

# U.S. SUMMIT & INITIATIVE FOR GLOBAL CITIZEN DIPLOMACY

SUMMIT REGISTRATION INFORMATION | NOVEMBER 16-19 | WASHINGTON, DC

**AMERICA'S GREATEST ASSET:**

## **AMERICAN CITIZENS**

**PARTNERING WITH THE WORLD TO ADDRESS  
GLOBAL CHALLENGES OF THE 21ST CENTURY**

**PRESERVING THE ENVIRONMENT**

**REDUCING POVERTY AND DISEASE**

**INCREASING RESPECT FOR HUMAN RIGHTS**

**CREATING A GLOBALLY COMPETENT SOCIETY**

**ENCOURAGING CULTURAL ENGAGEMENT**

**ACHIEVING FOOD SECURITY**

**SECURING U.S. & GLOBAL FINANCIAL SECURITY**



**NOVEMBER 16-19, 2010**

GRAND HYATT HOTEL | WASHINGTON, DC

**SUMMIT CO-CHAIRS**

DAVID H. ROE, PHD | CHAIR, U.S. CENTER FOR CITIZEN DIPLOMACY

JUDITH MCHALE | U.S. UNDER SECRETARY OF STATE FOR PUBLIC DIPLOMACY & PUBLIC AFFAIRS

**PLEASE JOIN US**


## **U.S. SUMMIT & INITIATIVE FOR GLOBAL CITIZEN DIPLOMACY**

**ON NOVEMBER 16 –19, 2010**, the U.S. Center for Citizen Diplomacy (USCCD), in partnership with the U.S. Department of State, Office of Public Diplomacy & Public Affairs, and in support of more than 1,100 U.S. Non-Governmental Organizations (NGOs) conducting citizen diplomacy activities, will convene a historic U.S. Summit for Global Citizen Diplomacy in Washington, DC, the first in 54 years.

The goal of the Summit and a subsequent ten year Initiative for Global Citizen Diplomacy is to dramatically increase efforts to help resolve major global challenges of the 21st century by doubling the number American citizens of all ages engaged in international activities at home or abroad, from an estimated 60 million today to 120 million by 2020.

The U.S. Summit & Initiative for Global Citizen Diplomacy supports current efforts of President Obama, Secretary of State Hillary Clinton, and Under Secretary of State for Public Diplomacy and Public Affairs, Judith McHale to make global citizen diplomacy a national priority and utilize new technologies to broaden the reach and opportunities for citizen engagement. The President is being called upon to speak at the event, the first since President Eisenhower addressed a similar gathering on September 11, 1956 to call Americans to greater involvement in international relations. Today, in an increasingly globalized world, the call is as relevant and urgent as ever.

We invite you to be a part of this historic summit and the launch of a decade of expanded citizen diplomacy activities, best practices, international partnerships and global impact.



David H. Roe, PhD | Chair, Board of Directors



Ann Olsen Schodde | President & CEO

**“If only people will get together, then so eventually will nations.”**

PRESIDENT DWIGHT D. EISENHOWER, 1956

### **WHO SHOULD ATTEND?**

**CITIZEN DIPLOMACY ORGANIZATION LEADERS AND VOLUNTEERS**

**CEO'S AND CORPORATE CSR LEADERS**

**FOUNDATIONS AND PHILANTHROPIC ORGANIZATIONS**

**CONGRESSIONAL AND ADMINISTRATION LEADERS**

**YOUTH LEADERS**

**INTERNATIONAL CITIZEN DIPLOMACY PARTNERS & GUESTS**

### **WHY ATTEND?**

**ATTENDEES WILL BE EXPOSED TO 100 TOP NEW PROPOSALS FOR CITIZEN ENGAGEMENT IN INTERNATIONAL RELATIONS**, as well as best practices, use of new technologies to enhance engagement, and opportunities for networking between leaders in international affairs, NGOs, corporate and philanthropic organizations, and international guests.

**JOIN US TO HONOR SEVEN EXTRAORDINARY CITIZEN DIPLOMATS**, and help launch a ten-year national campaign for citizen diplomacy. Learn how you and/or your organization can strengthen your positive global impact over the next decade and beyond.



