



Heartland International Connection

Committed to Fostering Democratic Values in a Complex and Ever Changing World

Volume IV, No.1

October, 2004

AMERICA'S ROLE IN THE WORLD

by Richard M. Johnson & Karen A. Egerer

In one year, the world went through a century of change. Soviet voters elected opposition candidates, Poland ended 40 years of Communist rule, the Brandenburg Gate opened in Berlin, Brazil held its first democratic elections in 29 years, the Velvet Revolution in the streets of Prague followed with the popular election of Vaclav Havel to the Presidency and scenes from Tianamen Square dramatically symbolized the individual's stand against oppression. In 1989, the world stirred.

Building on this momentum, *Heartland International* was founded in the same year.

Acting as a catalyst in strengthening emerging democratic institutions, *Heartland International* designs and manages international social, economic and political development projects.

World opinion of America and its role in the world has changed drastically. America's credibility in the eyes of the world has plummeted. Throughout the world, America's commitment to strengthening democratic institutions is being questioned. According to a recent Pew Research Center Poll, even a majority of Americans agree that their country is less respected today than in the past.

This fall, many Americans will have the opportunity to participate in a giant referendum on the course of their nation's public policy for the next four years, and perhaps beyond. That is exactly what the presidential election of 2004 is, a referendum with enormous long term consequences for America and the world. Unfortunately, we know that over a third of the qualified American electorate will decline to participate. That's unfortunate, for it is arguably the most critical election most of us have faced in our lifetimes. Our world has

seen dramatic changes in the past dozen years. The "Iron Curtain" fell in the early 1990s, changing the political map of Europe in significant ways. This development led many to characterize the United States as the "World's Only Superpower" (*WOSP*). Employment of techniques of terrorism broadened to challenge established governmental arrangements. September 11, 2001, demonstrated dramatically that the *WOSP*, even on its home turf, is not immune from the devastation of terrorist attacks.

While there are many pressing issues on the table for this election, the most crucial one has to do with America's role in this 21st Century world. This world presents new imperatives that necessitate a new kind of politics for the United States, domestic and international. As the *WOSP*, the US carries unique world leadership responsibilities for dealing with these imperatives, a role fraught with ambiguity and

Continued on page 2

Heartland International His celebrating fifteen years of steady work - fostering democratic values in a complex and ever-changing world. Our work, which began with a training program for a group of Members of Parliament from Thailand, has taken us to Africa, Asia, Central & Eastern Europe and the NIS. We have worked with Members of Parliament, top government officials, entrepreneurs, NGO leaders and grassroots organizers. Heartland International has fostered dialogue between opposition leaders; strengthened the capacity of NGO leaders to advocate for change; acted as a catalyst to empower women's voices; enhanced the skills of small "d" democrats striving for political change; and built business associations to promote economic development.

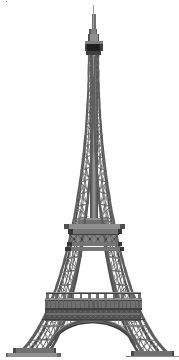
Join us for our next 15 years and make a difference in the world!

- Karen A. Egerer

Did You Know...

- The ratio of U.S. spending on Iraq approved last November to total AIDS spending in developing countries last year was 18:1.

- The estimated number of people currently imprisoned in Uzbekistan for their religious or political beliefs is 6,500.



- The Eiffel Tower shrinks about 6 inches in winter.

- The US government sent Iraq an estimated 60,000 soccer balls last summer to help “bring life back to normal”.

- About 2,000 people in France are injured each year opening oysters.

- \$85,500,000 allocated for Iraq’s water programs will be spent on US Embassy operating costs.

Sources:

U.S. House of Representatives Committee on Appropriations (Washington)/UNAIDS (Geneva)
 Human Rights Watch (N.Y.C.)
 French Embassy (Washington)
 Major League Soccer (N.Y.C.)
 Institut de Veille Sanitaire (Saint-Maurice, France)
 US Department of State

Continued from page 1

danger. Thus, the next American president must provide a kind of enlightened national *and* international leadership to deal with the new realities we face, a kind of leadership this nation has generally failed to provide except, perhaps, during major active wartime settings.

