

SECOND ANNUAL SUMMER INSTITUTE
DISCOVERING NORTH AMERICA

JUNE 2 – JULY 21, 2004



CENTER FOR NORTH AMERICAN STUDIES
AMERICAN UNIVERSITY
WASHINGTON, D.C.



About the Summer Institute

Purpose of the Course: The seven-week seminar was dedicated to understanding North America and its three countries, Canada, Mexico, and the United States. The second annual North American Institute was designed to instill in a new generation an innovative way of thinking about themselves and their neighbors—not just as citizens of one country but also as residents of North America.

More Information: To contact the Center for North American Studies, write to cnas@american.edu. For more details on the Summer Institute, go to our website at <http://www.american.edu/internationalaffairs/cnas/>



Jean Francois Lisée lectures to the students on “Frenchness in Quebec.”

About the Professors: The faculty included seven professors from American University as well as eight visiting professors from universities in Mexico, Canada, and the United States (see list on page 10). Dr. Robert A. Pastor directs the Center for North American Studies and organized the summer institute together with Dr. David M. Stemper, Associate Director of the Center, and Monica Thompson, Program Coordinator and graduate student at AU’s School of International Service.

Weekly Seminar Topics

Week 1: Defining North America and Its Three Members

Week 2: Regional Integration

Week 3: Federalism and Faultlines

Week 4: Ties That Bind

Week 5: The Integration Dilemma: Homeland Security, Borders and Democracy

Week 6: New Approaches for Constructing a North American Community

Speakers

- Senior officials from the US, Mexican, and Canadian governments
- Leaders from international organizations
- Analysts in Washington-based agencies and organizations

Internships: Students were placed with agencies and organizations working on North American issues in Washington, such as:

- Canadian Broadcast Corporation
- Center for Strategic and International Studies
- Environmental Protection Agency
- Inter-American Development Bank
- U.S. International Trade Commission
- The Wilson Center for International Scholars



The Honorable Thomas Shannon explains the role of the National Security Council.



Task Force Presentation Panel at the Mexican Cultural Institute .

Policy Presentations:

Students were organized into five groups and presented policy proposals to senior officials from the three governments. The topics for task-force reports were:

- Implications of Integration
- Resolving Trade Disputes in Innovative Ways
- Security and Borders
- Narrowing the Development Gap Between Mexico and Its Northern Neighbors
- Communication, Entertainment and Culture

What Follows in this Yearbook

- Student participants
- Photo Gallery
- Faculty participants
- Lectures
- Task Force Groups and Executive Summaries



Students outside the Canadian Embassy, Opening Reception.



Dan Abele, Morgan Pendleton, Carlos Ulloa, and Dr. Pastor at the Embassy of Canada Welcome Reception.



Summer Institute participants enjoy their Closing Reception.



Morgan Pendleton presents the Task Force Report for his Group at the Mexican Cultural Institute.

Students

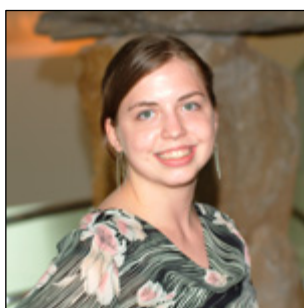
CANADA



1. **Erin Borth**
Mount Royal College
Major: Applied Policy Studies
Internship: Center for Strategic and International Studies
Email: erborth@shaw.ca



2. **Allison Byrne**
Mount Royal College
Major: Applied Policy Studies
Internship: Canadian Broadcast Company
Email: abyrn930@mymrc.ca



3. **Kati Gordon**
University of Calgary
Major: Political Science
Internship: International Business Ethics Institute
Email: kagordon@ucalgary.ca



4. **Denis Michaud**
University of Ottawa
PhD Candidate: Political Science
Internship: IFES
Email: michauddenis@hotmail.com



5. **Morgan Pendleton**
Mount Royal College
Major: Policy Studies
Internship: The Wilson Center for International Studies
Email: morganpendleton@hotmail.com



6. **Alicia Simmons**

Wilfred Laurier University
 Major: Communication Studies and Political Science
 Internship: Common Cause
 Email: simmons_alicia@hotmail.com

