



ROCHESTER INTERNATIONAL COUNCIL

Providing Services to International Students and Department of State Visitors

INTERNATIONAL INSIGHTS

ECOTONOS: A Multicultural Problem-Solving Simulation and Networking Activity

Date: Sunday, March 25, 2012

Time: 3:00-5:30 PM

Location: William E. Simon Graduate School of Business Administration -Schlegel 102, U of R

Admission: Free, but reservations are required. Attendance is limited.

Join Rochester area business professionals, educators, and university students for an engaging, hands-on intercultural communication simulation activity that will help to illuminate key understandings about the roles that culture and language play in interpersonal communication. During this lively activity, you'll have the opportunity to have fun and network with other internationally-minded professionals in the Rochester area while you acquire tools to increase cultural awareness and strengthen multicultural group dynamics!

The simulation: As an ECOTONOS participant, you will be assigned to play a very specific role as a member of an imaginary culture. You'll need to learn and practice the rules and solve problems with other members of your new 'culture'. Then the fun begins as you attempt to solve those same problems across culture and communication boundaries with members of *other* new 'cultures'. This activity is high-impact with lots of useful takeaways. Whether you are just starting out on your own intercultural and international adventures or are a seasoned globe-trotting professional, this high-energy intercultural communication simulation will help you become a more effective communicator and problem-solver across language and cultural boundaries! Stay around for refreshments and networking at the conclusion of our activity!

To make a reservation send an email to jw@rific.org or call (585) 275-8779.

About the facilitator

Ellen Zuroski is a member of the Rochester International Council's Board of Directors and a faculty member of the Simon Graduate School of Business, where she founded and directs the internationally recognized English Language and U.S. Culture Program and taught Management Communication for 14 years. She is also owner of a communication and intercultural consulting firm, Zuroski Consulting, which serves individual and organizational clients around the world. Ms. Zuroski's prior work includes administration and teaching in programs that have served refugee, immigrant, and international and domestic student populations at such institutions as the University of Rochester, SUNY Brockport's Rochester Educational Opportunity Center, Cornell University's International Living Center, and WXXI. Ms. Zuroski was awarded a Kellogg Foundation Fellowship in International Development through the Partners of the Americas, the largest voluntary organization in the Western Hemisphere, and was the first representative of a U.S. business school to interview applicants in China. Ms. Zuroski received her B.A. in English Literature and Asian Studies from Cornell University, her M.S. in Education from the University of Rochester, and is a Ph.D. candidate at the University of Rochester's Warner School, where she is focusing on the intercultural communication needs of international graduate business students.

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