation 'enchantment' was created during an artist residency at the Santa Fe Art Institute, New Mexico, in 2009. The piece shows how painting can leave the traditional canvas as well as conventional mediums while moving into the expanded field. I understand my artistic practice within fluid boundaries and wish to change the perception of places through art. My goal is to create a strong dialogue between location, material and the viewer. Weaving paper into a fence generates a new meaning for the whole situation.



Born near Stuttgart in Germany, Karima Klasen is a painter who, after receiving her Fulbright Scholarship in 2006, graduated from Boston University with an MFA in 2008. After graduation she left Boston for New Mexico where she was awarded an artist residency from the Santa Fe Art Institute.

After almost three successful years in the U.S. she works and lives in Stuttgart, Germany, where she is represented by the Artary Gallery. Her most recent work can be seen at www.karimaklasen.com.



1989: An American in Berlin

By Janice Weiner

The following constitutes a patchwork of recollections and impressions drawn from my first tour as a U.S. diplomat – in East Berlin, from April 1988 to June 1990. They are neither official nor complete; they are personal, and simply offer an impressionistic glimpse into what it was like, working during that period, when things were changing so fast that it seemed as if someone had put history on “fast forward” and the button had become stuck.

The 20th anniversary of the fall of the Berlin Wall – last November 9th. When you think about it, it’s actually a funny way to put it. Because the Wall didn’t “fall” all by itself – it was, metaphorically, pushed down, caused to collapse by people and a vacuum created by a system gone wrong.

But the Wall went up in 1961 precisely because the island of freedom that West Berlin represented posed an existential threat to communist East Germany. Pre-Wall East Germany bled 20 percent of its population, with most crossing into the western sectors of Berlin and disappearing. When I lived there – in East Berlin – as a U.S. diplomat from 1988 to 1990, I tried to imagine what it would have been like, with people walking out of their house one morning, crossing from one sector into the next and never coming back; the next door apartment suddenly empty.

East Germany was an artificial construct of a state. The leaders of the East German communist party, the Socialist Unity Party of Germany, or “SED” in its German acronym, appeared to have made it their mission to eliminate anything that did not fit into, threatened or pointed out the inconsistencies in their world view. That included not just ideas, but people, like singer/composer Wolf Biermann – sent out, door slammed. They even created a word for it: “Ausbürgerung” – taking away citizenship, history and belonging, all wrapped up into one word.

Even their capital was an artificial construct. Highway signs around the country, instead of simply saying “Berlin” with the number of kilometers remaining to that destination, proclaimed, “Berlin, Hauptstadt der DDR,” as if trying to convince everyone that the eastern or Soviet sector of Berlin was a normal capital city. Anything but. In the Embassy – which yes, was in the Soviet sector – we constantly had to elaborate for visitors that while we were the U.S. Embassy TO the GDR, we were not actually located IN the GDR – rather, in the Soviet Sector of the then-Four Power City of Berlin.

But the SED leadership’s handicaps were many and they could only wall off the outside world for so long – though none of us knew for how long. Communication for one – they couldn’t seal it off. Most in East Germany could receive western television and radio signals, though it was a crime to do so. They heard about the truth from without – Solidarnosc in Poland; Glasnost and Perestroika in the Soviet Union. They knew what had happened in Tiananmen Square in Beijing; they understood the object lesson as the SED openly supported the Chinese government crackdown.

When I think of the old East Germany, I picture –

- Gray;
- Little traffic, streets deserted at night;
- Knowing that however dark and deserted the streets were, we’d be safe, thanks to the ever-present Stasi and their “IMs” – unofficial collaborators, planted everywhere;
- The stark contrast of the bright lights in the death strip between the two parts of the Wall;
- People on platforms in the West, straining for a glimpse of friends or relatives in the East;
- Wary people who minded their own business, didn’t look up;
- Rows of neatly parked Trabants and Wartburgs, the simplest of cars for which people waited a decade and paid a small fortune;
- Cabbage and potatoes readily on offer; the Holy Grail of bananas that arrived occasionally as an expensive treat, purchased from their socialist brother countries;
- The pungent air, courtesy of the lignite coal they mined with its high sulfur dioxide content;
- Freedom of expression limited to occasional bursts in the theater or glimpses in literature;
- And, most importantly, it turned out, courageous people.

So how did people get by? Networks, humor and ingenuity.

Networks.

You couldn’t phone. Can you imagine? Most of your friends didn’t own a phone; maybe you didn’t either. Even if you did, you assumed the Stasi were listening in. So you counted your friends based not on whom you could phone late at night, but on whose door you could knock long after dark.

You relied on word of mouth, on an occasional telegram and on trust – a commodity in short supply in a country where the Stasi were ever-present.

After the Wall fell, a U.S. Congressional delegation headed by the late Senator Heinz came, with a strong interest in the environment. They wanted to tour some of the devastated areas. I knew the perfect person – Hannes Zimmermann, a member of the environmental group and post-unification a member of the Bundestag; and he lived in Bitterfeld, a city that had become synonymous with environmental degradation, thanks to a film the environmentalists had produced, “Bitteres aus Bitterfeld”. But how to contact him? He didn’t have a phone. So I typed an old-fashioned telegram in German, telling him of the delegation and their interest, telling him when the bus would arrive in Bitterfeld and asking if he would join us as a guide.

There was no way for me to know if he’d received it, no way to know if he’d be willing to join, even if he had; so no one was more surprised than I when the bus filled with Members of the U.S. Congress pulled up in front of his house and he walked down his front steps to join us.

Ingenuity.

They were ingenious; they figured out ways to smuggle in forbidden printer cartridges or duplicator ink to print “samizdat” publications. I took my cue here from my piano tuner, who explained that while he was allowed to go to West Berlin, he couldn’t afford the expensive piano tuning instruments; but he had a friend in the East who made dental equipment; and it turned out that they worked quite well as a substitute. In other words, they improvised.

Humor.

It shows you’re still alive and thinking; that you haven’t been beat. Given the SED’s tireless efforts to put a false face on the truth – in this country where a banana was a luxury – this joke was a side splitter: “What is a banana in the colors of the GDR?” The answer: “A sour pickle.” And faced with a ruling party that stubbornly resisted the change pressing in from all sides, the next best joke was: “What is the difference between the SED and a coffee machine?” The answer: “You can de-calcify a coffee machine.”

The 40th anniversary of the GDR was celebrated in October 1989 with pomp and surrealism. The self-proclaimed anti-fascist East German communist regime staged a torchlight parade with the blue-uniformed Free German Youth. It started just in front of the Brandenburg Gate and marched down Unter den

Linden. I watched the flames flicker and the uniformed teens march past and chills ran down my spine.

Most people no longer believed, or even pretended to believe. The demonstrations started; Leipzig was the center, but people marched in East Berlin, too. Color seeped through the gray: people coined clever slogans. Suddenly, THEY were the people; not the government that had always presumed to speak for them. They marched after work, they marched in ever bigger masses, not knowing if the tanks would roll. Their countrymen were flooding through Hungary into the West, then when that exit closed, into the West German Embassy in Prague.

You have no idea what bravery it takes to march in the street when you fear your whole family might be black-listed, or your child denied a place at university, or a decent job – or you might lose your job, with no prospect of another.

Then the Wall fell, almost accidentally, and it was all over.

A few images from the fall of the Wall:

- Trabi thumping at Checkpoint Charlie as East Germans tried out the West – and those in the West tried out the sound of press-board Trabants;
- Crowds of joyous people passing around bottles of Sekt at the Checkpoint;
- Pure euphoria – the sense that the impossible had happened and that they had helped it happen;
- An explosion of color – of ideas, idealism and political activity – New Forum, Democracy Now, Arche – the Greens; and a passion for what was happening outside of the GDR as well.

All of a sudden the Wall – always uniform gray and forbidden territory in East Berlin, was painted there as well – including one slab of which I have a photo that summed it all up: Caricatures of the main SED figures – party head Erich Honecker, Stasi head Erich Mielke, economic boss Günther Mittag – their heads shaped as concrete blocks – so-called Betonköpfe or blockheads; and their necks twisted – they were the Wendehälse, the wryneck birds who could turn their heads in a circle, the quick change artists who tried their best suddenly to look west.



Like our contacts in the East German foreign ministry who overnight became our best friends, and ceased seating us where the light would stream straight into our eyes.

A quick anecdote:
Our Embassy’s annual Marine Corps Ball took place less than two days after the Wall fell. Visiting friends and I piled into my VW Golf, since the ball was in the West. Checkpoint Charlie was packed; we were four young people, dressed to the nines, and all the “Wessis” lined up for Trabi thumping simply stared at us as we made our way through.

After the Ball, at 3 a.m., my friends asked to see the Ku’damm. As they strolled, an electronic billboard caught my eye. Across it scrolled, “This morning at 8 a.m., the Leipziger Straße-Potsdamer Platz crossing will open.” This was just blocks from my apartment in the East. One guest had the fortitude to get up with me three hours after we finally went to bed; armed with cameras, we walked to the end of Leipzigerstraße – where the paving ended at the Wall; where the Wall had been.

For the first time, we stared ahead, through a large, raw gap, past no-man’s land – across which the cobblestones of the pre-Wall Leipzigerstraße ran – to crowds waiting at Potsdamer Platz in the West. Then our “Ossi” crowd parted to allow a dump truck to pass that carried something else we’d never seen – sections of the Wall, removed overnight.

And at 8 a.m., those of us in the East were released to surge west. We instantly became part of a mass celebration in no-man’s land, where the rabbits had recently fled.

Brave people make a revolution, and I was honored to know a few of the many who made this one.

German Chancellor Angela Merkel, who herself grew up in the GDR, saw the fall of the Wall as an opportunity to make a difference, summed it up before a joint session of the U.S. Congress last November. She said, “Freedom does not come about of itself. It must be struggled for and then defended anew every day of our lives.”

I couldn’t agree more.



Janice Weiner took over the office as U.S. Consul General in Düsseldorf on August 14, 2009. Before that, she served in different functions for the U.S. Foreign Service and was posted to various countries, among them Belgium, Turkey, Poland, and Canada. Her first assignment was to the then-U.S. Embassy to the GDR where, from April 1988-June 1990, she served as a political/economic officer during a momentous period in modern German history.



