



Sarasota Sister Cities  
Association

# BRIDGES TO THE WORLD

*Newsletter of the Sarasota Sister Cities Association*

January, 2007

## Dr. Lin Brings View of Siming District to Lunch

*By Tom Halbert*

**D**r. Ed Lin, SSCA Vice City Director for Siming District, Xiamen, China, and instrumental in the creation of our new relationship with Siming was the lead speaker at the membership luncheon at the Sarasota Yacht Club, opening our new "season" on October 18, 2006.

Dr. Lin, founder & CEO of Ingenious Technologies, Corp. in Osprey, tackled the key issue between China and the United States as he challenged the audience to empower themselves to become involved in the community and in the destiny of our "great nation." "No one needs to be reminded that we live in a world made increasingly ugly by ignorance, prejudice and unwillingness to work towards common ground," Dr. Lin said. "We owe it to ourselves to seek facts, and to understand. For, only through that process can we effectively deal with the problems we face."

Dr. Lin pointed out that blaming is easy and satisfying, but does nothing to help understand or deal with the actual situation. A case in point is the unfortunate, but inevitable, loss of one million manufacturing jobs in the U.S. in recent years. At first glance, it is clear many of these jobs have gone to Asian nations such as China and India and it appears, therefore, that these countries deserve blame for taking these jobs from Americans.

He noted that Dr. Laura D'Andrea Tyson, the current Dean of the London Business School and former Dean of the Haas School of Business at the University of California, Berkeley and an internationally renowned American economist, wrote in recent issues of *BusinessWeek* that the loss of manufacturing jobs is worldwide and permanent, and due to im-

**MEMBERSHIP MEETING**  
Wednesday, January 24, 2007  
Sarasota Yacht Club, 1100 John Ringling  
Parkway  
11:30 a.m.—1:15 p.m



Featuring the official delegation of our **Sister City of Vladimir, Russia:**

**Mayor Alexander Petrovich Rybakov**

**Yuri Victorovich Federov**, Director, Department of International Relations and Tourism

**Dr. Feder Nikitovich Lavrov**, Director, Russian International Academy of Tourism

**If you wish to attend, reserve your seat early by sending your check, endorsed to Sarasota Sister Cities Association, to Ms. Gayle Maxey, 125 Inlets Blvd., Nokomis, FL, 34275 to arrive by January 22. Luncheon price is \$20 for members and guests in advance and \$25 for members, and guests for reservations received after January 22 and at the door. For additional information, contact Ms. Maxey, at (941) 485-8596 or by e-mail: gmaxey@earthlink.net.**

proved productivity and efficiency made possible by computers, software and automation. While the U.S. lost 1 million jobs, China lost 14 million during the same time period. In order to remain a global leader, we must be willing to adapt and continue to innovate. Change is inevitable.

He quoted Dr. Tyson's remark, "Despite the howls from Congress, China's management of its exchange rate is not the reason America's current account deficit has soared in this period. As Morgan Stanley economist Stephen S. Roach recently ob-

*(Please turn to "Dr. Lin," continued on page 4)*

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### Newsletter Editor

Salie O'Malley, Esq  
saliec@hotmail.com

To get involved in any of the organization's activities or for more information, visit our website, [sarasotasistercities.org](http://sarasotasistercities.org).

## President's Message

**Greetings, Bonjour, Shalom, Buenos Dias,  
Здравствуйте!**

A Most Happy New Year and Greetings!

January 1<sup>st</sup> begins 60 of the busiest days in SSCA's 44-year history as we anticipate the late January arrival of the delegation from **Vladimir, Russia**, including Mayor Alexander Rybakov and the late February arrival of the delegation from **Treviso, Italy**, headed by President Leonardo Muraro.

Each is most special and each will have its individual "day(s) in our sun" to enhance or, indeed, begin our relationships and to create new and exciting future exchanges. This will be "special" for Vladimir as it is their first formal visit to Sarasota in 12 years and Mayor Rybakov's first visit to Sarasota; "special" for Treviso as, at the signing ceremony at the Historic Asolo Theatre on the evening of February 20th, Treviso will become Sarasota's sixth sister city. (A date I know all of you have on your 2007 calendars!)

City directors **Laura Flesch** (Vladimir) and **Mirco Chiodi** (Treviso) and their committees are working diligently to blend into their itineraries some very notable events.

