

*Not all bridges are built of
concrete and steel.*

*Equally important bridges are
built on friendship, cultural
communion and commercial
cooperation.*

*Where these bridges exist,
communities flourish.*



**USHCA Annual Report
Fiscal Year 2020**

July 2020 – June 2021





2020-2021 USHCA ANNUAL REPORT

July 2020 – June 2021

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LEADERSHIP REMARKS

I made my first visit to China in 2004 as the Governor of Missouri and Chairman of the Midwest Governors Association to open Missouri's first trade office in China. This initial visit and my subsequent interactions with the people of China forever shaped my impression of Chinese culture. Our cultures have much in common: we all want to live in peace, provide for our families, and work so our children will have a better future. We also have a lot of differences. These differences are what makes our two countries so unique, and what makes our work so necessary.

Over the last year, we have witnessed much suffering in our country and in the world. What made all that even more challenging was the continued deterioration of U.S.-China relations. But despair is not an option. We must find ways for the two largest economies of our world to work together to solve the shared challenges confronted by us all: climate change, global pandemics, food security, and to ensure a safe, healthy world for future generations.

In the American Heartland where I was born and raised, we believe that not all bridges are built of concrete and steel. Equally important bridges are built on friendship,

cultural communion and commercial cooperation. Where these bridges exist, communities flourish.

At this crucial junction in U.S.-China relations, we need more bridges of peace. Our shared future depends on our ability to create and maintain new channels for engagements. Looking back at the great number of dialogues that we have facilitated through our webinars, roundtables, and forums, I am proud to say that USHCA has become a trusted new platform away from the D.C. politics to facilitate productive dialogues between the U.S. and China.

This year's remarkable progress and historic accomplishments have laid a solid foundation for USHCA to have an even greater impact in the future. This would not have been possible without the dedication of our team and the support of the many individuals and organizations that rallied around our mission.

I want to say thank you to all of you who have helped us immeasurably as we continue to grow from an idea to an organization that is becoming an important bridge between the American Heartland and China.

-BOB HOLDEN,
Chairman and CEO
Former Governor of Missouri
Former Chairman of the
Midwest Governors Association



EXECUTIVE SUMMARY

AS USHCA confronted the daunting challenges that were faced by many nonprofits in 2020: canceled programs, shrinking revenues, and overall uncertainty of our work given the continued deterioration of U.S.-China relations, our smallness became our strength. USHCA was one of the first nonprofits in U.S.-China Relations space to launch digital programs that brought together experts from both countries to dialogue around topics of great concern to our Heartland community. Taking advantage of the affordability and accessibility of digital programs, USHCA experimented with program formats to launch a portfolio of programs that rapidly expanded our audience and visibility while deepening our HEARTLAND CONNECTION. Some of the highlights of our efforts included securing over 800,000 pieces of PPEs that were distributed across the Heartland region and the

much celebrated *The Way Forward* webinar series and the virtual U.S.-China Agricultural Roundtable that collectively drew over 7,000 people to our community in the past year.

We became known as “the small nonprofit that could.” Our work became recognized nationally and leading foundations such as the Ford Foundation and the Henry Luce Foundation joined our community of supporters.

As you review this report of our work from summer 2020 to the summer of 2021, you will see that 2020 was a turning point for USHCA to transform from a local nonprofit to an institutional resource for the Heartland to engage with China, all with a very small but passionate team supported by great people and organizations from across the globe.

—MIN FAN, *Executive Director*



OVERVIEW

Our Mission

United States Heartland China Association (USHCA) is a 501(c)3 bipartisan organization committed to building strong ties between the United States and the People's Republic of China.

Our Mission is to foster and support a positive, productive, and mutually beneficial relationship between the United States and China by creating more channels of collaboration and opportunities for economic growth in the American Heartland Region. The focus of our program has been on trust-building efforts to connect government officials; business leaders; educational and community interests with like-minded institutions between the American Heartland Region and China.

Organizational History

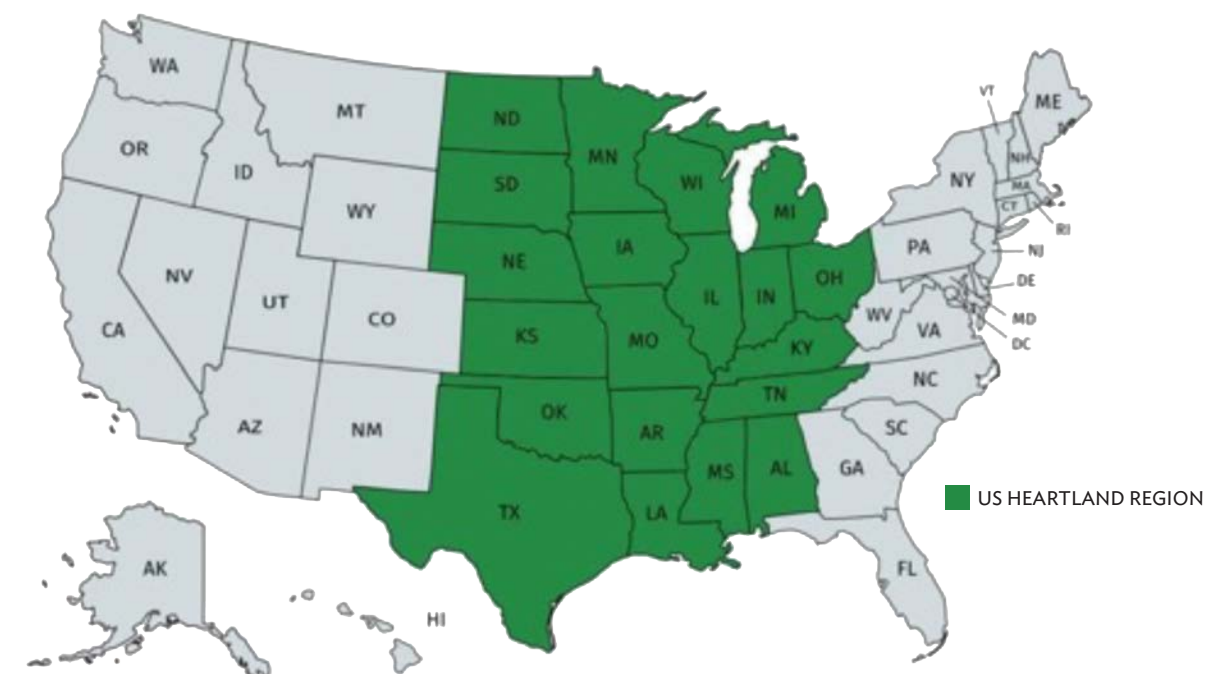
The original organization was founded in 2003 as the Midwest China Association by U.S. Senator Adlai Stevenson (IL); John Rogers, lawyer and professor; and Governor Bob Holden (MO), former Chairman of the Midwest Governors Association. Its region covered 12 Midwestern states originally. In 2018, it expanded to serve the 20

states from the Great Lakes to the Gulf of Mexico and changed its name to the United States Heartland China Association. Even though the American Heartland region is our focus, we work with communities throughout the United States where our programs and connections can create value for all parties.

