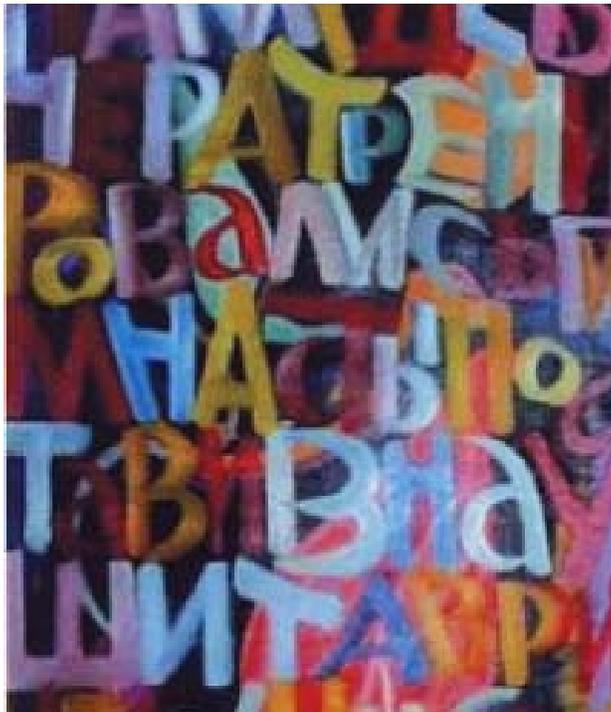


GLOBAL *Meet the World Here* PHILADELPHIA

ANNUAL REPORT – 2011



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GLOBAL *Meet the World Here* PHILADELPHIA

February, 2012

Dear Members and Friends of the Global Philadelphia Association –

What a year it's been!

In 2011, we focused on bringing our members' remarkable array of international activities and contributions to the region's and world's attention. At the same time, we added to the resources that make this possible, including two outstanding staff members; improved our organizational structure; and brought still more organizations, institutions, and individuals with global interests and perspectives onto our rolls. The results were gratifying: our role as connector and platform for international voices grew, our membership more than doubled, the Association's website grew in effectiveness and an international magazine was born on its home page, more people came to visit us on the site, we held an annual meeting in the impressive quarters of member The National Constitution Center and welcomed the Mayor as a speaker, an expanded and distinguished board of directors was elected by the members, and we inaugurated a series in the *Philadelphia Business Journal* entitled "Philadelphia: The Once – And Future – International City."

There's a lot more to the Global Philadelphia story. Please read on. And please join with us in helping the Greater Philadelphia Region to realize its full global potential.

Best wishes,

John F. Smith, III
Board Chair

REPORT OF THE GLOBAL PHILADELPHIA ASSOCIATION, INC. FOR THE YEAR ENDED DECEMBER 31, 2011

We're pleased to report that the Global Philadelphia Association (GPA) made substantial progress toward fulfilling its mission in 2011. That mission has been to assist – and encourage greater interaction among – the many organizations and people who are engaged in one form or another of international activity within the Greater Philadelphia Region; promote the development of an international consciousness within the Region; and enhance the Region's global profile. We were - and are - driven by a vision of a Region in which the community of international actors has grown and found more opportunities to collaborate, whose citizens have come to appreciate the importance of its international character and connections, and whose global profile ranks with the world's best. Toward these ends, in the past year we . . .

⊕ Added Staff And Set Up A New Office

Once exclusively the work of volunteers, GPA's mission gained strength with the engagement of Zabeth Teelucksingh as Executive Director and Aggie Ebrahimi Bazaz as Media Director. Zabeth and Aggie engaged in extensive membership outreach and recruiting activities in the past year, working part of the time in the Association's new office and part of the time from home. (They can be reached by email at any time: Zabeth at zabeth.teelucksingh@globalphiladelphia.org and Aggie at webmaster@globalphiladelphia.org.) The Association's office is now officially located at 2500 One Liberty Place in Philadelphia. Zabeth and Aggie brought new energy and creativity to the Association in 2011, and are continuing to do so in 2012.

