

Citizen diplomacy is the idea that the individual citizen has the right, even the responsibility, to help shape U.S. foreign relations — "one handshake at a time."



# IVC

2009 ANNUAL REPORT

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MAKE FRIENDS MAKE CONTACTS MAKE PEACE®

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# Who IVC welcomes: VISITING DELEGATIONS

Between July 1, 2008 and December 31, 2009 IVC members and supporters met with 2,144 people from 151 countries. These delegations represented government officials, entrepreneurs, community leaders, educators, religious leaders, scholars and graduate students in Philadelphia on IVC's many programs. An additional 342 international students are not counted within this list because their countries were not identified.

The \*asterisk denotes our Sister City countries. There were 194 people from nine of our ten Sister Cities who were in Philadelphia for a total of 1,827 days. There were 13 outbound individuals/delegations representing 298 program days abroad when Philadelphians visited six of our ten Sister Cities for educational exchanges, business, tourism or cultural projects.

I				ı	
3	Afghanistan	8	Georgia	8	Norway
2	Albania	57	Germany	5	Oman
24	Algeria	11	Ghana	38	Pakistan
2	Angola	15	Greece	30	Palestinian Territories
34	Argentina	6	Guatemala	4	Panama
25	Armenia	1	Guinea	2	Paraguay
8	Australia	4	Haiti	7	Peru
10	Austria	4	Honduras	15	Philippines
15	Azerbaijan	7	Hong Kong SAR	47	Poland*
6	Bahrain	5	Hungary	4	Portugal
8	Bangladesh	38	India	2	Qatar
2	Belarus	16	Indonesia	7	Romania
14	Belgium	15	Iran	63	Russian Federation*
2	Benin	73	Iraq	2	Rwanda
11	Bermuda	13	Ireland	12	Saudi Arabia
3	Bolivia	40	Israel*	2	Senegal
9	Bosnia and Herzegovina	33	Italy*	7	Serbia
6	Botswana	5	Jamaica	2	Sierra Leone
72	Brazil	131	Japan*	13	Singapore
3	Bulgaria	20	Jordan	5	Slovak Republic
4	Burkina Faso	5	Kazakhstan	2	Slovenia
4	Burma (Myanmar)	8	Kenya	3	South Africa
6	Cambodia	70	Korea, Republic of*	20	Spain
13	Cameroon*	7	Kosovo	2	Sri Lanka
13	Canada	4	Kuwait	6	Sudan
2	Cayman Islands	1	Kyrgyz Republic, The	1	Suriname
5	Chad	1	Latvia	10	Swaziland
22	Chile	23	Lebanon	17	Sweden
231	China,	2	Lesotho	4	Switzerland
	People's Republic of*	10	Liberia	6	Syria
17	Colombia	6	Libya	33	Taiwan
1	Congo,	4	Lithuania	1	Tajikistan
	Democratic Republic of	1	Luxembourg	6	Tanzania
1	Costa Rica	5	Macedonia, Republic of	24	Thailand
1	Cote d'Ivoire	1	Madagascar	12	Trinidad and Tobago
6	Croatia	3	Malawi	23	Tunisia
1	Cuba	10	Malaysia	32	Turkey
42	Cyprus	6	Mali	1	Turkmenistan
4	Czech Republic	3	Mauritius	8	Uganda
3	Denmark	19	Mexico	37	Ukraine
3	Dominican Republic	2	Mongolia	11	United Arab Emirates
7	Ecuador	3	Montenegro	37	United Kingdom
18	Egypt	9	Morocco	4	Uruguay
6	El Salvador	2	Mozambique	4	Uzbekistan
1	Equatorial Guinea	4	Namibia	1	Vatican City
3	Eritrea	3	Nepal	20	Venezuela
4	Estonia	15	Netherlands	9	Vietnam
3	Ethiopia	1	Netherlands Antilles	8	Yemen
1	Fiji	3	New Zealand	5	Zimbabwe
4	Finland	9	Nicaragua		
59	France*	2	Niger	2,144	Grand Total
1	Gambia, The	23	Nigeria		
	•		3		



# What is IVC? What does IVC do?

IVC is the region's international relations organization, formed in 1954 when the State Department partnered with the City of Philadelphia in the high-level exchange programs it created following WWII. Since then we have been the official host for the U.S. Department of State's highest exchange, the **International Visitor Leadership Program** (IVLP). Over the years other Councils were started across the U.S. These Councils are members of the **National Council for International Visitors** (NCIV), forming a unique network, which was nominated in 2001 for the Nobel Peace Prize. These 92 Councils engage and enable the American public to play a personal role in international relations where they have the opportunity to "welcome strangers and send home friends."

Today, we are a "Citizen Diplomacy" network with a hundred thousand volunteers—*citizen diplomats*—who open their offices, courtrooms, classrooms and homes to visitors from more than 150 countries each year.

Visitors on the International Visitor Leadership Program travel to up to five U.S. cities to meet their professional counterparts by day and experience American life at night through dinner with families in private homes and by attending a variety of cultural events. The program gives visitors opportunities to see the country first-hand and form their own opinions of the U.S., its policies and people. Past visitors include: F. W. de Klerk, Hamid Karzai, Willie Brandt, and Nicolas Sarkozy, who are among the 290 current and former heads of Government. Unlike other government-sponsored exchanges, this program is by invitation only.

#### More about us:

IVC is the "door" to the greater Philadelphia community for more than guests of the U.S. Government. We also arrange professional programs for individuals and corporations seeking professional connections to the people and institutions of our region. Annually, we link hundreds of rising and established leaders with Philadelphia's businesses and institutions.

As the region's *citizen diplomacy* organization we believe in the power of exchanges, knowing that exchanges create enduring relationships that build bridges of cooperation and understanding between peoples. In addition to our core program, the International Visitor Leadership Program, we also administer the City of Philadelphia's Sister Cities Program. Through both programs IVC arranges local itineraries and 'American experiences' for more than 200 delegations annually. We identify experts in various fields to meet with the guests, which leads to new relationships for academic, civic and business institutions. Through the Discover Philadelphia Program, we engage international graduate students with young Philadelphians and take them off campus to explore the region's cultural and historic resources and develop relationships with Philadelphians and Philadelphia.

#### Who We Work With:

We work in partnership with the foreign affairs agencies in Washington, including the U.S. Department of State and its Office of International Visitors and the Office of Citizen Exchanges (within the Bureau of Educational and Cultural Affairs), and the United States Agency for International Development (USAID). We also receive requests from foreign governments, companies and organizations to arrange counterpart meetings and cultural experiences. To administer Philadelphia's Sister Cities Program we work with the Philadelphia Department of Commerce, the Office of the City Representative and the Office of the Mayor.

#### What We Do:

IVC competes with 91 other Councils and cities across the U.S. to attract the State Department's delegations and the millions of federal and foreign dollars they spend in area hotels, restaurants and shops. IVC's staff designs carefully crafted programs and itineraries where high-level guests from abroad meet their American counterparts and gain an understanding of the U.S. We identify experts in the Greater Philadelphia region and match them with visitors and to IVC members who create "American cultural experiences" for them by opening their offices, courtrooms, classrooms and homes. Each year, IVC's small staff arranges thousands of meetings with area experts, our 'citizen diplomats.'

#### Why We Exist:

We work to make friends with the world's new leaders, make contacts for business development and prevent future wars through citizen diplomacy and face-to-face interactions.

#### **Our Citizen Diplomacy Program:**

IVC's Citizen Diplomacy Program engages area residents and institutions with distinguished guests from abroad for professional exchanges. These volunteers are experts in their fields, from law, art, government, education, free markets and journalism, to that of simply being an American. They meet with members of Parliament, presidential advisors, economists, business leaders, mayors, arts, library and university administrators, journalists and others who can affect positive change in their countries. Our Citizen Diplomats are generous with their time and expertise.

#### **Our Vision for Philadelphia:**

- Philadelphia's businesses and institutions develop strong international ties for growth.
- International students *have positive experiences* here and *recommend Philadelphia* as the U.S. city to come to for an American education or to open a business.
- Philadelphia's foreign language signage makes it the most welcoming city in the U.S. for non-English and limited-English speakers to live, work and visit.

CITIZEN DIPLOMACY IS THE CORE OF IVC

We build international relationships, one person - one handshake at a time.



56 years—bringing together persons of different nations, cultures and beliefs.
56 years—promoting understanding, opportunity, international relations and peace.
56 years—acting as the Philadelphia region's official host to the U.S. Department of State's highest exchange initiative, the International Visitor Leadership Program.

## ... acknowledging 56 years of Citizen Diplomacy at its finest.

Since its inception in 1954, the International Visitors Council of Philadelphia has built one of the strongest networks in the United States to promote lasting relationships between visitors from around the world and the people, businesses and institutions of our region. As a result of the IVC's exemplary service record and expertise built over the years, the Department of State has come to rely upon us to administer its most prominent leadership exchange programs. These exchange programs exist to promote cultural understanding and build friendships between the citizens of the United States and those who visit us from abroad. Over the past year, the IVC has hosted hundreds of business persons, political officials, dignitaries, educators, and students from countries around the world. At the core of these extensive efforts are you, our citizen diplomats, and the hardworking staff of the IVC. Our network of citizen diplomats is essential to the success of the IVC's principal mission. Whenever one of our citizen diplomats opens their home or place of business to those visiting our region they participate directly in the advancement of world peace between the people of the United States and those of other nations.

I want to acknowledge the many good works of the members of our highly talented Board of Directors. Each Board member makes significant contributions to the IVC by giving of their valuable time, good counsel and financial support. I am truly privileged and humbled to sit among this group of unparalleled professionals. Likewise, the quality services delivered by the IVC would not be possible without our dedicated staff of consummate professionals. The staff is the engine that makes this organization go. They attend to the details that are essential to the day-to-day operations. They schedule the professional appointments, book the hotels, arrange for the cultural activities, coordinate the home stays and dinners, and spearhead our First Thursdays receptions and the now famous BBQ—all while making each visitor feel like the VIP they truly are.

And finally, I especially enjoy having the opportunity to acknowledge three outstanding individuals who have provided years of loyal service and made numerous significant contributions, all of whom have made IVC the stellar organization it is today, starting with: Ron D'Alonzo, our Senior Program Officer, (much to our regret) retired this year. We will benefit well into our future from the strong relationships that Ron built with the Department of State. We wish Ron well in his retirement.