Reunification. A Winter’s Tale

By Dagmar Hovestädt

The first time I heard reunification was imminent was some time in November 1989. Some big-shot American news anchor stood on a platform on the Western side of the wall, the Brandenburg Gate as his backdrop, and felt it fitting to entertain his audience faraway West with that piece of fantasy. I listened and shook my head. What an idiot. Americans. So in love with their presidents and the fancy words they say in front of that gate. “Mr. Gorbachev, open this gate! Tear down this wall!” Fine, that had happened. But that surely didn’t mean anything as crazy as a unified Germany!

Born years after the “anti-fascist protection wall” was built – and even I always knew that that word had no historical accuracy – I grew up believing that the wall was a just result of the atrocious beast inside the German nation that unleashed two world wars and a holocaust. That beast needed to be tamed, kept under control by keeping it apart. By dividing it into two states. I grew up way West, near the Dutch border, no family ties whatsoever to the East. A comfortable distance to any emotional or human trauma the separation through a wall inflicted upon people. Far away from any first-hand knowledge of the realities of the “other” Germany. To me the other half was just trying its own version of a German state. Fine. So what if that happened to be controlled by the super power behind the Iron Curtain? It was easy for me to not care about details and focus on the general idea. I had learned my history lessons. I was a good German and that meant separation was the price for the sins of my grandfathers. As a West German I proudly held the moral conviction that only a separated Germany was a good Germany, and West-Berlin its cool and unique afterthought that I was happy to make my home late in 1987, after a Fulbright year spent in Colorado.

Would it surprise you to know that I went to bed when the wall actually fell on November 9, 1989? I am a journalist, I am naturally curious; I know when history is being made. But

that evening, when the very first live reporters stood excitedly at border crossings waiting for citizens of the GDR (to finally come out of their walled-in, overly-controlled state), I turned off the TV and went to bed. It was unfathomable. It was not supposed to happen. The dam would break, the beast would be unleashed. I had no way of coping but putting my head in the sand, I literally closed my eyes to it. For years I kept this my little secret. How could I explain to all the people who admiringly ask me how amazing it must have been to be in the city when “it” happened that I went to bed? Luckily the fall of the wall was on every single TV set around the world so that everyone else has a clear idea of what it must have been like and no one ever wondered why all I would ever say slightly under my breath was: “Yes, it was amazing.”

I spent a good deal of the days immediately after the fall and many weeks during the months up to reunification in East Germany, as a translator and fixer for BBC television. It was my saving grace to have to go through the change in the company of Brits. Too much was happening to my idea of Germany. It helped to witness it with people who had no personal stake in it and an ex-prime minister named Margret Thatcher who was just as fond of this reunification business as I was. Not. I was stumped, numb and finally fell out of the bed of the comfortable and self-serving idea of Germany that I had built when on March 18 the conservative CDU won the first and last free elections in the GDR. Those people had no regard for history, for the German beast, for the inevitable evil that would come. All they wanted was access to the goodies I had had freely at my disposal throughout my life: travel, bananas, Marlboros, brand name clothes, video recorders, cars and peep shows. That didn’t seem too dangerous. But evil starts small. When three months later they got their wish with the arrival of the currency of West Germany, the D-Mark, that they celebrated as if the pope had kissed their feet, I lost all respect for them. But even I knew then for certain that reunification was no

fantasy anymore. That American TV anchor from months ago popped into my head. It takes an outsider to see things clearly.

When it happened, with all the pomp and circumstance on the steps of the Reichstag, I sat in a row of trailers on the Street of June 17, not far from the Brandenburg Gate, among the representatives of all the international TV outlets that covered this world event. I translated the speeches and helped get sound-bites from the people gathered to celebrate. To me it was just a job, no involvement. It had taken me 10 months to reconcile my political ego with the reality. Mentally. But I had no joy. I looked at the flags, heard the national anthem and shuddered. Patriotism, the instrument of the dictator, exploited to drive a people to war and turn its citizens into functioning henchmen for the holocaust. I was skeptic about this united Germany. And I wondered where that joy came from, the East never really was dear to anyone I knew. I was careful, I wanted to see what this united Germany would feel like before I allowed myself to be at peace with it.

I did feel something though, that day: Sorry for the East Germans. They hadn’t even realized what they had given up, the chance to govern themselves in their own right. Make something out of 40 years of being ruled by small-minded petit-bourgeois bureaucrats with an all too literal interpretation of socialism. East Germans were convinced it was worth to sacrifice self-government on the altar of reunification, any unease drowned in hard currency meant to materialize the all too easily given promise of a better future. Who am I to blame them, for failing to be the heroes that would uphold my concept of justified historical punishment of Germany? Brecht was right, as always. First comes food, then morals. I’ve had the food all along, so it was easy for me to have the morals.

I kicked back. Sat in waiting for a beast that didn’t come. I finally allowed myself to grant Germany its wholeness. On a warm June night five years later a silver fabric was thrown over the Reichstag by the artist couple Christo. It was a great outdoor party, a fantastic idea to wrap the strange, bloody and ultimately peaceful history of Germany mirrored in the Reichstag and have people use it as a backdrop for a picnic. Light, playful, bohemian, relaxed, full of knowledge of its past but confident to learn from it for a better future. This was no place for a beast. Just for Germans. All of them.



Dagmar Hovestädt, Fulbright 1986/87 (CU Boulder), did eventually get around to leaving her bedroom and taking this historic picture. She now lives in Los Angeles, CA. This is her third year contributing to the FRANKly.

Nivea hither – Florena yonder

Brand Communication Permeating the Iron Curtain

By Stephan Meyer-Brehm

A quick peek at a bathroom shelf, into the kitchen cabinet or refrigerator will probably give you good indication if its owner grew up in East Germany or West Germany – or in Bavaria or Brandenburg after 1990.

In terms of brand preferences, Germany is still divided 20 years after reunification. A tin of Nivea skin cream indicates a West German lineage, while Florena points at roots in the East. Easterners are pouring cups of Jacobs coffee, while Westerners prefer Tchibo. But if we get a headache, we grab an Aspirin in unison.

Divided Nation

With the creation of two separate states, economic systems and the subsequent construction of an almost impermeable border, the markets for consumer goods were effectively isolated from each other. But brands had been on people's minds for decades, and in the years after separation, they underwent some fascinating changes and developments, in many ways quite characteristic for the divided country. With the Wirtschaftswunder, the economic miracle of the 1950s and 60s, the importance of brand products rose in the West. But even under the state-directed economy in the socialist East, brands still had an impact quite unexpected for such a deeply capitalistic phenomenon. The position of brands in the collective memory remained surprisingly intact despite the wall that separated the country, and it is interesting to investigate some causes and effects of brand awareness in the two Germanys, a unique setup that could not have been created in any market research laboratory.

The development of brands was largely a by-product of the industrial revolution of the late 19th century. With the development of mass production and mass communication, goods were no longer produced and sold locally, and rapidly developing mass media sustained advertising and selling to larger audiences. Widely regarded as the oldest German brand are the crossed swords of the Meißner porcelain manufacture, filed as a trademark in 1875. Thousands would follow, many of which are alive and well up to this day.

A brand, by definition, is a representation of what it denotes, more like a symbol than the actual product. It is purely a communication phenomenon – a name, an image, a scripted logo, a design or any combination thereof. The brand becomes separate from its physical existence and occupies a place in the awareness and memory of its audience.

One of the earliest German authors on the subject, Hans Domizlaff, investigated the creation of brands as a technique to win the consumers' trust and form long-lasting relationships. His work rests upon the hypothesis that a brand assumes a character much like a living person, and with each and every move the brand manufacturer ideally gains confidence and intimacy with its customers. According to Domizlaff, well-managed brands develop a life of their own and become embedded in the collective psyche, representing a complex universe of ingredients, origin, appearance and attitude.

Following this hypothesis, it would not be surprising that mere political changes would not suffice to wipe out consumers' attitudes towards brands that had been part of their life for some time. Even the scarcity of the war and post-war years apparently weren't able to make people forget that smell of Nivea skin cream they remembered from childhood. The division of Germany produced some interesting quirks of brand history, some of which are examined in the following paragraphs.

Westfernsehen

Probably the largest single cause for the high awareness of western brands can be found in the attention that was paid to the West German TV programs in the East. Despite tireless efforts to discourage or even ban their citizens from watching the Western channels, it was an open secret that only very hard-nosed Communists actually refused to do so. Everyone else, if living within the transmission range of the TV stations, closely attended, if only to get the other side of the story. And of course, not in the least part to make an educated judgment on the temptations of capitalism, as represented in Western TV commercials.



Market research conducted soon after reunification produced a surprisingly high recall of particular commercials in the East German population, and immediately after the fall of the wall supermarkets were stormed in search of these highly coveted items. Traditional East German brands suffered, but those who stuck it out soon felt the effects of Ostalgie, the Nostalgia for everything Eastern. Many GDR brands made a quick comeback, when people had the sobering insight that you couldn't get drunk any better on a Warsteiner than on a Radeberger beer.

Market researchers have been puzzled ever since by the peculiarities of East Germans. Ostalgie hasn't prevailed over the full spectrum of consumer goods – while Bautz'ner Senf (mustard) remains a favourite in the East, as opposed to Löwensenf in the West, Easterners have gladly adopted the Western Lätta as their favorite margarine. Much thought has been invested in examining the preferences that distinguish East Germans from their western cousins in terms of advertising or brand awareness. Various generations have grown up with a remarkably different socialization, and as it is safe to assume that brands are a social phenomenon, it can be no surprise that those differences are reflected in attitudes and opinions towards brands.

Westpaket

At its peak, about 25 million packages were sent from the FRG to the GDR each year, filled with western goodies such as coffee, chocolate or cosmetics. Despite intense regulations and ceaseless efforts by the government to shield their citizens from unwanted capitalist temptations, the Westpaket (package from the West) was a welcome constant in the life of those East Germans with the mixed blessing of Western relatives.

It is estimated that about 1 million kilograms of coffee and five million pieces of clothing were shipped annually across the border by private citizens. During the "coffee crisis" of the mid-1970s, when rising prices for coffee on the world market

made imports increasingly difficult for the cash-strapped GDR, roughly 20 to 25 percent of the entire consumption were supposedly sustained by deliveries through Westpakete.

