

Elinore L. Fresh  
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## **EDUCATION**

University of Hawaii at Manoa Honolulu, Hawaii.  
ABD in Chinese Literature, Dept. of East Asian Languages and Literatures

University of Hawaii at Manoa Honolulu, Hawaii.  
Master of Arts in Asian Studies, May 1990.  
Concentration: Chinese History and Literature GPA: 3.67  
Received two certificates in Chinese to English General and Technical Translation.

National Taiwan Normal University, Mandarin Language Training Center Taipei, Taiwan  
Sept. 1985- Dec. 1987.

Post Graduate Work, University of Florida, Aug.- Dec. 1984.  
Major: Asian Studies

Beijing Foreign Language Institute-Beijing, China PRC June- Aug. 1984.  
Two months of intensive Mandarin Chinese language study, travel and lectures  
throughout China.

University of Florida, Gainesville, Florida.  
B.A. in Political Science, April 1984.  
Certificate in Asian Studies

## **HONORS & AWARDS**

Anderson Scholars Faculty Honoree, University of Florida, (Fall 2003)

UH Foreign Language Area Studies Scholarship (FLAS) (1989-1990)

UH School of Hawaiian, Asian and Pacific Studies (SHAPS) Special Award (Spring  
1989)

UH Tuition Waiver Awardee (Fall 1988-Spring 1990)

Ministry of Education Scholarship (Jan.-Dec. 1986), Taiwan

## **WORK EXPERIENCE**

Master Lecturer in Chinese, Department of Languages, Literatures and Cultures, University of  
Florida (August 2012-present)

Senior Lecturer in Chinese, Department of World Languages and Cultures, University of  
Florida (August 2006-present)

Lecturer in Chinese, Department of African and Asian Languages and Literatures, University of Florida (August 2002-2006)

Visiting Lecturer in Chinese, Department of African and Asian Languages and Literatures, University of Florida (August 1998-2002)

Editorial and Production Assistant, *Early Medieval China Journal*, University of Florida (August 1999-present)

Conference Interpreter, *Global Education Partnership Welcoming the 21st Century International Conference*, Nanjing, China (July 16-18, 1997)

English Teacher, Xinhua Xuetuan, Yingkou, Liaoning, China (Sept. 1996-Sept. 1997)

Executive Administrator, Jacksonville Sister Cities, Jacksonville, Florida (Jan.-Aug. 1996)

Graduate Assistant in Department of East Asian Languages and Literatures (1993-1995) teaching second-year Mandarin at the University of Hawaii at Manoa.

Research Assistant in Center for Interpretation and Translation Studies (1991-1992) at the University of Hawaii at Manoa.

Graduate Assistant in Department of East Asian Languages and Literatures (1991-1992) teaching first-year Mandarin at the University of Hawaii at Manoa.

Freelance Translator, Pristine Consultants (Aug. 1990-Dec. 1990), Taipei, Taiwan

## **PUBLICATIONS**

Fishwick, P., Futterknecht, F., Fresh, E., & Henderson, J., & Hamilton, B. D. (2008). "Simulating Culture: An Experiment Using a Multi-User Virtual Environment." In S. J. Mason, R. Hill, L. Moench, & O. Rose (Eds.), *Proceedings of the 2008 Winter Simulation Conference*.

Henderson, J., P. Fishwick, E. Fresh, F. Futterknecht and B. Hamilton. (2008). An Immersive Learning Simulation Environment for Chinese Culture. Submitted to the Interservice/Industry, Simulation, and Education Conference (IITSEC), December.

Fresh, E., Henderson, J., Fishwick, P., Futterknecht, F., Hamilton, B. D. (2008) Second Life: Integrating Traditional Web Content with 3D Cultural Immersion." In conference proceedings *International Conference on Contemporary Linguistic Theory and Business Chinese Language Teaching*, Shanghai Finance and Economics University Conference, Jul. [In Press]

"Selected Female Poets of the Tang Dynasty (618-907 A.D.)," *Delos* 12, 1999. 1-2 (published 2003): 47-53.

“Business Chinese: Curriculum Development and Internship Exploration.” *Chinese Studies Forum* 4, 2003: 63-68.

