



# Charlotte's Global Initiative

Notes from the Charlotte International Cabinet

VOLUME II, ISSUE 3

THIRD QUARTER

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## Promoting an International City

**Alexis Gordon**

Cities everywhere are looking for a competitive edge on the global market and one southern city is turning to Charlotte for advice.

The City of Savannah is one of many cities looking for ways to tap into the global market. Savannah leaders want to emulate the success of the Charlotte International Cabinet in order to help grow

their international sector.

The Hostess City has a lot going for them, they are a port city with a booming tourism industry and now want to focus

on growing the international community there.

Savannah Government leaders recently voted to form a taskforce to create their own version of the International Cabinet. The Mayor and Aldermen of Savannah made this decision after the Cabinet shared our experience of promoting Charlotte as an international city.

At the end of September, Dennis Marstall, Assistant to  
*Continued on page 2*



*Savannah looks to Charlotte for advice on promoting itself as an international city*

## From the Desk of the Executive Director:

**Alina Z. MacNichol-Executive Director**

The Cabinet has just published our three brochures for this fiscal year – our CIC informational brochure, the Guide to Charlotte's International Organizations and the International Festivals guide. We produce these yearly as a resource for the Charlotte community. Did you know that there are over 340 organizations active in the Charlotte international community and that those organizations are involved in 60 festivals, celebrations and

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## A Sister City Struggles

**Courtney D. Williams**

Ongoing tragedy has struck the Ashanti Region of Kumasi, Charlotte's sister city in Ghana, West Africa.

According to medical reports released by Kumasi's Homfo Anokye Teaching Hospital, 1,157 cases of breast cancer were diagnosed in the Ashanti Region just last year. Doctors throughout the world are currently collaborating to determine an explanation and treatment options. Dr. Lisa Newman, surgical oncologist

specializing in breast cancer at the University of Michigan, focuses her concern on the rare and aggressive triple negative breast cancer strain found in sixty percent of the Kumasi cases.

Triple negative breast cancer most often afflicts "younger aged women, women in the pre-menopausal age range, and women with African American ancestry," says Newman.

According to CNN Health, when diagnosing breast cancer, doctors test for three markers to

*Continued on page 2*

## Savannah Delegation Visit

*Continued from page 1*

the Mayor and main liaison between the CIC and the city of Charlotte, and Alexis Gordon, CIC Interim Program Director, travelled to Savannah to share best practices with government officials and attend a public meeting where they answered questions about how the Charlotte community works together on international issues.

This trip was made fast on the heels of a July visit to the Queen City by a Savannah delegation. That delegation, comprised of Savannah Mayor Otis Johnson,

several Aldermen, Savannah City Staff and several other important economic and educational stakeholders from the Georgian city,



came to Charlotte after Alderman Larry Stuber discovered the CIC website when searching for information on international cities

in the United States.

The two day July visit included one day of working with Former Charlotte Mayor Richard Vinroot and past Chairs of the Cabinet who explained why the Mayor's International Cabinet was formed in the 90's. The next day the group met with economic, cultural, educational and non-profit organizations who partner with the CIC.

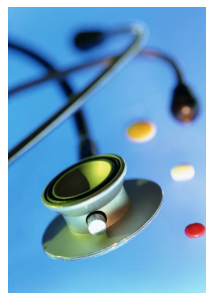
The taskforce will be made up of several stakeholders in Savannah's international community: including businesses, government, cultural and military leaders.

## A Sister City Struggles Cont.

*continued from page 1*

show where the cancer is most vulnerable and help determine the best course of action. However, TNBC is negative for all three, hence the name. Perhaps even more devastating than the lack of treatment and medical knowledge is the social response among the Kumasi people.

More than twenty percent of the Kumasi women seeking breast cancer treatment were met by divorce from their husbands after receiving emergency mastectomies. This startling reaction leaves patients reluctant to reveal their condition to their spouses, resulting in more than half of the current Ghanaian breast cancer patients refusing to report their condition until more than eight



months after noticing a change in their breast. Although little has been done to reverse this trend, Kumasi's medical community is working diligently to provide comfortable surroundings and health care for the cancer victims.

