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Canada World View

ISSUE 24 • WINTER 2005



Friends and Neighbours

Sharing the continent

- Seizing opportunities with Mexico
- Filming in the shadow of the elephant



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Canada World View provides an overview of Canada's perspective on foreign policy issues and highlights the Government of Canada's international initiatives and contributions. *Canada World View* is published quarterly in English and French by Foreign Affairs Canada.

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Our cover

Tabitha Stevens of Wainfleet, Ontario, takes part in a rally in nearby Queenstown in April, 2003. Canada and the U.S. share a bond unparalleled not only in the world today but throughout history.

photo: CP (Bob Tymczyszyn)

This page

U.S. President George W. Bush is flanked by RCMP officers as he addresses a dinner in his honor in Gatineau, Quebec.

photo: Brigitte Bouvier, PMO

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A BORDER PEOPLE

Norman Hillmer is Professor of History and International Affairs at Carleton University. He is co-author, with J. L. Granatstein, of *For Better or For Worse*, a history of Canada-U.S. relations, the second edition of which will be published by Thomson Nelson.

I was born in Niagara Falls, Ontario, within sight of Niagara Falls, New York. I've lived almost all my life a short distance from the United States, and my wife is American. In none of this am I an unusual Canadian. Seventy-five percent of Canada's population resides in a narrow 150-kilometre band pushing up against the U.S., with close ties south of the line. We are a border people. The border is our livelihood. The border is our identity.

The Canada-U.S. border is the longest international meeting of two countries, extending for 8,893 kilometres over land and water. It is frequently called the 49th parallel, but that degree of latitude accounts only for the plane from Vancouver to Lake of the Woods in Ontario. Near Windsor, Canada's southern extremity dips almost as low as the 42nd parallel, on a rough line with Boston and Chicago. In the north, the border rises to the Beaufort Sea at the end of the Alaska-Yukon frontier. More than 300,000 North Americans and well over a billion dollars in goods and services cross the boundary each day.

The "world's longest undefended border" is the most tenacious of the relationship's images. In 1914, marking the 100th anniversary of the end of the War of 1812 between the two countries, enthusiasts rejoiced in the unfortified frontier that separated but did not divide Canada and the U.S. The war that broke out in Europe



photo: studio von dulong

Norman Hillmer: Canadians take the border seriously.



Border ties: Sergeant R. Cox, (left), representing Canada, and Lieutenant Oscar Haffa, representing the United States, clasp hands at the international border on the new Peace bridge between Fort Erie, Ontario and Buffalo, New York, in 1927.

that same year only reinforced the sense that the Old World was a violent place. North America was an oasis of calm and reason.

The truth was somewhat different. Less than 20 years earlier, Canada had prepared for war with the U.S. At the turn of the 20th century, the U.S. deployed armed warships on the Great

Lakes. During the dispute over access to the Yukon gold fields, President Theodore Roosevelt said he was going to "get ugly" with Canada and sent troops northward to demonstrate the intent. During the First World War, the Government of Canada heavily fortified the frontier to prevent raids by enemy sympathizers.

Canadians take the border seriously. From the country's beginnings, they emphasized the contrasts with their neighbours, and nation-built with a vengeance. That was the point of the Canadian Pacific Railway, the Canadian Broadcasting Corporation and the Canada Council. The boundary, writes journalist Peter Newman, "is the most important fact about this country. It defines not only our citizenship but how we behave collectively and what we think individually. It determines who we are." And what we are, many Canadians insist, is an un-America of the

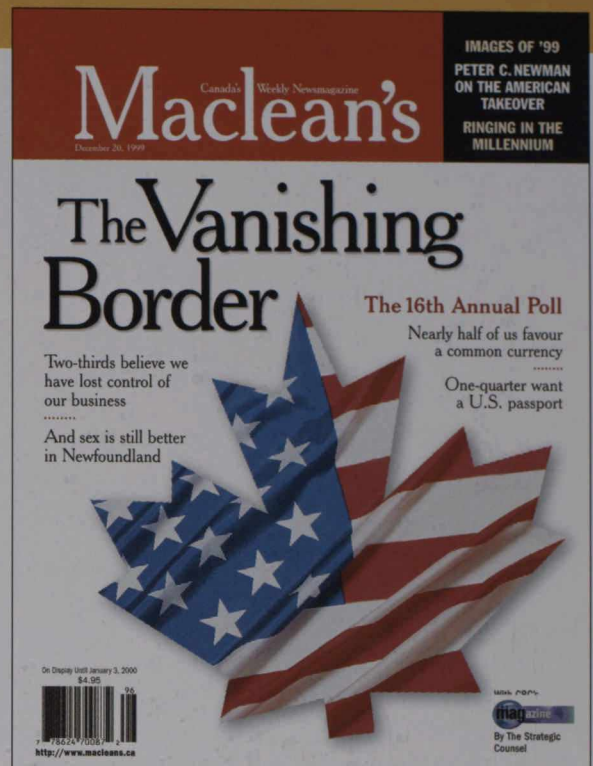
spirit—stable, pacific and compassionate, utterly unlike the extreme and unruly Yanks.

All the while, however, the connectedness has only grown. To the natural ties of family and commerce were added deepening cultural influences and, beginning in the Second World War, an intimate military alliance. In August 1940, U.S. President Franklin Roosevelt met Canadian Prime Minister Mackenzie King on the border, in Ogdensburg, New York, to concert action for the defence of North America. That summit, involving common necessities and compatible leaders, launched the modern Canadian-American relationship.

By the 20th century's end, with free trade firmly in place between the two countries, the Carnegie Endowment for International Peace asserted that the border was "likely to disappear before any politician finds the political courage to negotiate its removal." The Canadian edition of *Time* magazine in mid-2000 enquired "What Border?" while *Maclean's* highlighted "The Vanishing Border" on a December 1999 cover featuring a star-spangled maple leaf. The accompanying *Maclean's* story led with polling data that suggested a borderless North America was only a matter of time. Canadians still wished to be different—and felt different—but 25 percent of those surveyed indicated that they would become American citizens if the opportunity arose.

The terrorist attacks of September 11, 2001 brought sympathy with the U.S.—but not nearness. The 2002 *Maclean's* year-end survey showed that the desire for U.S. citizenship had diminished, as had support for a common North American currency. Only 38 percent thought the two countries shared a common set of values and beliefs. None of this could be divorced from a widespread wariness about post-9/11 U.S. foreign policy and the makers of that policy.

President George W. Bush, his heartland a long way from the border, has been a gift to Canadian nationalism.



A special issue of *Maclean's* in 1999 suggested a borderless North America was only a matter of time.

In a Bush world, border security has been heightened and predictions of borderlessness are receding. Canadians like my students display a reinforced confidence in the superiority of their peaceable and tolerant kingdom. Books by Daniel Drache and James Laxer, focusing on the border, wax optimistically about the prospects for an independent Canadian future in an age of North American integration. Borders matter, Drache exclaims.

Borders do matter, but they can have more than one meaning. The long and porous Canada-U.S. frontier fosters similarity and cooperation. Canada and the U.S. are interdependent, their pasts and their futures woven together inextricably and inevitably. It isn't fashionable to say it, but the border people have far more in common with their southern neighbours than most dare admit. 🍁



Intimate alliance: (left to right) U.S. President Franklin Roosevelt, Canadian Prime Minister Mackenzie King and U.S. Secretary of War Henry Stimson met on the border in Ogdensburg, New York, in 1940 in a summit that launched the modern Canadian-American relationship.

