

MADE POSSIBLE BY...YOU

**When you invest in Iowa Sister States, you are investing in Iowa.
Thank you for your continued support. iowasisterstates.org**

First and foremost, **THANK YOU** to the volunteers and financial supporters who have contributed to Iowa Sister States' programs throughout the years! We could not do what we do without your generous support of our international programs.

By fostering and maintaining the constant person-to-person relationships between Iowa and her Sister States, we are able to inform and enlighten our state, as well as enrich our citizens and those around the globe!

From special projects and programs...to sharing our stories in myriad and creative ways...to making the world smaller and more in touch, we are leading the way in citizen diplomacy!

YOUR DONATION @ WORK! DONATE TO IOWA SISTER STATES IN ANY OF FOUR WAYS:



ONLINE:
WWW.IOWASISTERSTATES.ORG



MAIL CHECK OR MONEY ORDER TO:
IOWA SISTER STATES
1963 BELL AVENUE | DES MOINES, IA 50315



TEXT ISS TO 26989



OR CALL US AT 515-348-6265

IOWASISTERSTATES.ORG

The Importance of Citizen Diplomacy: Yucatán & Education

From scholarships to immersion tours to planting herbs together, citizens in Iowa and Yucatán have been working hard to bring our two communities together. A couple of highlights of recent works are: setting the foundation for an organizational structure for persons with disabilities in Yucatán, a UNI trip to twelve Yucatán schools, information exchanges about ecotourism, and donations from Iowans to set up programs for university exam tutors for students.



HELPING TO SHAPE FUTURE CITIZEN DIPLOMATS

Iowa Sister States works closely with our volunteer host families to provide a sincere cultural insight of the everyday lives of Iowans. New friendships and alliances are



formed and a lifelong interest in citizen diplomacy is fostered! The involvement of high school and college age students in our exchange student programs shapes diplomatic relations between Iowa and our international friends for years and years.



Interested in hosting an international student or delegate?

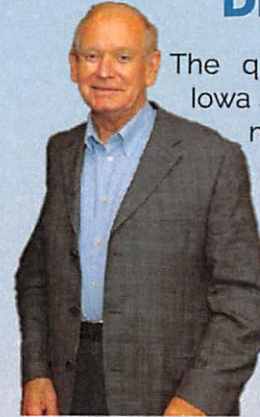
**For more information please contact
Cassandra Tant at
cassandra.tant@iowasisterstates.org**

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The Importance of Citizen Diplomacy: World Food Prize/ Global Youth Institute

High school students from the Shijiazhuang Foreign Language School in Hebei province participated in a "Hunger Banquet" as part of the 2019 Global Youth Institute hosted by the World Food Prize Foundation. The event allowed the students to improve their understanding of world food issues: 20 percent in the high-income group were served a sumptuous meal; 30 percent in the middle-income group received a simple meal, and 50 percent in the low-income one received only rice and water. Each participant played a character based on real people's lives. In return, the experience in the Hunger Banquet enriched their knowledge of food inequality throughout the world.

WHY CITIZEN DIPLOMACY?



The question as to why Iowa Sister States and our mission of Citizen diplomacy exists in Iowa is because of the international efforts of former Iowa Governor Robert D. Ray (He served from 1969-1983). Governor Ray not only served as

the first President of the Board of Directors at Iowa Sister States, but The Robert D. Ray Iowa Sister States Service Award was named after him. Governor Ray's actions spoke volumes: enriching Iowa in countless ways by ensuring that Iowa welcomed new refugees to our bountiful landscape. He was an inspiration to leaders and citizens all over the world, and the inspiration for Iowa Sister States to continue our work of diplomatic relations with the people of our Sister States.

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IOWA
SISTER STATES



The Importance of Citizen Diplomacy: Health Reform—Ukraine/Iowa Open World

"...The delegation was a success! (The delegation) learned a lot during their time here on many aspects of health care in Iowa. It was mentioned many



times that one of the positives of this visit was the transparency and willingness of presenters to answer questions and give information.

I was also told they had heard of the term "Iowa Nice." The meaning was unclear until they spent a week in Iowa and were treated

"Iowa Nice." This visit was another wonderful chance for Iowans to connect with people from Ukraine. This enabled us to build more potential with this relationship and to build upon each other's ideas. In general, it was great topic to discuss as it is seen as important to both Iowans and the Ukraine delegation."

--Monty F.



