



## Sister City Agreement between the City of Atlanta, Georgia, United States of America, and the City of Nuremberg, Bavaria, Germany

Whereas, the cities of Atlanta, Georgia, and Nuremberg, Germany, have historically close ties and many interests in common; and

Whereas, both are major centers of commercial activity and international exchange of ideas and people; and

Whereas, with these areas in common and the potential of exchange in various fields, a relationship forged between the two cities pursuant to the *Sister Cities International* program will serve to deepen mutual understanding and friendship between the two communities and contribute to the social well-being and economic development of both cities:

NOW, THEREFORE BE IT RESOLVED, that Nuremberg and Atlanta hereby agree to be designated as "Sister Cities" and promote the mutual exchange of economic, cultural, scientific and professional opportunities and the development of successful relationships between the two cities through the cooperation of private and public partnerships.

The undersigned further agree to provide their continued leadership and support to the principles of this understanding so that this unique cultural and economic bridge will achieve the greatest possible benefit for the people of Atlanta and Nuremberg.

This agreement between the sister cities of Atlanta and Nuremberg, drawn up in English and German, is made in accordance with the rules and regulations established by Sister Cities International. The parties acknowledge that this document reflects the intent and understanding of the undersigned.

Nuremberg, December 17, 1998

Ludwig Scholz, Lord Mayor  
City of Nuremberg, Bavaria,  
Germany

Bill Campbell, Mayor  
City of Atlanta, Georgia, USA  
Represented by:  
Councilmember Vern McCarty  
Atlanta City Council

Nürnberg

## Ten Years Anniversary Twin Cities Nuremberg – Atlanta 1998-2008



This December, Atlanta - the city of civil rights - and Nuremberg - the city of human rights - will celebrate the 10th anniversary of the sister city twinning. Since 1998, much has been done to promote strong cultural, educational and business linkages between the two cities and we are proud to celebrate this significant milestone.

In particular, much commendation must be given to the programs geared towards both building and maintaining favorable cultural, educational and business exchanges between the German community and Atlanta's diverse ethnic and cultural landscape. We assure you, we will continue to work together to foster a sustainable and sound sister city partnership.

**Shirley Franklin**  
Mayor of Atlanta

**Dr. Ulrich Maly**  
Mayor of Nuremberg

## Chronology

### 10 years sister city relationship between Atlanta and Nuremberg

**1997** To underline the friendly relations between Germany and the United States and to demonstrate the importance of personal relations between people Mayor Ludwig Scholz assigns the Nuremberg Office for International Relations to find a suitable US-American Sister City. Based on existing links and cooperation between the University for Applied Sciences Ansbach/Nuremberg and the Georgia State University, Atlanta becomes the most favorite candidate.

**1998** After a complex application process and the visit of Prof. Dr. Augustine O. Esogbue, Vice Chair of Atlanta Sister Cities Commission to Nuremberg he ties are officiated by the Signing of the Sister City Agreement in Nuremberg. Several members of the Atlanta Sister Cities Commission along with Councilor Vern McCarty, representing Mayor Campbell and the City of Atlanta, fly to Nuremberg for the signing of the memorandum on December 17<sup>th</sup> which is done amidst much pomp and ceremony. The year marks the start of a successful partnership.

**1999** Reciprocal visit of a high profile Nuremberg delegation in Atlanta under the leadership of Lord Mayor Ludwig Scholz. The German flag is installed in Atlanta's city hall for the official signing ceremony. "We are very happy to officiate ties with the city of Nuremberg", says Mayor Campbell. "It is a very promising relationship that is already beginning to blossom with the cooperation between institutions of higher learning in our two cities".

Friends and supporters of the Atlanta and Nuremberg Sister City relationship found the Atlanta-Nuremberg Komitee (ANKO) as a non-profit association. ANKO strengthens cooperation between Germany and the United States, especially between the cities and supports common social, cultural, sporting, scientific and economic activities. The Atlanta-Nuremberg Committee has a counterpart in Atlanta: the Sister



Official Signing Ceremony of the Sister City agreement in Schonen Saal des Rathauses Wolfscher Bau. L - R: Council Member Vern Mc Carty; Lord Mayor of Nuremberg, Ludwig Scholz. (1998)

City Committee for Nuremberg Atlanta (NACO). Its members function as contacts for the concerns of the Nuremberg committee members and coordinate the activities in Atlanta.