We celebrate 20 years of dedicated service to IVC by our two top executives. Ann Stauffer, our Executive Vice President, has organized more than forty successful training projects for the Community Connections Program, supervised the International Visitor Leadership Program, and concurrently acts as Project Director for our highly successful Discover Philadelphia<sup>TM</sup> Program. We are grateful for the many years of professional service she has given to the IVC. Thank you Ann!

Finally, it's a huge understatement to say that we are indebted to Nancy Gilboy, our CEO and President. The contributions that Nancy has made to the IVC over the past 20 years are widely recognized and well documented. Suffice to say—the IVC would have not achieved the unsurpassed reputation it enjoys today without Nancy's skill, professionalism and leadership. Year after year, she drives our organization to new heights with fresh ideas, new and improved programs and creative events—all the while keeping it "fun." Nancy, thank you and congratulations on your first 20 years. The IVC eagerly looks forward to achieving many new successes with you over the next 20!

— John W. Goldschmidt, Jr., Esq., Dilworth Paxson, LLP IVC Chairman

Photo at left: John W. Goldschmidt, Jr., Esq., Mayor Michael Nutter, and Laura Haymann McCluskey (Wachovia)



Citizen Diplomacy—one handshake at a time



# . . . it is always about relationships

Fifty-six years ago we were given a huge responsibility: show the world's new leaders the real United States—not the country depicted in movies or on TV. How? By engaging American citizens in playing a personal role in how the United States is viewed around the world.

Everything in life revolves around "relationships," and that's what IVC's work is all about. We take our responsibility seriously and work hard each year to build friendships so when thousands of opinion leaders around the world talk about the United States, their remarks are colored by professional discussions, laughter over dinners and the warm hospitality they experienced with our citizen diplomats.

We wouldn't be presenting this Report if it weren't for our unique partnership with the U.S. Department of State and its very special International Visitor Leadership Program. It's no secret that I'm not a fan of the program's name. It doesn't convey its breadth, impact and prestige, but I love everything else about it. I love that our government cares so much about the rest of the world that it invites leaders here from countries with serious problems so they can discuss solutions that worked for us and learn from those that didn't. I love that we're encouraged to show the diversity of our country, and not just our racial and ethnic diversity, but our diversity of opinion. What other country invites mayors, members of Parliament and other elected officials to be their guest and encourages us to show them protests and take them to community meetings to hear differing opinions? Why would they do this? Because when visitors see Americans express their opinions publicly, they see for themselves that we truly can speak freely without fearing reprisal from our own government, something we take for granted. And I love that they invite people who criticize us and write harsh things about us, and then encourage them to take a really close look at us. Why? So they can form their own opinion—an opinion shaped by their experiences of seeing everyday life in our country and by meeting with people like you and me who aren't career diplomats, but citizen diplomats. What's more believable and authentic than that?!

As you look through this Report and see the photos and read about our programs, I want you to know that behind each photo, each paragraph and program is a dedicated IVC Board, staff and corps of generous volunteers. And as you reach the back of this Report and scan through page after page of lists, I hope you're as inspired as I am by the wonderful people and organizations working with us to make friends and peace, one person at a time.

We've been given the huge responsibility of building important relationships. And hardly a day goes by that we're not arranging meetings for people who could be their country's next president or advisor on political affairs. But whether it's an elected official, religious leader or a student from a Sister City, this wonderful organization is here to always welcome a stranger and send home a friend.

Thanks to all our supporters for making IVC the best organization to Make friends. Make contacts. Make peace.®

Nancy J. Gilboy, IVC President and CEO

Welcome a stranger and send home a friend

"Fifty-six years ago we were

given a huge responsibility:

the real United States—not

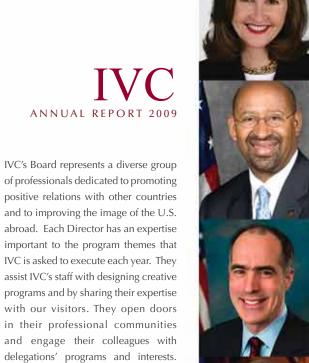
the country depicted

in movies or on TV."

show the world's new leaders

-Nancy J. Gilboy

Photo at left: Nancy J. Gilboy with Wang Qiang, Hu (Meller) Pengfei, and Wang Liang from Tianjir



The IVC Directors provide financial support, conference space for meetings and seminars, and host receptions for delegations. These individuals are our key advisors, and the thousands of appointments arranged each year could not be done without the support of these committed professionals.















# Board of Directors 2009/2010

PRESIDENT & CEO

Nancy J. Gilboy

Honorable **Michael A. Nutter** Mayor, City of Philadelphia

HONORARY BOARD

Honorable **Robert Casey, Jr.** U.S. Senate

Honorable **Arlen Specter** U.S. Senate

BOARD OFFICERS

CHAIR **John W. Goldschmidt, Jr.**, Esq.

Dilworth Paxson LLP

VICE CHAIR

Richard D. Atkins, Esq.
International Recoveries LLC

TREASURER
William Spang
Mitchell Titus LLP

SECRETARY
Warwick S. Wheeler
Mann Center for the Performing Arts

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**Daniel Goldberg**Dan Goldberg Consulting

**Thomas Jennings**, Esq. Saul Ewing LLP

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WBD Investment Group

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**Kimon Hatza**, Esq. Blank Rome LLP

Laura McCluskey Wachovia, A Wells Fargo Company DIRECTORS

Stephen P. Kelly& The Aldwyn Group

James McGann, Ph.D. McGann Associates

**Martha McGeary Snider** The Medici Archive Project

Maria Mills-Torres School District of Philadelphia

**David C. Palm**The Boeing Company

◆Executive Committee as of March 2010

DIRECTORS

**Brian A. Rankin**, Esq. Comcast Corporation

Marciarose Shestack Broadcast Journalist

Joseph B. Thompson\* Berry & Homer

Robert Washington McNeil Consumer Healthcare

**David Webster** Webster Marketing International LLC COMPASS CO-CHAIRS

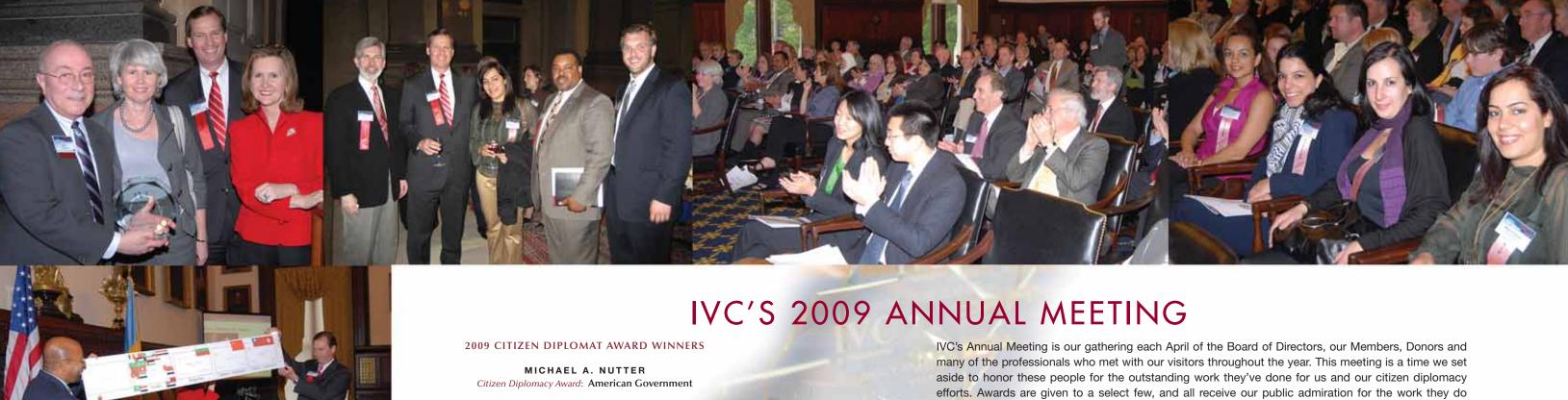
William Celenza Jacobs Engineering Group

Clio Mallin
John Templeton Foundation

Christopher Sheridan, Esq.

**Herbert Ushewokunze**, VII Africa Resource Center

\*Joseph Thompson died in March, 2009. He had served on IVC's Board since 1996. We truly miss his kindness, entrepreneurial spirit, and his generosity to IVC.



JOHN W. GOLDSCHMIDT, JR., ESQ. Citizen Diplomacy Award: Trustee of the Year

> ROBERT L. HONISH, M.D. Citizen Diplomacy Award: I.V.L.P.

ADELAIDE FERGUSON, J.D.

Citizen Diplomacy Award: Discover Philadelphia

DAVID KIPPHUT

Citizen Diplomacy Award: Sister Cities

ELLA R. TORREY

Citizen Diplomacy Award: Lifetime Service

ANETA KOMENDARCZYK

Citizen Diplomacy Award: Outstanding Service

RONALD F. D'ALONZO

Citizen Diplomacy Award: Outstanding Service

PHILADELPHIA CHINATOWN DEVELOPMENT CORP.

Citizen Diplomacy Award: Outstanding Civic Partner

quietly and effectively.

The 55th Annual Meeting was a time to say good-bye to some friends. Ron D'Alonzo retired after 15 years as Senior Program Officer for the International Visitor Leadership Program, and Aneta Komendarczyk left for a new adventure in New Orleans with her husband and soon-to-be-new son. Aneta, from our Sister City in Poland-Torun-was at the event with a Torun delegation of teachers who were in Philadelphia planning the October, 2009 visit by students and officials. Philadelphia City Representative, Melanie Johnson, presented Aneta with a large Liberty Bell in recognition of her work to strengthen the Torun-Philadelphia Sister City relationship.

Mayor Michael Nutter was among our honorees and received not just a Citizen Diplomacy Award, but also his business cards translated into 25 languages. We unfurled a colorful 25-foot scroll showing his cards super-sized with flags of the countries each language represents.

We were joined by many guests, including the Sister City representatives from Torun, others from Tianjin and Douala, plus women from the Middle East and North Africa on the State Department's special program to empower women in those regions.

Our guest speaker was Michele Lampher, who at the time, was with the State Department and Chief of the Community Resources Division for the Office of International Visitors.