Our Region

Political Influence: The U.S. Heartland is the birthplace of many prominent governmental leaders. Three of the last four immediate past United States presidents came from the Heartland region. In the past 100 years, 14 Senate Majority Leaders, 11 Senate Minority leaders and 26 House Majority and Minority Leaders of the U.S. House and Senate as well as more than 30 cabinet members are from our region; and we are well represented in the U.S. Conference of Mayors and the National Governors Association.

Economic Power: 430 Fortune 1000 companies are headquartered in 84 of the cities within the Heartland region. Our mayors lead 37 of the 100 largest cities in the United States. The Heartland Region is a key part of the U.S. economy that continues to lead the world in both size and creativity.





Our Community

Despite decades of engagement efforts from both the U.S. and China, the dramatic deterioration of the U.S.-China Relationship in recent years exposed the fragile foundation of this important bilateral relationship. In the U.S., domestic shifts have led to a new awareness of the lack of diversity in participation and engagement in legacy programs and approaches. Efforts need to be made to improve inclusion and find new ways to inform and engage a broader base of stakeholders.

One region in particular that needs support is the American Heartland region, which wields significant influence on American politics, economy, and education. Unlike the coastal areas, the American Heartland region, from the Great Lakes down to the Gulf of Mexico, has suffered from talent drain, population loss, and lack of economic opportunity. Many communities in this region lack understanding, resources, access, and opportunities related to China. The resulting isolationist tendencies and bitterness towards a rising China contributed to a growing sentiment of “China is to blame for all our troubles.”

Being a grassroots organization, USHCA is rooted in our community and attuned to its needs. As a response to this lack of resources and understanding, USHCA has emerged locally to fill the gap. We seek to bring the benefits of a healthy U.S.-China relationship to our Heartland Community in a tangible way.

Our People

Ever since its founding, USHCA has been a grassroots organization driven by passionate “bridge builders” from the Heartland who devote their personal resources and network to address the China-related needs of their local Heartland Communities.

In addition to our members, our team is supported by an extensive leadership network composed of our board, strategic advisors, and partners. With over 40 members in total, this leadership network covers the Heartland Region, with a large number of them being individuals who have spent extensive time in China. Their deep experiences spanning politics, business, culture, and education uniquely position USHCA to forge productive relationships between the Heartland and China.

BOARD MEMBERS

BOB HOLDEN
CHAIRMAN
Former Governor of Missouri
(2001-2005)

GALAL WALKER
PRESIDENT
Director, National East Asian
Languages Resource Center
The Ohio State University

JAMES XUE
EXECUTIVE VICE PRESIDENT
Director, China Affairs at
Melamed & Associates

SARAH BURKEMPER
TREASURER
Advisor, Syntegra
Private Wealth Group

JEFF MOSELEY
Former Chief Executive Officer
Texas Association of Business

LIZA MARK
Shanghai Office Chief Representative
& Administrative Partner
Haynes and Boone, LLP

MICHAEL FROY
Partner
Dentons

ALAN WONG
Former Executive Director
China-United States Exchange
Foundation

AMOS SMITH
President, Walton International
(Nashville, TN)

TOM OSTRANDER
Board Member and Audit
Committee
Chair, Scorpio Bulkers (Monaco)

YAWEI LIU
Senior Advisor on China
The Carter Center

JIM SCHULTZ
Founder and Managing Partner,
Open Prairie

BLAINE BROWNELL
Former President, Ball State
University

DAVID FIRESTEIN
President & CEO
The George H.W. Bush
Foundation for U.S.-China
Relations

MAYOR JAMES BRAINARD
Mayor of Carmel, Indiana

DANIEL B. WRIGHT
President & CEO
GreenPoint Group

QIAONI “LINDA” JING
President & CEO
Genective

STRATEGIC ADVISORS

CRAIG ALLEN
President
U.S.-China Business Council

GOVERNOR MATT BLUNT
Former Governor of Missouri (2005-
2009)

STEVE GRAND
Founder
Steve Grand Media and Messaging

GOVERNOR BRAD HENRY
Former Governor of Oklahoma
(2003- 2011)

RETA JO LEWIS, ESQ.
Senior Fellow
Director of Congressional Affairs
The German Marshall Fund of the
United States

GOVERNOR RONNIE MUSGROVE
Former Governor, Mississippi
(2000-2004)

AMBASSADOR KENNETH QUINN
President Emeritus
The World Prize Foundation
Former Ambassador to Cambodia
(1995-1999)

SUIZHENG ZHAO
Professor and Director
Center for China-U.S. Cooperation
Josef Korbel School of
International Studies
University of Denver

JIM SUTTER
CEO
U.S. Soybean Export Council

ED SCHAFER
Former Governor of North Dakota



OUR PROGRAMS

Overview

Even though the pandemic put a pause on our traditional program of organizing delegations to China, USHCA was able to pivot to digital programs quickly to maintain our community connections and reach a much larger base of Heartland constituents as a result of the accessibility of technology. While executing a large number of well-received digital programs, we also leveraged our network to help secure over \$1M of PPE donations for the communities in need across the Heartland.

Program Recap

1. Delegations to China

Even though we had to postpone all delegations to China, we were able to maintain and deepen our relationship with those who had shown interest in participating in China-bound delegations.

•Heartland Mayors Delegation to China

- Through special Mayors programs (see digital program), we were able to maintain and expand our relationship with Heartland Mayors.

•Black Farmers Delegation to China

- Through engaging with the 1890 Foundation and HBCUs, we continue to lay the foundation for a successful future delegation.

•State International Development Organization Delegation to China

- We co-organized a series of China Business Seminars with SIDO to help our state partners navigate this challenging time for the U.S.-China Trade and Business

•Missouri Boys and Girls State Delegation to China

- We created a special virtual program for the 2021 Missouri Girls State program by bringing a panel that included the Mayor of Kansas City Missouri, Reta Jo Lewis of the German Marshall Fund of America, USHCA Chairman Governor Bob Holden and USHCA Executive Director Min Fan.





2. 2021 U.S.-China Agriculture Roundtable

Thanks to the support from a Ford Foundation grant, USHCA was able to organize the successful inaugural U.S.-China Ag Roundtable, which brought together an exceptional array of American agribusiness CEOs, bipartisan government officials, commodity group executives and Land Grant and HBCU Deans with Chinese counterparts to identify "The Way Forward from Shared Challenges to a Shared Future."

The four-day virtual dialogue was a demonstration of USHCA's ability to create a trusted platform at this time of great tension between the two countries. On the American side, high-level participants such as CEOs of Deere and Company, United Soybean Board, the U.S. Dairy Export Council, National Pork Board, ADM Group, and the Syngenta Group participated. Chinese partners like COFCO, the Hebei and Hubei Provincial deputy governors, the Chinese Academy of Social Sciences, and many more reciprocated the call for collaboration in this dialogue. The result was one of the most positive series of exchanges during a period marked almost exclusively by highly negative public exchanges at the governmental level.

Recognition from Top Leaders

I'd like to thank Governor Holden, Ambassador Quinn, and the entire team at the U.S. Heartland China Association for hosting this series of dialogues.

