

# EUROTECH

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An International Program  
in Engineering

## NEWSLETTER

*In this issue:*

**What's Eurotech - a  
short description**

**Globalization,  
Localization and  
EUROTECH**

**Congratulations**

**Adventures in  
Germany with Bayer  
AG**

**Sojourn of a  
EUROTECH Graduate**

**Good Luck, Kandace**

**An Interview with a  
new EUROTECH  
member**



*News and Information About  
the Dual-Degree Program in  
German and Engineering at  
the University of Connecticut*

Number 5

Fall 1998

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## What's EUROTECH ?

*A short Description  
by Richard P. Long*

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**T**he EUROTECH Program is designed to help prepare the engineering student for working in the world-wide marketplace by offering an opportunity to experience first hand the practice of engineering in another industrialized country. This program features:

- Engineering coursework leading to a Bachelor of Science degree in engineering.
- German coursework leading to a Bachelor of Arts degree in German.
- A six-month engineering internship with a firm in a German-speaking country.

The EUROTECH Program is open to students in each of the undergraduate engineering programs at UCONN: Chemical, Civil and Environmental, Computer Science, Electrical and Systems, and Mechanical Engineering.

A knowledge of German is not required to begin this program.

The student successfully completing this program will have a more marketable degree with a strong background in the principles of engineering and practical international experience.

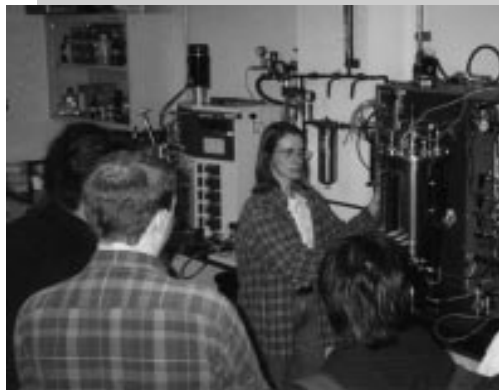
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## EUROTECH - Warum geht's ?

*Ein kurzer Einblick*

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**I**m Rahmen des EUROTECH Programms erwerben die Studenten zwei Abschlüsse. Zum einen erhalten sie den B.A. in Deutsch, zum anderen den B.S. in Ingenieurwesen. Des weiteren gehört zum Abschluß des EUROTECH Programms auch ein halbjähriges Praxissemester in einem deutschsprachigen Land, wodurch die Studenten zum einen Arbeitserfahrung auf ihrem Ingenieursgebiet sammeln und zum anderen auf einen immer mehr internationalen Arbeitsmarkt vorbereitet werden.



*Ulrike Klüh explains the  
fermentation process*

Das EUROTECH Programm verbindet von Anfang an das Studium der deutschen Sprache mit einem Ingenieurstudium aus dem Bereich Maschinenbau, Bau- und Umweltingenieurwesen, Elektrotechnik, Informatik oder

Chemieingenieurwesen.

Jeder qualifizierte Student aus dem Bereich der Ingenieurwissenschaften kann dem Programm beitreten. Vorkenntnisse in Deutsch sind nicht notwendig. (Übersetzung Johann Hofmann)

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For additional copies of this newsletter, back issues, or for more information on EUROTECH: An International Program in Engineering, please contact either of the directors, or click on the order form found on our homepage:

<http://www.eng2.uconn.edu/EUROTECH>

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# Globalization, Localization, and EUROTECH

by Friedemann Weidauer

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As a way to introduce myself as the new co-director of EUROTECH I would like to say a little bit about why EUROTECH played such a big part for me in pursuing and, ultimately, accepting a position at the University of Connecticut.

In the course of my graduate studies at the University of Wisconsin, Madison, during my year as visiting assistant professor at Miami University and five years as assistant professor at Rensselaer Polytechnic Institute, both language and literature departments as well as science and applied science departments have been radically rethinking their relationship to each other.

On the one hand people have come to realize that the study of languages and literatures must not limit itself to the study of the pinnacles of literary achievements, to the Goethes and Shakespeares, but must place itself in the context of the radical social and scientific changes of the last years of this millennium in order to prepare students for the challenges they are facing after college.



*Friedemann Weidauer*

But rethinking has also taken place at the other end of the campus, in the science and engineering departments. These changes have come about by the realization that research and the design of new products always takes place within a cultural context and, increasingly, within a cross-cultural context.