MODEL NEIGHBOURS

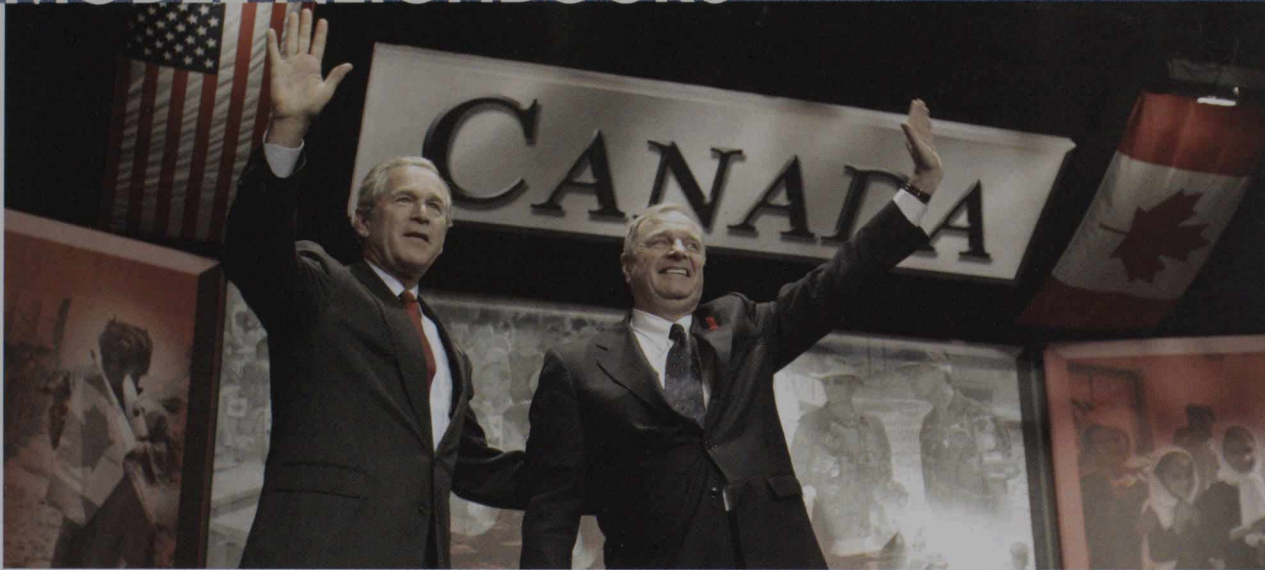


photo: Dave Chan, PMO

A commitment to cooperation: Prime Minister Paul Martin and U.S. President George W. Bush wave to the crowd at the Pier 21 National Historic Site in Halifax as part of Mr. Bush's two-day visit to Canada.

Despite cultural differences, perennial trade disputes and large divergences in power, Canada and the United States share a relationship unparalleled in—and instructive for—the world.

When the most devastating hostile act against the United States in 60 years took place on the morning of September 11, 2001, the NORAD command center in Colorado instantly coordinated national defence responses.

Remarkably, the commanding director that day was a Canadian, Captain Michael Jellinek. In a historic moment of national crisis, no one thought twice about a Canadian directing U.S. military forces in assessing the attack and securing North American skies.

“Can you imagine any other national being in charge of the American forces on that basis?” asks Rob Huebert, a fellow at the Canadian Defence & Foreign Affairs Institute and associate director of the Centre for Military and Strategic Studies at the University of Calgary. “One of the hallmarks of the Canada-U.S. relationship is just how broad and deep it is.”

In defence, trade, academic endeavour, scientific and cultural exchange, the maintenance of the world's longest unmilitarized border and myriad other connections, Canada and the U.S. share a bond unparalleled not only in the world today but throughout history.

That point was underscored by the recent working visit to Canada by U.S. President George W. Bush and the joint statement, a New Partnership in North America, by Mr. Bush and Prime Minister Paul Martin highlighting

the commitment by the two countries to deepen our cooperation in North America and in the world.

This partnership sets an agenda for both governments that is designed to increase the security, prosperity and the quality of life of our citizens. Examples of this cooperation include mutual efforts to reinforce the Smart Border Accord, expand economic opportunity in the global market place, protect our environment, improve our ability to combat infectious disease, fight crime, and prevent trafficking in humans and illegal drugs.

“The relationship between Canada and the United States is indispensable to peace and prosperity on the North American continent,” Mr. Bush told a press conference following the meetings. Added Mr. Martin: “We have common shared values, shared ambitions, and we share optimism, also. I think that that is what is fundamental.”

A comprehensive relationship

As broad as the line that stretches between the Atlantic and Pacific oceans, and despite differences in areas such as the war in Iraq, the Kyoto Accord and social issues that brought out protestors to have their say about the recent visit, relations between Canada and the U.S. are defined more by cooperation than any other factor.

“The two countries are so fortunate to have each other as neighbours,” remarks Clifford Krauss, the Canada-based correspondent for *The New York Times*.

Krauss has chronicled the areas where Canada and the U.S. appear to be diverging, especially on cultural issues such as gay marriage and the decriminalization of marijuana. But he says he “realized the countries weren’t Siamese twins” when he was first posted to Toronto three years ago. “I’m never surprised by these differences and never see them as something out of the ordinary.”

The capacity for the U.S. and Canada to collaborate has always impressed him, Krauss says—never more so than during a previous posting to Peru, when the two countries were instrumental in aiding the peaceful transition of power following the term of President Alberto Fujimori. “There was an example I saw before my own eyes of Canada and the U.S. working together and being extremely effective,” he says, “where each did things it couldn’t do on its own.”

Trade shows a similar depth of cooperation; while periodic and often cyclical disagreements in areas such as softwood lumber, cattle and wheat grab headlines, a staggering \$1.8 billion in goods and services crosses the Canada-U.S. border every day.

“The relationship is strong and comprehensive,” says Peter Boehm, the incoming Assistant Deputy Minister for North America at Foreign Affairs Canada. “We are each other’s most important partner.”

The term used to describe this partnership in Ottawa and Washington is “intermestic”: while international in the sense that it involves two sovereign nations, it encompasses the economy, environment, security and other areas of domestic policy on both sides of the border.

“The political relationship and the policy relationship are akin to the trading relationship,” Boehm observes, “in that the vast majority of it goes very smoothly. We work things out.”

Enhanced Representation in the U.S.

Canada continues to foster that relationship today through the Enhanced Representation Initiative, which has seen the addition or upgrading of consulates and the appointment of new honorary consuls throughout the U.S., especially in the South and Southwest. Such efforts will increase Canada’s presence in the country to advance trade, investment and knowledge sharing.

Karen Matthias, who recently became the Canadian Consul in Anchorage, Alaska, one of the newest of the Canadian missions, says the initiative “is very much a partnership of several government departments,” including Industry Canada and Agriculture and Agri-Food Canada, created to increase Canada’s representation. “It’s about getting rid of ‘stovepipes’ and having greater coordination in our efforts.”

Expanded presence: As part of the Enhanced Representation Initiative, the Government of Canada has opened seven new consulates in the U.S. and is upgrading two consulates to consulates general (shown on the map by flags), bringing Canada’s representation in the country to 22 offices. As well, 20 honorary consuls are being appointed in important U.S. cities where there are no Canadian government offices to champion our interests. These initiatives reinforce Canada’s presence in the U.S., particularly in the South and Southwest.



The bigger picture

On an even larger scale, Canada, the U.S. and Mexico are also advancing a continental agenda through the evolving mechanism of NAFTA, as well as other means. And initial meetings in Toronto in October saw the launch of a Council on Foreign Relations task force to explore much greater continental integration.

Former Deputy Prime Minister John Manley, co-chair of the task force, says that there is concern that North America “must not remain static” amid the expansion and increasing integration of the European Union and the rapid emergence of Asia—especially China—as a global trading power.

The Canadian partnership with Mexico will also greatly benefit by addressing such matters. Canada is now marking 60 years of diplomatic relations with Mexico, and both countries are interested in deepening the bonds. The recent visit to Canada by Mexican President Vicente Fox resulted in the signing of a partnership agreement between the countries that paves the way for a series of public and private-sector initiatives.

However, it's not all about products and security; nations on a continent share the water and air as well. Indeed, environmental concerns and trade are now strongly linked in North America, notes Chantal-Line Carpentier, head of the environment, economy and trade program of the North American Commission for Environmental Cooperation in Montreal.

“We have a lot of collaboration as we look at renewable energy,” says Carpentier, whose intergovernmental organization helps the three countries establish harmonized environmental policies. “We look at capacity building, local development and the environment so we can improve our trade. It's a win-win-win.”

