

## IAED USA Webinar: Presenting *The Heart of America Project* - Webinar

Roger Wetherall  
July 14, 2023



*Mutual Prosperity,  
Interdependence and  
Universally Shared  
Values*



*Webinar*

### *Presenting The Heart of America Project:*

A Plan for Repairing Renewing and Owning Our  
Communities and Our Nation.

**Tuesday, July 18, 2 – 3 PM (EST)**

Dear,

It has been nearly 60 years since the launch of the War on Poverty and the promise of a Great Society in the U.S. Many of the strategies involved Urban Renewal: the clearing of blighted neighborhoods and re-development projects directed by City governments. Most of these projects involved the use of public financing and/or private equity driven by tax incentives. Despite good intentions, the economic outcomes have produced mixed results, often benefiting the few at the expense of the many.

The [Heart of America Project](#) is a bold new initiative in St. Louis Missouri offering an alternative approach that empowers all citizens to become owners of the expanding wealth generated by new economic growth.

The “[Citizens Land Development Cooperative Act](#)” was passed by the Missouri statehouse and signed by the Governor in 2022. Gene Gordon will share the background to this revolutionary approach and explain the stages for its successful implementation as a pilot project that could be replicated across America.

If registration is full, you can join the [Live Feed on our Website](#)

**[Register now to join the Webinar](#)**



## Gene Gordon

**Founder and Executive Director of [Descendants of American Slaves for Economic and Social Justice](#), headquartered in St. Louis, Missouri.**

Gene is the President and Partner of Direct Source Maintenance, a Facility Service Management company, Gene and his team offer a broad range of services such as “green” cleaning, construction management, build outs, additions, and urban development.

Gene Gordon serves on the Board of Directors of the global Center for Economic and Social Justice ([www.cesj.org](http://www.cesj.org)) headquartered in Arlington, Virginia. CESJ is headed by Dr. Norman Kurland, a pioneer in expanded ownership institutions and laws. His accomplishments include designing the initial Federal ESOP laws for worker ownership and working with community leaders in Central Harlem in the late 1960s and in East St. Louis from 2000-2009 to introduce mechanisms for equal citizen ownership of community land.



## Zagery Oliver

**Vice President, Universal Peace Federation, USA  
Chairman, Moral Black Leadership Foundation (MBL)**

Rev. Oliver has a career in ministry in the Washington D.C. area, and social action related to race relations. He is responsible for the race relations program at the Universal Peace Federation (Washington, D.C) and is Chairman of the newly created Moral Black Leadership (MBL) Foundation. MBL is articulating a new vision for the role of Black leadership in creating a hopeful future for our country.



## Alan Jessen

Moderator  
North American Coordinator,  
International Association for Peace and Economic  
Development

### Previous Webinar Information

If you missed any of our previous IAED webinars, you can [watch them here](#).  
[Click here](#) to be kept informed of future IAED Programs.



## International Association for Peace and Economic Development - USA

*We affirm our belief that business leaders have the opportunity and responsibility to work in collaboration with other sectors of society to make the world a better place, addressing its most significant challenges, and promoting world peace, long-term mutual prosperity and truly sustainable development.*

[Click here](#) to be kept informed of future IAED Programs.

We look forward to your participation and engagement in this event.  
Thank you,

Roger Wetherall  
IAED-USA Coordinator  
[IAED@us.upf.org](mailto:IAED@us.upf.org)





# Presenting The Heart of America Project: A Plan for Repairing Renewing and Owning Our Communities and Our Nation

Date & Time	Jul 18, 2023 12:00 PM in <a href="#">Mountain Time (US and Canada)</a>
Description	<p>It has been nearly 60 years since the launch of the War on Poverty and the promise of a Great Society in the U.S. Many of the strategies involved Urban Renewal: the clearing of blighted neighborhoods and re-development projects directed by City governments. Most of these projects involved the use of public financing and/or private equity driven by tax incentives. Despite good intentions, the economic outcomes have produced mixed results, often benefiting the few at the expense of the many.</p> <p>The Heart of America Project is a bold new initiative in St. Louis Missouri offering an alternative approach that empowers all citizens to become owners of the expanding wealth generated by new economic growth.</p> <p>The “Citizens Land Development Cooperative Act” was passed by the Missouri statehouse and signed by the Governor in 2022. Gene Gordon will share the background of this revolutionary approach and explain the stages for its successful implementation as a pilot project that could be replicated across America.</p>



## Meeting Registration

First Name\*

First Name

Last Name\*

Last Name

Email Address\*

join@company.com

Information you provide when registering will be shared with the [account owner](#) and host and can be used and shared by them in accordance with their Terms and Privacy Policy.

Register