Under the excellent leadership of new city director, **Harry Dunn** and his committee, **Perpignan, France** is moving rapidly toward becoming one of our most active sister cities. Mr. Dunn, his vice city director **Eva Frank**, and committeeman, **Mariano Va**, have all been in Perpignan in the past few months to meet officials there and to promote new exchanges (see Mr. Dunn's article in this issue). A tour of Perpignan is scheduled for autumn, 2007 for interested SSCA members and **Jill Dye** is also planning a "working" trip for Sarasota artists to bring back their visions of our sister city of Perpignan.

On January 8th, Florida Studio Theater (FST), will be taking its "Write A Play" program to **Dunfermline, Scotland**. This is the second of our sister cities honored with FST's intensive two-week overseas training program to develop future playwrights. Since being invited to participate in FST's "Young Playwrights Competition" over

**Please turn to "President's Message," on page 3.**



## **WELCOME TO NEW & RENEWING MEMBERS**

**Archie & Grace McKee  
Mrs. Alexandra DeStefanis  
Annamaria & Joseph Tosolini  
Ronald Gossett**

*("President's Message," continued from page 2)*

five years ago, students from our sister cities have been consistent winners, including those from **Tel Mond, Dunfermline, and Vladimir**. SSCA is indebted to Florida Studio Theater for including us in this extraordinary program.

Our "**Consul Effort**" is underway, thanks to SSCA Vice President, Resources-Economic Development **Carla Rayman**. On December 18th, Dr. Yitschak Ben Gad from the Israeli consulate in Miami, visited Sarasota and spent time with Mayor Fredd Atkins, Ms. Rayman, SSCA City Director, Tel Mond Linda Rosenbluth (and past SSCA president), and me to begin to develop business exchanges with Tel Mond. It is our goal to have at least two consuls representing our sister cities here each year to learn more about Sarasota and its business community and to promote business activity with our sister cities (see additional story in this issue). It is our understanding that new Governor Crist is planning to send a Florida delegation to Israel in the near future to "sell" Florida. We are requesting representation on that delegation.

**Dr. Edward Lin**, Vice City Director, **Siming District (Xiamen), China** and president of Ingenious Technologies Corp. spent two weeks in the Siming District area recently discussing business opportunities and exchanges both personally and for SSCA's upcoming formal relationship with Siming District.

**New Members** continue to join our merry band – 10 since the last newsletter! We are now at 40 new members since our annual general meeting in May, so our numbers now exceed 225. Membership chair Kamla Long tells us the annual New Member Event will be held February 12th at the ESCA restaurant in downtown Sarasota from 5:30 – 7:30 p.m. Invitations will be sent to all new members who have joined since our last New Member Event in February, 2006.

**Embracing Our Differences**, the annual art exhibit, that celebrates the virtues of our diversity, will be staged April 4th – 30th at Island Park in downtown Sarasota. Artists from all of our sister cities have been invited to enter drawings for the huge "posters" to be mounted around the waterfront. Two cities have already submitted renderings.

**Programs Wanted?** We continue to be on rostrums in the area to spread the good news about SSCA. We recently spoke at the initial meeting of the **International Business Council of the Chamber of Commerce** and will address the **Rotary Club of the Sarasota Keys** on January 11th. If you are a member of an organization looking for programs, Vice-President for Public Relations and Communications Tom Halbert, has put together an excellent Power Point presentation and we would be happy to participate. Also, Mr. Halbert and Bill Mallett, our city liaison



**November, 2006 luncheon attendees, from left, Liliane Sealy-Schrock; Jill Dye, and Eva Frank, who assisted at the registration table for the luncheon. Photo by Gayle Maxey.**

*(Please turn to "President's Message," continued on page 12)*

("Dr. Lin," continued from page 1)

served, it would take the current account surpluses of 10 economies -- including those of Japan, China, Russia, Germany, and Saudi Arabia -- to equal the U.S. current account deficit. America is running a massive current account gap not because of an undervalued Chinese currency, but because the U.S. is saving too little to finance its investment needs."

Dr. Lin explained that China's large trade surplus with the U.S. obscures the fact that China is also a voracious importer. Since 1995, China's imports have grown twice as fast as U.S. imports. This year, sales to China will account for nearly three-quarters of the increase in Japan's exports, 40% of the rise in Korea's exports, 99% of the boost in Taiwan's exports, and about a quarter of the increase in U.S. exports. China is America's fastest-growing export market, expanding at an annual rate of about 20%. American companies sell \$20 billion worth of goods to China.



