

## **BDIC NOVEMBER NEWSLETTER**

As November slowly makes its way onto the Umass campus, the effects are clear to see. Students are beginning to bundle up for class and most of the bright-colored leaves have fallen. This month's edition of the BDIC newsletter will feature a revealing interview with the BDIC Director, introductions to some new staff in the office, alumni news, and registration guidelines. Stay tuned for more in the December newsletter, coming soon---

### **PRE-REGISTRATION**

Pre-registration for Spring '05 will begin on November 10 for seniors and continue through the end of add/drop on February 8 (two weeks after the beginning of the Spring semester). However, Five College pre-registration will only run from November 10-19 since it is not done on-line. As in the past, it is important for all BDIC students to come in and meet with an advisor. Anyone who has a 2.5 G.P.A or lower will be assigned a RAC (registration approval code) and will need to meet with an advisor in order to pick up their RAC. Pre-registration is a good time to have an audit of your coursework done just to make sure you are making adequate progress. It is an essential time for BDIC seniors, whether they are graduating in February or May, to check in with an advisor.

We have a sign-up sheet for advisor appointments in the BDIC office, and you can either call 545-2504 for an appointment or walk in and sign up. Andrea Bergstrom and Linda Roney will be scheduling pre-registration appointments between Wednesday, November 3 and Wednesday, November 24. Pre-registration is a good time to schedule a meeting with your BDIC faculty supervisor, as well, especially if you haven't even met him/her. They are the folks who have ultimate authority over your course choices, so it is always a good idea to talk with them from time to time. If you are making some curriculum changes, it is essential to meet with your supervisor, or at the very least, submit a curriculum change form every semester you make changes.

### **MEET OUR DIRECTOR, JOSE ORNELAS**

#### **An interview by Justin Eldridge-Otero, prospective BDIC student**

1. What is your full name? In what part of Portugal were you born?

My name is José N. Ornelas. I was born the oldest of two boys and a girl on Madeira Island, a volcanic island off the coast of North Africa, about 400 miles west of Morocco.

2. How was life for you growing up in your small town?

In the island, life was very backward during my youth, but it has grown

dramatically since then mainly because of money gained from offshore banking and tourism. When I lived on the island everyone led a very simple life. To get a better picture you should envision your life without water, electricity, or a telephone. There were very few cars, and bikes were considered to be luxuries that no one used. Anyway, the island was just too mountainous for bikes.

3. We are all curious to know, were you a troublemaker? Do you recall any daring adventures you had as a youth?

When I was young I was sort of petrified of adults. I was for the most part a good kid who usually behaved himself. When I was 10 years old I went to seminary; before that I had attended catholic school. Actually, there's one time, I remember, while I was in catholic school and I was doing a writing assignment. Then, we used those fountain pens that you had to dip into a small inkpot. My pen broke and I tried to fix it myself. I thought this was a good thing, you know, my doing it myself without asking for help. A nun walked up behind me and saw that my hands were completely filled with ink. She took me out of my seat and hit me with a heavy ruler in front of everyone. It was embarrassing and my hands were hurting for several days.

4. How old were you when you arrived in the United States? When you arrived, were there any differences between your Portuguese island and New York that left an impression on you?

My family moved to Manhattan, New York, when I was 16 years old. I was completely fascinated by the size of everything in New York. It was all very new to me being around cars, the noisy and crowded streets and the skyscrapers. On our island, my mother used to make all of the clothes for my siblings and me. It was so amazing to us that in N.Y there were so many department stores selling clothes by the dozens and many different brands. I always wondered why a person would need eight pairs of pants; we had always survived just fine with one.

5. Was it difficult for your family to adapt to their new life in the United States?

Actually moving to a country where we didn't know anyone brought us closer together as a family. We ended up having to depend on each other more than most families. I actually had trouble finding a school to attend. I was told that I was too old for elementary school and too advanced for junior high. I would go from school to school with my uncle in search of one that would accept me. Eventually, he gave up and left the responsibility up to me. I was so frustrated I just went up to a kid I had met. He was Italian, and with the few words we could share, I asked him what school he went to. He told me that I should go with him and try to enroll. I showed up the following day and registered all by myself for high school.