- Kim Reynolds, Governor of Iowa

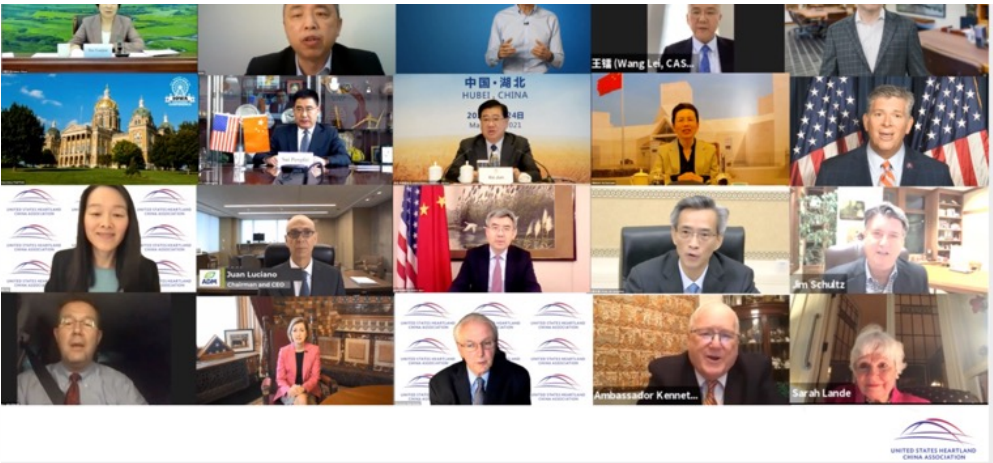
I'd like to thank the United States Heartland China Association and our Chinese partners for making this roundtable possible. I know you have an excellent line of speakers and experts and I am honored to be included.

- Darin LaHood, Illinois congressman

中美关系的根基在地方、在民间。我们不会忘记，即使面对肆虐蔓延的新冠疫情和政治病毒，中美民间和地方都一直保持相互支持，共克时艰，成为两国关系至暗时刻的一抹亮色。中国全国对外友协和美国腹地中国协会长期致力于推进中美地方和民间交流，为促进双方人民的了解、友谊与合作作出了不可或缺的积极贡献。相信参加此次论坛的各位政要和各界朋友将再次发出两国人民交流合作的强烈心声。中国有句古话，“春种一粒粟，秋收万颗子”。相信我们在这个春天播下的合作之种，一定会给两国人民带来收获，为中美关系健康稳定发展注入强大动能。

-- 徐学渊公使

- Minister XU Xueyuan, Embassy of the People's Republic of China in the United States of America



U.S.-China Agriculture Roundtable 中美农业圆桌论坛		
开幕式 OPENING CELEBRATION	Open to the public March 23 rd , 2021, 8:00 – 9:30 PM U.S. EST 北京时间 3月24日 8:00– 9:30	
贸易及商业对话 TRADE & BUSINESS DIALOGUE	Invitation Only March 25 th , 2021, 8:00 – 10:30 PM U.S. EST 北京时间 3月26日 8:00– 10:30	
农业教育对话 AGRICULTURE EDUCATION DIALOGUE	Invitation Only April 1 st , 2021, 8:00 – 10:30 PM U.S. EST 北京时间 4月2日 8:00– 10:30	
智库对话 THINK TANK DIALOGUE	Invitation Only April 8 th , 2021, 8:00 – 10:30 PM U.S. EST 北京时间 4月9日 8:00– 10:30	



3. Digital Programs

As one of the first nonprofits that launched digital programs in the U.S.-China relations space, USHCA has held over 30 virtual events this past year.

- 20 The Way Forward Webinar Series. A forward-looking series that focuses on topics of great importance to the Heartland community, and for ways to promote U.S.-China collaboration.
- 2 Special Mayors programs
- 3 China Business Seminars
- 2 Author events
- 4 Student Programs
- 1 special program with National Committee for U.S.-China Relations Collectively, over 7,000 contacts joined our community as a result of our digital programs with roughly 1/3 from China.

The Way Forward Webinar Series

After an initial successful 3-webinar series sponsored by China U.S. Exchange Foundation, our The Way Forward webinar series continued to create unique dialogues between experts from the US and China at a time when channels of communications were limited.

Poster 1: Tuesday, April 21, 2020 • 9-10:30 am EST

the way forward
BUILDING BRIDGES FOR THE HEARTLAND
WEBINAR SERIES

Speakers: Tammy Edwards (Federal Reserve Bank of Kansas City), Jamie Metz (Futurist and author of Hacking Darwin), Simon Johnson (Professor, MIT and co-author of Jump-Starting America), Ross DeVol (President and CEO, Heartland Forward), Fred Teng (President, America China Public Affairs Institute)

Poster 2: Wednesday, May 20, 2020 • 9-10:30 am EST

the way forward
U.S. China Trade & the Future of Agriculture in the Heartland

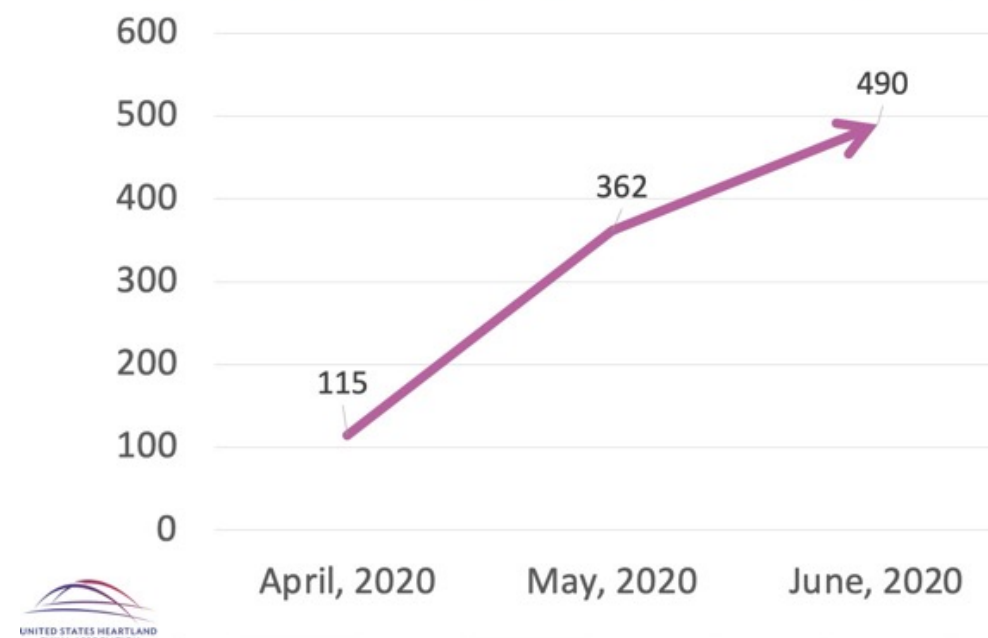
Speakers: Tom Vilsack (President and CEO, USDA), Rob Dongoski (EY Partner and Global Agribusiness Leader), Rajiv Singh (Co-Chairman of Foodchat Global), Lee Strom (Former CEO and Chair of the Farm Credit Administration), Dr. Xue Lei (Research Fellow, Institute for World Economy Studies), Jennifer Hillman (Senior Fellow, Council on Foreign Relations)