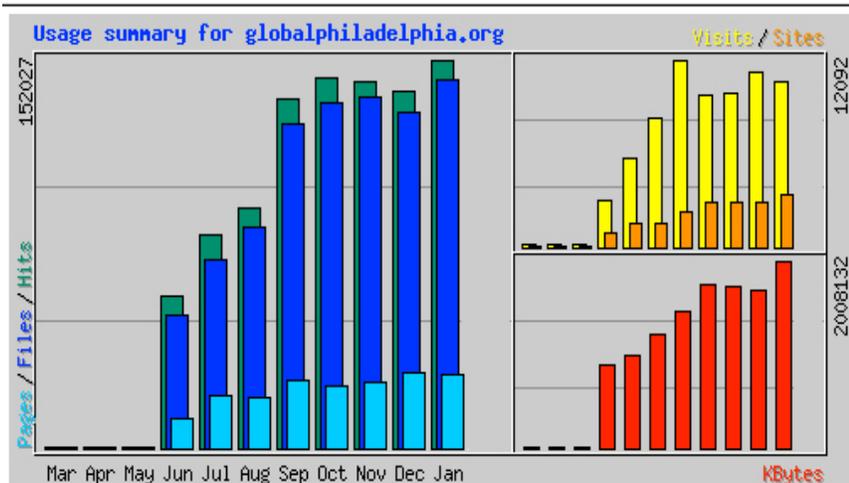


⊕ Built Out Our Website As An "Information Commons" For All Things International

Despite its wealth of international resources, Greater Philadelphia has in the past lacked a central place to which all of the international community – and the public in general – could turn for information about who's who, who's doing what, and what's happening in the international space. Global Philadelphia's website – www.globalphiladelphia.org – was created to meet this need. The website launched in Beta mode in June, 2011. With the engagement of Aggie Ebrahimi Bazaz as our Media Director and with the creation of a Website Development Committee, the website grew to become:

- a growing directory of organizations, businesses, institutions, and people with international interests and capabilities

- a comprehensive bulletin board of member and other events
- an international magazine, consisting of six front-page windows bringing news, important events, member information, and special features to all site visitors
- an increasingly valuable platform from which all members can get their information and points of view out to a wider audience. and a medium that attracted more and more “hits” as time went on and a resource with great creative flexibility and promise for the future. (See “What’s In Store for 2012”)



Zabeth and Aggie also helped to bring attention to the GPA site by conducting talks that presented GPA to new audiences. Aggie created a training manual that walks new users step-by-step through how they can enter information, events, news items onto the site themselves so as to more efficiently populate the site with new and fresh content.

Across the fall, the staff received praise from a variety of sources for the seamless and elegant aesthetics of the site. Many challenges remained, of course. We found that in order for the site to stay current, dynamic, and a go-to place, we needed to: 1) update it regularly; 2) create original content; 3) engage with digital networking; and 4) make basic revisions to the site design so as to best draw out the site’s mission and the work of our Members.

In order to meet the first of these goals, our executive team initiated regular editorial sessions to select six fresh, relevant news items, event announcements, and membership updates to feature on our home page on a regular basis. We shared screen shots of every updated front page with the members who were featured. These screen shots have been archived and constitute a measure of the reach and breadth of GPA’s promotional activities throughout 2011. The number of visits to the site has grown commensurately.

In summary, the Association’s site has become a resource with great flexibility and creative promise (see “What’s In Store for 2012”). We are in debt to Committee Members Molly Roth, Elizabeth Smith, and Aggie, together with our website contractor, Message Agency, for this remarkable progress. We are also deeply grateful for the contributions made by Drexel University co-op student Ali DeBell.