Very early after the separate economies formed, the West German government encouraged its population to support friends and relatives in the East with their packages. Pretty soon, provisions were made for citizens to claim a tax exemption on any package sent to the Soviet Zone and later into the GDR. Some say that the positive experience of receiving CARE packages from the United States in time of need immediately after the war made Germans sympathetic to the idea of supporting their kin in such fashion. While early packages may have covered some desperate needs, they became more of a luxury in later times when the supply situation in East Germany left little to desire. However, it may be exactly this luxury experience that makes the arrival of a Westpaket such a remarkable phenomenon in the collective memory.

The package invariably included brand products, preferably those known from the Western TV ads, such as Jacobs coffee, Mon Chérie chocolates or 4711 perfume. Sending a second-rate brand or even a no-name product would have been regarded as an insult to the receiver and an embarrassment to the sender. So the Westpaket did much to intensify the awareness of brands with both those who packed and those who unpacked it.

Ostpaket

Of course, East Germans wanted to return favors to their friends and relatives. Despite heartfelt gratitude, no one wanted to feel like receiving alms, and there may have been some pride in showing the West: "Look at what we have got to give!" Even stricter regulations applied for what GDR citizens could send outside their country, but along with the ubiquitous Christstollen (Christmas Cake) the West German relatives were introduced to brand products such as PIKO model trains, Amiga and Eterna records or Berggold chocolate. The sought-after Meißner porcelain, however, fell under the restrictions, as it was exclusively sold by the official trade companies in order to earn the coveted foreign currencies.

Delikat and Intershops

In the so-called „Delikat“ Shops, the average GDR citizen was able to purchase exclusive goods such as luxury food and beverages. Much of the stocked goods were Western brands, and prices were high, especially when compared to the subsidized prizes for staple foods. These shops were first introduced in 1966 to funnel both demand and surplus spending power not met by sufficient supplies, and in the late 1980s they numbered around 2,500 all over the country. Western

brands stocked here got additional attention, and the fact that they remained out of reach for everyday consumption made them even more desirable.

On the other hand, West Germans were introduced to – or reminded of – East German brands not only by way of the occasional Ostpaket, but also at an Intershop located in a rest area along the Transit Autobahn or at a railway station. For Westerners, the Intershops were infamous as a source for comparably cheap liquor and tobacco, and offered a glimpse at obscure brands such as F6 or Karo cigarettes.

A rather perplexing form of brand migration across the inner-German border existed in the form of the Gestattungs-

patents ensued, and the “Zeiss” brand name was found on products originating from both sides of the Iron Curtain for the following decades.

Wendegewinner

Winners of the political turnover, that was the term coined for those who were able to turn the upheaval in the East immediately after reunification to their favor. Usually, it applied to smart and mostly ruthless businessmen from the West, profiteers who often left East Germans on the losing end of the deal.

But as far as brands are concerned, some remarkable stories of comeback or even long-term leadership originate in the East. Rotkäppchen champagne has not only prevailed in its



produktion – a licensed production of West German brands in Eastern factories. Some of those products were specifically made for the shelves of the „Delikat“ Shops, but some made it back back to their country of origin, to be sold alongside their West German kin to unsuspecting Capitalists. East and West Germans would have been equally surprised, had it been widely known that they were pouring condensed milk of the popular “Bärenmarke” brand – a German classic since 1918 – into their Jacobs coffee in equal measure, which was actually canned at the Milchkombinat (state dairy plant) in Schwerin.

Identical Twins

Some brands even lived their lives as (more or less) identical twins on both sides of the border. The famous Odol mouthwash, delivered in the traditional bottle with its characteristic curved neck, is considered by many as an outstanding example of packaging and branding, and certainly a milestone of brand design. The Odol production facilities in Dresden were destroyed during the allied bomb raids, and the company relocated to Düsseldorf after the war. While the trademark rights were assigned to the Western twin, a GDR rip-off hit the market soon after – in an attempt to capitalize on the awareness and confidence the brand still enjoyed.

A similar fate was in the stars for Zeiss: The famous manufacturer of telescopes and other optical products was divided between its original home in Jena and, after expropriation by the Soviet administration in 1948, a new seat in Oberkochen, Baden-Württemberg. A lengthy dispute over trademarks and

Eastern market, it has grown considerably and is firmly installed in West German minds. The laundry detergent Spee, a traditional brand originating in East Germany, went on sale nationwide in 1996 and now ranks a solid third in a highly fragmented market.

Certainly some of those success stories were backed by the influx of Western capital or know-how. But more often than not the inherent qualities of the brand, something that communicated well with audiences East and West, provided ample momentum to establish them as strong market players in a reunited Germany.

The appreciation for brands, even if considered foolish or mundane, may have provided some glue that helped unite Germans in times of division. 20 years after this division has ended, memories of a fragrant Westpaket or a shopping spree to the Intershop still prevail with some of us. And it will be interesting to observe if Germans will remain divided or slowly unite over their brand preferences.



A prototypical child of the West German Wirtschaftswunder, the author continues to be fascinated by the discrepancies, but even more by the similarities when it comes to the way Germans shop today. He encourages you to share your German/German brand stories among your friends – or with him at [stephan\(at\)meyer-brehm.de](mailto:stephan(at)meyer-brehm.de)

Less Heating, More Comfort

By Melita Tuschinski

Reunification as an Opportunity for Buildings and the Environment

Do you enjoy the flair of old houses, too? With their high ceilings, large rooms and windows they are increasingly popular among building owners and tenants. When, in the winter of 1979, we visited our friends in Leipzig – in the former German Democratic Republic – we were surprised to find such a beautiful apartment behind the weathered facade dating from the turn of the century. While outside it stormed and the plaster peeled from the walls, inside it was cozy and we enjoyed their company while drinking tea and tasting the delicious cookies. Our hosts had providently carried up enough briquettes from the cellar and none of us were thinking about the heating gases flowing through the chimney and harming the environment.

Oil shock forces to save energy

Were you living in West Germany during the seventies? You might remember the oil crisis and the panic raised. Heating fuel was suddenly scarce and expensive and it became clear how much each family depended on the oil imports. Both German governments reacted to this with new laws on energy saving in buildings.

Heat protection as first step

You surely know this from your own experience: We are very sensitive to the air temperature and easily catch a cold when it is not comfortably warm in our houses during wintertime so we have to heat more and more to keep it comfortably warm inside. Therefore, the first thermal regulation obliged builders to insulate the envelope of new planned buildings and the heating regulation obliged them to install energy efficient heating systems.

Meanwhile in 1979 our friends in Leipzig, East Germany, surprised us with their proven method to lower heating costs: Their bedroom was not heated and an electric blanket was all they needed to keep them warm through the winter nights.

Saving energy in the reunited Germany

While in Western Germany, the federal government had introduced stricter requirements for building insulation over the years, in the reunited Germany building owners had to consider the last Heat Protection Regulation from 1995 and the last Heating System Regulation from 1998. From the first years of the reunited Germany you may read the report of the engineer Rolf Lautenbach, who analyzed a school building and was surprised about what he found out (see box on page 20).

The thermal insulation of a house and its heating system complement each other and should not be considered separately. That’s why the first Energy Saving Regulation for buildings (Energieeinsparverordnung EnEV 2002) brought the two schemes together and demanded energy efficient new buildings and renovations. Since October 2009 the newest, stricter EnEV 2009 is in force. If a building is listed as a monument, it is much more complicated, because the heritage authorities and law have the final vote when it comes to renovation.



If you Find a Wall...



“Do not trust your eyes, nor drawings or documents,” concluded Rolf Lautenbach in 1990. The expert for technical building equipment from Cologne had established a new engineering office in Quedlinburg, in the New States of Germany. While examining a school building made of prefabricated panels he was surprised by his discovery. The outer walls were apparently built of sandwich elements with a layer of concrete outside, insulation in between and an inner shell made of concrete. As Lautenbach walked through the rooms along the outer walls, he was amazed that they irradiated heat very differently although their construction was the same. What was the solution to this puzzle?

Only a drilling could help find the answer to this mystery. Lautenbach and his team punctured the “suspiciously cold” walls and brought their inner life to light. The result was surprising: The exterior walls only partly consisted of sandwich elements and also included massive non-isolated structures. What this meant for the heat loss through the outer wall and for the thermal comfort of the students in wintertime, Lautenbach experienced on his own skin. His team measured the temperatures at the inner surface of the outer walls and easily identified the “black sheep” – the non-insulated areas.

A year later, in another Eastern city, Lautenbach met by chance the former manager of the precast concrete factory which had produced the buildings elements for the school walls in Quedlinburg. He was now working as an official in charge and explained the background to Lautenbach: “If the building plan of the school indicates sandwich elements, it does not mean that there actually are sandwich elements built in. For that particular school we had to deliver the building plates, but at that time we lacked the insulation material. Thus, 60 percent of the building elements, although they do look like sandwich plates, consisted only of solid concrete, without any thermal insulation inserted.”

Since that day Rolf Lautenbach followed his practice principle: “Never trust what you see in a building – neither from the inside nor from the outside! Analyze it thoroughly; otherwise you may face a rude awakening!”

Based on a report by Dipl.-Ing. Rolf Lautenbach VDI, Cologne, www.lr-lautenbach.de

Cross border environmental protection

The European Community made the protection of the environment and the energy supply a major priority. Heating gases don't respect national boundaries and thus only transnational efforts of saving energy would protect the environment. To this purpose, the first European Energy Performance of Building Directive (EPBD 2003) obliged the member states to adopt laws and regulations in order to reduce the energy consumption in new and existing buildings. The directive also asked to introduce energy certificate for buildings, in order to help buyers and new tenants to compare the offers on the real estate market. Proprietors of large public service buildings – such as town halls, registry offices and schools – should exhibit their energy certificate so the public could picture the standard of the building.

Milestone and outlook 2010

On July 8, 2010 the revised EU Building Directive came into force. According to its timetable and targets, Germany must update its building regulations, too. Buildings consume 40 percent of the total energy in the EU countries. Therefore the European Union has set the target to increase the energy efficiency of new and existing buildings and the use of renewable energies for heating, hot water and air conditioning. The amended EU Directive 2010 takes into account the external and internal environment of buildings and the cost effective-

ness of building measures. It sets the general framework for a computational method for the energy efficiency and requires the member states to apply minimum standards for the entire building and building parts. EU member states should also introduce the energy certificates for buildings or parts of buildings. Their heating and air conditioning systems should be inspected regularly and the member states have to set up independent control systems for the energy certificates and the inspection reports.

