



Baltimore Sister Cities
Esprit de Corps
 MONTHLY NEWSLETTER
For volunteers, committee members, and leaders



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People, Passion and Purpose BSC

by Chip Graber



Those skills came from my 45 year career in three fields: Publishing; Advanced Technology Marketing; and International Business Development.

Becoming the Vice President of Baltimore Sister Cities in June 2019 was unexpected when I retired in January. However, thanks to my friends at the World Trade Center Institute (WTCI), in a really short time I went from not knowing there was such a thing as BSC to where I am today. I believe I bring three key skills/expertise/traits to this position in BSC:

- Growing personal relationships into strong teams;
- Recognizing and developing opportunities;
- Working hard to meet commitments.

At Warner Books, I was part of a team that published 12 - 20 books a month. From editorial content to packaging, production and sales, the pace was unforgiving. Your personal commitment to meeting schedule pressures determined your value to the team. Our ultimate success came not only with more than our share of best-selling books, but the eventual acquisition/merger with a much larger entertainment conglomerate.

At Westinghouse/Northrop Grumman, I was introduced to technologies so advanced that access to their details was limited, at best. However, to survive advanced technologies still require a business base. I was part of the team that recognized opportunities and (very successfully) found ways of migrating those unique technology opportunities to new customers first in the U.S., then internationally.

Lockheed Martin hired me away from Northrop to focus on building teams to reach out to international customer with their "new" products (e.g. advanced hull form ships, lighter-than-air platforms/aerostats, etc.). Teams included our technical experts

and legal teams, but also suppliers, service providers and, international customers. I averaged over ten trips per year internationally. I learned the key factors in international business is all about relationships including: Listening/Understanding, Honesty and Responsiveness.

After six months, I am still amazed by the people, passion and purpose of BSC. I am humbled by your commitment, the way you work together and the hard work each person has put into this organization, each Committee and each Project. I feel honored every day just to be associated with you. My contributions seem small to me, but I hope you know and have seen, I will do all that I can to help all of us achieve our goals.

Vice President Activities February - March

- February 4: Attended Maryland Sister States Annual Legislation Program. Discussed potential for future Sister Cities with Peruvian and Mexican Embassies
- February 6: Attended Baltimore Council of Foreign Affairs briefing and dinner on Uncertainties Regarding Iran, the Arab Region and the U.S.
- February 11: Attended WTCI Event: Taste of Business: Japan, with Kawasaki Committee. Discussed general future of BSC/WTCI relationships, Potential support for Brazilian Sister City candidates
- February 19 - 27: Personal Vacation
- March 9: Attended BRSCC Monthly Meeting
- March 10: Set up a meeting with the Sister Cities International (SCI) President for 25 March
- March 13: Teleconference call with Sister Cities International (SCI) Dean Souzzi-Auberry, Membership Lead confirming they have received and approved Nandi County's application for membership.

VP Job Responsibilities (from By Laws)

Task	Notes
By-Laws Responsibility	Performable duties of President as needed
Corporate Membership Program	Overall management of program & coordination with each Sister City Committee
Develop New Friendship/Sister City Relationships	<ol style="list-style-type: none"> 1) Manage applications for new Friendship/Sister Cities 2) Maintain and keep up to date 'Criteria' for Sister Cities 3) During the first two years of a new committee's operation attend at least 50% of their monthly meetings
Manage Foreign Travel Policy	<ol style="list-style-type: none"> 1) General administration and control 2) Conduct IntelliCorp background checks on chaperones as needed
Insurance	<ol style="list-style-type: none"> 1) Manage BSC General Liability and Directors and Officers insurance policies through Gorges & Company (broker) 2) Coordinate with Treasurer re: payment of premiums (presently on pre-authorized debit)

Never lose hope

"In the cycle of nature there is no such thing as victory or defeat: there is only movement.

The winter struggles to reign supreme, but, in the end, is obliged to accept spring's victory, which brings with it flowers and happiness.

The summer would like to make its warm days last forever, because it believes that warmth is good for the earth, but, finally, it has to accept the arrival of autumn, which will allow the earth to rest.

The gazelle eats the grass and is devoured by the lion. It isn't a matter of who is the strongest, but God's way of showing us the cycle of death and resurrection.

And within that cycle there are neither winners nor losers, there are only stages that must be gone through."