**2000** Start of first exchange programs in the area of education and culture. Joshua Levs from Atlanta National Public Radio joins the Nuremberg Hermann-Kesten scholarship program for "writers-in residence". The "Medienwerkstatt" makes a documentary film on Atlanta. A "Doing business with Nuremberg" event was organized in conjunction with the German-American Chamber of Commerce, Atlanta Chamber of Commerce and Georgia Power, attended by many leading companies. The business sub-committee of ANKO develops an internship program for young attorneys. Two educational groups were hosted in Atlanta to investigate the possibilities of school

exchanges. SC Reichelsdorf boys soccer club travels to Atlanta sponsored by the company Nürmont.

**2001** An artist exchange is started with Nuremberg artist Birgit Ramsauer. The Church of St. Egidien in Nuremberg arranges an America Festival. The Martin Luther King Choir of Atlanta Ebenezer Baptist Church give a well-received concert and attend church services in Nuremberg. Rabbi Alvin Sugarman of Atlanta-based Jewish community "The Temple" visits Nuremberg to promote human rights and intercultural and interreligious understanding. Students of the Technical College for Photography and Media Design travel to Atlanta to study social and socio-political issues. Atlanta Journalist Maria Mallory receives the Hermann-Kesten scholarship. Nuremberg entertains an economic development delegation in conjunction with the German Consul General in Atlanta and other organizations investing in Germany. Members of Nuremberg's Economic Development Office also visit companies in Atlanta to attract interest in investing in Nuremberg.

**2002** Seminar in Nuremberg on post September 11 shock and its affect on the cities. Author Valetta Anderson is chosen Hermann-Kesten scholar and reads at the American Institute in Nuremberg. Residence of the Atlanta artist Deanna Sirlin in the Nuremberg artist colony. Exhibition by the Technical College for Photography and Media at the Nuremberg City Hall depicting images from their Atlanta experience. Druid Hills High School Soccer Team comes to Nuremberg. Ebenezer Baptist Church Choir starts their European tour in Nuremberg. Shean Atkins organizes the first Atlanta booth at the International Christmas Market and lectures in a Nuremberg School. Partner Cities Market. Teri A. Simmons, Chair of the Atlanta Committee, participates on a seminar on Comparative Immigration Law.

**2003** A weekend-long international festival „grenzenlos“ (borderless) celebrates the 5th year of the relationship. It features entertainment and gourmet specialties. The infamous Ursula's Cooking School demonstrates Southern Cooking. The official delegation from Atlanta include Teri A. Simmons, Atlanta City Councilman Jim Maddox and Shean Atkins. Famous jazz singer Kathleen Bertrاند and Kit Prothero give concerts in the famous Tucher Castle. Rödl& Partner

organizes a joint forum "Going Global" with Atlanta business representatives.

**2004** Beginning of exchange of music students and tutors between the Music Departments of the Universities. First "4th of July Party" planned with the American Institute. Kit Prothero, Mezzo soprano from Atlanta, sings at the party. The Atlanta booth at the Christmas Market of Nuremberg's Twin Cities becomes a popular meeting venue for citizens and visitors. Vendors of the company "Serious Trading" offer souvenirs and memorabilia from Georgia's capital. Part of the profit made at the Atlanta booth is donated to "Children's Health Care of Atlanta.". American Citizen Information Evening is held in Nuremberg. Author David Ryback reads about "Social Intelligence" and spends 2 weeks in Nuremberg as "Hermann-Kesten scholar".

**2005** Business women from Nuremberg and Atlanta organize the first "Crossing Bridges" conference for professional women to promote business relations. Around one hundred women joined for the three day event to attend seminars, to exchange ideas and to network – around 20 travel from Atlanta to participate. The sponsors of the conference come from Nuremberg as well as Atlanta: ANKO, NACO Rödl & Partner, American Institute, Chamber of Commerce and Office for International Relations. On the cultural side of exchange, the Nuremberg Mumpitz Theater and PushPush Atlanta continue to deepen their relationship by an exchange of theater representatives. Mumpitz conduct workshops and stage performances at theaters and schools.