According to the EU goals, the community should be more independent of imported energy. Applying the EU Directive should also help to secure the energy supply in the community and to promote the technological development.



Melita Tuschinski holds a Master of Architecture from the University of Texas at Austin. She has practical and teaching experience in Romania, Germany and the U.S. She has been running her own freelance architecture offices in Stuttgart since 1996 specializing in energy-efficient architecture. She gives online workshops and writes for architecture journals. Since 1999 Melita Tuschinski has been editor of the Internet-based portal www.EnEV-online.de. More information about her work can be found at www.tuschinski.de.



Houses (old and newly-renovated) in Mühlhausen; Photos: VEEBA

PowWows / Focus Conferences

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

1988	Minorities, Conservatism and Design, Frankfurt
1988	The United States and Germany Corporate Cultures in Comparison, Mannheim
1989	Playground Future, Stuttgart
1989	The French Revolution in American and German Perspectives, Regensburg
1990	The Future of the Information Society – Personal Communication in a Crisis? Hamburg
1990	Signs for Tomorrow’s Architecture, Landscape and Urban Development, Darmstadt
1991	Traffic Concepts for the Future – How Mobile will our Society be in the Year 2000? München
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	Where is our New Frontier? Stuttgart
1994	Organizational Development and International Competitiveness, Frankfurt
1995	First Fulbright Fun & Future Camp, Lenggries
1995	Environmental Strategy, Heidenheim
1996	A Chance for Global Understanding, Berlin
1996	Multimedia, Stuttgart
1997	Managing Public Organizations, Frankfurt
1998	Intercultural Communications, Frankfurt
1999	Biotechnology, Frauenchiemsee
1999	Educational Systems, Frankfurt
2001	Nutrition, Calw
2002	Quo Vadis USA?, Berlin
2004	EU Enlargement, Berlin
2005	J. William Fulbright Centennial, Frankfurt am Main
2007	Sustainability/ Right Livelihood Award, Bonn
2007	Climate Change, Erlangen
2009	change@crisis, Munich



History and Purpose

The German Fulbright Alumni e.V. was founded in Frankfurt in 1986 by former Fulbrighters. By 2010, 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.

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.

Activities

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

General Assembly & Winter Ball

Once each year all members are invited to our General Assembly. At the Assembly, each board member reports on his or her activities during the year, followed by the election of a new board. The Assembly is also the forum for members to make movements for decisions by the attendees, which are then binding for the association.

After the General Assembly, the annual Winter Ball is celebrated.

Welcome Meetings

Each fall our Welcome Meeting offers 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.

Arranged by the regional groups the Welcome Meeting has taken place each year since 1986 in many different cities in Germany.

Strategy Meeting

At the Strategy Meeting, the most devoted core of the members come together to discuss the present and future of the association we all hold so dear. Strategy Meetings have so far been held in 1997, 2000, 2002, 2004, 2006 and 2008 and 2010.

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 the next page.

International Activities

Our association has put an emphasis on strengthening personal contacts among Fulbright alumni all around the world. Some core activities have been:

1993	European Fulbright Alumni Convention, Brussels
1996	World Fulbright Alumni Conference, The Spirit of Global Understanding, Budapest
1998	European Fulbright Alumni Workshop, Strasbourg
2000	3 rd European Fulbright Alumni Workshop, Toledo
2004	The International Interdisciplinary Fulbright Conference, Olympism and the Fulbright Spirit: Humanism in Action, Athens
2006	2 nd International Fulbright Alumni Conference, Morocco
2008	U.S. Fulbright Association Annual Conference, Beijing

Other Activities

“Bright People under Full Sail”. International sailing trips on the Baltic Sea, every two years since 1991.

Family Weekend, yearly event for singles, couples and families, since 2000.

Our Services

The association publishes a national journal FRANKly, an internal newsletter FAIN, and an alumni membership directory.

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.

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

To find out more about the Fulbright Alumni e.V., please visit our website at www.fulbright-alumni.de.

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Library of Congress;
Photo: Barbara Weiten

Mutual Understanding amid Global Economic Challenges

The Fulbright Association's 32nd Annual Conference in Washington, D.C.

By Barbara Weiten

The U.S. Fulbright Association celebrated its 32nd Annual Conference from October 29 to November 1, 2009, in Washington, D.C. The association aims to engage current and former Fulbright exchange participants in lifelong experiences that advance international understanding through volunteer service to communities, people-to-people diplomacy, and dialogue on global issues. The annual conferences provide an important forum for the discussion of international issues and developments in the field of international educational and cultural exchange while also serving as a platform for Fulbright alumni from around the world to reflect on how to enhance alumni activities and strengthen the Fulbright alumni community.

The conference theme "Mutual Understanding amid Global Economic Challenges" attracted nearly 300 Fulbright alumni and guests, Fulbright Program staff, and representatives from NGOs, higher education, and business. It featured panellists, round-table discussion leaders and poster presenters from Costa Rica, El Salvador, Jordan, New Zealand, Haiti, the United Kingdom, Brazil, Germany, France, Uruguay, Japan, Niger, Nigeria, Pakistan, Togo, and Turkey in addition to those from the United States.

Among the conference highlights:

- U.S. Undersecretary for Energy Kristina M. Johnson, a Fulbright grantee to Scotland in 1991, gave the keynote address during the 32nd annual banquet held at the Madison Hotel in the Dolley Madison Ballroom, named after the wife of President James Madison.
- Krishna Guha, U.S. economics editor and deputy Washington bureau chief of the *Financial Times* – and a Fulbright grantee to the United States in 2003 – addressed the financial and economic crisis, presenting the argument that it "was, is, and remains a global test" that can only be resolved through international cooperation.
- At the conference cultural event held at the U.S. Botanic Garden Conservatory, Tim Nohe, a 2006 Fulbright scholar to Australia and associate professor at the University of Maryland-Baltimore County, performed from his composition "Sounding Botany Bay, Sounding Gamay". He created this work during his Fulbright grant to explore the sonic environment of one of Australia's richest cultural attractions.
- At the 2009 Selma Jeanne Cohen Fund Lecture, choreographer and performer Laurel Victoria Gray presented a talk on Uzbek Dance, focusing on the 1989 Seattle Soviet Arts Exchange and its continuing legacy; her presentation included a performance of traditional Uzbek dances by her Silk Road Dance Company.

In addition, the conference featured panels on economics, social entrepreneurship, science and technology, and health care, sharing sessions of the U.S. Fulbright Association's Arts and International Education task forces as well as a poster session presenting diverse Fulbright experiences and fields of engagement. Moreover, during member-facilitated roundtable sessions, participants had the opportunity to discuss diverse issues related to the conference theme, to cultural and educational exchange, to the Fulbright program and to Fulbright alumni activities. As representative of the German Fulbright Alumni Association, I had the opportunity to moderate a discussion on membership development, in which representatives from various national associations and from U.S. regional chapters shared challenges, ideas, and best practices.

To conclude, I would like to thank the U.S. Fulbright Association as well as the event co-sponsor, the Franco-American Commission for Cultural Exchange, for putting together such a diverse and enriching conference program. The Fulbright Association's 33rd Annual Conference will take place November 4 through 7, 2010, in Buenos Aires.



United States Capitol;
Photo: Barbara Weiten



Member-facilitated roundtable discussions;
Photo: Wiltrud Hammelstein



Keynote Speaker U.S. Undersecretary for Energy Kristina Johnson;
Photo: Wiltrud Hammelstein



Traditional Uzbek dance, performed by Silk Road Dance Company;
Photo: Wiltrud Hammelstein

Alumni Association Enrichment Workshop in Paris

By Barbara Weiten

Eiffel Tower; Photo: Barbara Weiten

The Alumni Association Enrichment Workshop brought together leaders of European associations of U.S. government-sponsored exchange program alumni, including the Fulbright Program, but also, for instance, the International Visitor Leadership Program, the Muskie Graduate Fellowship program, the Future Leaders Exchange and the Congress-Bundestag Youth Exchange.

The workshop was sponsored by the Bureau of Educational and Cultural Affairs (ECA) of the U.S. Department of State. It was organized mainly by Jason Haserodt, Alumni Coordinator for Europe at the Office of Alumni Affairs at the ECA, and Charlotte Bardsley, Alumni Coordinator at the U.S. Embassy in Paris.

40 association leaders from 23 countries were nominated by their respective U.S. Embassies and selected to attend the two-day workshop on June 21 and 22 to share best practices of managing alumni associations and to work on strengthening European cooperation between alumni associations.

The event opened with welcoming remarks and an introductory address by Jason Haserodt and a keynote address by Judy Baroody, Public Affairs Officer at the U.S. Embassy in Paris. Five plenary sessions focused on strategic planning, fundraising, partnerships with the private sector, membership development, and regional networking between alumni associations in Europe. The format included presentations by external experts and alumni associations' representatives, panel discussions and small-group sessions and turned out to be very interactive with lively participation from all participants.

In addition, the program also included a visit to the Organization for Economic Cooperation and Development (OECD) and two evening receptions: the annual reception of the French Fulbright Alumni association and the general assembly meeting and reception of Cercle Jefferson, the French alumni association of the International Visitor Leadership Program. Both were held at the George Marshall Center at the Hotel Talleyrand, close to Place de la Concorde, in the center of Paris, and offered the opportunity to meet members of both organisations.

Importantly, workshop participants also met for dinner after the receptions and took advantage of every opportunity for informal conversation to get to know one another and to exchange their experiences with alumni association work. As for future cooperation, a European alumni association newsletter to share news and information will be set up and managed by Jason Haserodt. Moreover, several attendees volunteered to form a committee to plan further steps.

I'd like to thank Jason, Charlotte Bardsley, the Bureau of Educational and Cultural Affairs and the U.S. Embassy in Paris for organising this conference. I'd also like to thank the U.S. Embassy in Berlin for nominating me as representative of the German Fulbright Alumni Association and making it possible for me to attend. I greatly enjoyed meeting European association leaders from different exchange programs, sharing good practices from our association, contributing to the diverse official and informal discussions, and learning about new approaches and ideas from our European colleagues.