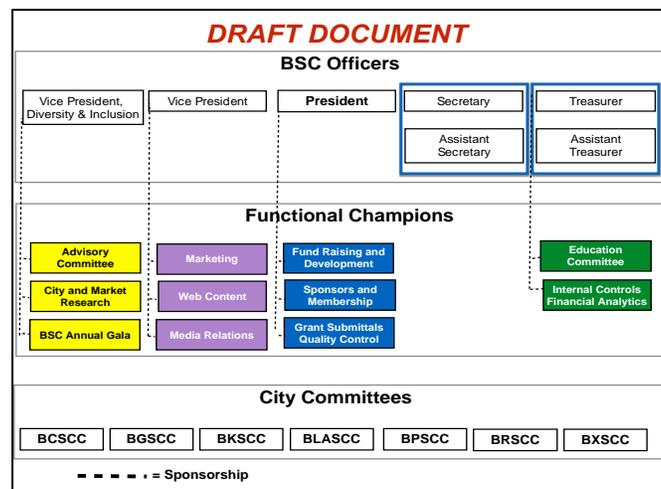
- *The Manuscript Found in Accra reveals that who we are, what we fear, and what we hope for the future come from the knowledge and belief that can be found within us, and not from the adversity that surrounds us. -*

Introduction of Functional Champions program

Your BSC Officers have been looking at ways to try to help support the Committees achieve their goals for 2020 and beyond. What we have heard from the Committees to continue their success and growth are four areas of needed improvement (in no particular order):

- Marketing and Communications
- Education and Vision
- Controls and Analysis
- Fundraising and Membership

To address those areas, the BSC Officers are looking to add the Functional Champions as shown in the chart below.



The ability to better Market and Communicate is at the core of our plans to grow BSC. Therefore, the roles of Marketing, Web Content, Media Relations and City/Market Research will be established.

Consistent with our Board meetings, we recommend establishing an "Education Committee" to provide a forum for all the Committees to share and benefit from an exchange with other City Committee members as well as outside experts for issues and opportunities for K-12 and Higher Education. In addition, an Advisory Committee position will also allow them to focus in on using external experts to provide vision, guidance and identify key personnel from perspectives outside the BSC.

To improve the efficiency of both our internal operations and our grants process, we recommend adding an Internal Controls and Financial Analytics and, separately, Grant Submittals and Quality Control functions.

Finally, but no less important are the changes to improve our Fund Development. There are three specific efforts beyond the overarching function: Modifying our Annual Gala to be more of THE big fundraising opportunity for BSC; Fundraising, focusing on our Baltimore City partners support; and a focus on Corporate and Small Business Sponsors and Membership as potential sources of funding.

These changes will benefit from additional discussion at our April 22 Board Meeting to clarify them, the processes to incorporate them and the staffing to fill them.

Getting to know you: Baltimore-Rotterdam Sister City Committee (BRSCC)



I first met Rachel Sengers in Spring 2019, she prophesied that if I were to join Baltimore Sister Cities Executive Officers, it would be more work than I could imagine, but if I did the work, it would also be more fulfilling than I could imagine. While a little intimidating, she was being Dutch honest and she was absolutely correct.

Watching Rachel work over the last six months, I have concluded she and the whole Baltimore-Rotterdam Sister City Committee must be getting a tremendous amount of fulfillment from all she and they have done and are doing for BSC because they are doing a tremendous amount of work.

For example, at just the last meeting alone. The open actions items included:

- An architecture trip to Rotterdam for students and faculty from Morgan State
- A return visit from a Dutch theatre artist to Baltimore to conduct “Operation Trash” performances and workshops about trash & recycling for young students
- The inclusion of a Dutch company as panelist at an upcoming WTCI Event on CyberSecurity as part of BRSCC’s mission to support the state’s expanded bilateral soft landing programs for Maryland and Dutch businesses
- Providing support for the BSC table at an Enoch Pratt event (Imagination Celebration) for which the BRSCC intended to provide a Dutch tile painting activity for kids
- Plans for installing a Rotterdam sister city sculpture in the Baltimore Inner Harbor
- Planning a follow-up to a recent fact-finding meeting with IMET
- Promoting Dutch landscape architecture lectures at MICA
- Recruiting Rotterdam filmmakers for the annual Baltimore International Black Film Festival
- Recruiting Maryland speakers for a sustainable waste management conference in Rotterdam

Besides that, there were discussions on increasing attendance/support, BSC changes and meeting results as well as other upcoming events. It was exhausting just listening to all of the details, contact points, funding requirements, status and forecasts. However, Rachel and the Rotterdam Committee saw this as just another meeting.

Earlier this year, they strategized a way to encapsulate the wide variety of activities they do into a “wrapper” goals statement: To facilitate collaborations between Rotterdam, the Netherlands and the Baltimore region to help make the Baltimore region more inclusive, sustainable, and livable.

Rachel was, of course, correct when we first talked over a year ago: As BRSCC is showing, there is plenty of work and opportunities for anyone who is interested to try to leverage international relations for local impact. The BRSCC team is living it every day and the results are amazingly fulfilling for all who participate.



Let's start now recognizing our peers, volunteers, committee members and internal partners. Please submit the requested information including a profile photo of the volunteer being recognized to President@baltimoresistercities.org (until Rosie Cavin receives her assigned BSC's email address) no later than the 15th of each month, so we could publish their names including their specific contributions.

(Please check category of superior performance)

- **Placing Baltimore Sister Cities Mission first**
- **Displaying teamwork**
- **Making a unique personal contribution to quality**
- **Outstanding work on a project**
- **Demonstrating good citizenship in the community**
- **Demonstrating initiative**

Please give a brief description of how this nominee provided superior performance and exceeded expectations.
