



Vol. 35, No. 1 Spring 2019

## Letter from the President

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The review of Stephen Brooks new book on “soft power and cultural diplomacy” offers an excellent reminder of a theme that ACSUS has pursued throughout its entire existence. While there is tremendous intrinsic value in the study of Canada, its even broader worth, especially for a constituency beyond the immediate community of its membership, is “public diplomacy.” ACSUS and associations like it are, simply, the single-most cost-effective source for the advancement of Canada’s image in the world. Canada matters to the world but that world cannot be fully aware of that benefit unless our community, in all its diversity, exists to make it fully known.

As a crucial part of that diverse effort, an enormous amount of our attention has been devoted to the ACSUS biennial conference that will take place in Montreal, this November. So much attention tends to be devoted to those preparations that we sometimes overlook some of the diverse and ener-

getic activity that occurs, on a continuing basis, relating to the efforts of our members to dissemination the knowledge and appreciation of Canada. You will note, within this newsletter, the success of the MANECCS conference in Lake Placid, the establishment of the new home for the American Review of Canadian Studies at Bridgewater State, the dynamic conference of our sister association, ACQS, and the recent success of the Crossing Borders student conference. Activities that will occur just within the next couple of weeks include the Colloquium on Quebec Studies that will soon convene in Montreal and an event on Canadian media theory with James Carey at the University of Maine. This list is incomplete but it is indicative of our success and value to ourselves and to Canada.

Of course, the recounting of that activity does not acknowledge the ongoing efforts of the various Canadian studies centers that exist around the continent, including at the University of West-

ern Washington, Bridgewater State University, SUNY Plattsburgh, Johns Hopkins University, the University of Maine, and other centers and programs. Their dedication to the study of Canada is preparing a new generation to join us as we build upon the momentous achievements of ACSUS and its community. It is their activities that truly keep Canadian studies vibrant and relevant for now and for future generations.

Nonetheless, the biggest event of the year will be the 2019 ACSUS Biennial Conference that will take place at the Omni Mont Royal Hotel and Conference Center in Montreal, November 13-16. It already is becoming an event that will be immensely memorable with participation not only from scholars throughout North American and beyond but from governmental, university, and private sector contributors as well as the broader Montreal and Quebec communities. As I have previously indicated, I strongly encourage everyone to submit a paper proposal for one of the 18 conference sections by the April 15 deadline.

James McHugh, President

## Nik Nanos Leads “Advancing Canada Coalition” to restore funding for Canadian Studies

Noted Canadian pollster and market researcher Nik Nanos has initiated a public effort to encourage the Government of Canada to restore funding for Canadian Studies around the world. These funds were abruptly terminated in May 2012 by the Government of Stephen Harper.

Nanos has enlisted a blue-ribbon

Steering Committee to support this effort. Members include Margaret Atwood, Graeme Gibson, Jane Urquhart, Lawrence Hill, John English, Robert Bothwell, Margaret MacMillan, Laura Dawson, Alain-G. Gagnon, and Senator Peter Boehm.

Please sign up to support this effort at: [www.advancingcanada.org](http://www.advancingcanada.org)

## Call for Proposals

**ACSUS 25th Biennial Conference, November 13-16, 2019**

**“Canada: Forces of Inclusion and Exclusion”**

The Association for Canadian Studies in the United States (ACSUS) will host its 25<sup>th</sup> biennial conference, November 13-16, 2019, in Montreal, Canada. The conference is open to all proposals with a significant Canadian focus. We welcome papers and panel proposals from graduate students, professors, independent scholars, and practitioners on any aspect of the Canadian experience, including comparative inquiries. ACSUS encourages panels and individual papers addressing relevant subjects that fall within any of the following sections:

- Indigenous Studies
- The North and Arctic Studies
- North American Integration and Border Issues
- Business, Trade and Economics in North America
- Teaching Canada and Education in the Hemisphere
- Foreign Policy and Defense
- International Relations
- Politics and Public Policy
- Law and the Constitution
- Communication and Media Studies
- Gender, Identities and Diversity
- Energy and the Environment
- History
- Literature, Film, Music and the Arts in English
- Literature, Film, Music and the Arts in French
- Quebec Studies and the French Presence in North America
- Cultural Studies
- Philosophy

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#### Cultural Studies

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#### Philosophy

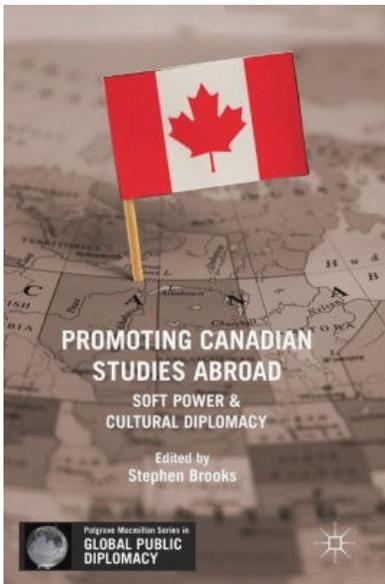
Bob Timko (Emeritus), Mansfield University of Pennsylvania, [robertimko@comcast.net](mailto:robertimko@comcast.net)

Scholars interested in submitting a proposal for the conference should forward an abstract of not more than 300 words (including a working title), along with a current brief vitae (2 pages maximum), to the appropriate section chair(s) listed above no later than April 15, 2019.

Full information on the conference can be found at:

<https://www.acsus.org/conference/conferences/25th-biennial-conference>

## New Book:

***Promoting Canadian Studies Abroad: Soft Power and Cultural Diplomacy, Stephen Brooks, ed., NY: Palgrave Macmillan, 2019***

As governments have come to appreciate the significance of soft power instruments in their foreign policy repertoire, interest in cultural and public diplomacy has grown around the world. This edited volume explores the efforts made by Canadian governments since the 1970s through to 2012 to expand Canada's influence on the world stage by cultivating knowledge of Canada through a variety of programs directed to foreign academics and institutions that were modestly funded by the Canadian government. Chapters in the book explore the experiences of these programs in the United States, Britain, France, China, Japan, Russia, the Germanic-speaking countries, and Scandinavia (though there were many other active Canadian Studies associations in Latin America, Eastern Europe, and in Asia and the South Pacific that were not directly covered in this volume).

Brooks' introductory chapter argues that the adoption of Canadian Studies programming was a part of the Trudeau government's desire to diversify and multilateralize Canada's foreign policy so as to diminish the country's perceived dependence on the United States. In the cultural diplomacy game, Canada was a relative late-adopter and it never invested comparable sums to the leaders in this area. What became known as the "Understanding Canada" program grew gradually until by the mid-1980s when its budget was approximately \$5.7 million. At its peak, there were national associations for Canadian Studies in 25 countries around the world, an umbrella international association (the International Council for Canadian Studies), 5 multinational associations, several regional networks, and more than two dozen specialized associations or groups linked to Brooks' argues that the decision to terminate

"Understanding Canada" was never really about the cost of the program. Rather, he contends that it is more likely that the decision "...was driven principally by ideology and mistrust of the academic community, in Canada and abroad, and of their patrons in the federal bureaucracy." (p. 23). Using a survey of Canadian Studies associations undertaken by ICCS after the 2012 cuts, he describes the general decline of the organizational foundations and intellectual vitality of the Canadian Studies community worldwide. Brooks is clearly critical of the decision to terminate financial support to Canadian Studies organizations:

"...having a network of Canadian experts across the world is perhaps the most effective way to ensure that Canada's story, or indeed stories, are told. The stories that these Canadianists tell may not always be sympathetic, although there is abundant evidence showing that they are (CBC 2012). But without these many story-tellers interpreting Canada to the world, what Bruce Hutchison once described as "the unknown country" could become so once again.... In their small way, the thousands of researchers, teachers, and students in countries throughout the world who have studied Canada contribute to this image and thus to Canada's cultural capital abroad. (pp. 30-31-)

Brooks' introduction provides the general context for the various case studies of the growth and recent decline of Canadian Studies activities in countries contained in chapters 2 through 9. In each of these the disruption caused by the 2012 decision to the Canadian Studies community in the various countries included are documented in great detail.