Place des Vosges in the Marais district;
Photo: Barbara Weiten



Notre Dame;
Photo: Barbara Weiten



Workshop participants enjoying jazz music at the Circle Jefferson ILVP alumni reception; Photo: Bureau of Educational and Cultural Affairs



Group photo of the 40 workshop participants from 23 countries; Photo: Bureau of Educational and Cultural Affairs



German Fulbright Alumni President Barbara Weiten and French and German Fulbright Association member Wiltrud Hammelstein at the French Fulbright Alumni Association reception; Photo: Bureau of Educational and Cultural Affairs



Street of Bastille at night; Photo: Barbara Weiten



Street artists at the heart of Montmartre district; Photo: Barbara Weiten



By Simon Ott

Come in, come in whoever you are. Meeting Venue; Photo: Timo Klein

No matter whether you are a new returnee or a long-term member of the Fulbright Alumni Association, the Annual Welcome Meeting is a great event. Long-term members of course enjoy reconnecting and meeting friends year after year. For returnees like I was one a little more than a year ago, I don't exaggerate when I say that the hope of a never ending Fulbright experience kept the spirit of my stay in the States alive. After more than half a year of not living in the U.S., not even living in an English speaking society, I was missing an essential part of my life. Knowing that the Welcome Meeting was coming closer, I felt a similar excitement and curiosity to the one I had had before leaving Germany – new faces, new things to talk about, being up to date on what was going on on the “other side of the lake” and of course face-to-face

But the Welcome Meeting was not just made up of tons of hugs and “yeah yeah – I experienced it the same way”-stories. After a reception the day before at the boathouse of the Rudergemeinschaft Germania Frankfurt, we spent the following day at the University of Frankfurt and the Frankfurter Welle building. As the name already indicates, the latter is not just a square building but shaped like a wavy line made of glass. The conference room on the seventh floor was thus not just a nice observation deck, but also an inspiring place where we spent an afternoon packed with interesting discussion groups on different topics such as reverse culture shock, economic interdependencies between different cultures, and of course “how to survive Germany” for our American visitors.



A beautiful backyard; Photo: Timo Klein



Debuting: FRANKly 2009; Photo: Timo Klein

conversations with Americans and returnees who would talk about their adventures. Different venue, same indescribable feeling and spirit.

On Friday, November 6, 2009, it was that very feeling of excitement and happiness I arrived with in Frankfurt am Main. The whole anticipation got intensified by the fact that two friends who had already experienced the Fulbright spirit stayed at my place for the weekend and we were already stuck in memories and stories. And the beginning of the Welcome Meeting was just IT: people you'd never met before were talking about ANYthing from their year and even if I didn't know them it felt like they were telling my story – and THAT I can tell just felt great.

Now we, the returnees, knew about regional chapters, we actually had once again experienced that very spirit I was talking about at the beginning of the article. We now were aware of being still closely connected to what was thought to be fading already a little. And knowing that the Fulbright Alumni Association offers an opportunity to actively participate, a chance to stay in touch or at least a gateway to so many exciting contact and friends still unknown let it grow again – the feeling and the hope that exactly the same unique and fantastic experience of Fulbright will happen to you again. And I guess not just me, but all other returnees of 2009 and participants want to say a great THANKS to all those who organized this real and true WELCOME BACK!

The day ended with dinner and a party at “Ich weiß” (I know) – where indeed everything was painted “weiß” (white).

Brunch and exploring Frankfurt City on Sunday became “the icing on the cake” or “the cherry on top”. And indeed the entire weekend was Slots-A-Fun (for those who made it to Las Vegas ... you know) and farewell this time was not so bad as the ceremony of waving tissues everyone probably experienced after ten months in the USA.

This year's Fulbright Winter Ball took place at Godesburg castle near the city of Bonn. Fulbrighters traveling from near and far indulged in the sight of snow-covered vineyards along the Rhine river. After stowing our luggage at the hotel, we gathered for the evening's get-together at the beer house Machold in downtown Bonn. It was certainly a quest to go there by public transportation when track no. 1 is not adjacent to track no. 2 and the underground signs announce destinations rather than metro numbers – but we are Fulbrighters and we figured it out!

When Fulbrighters meet there is a lot to talk about. Mainly we want to catch up with old friends, with whom we can just continue in heartfelt discussions despite the fact that we haven't seen each other in a year, or – have never even met before.

The next day, a Saturday, is traditionally set aside for the annual general assembly of the Fulbright Alumni e.V. Some forty members gathered at Bonn University to determine the Association's activities for the upcoming year 2010. The outgoing board members report on their work in 2009, and a new board is elected. The executive board will be assisted by an extended board of twelve members, attending to a wide range of subjects vital to the association.

The guests of honor included Ms. Janice G. Weiner, Consul General at the U.S. Consulate in Düsseldorf as well as Dr. Rolf Hoffmann, Executive Director of the Fulbright Commission. Honorary guest, former Executive Director of the Fulbright Commission and member of the Fulbright Alumni Advisory Board Dr. Ulrich Littmann entertained the audience with the revelation that in these very same halls he had celebrated the occasion of reaching the agreement about bi-national financing of the German-American Fulbright Program in the early 1960s. So here we were, walking on hallowed ground, indeed.

After a tribute to old and new members of the board and this year's Winter Ball organization team we stormed the buffet and enjoyed a great feast. Over dessert we were introduced to a musical highlight: The renowned clarinetist Thomas Rocholl instantly cast a spell on our acoustic nerves. Enchanted by his play we gazed out at the great panorama window where by now heavy snowflakes were dancing through the night. We arose from our seats and poured out onto the dance floor. Classical ballroom music was succeeded by Rock and Pop and the Fulbrighters danced the evening away. And true to how great Edwin Denby once put it: There is a bit of insanity in dancing that does everybody a great deal of good.



Candlelight and whitest linen – the Godesburg was a site to behold; Photo: Timo Klein

Winter Ball

By Anne Schmidt

As the evening crowns the day, the excitement usually grows for the grand Winter Ball. Those of us staying in the Inselhotel just below the Godesburg could watch the castle enlighten as we were changing into formal attire. Temperatures below freezing point and a light snow storm setting in made it impossible to just take the 15 minute walk up the hill, especially for those ladies already tiptoeing in their dancing shoes. Taxi drivers were still brave enough to give us a ride up the icy road but how were we ever going to get down again later? Well, Fulbrighters aren't easily discouraged, so an impressive group of 150 attendees eventually found their way up to the Godesburg castle. Built in the 13th century and combined with modern architecture, the castle now offers a wonderful ambiance, making us feel like kings and queens as we entered the grand knights hall.

The next morning, after what felt like only a few minutes of sleep, the members re-assembled in staggering completeness for brunch at Café Opera in downtown Bonn. From here we parted on our journeys homeward or participated in guided tours of the city.

Within minutes of my arrival back home I checked my emails and confirmed some new friendship invitations on Facebook by fellow Fulbrighters. A new Facebook status was set to tell our world wide friends: ‘Back from the Fulbright Winter Ball. It was terrific!’

We are looking forward to seeing old and new faces for next year's Fulbright Winter Ball in Heidelberg.

A Conference is Born:

International Anniversary PowWow 2011

By Wiltrud Hammelstein



Since the German Fulbright Alumni Association was founded in 1986, we have been organizing PowWows, borrowing a term from the Native Americans. These events bring together Fulbrighters and likeminded friends to discuss topics in an interdisciplinary, intercultural and intergenerational manner for a weekend.

At the last PowWow in September 2009 in Munich, some of us “elder” Fulbrighters reminisced about earlier PowWows (see association information on page 22 for more information).

And as we were discussing these former events it occurred to us that our Fulbright alumni association was founded nearly 25 years ago. I remembered it in particular as I had left for my Fulbright year in 1986 and at our orientation meeting in Bremen, then-president Antje Hildebrandt had introduced the “Verein” to us, shortly after it had been founded that year. We looked at each other and said: this anniversary certainly deserves a celebration. And how do we as Fulbrighters celebrate best? We organize a conference, invite our friends to discuss current topics and have a great party. The anniversary PowWow was born.

We informed the board of our ideas and said we would return with a concept. Tina Huesing and I got together in the weeks that followed and presented a first draft by the end of last year. The general idea was to start the conference with a look back on what was going on in Europe and the U.S. in 1986 in politics, technology, economics, and arts and then discuss the challenges for the coming 25 years in a Fulbright spirit.

The idea for the conference was presented and embraced by all members at the annual general assembly in Bonn in January and I was elected member of the Extended Board in charge of the Anniversary PowWow.

Tina, the board, and I decided that such a conference could only be held in Berlin. When looking at a suitable date, we looked at the annual schedule of Fulbright events in Germany: in march the Fulbright Commission holds its Berlin Week, in the fall we have our Welcome Meeting. Thus, a PowWow can best be organized in late spring. The weekend of May 8th came to

**SAVE
THE DATE
MAY 6-8, 2011**

my mind as we had learned about how important this date is to many European countries. The next crucial item on the agenda was to find a suitable location for the conference especially since we expect a bigger turnout for this event than our usual 100 to 150 participants. Thanks to Eckart Reihlen, a fellow Fulbrighter, we got into contact with the Robert Bosch Foundation, which offered to host our conference. With this location we can now welcome up to 240 participants.

Next point was a title: participants of the strategy meeting in June came up with: The German Fulbright Alumni Association at 25: Shaping a Changing World.

With those two items decided, save the date emails went out to all members and the European and U.S. Fulbright Associations in July. An invitation has already been sent to the U.S. Ambassador, who counts Senator Fulbright among his personal heroes.

We have started with a local organizing team to get the details on the road: we need speakers and panellists, moderators and workshop facilitators, sponsors, and communication experts. Accommodations need to be found as well as members who would like to work on the cultural program with musicians, artists, and tour guides. Funds are needed so we are looking at concepts for sponsoring, donations, grants. It is a big challenge to coordinate such a team consisting of local Berlin Fulbrighters, the entire board and advisors to the board and volunteers. Thanks to technology like Skype, Doodle and Teamdrive, the team can be “virtual” which gives us the chance to involve many more people for specific tasks which do not necessarily have to be located in Berlin. We organizers are fully aware that this PowWow will be a “quantum leap” for our association. I am confident we can do it with our 25 years of experience and a base of brilliant and dedicated members. We are going to be very busy in the next months. If you would like to help, please contact me immediately (berlin2011(at)fulbright-alumni.de). At any rate, stay tuned for more news in the weeks and months to come. See you in Berlin!

