

## About Christian Höferle

Christian Höferle is owner and founder of Höferle Consulting, a company offering intercultural solutions, community relations, relocation/destination and public relations services, located in Cleveland, Tenn.



Christian Höferle

Coming from a strong bilingual and bicultural (German-American) professional background, Höferle Consulting connects and consults with businesses, decision makers, organizations, associations, educators, faith-based groups, artists, activists and other entities of public life by assisting them with their needs in communications, public relations, marketing, intercultural relations, interpretation/translation, relocation and destination services, transatlantic business relations, and strategic business development.

In addition, Höferle Consulting operates a Facebook page (<http://www.facebook.com/HoeferleConsulting>), a Twitter feed (<http://twitter.com/HoeferleConsult>), the *Southeast Schnitzel* blog (<http://southeast schnitzel.wordpress.com>) and is a contributor to <http://chattarati.com>.

Before founding Höferle Consulting, Christian established hoeferle Communications, a bilingual media services company, focusing primarily on freelance writing, reporting and editing. hoeferle Communications has also been operating as a consultant to various businesses in the entertainment industry. The company primarily acts as a freelance North

American office for the German trade magazine *MusikWoche*.

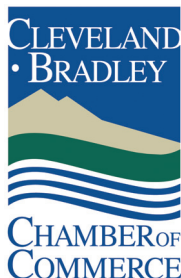
Christian started his professional career in the German media industry and has worked for companies like Entertainment Media Verlag and the Central European arm of Viacom Inc. Prior to moving to the United States, he served as co-editor-in-chief for the trade weekly *MusikWoche*.

Christian is married to Montessori Kinder owner Brigitta Höferle; they have two daughters.

In applying his experience as an immigrant and in trying to help other newcomers to the local community, Christian serves as a board member of the Ocoee Region Multicultural Services, where he was elected as the non-profit's 2010 vice president for Community Outreach.

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**HÖFERLE CONSULTING**  
INTERCULTURAL SOLUTIONS | PR | COMMUNITY RELATIONS



Cleveland/Bradley  
Chamber of Commerce  
PO Box 2275  
Cleveland TN 37320-2275  
[www.clevelandchamber.com](http://www.clevelandchamber.com)

# Understanding the German Way



**Six Sessions to Prepare for  
Transacting Business  
With Germans**

Presented by the  
**CLEVELAND/BRADLEY  
CHAMBER OF COMMERCE**  
in partnership with  
**HÖFERLE CONSULTING**

THE CLEVELAND/BRADLEY CHAMBER OF COMMERCE is partnering with HÖFERLE CONSULTING to present a series of six cross-cultural training sessions, "Understanding the German Way," to help prepare for our future German client and customer base. Our future German friends, fellow citizens and employers will bring with them different ways of doing business, different ways of leading personal lives and different perspectives on life. Many will struggle initially to adjust to the Southeast way and to the American lifestyle and work ethic.

"With Volkswagen and many of their German-speaking suppliers moving into the Tennessee Valley and with the arrival of Wacker Chemie in Bradley County just around the corner, local companies are exploring the best ways of getting into business with these new industries," Christian Höferle, workshop presenter, said.

To prepare for transacting business with the Germans, the Chamber of Commerce and Höferle Consulting will offer six individual workshops that will cover the many differences and idiosyncrasies, as well as some of the commonalities between the American and German lifestyles. Participants can choose to attend all six workshops, pick and choose different "packages," or select single sessions. Each workshop will provide valuable information that participants may adopt for their respective professional environments.

### Format

The biweekly programs will take place on Wednesday mornings from 8 to 10 a.m. beginning March 24 and continuing through

June 2. Each session, held in the Chamber's conference facility at the Village Green, will last no more than two hours.

The cost for Chamber members per person is \$35 for single sessions, \$80 for a three-session package (choose any three), and \$140 for the entire six-session package.

The non-member cost per person is \$60 for single sessions, \$165 for a three-session package (choose any three) and \$315 for the entire six-session package.

### Workshop Titles & Dates

Check which workshop(s) you wish to attend:

- March 24: *Session 1—Land and People/ Values and Attitudes*
- April 7: *Session 2—Business World*
- April 21: *Session 3—Private vs. Public*
- May 5: *Session 4—Communication*
- May 19: *Session 5—School Systems*
- June 2: *Session 6—Housing and Real Estate/Consumer Habits*
- All six sessions

### Return to:

The German Way  
Cleveland/Bradley Chamber of Commerce  
PO Box 2275  
Cleveland TN 37320-2275  
FAX: 423-472-2019 if charging

### Registration

Name \_\_\_\_\_  
Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ ZIP \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

\*Copy form for additional attendees.

*Please register me for the session(s) checked at left.*

**Total Sessions** (circle) 1 2 3 4 5 6

**No. of Attendees** \_\_\_\_\_

**Total Cost:** \$ \_\_\_\_\_ (member cost)  
\$ \_\_\_\_\_ (non-member cost)

*I wish to pay by (circle one)*

Check VISA/MC AMEX Discover

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

CV Code (3 digits on back of card over signature)  
\_\_\_\_\_

Name on Card \_\_\_\_\_

Full Billing Address  
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Signature \_\_\_\_\_