If one accepts the contention that America’s role in the world is the central and defining issue in this election, what might be the requirements for the next presidency? Here is the start of a list:

- A **multilateral approach to global problems**. A serious involvement of the “community of nations” in the analysis, conception and conduct of international initiatives.
- Domestically, a **bipartisan foreign policy** in conception as well as implementation.
- The **pursuit of peaceful resolution of conflicts** with at least as much gusto and commitment as shown in the pursuit of military solutions
- Use of **diplomacy first**, but if necessary implementation of the Powell Doctrine: clear goals, overwhelming military force, clearly stated exit strategies.
- Employment of extensive **substantive policy analysis** rather than the use of politically-driven sloganeering.
- Internally, **careful definition of “national security,”** employing the narrowest possible definition of governmental power with the broadest possible recognition of individual freedoms.
- **Imagination**. New York Times columnist Thomas L. Friedman put it well: “Imagination is on my mind a lot these days, because it seems to me that the only people with imagination in the world right now are the bad guys.

As my friend, the Middle East analyst Stephen P. Cohen, says, ‘That is the characteristic of our time—all the imagination is in the hands of the evildoers.’ ” (“*Awaking to a Dream,*” NYT, March 28, 2004)

This list may not be what all readers would compile, but it is an attempt to delineate some factors that are considered important in defining America’s role in the world. The central point is, however, the importance of trying to articulate criteria by which the candidates and their messages may be evaluated.

As this presidential campaign draws to a close, using the list of issues above, how enlightening has the campaign been? To be sure, foreign policy has been given quite a lot of attention by the principal party candidates. The war in Iraq has emerged as the central issue separating them. But there has not been serious debate on the broader and long range central questions of the role of America in the world of the 21st Century. Rather, the campaigns have continued the practice of “gotcha” and virulent personal attacks that have characterized too many of our campaigns.

Is it naïve to expect more than this from our candidates, the parties and the campaigns? If so, what does that have to say about American democracy and America’s role in the world? What is the model of political process we are trying to export to other nations of the world?

Intersectoral Collaboration in Russia: Creating a Dialogue between the Public and Private Sectors

Hall Healy and Lindsay Demidovich recently returned from Irkutsk, Russia, where they con-



ducted the first in a series of three workshops with government officials and business leaders. The next two workshops will be held in Cheboksary in the Volga Federal District and in a third city, probably in the south. This training program is a unique opportunity to bring together participants from the government sector and the business community; to share ideas and concerns about business development in the region; to build new relationships of trust and cooperation among the participants; and to develop a joint plan of action for future collaboration.

In a democracy where a free market thrives, government draws upon the knowledge and expertise of business leaders to develop fair and effective laws and regulations for the promotion of a strong economy and the good of society. Business

associations should view their role as a vital part of the democratic process by representing and advocating their interests to government. Participants in this program will gain a clearer understanding that advocacy strategies and lobbying, in particular, can be conducted ethically and effectively. This training program will encourage business leaders and government officials to work together. Business associations will be empowered to act more directly, more democratically, when voicing their ideas and concerns with their local government officials.

This training has two foci: first, the understanding and development of structures and mechanisms that promote collaboration between local



government and the business community; and second, the understanding and development of the business community's interests to be voiced in collaborative mechanisms. Through small group exercises and group discussions, participants are led through a process of identifying the needs for and

impediments to SME development from business and government perspectives. International case studies and presentations offer additional information that may



serve as strategies for approaching SME development problems in the Irkutsk region. Participants brainstorm ideas for mechanisms of collaboration and analyze those suggestions that are feasible and produce results. A Russian consultant works with the participants on creating and implementing those mechanisms, which may include public discussions, roundtables, hearings, and the like. Each exercise in the program ends with the group reaching a consensus on what activities should be included in an integrated Action Plan. Participants leave the three-day workshop ready to implement their new strategies and programs.