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! PLZ, Ort:

Name: Telefon privat:

Geburtsdatum: Telefon geschäftlich*:

Straße/Postfach: E-Mail:

Ich möchte folgender Regionalgruppe angehören:

- ☐ Berlin ☐ Bremen ☐ Cologne/Bonn ☐ Dresden ☐ Franken ☐ Frankfurt a.M. ☐ Hamburg
☐ Leipzig ☐ Mannheim/Heidelberg ☐ München ☐ Niedersachsen ☐ Rhein/Ruhr ☐ Stuttgart

Ich möchte regelmäßig Regional-Informationen erhalten:

☐ Ja ☐ Nein

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

U.S.-Universität: U.S.-Studienabschluss:

U.S.-Studienfach: U.S.-Jahrgang:

Finanzierung: Fulbright- ☐ Vollstipendium ☐ Teilstipendium ☐ Reisestipendium
☐ DAAD ☐ Direktaustausch ☐ selbst ☐ andere:

*Studienfach/Uni in Deutschland:

*Tätigkeit zur Zeit (Beruf/Arbeitgeber):

*Ideen und Wünsche für den Verein:

Der Jahresbeitrag (Euro 40,-; ermäßigt Euro 25,- gemäß Beitragsordnung Abschnitt D: *Der unter A.(2) aufgeführte ermäßigte Jahresbeitrag ist für die Mitglieder gedacht, die einer andauernden finanziellen Bedürftigkeit unterliegen oder Mitglied in einer ausländischen beitragspflichtigen Fulbright Alumni Vereinigung sind. Dieser Status muss jährlich bis 1. März schriftlich erneuert werden.* Für Returnees ist die Mitgliedschaft im Jahr der Rückkehr und im Folgejahr kostenfrei.) 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 umseitig erteilte und unterschriebene Ermächtigung gilt bis auf Widerruf. (Hinweis: Andere Zahlungsverfahren sind nur im begründeten Ausnahmefall möglich.)

Der Fulbright Alumni e.V. ist berechtigt, für Beiträge und Spenden Zuwendungsbescheinigungen auszustellen.

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

Ort, Datum Unterschrift

[Bitte wenden!]



Fulbright Alumni e.V.

AUFNAHMEANTRAG
Einzugsermächtigung

Von (Name und Anschrift des Kontoinhabers):

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.

Grund:	Mitgliedsbeitrag	_____	€	(€ 40,-, ermäßigt € 25,-)
	Spende	_____	€	(jährlich, freiwillig)
	Betrag:	_____	€	

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

E-Mail Adresse: _____

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



Regional Chapter Frankfurt

Meetings am Main

By Bryan Baker

The monthly Stammtisch remained the cornerstone of the Frankfurt Regional Chapter. Since the closing of our staple restaurant and meeting place Künstlerkeller, our Stammtisch has flourished by trying out a new restaurant for each Stammtisch, with members and guests from all generations attending – from their 20s into their 50s. A special thanks goes out to our Head of Stammtisch Carsten Kuschnerus! We also continued cooperating with the local chapter of Studienstiftung des Deutschen Volkes by celebrating Frankfurt Kamingsgespräche and Stammtisch.

We organized the 2009 Welcome Meeting, which gave the latest returnees a memorable introduction into the association and served as a highlight for Americans during their stay in Germany. Special thanks to Mario Reichel and many others for organizing this!

The advent season wouldn't be complete without a visit to the Christmas Market and our meeting place at the big Christmas tree. To round out the winter spirit, we celebrated the beautiful Winter Ball in Godesburg in Bad Godesberg near Bonn by doing more than "standing on the wall": we organized a crash dance course in Frankfurt shortly before the ball.

The presidential inauguration in January 2009 was accompanied by a wonderful event at the Frankfurt English Theatre with a live broadcast of Barack Obama's Inaugural Address, followed by an exclusive performance by the cast of the musical Hair. We also attended the English Theatre for performances of Hysteria and Brave New World. Although a little less cultu-

rally regarded, we enjoyed watching original version movies at the Frankfurt Turmpalast theater, which unfortunately has closed since then. To deepen our decadent nature, Cem Yucetas invited us to his studio for a wine tasting with eight Spanish and Portuguese red wines as well as homemade hors d'oeuvres – a well-visited event with two Fulbright board members attending.

To get us out into nature, Reinhard Koch organized his famous Thüringer Weekend. To round out our American spirit, we went to the American Football German Bowl in Frankfurt and celebrated Independence Day at Hilmer Gödeking's house.

Not only happy moments, but also bittersweet moments rounded out our year of events – Andrea Möller threw a great going away party themed "Prof sucht Bauer". We also celebrated an important birthday with Ursula Mich – which was highlighted with a live dance performance by her niece and nephew.

Besides continuing the tradition of the events listed above, another Thüringen Weekend was planned, as well as visiting the Kammeroper at the Palmengarten and so on. But At the end of the year, we are working hard to prepare the 2010 Welcome Meeting.

We are always happy to see new and old faces, and are definitely open to new ideas to improve our activities – so please "show up and speak up"! We'd love to hear from you!

Regional Chapter Berlin

Berlin Stories

Berlin has a new government, the construction of the Stadtschloss has been shifted to the year 2012 due to the financial crisis, and the museum CJO Berlin is showcasing the commercial and private work of Annie Leibovitz.

These are just a few highlights of the many things that have been going on in Berlin this past year, which means that the city was as sleepless and turbulent as always. With so many daily events and activities to choose from, it is always astonishing to see how many Fulbrighters find their way to our monthly meetings, the so-called Stammtische. Every first Monday of the month, members of the regional chapter meet up at different locations all over Berlin. A group of 15 to 30 people gets together for drinks and typical American style food while talking about old times or discussing today's issues.

But the Berlin alumni have more to offer, from Halloween parties to kajak tours. The newly-introduced Halloween party was very well decorated by Tomb Raider, Daniela the fearless pirate queen, Sabine, pirate king Thomas and ghost reporter Jacob. The dark decorations lent the scary spectacle the right atmosphere. Even the owner of Joey's Bar, where the event took place, was scared – though maybe more by the question of whether we were going to tear everything down. The audience was varied from old hands to the “kiddos” of the Fulbright community. Count Dracula even made the dolls and blow-up skeleton dance. All in all, it was a successful start of a hopefully even more successful tradition. We would like to invite even more Halloween friends this year.

Really crowded was last year's Thanksgiving dinner. More than 30 people showed up at the intentionally picked location, called “Leydicke”. The bar and brandy shop, founded in 1877, existed long before it found itself in the American Sector after the Second World War. During the 70's and 80's the bar became the “in”-location of West Berlin and stayed popular until after the Wall came down and the “scene” moved on to Prenzlauer Berg and Friedrichshain. But nevertheless, we picked this sleeping treasure for our Thanksgiving dinner with delicious turkey and a pot luck. In commemoration of the division of the city of Berlin the guests were asked to further international

By Sabine Brambach

understanding: the four tables were dedicated to the different sectors (Great Britain, France, the U.S. and Russia). To avert another “cold war” guests at each table were asked to relocate to another “sector” after each course.

Another highlight, and possibly the best-frequented event, was the visit of the exhibition “Art and Cold War / The German Position 1945 to 1989” at the Deutsches Historisches Museum. Berlin Fulbrighter Dorothea Schöne had worked on the production of the Los Angeles County Museum of the Arts during her Fulbright years. Luckily, the museum gave Dorothea the permission to personally guide us through the exhibition. We not only got competent explanations but several amusing anecdotes as well. For instance: who would have thought that the impressive artwork came to Germany right next to a herd of pigs?

Furthermore, this year's May hike took place in June and was a tour of the Saxon Switzerland from Rathen to Kottesteig to Lilienstein and then to the town of Königstein. In addition we also organized a bike tour from the heart of Berlin's Potsdamer Platz to Potsdam itself with a lot of historical information presented along the way.

During the year, our regional chapter also made new friends with the “Netzwerk Amerika-Haus” Berlin and cooperated with the “DAJV” (German American Law Association) for the Fourth of July celebration (their current head is a Fulbrighter as well). We have made it a point to visit their lectures and events, such as the well-organized lecture series “America Reloaded” which takes place at the Hebbel-Theatre.

After all the “firsts” this year, we are looking forward to more “firsts” and “seconds” in the next.

At this point, we would like to say thank you to all the helpers and initiators and in addition point out that the Regional Chapter Berlin is always open for new ideas and suggestions or helping hands.

Having said this, we hope to see you soon!

Halloween;
Photos: Sabine Brambach

Regional Chapter Frankonia

Kill the turkey!

Thanksgiving 2009

By Désirée Doyle

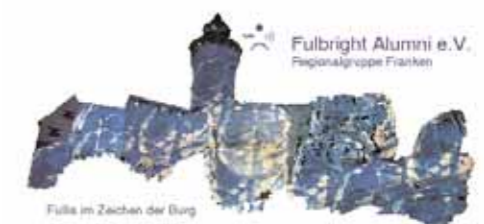
Our Thanksgiving dinner took place at Sandra and Michael's home. As this was the fifth time in a row it starts to become some kind of tradition! Thank you to both of you for having us. Same procedure as every year – we made a potluck out of our Thanksgiving dinner: We had tiramisu from Sebastian and Esther's almond paste cream for dessert. Thomas brought some vegetables, whereas I myself contributed pumpkin soup as a starter and the gravy for our turkey.

But the real work (“Kill the turkey!”) was managed by our hosts: it tasted extraordinarily delicious! There were hardly any leftovers. Sorry folks, no doggy bags!

As our annual Thanksgiving is the biggest event of the Frankonian Chapter, we also welcome our grantees on that occasion and hold our annual chapter elections on that day. For more details visit our regional website: www.fulbright-alumni.de/regional-chapters/franken.

All newcomers, all new faces at our table, received the Frankonian Chapter Mug (showing our new logo). And this was also a little thank you gift to our hosts, who once again made this marvelous event possible.

Anyhow, thanks to everybody who made this dinner an event! By the way: the turkey lost!



Regional Chapter Cologne / Bonn



Klangwelle;
Photo: Ulrich Götz



At the fun fair of “Rhein in Flammen”;
Photos: Timo Klein

Lots of Work... Still Time to Have Fun

By Ulrich Götz, Benjamin Becker, Inga Sellien, and Timo Klein

The fall of 2009 can be summarized in a single word: planning. The regional chapter agreed to organize the Winter Ball 2010 in Bonn (see page 29 for details). Nonetheless, the regional events could be continued. Unlike other chapters Cologne-Bonn comes together every second month for a specific event rather than a monthly Stammtisch.

