

# U.S. Center for Citizen Diplomacy

*"I invite anyone who wants to work for a peaceful world to support the Center for Citizen Diplomacy. Peace between nations begins with trust between individuals. Individual citizens are the real story of who America is, and we need to communicate that story to the rest of the world. Together we can make a difference. Please join us."*

Ambassador John Mervais, President, Cleveland University  
Chair, U.S. Center for Citizen Diplomacy Board of Directors

*“We believe that if people around the world understood us better and the values we live by...then they would be less likely to fear our power, they would be more likely to cooperate with us in a common struggle against terrorism, they would continue to send their sons and daughters to study among us, they would welcome our sons and daughters, and they would buy our products”*

Ambassador Kenton Keith, Senior Vice President, Meridian International Center, and President of the Board, Alliance for International Educational and Cultural Exchange, Washington, DC and Board member, National Center for Citizen Diplomacy

## **Citizen Diplomacy**

In March of 2004, 33 national leaders in the field of international exchange — cultural, educational and professional exchanges — convened at the Johnson Foundation Wingspread Conference Center in Racine, Wisconsin, with the expressed intent of pursuing strategies to strengthen America’s commitment to citizen diplomacy.

From that meeting emerged a national campaign of state and local summits on citizen diplomacy, culminating in a national summit in Washington, D.C., July 12–14, 2006.

To implement the campaign, over 120 U.S. organizations formed the Coalition for Citizen Diplomacy with a mission to promote positive and sustainable engagement of Americans in a wide range of international exchange and educational initiatives through innovative public, private and volunteer partnerships.

## **The Iowa Initiative**

One of the ideas that emanated from the Wingspread Conference was the need for a center to support the work of the international exchange organizations. From that concept, the Iowa Initiative arose. The citizens of Iowa have a rich history of participating in international exchange and welcome the opportunity to host the U. S. Center for Citizen Diplomacy.

## **The U.S. Center for Citizen Diplomacy will be a strategic focal point for citizen diplomacy.**

The U.S. Center for Citizen Diplomacy will serve many purposes, including recognition of the outstanding achievements of the many organizations active in citizen diplomacy, development of resources which will enable the establishment of best-practices in citizen diplomacy and the recruitment of persons to serve as U.S. citizen ambassadors to the world.

### **The Center will:**

- › **Promote** the concept and value of citizen diplomacy;
- › **Fund and support** innovative citizen diplomacy programs;
- › **Provide information** on citizen diplomacy activities using up to date and innovative technology;
- › **Serve as a nexus point** between corporations, local and state governments and non-profit organizations dedicated to cultural and educational exchange;
- › **Provide training for individuals and organizations** dedicated to making a positive difference in the world, creating future leaders in the field of citizen diplomacy;
- › **Conduct, document, and disseminate research** focusing on the impact of citizen diplomacy;
- › **Produce Special Events including an annual Summit on Citizen Diplomacy** to promote and encourage participation in citizen diplomacy and honor individuals who have made outstanding contributions to the field;
- › **Organize Special Exhibits** that recognize the contributions of individuals and organizations who have made outstanding contributions to the peace making power of citizen diplomacy; and

**Headquartered in Des Moines, Iowa, the U.S. Center for Citizen Diplomacy will be the only center of its kind in the nation**, turning a national spotlight on the importance and value of international exchange activity, building organizational capacity through training programs, sharing best practices and supporting collaboration among international exchange agencies and other organizations.

To learn how you can be involved, contact:

[www.uscenterforcitizendiplomacy.org](http://www.uscenterforcitizendiplomacy.org)

515.243.4535

525 SW 5th Street, Suite A

Des Moines, IA, 50309 U.S.A.

# U.S. CENTER FOR CITIZEN DIPLOMACY

## MISSION

**The United States Center for Citizen Diplomacy promotes opportunity for all Americans to be citizen diplomats and affirms the indispensable value of citizen involvement in international relations.**

## U.S. CENTER AGENDA

**In order to substantially increase more than 600,000 American citizen diplomats by 2017 – including those involved in home hosting, international exchanges, study and work abroad, international volunteer assistance, and professionals who are involved internationally in business, education and local and state government in the next decade – the Center will:**