## **GRANTS and FELLOWSHIPS**

TITLE: A Model Immersive Cultural Learning Environment

[co-investigator]

AGENCY: Department of Defense

AMOUNT: \$625,234

DATES: Sept. 24, 2007-Jan. 23, 2009

Title: A Model Immersive Cultural Learning Environment

Funding Agency: Department of Defense

Effective Dates: Sept. 24, 2007-Jan. 23, 2009 extended to March 31, 2010

Direct Costs: \$243,384.64 40,237.70

Indirect Costs: \$105,293.99 10,139.61

Total Funding: \$625,234.00

Role of Nominee: Co-investigator

Title: Visiting PRC Teacher (AY 2007-08) to assist AALL in meeting enrollment demand in Chinese

Funding Agency: Chinese (PRC) Ministry of Education (Hanban)

Effective Dates: 2007-08

Direct Costs: \$12,000

Indirect Costs: 0

Total Funding: \$32,000 (\$20,000 from Hanban and \$12,000 from CLAS)

Role of Nominee: Co-investigator

## **COURSES TAUGHT/CURRICULUM DEVELOPED**

CHI 1120/1121-First Year Chinese, CHI 2200/2201 Second Year Chinese, CHI 2220L/2221L-Second Year Chinese Conversation Lab, CHI 3410/3411-Third Year Chinese, CHI 3440-Business Chinese (developed curriculum under UF CIBER grant), CHT 3110- Chinese Literary Heritage, CHI 3500-Chinese Culture, CHW 4130-Readings in Chinese Literature, CHI 4905-Independent Study, CHI 4940 Internship (developed course 2003 and established internship with Hunter Marine), CHI 4905 Chinese Business Culture (introduced Spring 2008).

## **CONFERENCE PRESENTATIONS**

Presenter, “The Use of Social Media in Chinese Language Learning: Facebook and Twitter” (research done with Jing Paul and Yu-Ning Lai). ACTFL Annual Meeting, San Diego, CA, Nov. 21, 2015.

Presenter, “Transitioning from High School Chinese Language Programs to the Chinese Language Program at the University of Florida”. 2010 Florida Foreign Language Association Conference (FFLA), Clearwater, FL., October 14-16, 2010.

[Referred Panel] **Acquiring Chinese Culture through Social Networking Technologies**

Paper Title: “Chinese Culture Learning in Web Modules and Second Life”. ACTFL Annual Meeting, San Diego, CA., Nov. 21 2009.

Co-Presenter, “Culture Across the Curriculum (CAC): A CIBER Initiative in Japanese and Chinese Business Culture at the University of Florida” (with Susan A. Kubota). 2009 CIBER Business Language Conference: *Navigating the World of Business Through Language and Culture*, Kansas City, Mo., April 2–4, 2009.

Co-Presenter, “Second Life: Integrating Traditional Web Content with 3D Cultural Immersion” (with Julie Henderson). *International Conference on Contemporary Linguistic Theory and Business Chinese Language Teaching*, Shanghai Finance and Economics University Conference, June 27-28, 2008. [Invited speaker]

Co-Presenter, “A Model Immersive Cultural Learning Environment: Teaching Chinese Culture in Second Life” (with Julie Henderson and Franz Futterknecht). 2008 CIBER Business Language Conference Preparing Global Business Leaders, St. Petersburg, April 9-11.

“Addressing Florida k-12 Chinese Language Teacher Training/Certification Needs.” Invited Speaker, CLTA-FL Third Teachers' Workshop, FIU (Miami) April 7, 2007.

“The Emerging China: The Importance of Language and Culture Skills.” Invited Guest Lecturer for Warrington Welcome program, Warrington School of Business/CIBER, University of Florida, September 28, 2006.

“Olympian Strides: The Emerging China.” Invited Guest Lecturer for Oak Hammock lecture series on foreign languages and cultures, Gainesville, Florida, March 22, 2006.

“Building Trust: The Importance of Language and Culture Skills.” Invited Guest Lecturer for Warrington Welcome program, Warrington School of Business/CIBER, University of Florida, February 9, 2005.

“Chinese Culture in the Emerging Market.” Invited Guest Lecturer in Dr. Carol West’s ECO 4730 class, University of Florida, February 3, 2004.

“Chinese Culture in the Market Economy: Strategies for Handling Stalemates.” *China’s Business Practices & Environment: Creating Opportunities for US Firms in the World’s Fastest Growing Economy*, Georgia Tech, November 6, 2003. [Invited]

“Business Chinese: Curriculum Development and Internship Exploration.” *Chinese Studies Forum*, Kissimmee, FL., May 7, 2003.

“Teaching Culture in the Language Classroom L1 vs L2.” *SINO-American Education Consortium 14<sup>th</sup> International Conference—Preparing Educators for the 21<sup>st</sup> Century*:

*Partnerships for Transforming Education in a Global Society*, Kennesaw State University, October 3-5, 2002. [Invited speaker]

Presented “Challenges to Developing a Business Chinese Curriculum,” Brigham Young University CIBER, Park City, UT, July 2000.

