Dear FIG Student,

Welcome to the University of Oregon! As I'm sure you have noticed, Fall of 2012 is approaching and so is the start of your collegiate experience. Through the Value & Values Freshman Interest Group (or FIG, if you want to sound all smart and savvy), you will meet new people and be given a small class feel within a large university. Professor Kay Westerfield and I (William Bourget) are here to make sure those benefits are carried out and to help you have a successful first-year. I will be your FA (FIG Assistant) and will be a resource you can use throughout your transition into the collegiate lifestyle.

I was born in Val d'Or, Quebec and moved to Elko, Nevada when I was four. I lived in Elko until I came to the University of Oregon. Now, I am a sophomore Political Science and Ethnic Studies double major. While my academics haven't coincided with business directly, I am very interested in studying other cultures' traditions, practices, and politics and how those look under a comparative lens. My time at the University of Oregon has been great and I absolutely love Eugene. The community, university, and local culture have made Eugene an incredible place to live. For fun, I DJ for the campus radio station (KWVA), produce music, volunteer through the Service Learning Program, and skateboard.

Our FIG consists of BA 101: Introduction to Business taught by Professor Dusseau, INTL 250: Value Systems in Cross-Cultural Perspective taught by Professor Carpenter, and BA 199: College Connections which will be taught by both Professor Westerfield and me. The College Connections class will be once a week and will be designed to help form connections between the two lecture classes, as well as provide you with some basic skills that will assist you in becoming a successful student. However, the FIG experience is far from all business! We will also be doing a lot of fun activities in order to get to know each other. During the first term, we will tour the University area, get some tasty pizza, and join the other FIGs for fun events!

Kay Westerfield is not only the Co-Director of the International Business Communication Program and your College Connections professor, but she is arguably one of most interesting people in the world! Kay teaches several courses on international business communication through the Lundquist College of Business. In her work as both a consultant and teacher of English for Specific Purposes for the U.S. State Department, she has been able to travel all over the world. She enjoys traveling, learning about other cultures, and saving the world when the opportunity arises. Some of her recent trips have included China, Saudi Arabia, and Palestine/West Bank. Kay also loves skiing, white water rafting, and hiking which is why she also loves Oregon. Kay and I will be co-teaching the College Connections class in hopes that you develop a sense of community, gain an in-depth understanding of the course material, and
learn how to be a successful student—things that are difficult to acquire in a large lecture class.

We will be meeting **Friday, September 21st at 11 a.m.** in Columbia 150. Then, on the afternoon of **September 23rd** we will go to Hayward Field as a group and listen to the University Convocation. This event is a great experience and it is very important that you attend.

Because our FIG links INTL 240 and BA101, we will explore the ways in which business, international culture and language intersect. To get you started on this fun global journey, we have a cultural exploration task for you to complete this summer!

Your task is to locate information on a country of interest to you using the culture resources on *globalEDGE*, a rich source of information about international business and culture.

**TASK**

1. Go to the *globalEDGE* “Country Insights” page and CLICK on a region of interest.

   [http://globaledge.msu.edu/countries/](http://globaledge.msu.edu/countries/)

2. On the Region page, look through the list of countries in that region and CLICK on a country of interest to you.

3. On the Country’s page, CLICK on the “Culture” link in the menu on the left. There you can explore insights into business customs and etiquette.

4. Write down **3 points** about the country that were interesting to you and email them to Will and Kay as soon as you can this summer – definitely **before we first meet on Friday, September 23rd**.

I hope you all have a great rest of the summer and can’t wait to meet each of you. Send me an e-mail at [wbourget@gmail.com](mailto:wbourget@gmail.com) to confirm you got this letter. Also, feel free to [e-mail Kay](mailto:kay@my.uoregon.edu) and me if you have any questions, concerns, or even if you just want to chat!

Your FA,

William Bourget