Sponsored the “Philadelphia: The Once – And Future – International City” series



In partnership with the *Philadelphia Business Journal*, GPA sponsored and the *Journal* published a series of monthly opinion pieces on Philadelphia’s history and future prospects as an “international city”. The pieces have explored the many dimensions of our international – and internationalizing – region. Four have appeared to date, and more are coming in 2012.



Conducted Four Planning Meetings In April 2011

On April 4th and 5th, 2011, Eric Rabe, a noted communications and business planning consultant, conducted a series of four planning meetings for the Association. Attended by our founding members and others, these meetings produced an early read-out of the challenges and opportunities that Greater Philadelphia has in becoming “more global” and has helped to set the Association’s agenda for the future.



Testified Before City Council

With input from the April planning meetings, and with the benefit of additional contributions from a large number of members, Board Chair John Smith testified on May 3, 2011 before Philadelphia City Council, noting Philadelphia’s early history as an internationally prominent city and urging that the public and private sectors find new ways to collaborate in pursuing a global agenda for the region.



Developed Member Relationships And Services

The staff worked hard through the year to develop the Association’s relationship with each of its members, large and small. Each member has different needs and strengths. It was our goal to understand them – and then to assist each member in realizing its own unique mission.

⊕ Advocated For The Region's Global Character And Grew Our Membership

Bringing word of the Association's three-fold mission to larger audiences and recruiting new members formed in large part of its activity in 2011. Zabeth and Aggie appeared on cable television with Bonnie Squires, showed the flag at member events, and helped innumerable members to get their message out. Zabeth appeared at events held by the United Nations Association of Greater Philadelphia, the University of Pennsylvania Student Welcoming Reception, and the Women in Business Conference at Villanova. Web traffic, alliances, and new member interest were generated as a result.

For their part, members of the Board, including the Chair, met with dozens of internationally active organizations and people. The result was a growth in membership from approximately 25 at the beginning of the year to over 50 by year's end.



Among the members who joined in 2011 are the City of Philadelphia, the Commonwealth of Pennsylvania, the University of Pennsylvania, Drexel University, The Dialogue Institute at Temple, the World Trade Center of Greater Philadelphia, the Philadelphia Convention and Visitor Bureau, the Greater Philadelphia Tourism Marketing Corporation, Main Line Chinese Culture Center, the Consular Corps Association of Philadelphia, the Philadelphia Bar Association, Select Greater Philadelphia, Lockheed Martin, Diversified Search, H2L2, KSK Architects Planners Historians, Inc., Chemtech International, Inc., Philadelphia International Airport, University City Science Center, the National Constitution Center, Children's Hospital of Philadelphia, Philadelphia International Medicine, New Freedom Theater, and the Economy League of Greater Philadelphia, together with a variety of prominent individuals.



⊕ Received Certification As A 501(c)(3) Tax-Exempt Organization

For part of its early history, GPA was benefited by the financial sponsorship of International House Philadelphia. We were very grateful for that accommodation. On December 5, 2011, however, the Association received its 501(c)(3) certification, allowing it to receive tax-deductible contributions on its own.

⊕ Held An Annual Membership Meeting



On December 12, 2011, the Association held its first Annual Membership Meeting at the National Constitution Center, which had recently become a GPA member. We were greeted there by our host, David Eisner, the President of the Center, and had an opportunity to thank him for his generosity. Virtually all of the 50-plus members attended the meeting, providing an opportunity for both the old and the new to meet and socialize with one another. Following lunch, the members were addressed by Philadelphia Mayor Michael Nutter. The Mayor emphasized the

City's international credentials and his determination to build on them. This was followed by a panel discussion on the topic "What Does It Mean To Be An International City And Why Do We Want To Be One?" The panel consisted of Hernán Guaracao, the publisher of *Al Día*, Alan Greenberger, Philadelphia Deputy Mayor and Director of Commerce, and Edward Turzanski, a LaSalle University Professor and commentator on international affairs. Penn Professor and expert on civil dialogue Harris Sokoloff moderated the panel and the group discussion that followed.