1,452 VOLUNTEERS

(since 2016)

As a volunteer-driven organization with a registered volunteer list, we send monthly email updates. About 200 of those volunteers are actively engaged in ISS, contributing on average three hours per week. Active volunteers contribute by hosting ISS visitors.

On average, host families host visitors for stay. During these visits, visitors stay for 10 days. Active volunteers entertain the their entire



Iowa
ECONOMICAL IMPACT VIA:

**TRAVEL
TOURISM
DINING
RETAIL**

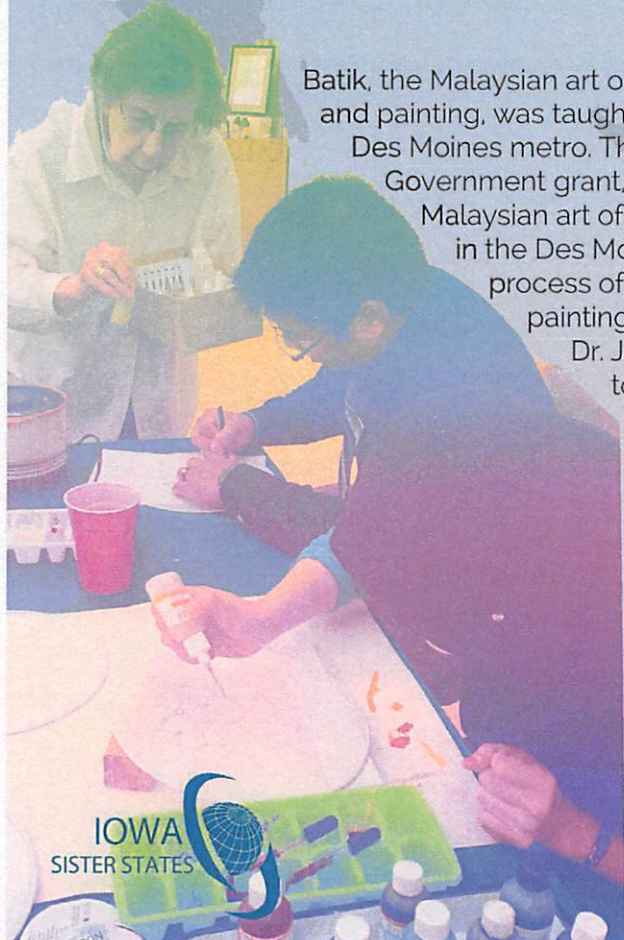
**not including sponsorship*

VOLUNTEER HOURS*:	
Host Family Hours	45,900
Active Volunteers	716,040
Highly Active Volunteers	149,175
Total Volunteer Value \$	911,115

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The Importance of Citizen Diplomacy: Terangganu, Malaysian Adventures in Batik

Batik, the Malaysian art of fabric waxing and painting, was taught as a class in the Des Moines metro. Through an Iowa Government grant, classes in the Malaysian art of Batik were offered in the Des Moines Metro. Batik is process of fabric waxing and painting. Through the grant, Dr. Janet Heinicke, traveled to Terangganu to work in a Batik factory. After two months, she returned and began teaching the craft to Iowans. This led to Malaysian fabric manufacturers coming to our State Fair for four years to demonstrate and sell their work.



IOWA
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Arts & Culture

BETWEEN IOWA AND OUR SISTER STATES

Here is just a tiny representation of the creativity and artistry shared with Iowa via our Sister States:

FINE ARTS



Kosovo Exhibit-Blandin Art Museum, Fort Dodge

Amy Worthen Veneto Lockdown Photos
Iowa/Ukraine Wildlife Art Exchange

PRACTICAL ARTS



Yamanashi U of Iowa Art Museum
Quilt Display

Terangganu Batik--Iowa State Fair

MUSIC/PERFORMANCE



Hebei Opera Troupe

Kosovo Band, Des Moines

Hebei Opera Troupe

Ukrainian Chamber Choir of Chicago

The Hung-Sheng Lion Dance Theater of Taiwan

CUISINE



Italian Cooking Classes

Veneto Radicchio Dinner

Kosovo BBQ

Yamanashi Baconfest / Yamanashi at Iowa Baconfest

The Importance of Citizen Diplomacy: *International Sportsmanship*—Veneto Women Athletes in RAGBRAI

"When I joined Ragbrai in 2004, it was the fourth time that riders from Italy participated. I was invited by my friend Maurizio Marcassa, the President of the Cycle Club, under whose umbrella the riders were coordinated. I did six RAGBRAIs.