At IVC we're committed to building friendships, business relationships and peaceful relations around the world. Our dedicated staff plans more appointments, and connects more people internationally than any other organization in Philadelphia.



#### WE'RE TEAM IVC! WE MAKE IT HAPPEN

Each member of IVC's talented staff is committed to building friendships, business relationships and peaceful relations around the world - one person, one handshake at a time.

No other small staff plans more appointments or connects more people internationally than these dedicated professionals. Their commitment is evident in the number of years they've worked at IVC – the longest for more than 20 years. We sadly lost three this year, one to retirement and two who moved to other parts of the country.\*

IVC President & CEO Nancy J. Gilboy IVC Executive Vice-President Ann L. Stauffer Director of Adminstration Colleen M. Hardimon Program Officer **Matthew Drexler** Director of Development & Membership C. Alan Hatfield Sister Cities & Special Projects Director Jennifer McGinn Database Manager Stephen J. Forte Accountant **Jatinder Singh** 



#### \*STAFF CHANGES THIS PAST YEAR

Jill Jacobus, former Director of Administration, moved to Florida after seven years with IVC

Ron D'Alonzo, former Senior Program Officer, retired in June after 15 years of programming thousands of State Department visitors

Aneta Komendarczyk, former Research & Communications Manager (and from Sister City Torun, Poland), moved to New Orleans with her husband and new baby

#### IVC'S PAID CONSULTANTS

Account Vision
Asbet Balarian
Bower & Co.
Valentina Bren-Buzil
Catering By Design
Andi Coyle
Bernard Downey
Elsy Escalon
Adelaide Ferguson
Gazelle Globalization Group

Jill Jacobus

Manuel Ishkhanian

Hannah Kalkstein Ryan Keller Susan Kellogg Language Services Associates Svetlana Ledenieva-Phillips

MA+G Graphic Design Erika Marcus Tracy Matthews Bill Orchester

Professional Computer Tech. Assoc.

Virginia Pusey

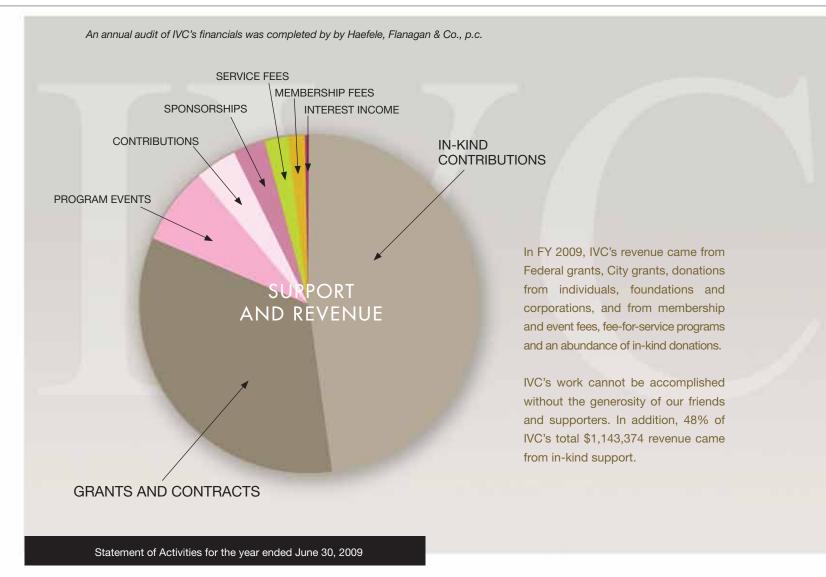
Resnick Communications, Inc.

Sara Richardson Diane Rossheim Dimitri Sassov Sophie Stepanyan Structural Design Associates, Inc. Taws Can Do

Top Guns Corporate Photography, Ltd. VARE Advisory Council Silke Voigtlander

Krystyna Warchol
World Shippers & Importers Co.

#### 2009 FINANCIAL REPORT



#### SUPPORT AND REVENUE

#### EXPENSES / PROGRAMS / SERVICES

Grants and contracts	\$ 384,032	Community Connections	82,383
Contributions	86,273	Discover Philadelphia	122,161
In-kind contributions	547,191	IVC Centers	181,714
Service fees	27,027	Sister Cities	139,937
Membership fees	19,320	NCIV	506,609
Program events	45,200	IREX	68,499
Sponsorships	33,775	Support Services	39,883
Interest income	556		
Total support and revenue	1,143,374	Total program services	1,141,186

Complete financial information can be obtained by calling IVC.

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*Our work was accomplished with the help of many talented interns:* 



# WE'RE IVC INTERNS! WE also help MAKE THINGS HAPPEN

#### OFFICE INTERNS AND VOLUNTEERS

IVC provides valuable support experiences for retired professionals, for new graduates seeking contacts, and for college interns to better understand U.S. foreign policy, international relations and the importance of strong organizational skills. Spouses of international graduate students with advanced degrees, but without work visas, find IVC a friendly and professional environment to maintain their skills while learning about American culture and business

John Bernhardt Liam Corr Rosetta Dweh Brahim El Guabli

Brahim El Guabli Andria "Andrew" Ergemlidze Elizabeth Fields Michael Hess Ryo Tiffany Kurokawa Juliana Lindgren Theodora Marcantonis Sabeen Kalyan-Masih

Alexandra Forlini

Renee Merritt Kaitlin Morrissey Steve O'Connor Stephanie Toronidis Shadi Vahidi

#### SISTER CITIES FELLOWS

Dr. Yun-Hwan KO – Incheon, Korea Pengfei "Meller" HU – Tianjin, China

#### SCHOOLS AND COUNTRIES REPRESENTED BY OFFICE INTERNS AND VOLUNTEERS:

Drexel University
Episcopal Academy
LaSalle University

Rutgers University
Saint Joseph's University

China Korea Morocco

# A brief overview of key IVC programs in 2009













**Pages 14-16:** IVC's core program is the U.S. Department of State's **International Visitor Leadership Program**—IVLP. Participants are members of Parliament, presidential advisors, mayors, educators, business leaders and others who are identified by U.S. embassies as important leaders to connect with their American counterparts. Their visits here provide them with the opportunity to see, to learn and to help form—or reconsider their own opinions and ideas about the U.S. IVC's **Matthew Drexler** is the program officer for the IVLP.

Pages 18-19: The Community Connections Program began in the early 1990's as Business for Russia, a State Department program to help Russian entrepreneurs learn Western-style business. Philadelphia is the first U.S. city to receive a delegation. Over the years the program evolved and expanded, emerging as Community Connections—including government officials, lawyers, journalists, academics and religious and cultural leaders from the other countries of the Former Soviet Union. In this Report, read about Armenian film-makers and Ukrainian classical music managers. Ann Stauffer, IVC's Executive Vice President, serves as Project Director for this program, which is now part of USAID.

**Page 21:** IVC's four primary programs are the IVLP, Sister Cities, Discover Philadelphia, and Community Connections. However, our expertise in designing professional itineraries and creating American cultural experiences is well known, so we receive requests for assistance from universities and corporations, as well as the U.S. Government and foreign governments. **Jennifer McGinn** is IVC's Director of Special Projects for this busy department.

**Pages 22-23:** Discover Philadelphia warmly welcomes international students —showing we care they come here for their degree. IVC has long recognized the needs of international students and initiated this program as part of the City's knowledge industry efforts to attract, engage and retain students. "International" wasn't initially on the agenda, but studies show that foreign students have a positive impact on the economy—it's the right program at the right time. Ann Stauffer, the program's Project Director, arranged professional meetings and cultural activities throughout the year.

Pages 24-27: Exchange programs between cities began in the 1950's during Eisenhower's administration to prevent future wars by connecting people around the world and building mutual understanding among nations. The Sister Cities Program was created to develop official linkages between U.S. cities and cities around the world. Philadelphia is linked to ten cities in nine countries. Nancy Gilboy and Jennifer McGinn are kept busy with this program. In this Report, learn about the activities that were shared with each city within this past year.

Pages 32-33: There's no friendlier place in town. It's where internationals and locals meet and mingle at the ultimate social event that best defines our well known motto: Make Friends. Make Contacts. Make Peace.® At First Thursday there's always the opportunity to informally chat with guests of the State Department from around the world, international graduate students, guests from our Sister Cities, consuls, and newly-arrived executives from abroad. It's a place to have fun, enjoy great food and wine, and interact with some of the most interesting people in the world and the region. These monthly events—as well as our BBQ—are organized by IVC's Director of Membership & Special Events, Alan Hatfield.

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# International Visitor Leadership Program

## The **#1** public diplomacy program

Policy Implementation and Coordination

and Foreign Policy Challenges

for Young Political Leaders

for Young Political Leaders

of Cultural Preservation

of Federalism in a Multi-Ethnic Society

as a Basis for Good Governance

Development and Fundraising

Building mutual understanding between the U.S. and other nations

The U.S. Government has more than 60 Public Diplomacy programs, and year after year the International Visitor Leadership Program (IVLP) is ranked the country's top program by U.S. ambassadors around the world. And for good reason—among the thousands of distinguished individuals who came to the U.S. and formed their own opinions of the country on the International Visitor Leadership Program are more than 280 current and former Chiefs of State and Heads of Government, 2,000 cabinet-level ministers, and many, many other distinguished leaders from the public and private sectors.

This leadership exchange is considered the crown jewel of all exchanges and brings more than 100 international delegations to the Philadelphia region each year.

Alumni of the IVLP include 53 current and 237 former Heads of Government and Chiefs of State.

The visitors, selected by American Foreign Service Officers overseas, are current or potential leaders in government, politics, the media, education, the arts, business and other fields. A typical visit includes five cities in the U.S. where they can see first-hand the country's rich diversity in its people, geography and culture. They meet their

professional counterparts during the day and enjoy dinner in private homes in each city. They often comment about another diversity they encounter on the program - diversity of opinion. Visitors have expressed surprise that a government-sponsored program would allow them to meet people with views that differ from the government! In fact, the IVLP encourages it. How else can people form their own opinion of the U.S. and truly believe we enjoy the freedoms we claim to have if they can't experience it themselves?