The result of this approachment between science and language/cultural studies is interdisciplinary and cross-disciplinary programs such as EUROTECH. They put into practice the under-

*(continued on page 4)*

## Congratulations

Congratulations to graduating senior James Frey. James starts his new position at Bosch in South Carolina this fall. Brian Schwegler who completed his degrees in August 1997 was honored as an Honors Scholar in Chemical Engineering at the commencement ceremonies in May.

EUROTECH has several scholarships donated through the generosity of our advisory board members. This year the following students earned scholarships. The Sikorsky EUROTECH scholarship: Alex Trestmann; the John Rydz EUROTECH scholarship: Bill Papale; the Bayer Corporation Scholarship: Laura Harris.

Laura Harris and James Frey have been elected to the Phi Beta Kappa honor society.

Laura Harris, Michael Leary, and Sonia Sanchez have been named New England Scholars at UConn.

Several EUROTECH students also earned book and certificate awards from the German Consulate and the Goethe Institute for their performances in individual German courses during the Spring 1998 semester. Richard Byrnes and Joseph Janacek were rewarded for their work in German 134, Michael Leary and Aaron Spearin for German 234, Bill Papale, Chris Halfmann, and Aaron Ackley for German 221.

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*Globalization, Localization,  
and EUROTECH*

*(continued from page 3)*

standing that the most important part of a college education is to learn how to learn. This brings me to what I believe is so important about learning another language and getting to know other cultures. Learning to learn means being able to step outside of one's own habitual ways of perceiving a situation, to see things in a new light, to try out different perspectives in order to understand new phenomena. And this is exactly what learning a foreign language and getting to know another culture forces us to do.

These kinds of problem-solving skills make our students competitive in the global marketplace. Globalization does not just mean that companies "go global," that has already happened. Globalization for international companies means that in order to stay competitive globally they have to develop product platforms that can serve as the basis for marketable products in countries in all corners of the world. Thus, globalization cannot work without localization: The product platform must be modified so that the

finished product can succeed in the local markets. A simple example: Software products must be designed in a way that accounts for the peculiarities of all the languages of all countries in which they are to be sold. A dialogue box must be big enough for the English "shift" as well as for the German "Umschalt-".

More dramatic examples of the importance of localization are recent stories of success and failure when global carmakers tried to introduce new models in foreign markets. The new VW Beetle and the Chrysler Neon are points in case: While they are very similar cars in terms of size, innovative body design etc., the Beetle is doing extremely well in the American market while the Neon thoroughly disappointed in the European market though it was meant by Chrysler as an attempt to gain a foothold there. I don't know the most recent market analyses of why the Beetle is doing so well, but I can imagine that VW has experts in localizing for the American market, that is, experts proficient in the American culture who were able to predict what appeal this car will have to the aging baby-boomers and other sectors of the US population. The Neon on the other hand met with almost

unanimous disapproval by the German car magazines and suffered the same fate as other attempts by American carmakers to establish a toehold on the European market. The Chrysler localization team apparently didn't do its homework; Engine noises at higher speeds are not an issue for the commuter between East Hartford and Hartford for whom being able to travel at the maximum legal speed is a utopic notion to begin with, but the German owner of a "fun" car like the Neon going 100 mph (a Neon can actually do that) on the Autobahn from Würzburg to Fulda doesn't want to wear earplugs during the drive. Only localization experts who know German culture from the bottom up could have helped Chrysler avoid these mistakes.

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What these examples show is that engineers today need to know more than the intricacies of data transfer or rail technology, they have to have a thorough knowledge of their own culture and of cultural differences. Cross-cultural competence plays a role at all levels of today's job descriptions, whether it's trying to get along with the other members of your team, during a golf outing with your German CEO, while designing a car that fits with Germany's car insurance practices and environmental standards, or perhaps even when considering to modify your domestic products on the basis of what you have experienced abroad. It is this kind of knowledge and of strategies to learn how to learn that EUROTECH has successfully imparted on its first class of graduates, and I hope I will be able to contribute to this process at all levels, from the first step of learning to understand the difference between "Du" and "Sie" to an understanding of German corporate culture in particular and German society in general.

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## *Adventures in Germany*

*by Laura Harris*

Choosing to participate in the EUROTECH Program at the University of Connecticut was the best decision I ever made. The intense language and cultural training I have obtained while studying at UConn and working at Bayer AG in Leverkusen, Germany has opened up incredible international career opportunities for me. More importantly, the excitement of traveling and living abroad has given me new found self confidence and independence, and building close international friendships has changed my perspective of the world.