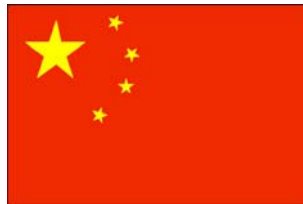
Dr. Edward Lin discusses some realities of trade with the Peoples Republic of China and other Asian nations at the October, 2006, SSCA membership luncheon. Photo by Gayle Maxey.

Dr. Lin concluded with a plea to work towards win-win solutions with other nations and show by our actions that we are a nation with prejudice towards none and brotherhood for all. This is our best long-term defense against terrorism and religious fanaticism, says Lin. Much can be done locally by being willing to do what it takes to strengthen our technological foundation by encouraging more of our students to pursue careers in science and engineering, and to proactively improve our natural and social environments.\*

### UPDATE ON SIMING/XIAMEN SISTER CITY RELATIONSHIP

By Dr. Carolyn Bloomer

In mid-November, Dr. Edward Lin, Vice City Director for Siming District (Xiamen), and Chair for Sarasota-Xiamen Technology Transfer, spent 9 days in Xiamen. During that time Dr. Lin was warmly received by the Foreign Affairs Office of Siming District and Xiamen Municipal Government, and by the Xiamen People's Association for Friendship with Foreign Countries, and he met with various district and municipal officials to cement relationships between our two cities. Dr. Lin also met with executives from a variety of companies ranging from consumer electronics to biotechnology, and with professors at Xiamen University in regard to possible collaborations in electronic engineering and medical technology.



Dr. Lin's visit to Xiamen followed John Freeman's attendance in September at the 10<sup>th</sup> China International Fair for Investment and Trade. Mr. Freeman, a financial advisor with Citigroup/Smith Barney and Business Chair for

SSCA's Siming Committee, explored procedures and protocol for building partnerships between businesses in Sarasota County and businesses in the Xiamen area of Fujian Province

In addition, Siming/Xiamen officials have warmly welcomed a delegation from Sarasota to visit Xiamen in early June. The delegation will be led by Dr. Carolyn Bloomer, City Director for Siming District (Xiamen), Dr. Lin, and Mr. Freeman. The delegation's two-week itinerary is planned to include 2 days in Hong Kong, a week in Xiamen (which time will be spent exploring exchange and collaboration possibilities, as well as becoming familiar with Siming/Xiamen resources), 2 days in the scenic Wuyi Mountains of northwestern Fujian, and 2 days in Shanghai. Additional travel (either before or after the Xiamen tour) can be arranged for those who would like to visit other sites in China.

Sarasota businesspersons who are interested in business exchange with China should contact John Freeman at [jfree1967@hotmail.com](mailto:jfree1967@hotmail.com) (cel phone: 941-228-5938) to discuss their needs and interests, and to link up with the Xiamen chapter of the China Chamber

(Please turn to "Siming Update," continued on page 8)

## KEY NOTES

### SSCA Vice City Director, Vladimir Yelena

**Bychkovskikh** spent her holiday school break in Sarasota as a guest



of city commissioner Lou Ann Palmer, her "American Mom." Throughout her eight day visit, that included meetings at City Hall and sightseeing at Mote Marine Aquarium, Selby Botanical Gardens and Sailor Circus, Yelena worked with **Vladimir City Direc-**

**tor Laura Flesch** to prepare for the upcoming delegation from Vladimir, and invited two fellow graduate students from Bangladesh and Romania to join her in downtown Sarasota for New Year's Eve. Ms. Bychkovskikh is beginning her second semester as a graduate student at University of Florida's Center for Tourism Research and Development and will return to Sarasota on January 24th to help facilitate the Vladimir delegation, and for a happy reunion with Mayor Rybakov and Yuri Fedorov, her former boss.

### China Connections

The **Sarasota Chamber of Commerce International Business Council** hosted a small business delegation from Zunyi, China in December. The group consisted of chamber of commerce officials, medical sales professionals, commercial real estate agents, and alcohol producers.

