INTRODUCTION

by Richard G. Neuheisel

On this, the 25th anniversary of Sister Cities International, it is time to pause and reflect on the goals and objectives of this great organization. It is also time to examine our accomplishments. We must ask whether SCI is meeting the challenge presented to all of us 25 years ago when President Dwight D. Eisenhower founded this program.

President Eisenhower on the occasion of the 10th anniversary of SCI addressed the assembled delegates attending a Washington, D.C. meeting in 1966. He stated that he had served as a general in the greatest military force that the world had ever known and that he had the responsibility of being president of the greatest and most powerful nation in history. Yet, he said, he had been unsuccessful in achieving international peace and understanding. Global conflict still existed.

The 34th president of the United States believed that only through a people-to-people concept could we realize true success in achieving world peace and international goodwill. It was his belief that governments alone could not meet the challenge of obtaining global understanding. This challenge could be met only through the efforts of thousands of volunteers willing to represent their individual cities as well as America in serving as goodwill ambassadors around the world.

We are all proud that there are more than 720 U.S. cities, representing more than 85 million American people, affiliated with over 1,000 communities around the world in 77 other countries located on five continents. These numbers are impressive, but we all know there are more U.S. cities that need to get involved. We know there are more nations, particularly third world countries, that need our hand in sister city friendship.

Our international outreach program is more than a numbers game, however. Our objective is to go one-on-one. That was a challenge of our founder. That is our goal—our objective. We want the mayor of Dayton, Ohio, to sit down in the home of the mayor of Monrovia, Liberia, and personally discuss their mutual concerns. We want a plane load of people from Madison, Wisconsin, flying across the Atlantic to spend two weeks living and sharing with 125 different families in Oslo, Norway.

We want a 75-year-old woman from Soltau, Germany, traveling to America for the first time to feel at home and wanted and loved in Coldwater, Michigan. We want 90 high school band members from Mobile, Alabama, to play their hearts out in Malaga, Spain. We want our technical assistance programs working in developing countries throughout the world to help eliminate poverty, famine, unemployment, illiteracy, overcrowding and social unrest. We want the world to know that Americans care.

And you know what? We are getting what we want. Just multiply these examples by thousands and you will understand how we are breaking down communication barriers around the globe. We are reaching out to not only cities and countries with a similar political view as our own, but our hands of friendship have touched communities in Russia, Poland, Romania, Yugoslavia and most recently, the Peoples Republic of China.

Sister Cities International is carrying a message of friendship to hundreds of thousands around the world. We recently completed a survey which indicated that over 40,000 U.S. students and adults from our member cities participate in an international exchange each year. These exchanges are the real thrust of our program. When we send a high school student from Tempe, Arizona, to spend a summer in Skopje, Yugoslavia, that young ambassador exchanges ideas, concerns, hopes and beliefs with other young people who do not know very much about America or about our system of government or our way of life. It is a two way street. Everyone learns. Distrust and fear are replaced with understanding and friendship.

We're doing good work. We're doing great work. Our accomplishments are many. But we can do more.

We can get more people involved in our exciting programs. We can get more U.S. cities involved. We can generate a renewed spirit in those cities that have a sister city affiliation in name only. We can develop new programs at both the national and local level. We can do more on every front.

That's our challenge. Let's join together and meet that challenge. These are critical times for our organization. We have just kicked off a $1 million Building Fund drive. An ambitious goal perhaps, but it must be met if we are to obtain financial stability.

The Louis Wozar International Relations Fund and the Youth Fund for the '80s have also just been established with substantial private contributions. These funds must be supported and promoted by all of us if we are to reach our potential. In these troubled international times with rapidly changing world events, if we stand still we'll be moving backward. We must move ahead.

Let us all join together and be proud of what we have done these past 25 years. But more importantly, let each of us now dedicate our individual talents and resources so that we can join together and reach the goal envisioned by President Eisenhower 25 years ago.

That goal is world peace. You and I, through the work of Sister Cities International have the great responsibility—no, the great opportunity of working together toward the goal.

Can you think of anything more exciting or more important? We need your support.