6. What is your favorite sport?

My favorite sport is soccer and my favorite team is Benfica, a Portuguese club team.

7. Color?

I really like pastel colors, light yellows and shades of tan.

8. Food?

My favorite is Portuguese style codfish.

9. Movie?

West Side Story because growing up in Madeira I never really got to see movies. Side Story was one of the first movies I saw when I moved to New York, and I was fascinated by the dance and the music. Also, it was about New York.

10. If you could be any animal, which one would you be?

I would love to be able to fly like a bird. I just love the freedom it has in the sky.

**SPANISH TRANSLATION OF INTERVIEW WITH THE DIRECTOR OF BDIC**  
(also written by Justin Eldridge-Otero)

1. ¿Cómo es tu nombre completo? ¿En qué parte de Portugal naciste?

Mi nombre es José N. Ornelas. Nací el mayor de dos niños y una niña en la isla de Madeira, una isla volcánica en la costa del norte de África, a unas 400 millas al oeste de Marruecos.

2. Cuéntame sobre tu vida cuando eras niño en tu pueblito.

En la isla, la vida era bien relajada y simple. Desde mi juventud la isla ha crecido rápidamente. La razón tras este desarrollo son los bancos y sus contribuciones financieras a la isla, y también el turismo. Cuando yo vivía en mi isla todo el mundo vivía una vida bien simple. Para tener una mejor idea de esto, deberías imaginarte una vida sin agua, electricidad, o teléfono. Casi no había carros, y las bicicletas eran un lujo. Además la isla era demasiado montañosa para el uso de bicicletas.

3. Todos estamos curiosos de saber, si fuiste un niño travieso. ¿Puedes recordar alguna vez que te regañaron?

Cuando yo era pequeño, los adultos me asustaban. Era un niño que se comportaba casi siempre bien. Cuando tenía 10 años me fui para el seminario; antes asistía a una escuela católica. Una vez, durante mis años en la escuela católica, estábamos escribiendo un trabajo. Entonces usábamos una pluma que teníamos que mojar constantemente en la tinta. Pues, la mía se rompió y traté de arreglarla yo mismo. En mi mente esto era algo bueno, tratar de arreglar el problema solito sin pedir ayuda. De repente apareció una monja y vio que mis manos estaban llenas de tinta. La monja me sacó de mi silla y me pegó con una regla en frente del resto de la clase. Fue una situación humillante y las manos me dolieron por varios días

4. ¿Cuántos años tenías cuando llegaste a los Estados Unidos? Después de llegar, ¿te diste cuenta de las diferencias entre tu isla y Nueva York?

Mi familia se mudó a Manhattan, NY, cuando tenía 16 años. Estaba completamente fascinado por el tamaño de la ciudad. Era una experiencia nueva para mí estar cerca de tantos carros, calles con mucho movimiento y gente, y rascacielos. En mi isla mi madre cosía toda la ropa para mis hermanos y para mí. Lo más chocante era que había tantas tiendas en Nueva York vendiendo mucha ropa y de muchas marcas. Siempre me preguntaba porque una persona necesitaba ocho pares de pantalones, mientras que yo había pasado mi vida hasta entonces con uno o dos pares.

5. ¿Fue difícil para tu familia adaptarse a la nueva vida de los Estados Unidos?

Naturalmente fue difícil, pero en realidad nos acercó como familia. Nos hizo depender el uno del otro más que otras familias. Lo que fue difícil fue encontrar una escuela a donde ir. Decían que era demasiado mayor para la primaria y demasiado avanzado para la intermedia. Ninguna escuela me quería aceptar. Ya que la responsabilidad recaía en mí para encontrar una escuela, finalmente le pregunté a un joven italiano que acababa de conocer a donde iba a la escuela. Con las pocas palabras que podíamos entender el uno del otro, él me aconsejó a acompañarle a su escuela el próximo día. Pues, llegué con él a su escuela y me dejaron matricularme en la escuela.