This great program is administered in communities throughout the U.S., and the Philadelphia IVC is part of a national network of 92 Councils. Visitors go to just five cities, so there is (friendly) competition among Councils for the visitors. Each Council is a member of the National Council for International Visitors (NCIV). There is no other network in the world like the NCIV network. As the State Department's private sector partner, this network has a growing base of more than one hundred thousand citizen diplomats across the U.S. who open their offices, courtrooms, classrooms and homes and play a personal role in international relations. It is no wonder the NCIV network was nominated for the Nobel Peace Prize in 2001.

In 2009, for the IVLP, the Philadelphia IVC arranged professional programs and American cultural experiences for 391 distinguished visitors from 119 countries. Program themes were met with the generous help of hundreds of people and institutions throughout the Philadelphia, New Jersey and Delaware areas.

# **International Visitor Leadership Program**

a program of the U.S. Department of State

International Visitor Leadership (IVLP) continues its outstanding introduction to American policies, life and culture. In the first four months of 2010, IVC of Philadelphia arranged professional meetings, dinners in homes, and American experiences for 132 IVLP visitors.

## International Visitor Leadership Program -continued from previous page

More than a thousand program days were arranged for our distinguished visitors to meet their counterparts from the Philadelphia region. They visited government offices, businesses, law firms, churches, mosques and synagogues, and elementary and high schools and universities. They enjoyed concerts, lectures, dinners in homes and restaurants, visits to museums and seeing the city with host-guides, as well as exploring it on their own.

- Matthew Drexler is IVC's Program Officer for the IVLP.



Dialogue

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Knowledge

Tolerance





In 2009. IVC was the host for our 43rd and 44th Community Connections\* programs. These continued our 16 years administering this program with countries of the former Soviet Union. The latest two CC programs focused on:

Armenia: Film-Making ■ Ukraine: Classical Music **Performing Arts Management** 

For this important public diplomacy exchange program, IVC and the Greater Philadelphia region worked in partnership with the United **States Agency for International Development** (USAID), and its Bureau of Growth and Trade (EGAT) / Office of Education, and World Learning in Washington, D.C. Before moving to USAID in 2005, Community Connections (and its predecessor, the Business for Russia program) was directly funded and managed by the United States Department of State beginning in 1994.

IVC hosted both 2009 delegations for three-week training programs in the Greater Philadelphia region and New York City. The programs had the full backing of the Armenian and Ukrainian governments with the goal of exposing participants to private sector and public/private support for the arts in the United States. Both groups were warmly received by their American counterparts in film-making and classical music management. The professional programs were complemented by home stay experiences with IVC's generous members who helped provide a full immersion into American life and culture, plus many varied cultural experiences.

Looking ahead, IVC will manage two important Community Connections programs in 2010 for Russian religious leaders. These programs are being developed in response to Secretary of State Hillary Clinton's visit to Russia in October 2009. The participants, representing Buddhist, Catholic, Islamic, Jewish and Russian Orthodox faiths, will explore interfaith issues and successful strategies in Greater Philadelphia and Washington, D.C.

**Armenia - Film-Making** 

Community Connections, a focus on the art

In February, 10 Armenian film-makers from the Yerevan Region met with their professional counterparts here and in New York to exchange ideas to:

-Learn how to promote the achievements of world cinema in Armenia as well as Armenian cinema abroad

-Gain new skills on how to make quality films meeting international standards

-Gain fund-raising, promotion and marketing skills -Learn how films are funded in the US

-Learn technical skills necessary for film screening -Study the film production process (pre-production. production and post-production stages

This program was highly successful and we thank the Greater Philadelphia Film Office for their advice and support. The Armenian participants are eager to be hosts in return and have invited the Americans they met and lived with here to the annual film festivals, which they represent: the Golden Apple Film Festival and the Kin Women's International Film Festival —in Armenia

Appointments for the Armenians included:

#### In Greater Philadelphia:

Channel 3 CBS-TV Comcast

Drexel University - Westphal College of Media Arts & Design Greater Philadelphia Film Office

International House of Philadelphia - Film @ International House National Constitution Center - Theater Programs NFL Films

Patrick Stoner, "Flicks" & "Pics" - PBS

Philadelphia Film Alliance

Philadelphia Movie Sites Tour

Philadelphia Museum of Art - Film Programs Shooters Post and Transfer / DIVE

Studio Centre Norristown

Temple University - Department of Film and Media Arts

The Franklin Institute - IMAX Theater

Video/Film Associates

Videosmith

Wolfington Productions

#### In New York City:

Museum of the Moving Image Tribeca Film Institute

**Ukraine - Classical Music** 

In October, our focus turned to music with the arrival of an 11 member Ukrainian delegation of classical music managers from the Kyiv (formerly Kiev), Zhytomyr and Chernihiv Regions. The participants were invited to meet their American counterparts and discuss:

-How to increase the number of managers in the field of classical music

-How to make the managers more competent

-How to make classical music management a profitable business for agencies/agents and artists

-How to develop fund-raising strategies, including the development of successful fund-raising events -How to develop proficiencies in marketing and



Upon the delegation's return to Ukraine, the U.S. Embassy hosted a press conference for the participants to discuss their U.S. program. Ann Stauffer, IVC's Executive Vice President and Community Connections Project Director, participated in the press conference via satellite from the offices of Ballard Spahr, LLP, arranged by firm partner, Baird Brown, who is on IVC's Board.

In Greater Philadelphia:

#### Kimmel Center for the Performing Arts

Academy of Music

Mann Center for the Performing Arts Philadelphia Orchestra & Orchestra Association

Appointments were made in three regions:

International Opera Theater

Philadelphia Sinfonia Orchestra The Curtis Institute of Music

City of Philadelphia Office of Arts, Culture & the Creative Economy

The Musical Fund Society of Philadelphia

Greater Philadelphia Chamber of Commerce.

Arts and Business Council

International Artist Managers Association

& Joanne Rile Artists Management American Composers' Forum, Philadelphia Chapter

WolfBrown (Joseph Kluger) The Philadelphia Inquirer

- David Patrick Stearns, classical music critic

Ballard Spahr, LLP (law firm representing

the Philadelphia Orchestra and other arts organizations) Robert Cafaro, Philadelphia Orchestra Cellist

Philadelphia High School for Creative & Performing Arts

#### In New York City: Carnegie Hall

Young Concert Artists, Inc.

American Symphony Orchestra at Lincoln Center

#### In the Harrisburg Area:

Harrisburg Symphony Harrisburg Youth Orchestra Harrisburg Symphony Society

Lebanon Valley College Department of Music

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-Ann Stauffer, IVC's Executive Vice President, is Community Connections director.



## **Community Connections**

a program of the U.S. Agency for International Development

\*Community Connections continues to support young professionals from Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, the Kyrgyz Republic, Moldova, Russia, Tajikistan, Turkmenistan and Ukraine. The program recently expanded beyond the former Soviet Union to include Serbia (with additional countries from the region to be included in future Community Connections programs).

# Faith & Community: A Dialogue—with the Balkans

Establishing an environment for religious tolerance and understanding...

This special program is a partnership of:

- IVC of Philadelphia
- The U.S. Department of State, Bureau of Educational & Cultural Affairs
- IREX the International Research and Exchanges Board
- International Multi-Religious and Intercultural Center, Sarajevo



#### Greater Philadelphia participants & supporters:

- Al-Aqsa Islamic Society
- Amish Farm and House
- City of Philadelphia

Commission on Human Relations Department of Recreation

Conflict Resolution Theatre and Workshop

Mayor's Office of Faith-based and Community Initiatives Mural Arts Program

- Epiphany Catholic Church and School
- Foundation for Islamic Education and the Villanova Academy
- Friends Select School
- Girl Scouts of Eastern Pennsylvania
- Mennonite Information Center
- Operation Understanding
- Police Athletic League (PAL) ■ Roman Catholic High School
- Saint Andrew's Russian Orthodox Church
- Saint George's Greek Orthodox Church
- Temple University Institute for
- Interreligious and Intercultural Dialogue
- University of Pennsylvania Hillel House

#### Project Overview

IVC has managed this important program since 2008 in partnership with the United States Department of State, the International Research and Exchanges Board (IREX) and the International Multi-Religious & Intercultural Center in Sarajevo.

This program has provided unique opportunities for youth leaders from Bosnia and Herzegovina, Croatia, Serbia and the United States to better understand each other. Two groups of twelve participants visited the U.S. in October 2008 and April 2009 for a three-week program in Greater Philadelphia and Washington, D.C. Their professional program was designed to strengthen the role that clerics, educators and community leaders - heavily influential forces among youth groups - play in creating religious

IVC members hosted the participants from both groups for an "American cultural experience day" which included visiting American homes, participating in volunteer activities, visiting local museums and cultural sites.

#### Going abroad-a true exchange:

American experts who had met with the participants were invited on two follow-on trips to Bosnia and Herzegovina to continue the dialogue and assist in implementing successful U.S. programs there.

#### Representing Philadelphia IVC on the first trip in August 2008 were:

#### Dr. Mustafa Ahmed

Foundation for Islamic Education and the Villanova Academy

#### **Judy Nelson**

Conflict Resolution Theatre and Workshop, City of Philadelphia Department of Recreation

#### The second American expert follow-on trip took place in May 2009 and included the following Philadelphians:

#### Reverend Ralph Blanks

African American

Interdenominational Ministries

#### Jeremy Brochin

Hillel House, University of Pennsylvania

#### **Amy Johnston**

Mural Arts Program, City of Philadelphia

#### Marwan Kreidie

Al Agsa Islamic Society

#### Officer Maurice Scott

City of Philadelphia Police Department and the Police Athletic League

#### Carolyn Shank

Friends Select School

The final phase of the program was the U.S. Department of State-funded Final Conference in Sarajevo. Planned by IREX, this brought all twenty-four project participants together from Bosnia and Herzegovina, Croatia and Serbia to Sarajevo to report on their follow-on activities and programs since returning from their U.S. trips.

The Philadelphians involved in the May 2009 American experts' trip also attended the Final Conference after their follow-on trip around Bosnia & Herzegovina. Ann Stauffer, IVC's Executive Vice President and Project Director, represented IVC at this wrap-up

The American experts who traveled to Bosnia and Herzegovina were honored at IVC's December First Thursday reception. They were introduced to the audience and commended for their work on this important program.

-Ann Stauffer, IVC's Executive Vice President, is the project director.