MEXICO



1. **Yari Borbon**

El Colegio de Sonora
 MA Candidate: Social Science, Industrial Relations
 Internship: American Trucking Association
 Email: yari@hmo.megared.net.mx



2. **Francelia Castañeda-Cuellar**

CIDE
 Major: Economics
 Internship: Cambridge Energy Research Associates
 Email: francelia.castaneda@cide.edu



3. **Sofia Ferandez del Castillo**

Universidad Iberoamericana
 Major: Economics
 Internship: Partners of the Americas
 Email: sofiafcq@hotmail.com

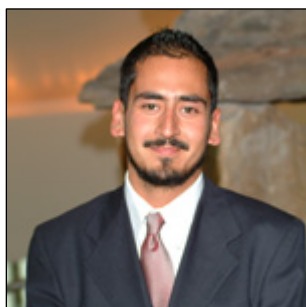


4. **Rocio Garcia**

Universidad de las Americas, Puebla
 MA Candidate: North American Studies
 Internship: Center for Strategic and International Studies,
 The Mexico Project
 Email: rcgarcia@gmail.com



5. Sofia Landa
 Universidad Iberoamericana
 Major: Economics
 Internship: Environmental Protection Agency
 Email: sofialanda@hotmail.com



6. Carlos Rodríguez Ulloa
 UNAM
 MACandidate: International Relations
 Internship: National Defense University
 Email: kakos88@yahoo.com.mx



7. Manuel Subervielle
 Universidad Iberoamericana
 Major: Economics
 Internship: Puerto Rican Affairs Administration
 Email: subervielle@hotmail.com

UNITED STATES



1. Katina Areizaga
 Inter.-American University, Puerto Rico
 Major: Education
 Internship: Hispanic Radio Network
 Email: kareizaga@hotmail.com



2. Jacqueline Deelstra
 University of Southern California
 Major: Print Journalism and International Relations
 Internship: Partners of the Americas
 Email: deelstra@usc.edu

**3. Evelyn Duran**

Brown University

Major: History and Public Policy

Internship: Inter-American Development Bank

Email: Evelyn_Duran@brown.edu

**4. Mike Jones**

American University

MA Candidate: International Economic Policy

Internship: U.S. International Trade Commission

Email: mrj5n2003@yahoo.com

**5. Lydia Kostopoulos**

American University of Sharjah

Major: International Studies

Internship: Federal Election Commission

Email: lydiakostopoulos@hotmail.com

**6. Monique Mahler**

Florida State University

MA Candidate: Communication

Internship: Hispanic Radio Network

Email: mmm6426@fsu.edu

**7. Eric Primosch**

University of Maryland

Major: Economics

Internship: Federal Energy Regulatory Commission

Email: Eprim44151@aol.com



8. Julie Seiwell

American University

Major: School of International Service, General Studies

Internship: NAALC

Email: jseiwell@comcast.net



9. Juan Sosa Tirado

Inter.-American University, Puerto Rico

Major: Education

Internship: Pan American Development Foundation

Email: boly2000pr@yahoo.com



10. Brady Williamson

American University

Major: International Relations

Internship: National Manufacturing Association

Email: brady.williamson@american.edu



Off-campus lecture at the Inter-American Development Bank, June 30, 2004.

PHOTO GALLERY



Enjoying the Opening Reception at the Canadian Embassy.



Chatting about North America with Dr. Pastor (Canadian Embassy)



Learning the role of Congress in North American Issues with the Honorable Robert Menendez (Capitol Hill).



Minister Carlos Rico, Ambassador de Icaza, and Linda Jewell at the Closing Reception (Mexican Cultural Institute).



A typical day in class (Ward Circle Building).



A final group shot at the Closing Reception (Mexican Cultural Institute).