**Carla Rayman, SSCA VP Resources-Economic Development** and John **Freeman, assistant to the VP**, recently attended the first annual **China Expo** held in Tampa. The expo was aimed at establishing long term business and cultural relationships between the Tampa Bay area and the greater Shanghai region. A delegation of nearly 100 Chinese dignitaries, including government officials and business representatives from Shanghai, Taicang, Yangzhou, Shaoxing and Fengxian, involved in international processing, construction, medical equipment and technology, and the travel industry were represented. The trade forum and exposi-

*(Please turn to "Key Notes," continued on page 8)*



## www.sarasotasistercities.org

*By Tom Halbert*

The new SSCA web site has nearly all key elements in place and has been expanding both in content and in interest by viewers. The site will continue to expand in priority increments. The essential information is up and running, and provides easy navigation, information on each of seven sister cities, background on the Sister Cities program, a list of our events and event schedule for the year, a complete search capability, interactive listing of officers and primary SSCA contacts, links to other sites of interest to our members and those from our Sister Cities and the general public. Our membership brochure and membership application form is available in an Adobe .pdf format that can be copied to forward to friends who may be interested in becoming a SSCA citizen diplomat.



Also on the site is a section dedicated to Business and Economic Development that will provide background for business interests in the Sarasota area and those in our sister cities that also describes how SSCA can facilitate activities of mutual benefit for business and economic development exchanges. Since the site debuted in October, the number of visitors has tripled to 374 in December. This, with little fanfare.

**Priority two additions** will provide more than 80 pages more of information on the SSCA program, including considerable historical data.

**Priority three additions** will be an archive of photos of SSCA delegation visits and events.

This web upgrade has been a work in progress for more than 2 years. *For all those who have assisted in getting our website back, I want to say "Thanks." And a very special thanks goes to Billy E. Robinson, City Auditor and Clerk for the City of Sarasota and Bill Mallett, the City Web Manager, who have taken our raw input and given it life for the benefit of the citizens of Sarasota, our sister cities around the globe and members of our expanding group of citizen diplomats under the Sarasota Sister Cities Association umbrella. \**

## “Lucky Man” John Freeman Champions Business with Siming/Xiamen

By Tom Halbert

**J**ohn Freeman, Sarasota Sister Cities Association liaison for the Sarasota Young Professional Group, provided insight to the Siming District luncheon, as he had just returned from attending the 2006 China International Fair for Investment and Trade, in China. His theme:

What could I learn that can be shared with

officials and advised them of his itinerary. She worked with Chinese friends to come up with a translation for “Freeman” for his business cards. The result was something phonetically acceptable - FU RUIMAN, which turns out to mean, basically, “Lucky Man.” Now, that’s a great Chinese business name. It won a lot of smiles and surely helped with that initial goodwill exchange.

“What could I learn that could be shared with our community?”—  
John Freeman, on his approach to his trip to China

our community?

Freeman considers his attendance at the 50<sup>th</sup> Anniversary Sister Cities International conference in D.C. this past summer and his long-time interest in China, as the instigating factors for his recent trip. He described a visit to China in 1988 while in college and many other visits to the Asia-Pacific region while working with IBM.

He felt his most recent Chinese visit was an opportunity to start communications between the local Sarasota area and Siming District of Xiamen businesses. Freeman traveled alone on behalf of Sarasota Sister Cities Association and Sarasota’s International Business Council of the Chamber of Commerce.

He noted his Chinese language skills were limited to Ni Hao (hello) and pijo (beer)!

Freeman credits the success of his trip to the support of Dr. Carolyn Bloomer, SSCA City Director for Siming District/Xiamen China. Dr. Bloomer introduced Freeman to the Siming government

Freeman found the International Trade Fair interesting but noted there were not many participants from the USA. Certainly there was no “official” U.S. government presence. There were delegation booths from Chicago, Ohio, Pennsylvania, and Baltimore. Kodak was the major U.S. corporation at the fair, which has a manufacturing operation in Xiamen.

Every province in China participated with their products and services for the world to see.



“Lucky Man”, John Freeman provides his own insights on trade opportunities in China and around the Pacific Rim at the October, 2006 SSCA membership luncheon.  
*Photo by Gayle Maxey.*

(Please Turn to “Lucky Man,” continued on page 7)

("Lucky Man," continued from page 6)

Traditionally, this trade fair was mainly for the Chinese provinces to talk business with each other. This year, a large number of international organizations participated, mainly European and Asian countries and multinational corporations. There were record-high numbers of overseas attendees and delegations. A total of 1,068 investment projects were signed with a total investment of 21.6 billion dollars. There were 249 contracts signed worth over 10 million dollars.

