



Leaders to Follow



The Vrsovice Class of 1958 Comes to Florida

In November the first of several groups of Prague high-school classmates came for a 2-week Travel-and-Learn Program in Florida.

Jarda Tusek welcomed Mirek Vavrda, Jana Mala, Eva Fabianova, Zdenka Jahodova and her husband Bedrich to relax and enjoy life in sunny Florida.

The group stayed at St. Augustine Beach in an Oceanside condominium, then traveled to Kennedy Space Center, DisneyWorld, the beaches of Sarasota, Warm Mineral Springs near Venice, and Alexander Springs, returning to Prague to be home for Christmas.

Friendships, sightseeing, swimming, hiking, singing and a Sunday visit to Christ the Redeemer Church, Ponte Vedra Beach, of the ICCC were the hallmarks of this pilot program.

The next group, including Bozena Somogyiova, Jirina Bartova, and Jana Weisova will come to Florida in mid-March, 2004.

TIME FOR A CHANGE: INSTITUTE PURSUES NEW MISSION IN CZECH REPUBLIC

The year 2003 was a time of laying the groundwork for the Institute's long-planned expansion to the Czech Republic. After 18 years of operations headquartered in the U.S., we are making concrete plans to operate offices in both the U. S. and the Czech Republic and are adding new programs, to better serve our customers.

Since the first **Czechoslovak Executive Education Program** in 1991, carried out with our Chattanooga partners—Covenant College and the World Trade Center-Chattanooga—our loyal supporters, among them the *Chattanooga Business Journal* (now the *East Tennessee Business Journal*), and our Czech partners—The Ministry of Industry and Trade and Olomouc Training Center—we have had the privilege of bringing together East Central European business executives and students with their American counterparts for educational programs delivered in the United States.

In 1993, Institute headquarters were moved to Ponte Vedra Beach, Florida; the Institute partnered with the Jacksonville Chamber of Commerce, the University of North Florida, Jacksonville University and business leaders from Duval and St. John's Counties, as well as Sarasota, Bradenton and the Gulf Coast area, to deliver executive education programs.

In these twelve years, we have brought more than 300 Bulgarian, Croatian, Czech, Lithuanian, Macedonian, Romanian and Slovak executives to the United States for in-depth business development programs, and more than 100 Czech, Slovak, German, Swiss and Ukrainian students for English Language Immersion Programs. To deliver these programs, we have had the help and support of more than 800 American business leaders, 200 Host Families and scores of program volunteers, in more than 20 different states in the U.S.

What is Changing?

In 2004, Institute Executive Education programs in the U.S. will be offered in two versions. We will continue work with the **U.S. Department of State** to deliver Executive Training Programs offered through the **Agency for International Development (US AID)**. We compete with other training providers for these programs, which assist executives from East Central Europe to build democratic institutions in free-market economies. The Institute has been awarded US AID programs for executives from Bulgaria, Croatia, Lithuania, Macedonia, Romania, and Slovakia since 1996.

The Institute will also offer new custom-tailored Executive Education programs delivered in the U. S. for Czech professionals in Human Resource Development with Prague-based **Inventa Manager Program, S. R. O.** We continue to offer American English Language Immersion Programs in the United States, for students desiring to improve their language skills.

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NEW HRD PROGRAM PLANNED

The Institute is planning a new Human Resource Development Program beginning in 2004 for Czech HRD Professionals, together with **Inventa Manager Program, S. R. O.** of Prague. The program will focus on enabling selected participants from Czech-based companies to interact with successful, seasoned HRD professionals in corresponding American industries, so participants can benefit from the experience and expertise of their American counterparts.

The program will enable Czech participants to build on their professional experience in their current assignments in various HRD roles, and provide them with opportunities to enlarge their understanding of current approaches and upcoming new issues in HRD in leading companies in the United States.

Most of the sessions will take place in the host organization, allowing the participants to directly observe of HRD practices and methodologies. The program schedule will include daily debriefing sessions for participants with the Program Manager, Jaroslav Tusek, whose 35 years of living in the United States qualifies him to act as a bridge in understanding and explaining how American HRD practices differ from those of Czech organizations.

Time for a change

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Changes in Organization

In addition to offering program that bring East Central Europeans to the United States, the Institute will be exploring new programs to be delivered in the Czech Republic. In October 2003, Institute President Jarda Tusek's mother died in Prague after a long illness. His father had died in 2002, leaving Jarda and his brother Zdenek as heirs to the family name and properties. This new circumstance, along with other significant changes in the economic, political, social and spiritual landscapes of both the United States and the Czech Republic, has influenced Institute changes coming in 2004:

While continuing as President and CEO, Jarda will dedicate his Institute work to European executive education programs as Director of European Programs. He will work on the Institute's current book, *Traveler's Guide to Christian Heritage in the Czech Republic*, and continue the ordination process with the International Communion of Christian Churches (ICCC).

In addition to her other Institute responsibilities, Sara Tusek will lead the initiative for developing new programs based in the Czech Republic. These educational programs include the offering of intensive English lessons through the Institute, with expansion into a full-fledged private Christian school in the Czech Republic with instruction in English. She will continue her work as Head of the Language Department and English teacher at Providence High School and her coursework at the University of North Florida, towards her second Master's degree (in English Literature).

Jarda will lead a group of Americans on a Travel-and-Learn Program in Prague and Western Bohemia in early March, 2004. He is currently recruiting for this program and welcomes inquiries.

Sara and Jarda are exploring various Czech locations in preparation for opening an Institute office, probably staffed by Czechs with periodic help from American volunteers, in 2005. The Institute will then operate on both sides of the Atlantic, with offices in Florida and the Czech Republic.

We at the Institute are excited about these changes and look forward to 2004. We deeply appreciate all the insights and assistance offered by our many friends over the years. It has taken the efforts of hundreds of people of good will to help so many East and Central European executives come to the United States, so that they can participate in a focused training and leadership development experience, involving them in the direct observation of and discussion with American business executives in leading companies and organizations.