FACULTY

Canada

1. Dr. Noemi Gal-Or
Institute for Transborder Studies and Department of Political Science
Kwantlen University College (Surrey, British Columbia)
2. Dr. Michael Hart
Norman Paterson School of International Affairs
Carleton University (Ottawa)
3. Dr. Jean Francois-Lisée
Centre d'études et de recherches internationales
Université de Montréal
4. Dr. Tim Powers
Faculty of Communications
University of Ottawa
5. Dr. Jorge Virchez
Department of Geography
Laurentian University (Sudbury, Ontario)

Mexico

1. Daniel A. Romero Leon
Intercambio Académico
Universidad Veracruzana (Veracruz)
2. Heber Tamayo Cruz
Department of Business Administration
Benemérita Universidad Autónoma de Puebla
3. Dr. Arturo Santa-Cruz
Department of Pacific Studies
Universidad de Guadalajara

Professors from American University and The Johns Hopkins University

1. Dr. Robert A. Pastor
School of International Service
American University
2. Dr. David M. Stemper
School of International Service
American University
3. Dr. Robert Blecker
Economics Department, College of Arts and Sciences
American University

4. Dr. Charles Doran
School of Advances International Studies
The Johns Hopkins University (Washington, DC)
5. Dr. Todd Eisenstadt
School of Public Affairs
American University
6. Dr. Richard Linowes
Kogod School of Business
American University
7. Dr. Mireya Solis
School of International Service
American University
8. Dr. James Thurber
Center for Congressional and Presidential Studies
American University

VISITING LECTURERS

1. Honorable Crescencio Arcos
U.S. Department of Homeland Security
2. Peter Boehm
Minister for Public Affairs, Embassy of Canada
3. Joe Dukert
International Association for Energy Economics
4. Janine Ferreti
Environment Division, Inter-American Development Bank
5. Dr. Ernesto Lopez-Cordova
Integration, Trade and Hemispheric Division, Inter-American Development Bank
6. Deborah Meyers
Migration Policy Institute
7. Honorable Robert Menendez
U.S. House of Representatives
8. Armand Pershard-Sverdrup
Center for Strategic and International Studies, The Mexico Project
9. Carlos Rico
Minister for Public Affairs, Embassy of Mexico

10. Raul Rodriguez
North American Development Bank
11. Dr. Sherman Robinson
International Food Policy Research Institute
12. Honorable Thomas Shannon
Western Hemisphere Affairs, National Security Council
13. Ralph J. Watkins
Manufacturers Branch and Production Sharing, U.S. International Trade Commission

LECTURES

Week I: Defining “North America:” U.S., Mexico, and Canada

- Dr. Robert A. Pastor, *North America is More Than Just a Geographical Expression*
- Dr. James Thurber, *Introduction to U.S. Politics*
- Dr. Robert A. Pastor, *The Past and Future of North America*
- Dr. Todd Eisenstadt, *Introduction to Mexico*
-
- Dr. Charles Doran, *An Introduction to Canada*
- Dan Abele, Douglas Heath, Robert Sinclair, *Canadian Politics and Foreign Policy*

Week II: “Regional Integration”

- Professor Mireya Solis, *The Politics of Regional Integration*
- Professor Robert A. Blecker, *Trade Balances, Exchange Rates, and Labor Markets in North America*
- Ernesto López-Cordova, Economist,, *Economic Integration of North America*
- Professor Heber Tamayo Cruz, *Small and Medium Size Businesses as Factors of Economic Development in Mexico*

Week III: “Federalism and Faultlines”

- Jean-François Lisée, *How Quebec Became a North American Regional State*
- Professor Daniel Romero León, *The Gulf of Mexico Accord Among the States of Mexico and the U.S.*
- Jean-François Lisée, *Frenchness in Canada and Quebec: The Hidden Storm*
- Sherman Robinson, *The Evolution of Global Trading Blocs*
- Research Roundtable: *Closing the Development Gap in North America*,. Participants: Robert A. Blecker, AU, José Ernesto Cordova López, Economist, IDB, Raul Rodriguez, President, North American Development Bank (NADBank), Carolina Diaz-Bonilla, IFPRI, Sherman Robinson, International Food Policy Research Institute, Robert Ayres, AU

- Ambassador Thomas Shannon, *U.S. Policy to North America: The View from the White House*

Week IV: “Ties That Bind”