The Breast Health Global Initiative recently established the first Learning Lab for low-income countries at the Hope XChange Medical Center in Kumasi. The pilot program provides breast cancer, HIV, malaria, facial malformation, and ophthalmology treatments. Focusing primarily on the breast cancer epidemic, the center strives to reduce the rate of advanced detected cases through coordination and expansion of ongoing outreach activities, a

national campaign to increase awareness, and education on breast health. The creation of the Learning Lab also encourages the development of new programs for sub-specialty training in breast cancer for different categories of health care providers while increasing collaboration and shared information exchange among health care experts. The Medical Center hopes these endeavors can consistently increase the availability of affordable and effective clinical services for diagnosis and treatment for breast disease in Ghana.

In this current economic state, monetary donations are difficult to come by, but services and expertise are always needed and appreciated. The Kumasi breast cancer victims drastically need our help. Perhaps this is the chance to offer your special gifts.

# Office Updates

## CIC Open House



**Samantha Jo Edwards**

With open doors and open arms, the Charlotte International Cabinet greeted Cabinet Members, and the public into the main atrium of the Government Center for an Open House.

Celebrating the recent merger of the Mayor's International Cabinet and Charlotte Sister Cities, attendees were invited to see the new offices and meet the staff of the new Charlotte International Cabinet.

Dining on hors d'oeuvres, guests tasted a range of international dishes from Latin American empanadas, to French

Beaujolais wine.



*Dr. Nini Bautista and Terri Deboo at the Open House with international friends.*

During the Open House, audience members heard from speakers off the executive board,

giving out awards and certificates honoring cabinet members and executive board members whose term was ending.

The event hosted over 200 people, including city council members, county commissioners, leaders of the international community and officials from a visiting Savannah delegation.

Having executive board members, Dr. Nini RB Bautista and Cecy Ramirez coordinate the event, Executive Director Alina Ziaja MacNichol said, helped contribute to the Open House's success.

## CIC Retreat

**Alina Z. MacNichol**

The Charlotte International Cabinet held its annual retreat at the end of July at the Swedish furnishing store, IKEA. Cabinet Members enjoyed typical Swedish food from the IKEA cafeteria as they brainstormed ideas and strategies for the coming year.

Charlotte Mayor, Pat McCrory, set the tone for the morning's discussions. He encouraged Cabinet Members to work in collaboration with other international organizations in Charlotte and to focus on how we can work with the international community to develop jobs and improve the economy. He encouraged the Cabinet to communicate with all parts of the international community in Charlotte and to take advantage of the talents

and expertise of Cabinet Members to help further our mission. The Mayor closed by asking the Cabinet to also consider initiatives that address issues of public safety as they relate to Charlotte's international community.



*Past and present executive board members collaborate to foster success.*

how CIC should strategically engage the international community.

Cabinet Members and the Executive Board will be defining initiatives for the coming year based on these brainstorming sessions. Most Cabinet members were in agreement that priorities for the year should include

partnering with other international and community groups; developing stronger relationships with international businesses in the Charlotte region and in our partner cities abroad; and raising public awareness of the Cabinet and our mission.

The Retreat successfully harnessed the creative and critical minds of our Cabinet Members and initiatives that will be developed in the coming months will help us fulfill our mission to actively promote Charlotte as an international city.

### From the desk of the Executive Director:

*Continued from page 1*

sporting events this year? The Yiasou Greek Festival, which took place in September, welcomed about 40,000 people over four days. The Festival Latino Americano typically welcomes 20,000 people in one afternoon! These and the 58 other events featured in our Festivals brochure highlight our diverse and thriving ethnic communities and have become signature events for the entire city.

CIC is pleased to be co-sponsoring the Beaujolais Wine Tasting Festival, now in its sixteenth year, with the Alliance Francaise. Find out more about this marvelous evening of wine and food on page 4. We hope to see you there!



# Taste Fine Vines

## CIC Spotlight: Randall Eaton

### Jennifer Carnley

Randall Eaton is one of the newest members on the Charlotte International Cabinet Board of Directors.