**2006** An official delegation from Nuremberg travels to Atlanta to join the first Convention of the Sister Cities "Economic Development – Global Partnership". Nuremberg makes a presentations about the Metropolitan Region entitled "See it. Feel it. Stay" The Board of the "German-American –Chamber of Commerce of the South", headquartered in Atlanta, hold its annual meeting in Nuremberg and takes the opportunity to talk with Committee members and project partners and advertises the economic relationship between Germany and America. The second "Crossing Bridges" Conference takes place

in Atlanta under the motto “Connecting, Communicating, Succeeding”. Carla Jennings joins the Hermann-Kesten scholars in Nuremberg and reads from her theater plays.

**2007** Celebration of Southern Connections on a transatlantic scale: Atlanta hosts a high level delegation from Nuremberg including the Deputy Mayor Prof. Julia Lehner for two days themed “Nuremberg Business and Cultural Celebration” with the goal to energize and synchronize business and cultural activities. Renowned Nuremberg artist Joachim Kersten opened his first Atlanta show of paintings at the Mason Murer Art Gallery. For the third consecutive years women in Nuremberg and Atlanta organized the “Crossing Bridges” Conference. The event was designed to bring businesspeople and entrepreneurs from both sides of the Atlantic to the table to share best practices in business management, marketing and work-life balance. Mayor Franklin visit Nuremberg for the first time and attends Nuremberg International Human Rights Conference and Awards ceremonies. She is very impressed by the human rights activities of the city and wants to strengthen the parallel between Nuremberg as the city of human rights and Atlanta, the city of civil rights by further cooperating on the Coalition Against Racism.

**2008** Nuremberg is represented in the Second Annual Economic Development Partnership forum held at the Metro Atlanta Chamber of Commerce. About 40 international delegates from nine cities around the world share knowledge and practices on how public transit and municipal green space affect economic development. Frank Jühlich, director of the Traffic Planning Office, presents the award winning “Traffic Planning System” and receives much acclaim for the sophisticated system. Steve Murray visits Nuremberg as Hermann-Kesten scholar and makes a presentation on “Atlanta – the City of Dreamers”. Scott Titshaw speaks about gay life in Atlanta on invitation of the Nuremberg Gay Association “Fliederlich”.

In the 10<sup>th</sup> anniversary year of this fruitful link it is obvious that the metropolitan regions of Nuremberg and Atlanta share more than just a successful sister city relationship. They are both vital business magnets, Atlanta and Nuremberg both host a large number of high-tech industrial

and logistics companies and both cities have an annual Gross domestic Product growth well above their country’s average.

The Atlanta – Nuremberg sister city relationship has become increasingly important in the past years: 1200 companies have opened subsidiaries and production plants in the Southern United States with more than 300 in Georgia alone. Two major corporations have found their corporate home in Atlanta: NurembergMesse North America and IKH Hoffmann. The “Nuremberg Days” in December will mark the anniversary with various events including the official opening of the NurembergMesse in Atlanta which will be attended by a high profile delegation from Nuremberg under the lead of Mayor Dr. Ulrich Maly.



The display and presentation of the Proclamation from the Atlanta Sister Cities Commission. L - R: Council Member Vern Mc Carty; Prof. Dr. Augustine O. Esogbue - Atlanta Sister City Commission; Lord Mayor of Nuremberg, Ludwig Scholz. (1998)

## Press commentary

### City Partnership between the U.S. and Germany

When people in Germany think of Atlanta, for many, “Gone with the Wind” comes to mind. If you go to Nuremberg, you will get different answers because Atlanta and Nuremberg are partner cities. The two towns are celebrating this year their 10<sup>th</sup> anniversary. Atlanta is impressed by the numerous human rights efforts made by the city of Nuremberg and notices, thereby, a particular communality. Atlanta, earlier associated mainly with slavery, has developed into the center of the black civil rights movement.

**Teri Simmons** is from Atlanta. She is a lawyer and the chairwoman of the Atlanta Sister Cities Commission. Our regular Radio Goethe reporter **Nina Pauler** met her and asked her what kind of impressions she has from Nuremberg.

