GOODBYE '80s—HELLO '90 *(cont' from page 1)*

thinking in this past year has been the leadership of the board of directors in implementing and supporting the new volunteer management structure and the development of the State Coordinator and State Management Team system. There are, of course many challenges ahead as we look to expanding and utilizing the new system, but I shudder to think about how we would be going into the '90s, if we had not made that change.

You've heard examples of the vast array of changes we are witnessing in our world of Sister Cities and international involvement at the local level: Three years ago we had six U.S./U.S.S.R. Sister Cities . . . today we have 50 and by the end of 1990 we will have 100. As you read this, let me call to your attention that somewhere in the U.S., some city council this evening will have an international item on their agenda . . . that was not true as we entered the '80s. Five years ago, you could count on both hands the number of cities in the U.S. with a full-time paid position for international relations and/or Sister Cities . . . that number today is over 120.

Let me add a new one to the growing list of examples of change in our business. I just returned from the National League of Cities Congress in Atlanta. This is the largest gathering of municipal officials (some 8,000) in the U.S. each year. In past years, we may, or most likely may not, have had the opportunity to have one session on their agenda that would relate to Sister Cities or the involvement of cities in the international arena. This year *one fourth* of all the workshops at the NLC meeting were devoted to international topics with Sister Cities as the lead topic and with an overwhelming emphasis on international trade and cities doing business internationally.

The message is clear, I believe. And that is, if you think the '80s were fast, then hold on to your hat' cause you "ain't seen nothing yet!" Our challenge will be to keep ahead of change—to become increasingly innovative in our thinking—to become more proactive than reactive—to face the phenomenon of rapid change head-on with renewed vigor and renewed spirit. The opportunities will be enormous. It will be a time for renewed, creative and dedicated leadership. It will be a time to capitalize on the great success of the Sister Cities movement by leading it into new and as yet uncharted directions in the '90s. The Sister Cities program is driven by the commitment in time, in talent and in resources of thousands of volunteers in communities throughout the U.S. Volunteerism is the backbone of U.S. history and tradition and volunteer leadership and involvement is essential to the continued growth and development of the Sister Cities program. We look to each and every one of you, as a member of sister cities, to provide that leadership in the '90s as you have through the '80s; and we will do everything in our power to work with you in the advancement of the Sister Cities program in the decade ahead.

Thomas W. Gittins, Executive Vice President
and the staff of Sister Cities International

28TH ANNUAL SISTER CITIES AWARDS ANNOUNCEMENT MAILED

The 28th annual Sister Cities Awards Recognition Program for 1989 have already reached you under separate cover. You are urged to look it over and start preparing your entry early. Only SCI members will receive this packet and are eligible for participation in this prestigious award program sponsored annually by the Reader's Digest Foundation.

Neighbors Abroad, the sister cities organization in Palo Alto, Calif., has developed a set of guidelines for entering the annual SCI award program for their own use. Neighbors Abroad has kindly consented to share this excellent report with other sister cities committees. It is reprinted in its entirety.

Some suggestions to consider when applying for a Sister Cities International award:

1. Find one or two people in your organization who are interested in entering the annual awards program. They can provide leadership and generate enthusiasm for entering.
2. Decide which part of your program you would like to highlight and select a category. (You also have a population category.)
3. Recruit a committee composed of members involved with the project and solicit their ideas. Communicate with your sister city/cities if they are to be a part of the process.
4. Begin early to collect materials and pictures to provide documentation for your project.
5. Meet with a group of key project people to discuss objectives, activities, and results. Ask for their help in supplying materials to accompany the application.
6. Use a small group (2-3) to complete the application form.
7. Complete the application form with other supporting materials to make your entry attractive, interesting and easy to read.

Some benefits of entering the awards program:

- A sharper definition and recognition of work within the organization.
- A sense of accomplishment in shared efforts of many members.
- An incentive to build enthusiasm, participation and commitment within the organization.
- A publicity vehicle to increase community awareness and build the positive image of the sister cities program.

IF YOUR COMMITTEE NEEDS MEDICAL COVERAGE FOR EXCHANGES

As a sister cities leader, you—more than anyone, realize the importance of good medical coverage to protect your organization for both inbound and outbound exchanges.

Responding to these concerns, SCI's board of directors has approved a specially designed medical insurance plan to protect your exchange groups. The insurance plan is available immediately to all sister cities exchange groups at a nominal cost.

Plan Outline

The special exchange group medical insurance plan covers all members of the group, regardless of age. There is no physical examination or questionnaire required. The insurance package consists of:

1) $25,000 Accident and Sickness Medical Expense. This covers hospital and doctor costs and regular ambulance fees. There is a one-time deductible of $100 per insured.

2) $10,000 Emergency Medical Transportation. This portion pays the cost of special transport from the scene of the accident/illness to medical care. Additionally, this will also pay for special medical transportation requirements to return the patient to home country—usually a very expensive item.

3) $5,000 Repatriation of Remains. Should an exchange participant die, this portion of the coverage will pay for preparation of the remains and shipment to home country.

4) Emergency Medical Assistance Service. This valuable service is available 24 hours a day throughout the world. By calling a toll free or collect number available to all insured groups, SCI exchange participants may access multi-lingual communications and medical personnel.

Information Available

The plan administrator, Travel Insurance Services, has developed a comprehensive brochure describing the plan, along with easily completed enrollment forms. By now, all U.S. sister cities will have received their enrollment kits. If you need additional kits, or further information, contact TIS at 1-800-227-2432 or 1-415-932-1387. Their facsimile number is 1-415-932-0442.