- ▶ Manage a national database and interactive web site of U.S. citizen diplomacy activities and programs throughout the country and world
- ▶ Conduct research on the impact of citizen diplomacy programs
- ▶ Conduct education and training programs to increase the leadership capacity of non-profit professionals and volunteers, K-12 educators, government and business leaders, and youth to conduct effective citizen diplomacy programs
- ▶ Increase private and public sector support for citizen diplomacy by expanding alliances with business, foundations, local and state governments, civic organizations of all types and the U.S. government
- ▶ Strengthen and expand existing, time –tested programs and develop targeted, pilot programs and initiatives to address emerging needs.
- ▶ Encourage K-12 schools across the United States to increase international content in their curricula to equip students with skills they need to become future leaders in a global world
- ▶ In consultation with the U.S. Department of State, work to support those countries throughout the world seeking to establish or expand their own capacity to conduct citizen diplomacy
- ▶ Convene National Summits and special recognition events on Citizen Diplomacy

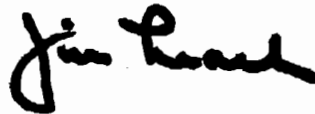
***“Average Americans in their natural state, are the best ambassadors a country can have”*** *The Ugly American*, (Published in 1958 by William Lederer and Eugene Burdick)

**Princeton University**Woodrow Wilson School  
of Public and International Affairs

February 20, 2007

To: The U.S. Center for Citizen Diplomacy  
From: James A. Leach

"Leadership abounds in America today in business, agriculture, academia and the arts. Unfortunately, it is less apparent in politics and partly, but not completely, because of this circumstance, the case for citizen diplomacy has never been greater. Foreign policy is more about the projection of a country's values than its power. As society becomes more complicated and the world more intertwined, the United States has a profound national interest in facilitating citizens outside of government to interact and communicate on a people-to-people basis with individuals of all walks of life around the globe. Now that a U.S. Center for Citizen Diplomacy has been established in Des Moines, our state has been given a unique chance to lead at a critical time in history. There is no guarantee that efforts of this nature will work, but not to try would be a grievous mistake."



# U.S. CENTER FOR CITIZEN DIPLOMACY

The US Center for Citizen Diplomacy is an organization whose time has come to serve in this globalizing world of ours. It is a much-needed answer to the perceptions abroad of the United States and its citizens. Many people of other cultures and views see us as self-centered and arrogant, demanding, and intractable. They see us as a superpower no longer willing to consider the needs and opinions of other nations but determined instead to impose its will on the rest of the world.

However, nothing demonstrates American values and generosity, its people's concern for others and willingness to extend a helping hand better than the American people themselves. Tens of thousands of our fellow citizens travel outside our country every year, each leaving a personal and lasting image. Still more Americans remain home and build friendships through technology with their counterparts abroad, or raise funds to meet the needs of those less fortunate who are facing disasters of weather, war, and famine.

These Americans, from five to ninety-five, are businesspersons, teachers and students and researchers, artists, activists and athletes. They go, they give and they learn, coming back to their home communities more informed, more involved, and more responsible citizens of our shared world. They are involved with the Peace Corps, Rotary International, Sister Cities, Partners of the Americas, Doctors without Borders, Youth for Understanding, the Fulbright Program and countless other organizations committed to the importance of Americans being actively engaged in building personal relationships with people throughout the world.

However, until now, there has been no concerted effort, public or private, to enhance the quality and quantity of this spontaneous flow of personal energy and goodwill. There is no measurement of the extent of its impact, no methodical sharing of what works and what does not, no focus on magnifying this extraordinary resource to the level of national attention that it deserves. Today, it is critical that American values be better understood throughout the world. It is not only the right but the responsibility of every American to be a citizen diplomat, of the highest quality, for our communities and our country.

The newly formed U.S. Center for Citizen Diplomacy will devote itself to filling this need by recruiting, educating, strengthening and recognizing the citizen diplomats who strive to meet the duty of each generation. Such relationships and partnerships have been among American's greatest assets.

The U.S. Center for Citizen Diplomacy invites you to support this very meaningful work and make Iowa once again proud to be a leader in a vital nationwide effort to redress this situation. With your valuable assistance, through persuasion and example, in league with existing citizen diplomacy efforts nation-wide, the Center will work to forge a common future with mutual security, cultural diversity, and realistic expectations.