Eaton, 45, was born in Oxford, N.C., and has lived in Charlotte for

the past sixteen years. He, his wife and son currently live in the Ballantyne community. Eaton graduated from Campbell University in 1986 and is currently a Unit Manager with Altria Sales and Distribution (formerly Phillip Morris USA), where he has worked for nineteen years.

As an active member of his community, Eaton has served on the board of Phillip Morris Employee Community Fund Selection Board and has been Chief Judge for the Mecklenburg County Board of Elections since the 2004-2005 appointment years. He is also currently the Team Leader for the District 72 Community Service Projects, Chairperson of the Community House Middle School Leadership Team, an active member of the Mason and Shiner's organizations in his community, and was named the 2009 Omega Man of the year by the Zeta Alpha Graduate chapter of his alma mater fraternity, Omega Psi Phi Fraternity Inc. Eaton and his family are also active in the life of Calvary Church of South Charlotte.

Prior to the merger with Charlotte Sister Cities, Eaton served three terms on the board of the Mayor's International Cabinet where he was Team Leader for two years of Mayor's International Cabinet Awards selection teams. So, Eaton may be new to the CIC board, but this is not his first time working with the organization(s).

Eaton looks forward to a future with the CIC as it begins its new organizational path. He is determined to see Charlotte grow as a city that embraces and educates people about the international community that exists on many different levels here in Charlotte. Eaton is grateful for the time he spent with the MIC, but is excited to work with Dr. Maha Gingrich, his Board peers, and the future Mayor of Charlotte to promote Charlotte as an international city that serves as a resource to foster international relationships.



*Mr. Eaton with Mayor McCrory*

### Jennifer Carnley

It's that time once again! "La première vendange," the first grape harvest of the year, the Beaujolais Nouveau Wine Tasting Festival is here. On Friday, November 20, 2009 the Charlotte International Cabinet and Alliance Française (AF) will be hosting the Sixteenth Annual Beaujolais Wine Tasting Festival at the Levine Museum of the New South located at 200 East Seventh Street in Uptown Charlotte.

The third Thursday of November is the first day the Beaujolais' release. Most U.S.

cities that participate in Beaujolais festivals do so on Friday, as does Charlotte. Charlotte is one of only 16 cities in the United States that is formally recognized by the Beaujolais region as an official celebration of the Beaujolais Nouveau.

This event originated in the Beaujolais wine-producing region, which runs from Lyons to lower Burgundy. It began as a way to celebrate the wine made from the harvest of Gamay grapes. This grape is known for its red color, but for producing white juice, hence its full name, Gamay Noir a Jus Blanc. The harvest of grapes is only fermented for six to eight weeks and traditionally only kept for one year, at most. This is what aids in the fresh fruity quality of the Beaujolais

Nouveau from year to year. People have celebrated the Beaujolais Nouveau for hundreds of years and it is exciting to continue that tradition with the 16<sup>th</sup> formal celebration here in Charlotte.

This year's event features Beaujolais Nouveau wine, as well as many other savory alternatives from the Beaujolais region. There will be a silent auction and raffle taking place throughout the night as well as an array of performances by many different artists. Additionally, an assortment of French pastries by local shops and chefs will be served. Moreover, Lindt Master Chocolatiers will be giving out samples

of their delectable chocolate candies.



If you are interested in coming to the Beaujolais Nouveau Wine Tasting Festival, we invite you to meet us at the Levine Museum of the New South at 5:00 p.m. on November 20<sup>th</sup>. Tickets will be \$25 for members of CIC and AF and \$30 for non-members. Tickets will be purchased at the door with cash or debit/ credit cards will be accepted.

More information about the festival can be found at [www.afcharlotte.com](http://www.afcharlotte.com). If you are interested in volunteering for the festival, we would love to have you contact us at: [www.CharlotteInternational.org](http://www.CharlotteInternational.org), or call the Charlotte International Cabinet at (704) 336-2174. You must be 21 to participate in this event. The CIC looks forward to celebrating the uncorking of the Beaujolais Nouveau with you.



**Courtney D. Williams**

Wonderful things are happening in Arequipa, Peru, thanks to the devotion of a couple Charlotteans and Rotary International.

