The Winter Institute for Intercultural Communication

REGISTRATION GUIDE

Register Today!

Experience difference.

The Winter Institute for Intercultural Communication
March 12–15, 2014 • Charlotte, North Carolina

For more information contact: Intercultural Communication Institute
503-297-4622 • www.intercultural.org

Offered in Partnership with Wake Forest University

Wake Forest University
Overview:

Recognizing the opportunity to leverage the world renowned reputations of Wake Forest and the Intercultural Communication Institute, the two organizations are co-sponsoring the Winter Institute for Intercultural Communication with the goal of offering a robust professional development opportunity in the southern United States for those working or interested in the field of intercultural communication.

The Winter Institute is a four-day professional development conference that will be held at the Wake Forest University Charlotte Center, March 12-15, 2014. The inaugural Winter Institute is a shortened format of the Summer Institute for Intercultural Communication (SIIC), which has been hosted in Portland, Oregon for more than 30 years.

The Winter Institute offers a broad range of professional development opportunities for people working in education, training, business, and consulting, in both international and domestic intercultural contexts. One of the premier gatherings of professionals in the field of intercultural communication, Winter Institute presents a unique opportunity to explore the field and network with others in a stimulating and supportive environment.

Attendees will select from a variety of 3 day and 1 day workshops. To learn more about each class, please click on the class title or scroll down.

In this guide you will find:

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About the Hosts

The Intercultural Communication Institute (ICI)

The Intercultural Communication Institute (ICI) is a nonprofit charity with the mission of fostering an awareness and appreciation of cultural difference in both the international and domestic arenas. ICI was founded by Janet Bennett and Milton Bennett in fulfillment of the vision of Stanton D. Bennett, an international businessman whose life reflected a commitment to world peace, hospitality to foreign visitors, and generous support for education. Janet Bennett serves as the executive director, and the ICI board is composed of Janet Bennett, Sandra Fowler, Margaret Pusch, and Gordon Watanabe.

ICI is based on the belief that we share an ethical commitment to further intercultural work that has been shown to contribute to better understanding and reduced conflict among people of different cultures. In addition to sponsoring SIIC as part of this mission, ICI maintains an extensive research library available year-round for intercultural scholars and practitioners, conducts a graduate degree program and a certificate program, provides referrals and information on intercultural topics, and supports professional activities in the field.

ICI has academic relationships with the University of the Pacific in Stockton, California, which co-sponsors the Master of Arts in Intercultural Relations program, and with Portland State University, which offers credit for SIIC courses. Portland State University and ICI also collaborate to offer an Intercultural Training Certificate. In addition, ICI has professional partnerships with the Kozai Group, Cultural Detective®, the Intercultural Resource Corporation, Executive Diversity Services, and Aperian Global.

Wake Forest University, Office of Diversity & Inclusion (ODI)

The Office of Diversity and Inclusion was established in 2009 to develop and articulate the institutional approach to fostering a diverse and inclusive campus community. Through programs that embrace difference as a means to cultural enrichment and engagement, ODI upholds the Wake Forest tradition of challenging the way University constituents think; educate students; communicate with peers and colleagues; approach recruitment and retention; and work together.

The primary goals of the office are to align faculty, staff and student leaders to establish institutional commitment to diversity as a catalyst for educational excellence in the campus, local, and broader communities; to enhance faculty diversity representation by devising recruitment & retention strategies that cultivate cultural competence & inclusion; to proffer cultural competence education programs & hiring policies that build a diverse and engaged staff constituency; to equip students to work and lead in a global society by increasing student diversity representation, facilitating cultural immersion and instituting curricular expansion; and to develop a framework of performance indicators to establish priorities, monitor impact, evaluate resource allocation, and acknowledge key accomplishments.
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Wake Forest University – Charlotte Center

The 30,000 square foot Wake Forest University Charlotte Center was designed to accommodate the Wake Forest Schools of Business Charlotte MBA programs and serves as an educational and gathering space for current students and alumni in the Charlotte area. Located on North College Street, the Charlotte Center is in close proximity to some of Charlotte’s most influential businesses and corporations providing convenience for the busy working professionals enrolled in our programs.