Poster 3: Tuesday, June 23rd, 2020 • 9-10:30 am EST

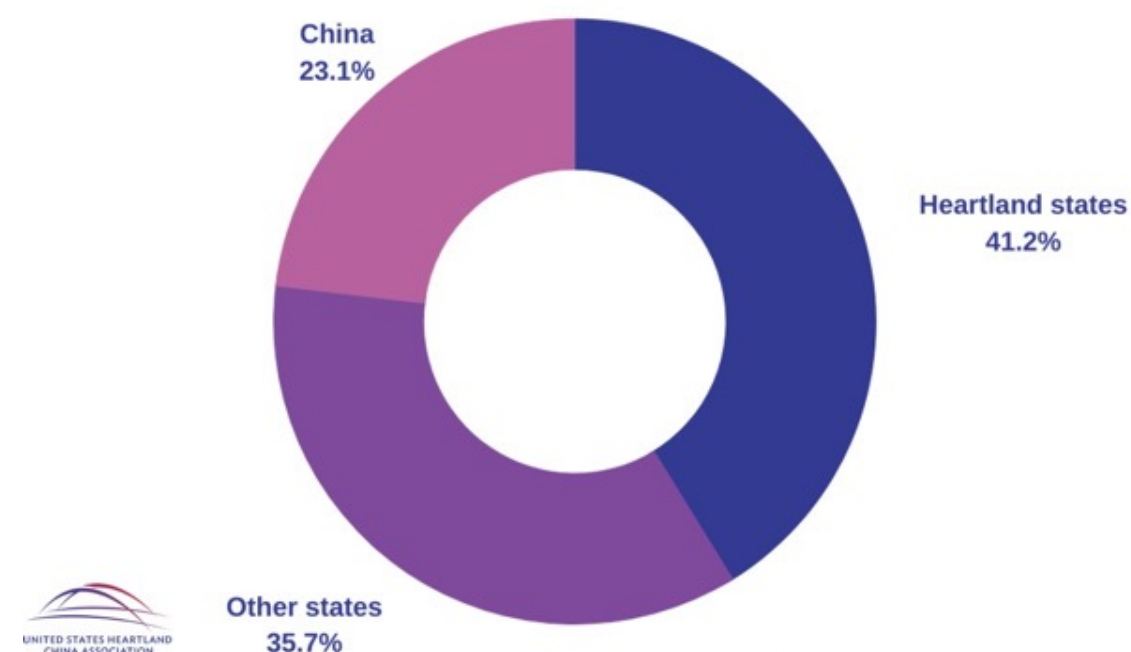
the way forward
Current Challenges to U.S. - China Educational Collaboration

Speakers: JIA Qingguo (Professor, Dean of International Studies, Peking University), Michael Brzezinski (Dean of International Programs, Purdue University), Andrew Martin (Chancellor of Washington University, St. Louis), David Chang (Professor Emeritus, Tandon School of Engineering, New York University), Philip Altbach (Founding Director, Center for International Higher Education at Boston College), Yawei Liu (Director of the China Program at the Carter Center)

Participation statistics – our first 3 webinars



Overall Attendees Geographic Location





The Importance of Developing Future Leaders

On July 14, 2020, we and our partner, International Student Conferences, Inc., jointly invited a panel of former and current diplomats, governmental officials, and international educational exchange experts to explore the urgency and importance of investing in and developing future global leaders.

the way forward
The Importance of Developing Future Leaders

Tuesday, July 14th, 2020
9:00 - 10:30 am EST
Scan QR code to join

Co-organized by
ISC International Student Conferences

Outreach Partner
Asia Society

Panelists:
Kurt Tong, Partner at the Asia Group, Fmr. Ambassador for Asia-Pacific Economic Cooperation
Megumi Muto, Ph.D, Deputy Director, Ogata Sadako Research Institute for Peace and Development, JICA
Reta Jo Lewis, Esq., Senior Fellow and Director of Congressional Affairs, The German Marshall Fund of the U.S.
Laurie Dennis, Assistant Director Center for East Asian Studies, University of Wisconsin-Madison
Yang Xinyu, Minister Counselor of Education of the Chinese Embassy U.S.A.

Future of Public Health and the Role of Global Partnership

On July 28, 2020, public health experts, industry leaders and practitioners shared their thoughts on the significant public health challenges faced by the Heartland region, the future of the public health system after the COVID-19 pandemic and how global collaboration can shape an outcome beneficial to us all. Putting Intercultural Competency into Action.

the way forward
Future of Public Health & the Role of Global Partnership

Tuesday, July 28th, 2020
9:00 - 10:30 am EST

Co-organized by
USC US-China Institute

Sponsor
GOA GUARDIANS OF THE ANGELES CHARITABLE FOUNDATION

Panelists:
Professor Vivian Lin, Executive Associate Dean, Professor of Public Health Practices - LKS Faculty of Medicine at the University of Hong Kong
Professor Zunyou Wu, Chief Epidemiologist, Chinese Center for Disease Control and Prevention
Dr. Yang Gonghuan, Professor - Institute of Basic Medical Sciences at Peking Union Medical College
Bruce Y. Lee, Professor of Health Policy and Management, CUNY Executive Director, PHICOR
Michael Sprafka, MPH, PhD, Principal, Woodford Research Associates

On August 25, 2020, USHCA partnered with Asia Society to host Darla Deardorff, Executive Director of AIEA | Association of International Education Administrators and Author of UNESCO's **Story Circle Methodology**.

In this interactive event, we got a preview of the Asia Society Bridge program which facilitates diverse U.S.-China intercultural engagement through Story Circles.

Story Circles
Cultivating intercultural competence, building US-China bridges

Tuesday, August 8/25
12-1:30 pm EST.

Speaker:
Darla K. Deardorff, PhD
Executive Director of the Association of International Education Administrators (AIEA)
Author of UNESCO's Story Circle methodology

Co-organized by:
United States Heartland China Association

Outreach partners:
ONE TO WORLD
CLTA

Why Leading Globally Matters for the Heartland

On August 4, 2020, USHCA Chairman Bob Holden hosted Liz Schraye, President and CEO of U.S. Global Leadership Coalition and Ward Klein, former CEO of Energizer Holdings, Inc. and previously Chairman of the Board for the Federal Reserve Bank of St. Louis, for a discussion on the Heartland's Global Impact, specifically in China, through the region's national security, economic and humanitarian efforts.

the way forward
BUILDING BRIDGES FOR THE HEARTLAND
a webinar series

Liz Schraye, President & CEO, U.S. Global Leadership Coalition (USGLC)
Ward Klein, Former CEO, Energizer, Chairman of the Board, Federal Reserve Bank of St. Louis

Host: Governor Holden

Presented by: UNITED STATES HEARTLAND CHINA ASSOCIATION
In Partnership with: U.S. GLOBAL LEADERSHIP COALITION

