

PEP is Succeeding

Thanks to US Volunteers



PEP Construction Delegation hosted by the Saratoga, California Rotary Club

Is a picture worth thousand words? PEP delegates think so. Often these Russians chronicle every minute of their US internships to cross train employees and transform their companies upon returning home.

Imagine, if you will, the responses to our first phone calls in 1995 to potential host communities: "You want us to help you mount a second *Marshall Plan*, only this time for Russia and powered by ordinary American volunteers?" This idea was met with skepticism to say the least.

Motivated by the vision of a revitalized Russia through an assistance program carried out by American volunteers, we never doubted that PEP would succeed. Farfetched or not, we were driven by the conviction that the US—and in fact the world—simply couldn't afford to stand by while Russia slipped into the abyss. With Washington budgets tightening we knew we had precious little time to find a new way to assist Russia.

Lo and behold, we found all of you who share our conviction (and we are the first to admit you are anything-*but*-ordinary). From Bellingham, WA to Charlotte, NC, service club members have made history by stepping forward to wage what PEP local coordinator in Atlanta, Don Chapman, calls "the last battle of the Cold War."

For us at CCI, PEP has been a testimony to the extraordinary power of ordinary citizens. Last November, thanks to your communities and your commitment, PEP celebrated the 1,000th Russian delegate trained in the US. All of us in San Francisco feel honored to be working with you. We're now gearing up for the next 1,200 internships. Let's keep the ball rolling!

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Letter from CCI President Sharon Tennison

Dear PEP Coordinators & Trainers,

In the next stages of PEP US Congressional support is essential. We need your help!

Congress members need to hear from you about the foreign assistance you are carrying out in your local communities. I've been keeping key members apprised of PEP's development since the program's inception. Now we need to reach out to every elected official in the House and Senate.

As a constituent, you have an influential voice with your representative. They read mail from home districts first—and they respond. So, if you are willing, this is how you can help.

Send a letter to your representative relating your PEP experience. Let them know why you consider training Russian managers a priority for US foreign assistance funding.

Next, we hope to meet up with several of you in Washington to personally call upon Congressional members. We will explain how technical assistance can be done effectively in American communities without costing billions of dollars. This is a "good news" story about which Congress loves to hear.

Call me for more details if you are interested in helping.

Sharon

PEP FELLOWS WEATHER FINANCIAL STORM

How are your PEP Fellows doing after the fall financial crisis? Hit hard, that's for sure. We kept touch with many of them day-by-day as the financial storm raged.

Some were forced into temporary hibernation. Others are getting by on dwindling reserves. Incredibly, quite a few have had increased sales because foreign goods are no longer available. As a result, PEP Fellows' Russian production is in greater demand than ever before!

Most Fellows are also surviving by bartering. As Russian business pioneers, their survival strategies are well honed. Just as important, the enormous boost from the US PEP experience is keeping their hopes alive.

However, the most important factor is that Russians can endure situations which would destroy others. Without a doubt, these PEP Fellows will survive this current crisis.

PEP DELEGATES DRAFT RUSSIAN BUSINESS LEGISLATION

Last year Ms. Irina Khakamada, an exciting new Russian cabinet appointee for Small Business Development, approached CCI for assistance in training young Russian lawyers in writing business legislation.

In November 1998, PEP trained a ten-person "Khakamada delegation" in San Francisco. Working closely with US Federal, state, and municipal legislators, plus Chambers of Commerce and leaders in the US business community, these lawyers were immersed into the world of private sector development.

Upon returning home after a grueling, information-packed month, the Russian lawyers gave their enthusiastic recommendations to Ms. Khakamada.

CCI learns the hard way! In November 1998, CCI found out up close what it takes to be a PEP host.

Service clubs in San Francisco were too busy to host the prestigious Khakamada delegation. What to do??? Nothing but host them ourselves! We learned firsthand the other side of how to coordinate training, find business hosts, transport delegates, host dinners, and create a cultural program to boot. It worked, although not as well as if one of your clubs had hosted—but we wouldn't trade the experience for anything. Now we know ourselves how much energy it takes!



SANDERSON BRINGS 'EM HOME

It wasn't a winter "Avalanche," but mechanical failure that caused our Construction delegates in Fort Collins, CO to miss a flight to Russia. They had seen the Rockies and an Avalanche—the sporting variety, that is! Local coordinator **Bob Sanderson** and his team put together a winning game plan of business training. The delegates visited construction companies, real estate developers and subcontractors—and even got an autograph from Rockies slugger Larry Walker. Everything went according to plan until the final inning.