From his conversations with local Siming District and Fujian Province businesses, Freeman concludes they are eager for technology exchanges, joint ventures,

and expanding their business contacts.

In the coming months and years there will be trade and technology transfer between Sarasota County and Siming District businesses. He believes the BRIC countries (Brazil, Russia, India and China) are at the forefront of everyone's minds, particularly the business community, for their tremendous growth, development, social and environmental changes and challenges.

However, Freeman says, Sarasota businesses need to consider sending a business delegation to next year's 11<sup>th</sup> Annual China International Fair for Investment & Trade and to begin the relationship building process.\*

## For the Sporting Among Us

Here is the link for the Sarasota 2007. year the event attracted runners and participants are expected. It would further information, contact Scott President, Sports, at (941) 704-7016, or [streibly@imgworld.com](mailto:streibly@imgworld.com)



Marathon scheduled for March 3<sup>rd</sup> and 4<sup>th</sup>. <http://www.sarasotamarathon.com>. Last walkers from 42 countries. This year 3,000 be a great event to offer our Sister Cities. For Treibly, SSCA Vice President Sister Cities Vice

**Check out this website: [www.sarasotabusiness.info/pages/hotstories/hotstories.asp?story=5743&month=1&year=7](http://www.sarasotabusiness.info/pages/hotstories/hotstories.asp?story=5743&month=1&year=7) and scroll down the link until you see "Five Questions," for a look at some of SSCA's activities in the international business arena. Submitted by Carla Rayman.**



Tel Mond Luncheon, November 15, 2006. At left, speaking at the luncheon were Lt. Eddie Fraiman Sheliach (L) of Tel Mond with Vincent Giura, Pineview student and SSCA CYD Director. At right, Linda Rosenbluth, SSCA Tel Mond City Director and Sarasota city commissioner, Ken Shelin flank Fraiman Sheliach, who shows the certificate of honorary citizenship of the City of Sarasota, bestowed upon him by commissioner Shelin.

*Photos by Gayle Maxey.*



## Treviso Delegation to Visit Sarasota

Mirco Chiodi, SSCA City Director for Treviso, Italy reports the president of Treviso and his administration will be in Sarasota the 17th through 23rd of February, 2007, for the official "*Gemmellaggio*" (twinning) with the City of Sarasota. The ceremony and gala night are scheduled for February 20th at the Asolo Theatre. He has many events planned that he is coordinating with local organizations, including the Sarasota Chamber of Commerce. This is a great time for the local Italians and friends of Italy to join in a great exchange opportunity, says Chiodi.

For further information, please check the link on the Sarasota Sister Cities Association website or contact Mr. Chiodi at (941) 350-1250. Submitted by Mirco Chiodi.



From left, Carla Rayman, SSCA VP Resources-Economic Development, Mirco Chiodi, SSCA City Director, Treviso, and Mr. Chiodi's daughter, representing SSCA at the June, 2006 Cultural Connections event at the Sarasota Municipal Auditorium. Photo from CallandEat.com

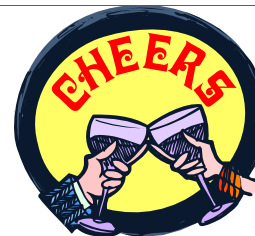
("Key Notes," continued from page 5)

tion is the only trade show of its kind in Florida. Fellow SSCA members, Patricia Tan and Nick Porter, also attended.

**Dunfermline.** Excerpt from New Year's Note to Linda and Bob Rosenbluth from friends "across the pond."

"Today, 1st January, Jeanette and I went to South Queensferry to watch "The Loony Dook." Translated, that means "The Lunatics Swim." This is where several hundred people dress in fancy costume and dive into the freezing water of the River Forth. Over the years many thousands of pounds are raised for charity by these crazy people. Several thousand people watch this spectacle and I'm not sure if we are not as crazy as the swimmers. It's still howling gales, rain and temperatures of -1°. Who ever thought the Scots were a crazy nation?"

Now we are back at home and getting ready for some warm soup and a good dram of "The Balvenie," a 12 yr old malt. We thought about you both at midnight as we toasted the New Year in. " Gerry & Jeanette McMullan



("Siming Update," continued from page 4)

of International Commerce.