Agricultural Transformations in China and its Global Trade Implications

On August 27, 2020, following our Agriculture-focused event in May (U.S. China Trade & Future of Agriculture in the Heartland), Dr. Wendong Zhang reviewed longer-term changes especially in Chinese agricultural markets and policies that would have major impact such as China's rural land reform, rising per-capita meat consumption, modernization of the livestock industry post ASF, crop insurance, and futures markets increasingly like the U.S.

the way forward
BUILDING BRIDGES FOR THE HEARTLAND
a webinar series

Dr. Wendong Zhang, Iowa State University

Host: Jim Schultz

AGRICULTURAL TRANSFORMATIONS IN CHINA AND ITS GLOBAL TRADE IMPLICATIONS

August 27th, 10:00 - 11:00 a.m. est

Mission Critical: Infrastructure

On September 29, 2020, our expert panel held a deep-dive discussion on the infrastructure challenges the U.S. Heartland must overcome to remain globally competitive, and putting politics aside, what shared challenges and solutions are there for global collaboration in infrastructure.

the way forward
a USHCA Webinar Series
MISSION CRITICAL: INFRASTRUCTURE

September 29th, 2020
9:00 - 10:30 a.m. EST

Panelists:
Spencer Cohen, Senior Economist, Community Attributes Inc.
Robin A. Kemper, ASCE Past President, PE, LEED AP, ENV SP, FASEI, FASCE
Doug Brake, Director, Broadband and Spectrum Policy at ITIF
Dr. Mina Sertipi, Director of the Center for Urban Informatics and Progress (CUIP)

United States Heartland China Association | ASCE | TN★China NETWORK | Washington State China Relations Council



Big Power Responsibility

On October 21, 2020, against the backdrop of climate change's increasing imminence, we invited various experts from the Natural Resources Defense Council (NRDC), the University of Denver, and Tsinghua University, to present their research and opinions relating to the best methods that the U.S. and China can respectively take to collectively address climate change for the betterment of the world.



Nursing in Greater China & the U.S. in 2020

On November 19, 2020, we brought together various professionals to share valuable information gathered from the panelists' careers relevant to both Chinese and American nurses. With special attention to the challenges brought on by the Covid-19 pandemic and the future of collaboration efforts between China and the U.S., we explored global as well as regional perspectives when it comes to the various issues facing nurses today.



New Reality of Doing Business in China

On December 15, 2020, USHCA was honored to host Craig Allen, President of the U.S.-China Business Council, and Albert Xie, Vice President of GM China, with moderator Liza Mark from Haynes Boone, in this dialogue about how American companies can continue to thrive in the Chinese market and how the U.S. and China can find ways to prosper together beyond 2020.



Yunnan – a case study in China's rural transformation and sustainable development model

On December 17, 2020, USHCA was pleased to welcome several experts from the Institute of Current World Affairs, China Centre, and the GreenPoint Group as we explored the history of Yunnan and how the city was able to transform from a rural area with high levels of poverty to a modern city with the necessary infrastructures.



Understanding Through Engagement

On February 18, 2021, we reminisced on five unique first-hand experiences in China and discussed why seeing is believing as American students took us on a journey of learning and understanding that allowed us to look forward to the day we can observe the world from a different point of view. Through a student-led discussion, we unearthed how cross-cultural exchanges broaden perspectives, inspire ideas, and create a lasting impact.



Climate Change – Can the U.S. and China Collaborate

On May 20, 2020, USHCA proudly hosted top experts in a discussion on the U.S.-China policy on environmental issues. This webinar probed important questions, including how the two nations can work together to address these issues and whether it is even possible for the two countries to come together to fight this global problem.





CHINA BUSINESS SEMINAR

Essential Ingredients of Business Success in and with China – Part 1

On January 28, 2021, USHCA proudly welcomed Dr. Wright, founder of GreenPoint Group, Ms. Celico, a Principal at ASG, and Dr. Chen, Vice President of GM China, to share their professional insights on finding business in one of the most lucrative markets in the world, China. Our distinguished panel of three experts provided advice on how to navigate business success in China.

Business Success in China – Tips from American Entrepreneurs

On May 27, 2021, USHCA hosted a panel of American Entrepreneurs to share their business experiences in China. In this webinar, our panelists discussed how they seized the opportunity of explosive economic growth and built their business success on China's development.

Essential Ingredients of Business Success in and with China – Session 2

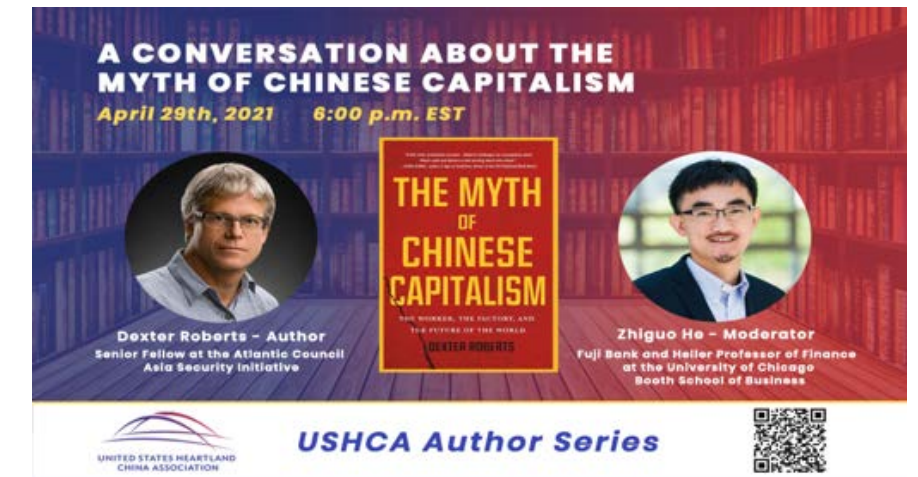
USHCA was honored to invite back the panelists from our January event, Essential Ingredients of Business Success in and with China – Part 1, for a second event in this series. Our esteemed panelists, career professionals with vast experience working in China and with Chinese audiences, discussed the essential ingredients to successful business and provided advanced insights into the do's and don'ts of modern business practices in China.



AUTHOR SERIES

A Conversation About the Myth of Chinese Capitalism

On April 29, 2021, USHCA held an author event that featured the award-winning journalist Dexter Roberts, who discussed his new book "The Myth of Chinese Capitalism: The Worker, the Factory, and the Future of the World" with guest moderator Professor Zhiguo He. He is from the University of Chicago.



China Through American Eyes

On June 17, 2021, USHCA invited Professor Wenxian Zhang to talk about his book - "China Through American Eyes: Early Depictions of the Chinese People and Culture in the U.S. Print Media", which took him 4 years to compile. This unique collection of images is diverse, intriguing, and carries significant historical and cultural values that could stimulate critical reflections of our present moment.





SPECIAL EVENTS

Former Governors Roundtable

USHCA collaborated with the National Committee on U.S.-China Relations to bring together 9 former governors, including 6 from the American Heartland region, to discuss the state of U.S.-Chinese relations and their impact on Heartland industries like agriculture, higher education, manufacturing and industry, as well as trade and tourism. In addition, the Former Governors Roundtable specifically discussed the need for U.S.-China cooperation at the subnational level.