6. ¿Cuál es tu deporte favorito?

Mi deporte favorito es el fútbol y mi equipo favorito es Benfica. Es un equipo de la liga portuguesa.

7. ¿Y tu color favorito?

Me gustan los colores suaves, como amarillos, y azules.

8. ¿Comida favorita?

Mi plato favorito es “bacalao” al estilo portugués.

9. ¿Película?

West Side Story. Mientras estaba en Madeira nunca tuve la oportunidad de ver películas. Esta fue una de las primeras películas que vi después de llegar a los Estados Unidos. Me encantaron los bailes y la música de la película. También era sobre Nueva York.

10. Si pudieras ser cualquier animal en el mundo, ¿cuál serías?

Siempre he querido volar. Sería un pájaro porque me fascina la libertad que tiene en el cielo.

**Andrea Bergstrom  
Junior Year Writing Instructor**

Our new Junior Year Writing Instructor is Andrea Bergstrom, a graduate student here at UMass. This is her first semester with BDIC. However, she has spent two semesters as the junior year writing instructor for the Communication Department. She loves to teach and hopes to stay with BDIC with for the next three years. Besides the junior year writing course, Andrea teaches a public speaking course for the Communication Department and plans to become a professor once she receives her Ph.D.

Born in central Massachusetts, she attended Franklin Pierce College in New Hampshire where she received a bachelor of art degree in Mass Communication and a bachelor of science degree in Marketing. Now, she lives in Amherst where she can be found around town with friends from college. Andrea also loves to travel. Just this past summer, she backpacked across Europe, visiting such countries as Romania, Hungary, Austria, Italy and France.

Andrea plans to make a few changes to the junior year writing course syllabus. For one thing, she has included guest speakers and library visits into the curriculum. She also intends to revamp the structure of the Spring Projects Fair so that it will run more smoothly.

Andrea was recently nominated for the Distinguished Teaching Award, a much-coveted recognition for excellence in teaching. We are very proud to have her with us in BDIC!

**MEET ZUZKA ZILKOVA, BDIC PEER ADVISOR**

**Zuzka Žilková** is a first time peer advisor. Currently, she is a double degree candidate for a B.S. in BDIC [Cognitive Science & Rhetoric] and B.A. in Economics. On campus, she works as the research assistant to UMass Extension's Director of Assessment & Evaluation, and hopes to use this and a prior internship at the Donahue Institute's

Research & Evaluation Unit to help her find a job that applies social science to the public interest.

Zuzka loves dogs and other furry mammals, and has been vegan for nearly eight years. Besides dog-sitting and working at Good Dog in Northampton, she's previously been involved in the UMass Goat Herd Group and the Livestock Classic. She enjoys origami and knitting, and would someday like to make pop-up books.

Additionally, Zuzka loves to travel and she's driven across the country five times. While at UMass she participated in domestic exchange and lived in Bellingham, WA and Minneapolis, MN. This summer she lived in Portland, OR.

## ALUMNI NEWS

Congratulations to the one hundred and ten 2004 BDIC graduates. Here's what two of them are doing now.

**Eric Janszen** graduated in May with a bachelor of science degree from BDIC. He combined courses in a variety of departments, such as Engineering, Forestry and Natural Resource Studies, in order to create his BDIC concentration. Eric's graduation was a much-celebrated occasion. He received his diploma over the summer at a private ceremony over which the Provost, Charlena Seymour, presided. Why all the fanfare? Unlike most BDIC students, Eric first established himself as a successful businessman, and then later came back to school many years later to finish his long sought-after degree.

After dropping out of school to help out his family in 1982, Eric worked in management for several software companies and eventually realized meteoric success as a venture capitalist. has since been featured in articles in such high-profile media as The Wall Street Journal, The Washington Post, USA Today and the BBC. Eric was also a finalist in 2003 for the Ernst & Young "Entrepreneur of the Year" award.