Sister Cities International

On September 11, 1981, the U.S. Sister City program celebrated the first 25 years of a concept dedicated to world understanding. The results of the first 25 years, by any measure, have been remarkable. Starting with a handful of participating cities in 1956, the program has grown to include 720 U.S. cities and towns by the end of 1981—and the program continues to grow every week. How did the program start, where has it been and where will it go? This special magazine will look at some of the answers and perhaps give some insights into one of the largest and most notable private, voluntary citizen efforts yet undertaken. U.S. sister cities will mark the entire year, through 1982, with special observances and other activities, as they start on the second 25 years of this worldwide program dedicated to peace on earth.

© 1982

Features

Antecedents, Precedents And Where They Led 10
Origins: The Eisenhower Concept 12
Your City and The World 16
Perspective: The Growth Of SCI—1967–1981 22
Impact: Sister Cities And The Community 26
Technical Assistance—The Roanoke/Kisumu Experience 30
Sharing Cultures: An Action Plan For Involvement 40
Today's Resources, Tomorrow's Leaders 44
Global Education Is An Answer 48
U.S./Japan—The Educational Link 53
Person-to-Person Diplomacy: The Role Of The Volunteer Organization 56

Special Sections

Twenty Year Pairs 25
A Pictorial History 35
The World Map of Sister Cities 36-37
"Milestones" 38

Sister Cities 25th Anniversary Magazine
Editor ....Richard H. Oakland
Assistant Editor ....Lauren Thomas
Contributing Editors: Jackie Anderson; Raymond L. Bancroft; Mariko Fukuda; Betty Gilmore; Dr. Rose Lee Hayden; Sharon Helberg; Magdalen A. Poff; Dave Rosenberg; Margaret Saunders; and members of the staff of Sister Cities International.

Editorial Office: Sister Cities International, Suite 424, 1625 Eye Street, N.W., Washington, D.C. 20006. Tel. (202) 293-5504. Sister Cities International 1982. Contents may not be reproduced in whole or in part unless expressly authorized in writing by Sister Cities International.

sister cities INTERNATIONAL

(Principal Program of the Town Affiliation Association of the U.S., Inc.)

Board of Directors
Officers of the Association:
President ....Richard G. Neuheisel
Chairman of the Board ....Louis Wozar
Chairman, Executive Committee ....Betty Wilson
Vice Presidents
North Central ....George Henderson
Northeast ....Frank T. Lamb
Southeast ....John B. Chandler
Southwest Central ....Richard J. Minkler
West ....Thelma Press
South ....Raymond Schultz
Treasurer ....William E. Hanna Jr.
Secretary ....William R. Mitchell
Executive VP ....Thomas W. Gittins

Members of the Board
James F. Conway, St. Louis, Mo.; C. Dewey Crowder, Mobile, Ala.; K. Peter Etzkorn, St. Louis, Mo.; R. Edward Goitia, Elected Youth Member, Tempe, Ariz.; Walter Lakin, Vandalia, Ohio; Thomas A. Lisk, Alexandria, Va.; James McGee, Dayton, Ohio; Paul W. McMullan, Hattiesburg, Miss.; Frank Ogawa, Oakland, Calif.; Ethelda Singer, Los Angeles, Calif.; Dorothy Sterling, Wilmington, Del.; Charles B. Wheeler Jr., Kansas City, Mo.; Wylie Williams, Inkster, Mich.

State Representatives
Chairman ....Michael Scorcio, Houston, Texas
Vice-Chairman ....Donna Harris, San Jose, Calif.

STAFF OF THE ASSOCIATION
NATIONAL OFFICE
1625 Eye Street, N.W.
Suite 424-26
Washington, D.C. 20006
(202) 293-5504

Thomas W. Gittins
Executive Vice President
Virginia Walden
Administrative Assistant to the Executive Vice President
James Ekstrom, Director
Technical Assistance Programs
Eduardo Perez, Field Representative
Technical Assistance Programs
Martha Lamborn, Program Assistant
Technical Assistance Programs
Richard Oakland, Director
Member Services
Lauren Thomas, Secretary
Member Services
Carol Kunz, Director
Volunteer Development & Youth Programs
Julie Slavik, Program Assistant
Volunteer Development & Youth Programs