Heartland Mayors Program - Jump-Starting America from the Heartland

In this special invitation-only event focused on promoting growth and economic opportunity in the Heartland, Mayor James Brainard from Carmel, Indiana hosted Simon Johnson, co-author of Jump-starting America and Head of the Global Economics and Management Group at the MIT Sloan School of Management. The event featured over ten mayors from Alabama, Minnesota, Illinois, Tennessee, Wisconsin, Ohio, and Texas.

Heartland Forward

Following the release of the report: Young Firms and Regional Economic Growth by Heartland Forward, USHCA invited the CEO of Heartland Forward, Ross DeVol, to provide a custom briefing session for Heartland Mayors and Economic Development professionals seeking to grow their local economy.



FORMER GOVERNORS VIRTUAL ROUNDTABLE
SIGNIFICANCE OF THE U.S.-CHINA RELATIONSHIP AT THE STATE LEVEL
SEPTEMBER 24, 2020
1:00-3:00 PM CST

PARTICIPANTS

Co-Chairs


Bob Holden, Chairman and CEO, United States Heartland China Association (USHCA); Former Governor, Missouri (2001-2005)
Steve Orlins, President, National Committee on U.S.-China Relations (NCUSCR)


Former Governors

Jon Huntsman, Jr., Utah, R (2005-2009)
Tom Kean, New Jersey, R (1982-1990)
Gary Locke, Washington, D (1997-2005)
Ronnie Musgrove, Mississippi, R (2000-2004)
Ed Schafer, North Dakota, R (1992-2000)
Rick Snyder, Michigan, R (2011-2019)
Ted Strickland, Ohio, D (2007-2011)
Tom Vilsack, Iowa, D (1999-2007)

Jump-Starting America from the Heart(land)

An invitation only event for the Mayors of the U.S. Heartland.






JUMP-STARTING AMERICA

How Breakthrough Science Can Revive Economic Growth and the American Dream

**JONATHAN GRUBER
SIMON JOHNSON**



Featuring
SIMON JOHNSON

Ronald A. Kurtz (1954) Professor of Entrepreneurship, Head of the Global Economics and Management Group, MIT Sloan School of Management

Coauthor, with Jon Gruber, of *Jump-Starting America*

Former Chief Economist of IMF

HEARTLAND FORWARD

AN INSTITUTE FOR ECONOMIC RENEWAL

Young Firms and Regional Economic Growth:
Knowledge-Intensive entrepreneurs critical

US Heartland China Association webinar for state development leaders | June 2, 2020

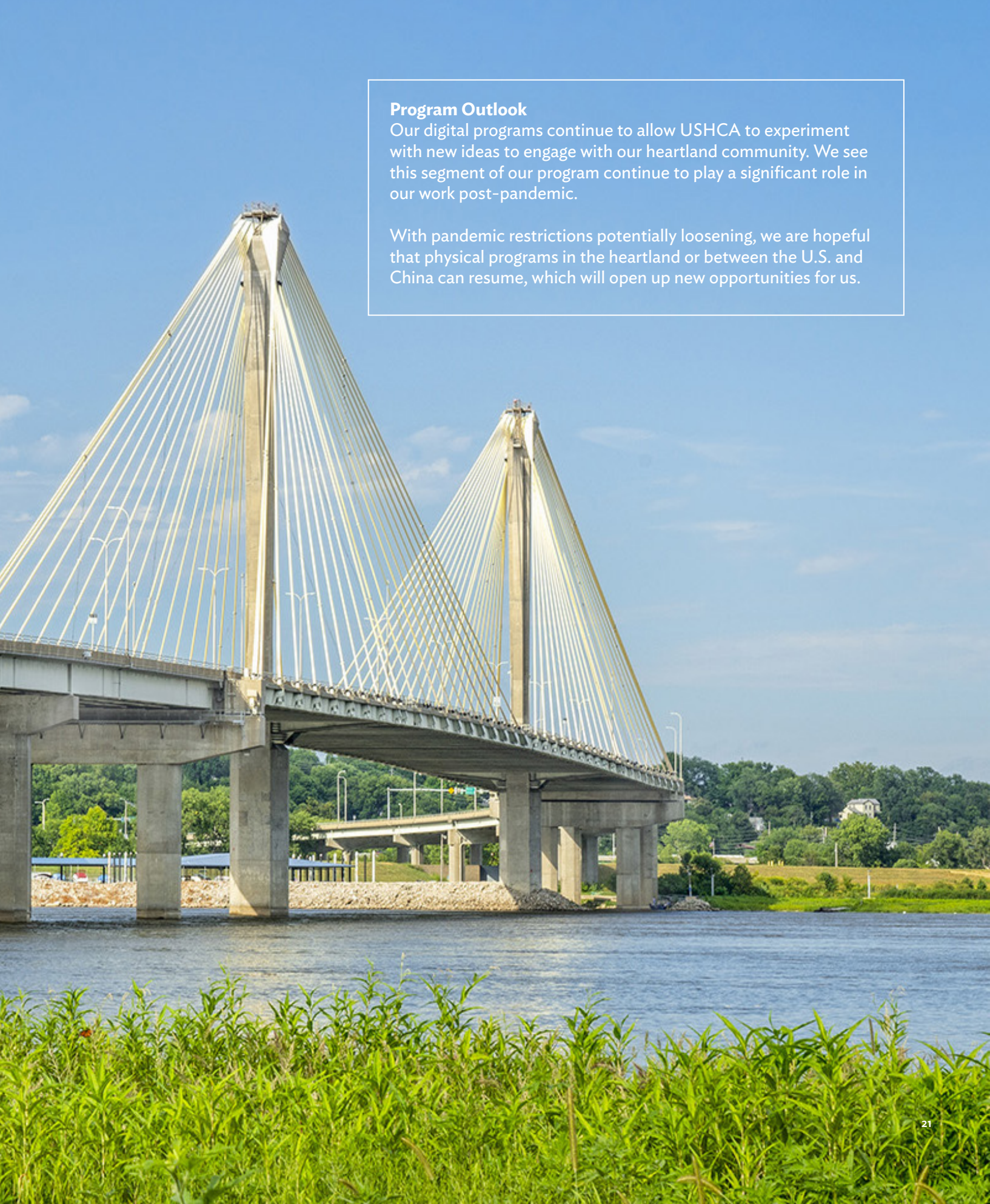
Presented by:

Ross DeVol
President and CEO, Heartland Forward
<https://heartlandforward.org/>

Program Outlook

Our digital programs continue to allow USHCA to experiment with new ideas to engage with our heartland community. We see this segment of our program continue to play a significant role in our work post-pandemic.

With pandemic restrictions potentially loosening, we are hopeful that physical programs in the heartland or between the U.S. and China can resume, which will open up new opportunities for us.