In September, the new American grantees got a “wet” welcome at the “Klangwelle”, a light, music and fountain show in the center of Bonn. Intermissions were used to search for locations for the Winter Ball.

Following a Cologne tradition, the Thanksgiving Dinner was held in cooperation with the Deutsch-Amerikanische Gesellschaft zu Köln and the Freundeskreis Köln-Indianapolis. This year we met at the Restaurant Consilium with guest of honor Consul General Janice G. Weiner, who is the successor of Matthew Boyse.

As the Fulbright Alumni community was invited to this event by the two associations, we invited them to our Winter Ball gathering in return. We were very pleased that not only the executive director of the Amerikahaus e.V. Eveline Metzen, but also Consul General Weiner followed our invitation to the ball.

Later on, in March, we saw a play together. The title *November* did not really give any hint at the plot: The American president has no money for his re-election campaign. His attempts to press money from the association of turkey producers are interrupted by his ghost-writer, who insists on the president allowing her gay marriage. While the plot itself is extraordinarily funny, the highlight of the play was the actor playing the president: Jochen Busse, who turned red when flaring up (which happened about half the time).

On May 1 we met for the famous “Rhein in Flammen” in Bonn. Bellies were filled at the fun fair, with music from the Spider Murphy Gang in the background. “Dessert” (a raspberry punch) was prepared at the Caesar Building (site of the PowWow 2007). The elevated spot offered a great view of the fireworks.

As this year’s Fourth of July was on a Sunday, we could meet on the day for our big barbecue event. The garden area of the Akademie für Internationale Bildung provided a great spot for this party. As last year, this event was also being used as a Farewell-Party for the new Fulbright scholars 2010/11.

In addition to our bimonthly events, we are happy to announce events of the Amerikahaus e.V. This year’s topics and speakers



U.S. Ambassador Murphy in Cologne;
Photo: Timo Klein

have thus far covered a wide range of issues. To name only two: Nobel Peace prize laureate Dr. Adil Najam spoke on the topic “After the Copenhagen Climate Summit. What is to be done?” and U.S. Ambassador Philip D. Murphy discussed current U.S. political topics with the audience, including the oil leakage and the health care reform.

We feel that our combination of fun and informative events offers just the right mix for the Fulbright spirit. But why not join in and find out for yourself?



Thanksgiving Dinner with Consul General Weiner (third from left), Hartwig Prüßmann (left) and Volkmar Schultz (right). Prüßmann and Schultz were the hosts of the event;
Photo: Ulrich Götz



Food and drink at the 4th of July BBQ;
Photo: Fulbright Regional Chapter Leipzig



In the city;
Photo: Denis Nickolai

Regional Chapter Leipzig

An Update

By Tilman Schenk

It's been more than a year now that Doreen Schöffel had taken the initiative to revitalize the regional chapter Leipzig (see Frankly 20/2009). Well, life goes on, and Doreen has meanwhile (temporarily?) emigrated to Canada. Nevertheless, the Leipzig Chapter continues to meet every third Tuesday of the month to check out the local bars, of which Leipzig offers plenty. It might take us several years to just make it down the famous Karl-Liebknecht-Straße!

We are still a rather small group, but with an exciting mixture of occupations and ideas! We already had American Fulbrighters joining us and some "new" German Returnees, and we would love to get in contact with more current and alumni Fulbrighters – so if you live in the Leipzig/Halle area and would like to get involved, feel free to write to [rc.leipzig\(at\)fulbright-alumni.de](mailto:rc.leipzig(at)fulbright-alumni.de) or give me a call at 0160/96731712, and I will put you on the list.

For a change, we decided to celebrate the 1st anniversary of the new RC Leipzig (somewhat tardy) with an extensive American style BBQ, complete with giant burgers, hot dogs, corn cobs, and home-made brownies, which was a lot of fun! Curious to see what other ideas for get-togethers we have? Well, you know what to do! See you soon!



Founders' picnic; Photo: Johannes Heym

Regional Chapter Mannheim / Heidelberg

The Youngest of All!

By Benjamin Pflieger

Welcome to the regional chapter Mannheim/Heidelberg.

We are the youngest regional chapter of the Fulbright Alumni Association and were "born" in March 2010. The region around Mannheim/Heidelberg is one of the most important economic and cultural centers in Germany. Additionally, given our world-renowned universities and research institutions, Mannheim/Heidelberg is an internationally well-known location for scientists and young academics.

Our newly founded regional chapter wants to benefit from these centers of excellence. We want to meet regularly in the Mannheim/Heidelberg area to get to know other German Fulbright alumni, connect with current grantees, and welcome anyone who is interested in the Fulbright experience. Our goal is to foster mutual understanding, further promote

individual and personal exchanges across national borders and keep the Fulbright spirit alive.

Our recent activities since March have all been very special. We watched the soccer World Cup together, went to bars and clubs, and celebrated the Fourth of July always getting to know each other better. Above all, we want to have fun ... once you are a Fulbrighter, you are a Fulbrighter for life! Join us ... and let us continue our Fulbright experience.

If you would like to be added to our mailing list, please send me an email.

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Guess where and when?
Photo: Andreas Schoberth



February;
Photo: Anne König



August;
Photos: Florian Kühnel

Regional Chapter Munich

A Year in the Life of the Munich Fulbrighter

By Florian Kühnel

This past year has been awesome! As is every year in Munich, the hottest town in southern Germany. Let me tell you what super fun activities the Fulbright Alumni Munich organized in the past 12 months:

- **August:** Munich Fulbrighters washed away the summer heat canyoning down a wild and rocky creek.
- **September:** The PowWow 2009 change(at)crisis was held in Munich including a fascinating conference, savory dinner, and the best party in town.
- **October:** Guess where the Munich Stammtisch was held in October? That's right – Oktoberfest!
- **November:** Thanksgiving Day was observed by devouring insane amounts of food at our traditional Kill-the-Turkey feast.
- **December:** Many a Fulbrighter received a rather useless item at our Wichtel (gift swapping) Stammtisch just before the holidays.
- **January:** A huge group of Munich Fulbrighters rushed to Bonn to dance the night away at the association's annual Winter Ball.

- **February:** February was a busy month! Snowtubing, skiing and a Superbowl party kept the adrenaline level high.
- **March:** An invite to the Poetry Slam at BMW Welt on our newsletter proved that we don't neglect cultural events.
- **April:** Crazy April weather made our biking trip along the river Isar less successful than we would have liked.
- **May:** Munich Fulbrighters and friends from other exchange organizations showed smooth moves at a bowling party.
- **June:** Those on a tour atop the famous roof of the 1972 olympic stadium had a chance to touch the sky, while those attending a tour of the construction site of a new traffic tunnel were stuck in mud.
- **July:** Independence Day was, of course, celebrated by BBQ-ing with friends.
- **August:** Another outdoor event in August got a new year started!

I have a feeling that next year will be even better and I am already looking forward to future activities in addition to our regular Stammtisch, movie theater visits and the many things Munich Fulbrighters come up with. Come and join in!



Now, you've read what they have done this past year. To find out what's in store for the next and to participate, contact your nearest regional chapter.

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Regional Chapter Stuttgart / Southwest

Sailing

By Gerhard Geiß

It's been two years now since I had my initiation to sailing. Of course it was organized by one of the Fulbright Alumni Lake Constance team, i.e. Dirk and Matthias. This year it was Dirk's turn. Many thanks to both of them.

The forecast announced a sunny and hot weekend. Therefore the essential equipment for survival seemed to be sun lotion during daytime and some insect repellent for dusk. Of course this was not the only prerequisite, and the complete checklist for preparation was of great help.

After arrival in the harbor of Kressbronn-Gohren on Friday July 9, my mood changed quite fast from work to recreation and the excitement for the two days to come. The three boats for the eighteen registered participants were 36 and 38 foot in length. On arrival everybody was busy finding their boat, meet the crew, the skipper, and co-skipper.

Since it was still very close to 30 degrees Celsius, we asked the other team for ice to speed up the fridge and have a cold beer available for our spaghetti Bolognese dinner.

Afterward the relaxing part of the day started. It began with one boat turning up the music and special light effects, then people migrating from one of the three boats to the next chatting about all the important things in life, and sipping a cocktail or two in between.

Our official agenda for Saturday morning stated "Frühstart" at 8 am. Fortunately none of the alarm clocks involved was working correctly. Therefore all three crews could get ready and enjoy breakfast with fresh rolls from the nearby bakery on the camping ground.



Around 11 a.m. the boats were cleared and left the harbor. As expected it was again a perfect sunny day, but not perfect for sailing. On a normal sailing trip it is the standard procedure to set sails for a different Saturday night harbor, but this weekend it had already been decided to return to Gohren to support the German soccer team in their match for third place. Therefore we did not have the pressure to meet a target and agreed to the proposal of our skipper to go for Lindau. This is the right time to mention that we were on a so called motor sailor. With this additional feature we headed southeast.

Halfway to Lindau we dropped anchor close to the coast and jumped into the lake and after one hour of cooling down the cruise continued to the harbor of Lindau. In the evening we found out Dirk's crew went into Lindau for some shopping but we had more intentions to go for the on board lunch on our way back. And right after some tomatoes with mozzarella there it was: wind. Not a strong breeze, but enough to sail and start some basic explanations and exercises for us beginners. Finally the wind became stronger and was also worth while for the experienced.

After some beats it was necessary to return to the harbor to get in shape for the soccer game. Reservations had been made in advance, and the game Uruguay vs. Germany proved to be entertaining until the very end, with a final result of 2:3. During the game a thunderstorm passed but bulkheads were closed and rain stopped soon.

Now it was again time for another real relaxing part of the day. It started with one boat turning up the music... However there was this newly designed German fan cocktail which had a stable black/red/gold sequence of colors in the glass. It left some impression on me. I think Andreas has a patent pending ...

On Sunday morning we learned some nautical knots and exercised the important "man overboard" maneuver. Thanks to both skippers for being patient with us rookies. In the afternoon the winds were not as promising as the day before, and it was even announced that they would become dangerous later on. Therefore it was possible to set priority on the necessary work and duties of the handover. The most critical part was of course done by the skippers themselves. Meanwhile, the other crew members got ready for leaving the boat. Before returning to our ordinary lives we alleviated the reverse cultural shock with a farewell drink at the bistro thus ending a perfect weekend by the lake.