**Teri Simmons:** We have only the best impressions of Nuremberg. Nuremberg’s a beautiful, historical city which offers a lot to Americans, because, in particular, we don’t [enjoy] the old buildings and historical sites and tradition that one finds in Nuremberg. Nuremberg is also a very open city, with friendly people who’ve always been very open to all the citizens of Atlanta who visit. Last year our mayor [the Honorable Shirley Franklin] visited Nuremberg and she was extraordinarily impressed by Mayor Maly and what the city had to offer—the partnerships that have been created by the companies in Nuremberg and the companies in Atlanta, the cultural institutions in Nuremberg and the cultural institutions in Atlanta—she was absolutely overwhelmed. I think the people in Nuremberg also learned a bit from her about our concept of public/private partnerships, which we’ve introduced to promote both our partnerships with all our sister cities and with all our developments in the Atlanta area.



**Nina Pauler:** How else do you think this partnership between Atlanta and Nuremberg has developed?

**TS:** In Atlanta we have 18 Sister Cities and we’ve been approached by two other countries to form Sister City partnerships. So we’re in the process right now of negotiating with both India and China about the establishment of a new Sister City. For the last 10 years we’ve been partnered with Nuremberg and Germany and it’s been absolutely wonderful because we’ve enjoyed a very, very close relationship every year. We’ve had exchanges of business and exchanges of culture. We’ve had delegations from Nuremberg, both in the economic realm and in the art realm, on visits to Atlanta, and vice versa. So it’s been a very, very close relationship that has been built, I think, month by month.

I am particularly excited about the fact that two larger Nuremberg companies find Atlanta as their American home. Both the NurembergMesse and I.K. Hofmann came to Atlanta this year, which we very much appreciate because it just adds another dimension to all of our exchange.

**NP:** This year is the 10<sup>th</sup> anniversary of this partnership. Back to the beginnings: Why a partnership between Atlanta and Nuremberg? Why not Munich or Berlin?

**TS:** That's an excellent question because a lot of folks, I think, in Atlanta, did discuss the possibility of partnering with another city. In particular, Porsche has also chosen Atlanta as its home. And there have been close relationships, on a business basis, between Porsche, naturally, in Zuffenhausen and in Leipzig, with Atlanta. And so, there was certainly discussion between other cities in Germany where we have an awful lot of exchange between Atlanta and Germany. But in the end, Nuremberg is the ideal partner city for Atlanta because we had very, very much in common and have very, very similar goals. Atlanta is the City of Civil Rights and that's important to us. Dr. King's tradition is very important to Atlanta. And in fact, you find some of the best universities that offer extraordinary programs to black students in Atlanta. And so we have an extraordinary commitment to diversity and to human rights and to civil rights in Atlanta.

To the same extent in Nuremberg—Nuremberg has a very large commitment to human rights as well. And it's very moving. It was very moving to the mayor when she was in Nuremberg. It's very moving, I think, to everyone from Atlanta to walk the street of human rights and to see the human rights awards and the table where everyone has a commitment to human rights. I think that's very much a similar commitment that we have in Atlanta that one has in Nuremberg. I think to the same extent if you look at the cities themselves, they're both very progressive cities, they're growing cities, they're committed to Green Space, they're committed to transportation. The people of Atlanta love and know Nuremberg, they appreciate the traditions of the Christkindlesmarkt and the other traditions. It has a great synergy: both cities together.

**NP:** And when you look back at the beginning of the partnership, how was it ten years ago and how is it now?

**TS:** When it started ten years ago, it started with really a great fanfare. Mayor Scholz at that time came to Atlanta and it was widely celebrated that Nuremberg had formed a partnership with Atlanta. And so, it really started with a bang. I think it continued that way. It's had years where we've had more intense activities, more activities, more exchange. It's had years where we've had less exchange. We're hoping this year to be another bang year when we celebrate the 10 year anniversary in December. But I think the partnership has grown and matured from an official, diplomatic partnership to a partnership where we've really been able to support the exchange of art, to support the exchange of journalism, to support the exchange of business. We've seen a lot of growth in all of those areas.

**NP:** Do you think this partnership is already close enough or what are the goals for the next years?

**TS:** I think all partnerships could develop more closely if you look at anything from human relationships to business relationships to any relationship in the world. When you form a partnership, that's what enables you to rise and move to the next levels. And so, with a city partnership, particularly now in the world of globalization, there's a lot of things that we could focus on. We all need to focus on economic development, that's critical. It's critical for Nuremberg to continue expanding and creating jobs particularly when you see companies downsizing, etc. We need to support each other in that way. It's critical that we support each other also in bringing the arts because the arts is something that in every government, no matter who in the end is in power, has suffered over the years. Because when the money becomes tighter, when the economy is not as good, the arts naturally suffer much more than the businesses. So it's something we have to support.