Jim Hintz and his wife Gloria, a Peruvian native, began serving the Alto Cayma community of Arequipa as a means to preserve human dignity and cultural identity through much needed economic, educational, and emotional aid. Under the umbrella organization Serving Alto Cayma, the couple initially founded the Creaciones Angel card shop, a source of full time employment for local women to



create beautiful, painstakingly hand-made greeting cards. Jim quickly realized his lack of craftiness to offer the card shop and needed something to occupy his time.

Continuing to spread their beautiful ministry, Jim focused on a new project—Acercandos, or “Coming Together,” a sponsorship program that now

provides aid for more than 130 children and seventy elderly citizens. Since November, 2004, Acercandos has supplied economic benefits, tutoring for the children, new experiences through the New Horizons Youth Group, and even



occasionally supplemental needs for entire families. As the children sponsored by Acercandos grew older, Jim and Gloria realized their need for educational sponsorship.

The Salir Adelante, or “Getting Ahead,” program flourished as Serving Alto Cayma’s formalized educational sponsorship program. Other funds to support medical interventions for local physically and mentally handicapped children soon followed.

In the common habit of exceeding their original expectations, the couple also started a project to provide birthday parties for the more than

fifty children at the Aldea Sagrada Familia orphanage. Then to add to the already busy workload,

earthquakes, heavy rains, and other natural disasters moved Serving Alto Cayma to launch fundraising campaigns to subsidize home improvements, home furnishings, and even bicycles

for transportation.

Throughout the years, Serving Alto Cayma has prospered so profusely that they now require official non-profit organization recognition by the Peruvian government. The frustrating legal processes have proved quite fruitful however, as association with Rotary International has ultimately spread wider, mainstream knowledge of the organization and its mission.

If you would like to support the projects of Serving Alto Cayma, or purchase Creaciones Angel greeting cards, please contact the Charlotte Dilworth South End Rotary Club. We encourage all to attend the Rotary’s upcoming Nov. 6 program on the Alto Cayma project.

## Growing Biz Green in Baoding

**Pablo Carvajal**

Baoding has definitely changed in the past few decades from an industrial, factory-crammed city to one that is leading the renewable energy movement within China and more recently in the world. Baoding’s current mayor,

Mr. Yu has taken it upon himself to see the city flourish in a more environmentally green way, particularly because of thousands of dying fish in his region’s largest lake as a result of pollution. He was therefore



*Technician works on solar-paneled traffic lights*

prompted to close several hundred factories whose pollution had caused the slaughter of fish

and environmental degradation.

Today Baoding looks increasingly environmentally friendly and certainly more modern and clean.

Baoding’s experience shows that renewable energy “is starting to become a business even in China, which is not known as a leading provider of technology,” says Rasmus Reinvang, an energy analyst with the World Wide Fund for Nature.



## Caribbean Festival

**Jewly Phoutinan**

The Caribbean Culture Initiative hosted the annual Charlotte Caribbean Festival on July 25 at Independence Park with the mission of increasing awareness of Caribbean culture, particularly that of St. Vincent and the Grenadines.

This year's festival featured colorful figures, costumes, food, and Calypso music. The atmosphere was vibrant with food ranging from the typical festival fare such as funnel cakes and French fries, to jerk chicken and curry goat. The Festival consisted of a parade, face-painting, shopping, and dancing to Caribbean music

ranging from Reggae, Calypso, and steel drums. Anyone and everyone from the Charlotte communities as well as others were at the festival to celebrate the rich history and culture of the Caribbean.

One of the biggest highlights of the festival was the King and Queen competition as well as the parade. The costumes varied from big to small, scary to friendly. Colors, beadings, vibrant colors, huge headdresses, and feathers ornamented the garments. CIC Program Director Alexis D. Gordon attended the event.

"The festival was absolutely amazing, and there were so many representatives of the different Caribbean islands there," says Gordon.

With Charlotte's West Indian population perpetually growing, we continue enjoying the



*Performer at the Caribbean Festival*

flourishing Caribbean influence in our society. For further information on the Caribbean community and upcoming events visit : [www.wicharlotte.com](http://www.wicharlotte.com).