LOCAL AND STATE GLOBALIZATION *(cont'd from page 1)*

Quite plainly, but often ignored, international commerce, cultural exchange, public health and environmental developments all occur some "place," namely in a local jurisdiction which has basic responsibilities for governance;

The "globalization" of the world's economies and of many health and environmental conditions is placing pressing requirements to act on all governments in the federal system.

According to the report, the term "globalization" now symbolizes a broad range of social, economic and political changes occurring almost simultaneously throughout the world. It also defines the world as it is seen from city hall and the county courthouse. Were it not for the arrival at their doorstep of a global economy and equally pervasive environmental and health issues, local governments would not be so actively engaged in nurturing foreign tourism, trade and investment or in addressing such trans-national issues as drug interdiction and acid rain and such international issues as global warming.

Changing circumstances within the United States have also stimulated local governments to enter the international arena. The arrival of foreign investment and trade, and of American companies moving operations overseas, have converged with the substantial reduction of federal support for economic development programs to accelerate the emerging tradition of local government as an "economic activist"—a participating partner in economic development. Local and state governments have had to come to grips with the economic and social consequences of these shifts; it is, after all, their "place" that has taken the hit as their federal partner has largely left the scene. The arrival of new immigrants has expanded bilateral international relations, reinforced, or forged new trade and investment connections and sometimes brought new urgency to human rights and health issues having international consequences for the localities where they have settled.

Sister cities have been on the cutting edge in the emergence of local governments as a new force in international relations. With over three decades of experience, sister cities have garnered invaluable experience in bilateral exchanges in the fields of educational and youth exchanges, trade and commerce, cultural, professional and technical, and related fields with partners in 90 countries.

As the sister cities program has grown as a national and world concept, relationships between the partners reveal a very large, rich and varied accumulation of connections that are being absorbed into the economic, social and political fabric of each community.

Robert Maffin, author of the role of the city in the ACIR report, noted that other changes in the world economic/political climate can have import for transnational twinning: a broadening of *perestroika* and *glasnost* into Eastern Europe and the emergence of economic regionalism, likewise, surely would shape bilateral relations in the future. The U.S.-Canada Free Trade Agreement, Europe-1992, renewed regionalism in the Caribbean and among the island-nations of the Western Pacific most certainly will affect hundreds of sister city arrangements. And as the drive toward market economies and expanded cultural exchange broadens, both ad hoc and sustained bilateral agreements are likely to emerge between the sheltered cities in the Eastern Bloc and eager, aggressive cities in the rest of the world.

While these broad, sweeping changes are working, the sister cities movement is creating a complex web of relationships and conditions which can radically affect the course of international relations. As individual sister city relationships mature and become more complex, they can become potent factors in setting local priorities, particularly as economic and cultural vitality are merged. In turn, these factors can influence the climate for setting broader regional, and even national, policies. Transnational commitments by subnational governments can be conditioning factors for national policy. At least that is a potential reality, if present trends in twinning continue.

As the U.S. Sister Cities program looks forward to its 35th anniversary in 1991, and the decade leading to the 21st Century, individual volunteers and their cities can be proud of the role they played and their leadership during these difficult and often painful years. The decade ahead will be especially complex as the world continues to shrink in ways we cannot imagine, but sister cities will continue to play an important role as leaders in the crucial venture.

Much of the content of this article was excerpted from a report to the Advisory Commission on Intergovernmental Relations on the role of the city by Robert W. Maffin, a consultant on local public resource management and economic development strategy. The final report will be released by ACIR this year.

ROYERS HONORED FOR 12 YEARS OF SISTER CITY SUPPORT

In front, center, Mayor Charles Royer is toasted by members of the Kobe (Japan) Committee, Seattle's first sister city relationship.

Seattle's sister cities committees gathered together to honor their "beloved" former mayor Charles Royer, and his wife, Rosanne Costovich Royer. The event was a farewell and tribute for the support given to the Sister Cities program during his 12 years as mayor of Seattle.

The Royers leave Seattle January 1 for Boston where he will become director of the Institute of Politics at Harvard's John F. Kennedy School of Government.

The first of many "goodbye Charley" affairs was highlighted with a smorgasbord of ethnic foods representing the sister countries.

After Royer's inauguration in 1978 he requested the existing five sister city committees meet to plan the future of their programs. All agreed Seattle provided opportunities for more relationships because it is a city of diverse ethnic cultures and as a port city attracts international trade and tourism.

Royer held a vision for Seattleites to increase international awareness and become "citizens of the world." As a result, Seattle has grown to 14 sister cities and ranks second in the number of U.S. relationships.

Following dinner, speaker after speaker rose to heap honors and going away gifts upon the Royers for their support to the community in building such remarkable friendships around the world.

The testimonials from other sisters included: Bergen, Norway; Beersheba, Israel; Mazatlan, Mexico; Christchurch, New Zealand; Chongqing, China; Galway, Ireland; and the newest sister of Taejon, Korea.

To assist with the tremendous growth of programs involving cultural, business, and governmental exchanges the Office of International Affairs was created.

"It is the belief of the citizens of Seattle that world peace starts at the local level. We must continue to build bridges of understanding. The world's survival depends upon all of our efforts. This is just the beginning," said Barbara Levy, one of the organizers of the Royer farewell.