Education is very important. Educational exchange. We've seen exchanges of high school students, we've seen exchanges of college students. That's critical, that the students of the world continue to get to know each other, particularly as we globalize more and more.

I think it's critical from an American perspective that we continue to support the concept of understanding and being open to other cultures. This is hugely debated in America and as we continue to focus on closing our borders somewhat, I think it's critical that we have a supportive partnership so that these people bring back to us an openness for the rest of the world, even after what happened on September 11<sup>th</sup>. So I think in all of these areas, we'll intensify relations because if it's a good partnership, it only grows over the years. You find new opportunities and new ways to grow.

**NP:** I know there are plans to build a Martin Luther King center. Would you tell us something about that, please?

**TS:** I could and I could send you an awful lot more of materials about what the mayor is planning and what the city's planning. Right now there is a King Center in Atlanta. It's a monument in downtown Atlanta, very near where Ebenezer Baptist Church is located, where he preached at one time. And it's a center that offers some historical perspective of his work and his life and the life of his wife. What's proposed now is to even form a larger center where we have a home for the King papers, a dedication to the work that he did and civil rights. It's not even been so long—the 60s—since women gained additional rights in America, since black people gained additional rights in America. And so, I think it's very important that we constantly remind ourselves of the work that was done and the work that we still have to do in the area of diversity. So this will be a celebrated museum. It is also something that is being created through a public-private partnership, our mayor has done a brilliant job of reigning in the corporations that are in and around Atlanta including Coca-Cola, UPS, and others to really help to support historical museums, historical sites, culture, business exchange. It's going to be something to really offer the world an addition, now, to CNN and the largest aquarium in the world and the largest airport in the world and everything else we have to offer.

**RG:** How many times have you been to Nuremberg?

**TS:** I've been to Nuremberg many times, which is wonderful because it's so welcoming. The entire city is so welcoming. But I would estimate over

the last ten years, I've been over about 2, 3, 4 times a year so maybe 40 times.

**RG:** Is it now a bit like coming home for you when you visit Nuremberg?

**TS:** Absolutely it's like coming home. I always have the same room.

**RG:** Do you miss something when you are here? And do you miss something when you are in Atlanta?



Members of the Atlanta Official Delegation in front of the "Chariot" for the ride to the Official Luncheon celebrating the Sister City relationship. L - R: Prof. Dr. Augustine O. Esogbue; Ms. Steronica Dunston; Council Member Vern Mc Carty; Nick Gold; Thomas Kosse and Frank Larkins

**TS:** When you're in America you miss the history, you miss the cultural reminders, you miss the Gemütlichkeit that you find in many of the places that you meet here. You miss the museums, you miss all of that when you're in America. I think when you're in Nuremberg, looking at

Atlanta, you might miss, say, the biggest airport in the world. We might have, probably about ten direct flights a day to Germany. We're very flexible, you could fly anywhere around the world very quickly and fairly inexpensively because we have those transportation opportunities. We have greater opportunities to park, to drive, to own a larger house, because the cost of living is quite different in America. The space is very different in America. And so, here you might miss some of the space that we might have in America. But each country, each city, has an awful lot to offer, a different dynamic. It's the most wonderful thing to be able to live a bit in those different worlds.