- Professor Michael Hart, *The Trade Agenda for North America’s Second Decade*
- Research Roundtable: *Harmonizing Regulatory Policies in North America*. Participants: Michael Hart, Carleton University, John Morrall, Office of Information and Regulatory Affairs, José Ernesto Cordova López, IDB, Richard Linowes, AU, Robert Ayres, AU, Arturo Santa Cruz, University of Guadalajara, Jaime Zablovsky, IDB, Ralph Watkins, ITC
- Ralph J. Watkins, *The Role of the International Trade Commission and Trends in North American Trade*
- Professor Arturo Santa-Cruz, *The Role of Foreign Actors in Mexico's Transition to Democracy*
- Janine Ferreti, *Environmental Issues and Institutions in North America*

Week V: “The Integration Dilemma: Homeland Security, Borders, and Democracy”

- Deborah W. Meyers, *Migration in North America*
- Dr. Noemi Gal-Or, *Dispute Resolution in NAFTA's Investor Chapter: A Two-Tiered Justice System?*
- The Honorable Cresencio Arcos, Director and Armand Perschard-Sverdrup, *Implications of Homeland Security for North America*
- Tim Powers, *Discourse, Dialogue, and Deliberation in North America: Persuading Electorates in Canada, Mexico, and the U.S.*
- The Honorable Robert Menendez, U.S. House of Representatives
- Dr. Jorge Virchez, *Social and Political Geography of Contemporary Canada*

Week VI: Preparation of Task-Force Reports

- Week off to intern and prepare reports

Week VII: “New Approaches for Constructing a North American Community”

- Joe Dukert, *A North American Viewpoint about Energy*
- Robert A. Pastor, *Deepening NAFTA or Widening to the FTAA: Which Comes First?*
- Five-Minute Presentations of Task-Force Reports to Linda Jewell, Deputy Assistant Secretary of Western Hemisphere Affairs, U.S. Department of State; Carlos Rico, Minister for Political Affairs, Embassy of Mexico; and Peter Boehm, Minister for Political Affairs, Embassy of Canada
- Reception at the Mexican Cultural Institute, Hosted by The Honorable Carlos de Icaza, Ambassador of Mexico

TASK FORCE REPORTS ON NORTH AMERICA

Implications of Integration

- Yari Borbon
- Jacqueline Deelstra
- Denis Michaud
- Lydia Kostopoulos
- Juan Sosa Tirado

Narrowing the Development Gap Between Mexico and Its Northern Neighbors

- Allison Byrne
- Sofia Fernández del Castillo
- Morgan Pendleton
- Eric Primosch

Resolving Trade Disputes in Innovative Ways

- Francelia Castañeda
- Rocio Garcia
- Kati Gordon
- Mike Jones
- Manuel Subervielle

Security and Borders

- Erin Borth
- Evelyn Duran
- Carlos Rodriguez Ulloa
- Jules Seiwel

Communications, Entertainment, and Culture

- Katina Areizaga
- Sofia Landa
- Monique Mahler
- Alicia Simmons
- Brady Williamson

Panel Responses

- Chair: Dr. Robert A. Pastor
- Hon. Carlos Rico, Embassy of Mexico
- Hon. Peter Boehm, Embassy of Canada
- Hon. Linda Jewell, U.S. Department of State

Executive Summaries of Task Force Reports

A Proposed North American Policy on Raising Awareness and Understanding of Integration

Katina Areizaga, InterAmerican University of Puerto Rico, United States

Sofia Landa Vega, Universidad Iberoamericana, Mexico

Monique Mahler, Florida State University, United States,

Alicia Simmons, Wilfred Laurier University of Canada, Bermuda

Brady Williamson, American University, United States

The Greatest Challenge of North American Integration: A Lack of Cultural Awareness

In the last decade NAFTA has helped the three countries of North America to become increasingly integrated in the arena of trade. However, though proposals have been initiated by representatives of all three countries for further integration on cultural, social, and economic levels, little has been done to facilitate these efforts and many impediments have been instituted in response to these initiatives.

It is our belief that the greatest challenge faced in North American integration today is a lack of cultural awareness. This lack of cultural awareness stems from a variety of sources including: a Mexican and Canadian fear of being dominated by the United States, misrepresentation and bias in the various media of all three countries, miscommunications and the perception of broken promises of NAFTA, a lack of political diversity and leadership in the efforts to further integration, and a lack of knowledge about the process of integration and the benefits that it may hold for the citizens of all three countries. There is only one way in which many of these can be solved- through educating the citizens of each country and allowing their voices to be added to the discussion.