## IREX/the Balkans

is a partnership program of IVC, the U.S. Department of State, IREX and Sarajevo's International Multi-Religious & Intercultural Center. This past year IVC arranged 244 program days for 24 participants, booked 234 room nights and 7 cultural events, including day-long weekend American experiences with friendly host families.

# **Special Projects** Department:

From professional itineraries to American experiences

#### Visitors who arrived with special program interests

#### (1.) Fulbright Students & Scholars

It took just one day to be "sold out" after our request for hosts went out for Friday night dinner hospitality for 141 Fulbright Students & Scholars from 64 countries who were attending a Fulbright Enrichment Seminar in Philadelphia through IIE. Forty IVC member-hosts provided a variety of American experiences in their homes or at local restaurants. A fabulous time was

#### (2.) Japan: Volunteer & American Experiences

It's well known the ultimate "American experience" is an overnight in an American home. Each year, IVC's Special Projects Department is asked to arrange this one-night homestay experience, as well as a volunteer experience. This year ten Japanese businessmen enjoyed a dinner and overnight stay with several IVC members. These always become lively evenings for everyone involved-with use of much sign language and laughter, since most of the Japanese executives speak little, or no English. Their volunteer activity was an afternoon at the Ronald McDonald House, touring the facility and making holiday bows and bags of snacks and toiletries for resident families. No one can see the good work of the Ronald McDonald House without being moved and impressed by everyone's kindness toward the residents. This group was no different - at the end of their visit, the Japanese men couldn't help but make a donation.

#### (3.) Cyprus: High School Guidance Counselors and Teachers Assess American Schools

Students around the world look to their high school counselors and teachers for advice as to where to go to college. And when they want to study abroad, these advisors become even more important. When entry requirements for the U.S. tightened after 9/11, students were directed to England and Australia, which is why the Cyprus Fulbright Commission and AMIDEAST sent twenty Greek and Turkish Cypriot guidance counselors and teachers to Philadelphia for a ten day program. From consultant Adelaide Ferguson, J.D. and Community College's Luke Kasim they received a detailed and informative introduction to the U.S. system of higher education, which laid the foundation for understanding the United States and the schools they would be seeing. The group also met with their counterpart, Tracy Matthews from Friends Select School.

Their itinerary took them to five schools for day-long appointments and tours, and at each school they were surprised by the high level of attention given each student in the U.S., and impressed by the many things offered students - from computer labs to athletic facilities and mental health counseling. The schools visited included: Community College of Philadelphia, Drexel University, Temple University, University of Pennsylvania and Villanova University. The Cypriots also attended many cultural activities including a highlights tour of the Philadelphia Museum of Art where they attended the "Art after Five" jazz concert, a trip to Atlantic City to see the ocean with a walk along the boardwalk to shop, a historical and cultural tour of Philadelphia, day-long hospitality by IVC members\*(list at right), and dinner

with the local Philadelphia Cypriot community. They also had a blast at the IVC BBQ where they met and had their photo taken with Mayor Nutter. From the program and positive experiences they had, they appeared inclined to recommend Philadelphia to their students, and pleased when told their students would receive added special attention personally by the IVC staff and friends they met during their visit.

#### (4.) Sudan: Anti-Corruption Commission

Among the activities experienced by three officials from the Southern Sudan Anti-Corruption Commission were a specially planned anti-corruption program and dinner hospitality. Sponsored by the U.S. Embassy in Khartoum and MIC, IVC's Special Projects Department was asked to create a professional program for the group to learn about anticorruption exposure and training, areas of investigation, legal services and corruption prevention and education. They met with the U.S. Attorney's Office, Office of the Inspector General, the District Attorney's Office, City of Philadelphia Police Department, FBI, ACLU of PA and the Delaware Public Integrity Commission. The group was also hosted for a memorable American experience of friendly dinner hospitality in the home of long time IVC members, Doug & Lois Fischer.

#### (5.) Hungary: Fund-raising Techniques for Classical Music Institution

Raising funds to continue important programs is a universal need. To support the potential of the Franz Liszt Academy of Music, the U.S. Embassy in Budapest, Hungary and MIC sent the Academy's Business Development Unit Officer to Philadelphia where we created a program for her to learn about fund-raising and networking for cultural institutions. Among the places she visited were the Curtis Institute of Music, Mann Center for the Performing Arts, and the University of the Arts. Gail Bower, IVC member, host and sponsorship consultant, hosted her for lunch to discuss how she could increase revenue for the Academy by identifying the Academy's assets and opportunities for corporate

#### (6.) U.S. Department of State:

MAKE FRIENDS MAKE CONTACTS

#### Middle East Program Initiative - Empowering Women in the Middle East

This special program was sponsored by the U.S. State Department and AMIDEAST, and designed to empower women in the Middle East and North Africa. Philadelphia's IVC was again asked to arrange special three-month business fellowships for the women, and thanks to seven generous companies, eight women had business hosts who showed how Western-style business works. They served as mentors and provided substantive training for the women in their fields. IVC included them at all events - from First Thursdays to the BBQ-and arranged dinners in members' homes, took care of their medical and personal needs and provided the warm family atmosphere they were missing from home. These experiences are life changing and career changing for these women who can apply their knowledge of American business and the American people when they return home.

#### -Jennifer McGinn is IVC's special projects director.

IVC's Special Projects Department is an important department that arranges professional itineraries, books hotel rooms, arranges dinner hospitality in homes, overnight stays with host families, sightseeing tours and other types of positive "American experiences." This busy department arranged programs and American experiences for 528 visitors. It booked 1,273 hotel nights, arranged 243 dinner hospitalities with 60 memberhosts, and 31 home stay nights with 16 host families. It hosted 13 delegations from China with 75 visitors and 453 others from 73 additional countries.



#### IVC's Special Projects Department arranged programs for people from these countries and regions:

GHANISTAN, ALBANIA, ALGERIA, ARGENTINA, AUSTRIA, BANGLADESH, BELGIUM, BENIN, BRAZIL, BULGARIA, BURKINA FASO, BURMA, CAMBODIA, CANADA, CHAD, CHILE, PEOPLE'S REPUBLIC OF CHINA, COLOMBIA, DEMOCRATIC REPUBLIC OF CONGO, COSTA RICA, CROATIA, CYPRUS, DOMINICAN REPUBLIC, ECUADOR, EGYPT, EL SALVADOR, ESTONIA, FINLAND, FRANCE, GERMANY, GREECE, HAITI, HONDURAS, HUNGARY, INDONESIA, IRAQ, IRELAND, ISRAEL, ITALY, JAMAICA, REPUBLIC OF KOREA, JAPAN, LATVIA, LEBANON, REPUBLIC OF MACEDONIA, MALAYSIA. MEXICO, NAMIBIA, NETHERLANDS, NEW ZEALAND, NORWAY, PAKISTAN, PANAMA, ROMANIA, RUSSIAN FEDERATION, RWANDA, SOUTH AFRICA, SPAIN, SUDAN, SWEDEN, SYRIA, TAIWAN THAILAND TUNISIA TURKEY UKRAINE UNITED ARAB EMIRATES, UNITED KINGDOM, URUGUAY, VIETNAM, YEMEN, ZIMBABWE



#### Our thanks to these nice \*members for hosting twenty Cyprus participants

Brigitte & Sergio Blanco, Ph.D. Gail Bower & Michael Vacker Alice & Al Doering Steve & Susan Kelly Marge & Art Miller Michael Rossman & Barbara Elliott **Bob Philpott** Zoey Reese Phyllis Sims Marilyn & William Tietjen

#### Seven generous businesses provided fellowships for eight Middle East women BDP International Inc.\*\* - Tunisia (2 women)

Community Legal Services - Israel Dilworth Paxson LLP\*\* - Lebanon Federal Reserve Bank - Algeria PECO\*\* - Tunisia Tierney Communications\*\* - United Arab Emirates Wachovia\*\* - West Bank



#### Some of IVC's many Discover Philadelphia programs & events:

Among the many *Discover Philadelphia®* activities this past year, international students got to attend a Philadelphia 76ers basketball game and to enjoy a lively student jazz concert at the *University of the Arts*. Recipients of *Sister City Scholarships* were included in many events. Hundreds of students appreciated the introductory "Welcome to Philadelphia" double-decker bus tours. Many more were welcomed as honored guests at *IVC's 23rd Annual International BBQ*. Penn LL.M. students were delighted to get discounted tickets to attend the *Mann Center for the Performing Arts*. More than 140 visiting *Fulbright* students were invited into the homes of IVC members for informal, get-acquainted dinners.

A wealth management & financial services seminar and reception were hosted by Schuylkill Capital Management, with representatives from PNC Wealth Management & Institutional Investments and Greentree Brokerage Services, Inc.

Internship opportunities for LL.M. students at **Saul Ewing** were provided by IVC Board Director, **Thomas Jennings**, Esq.

IVC provided a "behind-the-scenes" look at the American justice system with a private tour of the **Philadelphia Criminal Justice Center**.

Discover Philadelphia provided networking for hundreds of international graduate and professional students at IVC's **First Thursday** receptions.

IVC arranged company fellowships for 8 young Middle East businesswomen in the U.S. Department of State's **Middle Eastern Partnership Initiative** (MEPI) program.

IVC co-sponsored the annual LL.M. reception at the **Morgan Lewis & Bockius** law firm with the **Philadelphia Bar Association**'s International Committee. It was hosted by **Mark Dichter**, Esq. a partner at the firm who is an IVC Board Director.

Complimentary IVC memberships were given to **Temple University International Business Association** students, as well as career advice to both the American and international students.

IVC member, **Robert McQuiston**, Esq. of **Ballard Spahr**, mentored many Penn LL.M. students, and visited with others overseas.

**Penn** and **Temple** LL.M. students celebrated the Chinese Mid-Autumn Festival at **Gonzales & Tiagha** law firm.

IVC co-sponsored the annual welcome reception for international students and scholars at the **University of Pennsylvania Museum**.

IVC arranged walking tours of **Independence National Historical Park** and visits to the **National Constitution Center** for Chinese LL.M. students at Temple.

International students and faculty attended IVC's 55th Annual Meeting where La Salle's Elizabeth Scofield received a Citizen Diplomacy Award for her work with the Discover Philadelphia program.

IVC provided a warm Philadelphia welcome and orientation for the international dentists entering **Penn's School of Dental Medicine DMD** degree program.