The cutting-edge, urban design of the Charlotte Center encourages collaboration and accommodates technology conducive to the educational program the school provides. To allow for flexibility, classrooms can be divided into group work areas. The two lecture rooms are equipped to stream video back and forth with the Reynolda Campus. The Charlotte Center also includes a state-of-the-art boardroom, atrium, catering kitchen and interactive learning labs. The emphasis on group learning is encouraged outside classrooms with laptop workstations and seating areas grouped for discussion.

Hotel Information
Holiday Inn Charlotte – City Center
230 North College Street
Charlotte, NC 28202
(704) 335-5400 or 1-800- HOLIDAY

As one of the top hotels in the fashionable Uptown area, the Holiday Inn® Charlotte Center City offers a terrific location that is just eight miles from Charlotte Douglas Airport (CLT) and adjacent to the Wake Forest University Charlotte Center.

A special rate of $120/night (plus taxes) has been negotiated for Winter Institute participants. Upon registering, participants will receive a special code to use when making hotel reservations. The Winter Institute room block and special rate will be available through February 9, 2013.

A special reservation code will be provided via email upon workshop registration.
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Travel & Parking Information

Air Travel

Charlotte Douglas International Airport in Charlotte, N.C. (airport code CLT)
The Schools of Business is approximately a 25-minute drive from the Charlotte Douglas International
Airport in Charlotte. Most major airlines serve the Charlotte Douglas International Airport.

Auto Travel

Via I-77 South

Exit I-77 at exit 10-C (5th Street/Trade Street). Turn left onto 5th Street and follow 5th Street to the
seventh traffic light which will be College Street. Turn left onto College Street and we are located on
your right at 200 North College Street. (Hotel is located at 6th and College Streets on the right.)

Via I-77 North

Exit I-77 at exit 10 (Trade Street). At the bottom of the ramp, turn right onto Trade Street. Follow Trade
Street to the sixth traffic light which will be College Street. Turn left onto College Street and we are
located on your right at 200 North College Street. (Hotel is located at 6th and College Streets on the right.)

Via I-85

Exit I-85 at exit 38. Follow the signs to I-77 South and follow the I-77 South directions listed above.

Light Rail Travel

CTC/Arena Station: Head northeast toward E 5th St.; turn left onto E 5th St.; and turn right onto N College
St (destination will be on the right)

7th Street Station: Head southwest toward E 6th St.; turn right onto E 6th St.; and turn left onto N College
St (destination will be on the left)

Parking

The Wake Forest University Charlotte Center parking garage is located on 200 North College Street,
Charlotte, NC 28202. Please enter the garage from either the 5th Street or 6th Street side. The cost to
park in the garage is $2.00 for every twenty minutes (beyond two hours the cost of parking will be
$16.00, equivalent to a full day). (The Holiday Inn offers self-parking to guests for $16/day with
unlimited in and out privileges.)
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Schedule of Classes

March 12-14, 2014
(Each class will be held from 9:00 a.m. to 5:00 p.m. Wednesday through Friday)

1. China: Encountering the Culture of a Rising Power
   George Renwick
2. Defining, Developing, and Diffusing Difficult Dialogues
   Donna Stringer, Andy Reynolds
3. Teaching Others to Navigate Cultural Complexity
   Janet Bennett
4. Emotional Intelligence and Diversity
   Lee Gardenswartz
5. Resolving Diversity Issues on Campus
   Terrell Jones
6. Diversity as a Strategic Change Process
   Anita Rowe

March 15, 2014
(Each class will be held from 9:00 a.m. to 5:00 p.m. on Saturday)

7. Intercultural Pedagogy: Teaching Every Student
   Catherine Ross
   Donna Stringer, Andy Reynolds
9. Team Effectiveness
   Lee Gardenswartz, Anita Rowe
10. Advancing International and Diversity Collaboration: A New Paradigm and Pathway
    Barbee Oakes, Kline Harrison
11. Curiosity: The Cornerstone of Cultural Competence
    Janet Bennett