A family bond

The U.S. is also working to foster greater integration with Mexico. Yet in terms of historical parallels and political closeness, the Canada-U.S. relationship enjoys a familial bond unmatched by any other nations.

“Our countries were both built on immigration, and not just immigrants but refugees; that makes for a different kind of society,” notes Michael Dawson, Senior Policy Advisor of U.S. Relations at Foreign Affairs Canada. “These are countries with strong regional cultures and that's a big similarity.”

Canada and the U.S. also have major political commonality in being federal states, with the U.S. becoming the first such nation in the world in 1776, and Canada the third in 1867 (following Switzerland). And while no two federal countries are exactly alike in their administration,



Photo: CTV (Adrian Wajid)

observes Karl Nerenberg, director of public information for the Forum of Federations in Ottawa, federalism is a “significant point of understanding” between the nations.

The close sharing of political principles between Canada and the U.S. has made for repeated successful military alliances over the last century. Soldiers from Canada and the U.S. fought side by side in two world wars, in the Korean War and in recent conflicts, including the Gulf War, Kosovo, Haiti and Afghanistan.

Canada has also done a good job of responding to U.S. security concerns in the wake of September 11, believes Joseph Jockel, director of the Canadian Studies Program at St. Lawrence University in Canton, N.Y., one of more than 50 such programs across the U.S. Jockel adds that the U.S. is also pleased with the apparent Canadian flexibility on continental missile defence. While some cultural differences have been accentuated of late, those long-term defence and economic linkages prevail and dominate.

“No matter what the politics are, no matter who the leaders are, this is always going to be the most important trading relationship in the world,” says Jockel. “I think Canadians pay a lot more attention to the politics and optics of the bilateral relationship than Americans do.”

That's a natural consequence of being a nation of just over 30 million people alongside one of nearly 10 times as many, and a historic global power at that. While Canadians are at times sensitive to the political ins and outs of the friendship, more notable is how many connections are taken for granted.

Cross-border picnic in Coutts, Alberta: At almost any regional track meet, film festival, scientific conference, hobbyist gathering or good-sized public event of any description on the continent, Canadians and Americans will almost invariably both be present.

Cross-border hopping

To make that point, one need travel no farther than any regional track meet, film festival, scientific conference, hobbyist gathering or good-sized public event of any description on the continent. Almost invariably, Canadians and Americans will both be present.

When Toronto's Santa Claus Parade recently celebrated its 100th anniversary, for example, U.S. marching bands took their place alongside the Canadian musical groups. Participants from the U.S. are seamlessly welcomed into such contexts as fixtures of the Canadian landscape.

"I thought we were wonderfully well-received," recounts Mark Maxwell, band director for Lexington High School in Lexington, Ohio, who brought 84 young musicians and 25 adult volunteers and staff to Toronto for the occasion. "I enjoyed the friendliness of the city, I enjoyed the people."

The Band of Gold, as the ensemble is known, carried a banner to display their place of origin, but not much else distinguishes Canadian from U.S. participants in countless other settings.

For instance, young competitive figure skaters in Manitoba might find themselves skating in competitions in Grand Forks, North Dakota, or Duluth, Minnesota, as readily as Winnipeg, and vice-versa. Amateur athletes registered with Skate Canada or the U.S. Figure Skating Association travel freely between events on either side of the border. "We're all in the same little happy family," declares Karen Landers, head coach of Skate Winnipeg.

The same comment could be made about oncologists, chemical engineers, sociologists, model train enthusiasts or participants of any other professional, industrial or recreational pursuit. So familiar is the dynamic that a major conference of any description in Canada or the U.S. rarely fails to include delegates from both nations.

Indeed, many professional, academic, business, labour and other associations have an explicitly Canada-U.S. orientation, with shared governance. Community and charitable groups such as Rotary International and Toastmasters International don't divide chapters at the border but by region, with, say, Ontario and Michigan or British Columbia and Washington treated as single population areas.

U.S. public radio and television affiliates near the border rely on donations from Canadians for much of their funding, while the Stratford Festival in southwestern Ontario derives up to half of its box-office revenues from U.S. visitors.

Trading spaces

There are many such anecdotes all along the border, but trade also quantifies the point. "About 40 per cent of the trade between the two countries is within companies that operate on both sides of the border," notes Dawson, "which really speaks of the high level of integration."

As globalizing trends and technology advance the growth of multinational corporations, Canada and the U.S., old hands at integration, are more of an allied business entity than ever.

Heather Nicol, professor of political geography at the University of West Georgia in Carrollton, Georgia, and president of the Southern Association for Canadian Studies, says that Home Depot, the hardware chain headquartered in her home city of Atlanta, is reported to be responsible for more trade with Ontario than the entire U.S. is with France.

Nicol, who is originally from Toronto, notes that there remains a different way of seeing the world from the Canadian side of the border, and this has been good for

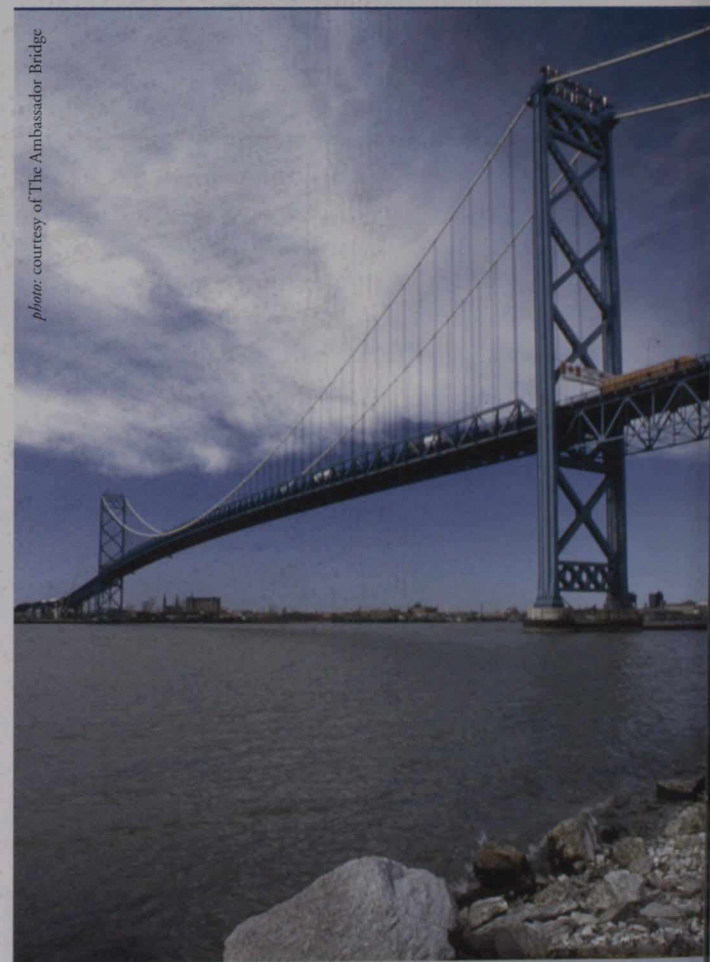


photo: courtesy of The Ambassador Bridge

The stately Ambassador Bridge linking Windsor and Detroit is a powerful symbol of the geographic and economic ties between Canada and the U.S.

both nations. Between them, Canada and the U.S. model cooperation and closeness, despite cultural differences, perennial trade disputes and large divergences in power. And it's a model that is of increasing use globally.

"All of the big issues in the last 10 to 15 years are political geography issues, whether it's the end of the Cold War or border disputes," Nicol concludes. "The Canada-U.S. relationship is tremendously important for understanding what's going on in the world." 🍁

For more information about Canada's relations with the U.S. and Mexico, visit www.international.gc.ca.

For details of the ERI and other aspects of Canada's representation in the U.S., see www.international.gc.ca/can-am.

To see more on the recent visits to Canada of U.S. President George W. Bush and Mexico President Vicente Fox, see www.pm.gc.ca.

photo: CP (Peter Power)



A memorial in Gander, Newfoundland marks the site of a plane crash on December 12, 1985, that killed 258 people.