The delegates were in the last inning. Break-down of the airport monorail. *Strike one!* Mechanical failure in the connecting flight. *Strike two!* Anticipating *strike three*, Manager Bob put in a pinch hitter: a flight out of LA—home run! Just to be sure, Bob accompanied the delegates around the airport (bases) from Denver to San Francisco to Los Angeles—from there they sprinted the final stretch home to Moscow!

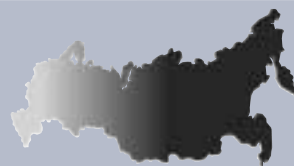
MABA WINS NATIONAL HONORS!

In September of 1997, the Madison Area Builders Association (MABA) co-hosted a PEP Reconstruction and Renovation delegation that rattled the foundations of building associations across the nation. The association chose the PEP project to honor its 50th anniversary of promoting community and the American dream of home ownership.

MABA Executive Director, Nancy Caldwell, and her team submitted their PEP project, dubbed "Sharing the Dream," to the Wisconsin Builders Association 1997 Community Project Award competition -- and won!

This year, they entered two nationwide competitions, including the prestigious National Association of Homebuilders -- and won again!

Our hard-hats off to you all!



PEP INSPIRES FOUNDING OF RUSSIAN CIVIC CLUBS

Rotary and Kiwanis in Russia? Yep. And many clubs are being spearheaded by PEP participants and CCI Russian office staff.

Volgograd Rotary: Olga Kriakova (CCI Director in Volgograd) worked closely with the Lakewood Rocky River Rotary Club in Ohio to bring Rotary to Volgograd. They chartered their club in October 1998.

Most members are CCI Fellows from our past Economic Development Program (EDP) as well as PEP. Volgograd service projects include working with handicapped youth, helping children with tuberculosis, and reequipping a maternity house.

Ekaterinburg Rotary: Lena Novomeiskaya (CCI Director in Ekaterinburg), along with several PEP Fellows, recently founded this club in 1998. The club supports a drug prevention center, among other projects.

Dubna Rotary: chartered in August 1993, it has strong ties to the La Crosse, Wisconsin Rotary Club. Dubna Rotary initiated an exchange of medical personnel between the two

cities. The club also supports student exchange programs, a business center, and a rehabilitation center for handicapped children.

Vladivostok Rotary: Evgenia Terekhova (CCI Director in Vladivostok) is a founding member of VladEco Rotary, one of three Rotary clubs in the Russian Far East. The club was founded in 1996 and has ties to the Denver Rotary Club, which helped ship \$2.2 million in medical supplies to Vladivostok.

St. Petersburg Kiwanis: Two PEP Fellows were so impressed with the Kiwanis Club that hosted them in the US that they returned to Russia with a mission to found a club in St. Petersburg. They succeeded and the club has been active for more than two years.

Dagestan Rotary: And this just in, Magomed Abdurakhmanov, a PEP fellow from the 1997 Crop Farming delegation in Michigan, is starting a Rotary club in the southern republic of Dagestan, a first in that region.

Rotary Clubs impressed me very much because when I was in school we had a stereotype that capitalists were very pragmatic and work only for profit, but we saw hundreds of people who volunteer. I am glad Rotary is planting roots in Russia.

*—Yuri Utgof, PEP Fellow
Ekaterinburg, Russia*

ROTARIAN'S PLEA AVERTS MILITARY BUILDUP

Ed Barker, International Service Chair of the Iowa City Rotary Club, lived up to his title of "Barker" during his stint as local coordinator for the PEP Auditors '98 delegation. In a desperate effort to rustle up home hosts, Barker scripted a "Plea for Home Hosts" worthy of P.T. Barnum. Try it, it may work a second time.

President Bob: Ed, do you have enough home hosts for the Russian Auditors?

Ed: Nyet.

Bob.: Goodness sakes! Where will they have to stay if you don't get enough home hosts?

Ed: Under the Burlington Street bridge.

Bob.: Not good. What will happen if they have to sleep under the bridge?

Ed: They will go back to Russia and say that Communism is the best system after all.

Bob.: Holy Mackerel! If they do that, we will have to increase our defense spending, won't we?