My adventures in Germany began in 1994 when I started my studies in chemical engineering and German as a participant in the EUROTECH Program. During that same school year I traveled to Europe for my first time as part of a EUROTECH spring break trip to Ger-

many. We spent 10 days in Stuttgart, touring area businesses and learning about the German educational system. A little over a year later, I worked as a summer intern at Bayer Pharmaceutical in West Haven, Connecticut, and spent the month of August taking an intensive German language course in Freiburg, Germany. I enjoyed working at Bayer and living in Germany so much, that I spent the following two summers working as a summer intern at Bayer AG in Leverkusen, Germany.

Living in Cologne, and working at Bayer in Germany was an entirely new and challenging experience. Since I grew up in a rural area in Glastonbury, Connecticut, I was unprepared for the overwhelming pace of life in Cologne, one of Germany's largest cities. When I first arrived, I had difficulties communicating with my co-workers, and I felt lost among the over 30,000 employees at Bayer AG in Leverkusen. Within a few weeks, however, I quickly became comfortable in the Aromatic Isocyanate

*Der Druck dieses Newsletters  
wurde durch eine Spende der Torrington  
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*(continued on page 8)*

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## Aufenthalt eines EUROTECH Absolventen

by Brian Schwegler

Ja, ich bin immer noch hier. Das habe ich mir vor drei Jahren nicht vorstellen können. Ich wohne jetzt seit 21 Monaten in Deutschland. Ich kann mich noch gut daran erinnern, als ich mich zum ersten mal über das EUROTECH Programm informierte. Ich war schon im dritten Jahr meines Chemieverfahrenstechnik-Studiums und wollte dann anfangen Deutsch zu lernen: Auf Grund der Möglichkeit, ins Ausland zu gehen, hat mich die Sprache interessiert, denn nur dort kann man Sie richtig verwenden. Als ich ein Angebot von Bayer bekam, als Sommerwerkstudent in Leverkusen (Deutschland) zu arbeiten, war ich völlig begeistert davon, obwohl ich immer noch nicht glauben konnte, einen ganzen Sommer in Deutschland zu wohnen. Da ich im vierten Jahr meines Ingenieurstudiums bei UConn war und noch viele notwendige geisteswissenschaftliche Kurse für mein Hauptfach Deutsch brauchte, habe ich mich entschlossen, meine letzten zwei Semester an der Universität Konstanz zu verlängern. Eigentlich war das Wintersemester total neblig, was super zum Studieren und Deutsch-

lernen paßt. Dafür war das Sommersemester am sonnigen Bodensee perfekt für Berg- und Wassersport. Als mein Austauschstudium zu Ende ging und damit mein Uniabschluß näher kam, mußte ich dann überlegen in welche Richtung das Leben weitergeht. Da ich noch in Deutschland war und mich hier wohl fühlte, kam ich auf die Idee, mich zuerst bei Chemie-Firmen in Deutschland zu bewerben. Mit der Erfahrung als Sommerwerksstudent bei der Bayer AG in Leverkusen habe ich von diesem Unternehmen ein Angebot für eine Arbeit als Chemie-Ingenieur in der Technischen Entwicklungsabteilung für Flüssig-Verfahrenstechnik im Gebiet Destillation bekommen.

Es gibt natürlich Vor- und Nachteile in Deutschland zu arbeiten. Der große Vorteil ist natürlich der 30-tägige Urlaub im Jahr. Bei Bayer in den USA fängt man mit 10 Tagen im Jahr an. Mein Ziel ist es, vielleicht eine Job Rotation in den USA zu machen, denn in diesem Fall würde ich meinen Anspruch auf 30 Tage Urlaub auch in den USA behalten. Wenn man in der Mitte Europas wohnt,

kann man ziemlich einfach Urlaub im Ausland machen. In Europa kann man überall hin mit dem Zug fahren, was für Leute unter 26billiger ist. Seit ich in Europa bin, habe ih 10 Länder besucht und fast jede Ecke von Deutschland gesehen.