-Lindsay Demidovich

Heartland International Celebrates 15 Years of Fostering Democratic Values in a Complex and Ever-Changing World

Join us on Monday, November 8, as we celebrate fifteen years of fostering democratic values in a complex and ever-changing world. Through its programs, Heartland International seeks to:

> Bring to Bear the Traditionally Underutilized Resources of the Midwestern United States on International Programs



Macedonian Business people meeting at Siemens, one of the many local businesses that have cooperated with Heartland International.

> Act as a Catalyst in Strengthening Emerging Democratic Institutions



The Kentucky Senate President meets the Speaker of the House from Namibia.

> Provide Training and Technical Assistance to Encourage MicroEnterprise Development



Angeline Mabula with her Batik samples. Angeline is a member of TAWE and a member of the local city council.

> Support the Role of Women in Economic, Political and Social Affairs in Emerging Democracies



Eunice Bangili receiving her Leadership Certificate at the end of a Heartland International and TAWE training program in Chicago.

> Provide a Forum for the Exchange of Ideas between US and International Policymakers



Program Participants often have an opportunity to meet with Illinois State legislators such as State Senator Barack Obama.

> Promote Mutual Understanding between Various Segments of US Society and their International Counterparts



Croatian Mayors and City Administrators visiting a farm in Lincoln, Illinois, as a part of an economic development project.

CELEBRATE!

MONDAY, NOVEMBER 8, 2004

5:30 p.m. to 8:00 p.m.

CELEBRATE!

*HEARTLAND INTERNATIONAL'S
15TH BIRTHDAY*

HOT HOUSE

31 East Balbo

Chicago

Enjoy the Music of

ERWIN HELFER

and

YOKO NOGE and The Jazz Me Blues Band



THE YEAR AHEAD - GET INVOLVED

THE COMMUNITY CONNECTIONS PROGRAM

February 5 - 26, 2005

Small Business Development - Belarus

April 9 -30, 2005

Business Management for Editors & Managers of
Local and Regional Publications - Russia

If you are interested in providing a homestay experience for one of the Community Connections Program participants, please contact Lindsay Demidovich at Heartland International - (312) 583-9430. This two and a half week experience is often one of the most rewarding and memorable for the Community Connections Program participants and their homestay host. Don't miss out on this opportunity! **This is the last year for the Community Connections Program.** Funding for this US State Department program will end in September, 2005.

Join Heartland International for a Unique Travel Experience

Heartland International is planning a trip to the Volga Region in Russia during June, 2005. We will visit many of the Community Connections Program participants and spend one or two nights with them in their homes. We will meet with NGO leaders, government officials, entrepreneurs and others who have participated in Heartland International's Community Connections Programs in Chicago. For more information, contact Lindsay Demidovich at our office.

Rose Colacino Joins Heartland International Staff

Rose Colacino joined Heartland International's staff as a volunteer and soon found herself working part-time and eventually full-time. We are fortunate to have Rose. A graduate of Eastern Illinois University, she has an MBA from DePaul University. Before changing career paths, Rose had a successful career in software development, sales and marketing. She worked for top companies in Chicago such as Abilizer Solutions, Sequoia Software Corporation and Dun & Bradstreet, holding significant managerial positions with each organization. She gained experience in a number of fields including financial services, manufacturing, the legal sector and energy services partnering with many Fortune 500 companies.

Rose lives in Chicago with her husband, Scott Carlsen. During the summer, you can find both of them sailing on Lake Michigan. Rose has traveled extensively throughout Europe, Asia and South America.

*Rose with a group of business managers from Macedonia
at the home of IWA member, Yoko Mosher.*



Representative Mark Kirk Addresses Meeting of the Campaign to Preserve US Global Leadership in Chicago

Karen Egerer, president of Heartland International, was one of the participants in a US Global Leadership lunch to discuss the status and importance of the International Affairs Budget (the 150 Account). Representatives Mark Kirk and Danny Davis, both strong supporters of an increase in the 150 Account, were scheduled to address the coalition members in attendance.