We propose that a North American Media Partnership be created to ease this process. This institution should be comprised of media production experts from all three countries and should focus on reaching the general public with information about North American events. The North American Media Partnership (NAMP) would be responsible for producing broadcast and print media about events that will affect North American relationships. These productions will then be distributed to the various media outlets in each country in order to reach the largest possible audience. In addition to the production of media, NAMP should be responsible for developing a core curriculum about NAFTA and the countries of North America. Citizens and students in each country would therefore become more aware of their neighbors concerns and questions, and cultural similarities and differences could then be dealt with in an open forum for discussion rather than a biased or uninformed discussion in the separate countries.

This organization is simply a first step in easing the process of integration. Despite the obstacles being placed in its way, deeper integration, at least on the cultural level, will happen and it is important that North Americans begin to realize that they are simply that. Three separate countries but one continent that is moving forward and must find a common ground through which to communicate. North American Media Partnership could be the cornerstone of that common ground.

A Proposed North American Policy on Security and Borders

Erin Borth, Mount Royal College, Canada

Evelyn Duran, Brown University, USA

Carlos Rodriguez, Universidad Nacional Autonoma de Mexico, Mexico

Julie Seiwel, American University, USA

Security and Borders

Since the September 11 attacks, Mexico, Canada, and the United States have increased their efforts to collaborate on border security. This is evidenced in the formal declarations of the 2001 United States-Canada *Smart Border Agreement* and the 2002 United States-Mexico *Border Partnership Agreement*. These agreements are more than just symbolic gestures from the three countries, but an attempt to address the new perceived threat that pervades in American society: terrorism.

The primary purpose of this task force report is to explore the issue of border security by analyzing the two formal border security measures taken upon the events of September 11. Given the literature on the accomplishments and failures of these border management agreements, we argue that even if Smart Borders have increased cooperation among the three countries, one of the fundamental failures of the agreements is the absence of a long-term comprehensive vision. Furthermore, the temper of the time, the asymmetries among the countries, the lack of institutional capacity, and the absence of strong leadership makes a trilateral approach to border security unfeasible for North America at this time. However, the members of this task force believe that in order for North American countries to maintain the integrity of their democratic governance models and the economic and social stability of its people, it is essential to envision the formation of a genuine North American community that works together to move beyond conventional ways of thinking about borders and security. Moreover, as we engage in a critical analysis of border security we will explore the following questions: What went wrong and what went right with Smart Borders? How can we move beyond Smart Borders?

A North American Proposal for Narrowing the Development Gap

Allison Byrne, Mount Royal College, Canada

Sofia Fernandez del Castillo, Univeridad Iberoamericana

Morgan Pendleton, Mount Royal College, Canada

Eric Primosch, University of Maryland, USA

The Challenge of Closing the Educational Development Gap: Creating a North American Educational Organization for Long-Term Strategies

Each of the nations of NAFTA has been impacted by the increased interdependence of the international economy, but each remain different in their stages of economic, social and educational development. This requires a different strategy to tackle the unqie problems in each area. The United States and Canada are both facing graying labour forces creating projected labour shortages in areas from management to health services. Mexico, although achieving better attendance in primary school and producing more college graduates, still has trouble getting students through high school. Mexico must maintain its work in creating social equality, to allow families stability and see education as a viable option. Considering further integration, it is integral to consider the creation of a community of countries to have economic sustainability as its goal. The OECD has found that

spending "... economic development need[s] to be financed at a higher level and on a more predictable basis, while explicit and implicit liabilities will continue to affect the budget over the medium term."

The goal of this report is to present a recommendation for a North American education organization that responds to the education and labour needs of each nation, and making deeper integration a future possibility.

By helping projects improve the educational levels of Mexicans, the US can help reduce the immigration problems, and produce a neighbor that is capable of buying high-end American products. For Mexico, international help in economic stimulation through education could be the largest change since the revolution. The direct effect on Mexico's need to advance to high-level productivity would change the economic hegemony of the Western world, and make North America a beacon of opportunity.