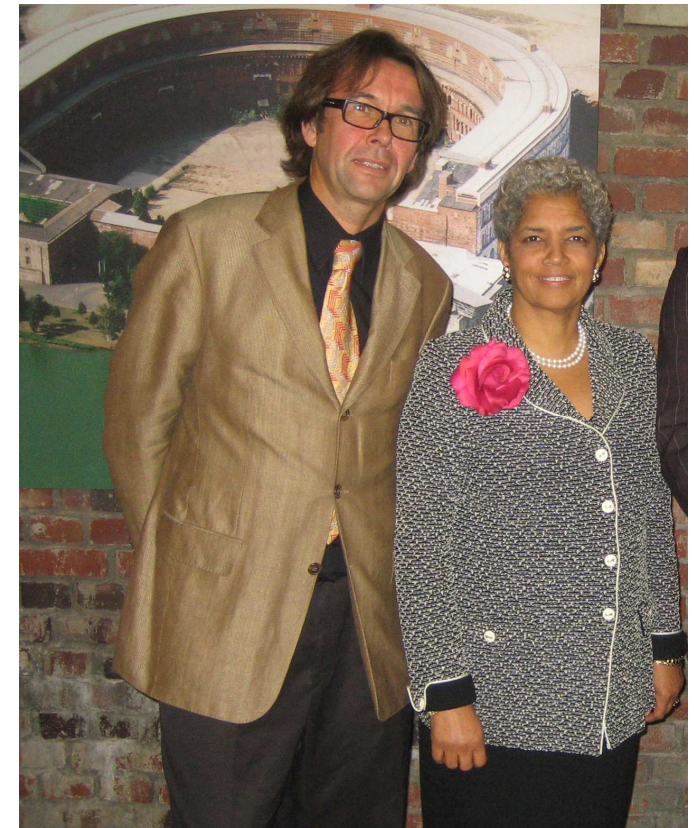
(Interview dated 28 February 2008 for Radio Goethe)

## VIP visit from Atlanta Impressed by cityscape

Since 1998 Atlanta has been a sister city of Nuremberg. On the occasion of the Human Rights Award ceremony, Madam Mayor of Atlanta, Shirley Franklin, paid Nuremberg an official visit. The Nuremberger Zeitung (NZ) talked to the politician.

**NZ:** You are the first woman to serve as mayor of Atlanta and you enjoy solid popular support and strong backing. You were reelected as Atlanta's Mayor in 2005 with over 90 percent of the vote. What are your plans for your second term of office and what is your vision for the future?

**Franklin:** At first I had to face an administration which was totally chaotic. Everything had to be reorganized because nothing worked. The water and sewerage system was aging, the garbage disposal inefficient. Furthermore we had a budget deficit of 82 million dollars. Now we have a plan for economical development and a 17 million dollar budget surplus. We are cooperating closely with unions and business associations. It is my goal to advance the economical and social development



Visit of the Nürnberg Documentation Center Party Rally Grounds with Dr. Norbert Schürgers

and to establish more jobs. Besides that I focus on pure air and clean water.

**NZ:** Atlanta has in recent years undergone a transition from a city of regional commerce to a city of international influence and there is a growing number of German companies (some with headquarters in the Metropolitan Area of Nuremberg, as well) showing presence in your city. What makes Atlanta and Georgia so attractive to foreign investors?



**Franklin:** Atlanta has always been a traffic junction and possesses an excellent infrastructure. Taxes as well as costs for investment and living are low. And Atlanta offers a high quality of life. People are friendly, the weather is good and there is a sense of well-being in the city.

**NZ:** This is your first visit to your German sister city; what are you expecting from your three days in Nuremberg?

**Franklin:** I want to learn the city's history and I am especially interested in the activities of the Nuremberg Office for Human Rights. We do not have anything similar in Atlanta. There are activities here I'd like to find out more about.

**NZ:** Atlanta is strongly connected with 18 sister cities all over the world. Do you consider these international links as important for your city and how do you rank sister city activities on your agenda?

**Franklin:** Nuremberg managed very well to combine tradition and modern style in the urban cityscape. Urban planning is an area I would like to learn about here.

*(Interview: Uschi Aßfalg, Nuremberger Zeitung, Monday October 1<sup>st</sup> 2007)*

## **Standing united with Atlanta – “closing of ranks” US Mayor's first visit to Nuremberg**

She is one of the honorary guests when Nuremberg awards the Human Rights Award this weekend for a good reason: For six years, Shirley Franklin has been mayor of Nuremberg's US Sister City Atlanta.

The 62 year old politician, who is a member of the Democratic Party, is not only the first female mayor, but at the same time the first black mayor in a major Southern city in the United States. One of her main projects is the establishment of a "Center for Civil and Human Rights."

At first planning only involved a museum based in the home of Martin Luther King, Jr. which would look back at the big moments of the Civil Rights Movement and the fight for equality and the abolishment of slavery. "But it should and has to be more than this, that is to say a place of lively discussion where we can also deal with current subjects and our present," states Shirley Franklin who is curious to get to know the concept of the Documentation Center in Nuremberg.

For the envisaged institute in Atlanta, a city that was once known as the stronghold of racial segregation, the Coca-Cola group has already allocated a respectable estate; now the city wants to collect 125 million dollars from public funds and private sponsors for the construction and furnishing of the building.