Persons with interests in technology transfer (particularly in the biomedical field) should contact Dr. Lin at [elin@ingenious.com](mailto:elin@ingenious.com).

SSCA members who are interested in joining the June delegation should contact Dr. Carolyn Bloomer, City Director for Siming (Xiamen) at [cbloomer@ringling.edu](mailto:cbloomer@ringling.edu) (home phone 351-0995). The delegation to Xiamen welcomes persons interested in any kind of exchange including but not limited to: education, culture/arts, botany, medicine / health, science, genealogy, historical preservation, urban planning, sports, environmental sustainability

A good overview of Xiamen can be found at <http://eng.xm.gov.cn/>. If you don't get results, then google "Xiamen". \*

# Citizen Diplomacy National Summit

by Susan Moir, City Director for Dunfermline, Scotland

(Ed. This is the 2d part of a two part article on the 2006 SCI Convention. Part I was published in the October 2006 issue of "Bridges to the World.")

Probably one of the most powerful meetings during the Sister Cities International Convention in July 2006, was the Citizen Diplomacy National Summit. Sarasota Sister Cities Association delegates to this summit were Dorothy Watson and Susan Moir. The summit focus was established by historical remarks by Sen. J. William Fulbright:

*"Educational exchange can turn nations into people, contributing as no other form of communication can to the humanizing of international relations"*

For more than half a century, many have recognized that citizen diplomacy is a powerful force for good in a turbulent world. Nonetheless it remains

a summary of "how the rest of the world" sees the USA. His documented facts and figures confirmed an alarming "hatred of the USA." Words used by a diverse world population when describing the U.S. include "arrogant, loud, ignorant, self-absorbed, and a fixation about money." He noted a dramatic increase in lack of interest and falling tourism by foreign visitors.

According to Keith, positive action needs to be taken immediately to transform American attitude and behavior and could take the form of Presentations on Public Diplomacy to the business community and corporate world, international exchanges in business, and distribution of the Coalition for Citizen Diplomacy National Report.

America's youth is the key to the future. By creating international youth exchanges, and introducing world history, geography, and languages in the school curriculum, both locally and nationwide, will encourage them to be Citizen Diplomats.

## Community Summits on Citizen Diplomacy

*"Never doubt that a small group of thoughtful, committed citizens can change the world"*

*Margaret Mead, American Cultural Anthropologist*

an underutilized asset in America's quest to make friends around the world and underscore our common human aspirations. Citizen Diplomacy is the concept that the individual citizen has the right and the responsibility to help shape U.S. foreign relations "one handshake at a time."

"The summit produced the most powerful challenge for Sister Cities organizations, including ours in Sarasota," says Tom Halbert, SSCA Vice President for Public Relations and Communications. "Of all the ideas and proposals submitted to delegates at the convention, the concept of community summits seems to be an excellent way for recognition of the importance of the Sister Cities program to a community." Halbert suggests that a volunteer group be established to create Community Summits in Sarasota to be facilitated by SSCA.

Keynote speaker and President for Business for Diplomatic Action Ambassador Kenton Keith offered

The Coalition for Citizen Diplomacy is inviting communities across the United States to hold Community Summits on Citizen Diplomacy. The purpose of this initiative is to raise awareness of the Citizen Diplomacy movement, to examine its critical role in advancing U.S. foreign relations and promoting world peace and understanding, and to increase international activism at the grassroots level.

## Objectives of Community Summits

Community Summits offer participants the opportunity to learn about Citizen Diplomacy and to share perspectives on how their community and their nation can become more globally engaged. The Summits aim to:

**Begin a dialogue** about Citizen Diplomacy among a diverse group of citizens from education, business, government, civic, cultural, and faith-based organizations.

(Please turn to "Citizen Diplomacy," continued on page 11)

## Encouraging Words from Perpignan

By Harry Dunn

The major objective for my wife Happy's and my late November, 2006 trip to Perpignan was to determine the interest level of Perpignan's sister cities organization Villes Jumelées, in continuing and growing the sister city relationship with Sarasota Sister Cities Association. The outcome of the trip is that our Perpignan counterparts have committed to working with us to grow the relationship in both the scope and in level of activities.