A Proposed North American Policy on Resolving Trade Disputes: The Case of Chapter 11

Francia Castaneda-Cuellar, CIDE, Mexican
 Rocio Garcia, Universidad de las Americas, Mexican/American
 Kati Gordon, University of Calgary, Canadian/American
 Michael Jones, American University, American
 Manuel Subervielle, Universidad Iberoamericana, Mexican

Resolving Trade Disputes: The Case of Chapter 11

Chapter 11 of the North American Free Trade Agreement (NAFTA) outlines a dispute settlement mechanism for investor-state adjudication. Of the 23 cases brought in NAFTA's ten year existence, evidence has shown that the broad definition of standing and the articles outlining the process need revision. Originally intended to protect foreign investors from expropriation and government harassment, chapter 11 has been used to the detriment of the environment and public welfare.

The recommendation is to create a dispute settlement board (DSB) similar to that of the WTO, setting up a permanent North American court. This institution would provide the legitimacy, accountability, and most importantly, efficiency that the temporary panels currently lack. The court would be two-tiered, one level would address small claims for small and medium sized enterprises, and the second level would be reserved for large matters. The main obstacle is to overcome the bilateral nature which currently governs the Canadian, Mexican, and American relationship, but also, issues such as funding need to be addressed. The strategy is top down action to create a court that defers cases from the three national courts while providing a high level of expertise. Chapter 11 is innovative, but there needs to be an institution to enforce its provisions in a regional context.

A Proposed North American Policy on the Implications of Integration

Yari Borbon, El Colegio de Sonora, Mexico, Mexican
 Jacqueline Deelstra, University of Southern California, American
 Lydia Kostopoulos, American University of Sharjah, American
 Denis Michaud, University of Ottawa, Canadian
 Juan Sosa Tirado, InterAmerican University of Puerto Rico, American

Proposal for a database grouping organizations researching continental integration, as described in the document from the Task Force on the Implications of Integration

Una serie de organizaciones gubernamentales y no gubernamentales realizan estudios sobre procesos de integración de América del Norte; sin embargo, pocos son los esfuerzos en generar una visión trilateral, aun tratando de presentar un listado de organizaciones desde una misma fuente. Esta visión, permitiría generar acciones más cooperativas, convergencias metodológicas y finalmente, ofrecer esfuerzos tangibles para la comprensión del impacto de la integración económica en las esferas políticas y culturales de la sociedad. Proponemos la creación de una base de datos que permita la comparación trasnacional de fuentes de datos diversas áreas, llendo más allá de la información de interdependencia económica. Esta base de datos proveerá una base de conocimiento sobre contactos y una descripción de las actividades e investigaciones que realizan las organizaciones.

Many governmental and non-governmental organizations are researching North American integration, however, we find little efforts at presenting the results in a tri-national fashion, or even at listing the various organizations under a single source. Doing so would generate more cooperative undertakings, methodological convergences, and, ultimately, offer tangible efforts at understanding the impacts of economic integration on the cultural and political spheres of society. We propose the creation of a database that would allow for cross-comparisons with national data sources on a number of fields going beyond economic interdependence data. This database would provide contact information and a description of the research activities of the organization.

Toute une série d'organisations gouvernementales et non-gouvernementales font de la recherche touchant la problématique de l'intégration nord-américaine, mais nous ne voyons que trop peu d'efforts dirigés vers une présentation trinationale des résultats, ou même vers la préparation d'une liste unique de ces organisations. D'offrir une telle liste permettrait de lancer de nouveau efforts de coopération chez ces organisations et peut-être même de les amener à harmoniser les aspects méthodologiques liés à leurs efforts de recherche. D'emprunter une telle voie pourra mener à une meilleure compréhension de l'impact de l'intégration économique sur les sphères culturelles et politiques des pays d'Amérique du Nord. Nous proposons la création d'une base de donnée qui cumulera et permettra de comparer les résultats de recherche nationaux dans des secteurs qui vont au-delà des données usuelles sur l'interdépendance économique. La base de donnée offrira les informations clés pour communiquer avec les organisations, en plus d'une brève description de leurs activités de recherche.