Bridging the border

They rumble night and day down Ontario's Highway 401, trucks loaded with Canadian goods headed for markets in the United States and beyond. Their next stop: the stately Ambassador Bridge, the world's longest international suspension bridge. Linking Windsor and Detroit, it hums with vehicles, an average of 9,500 trucks crossing both ways every day of the year, carrying more merchandise than passes through any other border crossing on the globe.

With 45,000 trucks traversing the entire border daily—that's one every two seconds—the span vividly symbolizes the geographic and economic ties that have made Canada and the U.S. each other's most important trading partner. If the border were not to function well, neither would the trading relationship.

Efficient border management is crucial not only to the economies of Canada and the U.S., but to their security as well. With this in mind, in the aftermath of the events of September 11, 2001, Canada and the U.S. signed the Smart Border Declaration. Accompanied by a 32-point Action Plan that covers everything from port inspections to joint law enforcement teams, the accord aims to ensure a smoothly operating border that keeps cargo flowing while addressing security concerns.

"The issue is risk management," says George Costaris, manager of political-economic relations and public affairs at the Canadian

Consulate in Detroit. "The goal is to ensure that the border functions well without sacrificing either trade or security."

One of the most welcome developments is expedited clearance for preauthorized shipments, known as FAST. David Bradley, Chief Executive Officer of the Canadian Trucking Alliance, a federation of provincial trucking organizations, says dedicated FAST lanes for truck shipments are "the single best hope we have for a border that runs smoothly."

In addition, under the NEXUS program, preapproved, low-risk travellers may use dedicated lanes at about a dozen bridge and land crossings. The latest innovation for travellers is NEXUS Air, now being piloted at Vancouver International Airport. After posing before a digital camera that uses iris recognition technology to verify their identity, preapproved NEXUS "members" can complete the U.S. customs and immigration process at a self-service kiosk. Canadians re-entering the country may use the self-service kiosk to declare goods and pay duties or taxes.

Underlining its commitment to the Action Plan, the Government of Canada has established a \$600-million Border Infrastructure Fund for areas such as new highway approaches and improved facilities, focusing on the busiest crossing points between Canada and the U.S.

Another key initiative of the plan is the expansion of the Integrated Border Enforcement Teams to every strategic location across the

Canada-U.S. border. These multi-agency and binational law enforcement teams increase the ability to pursue groups and individuals suspected of criminal and terrorist activities while allowing unfettered cross-border access by lawful citizens.

Bradley describes border concerns as one of Canada's most pressing economic issues, and few would disagree. For both the Canadian and U.S. governments, as well as for importers and exporters, business travellers and day-trippers, the Smart Border is the key to keeping the 130 border crossings operating effectively.

So significant is the accord that it was among the top agenda items when Prime Minister Paul Martin and U.S. President George W. Bush met in Ottawa in November. "We will collaborate further to ensure that our shared border is closed to terror but open to the safe movement of people and goods," Mr. Martin said.

The two leaders discussed the possibility of a new crossing at the Windsor-Detroit point, an acknowledgement of the critical role played by border links in generating jobs and prosperity for the continent's two northern neighbours.

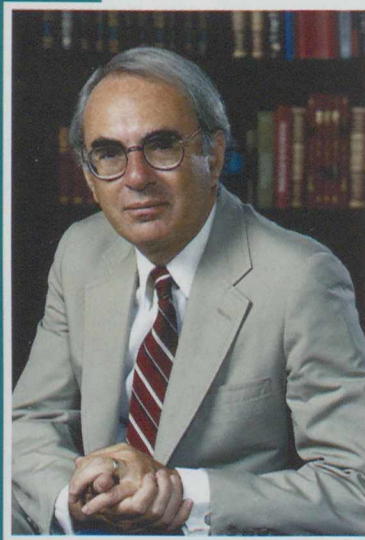
For more information on the Canada Border Services Agency visit www.cbsa-asfc.gc.ca. To learn about the Border Infrastructure Fund see www.infrastructure.gc.ca and click on "Infrastructure Programs."

SPEAKING FOR CANADA

The job of representing Canada in the seat of the American Empire is unequalled in its demands—and rewards.

They hold arguably the most influential position in Canada's Foreign Service, stewards of one of the world's most important and enduring bilateral relationships.

Occupying a position between the dominant power on the planet and the top political power in Canada, Canadian envoys to Washington work gruelling hours, manage hundreds of files, navigate corridors of clout and engage in a social whirl that makes the job equally demanding of their spouses. And they wouldn't have it any other way.



Former ambassador Alan Gotlieb: A neutral meeting ground.

"Nowhere are Canadian interests more profoundly more profoundly at stake. Nowhere are the issues vital to Canada more in play," says Michael Kergin, Canada's Ambassador to the U.S. since 2000. "To be part of the action in Washington on a daily basis is for me an exceptional honour and an awesome responsibility."

Most of Canada's representatives to Washington, including Mr. Kergin, come from the ranks of senior mandarins and long-time diplomatic and political masters. Yet they say the position is unequalled in the need to "hit the ground running," with a wide-ranging curiosity and a deep

understanding of international affairs, the full confidence of the Canadian government and the ability to establish relationships of trust with key centres of power in the capital.

"Very early on you realize that the Canada-U.S. relationship overwhelms all others in importance," says Raymond Chrétien, ambassador through much of the two Clinton administrations. "It's more true now than it was in the past."

Indeed, Alan Gotlieb, Canada's longest-serving ambassador through much of the 1980s, says that when he joined the Foreign Service in 1954, the U.S. division at the Department of External Affairs consisted of just two people. "They dealt with cross-border bridges and tunnels, that was basically it."

Most notably in the early days, the post was limited to dealings with the Executive Branch carried out behind closed doors; diplomats weren't welcome on Capitol Hill. Lester B. Pearson wrote in his memoirs of speaking out on issues as ambassador and being "gently rapped over the knuckles" by State Department officials concerned "that a diplomat should deal only with them, not directly with Congress or the press, and only prudently and blandly with the public."

Starting in the post-Watergate era, with the power of the President challenged by Congress, Mr. Gotlieb and his successors came to practise a new diplomacy. The focus of their dealings came to include Congress, its committees and members, other government

departments and agencies, special interest groups, the media, lobbyists and the public.

Geography today plays no small part in this practice. The Canadian mission, opened in 1989, is positioned directly in front of Capitol Hill, making it convenient for contacts to "walk over for meetings or lunches or social events," Mr. Kergin says.

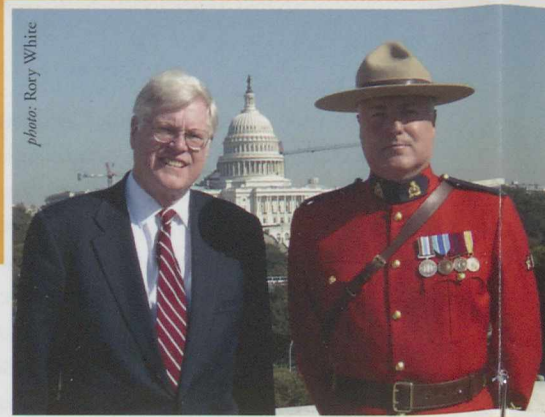
A new secretariat is being set up in the Embassy to better represent Canada's interests at the provincial and parliamentary level, and to present a common Canadian position in dealing with Congress, the states, interest groups and the public.

Getting noticed in Washington is a complex task. Without the ability to deliver votes or contribute money, a foreign power needs to appeal to U.S. interests and to ally itself with American special interest groups in the lobbying effort.

Developing alliances is especially critical for the head of post.

"There are 160 ambassadors in Washington and they all want attention of some kind," says Derek Burney, who represented Canada in Washington during the term of George Bush Sr. "You only get positive attention if you can get access to the people who make the decisions."

For Mr. Chrétien, being an ambassador meant "being a bit more daring. You have to take chances; you have to not be afraid to talk about controversial



Ambassador Michael Kergin stands with a Mountie on the 6th floor terrace of the Embassy in the shadow of Capitol Hill.