As of last week, Eric joined Trident Capital as Entrepreneur in Residence (EIR). 's an EIR? Trident's web site...

"Entrepreneur in Residence Program (EIRP)

The Trident team has strong ties to many successful business innovators who want to explore new challenges or areas of interest. Our EIRP initiative brings these innovators in-house in a mutually—beneficial setting. Trident portfolio companies, as well as members of our team, have direct access to a wealth of ideas and advice. In the right situation, our entrepreneurs in residence may become CEOs of companies which we invest. Or, they may embark on entirely new ventures. We offer them opportunities that range from launching a new company, to

stepping into existing companies poised for growth."

<http://www.tridentcapital.com/team.html>

**Vilmarie Vega** also graduated in May, 2004 with a BDIC degree. Vilmarie concentrated in the Study of Religion while in BDIC. After graduation, she entered the Harvard University Theology graduate program. Vilmarie plans to get her doctorate and teach at college level.

## **ALUMNI FROM PREVIOUS YEARS**

**Bridget McLaughlin**, BDIC '03, was recently hired as an editor by Thomson ELT, an ESL publisher that markets primarily overseas. Bridget's BDIC concentration was in Writing and Culture, so her job is right in her area of specialty. Bridget is very excited about this new opportunity!

**Jim Royland**, '01, has finished his masters program at New Mexico State University. While there, Jim majored in Spanish and concentrated in Spanish linguistics. He was also a TA. Jim now works at the Phoenix Consulting Group at the Defense Strategic Debriefing Corporation in Fort Huachuca, just south of Tucson, Arizona. He misses the East Coast, however, and is hoping to one day find a job in his field of defense interrogation on the East Coast.

Jim concentrated in Inter-American and International Relations and both minored and earned a certificate in Latin American Studies while at Umass.

## **ALUMNI DONATIONS**

### **Scholarships**

Thanks to generous alumni donations, BDIC continues to support its students' study abroad and their deserving research projects.

**Epi Arias** was awarded a grant to study overseas in Spain for the Spring, '05 semester. He will study there with a program sponsored by International Programs. Epi's BDIC concentration is Filmmaking: Theory and Practice. He is hoping to expand his knowledge of film while in Spain.

**Jenn Aronson**, whose concentration is Children's Television, was given a scholarship to participate in the London Internship program during the Spring of '05. International Programs, who runs the London program, will place Jenn with Nickelodeon or another similar British Broadcasting Station.

**Marta MacRostie**, concentrating in Social Dialogue Through Puppetry Theater, will use her BDIC grant to work in Spain during the Spring, '05 semester. She will intern with a Spanish puppet company called Los Titiriteros de Benifar.

**Shan Shan Zhao** is concentrating in International Trade and International Management, with a focus on China and Japan through BDIC. She was given a grant to take a Chinese business and culture class in China during the Spring, '05 semester. As part of the class, Shan Shan will visit government agencies and companies to learn more about Chinese culture and business. The class is sponsored by the Umass School of Management.

**Diana Barszcz** received a grant to take a class called Tropical Field Biology 497H, a class that will be offered over Spring break, '05. The course will involve travel to the Virgin Islands. Students will get hands-on experience in tropical field research biology. Diana is a new BDIC student who is concentrating in Forest Ecosystem Dynamics. She is also a receptionist in the BDIC office.

### **Funding for Special Programs and Office Needs**

Thanks to our generous alumni donations, BDIC will be continuing the new and very successful Alumni Series. Like last year, we will, again, be hosting events to bring alumni and current students together. Last spring, we had a business cluster group get-together at which four alumni in the business field were present. We also spent a lively evening with BDIC alumna, Deborah Savage, a local author. She was the alumni speaker at the creative writing cluster group.

Last spring, BDIC was able to purchase three new office computers for staff to replace antiquated ones. In addition, we leased a brand new copier to replace the one BDIC had used for years. Rumor had it that the old copier was the oldest one on campus, and there were no longer any parts in existence to replace the broken ones.

Have a great November! Happy pre-reging!