*"Flee from hate, mischief and jealousy. Don't bury your thoughts, put your vision to reality . Wake Up and Live!"*  
**-Bob Marley (1945-1981)**

## Foreign Films On Scene in the QC

**Courtney D. Williams and Alexis Gordon**

Charlotte Film Buffs who revel in seeing the absorbing foreign films can get their fix from more than Netflix.

Two different festivals debuted films from abroad this fall.

International House partnered with the Charlotte Film Festival this year to present two new international films, "Amreeka" and "Football Under Cover."

"Amreeka" relays the accounts of Muna, a single mother who deserts the West Bank of the Palestinian Territories with her teenage son Fadi. With dreams of freedom in the promised-land, the mother and son find themselves in small-town Illinois. While Fadi "navigates high school hallways the way he once moved through

military checkpoints," Muna makes ends meet flipping falafel burgers at the local White Castle. Recounted with bitter-sweet humor, "Amreeka" is a heartfelt journey into the family lives of immigrants struggling to balance

their attempts to organize an international soccer match between their two teams. After enduring multiple postponements, social ridicule, and government resistance, the game finally kicks off in Tehran in April 2006 before an audience of more than 1,000 cheering female fans.

The first German Culture Days, a festival that celebrates German Speaking cultures also gave film aficionados a few scenes to savor.

The Germans film "Nordwand" made its North Carolina debut at the festival. "Nordwand," German for North Face, is the true story of the 1936 race to scale the north face of the Eiger in Switzerland. It tells the story of various rival teams from several countries all vying for a prize to be the first climbers to reach the summit.



their native culture and the new world.

"Football Under Cover" receives international recognition as a "testament to the desire for self-determination and equality" in a patriarchal world. The film follows Iranian-born Ayat Najafi and German Marlene Assmann in



# Pickens Plan in Charlotte

**Pablo Carvajal**

T. Boone Pickens, American financier who chairs the hedge fund BP Capital Management, is coming to speak here in Charlotte on Wednesday, Oct. 21. The town hall styled event will focus on the Pickens Plan which offers one solution for ending the United States' dependence on foreign oil. The premise of the



*T. Boone Pickens pictured above*

plan is to invest in power generation from domestic renewable resources like wind and natural gas to power the country's transportation systems. Pickens like others, claims that world oil production is about to enter a period of decline, especially as reserves will begin to dwindle. He also promotes alternative energy because it is comparatively cleaner for the environment and reduces foreign

oil consumption and dependence. The town hall is at 7:00 p.m. at the Halton Theater, CPCC Central Campus in Charlotte, N.C. To request your tickets please contact the Jesse Helms Center Foundation by phone (704) 233-1776, ext. 1.

## Charlotte Ranked in America's Best Cities

**Pablo Carvajal**

According to Outside.com, Charlotte is among the top ten livable cities in the United States. It ranks 10th overall this year, but certainly near the top, following Atlanta in our region. The top-ten list included cities such a Colorado Springs, Seattle, Boston and Austin. Charlotte has grown significantly over the past 20 years, doubling its population, and attracting fortune 500 companies, as well as dramatically expanding its cultural, social, and civic opportunities for its citizens. The city is expanding its public transportation, and is finishing up huge infrastructure projects such as the outer city highway belt I-485. Along with such growth comes immigration from both abroad and from other regions in the country. Its relatively small size and safe surroundings has certainly attracted businesses and people alike in the last few years. The prospect for Charlotte becoming an even more international and business city is greater as it is able to succeed even during tough economic times.

# Weinstein Donation

**Samantha Jo Edwards**

25 years after leaving Davidson College, former president Sam Spencer was recently acknowledged by friends, Carole and Marcus Weinstein, with a gift of \$2.2 million dollars to Davidson College in his honor.

The Weinstein's hold a strong philosophy about giving back to schools like Davidson College and others like University of Richmond, "because we believe so much in it. We are not very acquisitive." Twenty-five years after leaving Davidson College, former president Sam Spencer is being honored again by close friends.

Friends for many years, Carole and Marcus Weinstein wanted to acknowledge Spencer's achievements a quarter of a decade later with a \$2.2 million dollar gift to Davidson College.