⊕ Expanded Our Board Of Directors

During the course of the Annual Membership Meeting, the members elected Officers and a new Board of Directors. The founding members of the Association will continue to serve, but the Board was expanded with the addition of 15 new directors to take account of our growth in membership. A full list of the Officers and Directors appears at the end of this report.



WHAT'S IN STORE FOR 2012

The past is only prologue. As Global Philadelphia evolved from concept to reality in 2010, and from reality to a start on its potential in 2011, it must now fully utilize that potential. Accordingly, in 2012 we plan to:

⊕ Take Our Website To A Still Higher Level

The Website Development Committee and Aggie have been discussing a range of improvements and new features to make our website still more versatile, helpful, and user-friendly. Among other important developments, we will add:

- Greetings in foreign languages
- A welcoming video
- A “classified” section to enable organizations and individuals in the international space with needs on the one hand and available resources on the other hand to find one another
- More helpful descriptions of the region and its several international communities, together with “hot” lines to put visitors directly in touch with members and other international resources
- Drop-down menus and other features to facilitate the site’s usefulness

And we will continue to improve the features that have already gained attention for the site, including an expanded directory of international organizations and people and a bigger calendar of events, and add features that will support the additional initiatives listed below.

⊕ Add New Social Media To Our Toolbox



2011 laid the groundwork, and in 2012 we will implement Facebook and YouTube pages to house and showcase a variety of multimedia items and increase accessibility to the Association. The YouTube page will hold videos made by or relating to the Association, such as video of Mayor Nutter’s speech at our December 12 meeting of the members. Photos from the meeting, taken by extraordinary volunteer photographer, Harvey Feng, are housed on our Facebook page. These sites are not only repositories, of course. They also serve as part of our campaign to create a digital network that is on par with the excellent off-line

networking opportunities GPA provides. The Facebook page will help GPA to reach out to audiences who we otherwise may not be able to reach. By providing interactive experiences for online audiences, we plan to engage more people with GPA's mission and maintain a fresh and lively dialogue around what it means to be a global Philadelphia.

⊕ Step Up Our Interview Program



Greater Philadelphia is replete with public and private citizens who have distinguished themselves in the international arena. In 2011, we began our celebration of this fact by interviewing international news columnist Trudy Rubin. In 2012, we plan to conduct a series of such interviews, exploring the wide range of contributions that our international citizens have made and heightening appreciation for their work.

⊕ Develop An "International Month" For Greater Philadelphia

The Program Committee of the Association is studying the feasibility of coordinating and promoting a month-long showcase of the Region's International Assets sometime in 2013. We plan to approach this project in a low-cost and sustainable, but nevertheless highly visible, manner so that it can become a regular feature of the Regional calendar.

⊕ Create An International Newsletter And Take Other Steps To Celebrate Both Little Known And High Visibility International Initiatives

We continue to be impressed that a large amount of undiscovered international activity is going on all around Greater Philadelphia. Connecting hitherto unsung activities into the Region's international mosaic is an important service, one we intend to continue in 2012.

⊕ Through "Issue Clusters" And Symposia Serve As A Forum For Our Members And Others To Discuss The International Issues Most Affecting Their Work And Greater Philadelphia's Global Profile

Public body actions and private sector decision-making both depend on having a thorough-going understanding of the internationally-related issues affecting our Region. Global Philadelphia can play a constructive role here, and will do so, by making sure that the issues are highlighted, the stakes known, and all relevant points of view are on the table. Our objective will be to facilitate dialogue among our members and other stakeholders, including, importantly, the public at large.

⊕ Continue To Advocate For The Region's Global Character And Attract
New Organizational and Individual Members With International Interests

Not surprisingly, as the Greater Philadelphia Region becomes more deeply engaged in international economic, social, and cultural activity, more and more organizations and individuals have discovered the importance of a global perspective in their work. The Global Philadelphia Association exists to encourage such awareness and to put all who have it in creative relationships with our members and one another, with the citizens of our region, and with the larger international community. We will continue our outreach and connecting activities in the coming year.

