



## 2013-14 Annual Report

### A Letter from the President



CIR Board President  
Art McHaffie

CIR continued to deliver high quality programs for its membership to help fulfill our mission to educate and engage our community in world affairs.

The International Lecture Series, World Affairs Discussions and Special Events brought speakers to Santa Fe who informed our membership and guests about important international issues that are relevant to our world. Former Assistant Secretary of State, Ambassador Christopher Hill was the guest speaker for CIR's annual benefit dinner which was the highlight of 2013 programs.

Educational programs continued with cooperation the Turkish Cultural Foundation and the autumn high school student summit. Social events included the summer picnic and the holiday party as well as the international team trivia competition of WorldQuest.

CIR received significantly fewer international visitors in 2013 via the U.S. State Department's International Visitor Leadership Program which reduced hotel commissions and negatively impacted CIR's financial results. The impact on 2014 will be more severe because the reduced number of visitors in FY 2013 will determine the level of grant that CIR will receive in 2014.

CIR's deficit in 2013 was \$6,275. Greater financial challenges must be faced in 2014 due to reduced State Department funding. We must continue to offer quality programs that will attract attendees and new members, increase the number of international visitors that CIR will host, and seek additional funding from donors.

Art McHaffie

CIR Board President, elected January 2014

### 2014 Board of Directors

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Art McHaffie

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Herb Thomas

*Treasurer*  
Jim Joy  
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*Membership/Grantwriting*  
Julie Buckingham  
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*International Visitor Leaders Program Director*  
Herb Thomas  
Ellen Lampert

*International Visitor Leaders Program Deputy*  
Sheela Hewitt

*Faculty/Student Committee*  
Jeff Case

*Special Events*  
Bill Heckel

*International Lecture Series (ILS)*  
George Callaghan

*Marketing*  
Bill Maguire

*World Affairs Discussions*  
Wayne Hardie

*Development*  
Bruce Galpert

*Board Member at Large*  
Dan Merians

*Special Events*  
Carol Robertson Lopez

*ILS and World Affairs Discussions*  
Alexia Constantaras

*Engaging our community in world affairs!*



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**International Visitor Leadership Program**

CIR hosted 25 programs with a total of 208 International Visitor Leaders in federal fiscal year 2014 (compared with a disappointing 2013, when there were 27 programs but only 164 visitors). Twenty-six CIR members served as volunteer program coordinators for the visits in 2014, often working in teams of two or more. As in past years, many visitors remarked that Santa Fe was the best stop on their national itinerary. They praised the quality of the interlocutors they met here, appreciated Santa Fe's unique mix of cultures, and even said the landscape reminded them of their home countries. Washington D.C. agencies also held Santa Fe's resources and CIR's programming in high regard, offering us 21 programs during the course of the year. CIR's 2014 efforts should secure federal IVLP funding of \$55,106 in 2015, up from \$43,867 in 2014. The increase in visitors has already resulted in improved hotel commissions compared to 2013. After four years as IVLP director, Herb Thomas resigned in October and was succeeded by Ellen Lampert, who brings years of programming experience and fresh ideas to the job.

**International Lecture Series**

In 2014 the International Lecture Series sponsored 3 Spring talks on Women Political Leaders and a 4 talk series on Ukraine in the Fall. Total attendance was 476 (average 42 in the Spring and 88 for the Fall Series); this was up from total attendance of 444 in 2013. We had a particularly fine lineup of speakers and an especially timely topic for the Fall 2014 Series; and we hope to keep the bar high for future speaker selection.

In Fall 2013 and throughout 2014, the ILS returned to the practice of bringing in noteworthy speakers from outside Santa Fe and New Mexico. With the travel and lodging costs this practice entails and because the ILS pays a modest honorarium to our speakers, the International Lecture Series has higher costs than many of CIR's "speaker-centric" programs; and this makes it critical for us to select topics and speakers that bring in substantial audiences—CIR members AND others in the community. We hope to achieve audience numbers consistently above 100 per talk and clearly have some work remaining to achieve that level. Early in 2014 we conducted a survey of the membership which has informed our selections.