Their first donation to the school created a scholarship in

Sam Spencer's honor. During Spencer's tenure, from 1968 to 1984, he and his wife, Ava, were great advocates for international studies and helped to establish the Dean Rusk International Studies program. The main part of the Weinstein's contribution will go toward the residence hall that holds the Dean Rusk International Studies program.

Carole and Marcus Weinstein hold a strong philosophy about giving back to schools like Davidson College and to others like, the University of Richmond, "because we believe in it. We are not very acquisitive," explained Carole Weinstein.

"The money we have, it has always been a philosophy to share as much as we can while we are alive and can take pleasure in the investment."

Marcus Weinstein added, "I hope that this gift will support Davidson's ongoing efforts to

bring to the college the most talented students from all backgrounds, so that bright young people can engage with and learn from a broad spectrum of their peers."

## Husqvarna

**Samantha Jo Edwards**

As many companies are going through the trials of altering the makeup of their organizations, one company in particular is making big alterations to itself.

From moves to promotions and scaling down departments, 2009 has been a year of change for Husqvarna.

The company announced, through its website, in late August of this year that it would be reorganizing from six business divisions to five divisions, which includes Supply Chain, Products and Marketing, Sales and Service group in Europe and Asia/Pacific, Sales and Service group in North and Latin America, and Construction Products.

Heading up the Sales and Service group for North and Latin America, will be newly appointed President Michael Jones. Michael Jones will work directly for the

CEO and President, Magnus Yngen. He will be working out of the Charlotte, NC headquarters and his first day is set for October 1, 2009.

Along with reorganization, Husqvarna will be closing its headquarters in Augusta, GA and has chosen Charlotte, NC to be the new headquarters. "Charlotte was chosen because ...of the city's major airport and its quality of life, and availability of talent".

To showcase their new of headquarters, Husqvarna held their 2009 World Sales Conference at the Hilton Charlotte at University Place. The two-week long event, included Husqvarna sales and marketing staff from 71 countries. Sterling Events, a local destination management and corporate events company, were hired to give the international crowd the Charlotte experience.

Attendees participated in NASCAR ride-alongs at Lowe's Motor Speedway and line danced to an authentic country western band.

"It's important for us to highlight what makes Charlotte so special and to truly promote our city as a premier destination for corporate meetings and events," said Brook Johnson, Director of Sales for Sterling Events-Charlotte.

### Did You Know?

Upon arrival in Turkey, one should greet each person in the room in descending order of age, with a firm hand shake and direct eye contact.

Although punctuality is important, it is acceptable to arrive up to ten minutes late for formal occasions in German cultures.

For more tips on appropriate international behavior, try reading Michael Powell's *Behave Yourself: The Essential Guide to International Etiquette*, or Terri Morrison and Wayne Conaway's *Kiss, Bow, or Shake Hands*.

Doosan is a global diversified company that brings together expertise to build power plants and industrial facilities, machine tools and automation systems, engines, bridges, and construction equipment. Affiliated companies also provide consumer products ranging from magazines and books to fashion.

## Doosan Leaves Charlotte

**Courtney D. Williams**

The need for direct flights to Korea and a larger cultural network is costing Charlotte the largest foreign acquisition in Korean-American history.

Following almost a year of deliberation, Korea's Doosan Infracore International has chosen to consolidate its corporate offices out of Charlotte to establish their North American base in Atlanta.

Doosan's November 2007 purchase of the Bobcat construction equipment from Ingersoll-Rand Co. Ltd. launched the crafting of three business units in the Queen City.

\$1.03 million was spent towards renovating a 28, 272 square foot space in the University Area Harris Corners Corporate Park. The offices, intended to house the company's personnel and human-resources, accounting and information-technology departments, promised to create 100 new jobs, including stability for thirty workers relocated from Korea.

A larger Korean community in Atlanta, as well as the convenience of direct flights from Hartsfield-Jackson Atlanta International Airport to Korea apparently outweighed Doosan's interest to stay in Charlotte.





## Goodrich Collaborates with Xi'an

**Jewly Phoutinan**

The development of China's new commercial aircraft, the COMAC C919, brings to light the increasing speed at which the Chinese aerospace market is growing.