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Course Descriptions

Three-Day Workshops

1. China: Encountering the Culture of a Rising Power
   *(George Renwick)*

What if China succeeds? What is really going on now inside China? How can we understand the cultural differences that have an impact on Chinese relations with foreigners? How can we teach, train, and work with the Chinese more effectively? These questions are of concern to educators, corporate managers, diplomats, social service personnel, and interculturalists—China is challenging all of us. This workshop focuses on the fundamental realities of China today, illustrated by real-life stories and case studies of intercultural work with Chinese and Westerners in China.

Participants will have an opportunity to:

- Review the 20 best books on China, including history, philosophy, religion, political system, intercultural communication, daily life, alternative futures for China, and culture-revealing biographies and novels
- Gain an understanding of the fundamental realities of China today through interculturally-based stories and case studies

This workshop is designed for educators, corporate managers, diplomats, social service personnel, and intercultural trainers.

**Dr. George Renwick** has been working with Chinese and Western personnel for 30 years, beginning in Hong Kong where he was on the faculty of the Chinese University of Hong Kong and Director of the Summer School at New Asia College. Dr. Renwick has completed assignments focusing on China for organizations in 15 cities across the United States. Since 1982 he has returned frequently to China and worked closely with Chinese and Western personnel for organizations in Beijing, Shanghai, Guangzhou, Tianjin, Qinhuangdao, Hong Kong, Taipei and Taichung.

2. Defining, Developing, and Defusing Difficult Dialogues
   *(Donna Stringer & Andy Reynolds)*

“Can’t we all just get along?” might be the desire, yet dealing with differences is not that easy. Unacknowledged bias, preconceived notions, and emotions such as fear can block communication and the ability to leverage diversity. Using three core conceptual models (Contact Theory, Emotional Intelligence, and Stereotype Threat), this interactive workshop will offer effective tools and guide you through self-awareness exercises and challenging dialogues about real life cross-cultural issues. Finally, through a mix of lectures, case studies, and assessments, you will identify practical uses for
this information and skill set in your personal and professional life. Please note: participants will need access to the Internet Wednesday evening for a 30-40 minute homework assignment.

Participants will have the opportunity to:

· Identify practical uses for defusing difficult dialogues in personal and professional situations
· Develop skills to lessen the complexities of difficult dialogues

This workshop is designed for anyone wishing to increase intercultural competence and comfort with difficult dialogues, whether in training, education, coaching, or management; and teachers helping students increase effectiveness in diverse environments.

Dr. Donna M. Stringer is a cross-cultural consultant and Founder Emeritus of Executive Diversity Services (EDS), an organization development company specializing in cross-cultural issues, located in Seattle. She co-authored 52 Activities for Exploring Values Differences and 52 Activities for Improving Cross-Cultural Communication and has written an article for the 2012 Pfeiffer Annual Training Series on preparing global leaders.

Andy Reynolds, president of Andy Reynolds & Associates, has more than two decades of experience consulting, teaching, and training in race and gender relations, workplace diversity, and customer service, working with a variety of corporations, nonprofits, and educational institutions.

3. Teaching Others to Navigate Cultural Complexity
(Janet Bennett)

Remember when intercultural training generally consisted of perception experiences, encounter group activities, and nonverbal exercises? Then, a stimulating simulation, and the day was over. Intercultural training has changed. Now we know a bit more about what we don’t know, and a bit more about some things we need to know.

We know now more vividly than ever, that our training rooms are limitlessly diverse. Whether in organizational training or higher education, we no longer have the luxury of facing a group of learners who share our worldview, our cultural norms or even our language. And yet we persist in teaching others to navigate cultural complexity, idealistic in our ambitions, yet realistic about the possibilities.