**Special Events**

Our Special Events Committee, chaired by Bill Heckel, organized 12 events in both 2013 and 2014 enjoyed by over 1,000 attendees. Sold out, both Annual Banquets with ambassadorial speakers: Ambassador Christopher Hill in 2013 and Ambassador Marc Grossman in 2014 helped provide funding for CIR through much appreciated sponsorships and a donated portion of the event tickets. Two free speaker events and eight public events provided members and the Santa Fe community with high level speakers and programs on timely international topics. A 2014 highlight was the WACA sponsored two day EU event focused on US and the world relations with the EU.

**Faculty/Student Education**

The Student/Faculty Committee won a grant from the Turkish Cultural Foundation/WACA for the 5th year in a row and sent three area teachers on the two week study tour; to date we have sent 18 teachers and have 80 teachers participate in the program. We also won a scholarship for the 4th year in a row to send a St. John's student to the WACA National Conference; to date we have sent five students to Washington, D.C. We have participated for the 5th year in a row in the Passport Program with the Santa Fe Folk Art Market.

We completed the 6th annual Fall Summit; to date we have had 600 students and teachers participate. The focus for the 2013 Student Summit was U.S. Bilateral Relations and the 2014 Student Summit focused on topics related to the Cold War. We completed a student seminar with Ambassador Marc Grossman at the 2014 Gala Banquet; 60 students and teachers from six high schools participated. We have invited 30 students and teachers to CIR luncheons and dinners. Through direct teacher grants, we have grown international learning at 12 area high schools.

**World Affairs Discussions**

The World Affairs Discussions Committee organizes events for members and guests to hear an overview of a topic of interest and then participate in discussions of the issues that are identified in the presentation. Discussions sometimes take place over a meal, and social networking time is included in the schedule. Speakers are usually from the greater Santa Fe area.

The WAD Committee organized a total of seven events for 2014; the topics included: Legality of Drone Attacks Under International Law, A Comparative Look at Four Nuclear Hot Spots: India, Pakistan, North Korea, and Iran, Importing Democracy: The Role of NGOs in South Africa, Tajikistan, and Argentina, An Overview History of the Relationship Between Ukraine and Russia—and the Relevance of This History to Their Relationship Today, Rise and Decline of a Global Empire: Portugal's Remarkable History, Disarming Syria's Chemical Weapons and The International Drug Trade—and How It Impacts New Mexico.

**Marketing**

The marketing committee resumed under Bill Maguire, new board member, in July. We media-marketed using the New Mexican, The Los Alamos Daily Post, an internet newspaper with reach to Santa Fe and beyond, KSNR for four weeks of spot ads, and finally The Hutton Broadcasting Group for four months of similar spots. This is the first time to our knowledge that CIR has employed radio and newspaper advertisements extensively. This media push was used to publicize our 50th anniversary, the benefit dinner of September 23, three ILS presentations through October, and several WAD lectures through December. We believe attendance at all of these events benefited from this aggressive media marketing effort.

**Report from the Treasurer**

CIR operated at a deficit of \$6,275 in 2013 and a deficit of \$14,810 for 2014. We are extremely concerned about the reduction in revenues and the necessary use of our cash reserves. CIR Board and staff members are working extremely hard to not only balance the budget for 2015 but to hopefully produce a substantial surplus. If any of you have ideas as to how to increase our revenues or reduce expenditures please share such ideas with the CIR board.

	2013 Actual \$		2014 Actual \$	
	Receipts	Expenses	Receipts	Expenses
Memberships	25,125	1,207	27,843	1,183
Contributions	3,786	286	5,240	242
Winkler Fund	2,690	1,207	1,525	0
State Dept. Grant	67,239	4,988	43,867	2,710
Interest	447		391	
Program Services	59,214	31,228	79,318	41,175
Other		6,461	1,000	6,222
Administrative		121,606		122,463
TOTALS	159,501	165,776	160,089	174,899
Surplus/deficit		-6,275		-14,810