Eine gute Methode, Leute kennenzulernen, ist es, in einen Verein einzutreten. In Leverkusen bin ich z.B. einem Laufverein beigetreten und ich bin Mitglied des Bayer Lufsport-Clubs, bei dem ich eine Segelflugzeug-Ausbildung mache. Ich bin sicher, daß meine Erfahrung bei Bayer wichtig für eine mögliche Stelle bei anderen Unternehmen ist, sei es in Europa, sei es in den USA. Ich habe immer noch zwei Stunden Deutsch-Unterricht pro Woche damit ich z.B. diesen Brief grammatikalisch richtig über die Runden bringen kann. Wenn man in Deutschland lebt, lernt man zwangsläufig viel, was keiner an einer amerikanischen Universität über Deutschland lehrt Ich hatte nie erwartet, unbefristet in Deutschland zu leben, und weiß auch nicht, wie lange ich hier bleiben werde, aber eines ist sicher: meine Erfahrung hier werde ich nie vergessen. Das EUROTECH Programm hat mein Leben drastisch verändert.

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# Sojourn of a EUROTECH Graduate

by Brian Schwesler

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Yes I am still here. Three years ago I could not have imagined it. I have been living in Germany for the last 21 months, and can still remember the first time that I heard about the EUROTECH Program. I was in the third year of my chemical engineering studies and wanted to begin learning German. The language interested me because I would have the possibility to go abroad where one can use it properly. When I received an offer from Bayer for a position as a summer intern in Leverkusen, Germany, I was excited although I could not believe that I could live an entire summer in Germany. I was then in the fourth year of my engineering studies at UCONN and still needed many required humanities courses for my German major, when I decided to finish my degrees with two semesters at the University of Konstanz in southern Germany. During the winter semester the weather was foggy which helped my studies and learning German. The spring semester on sunny Lake Constance was perfect for mountain climbing and water sports.

When my study abroad and with it my university requirements came to an end, I had to think about how my life should proceed. Since I was still in Germany and enjoying it, I got the idea to apply first to chemical firms in Germany. Because of my summer work experience at Bayer in Leverkusen I received an offer as a chemical engineer in the technical development section for fluid processes in distillation.

There are of course advantages and disadvantages to working in Germany. The biggest advantage is the 30 days vacation each year, compared to 10 days at Bayer in USA. My goal is to swing a "job rotation." Then I will be able to maintain my 30 days per year vacations in the USA.

When one lives in the middle of Europe, it is easy to go abroad for vacation. One can travel everywhere by train, and it is cheaper when one is younger than 26. Since being in Germany I have seen every corner of this country and have visited 10 other countries. The disadvantage is the amount

of tax that a resident of Germany must pay.

A good method of meeting people in Germany is to join a club. In Leverkusen I joined a jogging club and a flying club, and am learning to fly gliders.

I am certain that my experience at Bayer is important for a possible position at another firm, whether in Europe or the USA. I am still taking 2 hours of German instruction each week, so that I can, for example write this letter with proper grammar. When one lives in Germany one learns much that cannot be taught in an American university. I have never intended to live indefinitely in Germany, but don't know how long I will stay. One thing is certain, my experiences here I will never forget. The EUROTECH Program has changed my life drastically.

(translated by Richard P. Long)

Was gibt's heutzutage noch  
für  
schlappe 10 Dollar ?  
Ein EUROTECH Shirt !  
Wo ? Arizona 120 !

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## Good Luck, Kandace

by Richard P. Long

Kandace Einbeck, who served as associate director of the EUROTECH Program for 18 months, has accepted a permanent position as Assistant Professor of German at the University of Colorado at Boulder beginning the fall semester 1998. Before coming to the UCONN faculty, Kandace was a lecturer in the International Engineering Program at the University of Rhode Island. While helping to direct the EUROTECH Program, Prof. Einbeck made many contributions including the application and administration initiatives for the Praxis-semester in Germany.

At the University of Colorado at Boulder, Kandace will be enhancing their career-oriented programs in German as well as the dimensions of various interdisciplinary programs. She brings much to her new position having experience in technical applications, translation, commercial German, Languages Across the Curriculum, and specialized German for the professions.

Her efforts in the EUROTECH Program are greatly appreciated, and she will be missed by her former colleagues and the students, all of whom wish her good luck and the best of everything in her new position.

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*Kandace Einbeck,  
former Assistant Director  
of EUROTECH*

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*(continued from page 5)*

Marketing Laboratory of the Coatings and Specialty Raw Materials Department. There, I was responsible for the development and testing of polyurethane coatings for concrete balconies and roofs. My colleagues were extremely patient with my language, and were always eager to teach me the skills I needed to work in the laboratory, and willing to help me improve my German language and cultural knowledge.