“Growing Pains-Private Education in China-A Personal Perspective,” at Global Education Partnership Welcoming the 21st Century International Conference, Nanjing, China July 16-18, 1997

Co-Presenter, “Electronic Communication for Language Teaching: Connecting Learners Across the Classroom and Across the Globe,” (with Mark Warschauer). Organized by the National Foreign Language Resource Center, UH-Manoa Spring 1995.

“What Can We Do With Grammar-based Textbooks?”(with Stephen Fleming), at the Annual Hawaii Association of Language Teachers International Conference, Honolulu, March 5, 1994.

“The Politics of Liberation and Integration: One Reading of Pai Hsien-Yung’s *Niezi*”, at the Sixth Annual SHAPS Graduate Student Conference, March 4, 1994.

Co-paneled, “Perspectives on East Asian Language Teaching at UH,” A discussion of similarities and differences in the areas of classroom dynamics, teaching methods and textbooks by Graduate Students Teachers in Japanese, Korean and Chinese. Dept. of East Asian Languages and Literatures Brown Bag Series, UH-Manoa.

## **PROFESSIONAL SERVICE AND OUTREACH ACTIVITIES**

UF in Chengdu at Southwestern University of Finance and Economics (SWUFE) Study Abroad Co-coordinator (2017-present) [On-site coordinator summer 2018].

Member of University of Florida Academic Personnel Board (APB) Committee (3-year appointment, meets spring term), fall 2017-present.

Chair (fall 2017) of Alice Zirger Scholarship Committee, Department of Languages. Literatures and Cultures (LLC), member, 2011-present.

Member of Chinese Lecturer Search Committee, Dept. of LLC, fall 2017-spring 2018.

Member of Dept. of LLC Advisory Committee, fall 2017-present.

Advisory Board Member, *Delos: A Journal of Translation and World Literature*. (Aug. 2015-Jan. 2018)

Invited by The Institute of Asian Studies at Florida International University (FIU) to informally evaluate FIU’s Chinese Program. Nov. 3-4, 2015.

Santa Fe State College Title VIA grant Chinese Project Consultant (August 2013-May 2015)

UF in Beijing at Tsinghua Study Abroad Co-coordinator (2008-2017)

Advisory Board Member, Florida Chinese Language Teachers' Association (CLTA-FL), (2007-2010)

Editorial and Production Assistant, *Early Medieval China Journal*. (1999-2010)

Board Member (re-elected July 2008-Dec. 2012), Executive Vice President (1999), Yingkou Committee Chair (2001-2005), Jacksonville Sister Cities Association, member 1996-2014.

UF Retail Center pre-China study trip course, team taught (GEB6930 and MAR4956), Module 4, spring 2011, 2012, and 2013.

<https://site.warrington.ufl.edu/china-retail-study-tour/2013-china-retail-study-tour/>

China Retail Study Tour, UF Retail Center, 26 faculty and students visited Beijing, Yingkou, Shanghai, Chengdu, Shenzhen and Hong Kong, May 2011, accompanying faculty: Steve Kirn, Cecilia Schulz, Elinore Fresh.

<https://site.warrington.ufl.edu/china-retail-study-tour/global-retail-leadership-development/>

Exploratory trip to set up UF China Retail Study tour, June 2010. Visited various first, second, and third-tier cities and interviewed business managers and government officials concerning China's retail climate.

<https://site.warrington.ufl.edu/iret/resources/interviews/>

Member of official University of Florida International Center (UFIC) delegation to Beijing and Yingkou, China, January 2009.

Second Annual Florida Statewide Chinese Competition, University of Florida. (March 30-31, 2007)

Asian Studies NCTA Study Abroad Selection Committee, University of Florida (Spring 2007)

Study Abroad Program Faculty Advisor for China/Taiwan, Dept. of AALL, University of Florida. (Fall 2001- 2008)

China Advisory Board Member, San Jose Episcopal Day School, Jacksonville. (July 2006-2008)

Asian Studies Study Abroad Scholarship Committee, University of Florida (2002-2005)

Study Abroad Scholarship Review Committee, University of Florida International Center, 2001, 2005.

Provided Chinese interpretation for learning disability assessment Ridgeview High School, Orange Park, FL, August 25, 2005.

AALL Department representative to the Title VI University Language Committee, spring 2004-fall 2006.