In order to capitalize on this, Goodrich, with its new headquarters just recently transferred from Ohio to Charlotte, has teamed up with the Xi'an Aircraft International Corporation of China to form two 50-50 joint ventures to compete with each other in the market of manufacturing engine components and landing gear.

Marshall Larsen, Goodrich Chairman, President, and CEO, encourages this dual business enterprise.

"Goodrich is committed to extending its footprint in China, the world's fastest growing market



*Model of the C919*

for commercial aircraft. These joint ventures with XAIC, one of China's leading aerospace companies, will enhance our competitiveness to pursue business on new Chinese

commercial aircraft such as the C919," says Larsen.

With one of the most diverse portfolios in the industry, Goodrich's name embodies achievement as a global supplier and is associated anywhere from tires to the aerospace and defense industries such as Homeland Security.

With its products ranging from turboprops to bombers and twin transport engines, Xi' an

Aircraft International Corporation offers expertise in top quality aerospace manufacturing. These two competing companies will be surely come to dominate in the competition of the aerospace industry market.

## Food Lion's Spicing up their Selection

**Alexis Gordon and Jewly Phoutinan**

Food lion is rolling out a new store format full of "Latin Flavor." After a year of testing the Salisbury based grocery store chain is expanding their selection to hone in on the growing Hispanic market.

"Sabor Latino" stores will have a wider selection of dry goods such as beans, tortillas and spices along with cuts of meat and produce items popular with Hispanic shoppers.

The Stores will also offer new

employment opportunities to bilingual workers. The "Sabor Latino" staff will be trained in both Spanish Language skills and to help them understand Hispanic culture.

focus.

19 stores in Charlotte were revamped this summer as part of the "Sabor Latino" launch and they opened for customers this fall.

The wider selection is also tempting for non-Hispanics looking to spice up their meals.

Food Lion is

renowned for embracing diversity, and evinced it by incorporating more Latin American food products on its shelves.



*Add a touch of this, a dab of that, and voila! Soup!*









## Wine to water...

**Samantha Jo Edwards**

Working as a bartender in Raleigh, NC, Doc Hendley always wanted to have a greater purpose. Years later, he has found his calling in his non-profit organization, Wine to Water.

While doing his research, Hendley found needs all over the world ranging from education to health to genocide, but none were as basic as the necessity of clean water. He discovered 1.1 billion people around the world lack access to clean water and 70 percent of all hospital visits made are the result. During a trip to Darfur, Hendley saw the devastation due to lack of water with his own eyes. Hendley explained that this cause "became [his] own personal burden".

His focus became providing clean water for those in need. Without ties to the United Nations, Hendley has been able to go into areas that had been declared as UN no-go zones, meaning that these areas held too much risk for any organization associated with the United Nations.

In the first year of Wine to Water, Hendley quickly learned the value of every penny from every contributor. Starting out, he used the standard UNICEF water pump, which came out to \$25,000 dollars. Too expensive for an independent organization, he had to find other ways to reach his goals. After much deliberation, Hendley concluded to build his own pump. Using local tools and local labor, he built a much more

effective pump for \$500.

For a fraction of the cost, one-fiftieth, Wine to Water is able to reach more people, while also teaching them how to fix the water system themselves. The organization has been able to produce water systems in Darfur, India, Uganda, and Cambodia.

*"For to be free is not merely to cast off one's chains, but to live in a way that respects and enhances the freedom of others."*

**-Nelson Mandela**

## My Prison, My Home...

**Courtney D. Williams**

Government corruption, hostage crises, and nuclear divergence: Iranian-American relations remain strained to say the least.

Lingering tension stemming from the 1979 Iranian hostage crisis only intensified within the past years and months. Recently throngs of protestors of the controversial and allegedly manipulated landslide election of Iranian President Mahmoud Ahmadinejad were discovered raped, murdered, and disposed of in mass graves. Three United States citizens were detained after accidentally hiking across Iranian borders. Presently, the UN Security Council and President Obama strive to compromise with the head of Iran's nuclear enrichment program after the country's refusal to discuss nuclear activity and the opening of a second nuclear power plant. One brave woman chose to share her

frightening experience with the Iran Intelligence Ministry.