IVC involved students with the newly-formed "PennDiplomats" organization to host international students on campus and at IVC's First Thursday receptions.

IVC provided an orientation and tour for Israeli women for Al-Qasemi Academy-Academic College of Education in Philadelphia for an exchange sponsored by Temple's Dialogue Institute.

IVC planned a fun "Scavenger Hunt" in Philadelphia's Old City during First Friday with receptions at **Pentimenti Gallery**, **Old City Cheese**, and **Patou**.

#### Participating area colleges and universities:

- Drexel University LeBow College of Business
- La Salle University
- Philadelphia University
- Saint Joseph's University Erivan K. Haub School of Business
- Temple University
- Beasley School of Law
  Fox School of Business & Management
- University of the Arts
- University of Pennsylvania Law School



INTERNATIONAL STUDENTS BRING INTELLECTUAL, ECONOMIC AND CULTURAL BENEFITS TO PHILADELPHIA

IVC has long recognized the needs of international students. Six years ago we created *Discover Philadelphia* as part of the City's knowledge industry efforts to attract, engage and retain students. Discover Philadelphia focuses on two select groups within Philadelphia's international graduate students: (1). international attorneys and judges working on their advanced American law degree (LL.M.) and (2). international graduate students working on their M.B.A., Ph.D. and M.S. degrees.

The program offers activities throughout the academic year. These range from professional and networking events at local law firms, to speaking engagements at Philadelphia businesses. They have site visits that provide "behind the scene" looks at our civic and business institutions, and are "adopted" by Philadelphia mentors who give them the opportunities to interact and network with IVC members, with Compass supporters, and prominent Philadelphians at events held by IVC and others.

Numerous reports on the positive economic impact that foreign students make on our economy show that it is the right program at the right time. The U.S. Commerce Department reports that international education has become the 5th largest U.S. export.

The experiences in Philadelphia that the program provides are sure to make a positive impact on how the students view Philadelphia and the U.S., and influence whether they recommend Philadelphia to colleagues considering an American education or where to establish a U.S. headquarters for their business.

This program's many professional and cultural activities are organized by **Ann Stauffer**, IVC's Executive Vice President and Project Director for *Discover Philadelphia*, with help from IVC's Board and staff members, **Jennifer McGinn** and **Aneta Komendarczyk**, as well as many "Compass" members, IVC's young professionals.

#### Here's what **Discover Philadelphia**™ does

- Welcomes international students
- Introduces them to Philadelphia's rich history and culture

Our goal is to help international students fall in love with Philadelphia

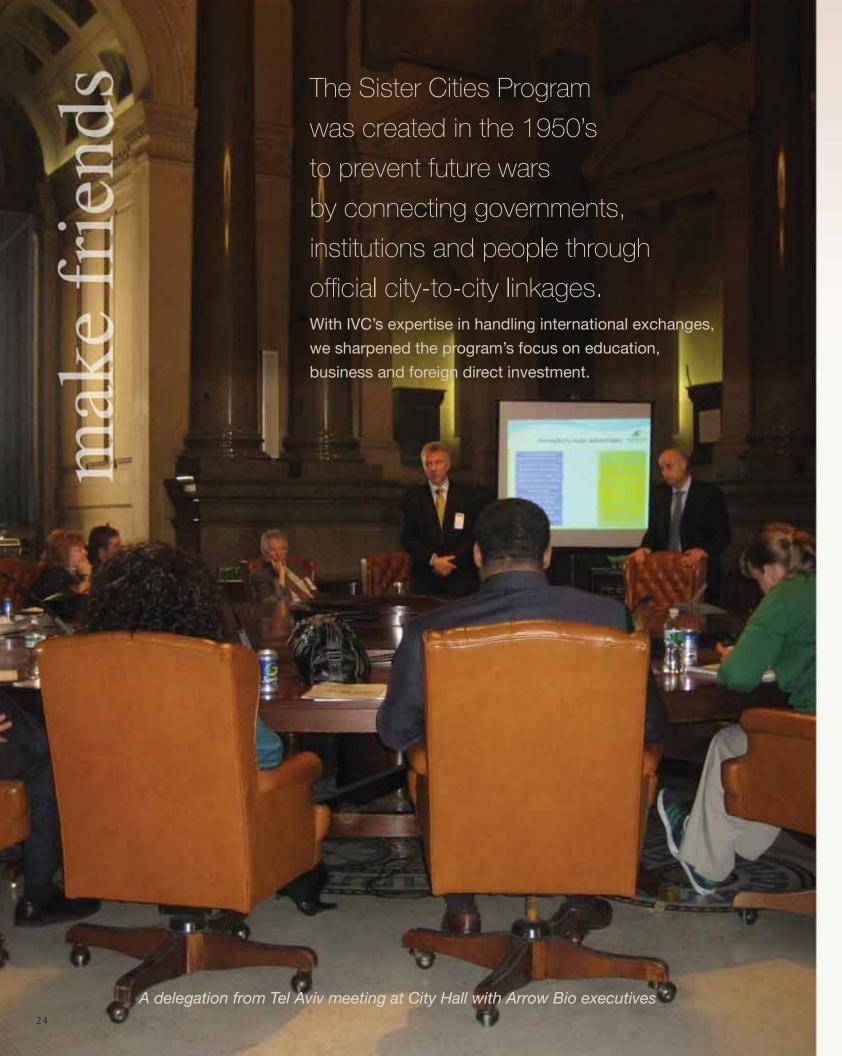
- Strengthens the City's international connections with networking opportunities
- **Builds** business ties to City law firms and corporations
- Engages students in activities showcasing the City's diverse cultural life
- Increases opportunities for attracting business from abroad: students returning home will recommend Philadelphia to colleagues needing law firms or consultants, or tell them Philadelphia is the best location for establishing a presence in the U.S.



Discover Philadelphia and its activities have been inspired by IVC Board member and Vice Chair, Richard Atkins, Esq., sponsored by the City of Philadelphia and TDBank, and involved hundreds of Philadelphia's citizen diplomats who helped create positive and friendly American experiences for the graduate students from abroad.

#### Students engaged in Discover Philadelphia came from:

Albania Algeria Argentina Armenia Australia Azerbaijan Bahrain Belarus Belgium Bermuda Botswana Brazil Cambodia Cameroon Canada Cayman Islands Chile People's Republic of China Colombia Costa Rica Côte d'Ivoire Czech Republic Ecuador Egypt Finland France Georgia Germany Ghana Greece Hong Kong India Iran Iraq Ireland Israel Italy Japan Kazakhstan Republic of Korea Kuwait Latvia Lebanon Liberia Mexico Mongolia Nigeria Norway Oman Pakistan Peru Philippines Poland Qatar Romania Russian Federation Saudi Arabia Singapore Slovak Republic Spain Sudan Sweden Taiwan Thailand Trinidad and Tobago Tunisia Turkey Ukraine United Kingdom Uzbekistan Venezuela Vietnam Yemen



# The Sister Cities Program

## One big family 7 SISTER CITIES

Florence, Italy 1964 Tel Aviv, Israel Torun, Poland Tianjin, China Incheon, Republic of Korea 1983 Douala, Cameroon Nizhny Novgorod, Russia

#### 3 Partnership Cities

Kobe, Japan	1986
Abruzzo, Italy	1997
Aix-en-Provence, France	1999

#### We put people together with counterparts around the world

Philadelphia is officially linked with 7 Sister Cities and 3 Partnership Cities in 9 countries. Areas of cooperation include: economic development and trade; youth and education; municipal and technological cooperation; arts; sports and culture.

#### Florence, Italy

Mayor Michael Nutter sent a warm letter of congratulations to Matteo Renzi, Florence's new mayor and former President of the Province of Florence, Mayor Renzi is no stranger to Philadelphia, as he had visited here in 2006 to learn about "Wireless Philadelphia."

A promotional video about Philadelphia, which was submitted to the first annual Florence Art and Restoration Fair from the Philadelphia Convention and Visitor's Bureau, received a positive reaction from the Salone dell'Arte e del Restauro di Firenze—with appreciation and thanks that this video was provided in many languages.

#### Abruzzo, Italy

Natural disasters motivate volunteers, and the devastating earthquake in L'Aquila brought out the best in local Sister City volunteers. The Sister Cities Office made an appeal for donations to the American Red Cross to help victims of the earthquake and PhilAbruzzo's Jody Della Barba and Anna Mattei, Ph.D., raised funds at an evening restaurant

#### Tel Aviv, Israel

Twenty-four Israeli teens from the Towers of Tel Aviv Youth Band arrived in April for a ten-day visit, representing both the Tel Aviv Municipality and the Nahalat Yitzhak neighborhood. Working closely with the Jewish Federation of Greater Philadelphia, the Sister Cities Office arranged performances at Independence Charter School and LOVE Park. The fourth grade students at Independence Charter School enjoyed the performance and participated in a Q&A session, curious about the food, weather and music in Tel Aviv. In LOVE Park, workers on lunch breaks enjoyed the lively performances with traditional Israeli songs from their Sister City. The teens were immersed in American culture through home stays arranged by the lewish Federation with the Jack M. Barrack Hebrew Academy and Saligman Middle School.

Tel Aviv's International Relations Department frequently taps into Philadelphia's Sister Cities Office for information on Philadelphia's best practices for city management. Requested information includes disaster recovery, green building cooperation, sustainability, "bank of time methods," Philadelphia's procedures for licenses and permits for entertainment venues, parking fines and collection, information on senior citizens services and youth programs. Answers to their inquiries came from many city employees who responded quickly to Tel Aviv's

#### Torun, Poland - Reciprocal Exchange, Part 1

Just months after twenty-seven Philadelphian students and teachers visited Torun in October, 2008, three Torun high school teachers arrived in Philadelphia to plan the reciprocal exchange for October.

The three teachers, each from Tadeusz Kosciuszko High School #4 were busy during their nine-day stay. They visited schools their students would visit in October (Swenson Arts and Technology High School, Northeast High School, Nazareth Academy, and Holy Family University), toured City Hall and Philadelphia and Independence Park. They enjoyed their first cheesesteak at Jim's Steaks on South Street. They also had a private tour and meeting with Kim Sajet at the Pennsylvania Historical Society where they viewed rare documents and national treasures. They met with Theresa Romanowski at the Polish American Cultural Center, enjoyed lunch at Reading Terminal

Market and visited Temple University, Washington, D.C. and New York City. They attended IVC's 55th Annual Meeting where they met Mayor Michael Nutter, who presented them with a letter, in Polish, inviting Torun's Mayor Michal Zaleski to Philadelphia in the fall.