This workshop will explore the complexity of teaching others to navigate these enchanting and challenging waters. We will examine:

· Selection criteria for teaching and training methods (Does this seemingly terrific activity address the issue at hand?)
· Strategies for facilitating skill practice for communication styles and cognitive styles (Can you really teach people to be indirect? How can you facilitate their understanding of a totally different thinking style?)
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- Approaches to discussing cultural identity issues (Do we really have to compromise who we are to be cross-culturally effective?)
- Methods for assessing learning in short training programs (If the program isn’t long enough to justify pre-post testing, how can we know they learned what we planned?)

In a highly interactive dialogue, this workshop will allow all of us to think about some of the more complex issues of our field, and enjoy our shared recognition of the pleasures and pitfalls of our intercultural work.

Dr. Janet Bennett is Executive Director of the Intercultural Communication Institute, sponsor of the Summer Institute for Intercultural Communication, and director of the Master of Arts Degree in Intercultural Relations, jointly offered by ICI and the University of the Pacific. She specializes in developing intercultural competence programs, both domestically and internationally, teaches in the Training and Development Program at Portland State University, and is currently editing the SAGE Encyclopedia of Intercultural Competence.

4. Emotional Intelligence and Diversity: Building the Intrapersonal Infrastructure for Interpersonal and Organizational Effectiveness (Lee Gardenswartz)

An emotional response is often at the heart of interpersonal and organizational roadblocks to diversity culture change. This workshop applies the concepts of emotional intelligence to address the essential dilemma of diversity: dealing positively with the inherently threatening existence of “people different from us.” While this model was designed with a U.S. audience in mind, it has been used and adapted worldwide.

Participants will have the opportunity to:

- Learn about the specific aspects of emotional intelligence critical for success in diverse environments
- Understand Emotional Intelligence and Diversity (EID) and how they shape both personal and professional behavior
- Use tools to increase competence in the four component areas of EID
- Gain insight about their own strengths and areas for development

This workshop is designed for change agents and those in charge of professional development, leadership, and personal transformation in organizations; HR leaders and those who plan and lead diversity initiatives; and trainers and consultants who wish to use concepts and techniques of emotional intelligence in their work.

Dr. Lee Gardenswartz, a partner in Gardenswartz & Rowe, has been consulting with organizations regarding diversity since 1977. She is the co-author of several well-known books, including Managing Diversity: A Complete Desk Reference and Planning Guide.
5. Resolving Diversity Issues on Campus
(Terrell Jones)

Situations and events that involve diversity related conflicts, learning opportunities and teachable moments are an inevitable part of any campus environment. This highly interactive session will focus on both proactive and reactive practices and actions, as well as individual and institutional responses. We will use a variety of learning techniques including case studies, personal experiences, lectures, videos, role-plays, and simulations.

Participants will have the opportunity to:

- Reflect and practice interventions and applications that enable institutions of higher education to assist students in developing 21st century skills
- Learn conflict resolution applications and diversity appreciations

This workshop is designed for administrators, staff, and faculty working with diverse groups of students, staff, and faculty; and academic support staff with direct responsibility for addressing diversity issues on campus and in the surrounding community.

Dr. W. Terrell Jones is the vice provost for educational equity at Pennsylvania State University, where he is also an affiliate faculty member of the African American Studies and Counselor Education departments. Terrell is an active trainer and speaker on diversity-related topics and programs for schools and colleges and other public and private institutions.

6. Diversity as a Strategic Change Process
(Anita Rowe)

Gaining maximum advantage from diversity requires much more than training. Diversity can best provide a strategic advantage when it is handled as a long-term organizational change process. This workshop will help participants grapple with the seven steps necessary to achieve meaningful culture change, and develop a strategy for creating a culture of inclusion that is suitable and relevant to each participant’s unique organization.

Participants will have the opportunity to:

- Apply an approach to getting buy-in at all levels of the organization
- Learn to develop a productive diversity task force/council
- Gain keys for designing effective diversity training based on both awareness and skills
- Develop clear evaluation and measurement techniques and processes
- Experience designing a change initiative

The workshop is designed for intercultural consultants, diversity coordinators, diversity council members and trainers, human resource professionals, or anyone who has the responsibility for leading and implementing a diversity strategy.
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Dr. Anita Rowe is a partner in Gardenswartz & Rowe, a diversity consulting company, and the co-author of a series of books on diversity themes, including Managing Diversity: A Complete Desk Reference and Planning Guide and The Global Diversity Desk Reference: Managing an International Workforce.