Many years later, I am aware that there was a life before and after RAGBRAI for me and my family, because it has been a lifelong experience, affecting us in many ways. I have been blessed with the friendship of people that are very special and dear to me, have also made new friends among the Italian riders that I have kept in touch with. There is a special bond between all of us.

So, if one word can summarize RAGBRAI and the ISS connection, that is friendship: a flame which continues to glow under the ashes, ignited by the warm welcome that we had received from the Iowans."

--Alessandra T. Padova, Italy

IOWA
SISTER STATES



Iowa Sister States has been involved in donating sports equipment and sponsoring visiting sports teams exchanges which highlight the friendship and trade between Iowa and our overseas partners. For example, did you know that Iowa's baseball exchange with Yamanashi lasted 30 years? With the help of Iowa AAU, ISS has shipped sports equipment through the years to our Sister States.



RUNNING & RELAYS

IMT MARATHON-VENETO, ITALY



CYCLING

RAGBRAI Between 1991-2015: 17 different teams
 • 4 different sister states represented
 • 158 participants from Sister States



FOOTBALL

DRAKE FOOTBALL-HEBEI, CHINA



WRESTLING

AAU-KOSOVO
 AAU-STAVROPOL KRAI, RUSSIA



BASEBALL

IOWA HIGH SCHOOL BASEBALL--YAMANASHI
 TAIWAN



BASKETBALL

AAU-HEBEI PROVINCE, CHINA
 AAU-MEN'S BASKETBALL-STAVROPOL KRAI,
 RUSSIA



SOCCER

VENETO, ITALY

The Importance of Citizen Diplomacy: What We Have In Common- Iowa/Stavropol

"In 1988, Iowa pioneered the 1st U.S.-Soviet sister state partnership with Gorbachev's home region, Stavropol Krai. The alliance was no happenstance, thanks to 4 men who decided in the middle of an Iowa cornfield to focus on how they could help another...

My Great Uncles were typical run-of-the-mill Iowa farmboys who knew plenty about hogs, cattle, corn, and harvests--life on the land. For the last 60 years Soviets have showed up to visit my sleepy little hometown in rural western Iowa--all thanks to citizen diplomacy. My grandparents also went over and met with Russian officials and toured the agricultural academy, schools, and villages. Victor Luschenko, who was one of my Uncle's closet friends and a high-ranking soviet official, spent many holidays with our family...

Those formative years and influences lead me to become an Iowa Sister State Programing Intern in 2010. I now serve as part of the Hebei Committee, thanks again, to the citizen diplomacy displayed by my family and hosting Chinese delegations. I also had the pleasure to visit the home farm where Khrushchev came to visit Iowa, to meet with Russian officials and an agricultural ambassador.

-- Jessica C., longtime volunteer for Iowa Sister States



HOW YOUR CONTRIBUTIONS



SHAPE OUR EFFORTS IN CITIZEN DIPLOMACY

\$100

supports Iowa agricultural learning activities of college students from abroad, contributing greatly to future relationships



\$500

assists the sharing of arts and culture from the Sister States to Iowans: from traditional and modern musical performances, to photography exhibits and dinners, in tandem with Iowa colleges and universities



\$1500

funds overseas expenses for cultural and business exchanges between Iowa and our Sister States



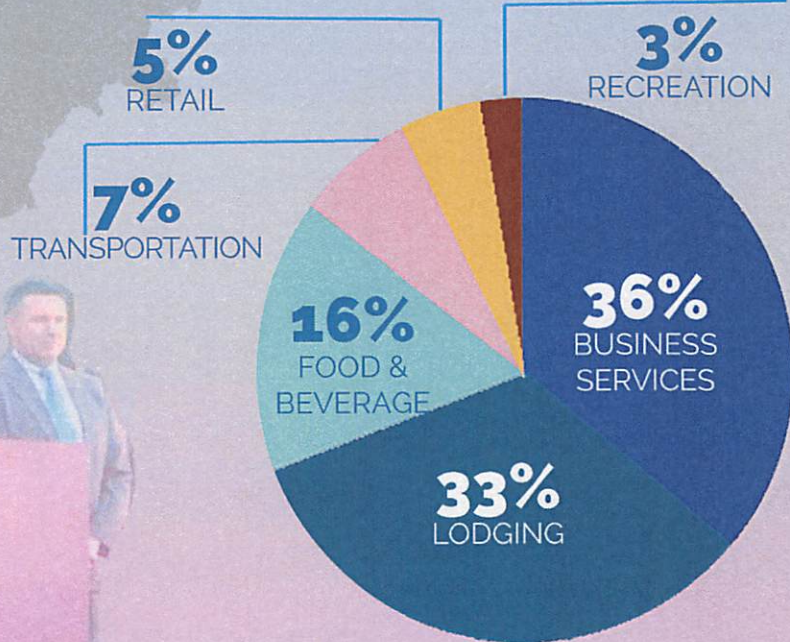
The Importance of Citizen Diplomacy: The Kosovo Consulate in Iowa

