



Bringing the World Closer

GLOBAL BUSINESS LUNCHEONS

“Financial Turmoil & The Federal Reserve Response”



John C. Robertson
Vice President & Senior Economist, Federal Reserve Bank of Atlanta

Thursday, Nov. 13, 2008

“Achieving Energy Security, Addressing Climate Change”

Luc J. Messier
Senior Vice President of Project Development, ConocoPhillips



Wednesday, Dec. 3, 2008

**Both at The River Club
Noon-1:30 p.m.**

Sponsored by: Water Street Capital, Haskell, SunTrust Bank, North Florida, The St. Joe Company, The Holmes Organisation Private Client Group, Jacksonville University, and Mayo Clinic

Media Sponsor: The Jacksonville Business Journal

Cost: \$45 (Council Members) \$65 (Non-Members) \$1,000 (Table Sponsor)

President's Message

October has been an exhilarating month. On three separate occasions, international pollster **John Zogby** shared with us his thoughts about what our multicultural and global society is becoming, changing Arab perceptions of the US since 1992, and what polling showed about the 2008 national elections. Many of you have told me that the gathering of premier members and sponsors in the **J. Johnson Gallery**, surrounded by the arresting exhibition while quizzing **John Zogby**, was an all time highlight. We have also enjoyed an evening with acclaimed author Steven Levitt explaining *Freakonomics*. November promises to be equally stimulating and timely with astute observer **David Brooks** giving us his assessment of the implications of the outcome of the national elections. That same week, 22 local high school teams will compete in Academic WorldQuest to win a trip to Washington for the national competition.



Jonathan Howe

We also have two more important global business dialogues coming soon. On Nov. 13, senior Fed economist **John Robertson** will clarify the Federal Reserve's response to the current financial turmoil, and on Dec. 3 **Luc Messier** of ConocoPhillips will explore energy independence and climate change.

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EDUCATION

Great Decisions Program at Area High Schools

Great Decisions is a discussion program for students of all ages. The program is developed and annually updated by the Foreign Policy Association and is the longest standing world affairs educational program of its kind. It comprises eight current issues topics outlined in non-partisan articles and supported by companion videos – included this year are Russia, Defense and Security, Philanthropy and Latin America.

Thanks to World Affairs Council members we are able to sponsor Great Decisions in six area high schools: Episcopal, Fletcher, Mandarin, Nease, Ribault and Stanton. Each high school has a faculty member sponsor and a faculty member from a local university to facilitate the discussion. Joining faculty from Jacksonville University and UNF this year is faculty from Florida Community College of Jacksonville who are working with students at Ribault and Stanton High Schools for the first time. Our Education Outreach Coordinator visits the classes and recently participated in lively discussions on Russia at Stanton and Iraq at Ribault.

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Kelly Waller, Vanessa Harper and Sandy Cook at the J. Johnson Gallery reception for sponsors and premier members

Printing courtesy



Bringing the World Closer

GLOBAL BUSINESS LUNCHEON RECAP**Zogby: Mideast Dissenters Admire Much about U.S.**

On October 13 **Diane Brunet-García** introduced renowned international pollster **John Zogby** to the first **Global Business Luncheon** of this season at the River Club. Mr. Zogby first addressed the status of the American "brand" abroad, drawing on his polling since 1992 in Arab countries such as Morocco, Jordan, Saudi Arabia, and the UAE. Although they generally don't like our policies, US freedom, technology, education and the American people are admired. Ratings have dropped since 2002 with the Palestinian issue, Iraq, and the "betrayal and humiliation" of Abu Grave yielding lower numbers. Polling in Iran remained favorable until they felt threatened. Zogby believes these perceptions can be turned around, partly because the most favorable feelings in the information age are among Arab 18-29 year olds.

He is very positive about America's citizens of similar ages and calls them our first global generation. Each person attending the luncheon received a copy of Zogby's new book, *The Way We'll Be*, in which he explores our emerging multicultural society. In assessing perceptions at home, Zogby called Katrina the "major setback" of the decade because it convinced many Americans that their government "doesn't work." Zogby opined that whoever wins the upcoming US Presidential election will produce transformation change "or else." He believes this election is a "battle of the ages" with younger voters matched against those 65 and older.

Admiral Jonathan T. Howe, USN (Ret.)

PRESIDENT, FROM PAGE 1

Your Council was a participating sponsor in the recent Global Trade & Transportation Symposium in Jacksonville, which examined our promising future as a global logistics hub. Several of our trustees played a prominent role in explaining this gathering momentum, including **Lad Daniels, Debbie Buckland, and George Gabel**, who reported that we would soon be seeing road signs proclaiming Jacksonville is "America's Logistics Center." With the widening and deepening of the Panama Canal, by 2011 Jacksonville may also be able to call itself America's Global Logistics Center.

Mr. Gabel also told the symposium about a slogan he had seen a student wearing at the Zogby Global Issues Evening at UNF. It said, "A mind is like a parachute; it only functions when opened." I hope you will consider becoming a sponsor of our many educational activities, as well as renewing and upgrading your memberships. You will be helping "open more minds" throughout our community to this emerging and globally connected world!

Admiral Jonathan T. Howe, USN (Ret.), President
World Affairs Council of Jacksonville

GLOBAL ISSUES EVENING RECAP**Zogby Report: 'The Way We'll Be'**

The timing of **John Zogby's** Council presentations could not have been better given the serious economic situation and the election. His insights on both of these issues kept the full-house particularly attentive. John provided highlights from his new book *The Way We'll Be* based on thousands of in-depth surveys and describes what he calls the "redefinition of the American dream." He spoke about four "meta-movements": living with limits—a decreasing interest in material acquisitions; looking inward to find spiritual comfort—leading a genuine life; embracing diversity of views and ways of life—noting 18-29 year olds with a keen interest in understanding and experiencing the world; and demanding authenticity from the media, leaders and leading institutions.

His commentary on the Presidential election focused on feedback from voters regarding the most important characteristics of the next President. They are, in order of priority: problem solver, ability to "cross the aisle," manage the government competently, command the military, strong personal values, Christian values. He noted that whoever wins, there will be change in Washington.

Sandy Cook

EDUCATION, FROM PAGE 1

The Council has successfully offered the program for five years as an after-school enrichment program. The program concludes with the students participating in a Crisis Management Exercise, which is designed to provide an experience in making decisions about a complex foreign policy challenge.

For more information about the program including program sponsorship please contact Education Outreach Coordinator Vanessa Harper at (904) 280-8162.

-Barbara A. B. Gubbin

COUNCIL 2008-09 CALENDAR**Nov. 13, Noon**

John C. Robertson
The River Club

Feb. 10, 7:30 p.m.

Adam S. Posen
UNF, University Center

Nov. 18, 7:30 p.m.

David Brooks
UNF, University Center

March 3, 7:30 p.m.

Lt. General Douglas Lute
UNF, University Center

Dec. 3, Noon

Luc J. Messier
The River Club

March 16, Noon

A. Hugh Greene
The River Club

Jan. 13, 7:30 p.m.

Amb. Husain Haqqani
UNF, University Center

April 7, 7:30 p.m.

Amb. Jeffrey Davidow
UNF, University Center

Feb. 10, Noon

Adam S. Posen
The River Club