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One-Day Workshops

7. Intercultural Pedagogy: Teaching Every Student
   (Catherine Ross)

What does teaching inclusively mean? How can pedagogy contain cultural bias? Is there a way to teach all students and still teach every student? Is the problem of “underprepared” students really the problem? These are some of the questions we will explore in our day together as we examine proven learning principles and classroom techniques that support learning for all of our students.

Participants will have the opportunity to:

- Identify assumptions about learning that underlie various commonly used higher education pedagogies
- Use critical learning research to identify best practices in inclusive teaching
- Apply these best practices to their own teaching and pedagogy
- Design ways of assessing the impact of their pedagogical choices on student learning and on the classroom climate for learning

This workshop is designed for anyone who teaches or facilitates in a higher education setting.

Dr. Catherine Ross has been working in higher education as an instructor teaching Russian, ESL, and Linguistics, and as the Director of the Teaching and Learning Center at Wake Forest University supporting graduate teaching assistants and faculty in their teaching development. She received her Ph.D. in Russian and Foreign Language Teaching from the University of Texas at Austin, and has taught at universities across the United States, in Japan, and the Ukraine, and has worked with faculty at two universities in Saudi Arabia.


Values may be stated or unstated, conscious or unconscious, subtle or overt—and they always result in behaviors that the actor believes is “right.” When two “rights” collide, intercultural misunderstanding and/or conflict often occur. This class will begin with a framework for understanding intercultural values, examine the current research on cultural values, and introduce the latest instruments being used for measuring values. Participants will then apply this information
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to differences across gender culture, generational culture, national culture, and ethnic culture using exercises from 52 Activities for Exploring Values Differences.

Participants will have the opportunity to:
- Understand the underlying value systems of students and clients
- Experience interactive exercises for exploring values
- Learn about the most current instruments for measuring values and the most current cross-cultural values data
- Participate in exercises that explore personal, organizational, and national values

This workshop is designed for trainers, educators, coaches, or managers; or anyone wishing to increase their own intercultural competence.

Dr. Donna M. Stringer is a cross-cultural consultant and Founder Emeritus of Executive Diversity Services (EDS), an organization development company specializing in cross-cultural issues, located in Seattle. She co-authored 52 Activities for Exploring Values Differences and 52 Activities for Improving Cross-Cultural Communication and has written an article for the 2012 Pfeiffer Annual Training Series on preparing global leaders.

Andy Reynolds, president of Andy Reynolds & Associates, has more than two decades of experience consulting, teaching, and training in race and gender relations, workplace diversity, and customer service, working with a variety of corporations, nonprofits, and educational institutions.

9. Team Effectiveness
(Lee Gardenswartz, Anita Rowe)

Much of the work of organizations is accomplished in teams. When these groups face challenges in leveraging differences and become dysfunctional, both productivity and morale suffer. However, when teams can apply Emotional Intelligence and Diversity (EID) to develop a team’s infrastructure, both relationships and task accomplishment are enhanced. This session helps managers, team leaders, and team members apply a framework for teambuilding and use the four EID components to increase the teams’ effectiveness and team members’ satisfaction.

Participants will have the opportunity to:
- Develop key EID competencies for effective team functioning
- Gain knowledge and skills to develop emotionally intelligent team environments that leverage diversity
- Apply tools that build Affirmative Introspection, Self-Governance, Intercultural Literacy, and Social Architecting in team interactions and operations

This workshop is intended for managers of diverse teams/groups, team leaders, members of diverse workgroups, and consultants and trainers who conduct team building interventions.
10. Advancing International and Diversity Collaboration: A New Paradigm and Pathway

*(Barbee Oakes, J. Kline Harrison)*

While educators often share a mission to have interculturally and globally competent graduates, collaboration between international and diversity offices has been minimal at best. One barrier to such collaboration is the lack of a common language that reflects the corresponding goals of these two entities. The language referring to campus diversity varies widely, including such terms as *multiculturalism*, *cross-culturalism*, *interculturalism*, and *transculturalism*.