The relationship with Kosovo blossomed out of the State Partnership Program established between the Iowa National Guard and the Kosovo Security Force. The activity between Iowa and Kosovo is so robust that the Republic of Kosovo opened its first US Consulate in Des Moines in February of 2016. This was also the first foreign consulate for the State of Iowa.

INCOMING DELEGATION AND HOST FAMILY ECONOMIC IMPACT SALES BY SECTOR*

The economic impact of ISS is the sum of the direct, indirect, and induced economic impact the organization has on the state of Iowa. In the case of ISS, this impact is measured through three main activities:

- ORGANIZATIONAL OPERATIONS
- SPENDING BY INCOMING DELEGATIONS
- SPENDING RELATED TO SCHOLARSHIP OPPORTUNITIES



*DATA BASED ON 2017 FIGURES FROM DRAKE UNIVERSITY STUDY



MOUs* between Iowa Universities/Colleges with Sister State institutions, and Relationships with More Iowa Educational Institutions

Iowa Sister States has helped facilitate 16 MOUs between



*MOU: Memorandum Of Understanding

numerous Iowa universities and colleges with Sister State institutions, including Japan, Kosovo, and China, all across the whole state of Iowa!

The Importance of Citizen Diplomacy: Taiwan

Here are a few amazing exchanges that have been organized between ISS and Taiwan:

Baseball teams and music performers took turns visiting their sister state • Ambassador Mou-shih Ding of the Taipei Economic and Cultural Representative Office in Washington D.C. donated \$100,000 to Iowa for flood relief • Artwork was exchanged between Dowling High School and Taiwanese students • Iowa Governor Vilsack and a delegation

attended meetings in Taiwan to discuss trade opportunities for pork • Iowa students study in Taiwan Normal University • Taiwanese cultural performances held in Des Moines • Teacher delegations visited Taiwan • The

Taiwan Feed Industry Association and the Iowa Corn Promotion Board work together to further trade.



The Jeff Zimpleman-Iowa Sister States Scholarship

Jeff Zimpleman was born and raised in Iowa, growing up in Clive and graduating from Valley High School in West Des Moines. He attended Dartmouth College, did graduate work at the Scripps Research Institute in La Jolla, California, and received an MBA from Cornell University.

Since 2016



over \$90,000 has been awarded



to over 25 students



each to study abroad



in one of our Sister States



Throughout his life, Jeff loved to travel and relished all the opportunities to learn. He traveled widely and often. In his 36 years, he visited 30 countries, studied business in Spain, saw 6 of the 7 continents, and ventured above the Arctic Circle. For Jeff, traveling always provided chances to meet new people and experience new cultures.

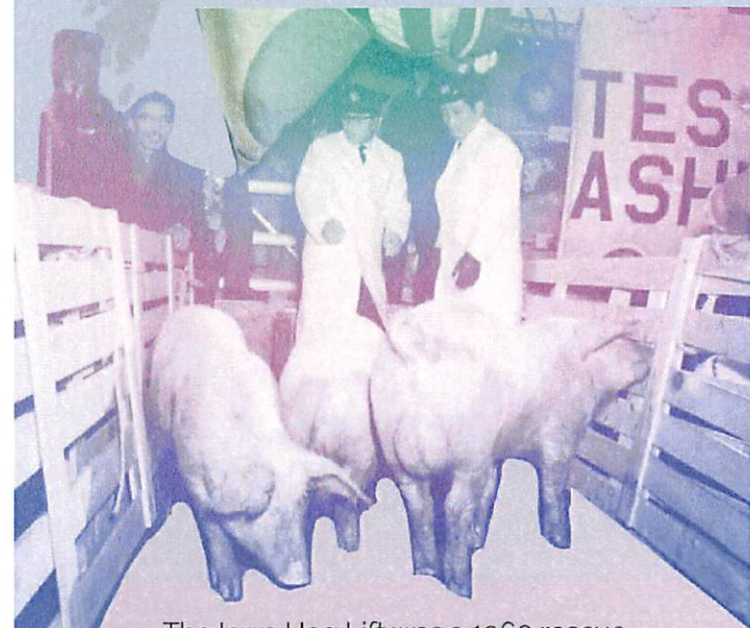
Jeff Zimpleman integrated himself into the world community, which resonates with the very essence of ISS' organizational vision which is to, "...be a leader in integrating Iowans with the world community." With this scholarship we offer the same opportunity. Iowa Sister States is proud to partner with the family of Jeff Zimpleman in the creation of this scholarship. The Board of Directors, volunteers and staff of Iowa Sister States, as well as the Zimpleman family, invite college students to apply for the Jeff Zimpleman-Iowa Sister States Scholarship. Use this opportunity to do great things! The scholarship is available at the Fall of each year, with a total of \$30,000 annually.

