

UPF USA: Presenting The Heart of America Project repairing, renewing and owning our communities

Larry Moffitt
July 17, 2023

**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)

GENE GORDON
Founder & Executive Director of Landmark Asset Management, Insurance and Capital Group, St. Louis, Missouri

ZAGERY OLIVER
Vice President, Federal Reserve Bank of St. Louis, Chairman, Wood Block Leadership Institute (WBLI)

ALAN JESSEN
Assistant Director, U.S. State Department, Director of the Institute for

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.

Sponsored by the International Association for Peace and Economic Development of Universal Peace Federation

LIVE STREAM [US.UPF.ORG/LIVE](https://www.us-upf.org/live)

Zoom Registration [@UPFUSA](https://www.facebook.com/upfusa) [@UPFUSA](https://www.instagram.com/upfusa)

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Register in advance at this link:
us-upf.org.zoom.us/meeting/register/tZcucOGsqzgvG9y-idsAu--ayIhN40pFKa7A#registration
Tuesday, July 18 from 2 to 3 PM EDT

see flyer attached

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GENE GORDON

Founder & Executive
Director of Descendants of
American Slaves for
Economic and Social Justice,
St. Louis, Missouri.



ZAGERY OLIVER

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



ALAN JESSEN

Moderator:
UPF State Director: Iowa
Pastor, Family Federation,
Iowa

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