Ed: Yes, by billions and billions and billions . . .

Bob.: And all because of a shortage of host families?

Ed: Thus do empires rise and fall. But listen to what former host families of Russians report. I quote: We had a great experience with our Russians and wouldn't have missed it up for anything. The entire experience was terrific. Russians are great people. Unquote. I bet we can fill those empty spaces in no time . . .

And they did!

**Farewell from PEP Director,
Natasha Lipkina**



My dear friends, fellow Rotarians and PEP supporters,

It seems impossible that nearly four years have passed since we began working to bring the first PEP delegation to Oregon. And it seems even more impossible that since then, over 1,000 Russian business leaders have received invaluable training through this program.

Like each of you, I put my heart and soul into PEP and received more than I ever expected in return. But now, after almost four years of dedicated work with the Center for Citizen Initiatives, the time has come to leave my position as PEP Director. I have taken this year's Rotary International theme "Follow Your Dream" to heart. For me, this means venturing off toward new challenges where I can contribute in different ways.

I want to express my gratitude to everyone who participated in PEP; who embraced the problems facing Russia as their own, and held the Russian people so close to their hearts. The world becomes a better place because of people like you. I feel very fortunate that I had the opportunity to meet so many wonderful people, and hope that we will continue to meet through our commitment to making this world a better place.

My love to all of you and your families.

Natasha

The CCI staff thanks Natasha for her instrumental role in developing PEP from its inception. We wish her well in her new role as International Educational Outreach Director at Hewlett-Packard.

The Heart of PEP

Some of the most dramatic PEP stories cannot be told by economic statistics, graphs or charts. They are resident in the hearts of participants themselves, as PEP home host John Stover from Corning, California will attest.

"This experience was one that I will never forget. It has certainly been one of the best times of my life and also my family's life. I thought that after our Russians were gone, I would return to my everyday life and their visit would become a pleasant memory. But, for some reason I have yet to understand, these people and their way of life are still very much in my everyday thoughts. This group had a profound effect on us all."



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CENTER FOR CITIZEN INITIATIVES

Presidio of San Francisco

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You Can't Beet This

American home hosts have raved about meals prepared by their Russian guests. We asked PEP fellow Elena Tachkinova of Ekaterinburg's highly acclaimed "Kamenny Tsvetok" restaurant to reveal the secret of her renowned Borsch. We hope this taste of Russia whets your appetite for more Russian experiences. As they say in Russia, "Приятного аппетита (Priyatnova Appetita)!" which means hearty appetite.

Ingredients (for 4-4^{1/2} quarts): 8 cups water, 1 pound of beef (with bone), 2 lbs. potato (about 2 large), 1 carrot, 1 lb. cabbage (1/2 head), 1 medium beet, 1 large onion, 2 red peppers, 3-4 tomatoes, 2 tblsp. tomato paste, 2 cloves garlic (to taste), parsley and dill, salt and sour cream to taste. (Meat can be substituted with vegetable bouillon cubes and 1/8 cup vegetable oil.)

Put meat in a large soup pot with cold water. Bring to a boil, add salt to taste. Simmer covered on medium heat for 20 minutes, or until tender. While the meat is cooking, prepare vegetables: thinly slice the onion, fry in oil until golden, julienne the beet and carrot, mince the tomatoes, chop the pepper. Mix these vegetables along with tomato paste into the onion and stew in frying pan for 30 minutes on slow flame. Press the garlic, finely chop the parsley and dill.

When the meat is boiled, add cubed potatoes. After 15 minutes, add shredded cabbage. After another 5 minutes, put garlic, parsley and dill into the borsch. Boil another 2 minutes, then cover and turn off heat. Serve after 20-30 minutes. You may add a dollop of sour cream to each bowl. Enjoy!



- ♦ *Curious about how your Russians are doing?*
- ♦ *Have a PEP story you're dying to tell?*
- ♦ *Wondering how you can impact the future of Russian Foreign Assistance?*
- ♦ *Looking for other ways to get involved in PEP or CCI?*
- ♦ *Interested in hosting another PEP delegation?*
- ♦ *Contact us!*

Do you have a story about your PEP experience? We'd love to include it in our next newsletter. Don't worry about Pulitzer Prize writing—just jot down your ideas and contact Juan-Carlos (J.C.) Navarro at:
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