Living the Questions: Representing the U.S.

By Lakshmi Eassey



*“Be patient toward all that is unsolved in your heart
and try to love the questions themselves.
Do not now seek the answers, which cannot be given to you
because you would not be able to live them.
And the point is to live everything. Live the questions”*

– Rainer Maria Rilke
(Austro-German lyric poet, author of *Duino Elegies* and *Sonnets to Orpheus*)

Who are the biggest lobbyists? How does the election affect non-white Americans and “The American Dream”? How are the candidates appealing to young people? Why is this a historic election? What are issues Americans care about? Who are you voting for and why? Who gets to vote? Is race still an issue in America? These were just some of the many questions posed to me by students I spoke to through the U.S. Embassy “MeetUS” program. The program aimed to bring U.S. citizens into German classrooms to talk about issues such as race, politics and the U.S. electoral system. It provided an open forum for me to learn more about Germany as well as for others to learn more about the U.S. and Americans, face to face.

Most of my day as an English teaching assistant in primary school was occupied by more mundane questions, like “how do you spell ‘suitcase’”, and “where should I put my cardboard?” I assisted teachers quiet their classes long enough to explain basic concepts such as blue and yellow paint mixed together create green, and other lessons about the lives of hamsters, planting seeds and, of course, the English language.

The classes I taught over the course of the year, and their personalities, have remained with me, as have their “goodbye” books. But some of my favorite memories of Germany went beyond the primary school classroom and took me to new places in Hamburg, Schwerin, Rostock and Stralsund. In

Hamburg I engaged in a discussion with high school students on race in America; in Schwerin, I presented on the U.S. electoral system to a series of classes; in Rostock I assisted with debriefing a film and finally, in the tiny town of Stralsund, I spoke to an auditorium full of high school students regarding the U.S. elections. What I enjoyed most about these visits was not only to discuss important issues with curious students, but also the opportunity to spend time with the teachers who hosted me. To hear about their perspectives of when the wall came down and how Germany has changed since then, to see firsthand the architectural changes and to watch their family videos.

As a woman of multi-racial descent (my father is from India and my mother is half Italian and half Polish/Jewish), in some ways, I felt as though I was able to physically represent the diversity of the U.S., and because I spent some time working on the Obama campaign and I arrived in September 2008, most of my initial presentations revolved around the U.S. presidential elections. I attempted to explain the process in a way that made sense to someone seeing it for the first time and in the process of teaching others I became more comfortable with the material and the many questions from students and professors alike.

With the myriad of questions, some I was able to answer, some that still stump me to this day, I have come to appreciate the process of questioning or living with the questions themselves. Living the question is something I hope Fulbrighters and those interacting with new and different cultures are able to continue to do.

Lakshmi Eassey is a graduate of Pitzer College. She was a 2008-2009 English Teaching Assistant at a primary school in Hamburg. After her Fulbright year she worked with Indicorps, an NGO in Ahmedabad, India for a year and she is now a freelance journalist in India.



Leassey at school;
Photo: Josie Saracino



Students tasting rice;
Photo: Josie Saracino

The Fulbright Diversity Initiative

By Benjamin Becker



Award Ceremony with Ambassador Murphy and Dr. Rolf Hoffmann, Executive Director of the Fulbright Commission; Photo: Fulbright Commission Germany

The German Fulbright Alumni Association supports the Fulbright Diversity Initiative, now in its fourth year. The program was designed to introduce Germans with diverse ethnic or migration backgrounds to international academic exchange, as they are traditionally underrepresented in these types of programs. According to Dr. Rolf Hoffmann, executive director of the German-American Fulbright Commission, only about one percent of each year's Fulbright grantees come from families with a migration background.

In the summer of 2009, twenty students from various academic backgrounds participated in the Fulbright Diversity Initiative, twenty of whom took part in the Fulbright Diversity Program at the University of Kentucky at Lexington (UK). This five-week summer program enables students to join university classes specifically tailored for the program and gets them involved in community service activities thereby providing ample opportunity for the development of intercultural competence and the refinement of their English skills.

Interaction with American students was facilitated by the parallel beginning of the university's academic year. This enabled participants to take part in a variety of campus activities for new students. They were immersed in the bustle of UK's FUSION Week, experienced the university's welcome ceremony in the football stadium, and made great use of the many opportunities for getting to know other UK students.

In the weeks to follow, the diversity students attended a range of special classes emphasizing communication skills, including instruction in cross-cultural communication, oral presentations, formal writing skills as well as preparation for the TOEFL. The academic program encompassed a variety

of subjects such as U.S. History, American Literature, Sociology, U.S. Politics and Government.

Extracurricular activities introduced the visitors to baseball matches, community service, and included educational excursions. The students' feedback couldn't have been more positive.

The students' experience was topped by the ceremonial hand-over of their

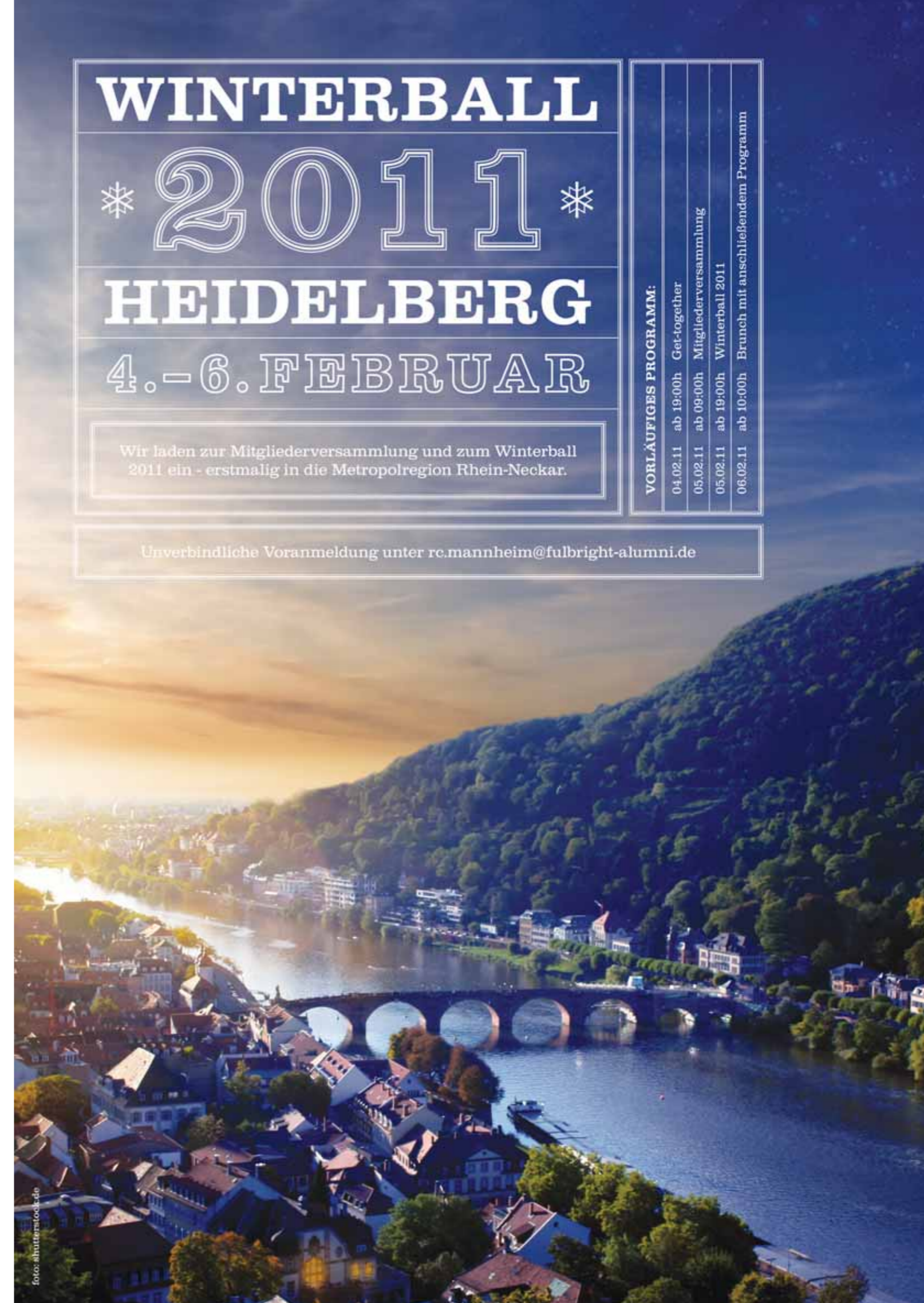
program certificates by U.S. Ambassador Philip Murphy at the traditional Thanksgiving Dinner hosted by the Fulbright Commission (in cooperation with DAAD and the Alexander von Humboldt Foundation) on Nov. 24, 2009 in Berlin.

In his keynote address, Ambassador Murphy stressed the importance of exchange programs, calling them crucial to maintaining the historically strong ties between the U.S. and Germany and particularly for meeting today's global challenges. He specifically expressed his support for the Fulbright program, including Senator William Fulbright into his list of personal heroes.

The Fulbright Diversity Initiative is the only German program which specifically supports students with a migration background, and therefore students who would otherwise 'fall through the grid' of the academic exchange system. It is financed by the Fulbright Commission and the Association of Friends and Sponsors of the German-American Fulbright Program (VFF). The Fulbright Alumni Association is proud to be one of the largest individual sponsors (in the form of an annual donation to the VFF), and we will do our very best to continue our support of this unique program.



The participants at the University of Kentucky; Photo: Fulbright Commission Germany



WINTERBALL

2011

HEIDELBERG

4.-6.FEBRUAR

Wir laden zur Mitgliederversammlung und zum Winterball 2011 ein - erstmalig in die Metropolregion Rhein-Neckar.

Unverbindliche Voranmeldung unter re.mannheim@fulbright-alumni.de

VORLÄUFIGES PROGRAMM:

04.02.11 ab 19:00h Get-together

05.02.11 ab 09:00h Mitgliederversammlung

05.02.11 ab 19:00h Winterball 2011

06.02.11 ab 10:00h Brunch mit anschließendem Programm