**CITIZEN DIPLOMATS** Abby Falik sharing digital photos with children in Laos. Photo: Amanda Gibbon



A vendor in Ashgabat, Turkmenistan helps Audrey Scott tie her headscarf. Photo: Daniel Noll



Robert Breeden, drumming for Huichol Marakame Eguolojo De la Cruz in El Cerro de los Tigres. Photo: Maria Rios

## KEY COMPONENTS OF THE SUMMIT

**BRIEFING SESSIONS AND PRESENTATION OF 100 TOP COMPETITIVELY SELECTED PROPOSALS** for new, innovative programs from citizen diplomacy organizations and their international partners

Hear from task force leaders working in twelve sectors: Business, Community-based Organizations, Development Assistance, Faith-based Organizations, Global Health, Higher Education, International Cultural Engagement, International Voluntary Service, K-12 Education, Sports, Travel & Tourism, and Youth Service

**NEW ROUNDTABLE REPORTS ON SEVEN CRITICAL ISSUES** impacting citizen engagement in international affairs with recommendations for future action

**THE ROLE OF U.S. CORPORATIONS IN SOCIAL RESPONSIBILITY (CSR) INITIATIVES** worldwide will be the focus of a major plenary, with major U.S. corporations, a forum on best CSR practices, and a task force presentation led by Business for Diplomatic Action and the Business Council for International Understanding

**FOUR MAJOR PLENARY SESSIONS INCLUDING:**  
The British Council joined by international guests will present a view of U.S. citizen diplomacy from abroad  
A view from the administration on U.S. citizen diplomacy in the 21st century from Departments of Defense & State, Peace Corps, National Endowment of the Humanities, and Congress

**SPECIAL INVITATION TO THE NATIONAL AWARDS** for Citizen Diplomacy during a cultural evening event featuring seven honorees and world class performing artists including the Liz Lehrman Dance Exchange

**RECEPTIONS AND REMARKS BY NATIONALLY KNOWN EXPERTS** in international affairs, high ranking officials of the administration, and members of congress—including special briefing sessions on the role the military, and new government public diplomacy

**DEMONSTRATION OF NEW TECHNOLOGIES** and media to expand the reach of citizen diplomacy engagement

**FILM SCREENING: *Our Summer in Tehran*** A special preview by award winning Promises Films' Justine Shapiro, producer

## SPEAKERS (PARTIAL LIST)

- PRESIDENT BARACK OBAMA** (Invited)
- AMR BADR** Managing Director, Egypt & Middle East, Abercrombie & Kent
- KATHRYN C. BROWN** Sr. VP, Public Policy Development & Corporate Responsibility, Verizon
- VICE PRESIDENT JOSEPH BIDEN** (Invited)
- JON CLIFTON** Deputy Director, Gallup of the Gallup World Poll
- THE HONORABLE HILLARY R. CLINTON** U.S. Secretary of State (TBC)
- MARTIN DAVIDSON CMG** Chief Executive, British Council | Joined by leaders from China, France, Japan, Poland and Turkey
- NANCY DORN** Vice President, Corporate Government Relations, General Electric
- MARY JEAN EISENHOWER** President & CEO, People to People International
- MARY FLORES** Former First Lady, Honduras
- HARRIET M. FULBRIGHT** President, J. William & Harriet Fulbright Center
- THE HONORABLE JAMES LEACH** Chairman, National Endowment for the Humanities
- STAN LITOW** President & VP Corporate Citizenship, IBM Foundation
- JUDITH MCHALE** U.S. Under Secretary of State for Public Diplomacy & Public Affairs
- THE HONORABLE NORMAN Y. MINETA** Vice Chairman, Hill & Knowlton
- CAROLINE ROAN** VP Corporate Philanthropy, Pfizer Inc. President, Pfizer Foundation
- INGRED SAUNDERS JONES** Senior VP, Global Community Connections, The Coca-Cola Company | Chairperson, The Coca-Cola Foundation
- BARBARA STARR** Pentagon Correspondent, CNN | Emmy Award Winning Producer
- ANN STOCK** Assistant Secretary of State, Educational & Cultural Affairs
- THE HONORABLE THOMAS VILSACK** U.S. Secretary of Agriculture (TBC)
- AARON S. WILLIAMS** Director, Peace Corps
- DOUGLAS B. WILSON** Assistant Secretary of Defense for Public Affairs

## SUMMIT SCHEDULE AT A GLANCE

### TUESDAY, NOVEMBER 16

*Afternoon* Registration Opens

*Evening* Film Screening: Our Summer in Tehran by award winning Promises Films' Justin Shapiro, producer.