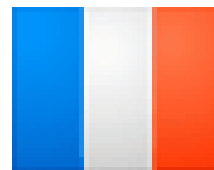
The nature of "Sister City" organizations in Europe is different than it is in the United States. Sister City organizations in Europe are an extension of city governments, and are controlled by city officials. Those who control and run the Villes Jumelées organization in Perpignan are a combination of elected officials, appointed board members, and city employees. The mayor of Perpignan Jean-Paul Alduy, is very strong and those who run the Villes Jumelées are responsive to him.

Dominique Vilain is the city employee who manages sister city relationships between Perpignan and cities in the United States, Germany, England, Lebanon, Spain, and Israel. The European and Mediterranean sister cities have typically had the lion's share of attention from Perpignan's Villes Jumelées for a variety of reasons, including proximity, travel expense, travel time, and political agenda of officials. The elected officials and city employees of Perpignan's Villes Jumelées have been impressed with the ideas and planning by our Perpignan Working Committee (Barbara Hopton, Ray Young, Mariano Va, Eva Frank, Harry Dunn) and with the commitment to the relationship demonstrated by SSCA members, including trips to Perpignan during 2005 and 2006 (by Eva Frank, Mariano Va, Happy and Harry Dunn).

Objectives developed by the SSCA Perpignan working group included: to increase participation and exchanges, to develop new programs and expand existing socioeconomic programs (educational, scientific, business), to create tourism exchanges, to develop home stay and home exchange programs, and to develop business relationships.

Plans for our September/October 2007 tour were well received. The city offered to arrange home

stays for most, if not all, who would like to participate in a home stay, to host a reception on Thursday the week of our arrival, to arrange for tours of Perpignan businesses for those who are interested, and to host a farewell "barbecue" on our final night in Perpignan.



Jaumes Roure, an elected member of the Villes Jumelées committee is scheduled to be the Director of International Relations for the city of Perpignan in 2008. He has committed to heading a delegation to Sarasota in November of 2008.

Dr. Carolyn Bloomer gave to us and to Pierre Jimenez and Dominique Vilain a list of a dozen students from the Ringling School of Art who are interested in developing e-pal relationships. Pierre, who is responsible for all youth programs (ages 12 to 28) for Perpignan, will present it to students at the appropriate Perpignan schools and suggest that they correspond directly with the Ringling students.

Perpignan has been designated as the host city for Catalan Culture in 2008 and, as such, will be the site of a major festival during July of that year. Dominique and Pierre Jimenez responded very positively to ideas for a PAL Circus exchange and to an exchange of photography students at the high school and college levels during the 2008 Catalan Culture Festival. The idea is to expose international students to Catalan culture and vice versa. Dominique issued an invitation for both groups and has committed to taking care of all expenses other than travel, during a stay of about two weeks, for the students who participate in the event. Perpignan currently has a photography exchange with a school of art in its sister city of Hanover, Germany. Dominique's suggestion is to make it a three-way exchange during the Catalan Culture Festival.

Interest was expressed in rebuilding the relationship between Mote Marine and Laboratoire Arago, and in developing a relationship between the University of South Florida and/or New College, and the University of Perpignan.

The Florida Studio Theatre Young Playwright program was introduced and Pierre Jimenez will introduce the program to students and faculty at Perpignan's theatre school as well as to all the other Perpign-

*(Please turn to "Perpignan," continued on page 12)*

## member news

**SSCA Webmaster.** Bill Mallett, a transplanted New Hampshire native, is currently working as the City of Sarasota's Web Communications Coordinator responsible for all the city's web sites, and is now the liaison person for Sarasota Sister Cities Association. Mr. Mallett relocated to Sarasota 6 years ago after working for 5 years as the Business and Technical Coordinator for Worldpath Internet Services. While there, the company went from startup to one of the largest businesses in NH in the first 3 years. He began his work doing web page design and coding there and has continued to develop sites during the last 8 years. *Submitted by Tom Halbert.*

**Nancy Roucher** has been selected as one of three 2007 honorees to be at the 25<sup>th</sup> annual "Women in Power" luncheon at Michael's on East at 11:30 a.m. on Wednesday, January 17th. Ms. Roucher was selected for her contributions to the arts and community advocacy. The annual honors luncheon is sponsored by the National Council of Jewish Women and the Sarasota Herald Tribune. Tickets for the luncheon are \$40 with proceeds to benefit the NCJW scholarship fund. Reservations can be made by calling 941-355-6771. *Submitted by Tom Halbert.*

**Carla Rayman**, SSCA Vice President for Economic Development, has been selected for the Sarasota Association of Realtor's Presidents Award for 2006, as reported by the Sarasota Herald Tribune. The award is given to the Sarasota realtor who "best represents the realtor spirit and has contributed and supported the organizational leadership during the past year. Congratulations, Carla.