Chinese Language Coordinator, Dept. of Languages, Literatures and Cultures (formally Dept. of African and Asian Languages and Literatures), fall 2003-present.

Advisory Board, Curriculum Committee, Chinese Business Center, Florida Community College Jacksonville, Kent Campus and Jacksonville Chamber of Commerce Partnership, October 2001- 2005.

Member Japanese Lecturer Search Committee, Department of African and Asian Languages and Literatures (AALL), fall 2004.

Member of official Jacksonville city and Jacksonville Sister Cities Association delegation to three cities in China to sign three friendship cooperative agreements (Ningbo, Shaoxing and Suzhou), September 2004.

“The Chinese Market.” International Business Society’s 1<sup>st</sup> Annual Speaker’s Series, University of Florida, December 1, 2004. [Invited Speaker]

University of Florida NCTA 2004 Study Tour of China and Japan, China Group Leader, June 2004.

Site Visit to Shaanxi Normal University, Xi’an to reestablish contacts, June 2004.

Site Visit to Shanghai Finance and Economics University, Shanghai to explore establishing linkage, June 2004.

“China and Chinese Culture.” Highlands Middle School, Jacksonville, FL, April 22, 2004.

“The Emerging Chinese Market.” International Business Society’s 1<sup>st</sup> Annual Speaker’s Series, University of Florida, April 21, 2004. [invited]

“A Brief Introduction to Chinese Culture.” Brownie Troop 1073 at Durbin Creek Elementary School, Jacksonville, FL, spring 2003.

“Technological Answers to Language Needs: Obstacles and Achievements.” *Technology and Language Teaching at the University of Florida: A Symposium*, University of Florida Language Learning Center, October 16, 2002.

“Observations and Applications.” AALL Department Seminar, October 16, 2002. [A two-part presentation that included a report on the two-week Web-based intensive language course taken in August 2002 and how certain aspects of that course was integrated into the second-year Chinese language classroom.]

Penpal project between Yingkou, China and Florida Schools. Initiated this project between Asian Studies Program, UF and The Yingkou Committee, Jacksonville Sister Cities Association. (January 2002)

"Connections", Chinese Business Center, Florida Community College Jacksonville, Kent Campus, Jan. 10. 2001.

Chinese American Student Association (CASA) Faculty Advisor, 2001.

Board Member, Jacksonville Chinese American Cultural Association. (2000-2002)

Program Advisory Committee, Koger Art Gallery and Gardens, Jacksonville, FL. (August 2000-November 2001)

"Bridging the Communication Gap", Koger Art Gallery and Gardens, Jacksonville, Florida, Fall 2000.

"The Cranes of China: China's Metamorphosis", Orange Park Women's Club, Orange Park, Florida, Nov. 2000.

Presented series of talks at several Clay and Duval County libraries on Chinese culture, Florida, Fall 2000.

Presented talk titled "Views of China" to the Jacksonville Katherine Livingston Chapter of the DAR. Jacksonville, Florida, Nov. 1998.

### **CURRICULUM DEVELOPMENT ACTIVITIES**

Attended 2015 Speaking About World Languages Forum, University of Florida, October 13, 2015.

Attended ACTFL Annual Conference, Boston, MA, November 19-21, 2010.

Attended CIBER Conference, St. Petersburg, April 2008, Atlanta, Georgia, April 2006; Park City, Utah, April 2005

Attended ACTFL Oral Proficiency Workshop Training and Conference, Baltimore, Maryland, November 2005.

Attended ACTFL Conference, Chicago, November 2004; Philadelphia, November 2003.

Participated in one-week intensive business language course for training teachers of foreign language currently or imminently in service teaching teaching a business language course. University of Penn., Wharton School of Business (CIBER), June 2003.

Participated in "Advanced Reading and Writing Development and Maintenance," a two-week online course for non-native teachers of Chinese, NFLRC University of Hawaii.

"Teaching the Business and Professional Student: Fundamentals and Methodologies to Assist the Foreign Language Professional." Sent by Warrington College of Business, UF for development of "Business Chinese Course. (June 14-16, 2001, Fisher College of Business, CIBER, Ohio State Univ.)



Association for Asian Studies, Annual Conference. Represented Dr. Cynthia L. Chennault at the business meeting of the Early Medieval Group, and at the T'ang Studies Society. (March 2001, Chicago, IL)

The Arts of China, Japan and Korea. Sent by Koger Art Gallery to enhance teaching of Art in Chinese Culture courses. (March 2001, New York University, NY)

The Sixth Annual Asian Business Language Workshop, Brigham Young University CIBER, June 2000.