Macedonia: Private Sector - Growing Faster and Smarter

by Rose Colacino

Three years ago, Heartland International Connection reported on the presidency of Boris Trajkovski, a former Heartland International program participant. At that time, President Trajkovski was facing numerous challenges, including an unemployment rate of 40%, keeping peace between the Albanian and Slav population and lobbying Western capitals for Macedonia to become a serious candidate for membership in



NATO and the EU. Today, Macedonia's unemployment rate continues at a 36.7% rate, one of the highest in Europe. According to the International Crisis Group analysis, stability in Macedonia remains fragile. Macedonia is still seeking formal candidate country status with the European Commission. Tragically, President Trajkovski died in a plane crash earlier this year before many of these challenges could be successfully addressed.

Progress has been made. The European Commission has recognized Macedonia's efforts at strengthening its economy, maintaining stability, and striving towards developing a strong, professional, private business sector.

This July, Heartland International conducted a US Agency for International Development-funded training program for Macedonian business managers focusing specifically on enhancing their customer service skills. While in Chicago, participants received valuable opportunities to make professional long-term contacts and to exchange ideas with their US counterparts in order to improve the current economic and political climate in Macedonia. At present only a few Macedonian companies have organized customer service departments. Those employees who work in customer service departments or who are in direct

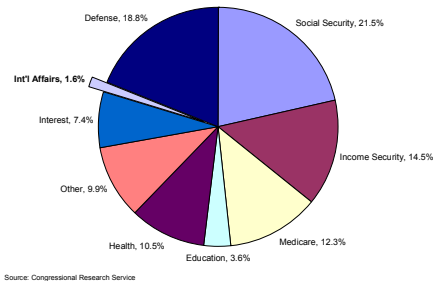


contact with customers often lack formal customer care expertise. Working in demanding environments, these employees need to be motivated to deliver a service that meets and exceeds customer expectations. Heartland International and a number of Chicago-area business executives worked with the participants to develop the skills needed to address and improve all aspects of customer service within their businesses.

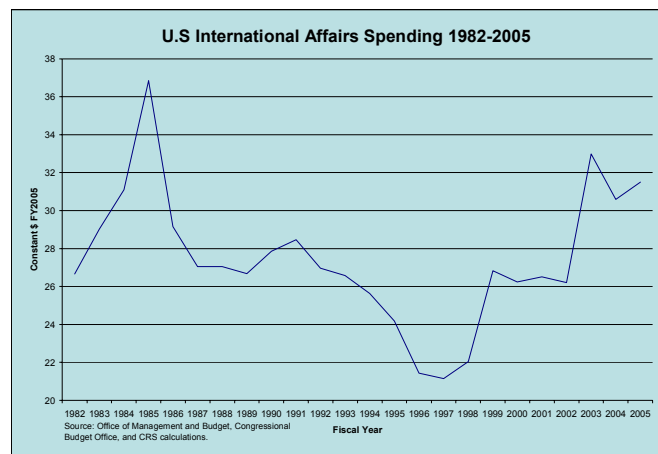
Robert Galka, Executive-in-Resident at DePaul University, shared his customer care expertise and experience; as did Ben McConnell and Jackie Huba, authors of *Creating Customer Evangelists*. Heartland International Board member and partner in S.N.Peck Builders, Barbara Rose, explained how she developed her company's customer care strategy. Siemens, Motorola and the Chicago Transit Authority all contributed to the experience of the Macedonian participants. In the words of one participant: "I saw [a] new culture, new way of living and I saw very developed customer service departments. This is a valuable experience."