This workshop will briefly describe and contrast those terms and their parameters, proposing *intercross-culturalism* — a new, more encompassing term adopted by Wake Forest University — as an ethos that fosters inclusivity of all cultural intersections and distinctions. We will explore the development of an intercross-cultural mindset.

Participants will have the opportunity to:

- Assess how both global and diversity efforts at colleges and universities will benefit from the intercross-cultural paradigm, as well as how it enhances the broader educational mission.
- Examine the aspiration and progress towards an intercross-cultural campus community using Wake Forest University as a case study.

This workshop is designed for those interested in and/or responsible for global and domestic diversity initiatives at colleges, universities, or other organizations.

*Dr. Barbee Myers Oakes* is the Assistant Provost for Diversity and Inclusion at Wake Forest University. Named by Diverse Issues in Higher Education Magazine as one of “25 Women Making A Difference” in higher education, Oakes is the architect of Wake Forest University’s first strategic plan for diversity and inclusion. Since her appointment in 2009, she has created a leadership infrastructure that engages the entire campus community in transforming the institutional culture. Oakes was the director of the Office of Multicultural Affairs at Wake Forest from 1995-2009. She held faculty appointments at Wake Forest, Arizona State University, and Penn State University from 1985-1995 and is the co-author of seven textbooks.
Dr. J. Kline Harrison is the associate provost for global affairs at Wake Forest University, where he also serves as the Kemper Professor of Business in the Schools of Business. Prior to becoming associate provost, he served as an associate dean in the undergraduate business school where he also taught courses in organizational behavior and international business. He received his undergraduate degree in organizational management from the University of Virginia and his doctorate from the University of Maryland.

11. Curiosity: The Cornerstone of Intercultural Competence

(Janet Bennett)

Seeing ourselves as members of a world community and knowing that we share the future with others, requires powerful forms of intercultural competence.

Recent research has suggested that the key variable in developing intercultural competence is curiosity about cultural differences. Americans have a saying that “Curiosity killed the cat.” But conceivably, in intercultural relations, a lack of curiosity is more of a problem.

As training or education professionals, we are frequently asked to prepare others for competent interaction across cultures, perhaps to think as “global souls,” as Pico Iyer describes it. We will explore the centrality of intercultural curiosity in our work. Attendees will receive a collection of exercises useful for teaching curiosity in the intercultural context.

Participants will have the opportunity to:

- Define curiosity exactly for the educational context
- Identify strategies for teaching and training others to be interculturally curious
- Examine how curiosity enhances intercultural experience
- Explore how we can be respectfully curious

This workshop is designed for those who teach, train, coach, facilitate or otherwise tend to ask “What’s this all about?”

Dr. Janet Bennett is Executive Director of the Intercultural Communication Institute, sponsor of the Summer Institute for Intercultural Communication, and director of the Master of Arts Degree in Intercultural Relations, jointly offered by ICI and the University of the Pacific. She specializes in developing intercultural competence programs, both domestically and internationally, teaches in the Training and Development Program at Portland State University, and is currently editing the SAGE Encyclopedia of Intercultural Competence.

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Faculty Biographies

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Dr. Lee Gardenswartz, a partner in Gardenswartz & Rowe, has been consulting with organizations regarding diversity since 1977. She is the co-author of several well-known books, including Managing Diversity: A Complete Desk Reference and Planning Guide.

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Contact Information

For questions regarding registration, please contact:

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Wake Forest University
1834 Wake Forest Road, Box 7301
Winston Salem, NC 27109
Phone: 336.758.4917
herdosm@wfu.edu

For general information regarding the Summer or Winter Institute for Intercultural Communication, please contact:

**Kelli Fritsche**
Intercultural Communication Institute
8835 SW Canyon Lane, Suite 238
Portland, OR, 97225
Phone: 503.297.4622
kelli@intercultural.org

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