HOW TO APPLY Applicants must complete the full application (available on our website iowasisterstates.org). The selection committee will review all applications. There may be need for follow up questions. Scholarships to be awarded in time for programs in Summer 2021 to Spring 2022. (It is expected that scholarship winners will be notified by no later than July 2021).

BENEFITS TO IOWA

Through the actions that fulfill the organization's mission, ISS produces significant economic benefits throughout the state of Iowa and provides Iowans in all sectors with opportunities to connect with the international community. ISS develops and hosts themed programs in various areas: agriculture, law, business, culture, education, and many others. ISS facilitates exchange programs to host incoming delegations, out-bound trade missions, scholarship opportunities for students to study in Iowa's sister states, and hosts for international students to attend Iowa colleges and universities. ISS is the only organization that enables citizens of Iowa to participate in international relations at both the government and non-government level.

The Importance of Citizen Diplomacy: *When Pigs Fly*



The Iowa Hog Lift was a 1960 rescue effort by the agriculture sector in the U.S.

State of Iowa following significant damage resulting from typhoons in Yamanashi Prefecture, Japan. It is widely accepted that the hog lift was largely responsible for the development of the sister-state relationship between Iowa and Yamanashi and marked the beginning of currently strong relations in agriculture between Japan and the US. Read more at: https://en.wikipedia.org/wiki/Iowa_Hog_Lift



HIGHLIGHTS OF LOCAL AND GLOBAL IMPACT INCLUDE:



AGRICULTURE

The Iowa Blue Ribbon Bacon Festival collaborated with Yamanashi to create a Japan Bacon Festival! This has allowed more Iowa pork products to come into the Yamanashi market and introduce the style of Iowa bacon and pork to Japan.



BUSINESS

The relationships cultivated through ISS activities also has a positive impact on the Iowa business community. The outstanding reputation of the organization has motivated many local corporations and businesses to utilize ISS connections when expanding globally. Some of these contracts can be quite lucrative.



EDUCATION

Iowa's world standing is enhanced by delegations and studies between our Sister States and Iowa colleges and universities. The Zimpleman Scholarship, hosting of students to attend Iowa colleges and universities, and exchange programs are the basis of long-lasting citizen diplomacy between Iowans and our friends, which can be lifelong and certainly beneficial.



CULTURAL

Food and wine...batik and photography...music and literature...paintings and opera...dance and handcrafts: amongst these areas and more, there has been an amazingly diverse sharing of artistry brought to Iowa courtesy of our Sister States. The cultural benefits to Iowans are rich and memorable.