Former ambassador Raymond Chrétien with former president Bill Clinton: "The Canada-U.S. relationship overwhelms all others."



Former ambassador Derek Burney with then chairman of the joint chiefs of staff, Colin Powell.

issues. Otherwise, you don't exist and you'll not become a player."

Much of such interaction takes place in social settings well beyond office hours. "Washington's the only place where you would die to be invited to 20 or 30 dinner parties a night," Mr. Gotlieb remembers. "It's a place of endless fascination, if you are able to make the contacts and get the access and participate."

Mr. Gotlieb was best known for making the Canadian embassy a "neutral meeting ground" for an eclectic and influential mix of players from all parts of Washington: Republicans and Democrats, Cabinet secretaries and labour leaders, popular cultural icons and intellectuals. "We were able to play a unique role, for a time, although when we arrived in Washington we didn't know anybody," says Mr. Gotlieb, whose wife Sondra played a central role as well.

Indeed, the involvement of spouses is critical to diplomatic success in the city. "Washington operates very much in pairs," says Mr. Kergin, who met his wife Margarita in Washington in 1972, when he was on his first diplomatic assignment there. Mrs. Kergin is currently president of one of the high-powered clubs that bring together the spouses of those involved in politics, the media, diplomacy and other endeavours in the city.

Getting "beyond the Beltway" is also critical, says Mr. Chrétien.

"You're not Ambassador to Washington; you're Ambassador to the U.S., and you have to travel the country."

Leaving Washington behind in the end is hard, say the former envoys, who have moved on to prominent positions in law and business in Canada and lent their weight to boards, foundations and positions in academe. They watch as renewed administrations in Ottawa and Washington seek common ground, and they reflect on the diplomatic challenges ahead amid trade disputes, diverging personal values, shared interests such as security and political differences between the two countries.

Finding a way forward in the relationship is critical for Canada, they say, giving the country leverage for our interests internationally—as well as easing the job for our representative in the capital. "Managing our relationship with the United States in a civil and proper fashion will help us have influence on a larger world stage," says Mr. Burney.

"If we want to influence outcomes, then we have to be able to influence Washington," echoes Mr. Gotlieb. "The ambassador has great potential in that." 🍁

Learn more about Canada's mission in Washington at www.canadianembassy.org.



Our men in Washington

There have been 20 Canadian representatives in Washington. Among the early envoys were some of the venerable figures of Canada's independent Foreign Service, as the country opened to the world and found a voice with its nearest neighbour. More recent heads of mission have negotiated Washington's changing landscape and shifting power centres, an increased focus on public diplomacy and ever-more complex bilateral relations.

- 1927 – 1930 Vincent Massey
- 1931 – 1935 William Herridge
- 1936 – 1939 Sir Herbert Marler
- 1939 – 1941 Loring Christie
- 1941 – 1944 Leighton McCarthy
- 1944 – 1946 Lester B. Pearson
- 1946 – 1953 Hume Wrong
- 1953 – 1957 Arnold Heeney
- 1957 – 1958 Norman Robertson
- 1959 – 1962 Arnold Heeney
- 1962 – 1966 Charles Ritchie
- 1966 – 1970 Ed Ritchie
- 1970 – 1975 Marcel Cadieux
- 1975 – 1977 Jake Warren
- 1977 – 1981 Peter Towle
- 1981 – 1989 Allan Gotlieb
- 1989 – 1993 Derek Burney
- 1993 – 1994 John de Chastelain
- 1994 – 2000 Raymond Chrétien
- 2000 – 2005 Michael Kergin
- 2005 – Frank McKenna (Ambassador designate)

SLEEPING WITH THE ELEPHANT

Canada's film industry enjoys considerable success in the shadow of a cultural giant.

When a Hollywood movie called *Just Friends* opens in North American theatres later this year, Canada will enjoy a supporting role. The romantic comedy set in New Jersey—starring Canadian actor Ryan Reynolds of *Blade: Trinity* fame and a cameo performance by his Canadian rock-singer fiancée Alanis Morissette—is being filmed beginning in January in Saskatchewan,

the first time a major U.S. studio has set up shop in the province. Drawn by Saskatchewan's tax incentives and the customized, modern production facilities in Regina, Rob Merilees, the line producer for *Just Friends*, already plans to bring another film to the province in 2005. "The soundstage in Regina is world-class and brand new—as good as or better than anything in Los Angeles," he says.

Many Canadian provinces and territories enjoy a big thumbs-up from American producers for their talent, locations and facilities, as well as Canada's favourable exchange rate and tax incentives. In addition to working on U.S. productions north of the border, many Canadian actors, filmmakers and technical specialists go south to seek their fortune at the source.

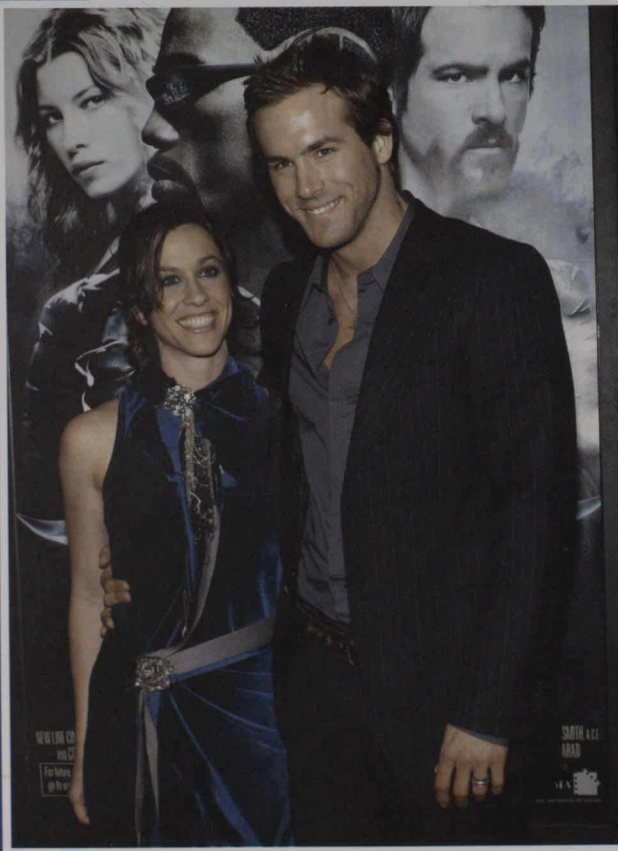
It's a two-way exchange that benefits both sides—and evens the playing field. Since the silent film era of the 1920s, Hollywood has dominated Canadian movie screens, so much so that major U.S. producers and distributors consider Canada part of their domestic market. Currently, U.S. feature films account for about 91 percent of box office receipts in Canada, while 70 percent of prime-time Canadian TV originates in the U.S. In 2002-03, Canadian English-language films generated only one percent of the country's box office revenues. Not surprisingly, Canadian producers struggle to sell their films in the intensely competitive U.S. market as well.

In response to the overwhelming dominance of American films in Canada, the federal and provincial

governments have used a range of cultural policy tools to promote and nurture the Canadian industry—policies that have sometimes raised concerns south of the border. Most recently, Hollywood has been concerned about tax benefits and a low exchange rate luring film and television production north. One infamous report suggested the U.S. industry in 1998 lost more than \$10 billion in "runaway productions," mostly to Canada. However, a study commissioned by the Canadian industry and released last October put the figure at less than \$2 billion.

"It's become gospel that Canada is taking film and TV jobs away from the United States," says Roz Wolfe, a 23-year veteran of Canada's Consulate General in Los Angeles. She says that most observers believe that jobs are leaving Hollywood largely because of the cyclical nature of the industry and the rise of "reality-based" TV shows that don't need writers, actors or certain types of talent like production designers and costumers. "Most of the American states are also aggressively enticing production away from Los Angeles," Wolfe says. "And even when a production goes to Canada, it still creates post-production jobs in the U.S."