Campaign to Preserve US Global Leadership

Heartland International is a member of the Campaign to Preserve US Global Leadership, a national coalition of over 350 organizations and businesses dedicated to supporting a strong International Affairs Budget and promoting US global engagement. The Campaign, with the assistance of local organizations and businesses such as Heartland International, has organized meetings with Members of Congress in key districts. Locally, we have met with Representatives Jesse Jackson, Jr. and Mark Kirk, both strong advocates for an increase in the International Affairs Budget, also called the “150 Account”. Our local coalition has also met with the staff of Senator Peter Fitzgerald, who has not been willing to sign on as a supporter. Senator Dick Durbin, on the otherhand, is one of the four Senate leaders who are the key signers of the Campaign’s letter to President Bush. Other members of the Illinois Congressional delegation who support a strong International Affairs Budget and who have signed the Campaign’s letter include Jan Schakaowsky, Judy Biggert, Danny Davis, Rahm Emanuel, Ray LaHood and Jerry Weller. Henry Hyde did not sign the letter this year, but has done so in the past.



The International Affairs Budget totals barely 1 penny of spending from every federal dollar.



Today the US is spending almost 30% less for these programs than in 1985.

Prior to the summer recess, the House of Representatives passed bills that cut the US International Affairs Budget by \$2.8 billion less than the President’s original request of \$31.5 billion. Rep. Ron Paul (R-TX) proposed an amendment that would eliminate all funding for the Millennium Challenge Account (MCA). The MCA provides humanitarian and development assistance to selected countries in need around the world. Fortunately, this amendment failed, but Rep. Paul stated: “How many of us ever get calls from our constituents saying please vote for more foreign aid?”

The US Senate has not completed their work on the International Affairs Account, but it is likely to make similar cuts. It is very unlikely that Congress will

complete its work before the elections, many of them wanting to return to their home districts as soon as possible. A “lame-duck” session after the election is highly probably.

On the next page is a breakdown of the 150 Account.

FY 2005 International Affairs Summary

\$ in millions	FY 2003 Actual	FY2004 Estimate	FY2005 Request
INTERNATIONAL AFFAIRS	31,214	29,412	31,519
FOREIGN OPERATIONS	21,440	19,564	21,331
Export Import Bank (net)	564	54	156
Overseas Private Investment Corporation (net)	-239	-199	-187
Trade and Development Agency (TDA)	47	50	50
Child Survival and Health Programs Fund (CSH)	1940	1,824	1,420
Global Fund to Fight AIDS, Tuberculosis & Malaria	[248]	[398]	[100]
Development Assistance (DA)	1,480	1,377	1,329
International Disaster Assistance	432	474	386
Transition Initiatives	62	55	63
USAID Credit Programs	8	8	8
USAID Operating Expenses (OE)	593	641	623
USAID Capital Investment Fund	43	98	65
USAID Inspector General (IG)	33	35	35
Economic Support Fund (ESF)	4,802	3,263	2,520
Support for Eastern European Democracy (SEED)	522	422	410
Assistance for the Independent States (FSA/NIS)	755	584	550
Peace Corps	295	308	401
Inter-American Foundation	16	16	15
African Development Foundation	19	19	17
Millennium Challenge Account	-	994	2,500
International Narcotics Control and Law Enforcement (INCLE)	245	460	359
Andean Counterdrug Initiative (ACI)	842	727	731
Migration and Refugee Assistance (MRA)	782	756	730
Emergency Migration and Refugee Assistance (ERMA)	106	30	20
Nonproliferation, Anti-Terrorism, Demining (NADR)	332	396	415
Treasury Technical Assistance	13	19	18
Debt Restructuring	-	94	200
U.S. Emergency Fund for Complex Foreign Crises	-	-	100
Global AIDS Initiative	-	488	1,450
International Military Education and Training (IMET)	79	91	90
Foreign Military Financing (FMF)	5,992	4,633	4,958
Peacekeeping Operations (PKO)	214	124	104
International Financial Institutions	1,296	1,383	1,493
Multilateral Development Banks Arrears	[65]	[97]	[59]
International Organizations and Programs (IO&P)	169	320	304
COMMERCE, JUSTICE, STATE	8,016	8,646	8,981
Diplomatic and Consular Programs	3,888	4,220	4,285
Capital Investment Fund	182	79	155
Embassy Security, Construction, & Maintenance	1,405	1,421	1,539
Other State Department Programs	352	503	422
Contributions to International Organizations	894	1,000	1,194
Contributions to International Peacekeeping Activities	636	695	650
Related Appropriations (e.g., Asia Foundation, NED)	71	78	103
Broadcasting Board of Governors	534	592	569
International Trade Commission & Other Programs	55	59	63
AGRICULTURE, P.L. 480 Title II	1,741	1,185	1,185
LABOR, HHS-U.S. Institute of Peace	16	17	22