4. Student Programs

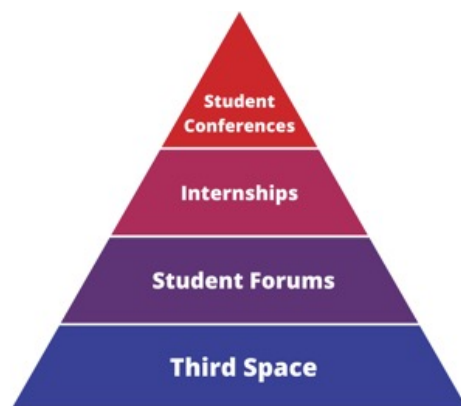
The students within the USHCA network include both international and domestic students. At USHCA, we are committed to seeking out student leaders who are dedicated to improving intercultural competency and addressing the most pressing issues facing U.S.-China relations through our work in the Heartland Region.

We support students through four strategic approaches.

Third Space

At the foundation of our Student Programs is Third Space, a UNESCO-based story circle program designed to foster community among diverse Chinese and American college students and young professionals. The program aims to improve U.S.-China relations through intercultural engagement and skill-building. As the first large-scale adaptation of Story Circles to build intercultural and language skills among college students and the first digital implementation of UNESCO's methodology, it has received strong support from UNESCO.

A year after its establishment, the Third Space community has grown to include over 185 students who meet biweekly to participate in Story Circles. Students represent more than 85 universities and community colleges across 46 states and provinces, who regularly engage and challenge one another to consider a variety of perspectives and address difficult questions of what it means to develop identity and improve mutual understanding across language and cultural lines.



Student Forums

Our Student Forums offer further support by inviting key speakers from our community to introduce students to relevant resources through an online series. By uniting students in a focused space, students are given the opportunity to explore and contribute toward topics that are important to them. Previous programs have included expert presentations on mental health, visa changes, and employment strategies. At each of these past forums, over 500 participants attended, with over 25% of our audience being based in China.

These forums present an opportunity for students to observe and develop leadership, and to highlight important issues

that students in the USHCA care about. With increased interest from students to learn about a diverse variety of topics, we hope to expand our student forums to encompass English-language forums as well as Chinese-language forums, and to allow students who have demonstrated leadership interest on these topics a platform for engaging and collaborating directly with our robust speaker network.

USHCA Internships

At the core of student programs are USHCA internships, which allow students direct access to take initiative within our organization, be it through research, outreach or communications.

Our 10-week internships offer students the opportunity to gain real work experiences, including valuable exposure, connections, and hands-on experiences. These professional credentials help them advance further in the fields of international relations, foreign affairs, trade and business, education, and communications. By hosting our internships virtually, we are able to unite students in a professional, digital meeting space that directly bridges students from across China and the Heartland Region to collaborate on direct

solutions for pressing issues. Further, our commitment to diverse communities includes our Global Mindset Internship Program, which offers special consideration for community college students who are interested in learning more about U.S.-China relations.

Regardless of the needs of USHCA, we place priority in offering internships for student experience. For the summer of 2021, USHCA has offered internships to 12 students, who will eventually be welcomed into our intern alumni network of students and young professionals. Our internships are personalized to the specific interests of every student tailoring their work experience at USHCA to strengthen their current skill sets and deepen their exposure to fields most closely related to their professional aspirations.

Student Conference

In 2020, USHCA partnered with International Student Conferences, Inc. (ISC) on the first China America Student Conference and recruited Heartland students to participate in this unique conference that offered college and graduate students the opportunity to build lasting friendships with students from the other country while learning and discussing current issues and topics related to U.S.-China relations.

Community College Program

Realizing that Community College students have limited exposure to the field of international relations or China-related internships, we developed a Global Mindset Internship for Community College students. We are currently collaborating with Lone Star College of Texas to offer their Honors Program students opportunities to intern at USHCA to learn more about U.S.-China relations while receiving academic credits.





5. Work with African American Communities

USHCA has built a trusting relationship with the African American community thanks to the long-term commitment made by our leaders such as Governor Holden, who has been an Executive Committee member of the NAACP-Missouri Chapter.

•We started planning the first Black Farmers Delegation to China pre-pandemic and were able to deepen our connection through digital programs focused on agriculture.

•We also worked with African American community leaders such as Mississippi Congressman Benny Thompson to secure PPE's for the African American Communities in need in the south during the summer and fall of 2020.

•By working with the Committee of 100, we also helped secure 100,000 N95 masks for NAACP and secured a meeting with its national leadership.

•Most recently, we collaborated with Black China Caucus and Sup-China on the viewing of the film "Far East Deep South" to explore the African American-Chinese relations.

6. PPE Donation Effort

PPE for the Heartland

We tapped into our extensive network in the Chinese American community and in China to secured and deliver ~ **800,000** units of PPE valued at over **\$1.8 Million**



PPES donations were distributed in close collaboration with many partners across the country



Some of the recipients...

- GA Carmichael Family Health Center, Canton, MS
- Urgent & Primary Care of Clarksdale, Clarksdale, MS
- Tunica Medical Center, Tunica, MS
- Healthy Living Family Medical Center, Gunnison, MS
- Jackson Hinds Comprehensive Health Care, Jackson, MS
- Panola Medical Center, Batesville, MS
- St. Luke's Hospital, Maumee, OH
- Columbine Health Systems, Fort Collins, CO
- Cox Health, Springfield, MO
- Life Remodeled, Detroit, MI
- Sharkey-Issaquena Community Hospital, Rolling Fork, MS
- Family Health Center of Boone County, Columbia, MO
- Greenwood Leflore Hospital, Greenwood, MS
- Aaron E. Henry Community Health Center, Clarksdale, MS
- Jefferson Comprehensive Health Center, Fayette, MS
- Southeast Health, Cape Girardeau, MO
- St. Luke's Nursing Center, Nursing Department, Carthage, MO
- Nebraska Cardiac Care, PC, Omaha, NE
- Detroit Medical Center, Detroit, MI
- Wayne County Healthy Communities, Hamtramck, MI
- St. Anthony's Hospital, Chicago, IL
- University of Iowa Hospitals & Clinics, IA (via partnership with Panda Cares Foundation)
- Mercy Hospital Iowa City, IA (via Partnership with Panda Cares Foundation)
- University of Louisville Health, Louisville, KY (via Partnership with Panda Cares Foundation)
- St. Francis Medical Center, Peoria, IL
- Pendleton House of Love Care Home Memphis, TN
- Methodist Children's Home Society, Detroit, MI
- University of Kansas Hospital, Kansas City, KS
- Louisiana Federation of Teachers, Baton Rouge, LA (via Partnership with American Federation of Teachers)
- Mississippi River Cities and Towns Initiative, St. Louis, MO





COMMUNITY ENGAGEMENT

Audience Growth

Our newsletter subscribers grew from 900 at the beginning of 2020 to 7,500 by summer of 2021. We launched our social media channel in the summer of 2020 and have used the channel for marketing promotion and community engagement.

Organization Growth

- Thanks to the Ford Foundation Grant, USHCA brought on our first FT program staff in May of 2021.
- We are actively seeking additional support to build out our organization in 2022.
- We also brought on 4 new strategic advisors and 2 new board members during this period.