#### Torun, Poland - Reciprocal Exchange, Part 2

Six months later in October, 2009 Torun's Mayor Michal Zaleski arrived in Philadelphia with two senior officials, Waldemar Przybyszewski, Chairman of Torun's City Council, and Anna Klobukowska, Head of

The visit was Mayor Zaleski's first time in the United States, as it was for the 28 high school students and teachers who arrived with the officials. The students' itinerary and homestays were arranged by Swenson Principal David Kipphut and former Vocal Teacher, Choir Director and Coordinator of the Fine and Performing Arts Academy at Abraham Lincoln High School, Charles Graham. The officials' itinerary was arranged by the Sister Cities Office, and included a private meeting with Mayor Nutter with an official exchange of gifts; a visit to City Council with a special presentation in the Caucus Room, followed by being recognized during the general session by Councilman Bill Green; and a warm greeting by Dr. Arlene Ackerman at the Philadelphia School District with a tour of her office.

A private reception with City officials, members of the local Polish community and friends of IVC and Sister Cities was sponsored and hosted by Dilworth Paxson, thanks to Dilworth partner and IVC Chairman, John Goldschmidt, Jr., Esq.

Other activities included a trip to New York for sightseeing and to Washington, D.C. where they met Senators Bob Casey and Arlen Specter, followed by a private luncheon in the House of Representatives' dining room with Congressman Patrick Murphy. They visited the South Street Bridge construction site where they met with officials from the Philadelphia Streets Department and later with Andrew Stober from the Mayor's Office of Transportation. They enjoyed a private tour of Independence Hall, touched the Liberty Bell and had a special meeting with Park Superintendent Cynthia MacLeod. They enjoyed Philadelphia's restaurants with dinners arranged by former Congressman Bob Borski and the Polish American Cultural Center.

The students and teachers had a full schedule as well and visited Swenson Arts and Technology High School, Nazareth Academy, Holy Family University, Northeast High School, Lincoln High School and Temple University. They also accompanied the officials to Washington, D.C. and New York City, saw The Liberty Bell, toured City Hall and had lunch in Conversation Hall where they were warmly greeted by Mayor Michael Nutter. Families of Philadelphia students provided homestays for the students and teachers, just as they had been hosted when in Torun. The officials and students all toured Temple University and learned about the Sister City Scholarship.

Philadelphia photographer Martin Regusters visited Torun in June to participate in the "Torun in the Twin Lens" photography project. Photographers from Torun's other Sister Cities were also invited to participate. Martin became a citizen diplomat and represented the



#### **Sister Cities**

The Sister Cities Office works closely with the Office of the City Representative, a program of the City of Philadelphia Office of the Mayor, and the Department of Commerce.

Above is just a sampling of the many Sister City activities this past year. Through the program, 194 Sister City guests spent 1,827 days in Philadelphia, 561 program days, enjoyed 503 homestay meals and 371 homestay nights. Others from our Sister Cities stayed in hotels with 264 hotel room nights.

#### Tianjin, China

As China's third largest city, Tianjin is undergoing tremendous development, offering opportunities to American firms. Through the Sister Cities Office, Philadelphia designers Karen Daroff and Rick Marencic of Daroff Design, visited Tianjin where meetings, transportation and hotel arrangements were made for them. An IVC introduction to Philadelphia consultants Tim Weckesser and Shiqiang Gu of SCI—US-Asia Business Solutions, led to a meeting with a Tianjin company that awarded a contract to Daroff's Philadelphia design firm.

Nancy Gilboy and Philip Harvey enjoyed the Beijing May wedding of Mu Yang and Kai Chen. Nancy and Phil were warmly welcomed as Mu's American "parents" and enjoyed the beautiful ceremony and special day with Mu and Kai's families and friends. The day before the wedding they visited Tianjin, taking the new bullet train (built for the Olympics) that cut the travel time between Beijing and Tianjin from two hours to 28 minutes. They toured Tianjin's new economic development region, Binhai, and were hosted at lunch by Chen Weiming, the head of Tianjin's Foreign Affairs Office for the America's. Chen included at the luncheon another Tianjin official, **Hu "Meller" Pengfei**, who was soon heading to Philadelphia to finish his LL.M. degree at Temple Law School. This lunch was the beginning of Meller's involvement with IVC and Sister City activities.

We were pleased to learn that four students in Temple University's summer 2009 LL.M. program were from Tianjin. In addition to Meller, there were, Shi Fuxin, Wang Qiang and Wang Liang, all of whom attended IVC's June First Thursday reception. Upon completing their studies in Philadelphia, Meller remained in Philadelphia as a Sister City Fellow and the others returned to Tianjin. For three weeks in August, Meller attended Commerce Department meetings, did iob shadowing, and visited William Penn Charter School, which is beginning a Mandarin class and wanted to connect with Tianjin. His wonderful homestay host, Sandra Cadwalader, introduced him to other international visitors and many fun American experiences.

#### Moore College of Art & Design

Haoren Yu transferred to Moore College of Art and Design for her second year. The deciding factor was knowing that Philadelphia was Tianjin's Sister City and Moore was participating in the Sister City Scholarships. She is seen at IVC events and is enjoying her new life in Philadelphia.

#### Incheon, South Korea

#### Two Official Visits

Nancy Gilboy traveled to Incheon in September, 2009 to attend the 7th Asia Pacific Cities Summit. More than 1,000 delegates from key Asia Pacific Cities and Incheon's Sister Cities around the world attended the event, which included a Sister Cities Summit. Activities at the spectacular event included mayors' networking forums, business matching and investment promotion, city development exhibitions and interactive workshops highlighting the participating cities' best practices.

Just weeks after Nancy's trip, Philadelphia's Deputy Mayor Alan Greenberger visited Incheon with the Commerce Department's Shinioo Cho and Adam Kim of the Incheon Trade Office in Philadelphia. They met with Incheon's Mayor Ahn to discuss business opportunities between the two cities. While there, they looked at Incheon's new economic development zone and enjoyed the hospitality.

Yeoun Joo Lee, a student at Gwynedd-Mercy College, discovered the Sister City relationship through the College's President, Kathleen Owens, and has since attended many IVC and Sister City events.

#### Douala, Cameroon

Danielle and Cynthia Ngaba, two sisters from Douala pursuing their graduate studies in Philadelphia, have become an integral part of the "Sister City family," rarely missing a First Thursday, our annual BBQ and many other events. Their parents visited separately to meet with the Sister City office and thank them for the special attention given their daughters.

The Cameroonian Association of the Greater Philadelphia Area invited Nancy Gilboy and Jennifer McGinn to their first committee meeting held at The First Presbyterian Church in Lansdowne. Their program included presentations, as well as discussions about Cameroon's educational system and its healthcare and economy. The committee members also held a fashion show with Danielle, Cynthia and many others participating in their beautiful native dress.

#### Nizhny, Novgorod

#### Two Russian Students of Music Reunited in Philadelphia

Nizhny's Marina Vishnyakova is a Fulbright scholar on a Masters of Music graduate program at the University of the Arts. She is a classical violinist now studying jazz, and while still in Nizhny she often performed with her pianist friend Kate Kalanini. She didn't know which school she would attend for her Fullbright, and was pleased when she learned it would be in Philadelphia, where her friend Kate is a graduate student at Temple University. They have attended many First Thursday events and Marina enjoyed her first American Thanksgiving when she was hosted by IVC members, Nick & Susan Pizzola.

#### Return of Exchange Student

Temir Alimov, an exchange student at Radnor High School when he was 15, returned to Philadelphia to visit his homestay host, Diana Hare, Esq., a longtime IVC supporter and host. Tim is now 30 and an entrepreneur introducing a vodka made in Niznhy Novgorod—the only true Russian vodka—to the U.S. market.

Special opportunities come from interesting corners. Retired officers of Russia's navy in Nizhny Novgorod have invited their Philadelphia counterparts to sail together in Nizhny and in Philadelphia. IVC Board member, Ned Dunham, Esq. of Duane Morris, a retired naval pilot who is a member of the Corinthian Yacht Club, is working with Corinthian members to make the exchange happen.

Nizhny Novgorod's annual City Day Celebration includes photos from their Sister Cities around the world. This year's theme was "Seasons of My City," and beautiful photos from the Greater Philadelphia Tourism and Marketing **Corporation** were selected and sent to Nizhny for the celebration.

In just 11/2 takes, Mayor Nutter taped video greetings for Kobe's Mayor Yada and attendees at the 2009 Japan Health Science Dialogue. Held in Kobe by the Japan America Society of Greater Philadelphia (JASGP), the conference built an awareness of healthcare and life sciences issues and opportunities for both Japan and the U.S. The video script was written by Bonnie Grant of Philadelphia's Health Sciences Congress and filmed by students at the Art Institute of Philadelphia, who also did the editing. The JASPG conference was organized by its Executive Director, Kazumi Teune, and was a great success.

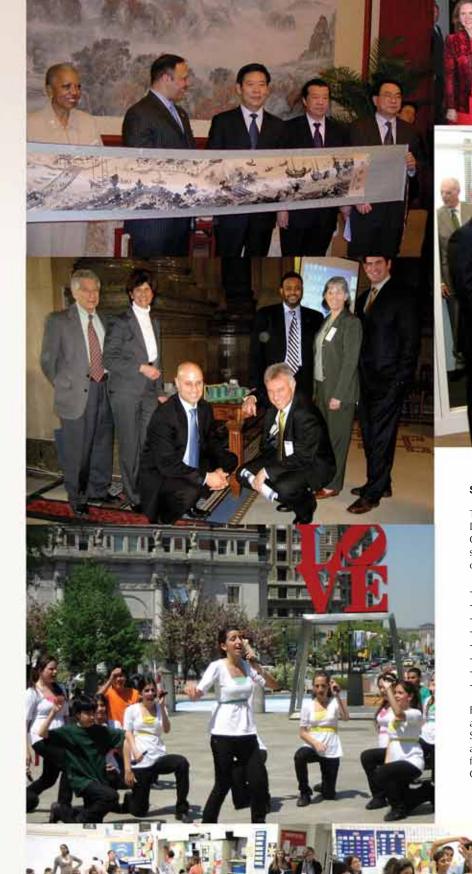
#### Aix-en-Provence, France

Visits always build relationships, and last year when a large group of folk dancers arrived in Philadelphia with a chef and the head of the Atélier Cézanne (museum) in Aix, everyone was hosted by friendly Philadelphia families. Eagerly anticipated reciprocal visits to Aix by several Philadelphia hosts followed quickly, and a professional exchange took place when Michael Rossman, a professor at the University of the Arts and lecturer at The Barnes Foundation visited Aix and was connected with Michel Fraisset, curator of the Atélier Cézanne. Michel, who was in Philadelphia the previous year providing his own Cézanne lectures, enjoyed hosting Michael Rossman and their professional exchange.