However, driving force behind the sister city relationship is the network "Crossing Bridges". Founded by business women and other females in leading positions, the network aims to create new business connections through personal contacts and at the same time to reanimate the individual exchange of best practice and cultural exchange. The first congress was held in Nuremberg two years ago followed by an invitation to Atlanta in 2006. This weekend the "Networkers" arranged to meet again to deal with the issue "hard facts and soft skills." At the opening event, Mayor Shirley Franklin, who is visiting Nuremberg for the first time, was the most prominent person on the panel of the business round table. And she clearly states that "business" and trade promotion ranks high on the agenda of Atlanta's connections with 18 sister cities all over the world.

All the more surprising is that the politician, who succeeded Mayor Bill Campbell after winning just over 50 percent of the vote and defeating seven candidates in 2001 and won reelection with over 90 percent of the vote two years ago, does not originate from a business background. With a Masters of Arts degree in Sociology, her public service career began in 1978 when she served as the Commissioner of Cultural Affairs and as City Manager. In her office as Mayor, she made repairing the aging sewage system a main focus as well as the general reform of an inefficient administration. She has been heavily

criticized for the cost and results of a new brand and a marketing campaign that budgeted several millions dollar. At the same time social policy was not to be neglected: A 10 year plan was designed to overcome homelessness.

But Franklin also belongs to the growing number of American leaders of cities who, in protest of the Bush administration, signed the Kyoto-Protocol. On top of it all Nuremberg wants to win her for the idea of building up a US Coalition against Racism following the example of the "European Coalition Against Racism" where Nuremberg is leading city – a new transatlantic "closing of ranks."

**(Nuremberger Nachrichten, Saturday, September 29<sup>th</sup> 2007)**

## **Friendship also encourages the business dealings Female network "Crossing Bridges" unites the Sister Cities Nuremberg and Atlanta**

"It is a strong feeling to know that in one corner of the American continent there is a group of people I'm intensely connected with." The perception is only one, but it is maybe the most important reason why the self-employed adviser Susanne Bohn gets involved with "Crossing Bridges".

Three years ago, this group, which perceives itself as a network, affiliates dedicated businesswomen in Nuremberg and in the American sister city Atlanta. With the aid of personal exchange, the mercantilists and women in leading positions also want to promote the municipal partnership. For many of them new contacts and awarenesses result from the conference, which is useful for their professional lives – not least from discussion forums with frequently top-class speakers. The last weekend of September the initiators and new interested persons met for a third time, after last year's conference in Atlanta, this time it's back in

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Nuremberg. An abundance in the Southern metropolis initiated the motivation of Susanne Bohn to plead for fortified encounters. "I like establishing contacts between persons and thereby I mainly aim at advancing the comprehension between North Americans and Germans," she says. She has got a notion that beyond the Atlantic, though the working hours are longer and do not include so much vacation, in this country the daily force to work and to produce has reached such a denseness that the people need more breaks.

The discussion about the issue which, in fact, is classified as a "good male boss" and a "good female boss", appeared very exciting this time to Swaan Barrett. "There are differences which are specific to our cultures", states the staff manager of Rödl & Partner, who have been living in Atlanta on her own for four years. Also the shoptalk with a colleague from Atlanta seems very enriching for her: "For example it is unusual to write out job references thereabouts. References are often interrogated by telephone," reports Swaan Barrett. And again and again it is a matter of questions like for example the choice and preparation of employees for dislocations and missions abroad and in general how to go about searching for "convenient" persons for a company or team. Also the transatlantic continuation of the permanent discussion about the subject, if women have to adopt or "only" have to know the "rules of the manhood" to make one's career, certainly had to be dealt with. Indeed the men thereby formed a radical minority in the illustrious ladies' circle, but they had not been excluded in any way. "We aimed at integrating them and it worked," notices Barrett. Dieter Velte, who is part of the consulting Ascendi from Nuremberg, wants to profit by the contacts after the meeting as regarding to business dealings: He is planning to install a settlement in the United States for the activities of his company in the domain of medical engineering.

**(Nuremberger Nachrichten, 10. October 2007)**



Mayor Shirley Franklin honors Nuremberg on the occasion of the Sister City partnership's 10th anniversary. Mr. Jülich and Ms. Plewinski received the document.