His second chapter documents the experience in the United States (a relatively painful experience that I lived through as a member – and ultimately President and Acting Executive Director – of the Association of Canadian Studies in the United States, or ACSUS). A number of cost-cutting measures has put the Association on a stable and sustainable course, but the level of Canada-related activity has declined. As a result, Canada's challenge of attracting the attention of American political officials has become more pronounced.

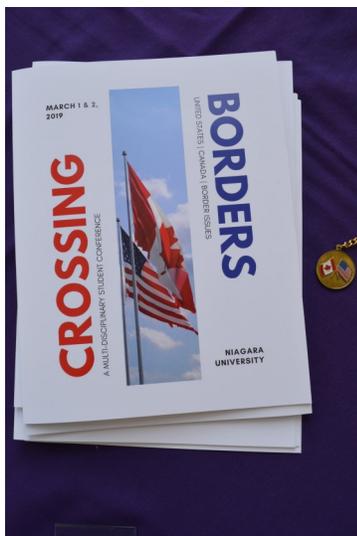
What cost does Canada bear on the international stage for this retreat from supporting Canadian Studies abroad? Arriving at a firm or precise answer to this question is difficult. However, the picture that emerges clearly from the case studies in this volume is that Canada is losing the capacity it once had to mobilize academic communities to shape the ideas and images of the country held by key segments of the attentive public who are most instrumental in shaping foreign policy. Engaging these communities around the world offer additional – and valuable – points of access to policy makers and opinion leaders. At a time where the Canadian experience has heightened relevance for an increasingly globalized context, the retreat from supporting Canadian Studies seems particularly unfortunate. Whatever financial savings result from this decision, they are likely to be off-set many times over by the shrinking profile the country enjoys around the world.

I highly recommend reading this excellent volume for anyone seeking to understand Canada's experience with cultural diplomacy.

Munroe Eagles, University at Buffalo—SUNY

## News of/from our Members

### Niagara University hosts 2019 “Crossing Borders” student conference, March 1-2, 2019.



Professor Shannon Risk and her colleagues at Niagara University provided a wonderful venue for this year’s “Crossing Borders” Student Conference. This annual conference is now in its third decade and each spring it alternates between venues in Canada and the United States. 2020’s meeting will once again be hosted at Brock University, St. Catharines, Ontario. The conference opened with a banquet and featured welcoming remarks from Phyllis Jaffee, Canada’s Consul General in New York (who generously subsidized the costs) and a keynote address by Sara Capen, Executive Director of the Niagara Falls National Heritage Area. In all, more than two dozen students from institutions on both sides of the border, and from as far away as McGill University in Montreal, presented the results of their research at the meeting.

Thank you to Shannon for putting together such a great conference.



One of the many excellent panels at the Crossing Borders 2019 Conference, Niagara University, March 2, 2019

### ACSUS Nominee Felicia Cucuta, Harvard, Wins ICCS Graduate Fellowship

The International Council for Canadian Studies (ICCS) annually awards Fellowships for graduate students around the world who are researching topics of relevance to Canada and who have been nominated by their respective national Canadian Studies associations. Among this year’s awardees is Felicia Cucuta, a PhD candidate in French (Department of Romance Languages and Literatures) at Harvard University. As ACSUS’ nominee this year, she is in the process of researching and writing a dissertation titled “Espace et identité dans l’oeuvre de Wadji Mouawad.”