Marie-Odile Chotard, who brought Michel, the chef and colorful folk dancers in May 2008, has been promoting Philadelphia ever since. She led a delegation of four to Philadelphia in March to participate in the Cézanne and Beyond Exhibition at the Philadelphia Museum of Art. They also enjoyed an overview tour of Philadelphia in French, as well as a special visit to The Barnes Foundation.

A group of 54 firefighters, Pompiers, all graduates from the French National Superior Academy for Firefighters Officers—École Nationale Supérieure des Officiers Sapeurs-Pompiers arrived from Aix-en-Provence to visit Philadelphia for one week in December, 2009 for special training at the Philadelphia Fire Academy. The Sister Cities Office worked closely with Battalion Chief Robert Coyne to plan their itinerary and arranged for friendly host families to house 13 of the 54 guests, while the others stayed at Chamounix Mansion in Fairmount Park. French Consul, Michael Scullin, Esq., knowing the group was arriving late with no time to shop for groceries, met them upon arrival with warm greetings, as well as cheese, bread and food for their breakfasts.

Both Mayor Nutter and Fire Commissioner Lloyd Ayers met with them in the Mayor's Reception Room in City Hall. In addition to day-long training programs, the visitors had an enjoyable tour in French, attended a Philadelphia 76ers game, and explored the city's restaurants and pubs.



#### SISTER CITY SCHOLARSHIPS

The first Sister City Scholarship was awarded in 1998 when Drexel University accepted Yang Mu from Tianjin, China. Other schools have since followed and we now have eight separate scholarships available to students from our ten cities. The participating schools and universities include:

- Community College
- Drexel University
- LaSalle University\*
- Moore College of Art & Design\*
- Temple University\*
- Temple University Beasley School of Law\*
- Temple University School of Hospitality
- University of the Arts\*

Each semester we look to identify Sister City students attending every school, whether on their own or with the Sister City Scholarship. We include them in our monthly activities and serve as their American "family" while they're far from home. The asterisk denotes the schools with Sister City Scholars, some attending on the special scholarship.



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Sharing an American experience! "By the way, the Mayor is on the line..."

# Our 23rd International BBQ

Our BBQ remains our most popular event. Ok, it's not really a BBQ since we moved it indoors, but it's still the summer's best party – even without the heat and bugs!

Whether you call it a BBQ or a picnic, it's simply the best time you'll have in one evening. True to all things IVC, it's friendly, friendly, friendly. First, there's S-P-E-E-D Networking at the beginning of the evening where everyone sits knee-to-knee with 22 seconds to introduce themselves and laugh. And this past year we created the I Don't Know Anyone Tables so anyone arriving late, by themselves, or just wanting to meet more people will be warmly welcomed with instant friends.

So it's the summer's winning-est event! And speaking of winning, imagine the surprise of one supporter who received a personal call from Mayor Nutter announcing she had won the grand-prize drawing for a large, flat screen TV!

In the past 23 years the BBQ has gone from ten international guests and ten Philadelphians to well over 500 combined! This past year 76 guests from 22 countries and regions enjoyed the evening with hundreds from the U.S.!

The BBQ is IVC's only fund-raiser and very important to us because the funds raised support our important international relations programs - and it creates a community awareness of IVC and that "citizen diplomacy" is all about individuals making a difference in how the U.S. is viewed abroad.

The BBQ is successful because of the spirit of the people attending, as well as the generous support and collaboration from our sponsors—listed in the column at left. We extend our gratitude and appreciation to each and every one of them, with special recognition to our friends at Catering by Design, Berry & Homer, the College of Physicians of Philadelphia, MA+G Graphic Design, Music by Mark Michaels Band and Party Rentals, Ltd.

We laughed, we danced, we ate—and everyone had a ball at our 23rd BBQ!









Our 23rd International BBQ celebrated friendship





# *The BBQ is truly international!*

#### It just gets better every year!

The BBQ is an experience shared by international visitors who enjoy this get-to-know-American-culture adventure with Philadelphia's leading professionals, community leaders and involved citizen diplomats. In one evening, real and imagined divides are bridged between countries as attendees come together for a memorable evening of laughter, dancing, food and friendship.

Each year we appreciate the support of our individual and corporate sponsors—and the warm-hearted participation of the Philadelphians who celebrate the world's diversity through IVC.

We were delighted to receive Wachovia's check for \$10,055.55, ceremoniously presented by IVC Board member, Laura Haymann (just weeks before she became Laura McCluskey).

Why the unusual amount?

To celebrate our 55th year of citizen diplomacy!

# The BBQ is an American experience enjoyed by more than 500 people, 76 of whom were from 22 countries and regions:

Pakistan

Saudi Arabia

Algeria Republic of Korea Bolivia Lebanon

Bolivia Lebanon
Cameroon Libya
China, People's Republic of Mauritius

China, People's Republic of Cyprus

Denmark Palestinian Territories
France Poland
Germany Russian Federation

Germany Iraq

Italy Tunisia
Japan United Arab Emirates





We were pleased to host visitors from different international programs and local groups. Our visitors came through many participating organizations including:

City of Philadelphia – Sister Cities Program Consular Corps Association of Philadelphia Drexel University

- English Language Center
- European Students and Pre-Academic Preparation Programs
- Summer Institute for Outstanding European Students Global Warming at the Icebox International Exhibition LaSalle University
- International Students
- School of Business M.B.A. Program

Chestnut Hill College National University of Singapore Philadelphia Flower Show – Bella Italia Rosemont College

- Summer English Program SPRI – Basque Development Agency St. Joseph's University
- Ervin K. Haub School of Business Temple University
- International Business Association - International MBA Program
- LLM Graduate Program
- Visiting Scholars

United Nations Association of Greater Philadelphia University of Pennsylvania

- International Business Association
- International Business Communication Program
- LLM Graduate Program
- PennDiplomats
- Visiting ScholarsThe Wharton School
- U.S. Agency for International Development
- Community Connections Program
- U.S. Department of State
- International Visitor Leadership Program
- Middle East Partnership Initiative
- Office of Citizen Exchanges
- Partners for Peace

#### INTERNATIONAL GUESTS CAME FROM:

PHILIPPINES

POLAND

PORTUGAL

RUSSIAN

SERBIA

SPAIN SWAZILAND

SWEDEN

TAIWAN

TANZANIA

THAILAND

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UNITED ARAB

EMIRATES

VENEZUELA

VIETNAM

YEMEN

UNITED KINGDOM

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outstanding networking! Each month—international visitors and visiting delegations mingle with Philadelphians—these experiences enrich the countless participants who enjoy this informal and welcoming atmosphere at The Annex at the Philadelphia Courtyard Marriott!

# FIRST THURSDAY @ THE ANNEX

IVC's lively reception series began in 1999 as *First Wednesday* and moved to Thursdays in 2008. Known as Philadelphia's "friendliest" networking, each month these ever-changing receptions become the place to be for 80 to 150 guests from the region and abroad.

First Thursdays offer monthly opportunities for Philadelphians to practice their citizen diplomacy and language skills with interesting guests from all over the world. These events are informal and friendly, with fascinating new people to meet each month. This American cocktail party experience began as a showcase for IVC's guests with the International Visitor Leadership Program and Sister Cities Program, but has become much more. Guests of honor now include the Consular Corps Association of Philadelphia, foreign executives looking to establish a U.S. presence, international students from the region's top universities and others.

*First Thursday*s are getting even more popular than before! Last year more than 1,200 people from throughout the Philadelphia region joined us to welcome 740 international guests from 89 countries and regions to the U.S. and Philadelphia.

First Thursdays are organized by Alan Hatfield,
 IVC's Director of Membership, Special Events & Development.



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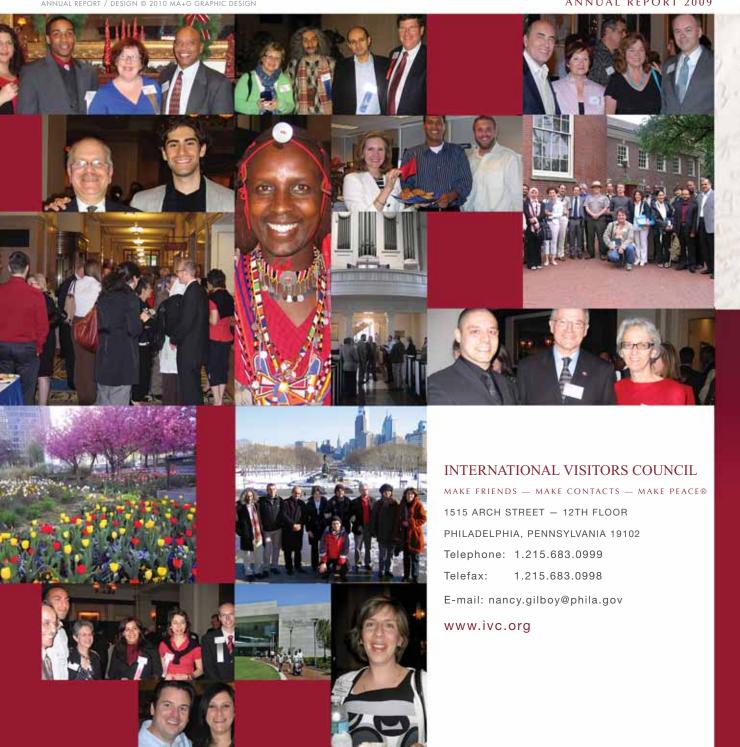
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