CONCLUSION

The Association's progress to date is a tribute to the vision of its founding members and the enthusiasm of those that have followed. The public officials with whom we have engaged, and virtually every private sector organization that has an interest in a globalizing Greater Philadelphia, has supported the Global Philadelphia initiative. We look forward to serving – and growing – the Region's international community in 2012.



FINANCIAL MATTERS

With the addition of two staff members, the need to maintain an office, and an expanded portfolio of activities, the Association's financial needs grew commensurately. While continuing to be of modest size, our budget grew to five figures by the end of 2011.

Thanks to the invaluable help of our accountant, Alan Schmuckler of Marcum LLP, our finances have been put on a professional footing. We have implemented QuickBooks, and our finances were migrated to this platform in August 2011. The Association's accounts are being tracked and are in good order.

As previously noted, we are now a 501(c)(3)-certified organization. We again wish to take note of the assistance of International House Philadelphia and its Executive Director, Tanya Steinberg, during our first year of operation. International House served as a financial agent and sponsored our activities in that period, for which we are most grateful.

In 2011, we were pleased to be awarded a Regional Investment Marketing (RIM) Grant from the Department of Community and Economic Development of the Commonwealth of Pennsylvania in support of the development of a newsletter. We will continue to seek grants to carry out our work, while intending to do so in a way that does not prejudice the ability of our nonprofit members to secure their own funding. In the meantime, our financial requirements will be met through member dues and contributions, and the pro bono provision of accounting and legal services.

This Annual Report covers Calendar Year 2011. For financial reporting purposes, however, we are on a July 1-June 30 fiscal year. Accordingly, we report here our financial performance for the six months ended December 31, 2011. During the course of that half year period, we raised \$17,247.00 in revenue and had expenditures of \$13,786.27. Our principal expenditures were for personnel, with website expenses also accounting for a large portion of our expenditures. As of December 31, 2011, the Association had assets of \$6,624.99 and liabilities of \$1,500.00 for a net balance of \$5,124.99.

OFFICERS AND DIRECTORS OF THE ASSOCIATION

OFFICERS

- Chair - John F. Smith, III, Esq.
Partner, **Reed Smith LLP**
- Vice Chairs - Nancy Gilboy
President, **International Visitors Council**
- Claudia McBride
President, **World Affairs Council of Philadelphia**
- Anne O'Callaghan
Executive Director, **Welcoming Center for New Pennsylvanians**
- Molly D. Roth, Ph.D.
Chief of Operations, **The Library Company**
- Treasurer - Tanya Steinberg
Executive Director, **International House Philadelphia**
- Secretary - Christiaan Morssink
President, **United Nations Association of Greater Philadelphia**

DIRECTORS

- | | |
|--|--|
| Peter B. Alois
President
Alois Global Trade Strategies, LLC | Richard Atkins (Dick)
International Recoveries, LLC |
| David Briel
Executive Director – Center for Direct
Investment – Int'l. Business
Commonwealth of PA | Linda Conlin
President
World Trade Center of Greater
Philadelphia |
| Benjamin Craig (Ben)
Executive Director
Global Interdependence Center | Kaushik Daphtary (Kosh)
President
Chemtech International Inc. |
| Barry N. Eiswerth
Senior Principal
H2L2 | Mark Gale
Chief Executive Officer
Philadelphia International Airport |

Nancy J. Gilboy
President & Chief Executive Officer
International Visitors Council

Alan Greenberger
Deputy Mayor for Commerce
City of Philadelphia

Leonard Karp
President & Chief Executive Officer
Philadelphia International Medicine

Mary Day Kent

Meryl Levitz
President & Chief Executive Officer
Greater Philadelphia Tourism Marketing Corporation