My most fond memories are of my travels throughout Europe: hiking in the Swiss Alps, wading in the North Sea on the coast of Holland, and seeing the contrast between the former east and west while walking through the Brandenburg Gate in Berlin. I was fortunate to experience German culture first hand while visiting friends and former

EUROTECH teaching assistants:

Norbert Preis in Munich, Hans Hoffmann in Regensburg, and Martin Geis in Stuttgart. I was also pleasantly surprised by the openness of the friends I made while in Cologne. They shared their daily lives with me by warmly welcoming me into their homes and inviting me to birthday parties and wedding celebrations.

I cherish the experiences I have been given through my participation in the EUROTECH Program. The technical skills and language training I have received during my studies at UConn and through my internships at Bayer will help me tremendously in my future career. The close friendships I have built, and the memories I have made will last a lifetime.

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Ein Interview mit einem neuen

**EUROTECH Mitglied:**

Walter Berger

**Hey, Walter, willkommen bei EUROTECH. Du bist Austausch-Student aus Regensburg und arbeitest hier bei EUROTECH als graduate assistant. Was studierst Du in Deutschland und hier in UConn?**

Ich studiere Informatik. Ich bin jetzt im 9. Semester und fast fertig. Ich muß nur noch meine Diplomarbeit abgeben wenn ich nach Deutschland zurückgehe. Hier in UConn habe ich ein paar Informatikvorlesungen und ich bin oft im "field house".

**Warum hast Du den Studiengang Informatik gewählt?**

Hm...Computer waren schon immer mein Hobby. Mein erster Computer war ein Commodore 64. Ich habe ihn mit 11 Jahren bekommen. Ich habe immer viel Zeit vor dem Computer verbracht und mich entschlossen, das zu studieren was schon immer mein Hobby war.

**Was hat Dein Interesse an UConn geweckt?**

Ich habe mich über Austauschprogramme informiert. Prof. Soceanu von der Fachhochschule Regensburg hat mir von der

Möglichkeit berichtet, in den USA in Connecticut zu studieren. Außerdem kenne ich ein paar Leute, die dieses Austauschprogramm in den letzten paar Jahren gemacht haben - Hans Hoffmann zum Beispiel; er hat letztes Jahr für EUROTECH gearbeitet. Er hat mir von UConn berichtet und er gab mir noch mehr Informationen.

**Welche Aufgaben hast Du bei EUROTECH?**

Ich mache alles, was mit dem Computer zu tun hat, wie zum Beispiel die EUROTECH WebSeite auf den neuesten Stand bringen oder den Newsletter mit Pagemaker zu entwerfen. Zur Zeit versuche ich Prof. Weidauer und Prof. Long davon zu überzeugen, einen neuen Computer zu kaufen und den 5 Jahre alten langsamen Macintosh loszuwerden.

**Denkst Du, daß es fuer amerikanische Ingenieurstudenten eine gute Idee ist, Deutsch zu lernen?**

Auf jeden Fall. Es ist immer gut eine Fremdsprache zu beherrschen. Viele deutsche Firmen haben Tochterfirmen in den USA. Falls jemand für so eine Firma arbeiten will, dann hilft es einem viel, wenn man Deutsch kann. Ich weiß, es ist sehr schwer für Nicht-Deutsche Deutsch zu lernen, aber es lohnt sich.

**Wie unterscheidet sich das Studium/Leben in den USA von dem in Deutschland?**

Nun, es gibt so viele Unterschiede. Zum Beispiel ist UConn nicht Teil einer Stadt, wie fast alle deutschen Universitäten. Man muß sehr weit fahren, wenn man in eine größere Stadt will. Etwas anderes, das mir gerade einfällt ist das Sportangebot. An amerikanischen Universitäten ist Sport viel wichtiger als an deutschen. Das "field house" ist grossartig. Es ist ungefaehr dreimal so groß, wie die Sporthalle meiner Universität. Die Vorlesungen sind sehr unterschiedlich: Hier gibt es einige Zwischenprüfungen; viele Hausaufgaben und Projekte muß man während des Semesters machen, um zu bestehen. In Deutschland kümmert sich niemand darum, was man während des Semesters macht. Natuerlich gibt es auch Projekte und so, aber nicht so viele wie hier in UConn. Man hat in Deutschland viel Freizeit während des Semesters und enorm viel Arbeit am Semesterende. Hier hat man Arbeit über das ganze Semester verteilt. Ich glaube mir ist das deutsche System lieber.