The World Affairs Council of Charlotte's always enticing speaker series welcomed world-renowned Iranian-American journalist and Middle Eastern analyst Haleh Esfandiari on Thursday, Sept. 24. Dr. Esfandiari graciously shared her riveting and heart-wrenching story of captivity in an Iranian prison. Her experience, retold in full in her book *My Prison, My Home*, acknowledges the many political issues still quite evident between the United States and Iranian government relations.

A journey that began as a simple two week excursion home to visit her mother for Christmas turned into a frightening eight months of interrogation and

solitary confinement. She blames the incident on the Iran Intelligence Ministry's "obsession" with the idea of an impending conspiracy of American regime change in Iran. Esfandiari's ordeal caught the attention of millions of Americans, including then-senators Hilary Clinton and Barack Obama, as well as author fellow Iranian author Azar Nafisi.

"Esfandiari's account of her incarceration in Tehran, her perseverance, and finally her freedom has wider universal implications... We need to return time and again to the question she poignantly poses at the end of her account: 'I owe my freedom to those who took up my cause. What of others?'" suggests Nafisi.

Esfandiari insists her ordeal only furthers her belief that "God, dialogue and diplomacy are the means to international peace."



*Pictured above is Dr. Haleh Esfandiari*



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There are several opportunities for to become a sponsor of the Charlotte international Cabinet. Each level can be tailored to the interests of the Individual or Company wishing to sponsor our Organization.

Each level includes year round recognition fro your contribution. Please call the office to find out how our divers array of programs and activities can help meet your goals in the

community. Whether you wish to contribute to visiting delegations from aboard, philanthropy through the Charlotte school in sister city of Arequipa or helping spread the joy of experiencing new cultures we would love to have your support.

You can also find our sponsorship packet online at [www.charlotteinternational.org](http://www.charlotteinternational.org). Just click on the sponsorship opportunity link.

We'd also like to thank our Cabinet Members for their tireless work and contributions.

\* denotes an Executive Committee Member

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# Upcoming International Events in Charlotte

## **ScanFest**

Scanfest 2009 will include entertainment, food and celebrations that represent the cultures of Denmark, Finland, Iceland, Norway and Sweden. This year's feature country is Denmark. Don't miss the exhibit Victor Borge: A Centennial Celebration (exhibiting 92 years of his fabulous life) plus exhibits on the history of folklore and costume design. For the kids there will be a Little Mermaid and Viking look-a-like contest as well as LEGO creation competition Wachovia Atrium, **Nov. 7.**

## **16th Annual Beaujolais Wine Tasting Festival**

Join us to celebrate "Les première vendanges", or first grape harvest of the year! This is an authentic French tradition celebrated around the globe. Come

taste the 2009 Beaujolais Nouveau and sample other great wines from the Beaujolais region. Charlotte is honored to be one of 16 cities in the United States recognized as an official Beaujolais city by the Union Interprofessionnelle des Vins du Beaujolais, the association governing this wine producing region of France. Tickets: \$25 for members & \$30 for non-members. Must be 21 to participate.. Levine Museum of the New South, **Nov. 20.**

## **First Night Charlotte**

First Night is a community celebration of the New Year through the arts. It is an alcohol-free, public festival that marks the passage from the old year to the new with art, ritual and festivity. Join the Peoples Parade, and enjoy musicians, dancers, actors and artists in

the heart of Charlotte. Uptown, **Dec. 31**

## **Aluminum Show**

In the magical world of The Aluminum Show, Israel's hottest dance theater creation, intertwined coils transform into centipedes, silkworms court each other, a huge waterfall and dinosaurs unfold and even a massive opera singer are constructed of metal. Reminiscent of Mummenschanz and Blue Man Group, The Aluminum Show is a sparkling world of illusion and fantasy for the entire family. Through the use of special effects, creative mechanisms and acrobatic dance, inanimate objects come alive with the same energy, emotion and personality as human beings. Knight Theater, **January 12—31, 2010.**



The mission of the Charlotte International Cabinet is to promote Charlotte as an international city and serve as a resource to foster international relations.

**Actively Promoting an International  
Charlotte**

## **Charlotte International Cabinet**

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## **Alexis Gordon**

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