Alan H. Luxenberg
President
Foreign Policy Research Institute

Claudia McBride
President
World Affairs Council of Philadelphia

Tom Morr
President & Chief Executive Officer
Select Greater Philadelphia

Dr. Christian Morssink
President
United Nations Association of Greater Philadelphia

Dr. Julie Mostov
Vice Provost for Global Initiatives
Drexel University

Anne O'Callaghan
Executive Director
Welcoming Center for New Pennsylvanians

Dr. Molly D. Roth
Chief of Operations
The Library Company of Philadelphia

John E. Savoth, Esq.
Chancellor – Philadelphia Bar Association

Michael E. Scullin
Hon. Consul of France in Philadelphia and Wilmington

Tanya Steinberg
Executive Director
International House Philadelphia

James B. Straw
Senior Principal
KSK Architects Planners Historians, Inc.

Kathleen Titus
Executive Director of Tourism
Philadelphia Convention & Visitors Bureau

Ella Torrey
President
Chamounix International Youth Hostel

Judith von Seldeneck (Judee)
Chairman and CEO
Diversified Search

Cathy Zurbach
Director – New Initiatives and Strategic Partnerships
Women's Campaign International

STAFF

Zabeth Teelucksingh
Executive Director

Aggie Ebrahimi Bazaz
Media Director

AN AFTER-WORD FROM THE EXECUTIVE DIRECTOR

Dear Members and Friends:

At the start of 2012, the Philadelphia region is poised to be noticed in so many areas – sustainability, the arts, the Green City, urban planning, to name just a few. Among all these far reaching and varied characteristics, however, the global dimension must now take its place. Greater Philadelphia is in fact a global region, with a great deal of vibrant, internationally-related activity already taking place within its confines, and with the prospect of doing much more. Those of us who come from other parts cherish the quality of life here, the clement environment, and the wealth of people, organizations, businesses, and academic and cultural institutions which make it unique. Of course, it also has proximity to the metropolises of New York and Washington D.C., but Philadelphia is in a class by itself in that it offers so much of high quality in a contained area and touches so much around the globe.

As Executive Director, it is my pleasure to help grow and promote the Global Philadelphia message. Of course, the movement that is GPA could not have happened without the aid and assistance of many, including our member body as a whole, the nine founding organizations which had the original vision, and many outstanding volunteers. Some who deserve special mention include: Ali DeBell for her work in growing the GPA international database on-line, Harvey Feng for his work as our roving photographer, Monika Maklang for her social media savvy, and Rhona Gold, John Smith's wonderful assistant and GPA team player.

In closing, I am truly grateful for your friendship and your partnership in this venture. Looking to the future, Global Philadelphia has many exciting goals and ambitions and it is sure to grow as the need for a global outlook unfolds in our dynamic community. I look forward to serving you, our members and friends, in expanding our international horizons and reach, and to enhancing Greater Philadelphia's reputation as a vibrant and internationally prominent region.

Zabeth Teelucksingh
Executive Director
Global Philadelphia Association

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Messages for the Board of Directors may be left at jfsmith@globalphiladelphia.org.

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<http://globalphiladelphia.org>



FACEBOOK

GlobalPhiladelphiaAssociation

TWITTER

<http://twitter.com/GlobalPhila>



LinkedIn



<http://www.linkedin.com/company/global-philadelphia-association>



Global Philadelphia Association, Inc. is a Pennsylvania nonprofit corporation. It is certified as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. Its mission is to assist – and encourage greater interaction among – the many organizations and people who are engaged in one form or another of international activity within the Greater Philadelphia Region; to promote the development of an international consciousness within the Region; and to enhance the Region’s global profile.

The image on the front cover is taken from “смерть литератора,” a work of Russian artist Michael Bogatirev. He owns the copyright, and this image is reprinted by permission. The work, in its entirety, was exhibited at International House Philadelphia as part of its Fall 2011 Alphabet of Art exhibition.