Partners

Organizations from across the Heartland are working with USHCA today. Here are organizations with whom we have collaborated:

- America China Society of Indiana
- Archer-Daniels-Midland
- China Center for Agricultural Policy
- China Certification and Inspection Group
- China General Chamber of Commerce – USA
- China Oil and Foodstuffs Corporation
- Chinese Academy of Social Sciences
- Deere & Company
- Genective
- George H.W. Bush Foundation for U.S.-China Relations

- Global Minnesota
- Greater Cleveland Chinese Chamber of Commerce
- Greater Columbus Chinese Chamber of Commerce
- Hainan Provincial Bureau of Economic Development
- Heartland Forward
- Institute of Current World Affairs
- International Relations Council, Kansas City
- JobsOhio
- Michigan China Forum
- Mississippi River Cities and Towns Initiative
- National Governors Association
- National Pork Board
- PandaCares
- RPM China
- State International Development Organization
- SupChina
- Syngenta Group
- TN China Network
- The American Legion
- Boys & Girls State
- The Brookings Institute
- The Carter Center
- The National Committee on United States-China Relations
- The U.S. China Business Council
- The United States China Foundation
- The United States Conference of Mayors
- The University of Tennessee Knoxville, Office of Asia Engagement
- U.S. Dairy Export Council
- U.S. Global Leadership Coalition
- UnTour Food Tours
- United Chinese Americans

- United Soybean Board
- Vairex Corporation
- Wanxiang
- Washington State China Relations Council
- Women in Agribusiness
- Woodrow Wilson Center

Schools With Whom We Have Collaborated

- Arizona State University
- Borlaug Institute for International Agriculture
- Boston College
- China Agricultural University
- Chinese Academy of Social Sciences
- City University of New York
- Eastern Michigan University
- Iowa State University
- Massachusetts Institute of Technology
- Nanjing Agricultural University
- New York University
- Oklahoma State University
- Peking Union Medical College
- Peking University
- Purdue University
- Sanya University
- Schwarzman College at Tsinghua University
- St. Cloud State University
- Texas A&M University
- The Ohio State University
- Tuskegee University
- UC Davis
- UCLA
- University of Chicago
- University of Denver
- University of Hong Kong
- University of Illinois
- University of Madison-Wisconsin
- University of Michigan, (Lieberthal-Rogel Center for Chinese Studies)
- University of Missouri
- University of Pittsburgh Medical Center
- University of Southern California
- University of Tennessee, Knoxville
- Washington University
- Zhejiang University





RECOGNITION OF USHCA

USHCA in the Media

In the past year, many media outlets followed and reported on our events and programs, including NPR, KSOM Radio/Audubon, IA, China Daily, South China Morning Post. The U.S.-China Agriculture roundtable event especially boosted our visibility: 116 media outlets picked up our press release potentially reaching an audience of 116 million. We received coverage from outlets in New York, Indiana, Missouri, and all around the globe. Furthermore, we were covered by outlets like AP News, Marketwatch, Cherokee Tribune & Ledger News, Courier Tribune, and many others.

Grants

Both the Ford Foundation and the Henry Luce Foundation have awarded USHCA grants to maintain the momentum of our important work building bridges and understanding between the American Heartland and China.

“The Ford Foundation is committed to promoting knowledge and mutual understanding as a sound basis for international cooperation through the creation and maintenance of channels of communication that include a wide range of perspectives. USHCA is instrumental in engaging a diverse set of American actors in dialogue with their Chinese counterparts. We believe this work will contribute a collaborative response to the global challenges that confront us all.”

- Elizabeth Knup, China Director,
Ford Foundation

“We are so pleased to have USHCA as our new partner in the American Heartland to help cultivate global awareness in communities with fewer resources on China and to create new channels of communication among a broader base of stakeholders.”

- Dr. Yuting Li, the Henry Luce Foundation

FINANCIAL REPORTS

Note: USHCA's financials are on a cash basis. Of the grants we received in FY2020, the bulk of it is for our operating expense for next FY2021: July 2021- June 2022.

USHCA Balance Sheet

(As of June 30, 2021)

ASSETS			
	Checking/Savings	\$341,254	
	Total Assets		\$341,254
LIABILITIES & EQUITY			
	Payroll Liabilities	\$7,487	
	Total Liabilities		\$7,487
EQUITY			
	Temp. Restricted Net Assets	\$195,000	
	Unrestricted Net Assets	-\$61,366	
	Net Income	\$200,134	
	Total Equity		\$333,767
TOTAL LIABILITIES & EQUITY			\$341,254

USHCA FY2020 Profit & Loss Statement

(July 1, 2020 – June 30, 2021)

INCOME	Direct Public Support	\$35,326	
	Foundation and Grant Support	\$325,000	
	Membership Dues	\$10,541	
	Program Income	\$5,979	
	Total Income		\$376,846
EXPENSE			
	Payroll Expenses	\$136,899	
	Contract Services	\$17,164	
	Operations	\$22,650	
	Total Expense		\$176,713
NET INCOME			\$200,134



SUPPORTERS

We would like to express our great appreciation to our board members and strategic advisors, whose guidance and suggestions have been instrumental to the success of our mission. Their willingness to give their time so generously is very much appreciated, as well as their continued support of our team. We would not have the great impact that we do without their expertise.

We would also like to extend our thanks to our donors, community members, supporters, and partners for providing our team with encouragement, endorsement, and contributions of time and money so that we can advance our great work.

Donors in the past reporting year:

Phillip Ashley
Blain Brownell
Nimrod Chapel
David Charmatz
Dashiell Chien
Andrew Green
Yiwei Guo
Bob & Lori Holden
Ye Hong
Greg Johnston
Gary Kellman
Fanfu Li
Yawei Liu
Juzhen Mao
Liza Mark
Ed Monser
Tom Ostrander
Hongzhi Qian
Corey Radman
Shelby Stevens
Eric Spirtas
Lawrence Taylor
KaiMay Terry
John Wright
James Xue
Huazhen Yang

Corporate and Organizational Donors:

American Federation of Teachers
GreenPoint Group
Guardians of Angeles Charitable Foundation
Open Prairie
ProMedica
SkyLife



THE WAY FORWARD:

Building on the foundation of USHCA's previous and current programs, we aspire to accomplish the following goals in the next year:

- Secure funding and develop long-term institutional capacity to support sub-national and people-to-people exchanges between the American Heartland region and China.
- Provide accessible and Heartland-relevant China-related resources.
- Strengthen platforms for diverse participation and engagement.

We plan to continue our grassroots focus and carry on our digital programs for the Heartland community while leveraging broader availability of content online. We also want to restart the preparation for delegations for when pandemic is better controlled.

USHCA is a small nonprofit with a big vision and our work is much needed in the Heartland community that we serve. With adequate support, USHCA has much potential to become a lasting institutional resource for the American Heartland to better understand and engage with China.

A healthy U.S.-China relationship is good for our world and good for the American Heartland. The road ahead will not be easy and our work in the Heartland will be especially challenging. With additional support, we will be able to grow our team, expand our impact, and deepen our engagement.

Investing in USHCA is investing in where it matters most - the American Heartland where the need for better understanding is great.