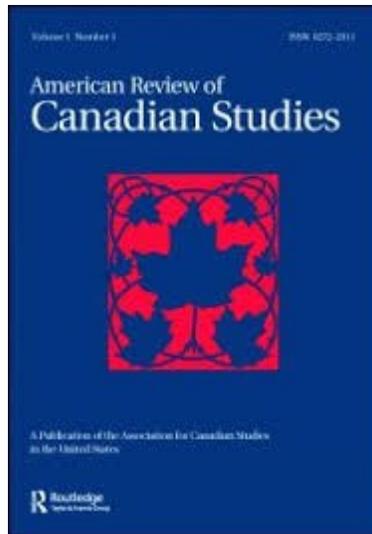
ACSUS President Jim McHugh addresses participants in the 2018 Biennial conference of the Middle Atlantic and New England Conference for Canadian Studies (MANECCS), Lake Placid, NY, Oct. 27th.

## ACSUS Welcomes New editorial team for the *American Review of Canadian Studies*

After more than a decade of successful stewardship at Western Washington University, the *American Review of Canadian Studies* (ARCS) moves on January 1, 2019, to its new home: Bridgewater State University in Bridgewater, Massachusetts. Published continuously since 1971, ARCS is the flagship journal of the Association for Canadian Studies in the United States (ACSUS) and a prominent platform for scholarship on Canada and Canadian-American Relations from many disciplines, in English and French. Peer-reviewed, the journal has a long history and a celebrated reputation among scholars and students of Canada.

The Canadian Studies Program at Bridgewater State will house, manage and produce ARCS for a period of five years. The journal's new co-editors are Dr. Andrew Holman, the director of BSU's Canadian Studies Program and a member of its history department since 1996 and Dr. Brian Payne, also a history professor at BSU where he has taught since 2010. The new co-editors are accomplished scholars with demonstrated experience in academic publishing. Holman is a scholar of modern Canadian social and cultural history whose published work focuses on social class, education history and hockey. Payne's research and scholarship focuses on the history of maritime labor and food production in both Canada and the United States. Both are longstanding members of ACSUS, committed to the promotion of Canadian Studies in the United States.

With one of the oldest Canadian Studies Programs in the U.S. (founded 1973), Bridgewater State is an appropriate new home for ARCS. The journal's new permanent address is Room 203, Minnock Institute for Global Education, Bridgewater State University, 25 Park Terrace, Bridgewater, MA USA 02325.



ACSUS expresses its deep appreciation to our outgoing editorial team at Western Washington University, Christina Keppie (editor) and David Rossiter (previous editor), and Catherine Wallace, Managing Editor, for their fine work in advancing the stature of ARCS, and we welcome the new editorial team with confidence that they will continue the excellent work of our friends at WWU.

Canadian Studies scholars interested in publishing their work in ARCS are encouraged to visit the journal's website at <https://www.tandfonline.com/>



Your ACSUS Executive Committee hard at work after the MANECCS Biennial conference, Lake Placid Convention Center, Saturday, October 27, 2018.

## ACSUS Mourns Loss of Former President George Sulzner



On behalf of ACSUS I announce, with great sadness, the death on October 28th of our very good colleague and friend, Dr. George Sulzner. He was an extraordinary human being and he is deeply missed. His excellent qualities as a person and professional were numerous and the Canadian studies community particularly has lost one of its most outstanding and valued members. In personal terms, George was a very warm and caring human being who was one of the most selfless people I've ever known. He was a wonderful friend to everyone and an especially good mentor, including to me. He had a tremendous sense of humor that, combined with his energy, profound insights, intelligence, and good nature, made him a particularly conspicuous presence everywhere he went. He was a devoted family man, active in his church, and tireless in his interests, including such varied activities as classical music and choir.