The Consulate has become a magnet both for Americans seeking Canadian talent and for Canadian producers hoping to break into the U.S. market. A print and Web-based publication produced by the Consulate called the "Canadian Talent in Los Angeles Directory," for example, lists more than 2,000 Canadian industry professionals in the city. "We try to



Just Friends duo: Canadian actor Ryan Reynolds and rock-singer Alanis Morissette appear at the recent premiere of *Blade: Trinity*.

update the on-line version every two weeks,” says Wolfe, who spearheaded the project. “It has become an invaluable tool for the American industry.”

Nurturing Canadian culture in the shadow of the U.S. is a big job. Canadian consulates in the U.S. work with the arts promotion division of Foreign Affairs Canada, Canadian Heritage and International Trade Canada to promote Canadian artists and Canada’s cultural sector, including the performing and visual arts, sound recording, new media and publishing, design and crafts, as well as film and television. For example, in the past year, the consulates have ensured a strong Canadian presence and visibility at the Sundance Film Festival, the San Francisco Gay & Lesbian Festival and the industry’s most prestigious event, the Oscars. Annually, FAC supports the presence of key U.S. buyers at Canada’s top festivals such as the Toronto International Film Festival and the Banff Television Festival.

In terms of trade, the Consulate in Los Angeles, in collaboration with Telefilm Canada and the provincial film commissions, arranged for 200 Canadian film industry professionals to attend the American Film Market in Santa Monica, California, in November for eight days of screenings and deal making. “The idea is to connect Canadian producers with the people who make decisions,” says Jennifer Price, a consul and trade commissioner who organized the mission.

One of the producers who made sales there was Sherrie Johnson, whose company, da da kamera pictures



photos: Justin Hall

▲ Andy Jones (left) and William Hurt starred in *Rare Birds*, a popular film by Newfoundland’s Pope Productions set in a remote Newfoundland outpost.

in Toronto, produced a comedy called *Wilby Wonderful*. Johnson says she sold the theatrical, broadcast and DVD rights to *Wilby* at the event. “That was incredibly important because U.S. sales drive sales in other international markets.”

While it’s common for Canadians to appear in American films, such as Ryan Reynolds’s starring role in *Just Friends*, the reverse can also happen. In 2002, Newfoundland’s Pope Productions made *Rare Birds*, a film set in a Newfoundland outpost with Canadian talent supporting the lead, American actor William Hurt. The film, which enjoyed an impressive 13-week run in Canada, has been sold to HBO. When influential movie critic Roger Ebert picked *Rare Birds* as a “DVD-of-the-week,” it also sparked rentals of the film in the U.S.

“We are working our way through the American market,” says senior producer Paul Pope. “It’s extremely competitive.” He distinguishes between the Hollywood majors, which have massive production and publicity budgets, and independent filmmakers in the U.S. who face many of the same obstacles as those in Canada. “We’re all trying to break into an industry dominated by studios with



photos: Pope Productions Ltd.

▲ Producer Paul Pope on the set of *Rare Birds*: “Before I die, I will make a film that breaks through in the U.S. I won’t do it by second guessing the market, but by making an interesting film.”

very deep pockets. And if you want to make a film about Canadians, it’s even more challenging.”

For Pope, success south of the border is important, but not at any cost. “Before I die, I will make a film that breaks through in the U.S.,” he says. “I won’t do it by second guessing the market, but by making an interesting film. That’s what matters.” 🍁

For more information about arts promotion in Canada see www.international.gc.ca/arts.

To learn more about the Consulate General of Canada – Los Angeles, visit www.losangeles.gc.ca.

Other sites of interest: www.popeproductions.com and www.dadakamera.com.

NAFTA AT 10

A decade after the North American Free Trade Agreement was signed, its effects are being felt throughout Canada's economy—and supermarkets.

In supermarkets and department stores from coast to coast, Canadian consumers are faced with almost endless choices. But few are likely to be aware that both the range and affordability of products are linked to Canada's membership in the world's largest trading arrangement.

That's been increasingly so in the decade since Canada, Mexico and the United States entered into the landmark North American Free Trade Agreement, or NAFTA.

With a combined gross domestic product of US\$11 trillion among its members, representing about 30 percent of the world's total, NAFTA ranks as an economic and diplomatic success. The access it has provided to the vast U.S. market has made Canada the envy of trading nations around the world.

Not only does this year mark the 10th anniversary of NAFTA, it is also the 15th anniversary of its predecessor, the Canada-U.S. Free Trade Agreement. Both agreements have eliminated tariffs on most merchandise, set out clear-cut trading rules and created a larger, more integrated market. This makes North America one of the most efficient regions in the world in which to conduct business. Among the biggest winners of all have been Canadian consumers.

"Canadian shoppers win two ways," says John Curtis, the senior economist with International Trade Canada. "First, they have more choice because more goods and services are being imported. Second, prices are lower because NAFTA has made all three trading partners more competitive."

But it's not only consumers who benefit from freer flowing trade: it's the economy overall. Through NAFTA, Canada has consolidated its position as the largest trading partner of the U.S. In 2003, nearly 80 percent of Canada's total exports went south of the border, up from 71 percent in 1989. The importance of the U.S. as an export market has increased for most Canadian provinces and nearly every industry.

"NAFTA has been a powerful force for Canadian manufacturers," says Perrin Beatty, President of the Canadian Manufacturers & Exporters, adding that predictable trade rules and the elimination of tariffs have created greater demand in the U.S. for Canadian-made parts and merchandise. "While there was a period of

adjustment for manufacturers, NAFTA on balance has been enormously positive for Canada and has proven that we can compete."

The generally rosy trading relationship is marred by occasional trade disputes that can have a serious impact on affected sectors, as in the case of Canadian exports of softwood lumber.

Says International Trade Minister James Peterson, "Disputes are the exception rather than the rule. Ninety-five percent of Canada-U.S. trade is problem free." Nevertheless, during the recent visit to Canada by President George W. Bush, the two countries agreed to a joint study of the NAFTA process for settling disputes with a view to improving it.

Spurred on by NAFTA's success, Canada has been pursuing further trade opportunities throughout the hemisphere and beyond. Bilateral free trade agreements took effect in 1997 with Chile and in 2003 with Costa Rica. Canada is currently negotiating agreements with El Salvador, Guatemala, Honduras and Nicaragua. As well, Canada, Mexico, the U.S. and the other 31 democratic countries of the hemisphere are now working toward establishing a Free Trade Area of the Americas.

Such agreements can only be good for Canada, with its relatively small population and the importance of trade for its economic prosperity.

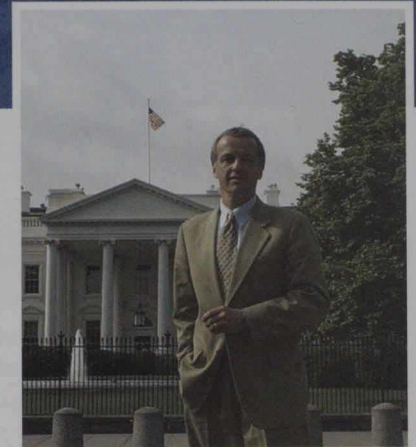
"There is very little doubt that our country's fiscal health is linked to freer international trade and investment," Curtis adds. 🍀



Consumer boon: NAFTA has eliminated tariffs on most merchandise, set out clear-cut trading rules and created a larger, more integrated market, making North America one of the most efficient regions in the world in which to conduct business.

AMERICA'S CHANGING FABRIC

Frank Koller is U.S. correspondent for CBC Radio News, based in Washington, D.C. From 1985 to 1998 he covered Asia, reporting for the CBC from nearly every country in the region. In the U.S., Koller has covered everything from the 2000 voting recount crisis and the terrorist attacks of September 11, 2001, in New York City, to the recent election, which he provides perspective on here.



photos: courtesy of Frank Koller

Two poets.

Two hundred miles apart.

Two different worlds?

Dennis Williams lives in Neosho, Missouri, a small town in the Ozark Mountains. When he's not writing poetry for the Missouri Cowboy Poets Association, he builds antique chuckwagons with his wife, Donna.

Two hundred miles north, Michelle Boisseau teaches poetry at the University of Missouri in Kansas City. Boisseau is an established figure in the U.S. literary world, with dozens of national awards as evidence.