Executive Board Member, US-China Sister Cities Council. (July 1996-2000)

“Workshop on College Teaching for Doctoral Students.” Series of Five workshops designed to prepare doctoral students to teach at the college level. Sponsored by the Office of Faculty Development and Academic Support, UH-Manoa. (Spring 1995)

“Internet Workshop for Language Teachers.” Six-week workshop introducing pedagogical tools for the language teacher. Sponsored by the Second Language Teaching Curriculum Center, UH-Manoa. (October 1994)

Co-organizer, Department of East Asian Languages and Literatures Brown Bag Series, UH-Manoa. (August 1992-May 1993)

Interpreter for Chinese Lutheran Church of Honolulu. (1991-1992)

## **PROFESSIONAL MEMBERSHIPS**

Florida Foreign Language Teachers' Association, FLTA (2007-present)

Florida Chinese Language Teachers' Association, FCLTA (2007-2010)

American Council on the Teaching of Foreign Language ACTFL (2002-present)

Chinese Language Teachers Association CLTA (2002-present)

Early Medieval China Group (2000-2007)

Association for Asian Studies (2000- 2009)

Chinese Language Teachers Association, Florida (CLTA-FL), Advisory Board, (2007-2009)

## **INTERVIEWS**

Elinore Fresh. China Growing in Study-Abroad Popularity. (2009) Interviewed by *ABC News on campus reporter Andrea Alarcon*. July 28, 2009]

<http://blogs.abcnews.com/campuschatter/2009/07/china-growing-in-studyabroad-popularity-.html?cid=6a00d8341c4df253ef0115724d2b19970b>

Elinore Fresh, Paul Fishwick and Julie Henderson. 'The Next Best Thing to Being There: The Journey to China No Further than a Trip to the Computer'. (April 6, 2009) Interviewed by Daniel Lindley China Daily US Edition, Vol. 30, No. 7 (April 2009), p. 14. Gainesville.

Elinore Fresh. 'Kids get look at Chinese culture' (September 16, 2000) Interviewed by Beth Davis County Line correspondent, Jacksonville Times Union  
[http://jacksonville.com/tu-online/stories/091600/nec\\_4070621.html](http://jacksonville.com/tu-online/stories/091600/nec_4070621.html)

Jacksonville Expands New Relationships With Prominent Chinese Cities, October 13, 2004  
<http://www.coj.net/City-Council/Headlines/Jacksonville-Expands-New-Relationships-With-Promin.aspx>

## **MEDIA RELEASES/ARTICLES ABOUT ACTIVITIES**

美国佛罗里达大学沃灵顿商学院大卫·米勒零售教育研究中心代表团到营口兴隆考察学习(The Study Tour Delegation from the David Miller Center for Retailing Education and Research, Warrington College of Business, University of Florida visited Yingkou Xinglong Shopping Center, May 17, 2011)  
[http://www.xinglongstore.com/nwebnews/seenews.asp?NewsType=6&news\\_id=51698](http://www.xinglongstore.com/nwebnews/seenews.asp?NewsType=6&news_id=51698)

美国杰克逊维尔市友城协会副会长艾利诺女士访问我市 2010 年 06 月 29 日 (Jacksonville Sister Cities Association Board Member(sic) Elinore Fresh visited Yingkou June 29, 2010) <http://www.yingkou.gov.cn/wsb/2010/06/29/125732.html>

翟志席会见美国佛罗里达大学国际合作中心主任 David Sammons 一行 (图文) 2010 年 01 月 19 日报道) (Mr.Zhixi Zhai Met University of Florida's International Center's Director David Sammons) <http://news.cau.edu.cn/show.php?id=0000038612>

'Second Life: 'Second China' Offers Foreign Service Workers First Impression' Science Daily (Nov. 20, 2008)  
<http://www.sciencedaily.com/releases/2008/10/081029154856.htm>

'Second China' offers foreign service workers first impression' (Oct 29, 2008)  
<http://news.ufl.edu/2008/10/29/second-china/>  
<http://www.physorg.com/news144510236.html>

[国外]2008 年 5 月 19 日, 佛罗里达大学中文高级讲师艾丽诺女士为团长的美国杰市文化友好交流代表团一行三人在政府外事办公室副主任余克宁陪同下来辽宁(营口)沿海产业基地参观考察, 产业基地办公室李旭楠接待。  
<http://www.builder.org.cn/gbk/html/NewsView.asp?ID=414&SortID=101>

**REFERENCES**

Furnished upon Request