His professional accomplishments were equally impressive. In addition to his highly illustrious career within Canadian studies, he was a distinguished Professor of Political Science at the University of Massachusetts, Amherst, having served with a well-earned reputation as an exceptional teacher and scholar as well as a successful former department chair and a prominent member of the

American Political Science Association. A testimony to his energy, enthusiasm, and abilities could be noted in the continuation of his academic career following his official retirement. He continued his academic service with a prominent role within the university's School of Public Policy while, simultaneously, pursuing his highly successful work as a Labor Arbitrator for the United States Postal Service and the American Postal Workers Union, which he had done for nearly 30 years.

As accomplished as he was within these areas, they paled in comparison with his contributions to Canadian studies. George was not merely a former president of the Association for Canadian Studies in the United States [ACSUS] and the Middle Atlantic and New England Council on Canadian Studies [MANECCS]—he was one of the most valued leaders that these organizations ever had. It would be impossible to summarize, succinctly, the breadth and depth of his achievements and their value to this community but one example might prove to be indicative. George agreed to become ACSUS President at a time of financial and organizational crisis for the association. Other leaders might have despaired under such circumstances but George applied his tremendous enthusiasm, intelligence, and compassion for his colleagues to that responsibility. He not only collaboratively led ACSUS out of this crisis and into a period of stability and growth but devoted his own resources toward accomplishing that

goal. This period of leadership merely capped a career of numerous scholarly publications, successful teaching of multiple courses on Canada, and countless acts of profound advising and guiding of students, colleagues, and other members of this community that has provided an inestimable legacy.

George was recognized for his tremendous life and career, in 2011, with the Donner Medal, which was created as the result of a bequest by the William H. Donner Foundation of New York and is the highest forms of recognition that the world of Canadian studies can bestow. It was awarded in acknowledgement of his profound vocation of scholarship, teaching, administrative service, and program innovation in Canadian studies and it was, truly, one of the most deserved acts of recognition that this award has ever conferred upon a recipient.

These achievements seem, nonetheless, superficial when compared to George Sulzner's achievements as a friend and as a person. I know that, without him, I never would have achieved nearly as much of my potential as I have—not only within Canadian studies but in my general professional life as well. I am very certain that I am not the only person who feels that way about this extraordinary man. He truly touched everyone with whom he came into contact and he will be sorely missed by all of us.

George Sulzner will be honored at the next ACSUS biennial conference, which will be held in November 2019 in Montreal. A memorial service for him was held in Amherst, MA on Friday, November 9, 2018.

**Jim McHugh, ACSUS President**

## Think Canada!



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The Association for Canadian Studies in the United States (ACSUS) is a multi-disciplinary membership based organization committed to raising awareness and understanding of Canada and its bilateral relationship with the United States. ACSUS supports research and academic activity through its publications, conferences, and grant programs; promotes the academy through active advocacy and outreach; and positions the community by profiling the scope and diversity of research undertaken by the ACSUS membership in the humanities and social sciences.

## Brief Announcements and Upcoming Events



A special panel in memory of former ACSUS President Myrna Delson-Karan was held as part of the 2018 American Council for Quebec Studies (ACQS) conference, New Orleans, November 1-4, 2018. Chairing the panel was Mark Richard (SUNY Plattsburgh—center). Panelists from L-R were Munroe Eagles, SUNY-Buffalo; Rosemary Chapman, University of Nottingham; Yvon Le Bras, Brigham Young University; and Amy Reid, New College of Florida.

Don't miss the deadlines for early-bird registration rates for the 25th Biennial—June 15, 2019. All presenters **MUST** be registered for the conference before September 15th.

**Call for papers** / The International Journal of Canadian Studies will publish a thematic section entitled New Generation, in its issue #59 in early 2020. Scholars in their early career are invited to submit a manuscript in English or French that they have presented at a conference, congress or workshop in 2018 or 2019, in any area of Canadian Studies. The Journal is particularly interested in interdisciplinary work.

For this issue, we define “early career” flexibly. This includes graduate students, postdoctoral fellows and pre-tenure faculty members. Other profiles may be considered on an individual basis.

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