*(translated by Walter Berger)*

# An Interview with a new EUROTECH Member: Walter Berger

**Hey, Walter, welcome to EUROTECH. You are an exchange student from Regensburg and work as a graduate asistant here at EUROTECH. What is your field of study in Germany and here at UConn?**

I'm majoring in Computer Science. I'm in my ninth semester and almost finished. I just have to hand in my thesis when I go back to Germany. Here at UConn I am taking some Computer Science related classes and I spend much time in the field house.

**Why did you choose to study Computer Science?**

Hm... computers have always been my hobby. My first computer was a Commodore 64. I got it when I was 11 years old. I spent a lot of time at the computer and so I decided to study what already was my hobby.

**What made you interested in coming to UConn?**

I got some information about an exchange program. Prof. Soceanu, a lecturer at the Fachhochschule Regensburg, told me about the chance to study for one year in the USA in Connecticut. In addition I know some guys who already did

this exchange program in the last few years - Hans Hoffmann for example; he worked at EUROTECH last year. He told me about Uconn and gave me some more Information.

**What are your tasks in the EUROTECH Program?**



*Walter Berger*

I have to do most of the computer related stuff like updating the EUROTECH website or creating the Newsletter via Pagemaker. Right now I'm trying to persuade Prof. Weidauer and Prof. Long to buy a new Computer and to get rid of the slow 5 year old Macintosh.

**Do you think it is a good idea for American engineering students to study German?**

Absolutely. It's always good to know a foreign language. Many German companies have subsidiaries in the US. If someone is interested in working for such a company, speaking German helps a lot. I know, German is hard to learn for non-Germans but it pays off.

*(continued on page 12)*

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The EUROTECH Program is just what is needed in an increasingly global market. The engineer of today and even more so of the future has to be proficient not only in his technical field but also has to have a good working knowledge of computers and at least one major foreign language and be able to understand the associated culture of the country and its people.

I am very much pleased that the University of Connecticut has identified the need and is, with the EUROTECH Program, doing something about it. The students who are willing and able to handle the additional demands of this program will later be rewarded many times over, since more and more companies have to look overseas to stay ahead of the ever-increasing competition. I wish the program well, and I personally will support it wherever I can.

Gottfried Kuesters, Pres.  
PTR-Precision Technologies, Inc.  
Enfield, CT

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# Thanks to the Following Firms and Individuals for Their Support

## Firms Providing Internships in the USA to our Students

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Pratt & Whitney Aircraft  
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## Firms Providing Internships in Germany

Bayer AG  
Fachhochschule Regensburg  
Maschinenfabrik Reinhausen GmbH  
Siemens AG  
Trumpf GmbH & Co.  
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## Guest Lecturers during the past year

Ulrike Klüh (UConn)  
Richard Long (UConn)  
Joachim Mayer (Trumpf)  
Wilfried Meier (Sikorsky Aircraft)  
Günther Schubert (PTR)  
Roman Solecki (UConn)  
Klaus Voos (Index)  
Roland Warmuth (MAN Roland)  
Axel Werner (United Technologies)  
Gunter Zinken (The Torrington Co.)

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Universität Tübingen

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Thomas Gianni  
Colin Green  
R.P. Long

The EUROTECH Program thanks all the members of the Advisory Board for their time and effort in our behalf. We likewise thank the firms for encouraging their representatives to interact with our program and to the Torrington Company for its support of this newsletter.

Special thanks to Renate Seitz of the Connecticut Department of Higher Education and Sally Innis-Klitz of the Study Abroad Office for assistance in placing the EUROTECH teaching assistants and interns.

(continued from page 10)

**What is different between living/studying in Germany and in the States?**

Well, there are so many differences. For example UConn is not part of a city as is usual for German universities. So you have to drive a long way if you need to go to a bigger city. Another fact that comes to my mind is sports. In America

sports are much more important at universities than in Germany. The field house here is great. It's about three times as big as the gym at my university. A big difference is the classes; You have several mid-term exams, a lot of homework and programming-projects to do during the semester to get your grade. In Germany no one cares what you do during the semester but you

have to know all the stuff at the end for the final exam. Of course you have to do some projects and stuff but here at UConn its much more. So in Germany you have a lot of free time during the semester and a load of work at the end. Here you have some work during the whole semester. I think I prefer the German system.

(by Paul Heinze & Walter Berger)

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*at*

<http://www.eng2.uconn.edu/EUROTECH/>

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