As I spent a year travelling across the United States covering the battle for the presidency, my meetings with these two poets encapsulated what the election was about—and foretold its outcome.

Relaxing in a lawn chair behind his farm workshop, Dennis Williams spoke of his support for President George W. Bush, using words like sincerity, trust and faith. Williams was far from happy with everything Bush was doing—at home or in Iraq—but overall, he felt the President was “handling ticklish situations quite well.”

Sitting on a kitchen chair in a house under renovation, Michelle Boisseau said she was “trying hard” not to be so angry about Bush. “Like a lot of people who read a lot

... I'm extremely unhappy about where the country's going ... among my friends, people who've read history, we think of Nazi Germany.” She never uttered John Kerry's name until I did.

Since the controversial 2000 election, much has been written about a so-called “divided America.” Red versus Blue states. Values in collision.

John Kenneth White, of Catholic University in Washington, D.C., put it nicely for me: the U.S. is divided between “those who like their morality absolute ... and those who like their morality writ small.”

But something else I saw at play in my two poets and across the country led me to believe early on that Bush would win again. (Canadian friends and colleagues worried I'd been drinking Republican Kool-Aid.)

Since September 11, the U.S. has been a country at war. Sons and daughters are dying in a conflict with no clear end in sight, a fear shared by both Republicans and Democrats. But even as Americans fiercely debated what should be done, there was a widespread yearning for more “normal” times. That most-human yearning can co-exist alongside and, I believe, even override passionate feelings about policies and philosophies. And Bush satisfied that yearning more than Kerry did.

One can argue that both campaigns exploited and distorted important public issues. But given U.S. society in 2004, Bush—not Kerry—had more “normal” on his side: opposition to gay marriage, support for troops under fire, support for “giving people back their money” (i.e. tax cuts).

And normal is comfortable. Of course, normal can change—and be changed. Sometimes for the better. Sometimes, as Bruce Cockburn wrote, “the trouble with normal is it always gets worse.”

The key to this election was that George W. Bush—and not John Kerry—provided a majority of Americans with a sense of comfort in uncertain times, even though many blamed Bush for the uncertainty!

Canadians need to accept that this seeming contradiction is now, post-9/11, stitched into the warp and woof of the U.S. psyche.

Michelle Boisseau's anger at Bush echoed loudly across the country. So did her lack of passion for Kerry.

Echoing louder (51 percent to 48 percent—just enough, as it turned out) were the comments of Dennis Williams's wife Donna in Neosho: “I think George Bush is the kind of guy I could invite over for coffee and chew the fat with...with John Kerry, I never get that feeling.”

Comfort. 🍁

CBC Radio correspondent Frank Koller: George W. Bush provided a majority of Americans with a sense of comfort in uncertain times

SEIZING OPPORTUNITIES

With greater economic, academic and cultural ties, Canada and Mexico are two mice that together could roar.

Despite sharing the same continent, for many years Canada and Mexico were like two countries the global village had forgotten. As two mice separated by an elephant, they appeared almost incapable of detecting each other over the bigger presence in the middle.

Or so it seemed until a decade ago, when Canada joined the trade negotiations gathering steam between its two closest neighbours and signed on to what would become the North American Free Trade Agreement. As Canada and Mexico celebrate the 60th anniversary of diplomatic relations they find themselves ever more closely linked.

There's no doubt that the two countries are moving quickly to make up for lost time, especially through NAFTA and resulting initiatives, which

have spurred not only trade and investment, but tourism, academic exchanges, scientific collaboration and interest in each other's culture.

Ottawa photographer Valerie Burton got a taste of the latter during an exhibition of her photographs depicting Indigenous festivals in both countries at the National Museum of Anthropology in Mexico City in the fall that was sponsored by Foreign Affairs Canada. "It's been overwhelmingly popular," says Burton, who took the photographs over the past 10 years. "Mexicans are totally fascinated by the Canadian images."

Especially intriguing, she says, was the striking similarity between traditions adopted by Indigenous peoples in Mexico and in Canada, including the fact that, although separated by thousands of kilometres, they chose the same motifs for their rituals, such as using smoke as a communications device and wearing deer heads in traditional hunting dances.

"There is a lot of common ground between Canada and Mexico in terms of Indigenous culture," she says. "Of course, Aboriginal people don't even consider the border; to them it's all one nation."

Burton's findings are only a small slice of the growing cultural interconnection between the two countries. Canadian entertainment icons such as Cirque du Soleil, Diana Krall, Nelly Furtado and Avril Lavigne have performed to large audiences in Mexico. In 2002, Canada was



▲ Historic visit: Mexican President Vicente Fox addressed a joint session of Parliament in October, speaking on a partnership with Canada in "NAFTA-plus" and Canadian employment opportunities for Mexicans.

named country of honour at the prestigious International Cervantino Festival in Guanajuato, Mexico. The following year Canada took centre stage again at Cervantino when the National Arts Centre Orchestra's North American tour culminated in the festival's closing night show.

Of course, the biggest impact of the trade agreement has been in the economic sphere. Canadian investment in Mexico has tripled since 1994, reaching \$2.8 billion in 2003; today some 1,400 Canadian companies operate in Mexico.

Mexico is now Canada's most important merchandise export market in Latin America, and Canada is on the way to becoming Mexico's second most important economic partner.

"I think for a long time both countries have ignored the obvious," says John Kirk, a professor of Spanish at Dalhousie University. He recently organized a series of well-attended lectures on Mexico in Halifax that featured former Mexico City mayor and presidential



▲ Flurry of agreements: (left to right) President Vicente Fox and Prime Minister Paul Martin witness the signing of an agreement by Mexico Foreign Secretary Luis Ernesto Derbez Bautista and Canadian Foreign Affairs Minister Pierre Pettigrew.

candidate Cuauhtémoc Cárdenas. "Suddenly it's as if a light is going on and we're realizing how strategically important we are to each other."

The light bulb of recognition shone brightest in October during Mexican President Vicente Fox's historic visit to Canada. The former Coca-Cola executive made no secret of the importance he attached to the three-day trip, bringing with him a delegation that included seven cabinet ministers, business leaders and a large contingent of media.

Prime Minister Paul Martin reciprocated by inviting Mr. Fox to speak to a joint session of Parliament, in which the Mexican leader quickly got down to business. He wanted Canada as a partner in the "NAFTA-plus" project, which would see the three countries further integrate their economies. He also asked Canada to increase Canadian employment opportunities for Mexicans in sectors like construction and tourism to build on the success of the Seasonal Agricultural Workers Program, which is in its 30th year and brings more than 10,000 Mexican farm workers north annually.

"The time has come to reflect on the best way to build a new community of North America," he

told Parliamentarians. "I am also convinced that Canada and Mexico have much to contribute to the design and operation of this regional cooperation and integration scheme."

That evening at a gala dinner he hosted for President Fox, Mr. Martin echoed the sentiment. "I believe it is a clear signal that the Canada-Mexico partnership is no longer a surprising novelty in North America, but rather an enduring presence and a fundamental part of the domestic and international agendas of our countries."

A flurry of agreements were signed, the most important of which is the Canada-Mexico Partnership, a commitment penned by the leaders themselves to explore economic and political links, and to look for opportunities to expand investment and trade. Mr. Fox also announced the opening of a consulate in Leamington, Ontario, in recognition of the concentration of temporary workers in that farming community.

The Mexican leader is looking for a firm and enthusiastic commitment to work toward closer integration within NAFTA. He believes this is necessary to stave off growing competition from Asia and especially China.

Such an opportunity will not last, say Ken Frankel and John Graham, two

respected Latin American specialists, who in a recent article in *The Globe and Mail* called for Canada to seize the opportunity offered by Mexico's entreaties for closer integration and strategic alliance building. "If Canada dithers in this opportunity to collaborate with Mexico, our political leverage in the hemisphere will dwindle further," they wrote. "Mexico will not continue to wait to find international alliances."

Kirk agrees. It all comes down to the elephant in the middle. He points out that with the U.S. absorbing the vast majority of Canadian and Mexican exports, the two countries on their own are too economically dependent to have much clout in the three-way relationship. Working together, they have a greater chance to exert influence on a wide range of issues.