## Economic bridge across the Atlantic

**One can observe the enthusiasm the two women engaging in the partnership between Nuremberg and Atlanta evince for Shirley Franklin, Madam Mayor of the Southern metropolis. At least Margret Jankowsky is highly motivated to intensify the contacts. She is the chairwoman of the Nuremberg-Atlanta Friendship Club, which henceforth will also be responsible for coordination of the "Crossing Bridges" project.**

Christina Plewinski, from the Office for International Relations, has a lot of plans for the coming year as well, which partly have already been

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discussed with the city leader of Atlanta during her visit on the occasion of the Human Rights Award ceremony. The deepening of economical contacts are on the top of both sides' wish lists. At the end of October, a second meeting of the round table at Nürmont-Baumüllers is on the program. The business leaders, the Friendship Club, and the city's administration want to speak about further activities. A conference in Atlanta about the topics of urban planning and local traffic projects is planned for springtime.

Plewinski and Jankowsky agree that Nuremberg should participate in all aspects. On the occasion of the ten years existence of the town twinning founded in 1998, Nuremberg's Lord Mayor should fly to Atlanta as well. There will also be an opportunity for an official visit as the NurembergMesse plans the foundation of a proper subcompany.

The trade show culture in Germany and in the United States is completely different, explains Magret Jankowsky. Whereas in Germany the clients are entertained and it is a matter of cultivating business contacts, in the US they are more interested in rapid closing dates. By now numerous German concerns are already represented in Atlanta. The chairwoman of the Atlanta- Nuremberg- committee can give useful tips also to owners of small businesses. Margaret Jankowsky knows professional contact persons of the local Chamber of Industry and Commerce and can arrange important contacts. The womens' conference "Crossing Bridges", planning networks across the Atlantic, will take place in Atlanta in 2008. The organizers hope for Shirley Franklin's participation.

(Nuremberger Zeitung, October 26<sup>th</sup> 2007)

## Civil and Human Rights

Atlanta being the "City of the Civil Rights Movement" and Nürnberg endeavoring to become the "City of Peace and Human Rights" have constantly intensified the co-operation in the field of human rights.

The contribution to the development of the "International Coalition of Cities Against Racism" with a „Ten Point Plan of Action Against Racism“ is an excellent opportunity to support our commitment in the field of human rights and our struggle against racism and discrimination. The „International Coalition of Cities Against Racism“ is a document that was adopted as the basis for inner-city human rights activities and as a guideline for the municipal administration and is an Initiative of UNESCO, the UN High Commissioner for Human Rights and the City of Nuremberg.

Knowing that in times of increasing globalization municipalities play an ever more important role in protecting the fundamental human rights, the cities have established networks with institutions like the Carter Center and the Nürnberg Human Rights Office.

Mayor Franklin would also like to see an exchange of ideas and best practice between the Documentation Center Party Rally Grounds Nuremberg and the future Center for Civil and Human Rights Atlanta.



### Contact Atlanta:

City of Atlanta  
Chair of the Atlanta Sister City Commission  
Teri A. Simmons  
[teri.simmons@agg.com](mailto:teri.simmons@agg.com)

[www.agg.com](http://www.agg.com)

<http://www.atlantaga.gov/International/SisterCities.aspx>

### Contact NACO:

Chair of Nuremberg-Atlanta Committee  
Shean L. Atkins  
[shean.atkins@atlantahousing.org](mailto:shean.atkins@atlantahousing.org)

### Contact Nuremberg:

City of Nuremberg  
Department for International Relations  
Christina Plewinski  
Weinmarkt 4  
D-90403 Nuremberg - Germany

Tel.: 0049 911 231 50 46

Fax: 0049 911 231 50 52

E-Mail: [christina.plewinski@stadt.nuernberg.de](mailto:christina.plewinski@stadt.nuernberg.de)

[www.partnerstaedte.nuernberg.de](http://www.partnerstaedte.nuernberg.de)

### Contact ANKO:

Chair of Atlanta-Nuremberg Committee  
Margaret Jankowski  
[mgtjan@web.de](mailto:mgtjan@web.de)  
or [info@anko-nuernberg.com](mailto:info@anko-nuernberg.com)  
[www.anko-nuernberg.com](http://www.anko-nuernberg.com)

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