The International Affairs Budget and You: What You Can Do

The table to the left shows the breakdown of the International Affairs Budget (the 150 Account) request that is now before the US Congress. What can you do to show your support of an increase in the International Affairs Budget?

1. **Know the facts.** Study the table on the left. It may look daunting at first, but soon you will see just how little money is allocated for some of the most important work that the US government is engaged in - diplomacy, humanitarian affairs and trade relations.



2. **Let your voice be heard.** Contact your Congressional Representative and let him or her know that you support a strong and healthy International Affairs Budget and the diplomatic, humanitarian and economic development programs that it supports. If you want to know who has and who has not supported the 150 Account, visit the web site of the Campaign to Preserve U.S. Global Leadership.
www.usgloballeadership.org.

3. **Attend Public Events.** All over Illinois and the country, candidates will be holding town hall meetings, forums and other public events, as well as speaking on radio talk shows and local television shows to meet and

"To win the war against terrorism, we need more than smart bombs. We need smart diplomats, secure embassies and stepped up international broadcasting and foreign assistance that advances the world's march toward democracy and freedom. Our chronically low level of international affairs spending is a national disgrace, only compounded by this new budget proposal." - Rep. Tom Lantos (D-CA), February 6, 2002, HIRC Hearing



hear from the voters. These are opportune times to ask candidates their views on the role of the International Affairs Budget. Find an opportunity to attend one of these public events and ask:

"In the post September 11 world, it is more important than ever to protect our national security and

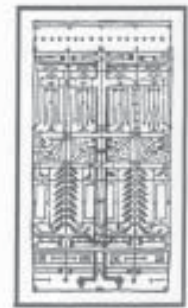
promote global stability. While we need to provide adequate defense and homeland security funding, we must also have adequate funds for our humanitarian, development and education programs, as well as our economic and diplomatic programs. By supporting the International Affairs Budget, just around 1% of the entire federal budget, we are investing in key program that will help us strengthen global security. Do you see a role for these programs and if so, how would you work to protect them when you are in Congress?"



4. **Vote.** Know what the candidates stand for and make an informed decision.

"It is obviously easier to get increases in a defense budget than in the 150 Account, and we're seeing that right now - fighting for pennies in the 150 Account while getting tens of billions easily in the defense account. But what we don't seem to realize is by the time military force is necessary, in most cases our policy has already failed. And foreign aid is a preeminent way to avoid having to resort to military force - by allods the most costly and brutal way to carry out or to rescue a policy." - General Brent Scowcroft, National Security Advisor, 1986-88

- Karen A. Egerer



tel 312.583.9430
fax 312.583.9434

Heartland International
226 S. Wabash
Suite 500
Chicago, IL 60604

In This Issue

The International Affairs Budget
Heartland International's 15th Birthday Celebration
Heartland International in Russia

Heartland International
Connection

A Quarterly Newsletter of
Heartland International

Staff Members

*Rose Colacino
Lindsay Demidovich
Karen A. Egerer
Paul Minnice*

Board of Directors

*Peter Ascoli
Marian Cosmides
Karen A. Egerer
C. Andrew Fritz
Joan Gibbons
Robert Gremley
Phyllis Handelman
Anne Keays
Barbara Rose
Lawrence H. Rubly
James Simon*