And on an increasing number of matters—from policies on Iraq and the Kyoto Accord to open borders and Mr. Martin's goal of establishing an "L20" group of world leaders—the two countries are in lockstep.

"I'm convinced this relationship is going to get closer and stronger because it has to," says Kirk. "What we have in common is economic survival." ♣



Common cultural ground: (left to right) Canadian photographer Valerie Burton, at the exhibition of her photos in Mexico City, stands with Gaëtan Lavertu, Canada's Ambassador to Mexico, and his wife Donate.

photo: courtesy of Valerie Burton

photo: Rosario Arenas

MOBILIZING EDUCATION

A tri-country program crosses borders, language barriers and institutions to enhance teaching and learning in North America.

When Canadian student Glenn Mutsemaker showed up for class at a small university in central Mexico last year, he had only rudimentary Spanish and little knowledge of the country.

But for the 25-year-old interior design major from St. Albert, Alberta, the initial “nerve-wracking” introduction gave way to excitement, as he picked up the language and made new friends. Soon, he discovered something of himself—and of Canada’s place on the continent.

“It’s life changing in ways you don’t even notice at first,” he says of his semester at the Universidad de Guanajuato, five hours north of Mexico City. Staying with a local family in the small town, for example, he found a different world, where people were happy living a “pared-

down lifestyle” in close proximity to others.

Mutsemaker is convinced that his experience will make him a better interior designer when he graduates from Mount Royal College in Calgary next year. Already, he’s deepened his understanding of North America. “Even though we are so different, it always shines through how much the same we are.”

Mutsemaker’s experience is what education officials from Canada, the



Life changing: Student Glenn Mutsemaker (centre, shown on a bus trip with classmates,) found a semester at the Universidad de in Guanajuato in Mexico helped him to discover something of himself—and of Canada’s place on the continent.

United States and Mexico had in mind when they set up the Program for North American Mobility in Higher Education in 1995. The program finances groups of colleges and universities—two each from each country—to collaborate on theme-based projects built around student exchanges and curriculum development by faculty. This allows participants to cross borders, overcome language barriers and attend foreign institutions, both public and private, with a view to enhancing teaching and learning in North America.

In the past nine years, more than 1,000 Canadian students from 80 colleges and universities have participated in projects linking them with counterparts in Mexico and the U.S., in areas of study ranging from agribusiness and architecture to multicultural perspectives in education.

In a recent evaluation, the Consortium for North American Higher Education Collaboration, a continent-wide education network, gave the mobility program top marks

for enhancing student learning, preparing young people for the global economy and developing cross-border cooperation among institutions.

“If a country wants to be a key player in the international arena, its people need key skills and international experience,” says Francisco Marmelejo, executive director of the 250-member consortium.

The Canadian government, through Human Resources and Skills Development Canada (HRSDC), contributes \$1.6 million annually to the program. This enables nearly 200 Canadian students each year to undertake part of their studies in another North American country, with an equal number of foreign students coming to Canada. At the end of their study period, Canadian students return home with valuable international expertise, while earning full academic credit from their home institution. Says Christiane Boulanger, coordinator of the program at HRSDC, “These experiences are an excellent indicator for future employers of



Street scene in Guanajuato, Mexico.

photo: courtesy of Glenn Mutsemaker

students' ability to adapt to new circumstances—an important skill in today's global workplace."

At Mount Royal College, which has a long history of looking south and is a partner in five projects financed under the mobility program, President David Marshall describes the exchange program as "critical" to Canada's future. "The kids who are coming to us up in Canada are the ones who will be the business partners of Albertans 10 years from now," he says.

One of them is Julieta Rojas Pacheco, a 25-year-old from the Universidad de Guadalajara who spent last fall at the Calgary college studying eco-tourism.

"My Dad told me, if you want your country to be a first-world country, you must be a first-world person," Rojas Pacheco says. "I thought it would be cool to have some international experience."

Mount Royal journalism graduate Todd Hurman—now a reporter in Yarmouth, Nova Scotia—looks back on his mobility program semester at the Universidad de Colima in Mexico in 2003 as "an eye-popping" journey.

"I'm seeing the effects now, even more than then," he says, citing the self-confidence and perspective he gained from living in another culture. "The benefits of living outside of your own 'box' and familiar surroundings can only enhance your world view."

What makes the mobility program unique is the collaboration among educational institutions. That's no mean feat.

A case in point is a group involving Mount Royal and five other institutions that was set up six years ago to



Journalism graduate Todd Hurman: "The benefits of living outside of your own 'box' and familiar surroundings can only enhance your world view."

integrate technology and design education. "We understood from the beginning there would be huge obstacles to getting six schools from three countries onto the same page," says Mount Royal interior design instructor Frank Harks. The partners initially met face-to-face, he says, a strategy that paid dividends for the participating students and faculty.

"We don't live in an isolated environment," Harks says. "What an incredible opportunity to open up doors for students who don't understand what internationalization means."

Student Glenn Mutsemaker is even more direct about what the experience of living and studying in Mexico taught him: "No matter what," he says, "just take a chance and go." 🍁

For details of the North American Mobility Program and other educational opportunities visit www.hrsdc.gc.ca.

See the Consortium for North American Higher Education Collaboration's evaluation at www.conahec.org.

Scholarships build understanding

Michael Hawes well understands Canada's lament at being seen as a "blip" on the U.S. radar screen and the lack of understanding Canadians often have for U.S. values and views. But the Queen's University political scientist is working hard to bridge the gap.

Spending a sabbatical year in 1999 in a research chair at the University of California at Berkeley sponsored by the Canada-U.S. Fulbright Program, Hawes shattered stereotypes about the cross-border relationship. When invited to lecture to California bankers during an electricity brown-out, he shocked them with data on their state's energy reliance on Alberta.

"They don't have a sense of how important Canada is to them," says Hawes, who has since become the executive director of the Canada-U.S. Fulbright Program, based in Ottawa. His California experience underscores why the scholarship—part of the prestigious international academic exchange established by the U.S. Government in 1946 in the name of Senator William J. Fulbright and extended to Canada in 1990—has become a fast-growing binational program aimed at enhancing mutual understanding between the two countries.

Sponsored by Foreign Affairs Canada, the U.S. Department of State, the private sector and academic institutions from both countries and known formally as the Foundation for Educational Exchange between Canada and the United States, the program has provided awards to more than 600 students and prominent scholars on both sides of the border. Recipients get between US\$15,000 and \$25,000 to spend from one semester to an academic year at a post-secondary institution in the other country, studying such contemporary issues as trade, health and security.

Visiting scholars fully integrate into the life of the university and the local community, with lectures, special events and other contacts to maximize interaction and insight. The program also offers cross-border exchanges for grade- and high-school teachers, mid-career professionals and students.

"We provide an opportunity to physically live, work and function in another country on an everyday basis," says Hawes. "It's a window onto another world that isn't available in any other way."

For more information see www.fulbright.ca.



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Ceremony, celebration and change

For 10 years, Valerie Burton, a fine art and commercial photographer in Ottawa, has studied Indigenous cultures in Canada and Mexico by documenting their festivals on film. Her contemporary photographs were exhibited in the fall at the National Museum of Anthropology in Mexico City. The show, called *Ceremonia, Celebración y Cambio*, reveals the common ground between Indigenous peoples in Mexico and Canada through the similar motifs used in their rituals, the clash of past and present, and the influence of modern technology and tourism.

- 1 *It's the Real Thing*, Kini, Yucatan, 1994
- 1 *Traditional Tea*, Holman, NWT, 2004
- 2 *La Diablita*, Oaxaca, 1997
- 2 *Dressed in Sister's Parka*, Holman, NWT, 2004
- 3 *Skulls*, Oaxaca, 1997
- 3 *Totem Mask*, Skidegate, Haida Gwaii, BC, 2004
- 4 *The Little Tyrant*, El 20, Campeche, 1997
- 4 *Four Kids on a Quad*, Holman, NWT, 2004

1	1	2	2
3	3		
4	4		