Pre-Summit Welcome Reception

### WEDNESDAY, NOVEMBER 17

*Morning* Registration Continues

Opening Plenary & Keynote Address:  
*Citizen Diplomacy: Past, Present & Future*

Task Force Showcase Presentations (2)

Roundtable Discussions (3)

*Afternoon* Plenary Luncheon: *U.S. Citizen Diplomacy in the 21st Century: Economic Competitiveness, National Security & America's Image Abroad* | Representatives from U.S. Departments of State & Defense, Peace Corps, National Endowment for the Humanities, and Congress

Task Force Showcase Presentations / Briefing Sessions (5)

Roundtable Discussions (1)

*Evening* Cultural Engagement Event & National Awards for Citizen Diplomacy | Hosted by: Summit Task Force for International Cultural Engagement & USCCD Awards Committee

### THURSDAY, NOVEMBER 18

*Morning* Corporate Plenary Session: *International Corporate Social Responsibility: The Role for U.S. Business in the Next Decade* Representatives from major U.S. Corporations

Task Force Showcase Presentations (3)

Roundtable Discussions (2)

*Afternoon* International Plenary Luncheon: *U.S. Citizen Diplomacy: An International Perspective* | Presented by: The British Council joined by leaders from China, France, Germany, Japan, Poland and Turkey

Task Force Showcase Presentations/Briefing Sessions (7)

Roundtable Discussions (1)

*Evening* (Repeat Film Screening from Tuesday)

### FRIDAY, NOVEMBER 19

*Morning* Closing Plenary: *The Future of Citizen Diplomacy – A Dialogue with Summit Task Force and Roundtable Leaders* Hosted by: U.S. Department of State, Office of Public Diplomacy & Public Affairs

## HOTEL ACCOMODATIONS

**SPECIAL SUMMIT RATE:** \$207 per night!

**THE OFFICIAL HOTEL** for the 2010 Summit is the Grand Hyatt Washington. Summit attendees will receive a reduced rate of \$207/night based on single occupancy.

This group rate will be honored until October 15 or until block is sold out, whichever comes first.

### GRAND HYATT WASHINGTON

1000 H Street NW, Washington, D.C. 20001

[www.GrandWashington.Hyatt.com](http://www.GrandWashington.Hyatt.com)

Tel: +1 202 582 1234 or 888.421.1442 Fax: +1 202 637 4781

**ROOMS FILL QUICKLY!** Reserve today by calling the hotel directly or visiting us online at:  
[www.USCenterForCitizenDiplomacy.org/Summit](http://www.USCenterForCitizenDiplomacy.org/Summit)

## REGISTRATION INFORMATION

**VISIT OUR WEB SITE** to register online or download registration forms: [www.USCenterForCitizenDiplomacy.org/Summit](http://www.USCenterForCitizenDiplomacy.org/Summit)

**EARLY RATES** Apply through October 15, 2010:

**Corporate** \$495

Group (3 or more) \$445 each | One day only \$375

**Non-Profit/Government** \$395

Group (3 or more) \$345 each | One day only \$295

**Youth** (age 16–21) \$325

**SPONSOR A YOUTH ATTENDEE!** \$325

### BECOME A FRIEND OF THE SUMMIT

Special packages for non-profit groups

## SUMMIT SPONSORSHIP

**To learn more about sponsorship opportunities for the U.S. Summit & Initiative for Global Citizen Diplomacy, please contact:**

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703.532.1692

Photos were contributed via the USCCD SHARE YOUR STORY online campaign. On the cover, CITIZEN DIPLOMATS, (left to right)

Dan Morrison and the women of SEWA (Self-Employed Women's Association) in Gujarat, India. Photo: Dan Morrison

Sanyelou Tembiné and Shannon Ongaro share a smile during a Tandana Foundation volunteer vacation in Kansongho, Mali. Photo: Julie Lundquist

Stacey Travis with drilling team in Nimule, South Sudan. Photo: Drop in the Bucket