CIVIC-MINDEDNESS: INVESTMENT IN GLOBAL COMMUNITY



PHOTO FPO

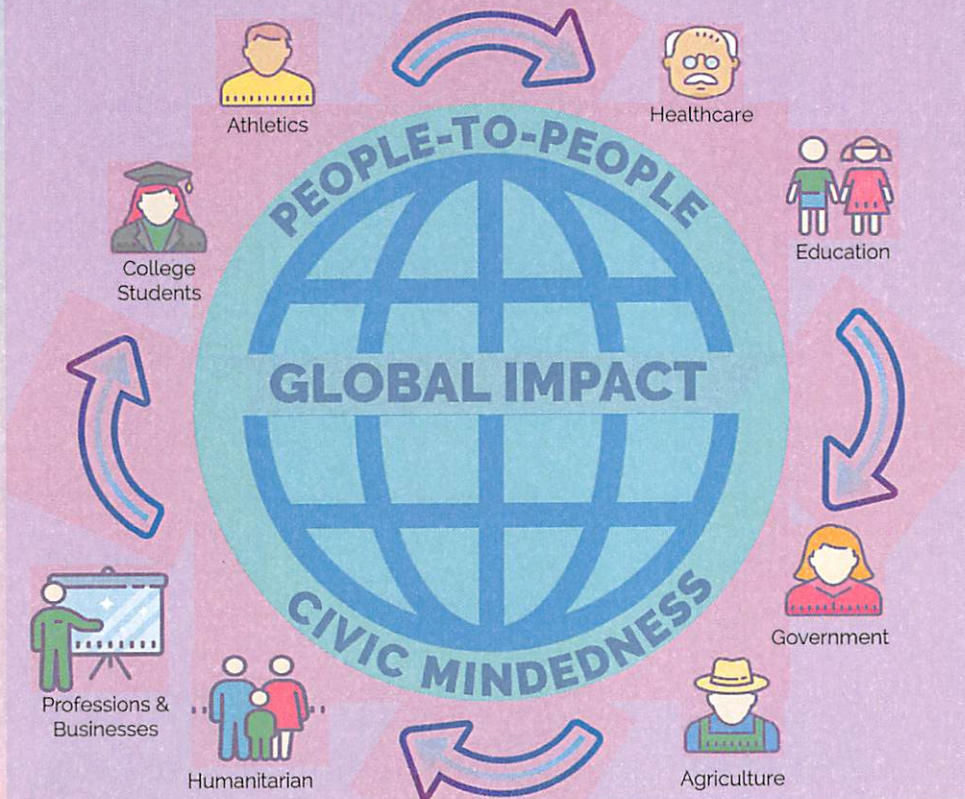
To invest in Iowa Sister States is to invest in Civic Mindedness- in actions that are motivated by the public good, both in Iowa and abroad. Many companies continue to dedicate a part of their resources to our non-profit, and therefore to their communities, to make a real impact socially, culturally, and economically.

As a non-political and non-governmental organization, we continue to develop and strengthen relationships between Iowa and the world regardless of any political climate. This allows us to really focus on helping communities and businesses in Iowa establish sustainable international partnerships- building trust and opening new doors in diverse sectors of industry, education, culture, agriculture, athletics, and more.

We strive to create a culture of civic mindedness by providing real people-to-people experiences and volunteer opportunities, fostering positive feelings between Iowa and other nations. We want to help YOU make the most of your international partnerships, creating new friendships and strengthening existing relationships. Together we can make an impact globally one connection at a time.

Charitable giving demonstrates to others that you want to give back to the community you work in. Businesses and organizations choose to invest in Iowa Sister States because they care about their community and integrating Iowans with the world community.

CIVIC-MINDEDNESS AROUND THE GLOBE



IOWA SISTER STATES: WHO, WHAT, WHERE...



...AND WHY

Through the dedication of its staff and volunteers, ISS has set the national standard in Sister State relationship building and programming.

Since 1985, ISS has been working to connect Iowa citizens with the international community. Iowa has a powerful history of citizen diplomacy, and our dedicated volunteers and staff are proud to continue this legacy. We believe strongly in collaboration with individuals, corporations, and organizations across the State of Iowa, and nationally, to support mutual relations with our nine sister states.

The relationships cultivated through ISS activities also have a positive impact on the Iowa business community. The outstanding reputation of the organization has motivated many local corporations and businesses to utilize ISS connections when expanding globally. Some of these contracts can be quite lucrative.

IOWA SISTER STATES IS:

a 501c(3) non-profit organization that was founded in 1985 to manage Iowa's official relationships with foreign states, as established by the Governor of Iowa. Currently, Iowa has nine partnerships around the world:

 **Yamanashi Prefecture, Japan** (est. 1960)

 **Yucatán, Mexico** (est. 1965)

 **Hebei Province, China** (est. 1983)

 **Terengganu, Malaysia** (est. 1987)

 **Stavropol Krai, Russia** (est. 1988)

 **Taiwan** (est. 1989)

 **Cherkasy Oblast, Ukraine** (est. 1996)

 **Veneto Region, Italy** (est. 1997)

 **Kosovo** (est. 2013)

INTEGRATING IOWANS WITH THE WORLD COMMUNITY, WE:

- 1 Help Iowa communities and businesses establish international partnerships in all sectors;**
- 2 Organize community-based events across the state;**
- 3 Engage the next generation of Young Citizen Diplomats;**
- 4 Provide real people-to-people experiences across the globe;**
- 5 Promote the economic and cultural interests of Iowa.**