### Israeli Consul General Makes Contact with Sarasota

**Carla Rayman**, SSCA Vice President, Resources and Economic Development, visited the Consul General of Israel Dr. Yitschak Ben Gad in Miami last month to promote business relations between the Tel Mond and the Sarasota area. Dr. Ben Gad visited Sarasota for the Hanukkah celebration in Five Points Park on December 17th. After the celebration, he gave a speech at the Chabad Temple of Sarasota on the current situation with Iran, at the invitation of the Sarasota-Manatee Jewish Federation. In Florida Governor-elect Charlie Crist's speech of January 2, 2007, he states "After we conclude the legislative session this spring, I will lead Florida on the first of many trade missions. We will start with a trip to Israel."

SSCA plans to coordinate a group to accompany the governor and Consul General. *Submitted by Carla Rayman. \**

*("Citizen Diplomacy," continued from page 9)*

**Raise awareness** of how communities are involved in student and professional exchanges, global education, trade, and other international activities.

**Identify new citizen diplomats** and how they can contribute to their communities, their country, and the world.

A copy of the 12-page National Report on Citizen Diplomacy- Action Agenda for the Future of Citizen Diplomacy in the United States, July 2006 is available for review in the Sarasota Sister Cities Association office at City Hall, 1565 First St., Sarasota. \*

## Trip to Israel Postponed

The decision at this time is to postpone the Sarasota Sister Cities Association trip to Tel Mond, Israel until a future date. Circumstances both in Israel and in the national were considered in making what was a hard decision.

A lot of work went into the planning of the delegation's visit, and special thanks to Donna Lerner, Sue Rosin, Bobby Lichtenstein of Gulliver's Travels; and Shaike Dranitsky and Ryan Dritz of Mabat Travel in Israel for their dedication to creating an excellent trip.

The comprehensive itinerary planned is a unique approach to understanding the rich culture and incredible history of Tel Mond and Israel. We hope to "revisit" this experience-of-a-lifetime trip during this year.

*("President's Message," continued from page 3)*

and webmaster, have been adding significantly to our website, so check it out at [sarasotasisitercities.org](http://sarasotasisitercities.org).

We were saddened to learn of the death of longtime member, **Lorna MacKay**. A smiling greeter at our luncheons for several years and tireless worker on behalf of the Sarasota Sister Cities Association, she contributed much and will be greatly missed. We also express our sincere condolences to **Randy Avon** of Ft. Lauderdale, an SSCA member, cheerleader, and advisor whose wife passed away in December.

The **Sister Cities International** annual conference will be held in nearby Ft. Lauderdale this summer, **July 18-21, 2007**. The cost for pre-registration (prior to April 1, 2007) is \$450; thereafter the cost is \$500 and registration "at the door" is \$575. If you have an interest in attending, please let me know and we will try to arrange to get a block of rooms close to the convention center. You can email me at [walljb@comcast.net](mailto:walljb@comcast.net).

Happy New Year to All,

*Best, Bill*

*("Perpignan," continued from page 10)*

nan schools.

Alain Daous, President of the Rotary Club and head of an organization (union) of entrepreneurs in the Perpignan region will send information on their members, including a profile of their businesses. The purpose is to provide Sarasota business people, who are interested in participating in our 2007 tour, with information on the association's members for the purpose of deciding which businesses they would like to visit during the tour.

There is interest in Jill Dye's proposal for an

exchange of artists. The idea is that Sarasota artists will go to Perpignan for a week of "en plein air" painting with local French artists. At another date, the French artists will come to Sarasota to complete the exchange cycle.

Our question as to the level of interest of Perpignan in the Sister Cities relationship was answered in the affirmative and demonstrated by their commitment to support our 2007 tour, the invitation to and support for our young people to participate in the Catalan Culture Festival, and their commitment to come to Sarasota in November, 2008. Further evidence showed in the time they gave us, by their interest, by their enthusiasm, and by their friendship. \*

## Call for Committee Members

Carla Rayman is currently seeking members interested in participating on the SSCA membership committee. Please contact her at 941-724-0519 or [Carla@CarlaRayman.com](mailto:Carla@CarlaRayman.com)