Harriet Fulbright  
Board Member  
U.S. Center for Citizen Diplomacy  
And  
President, the J. William & Harriet Fulbright Center

January 31, 2007

# U.S. CENTER FOR CITIZEN DIPLOMACY

**Testimony:** Iowa State Legislature  
International Relations Committee  
**Subject:** United States Center for Citizen Diplomacy  
**Presenter:** Ann Olsen Schodde, Executive Director

February 21, 2007

Good Afternoon My name is Ann Schodde, recently appointed Executive Director of the U.S. Center for Citizen Diplomacy. Thank you for offering me the time today to address the committee on the Center, which is a 501c3 organization with offices in downtown Des Moines. It is supervised by a 24 member Board of Directors and six member Advisory Council from Iowa, Illinois, Montana, Virginia, New Jersey, Florida, New York, and Washington, D.C. Ambassador John Menzies, Dean of the John C. Whitehead School of Diplomacy and International Relations, Seton Hall University is the Board Chair.

What will our world be like twenty-five, fifty, one hundred years from now? Will it be a safer, more prosperous world for everyone or an increasingly dangerous place, especially for Americans? How will Americans be seen in other parts of the world?

Many people of other cultures and views now see us as arrogant, soft, spoiled, pompous, demanding, and intractable. They openly wonder if America has begun an irreversible decline into greed, decay, and immorality. Our world is in turmoil and accelerating chaos, and our values, lives and life styles are under unprecedented assault. This sad, dangerous trend must be reversed. Is there something we can do about it?

Our federal government continues to search for more effective ways to project a positive American image abroad. However, nothing demonstrates American values better than Americans. Tens of thousands of our fellow citizens travel outside our country every year, each leaving a personal and lasting image among those they meet. Others remain home and build friendships through technology with their counterparts abroad, or raise funds to meet the needs of those less fortunate abroad who face disasters of weather, war, and famine.

These Americans, from five to ninety-five, are businesspersons, teachers, entertainers, pen pals, humanitarians, students, researchers, or adventurers motivated by compassion, profession, curiosity, or faith. For the most part, they volunteer. As a result of being involved, they are more informed and responsible citizens of our shared world. They participate in the Peace Corps, Rotary International, Sister Cities, Partners of the Americas, the International Visitor Leadership Program, Doctors without Borders, Youth for Understanding, the Fulbright Program, the Institute for International Education and countless other organizations committed to the importance of Americans being actively engaged in building personal relationships with people throughout the world.

Over the years hundreds of Iowans have been notable participants in many of these efforts and made history throughout the world with their outstanding contributions as citizen diplomats.

**However, until now, there has been no concerted effort, public or private, to enhance the quality and quantity of this spontaneous flow of personal energy and goodwill. There is no measurement of the extent of its impact, no methodical sharing of what works and what does not, no focus on magnifying this extraordinary resource to the level of national attention it deserves.** Today, it is critical that American values be better understood throughout the world. It is not only the right but the responsibility of every American to be a citizen diplomat of the highest quality, for our communities and our country.

Because of Iowa's long standing commitment to world peace and citizen involvement in international relations, it is not surprising that Washington based public and private sector leaders in public diplomacy, endorsed the establishment of a U.S. Center for Citizen Diplomacy and urged that the Center be located in the capitol city of Des Moines, Iowa and not in Washington, DC. Although other states, particularly those in the Midwest, are likely contenders. It is also recognized that citizen diplomacy does not take place in the nation's capitol but in communities. In fact there is general agreement among the Washington establishment that the worst place for the Center to be located is Washington D.C.



Now established, the Center is devoted to **recruiting, educating, strengthening and recognizing citizen diplomats who strive to meet the duty of this and future generations of Americans.** The following agenda of specific programs and services was adopted by the Center Board of Directors on February 2, 2007 in Des Moines Iowa. These services were adopted in order to quadruple in ten years, the number of Americans involved in home hosting, international exchanges, study and work abroad, international volunteer assistance, and international exchanges among professionals in business, education and local and state government.

**The Center will:**

- Manage a national database and interactive web site of U.S. citizen diplomacy activities and programs throughout the country and world to provide a one-stop shop for Americans of all ages and backgrounds knowledge of and access to all the opportunities available to them to be involved in international activities as a citizen diplomat.
- Conduct research on the impact of citizen diplomacy programs
- Conduct education and training programs to increase the leadership capacity of non-profit professionals and volunteers, K-12 educators, government and business leaders, and youth to conduct effective citizen diplomacy programs and develop leaders in the field for the next generation
- Increase private and public sector support for citizen diplomacy by expanding alliances with business, foundations, local and state governments, civic organizations of all types and the U.S. government
- Strengthen and expand existing, time-tested programs and develop targeted, pilot programs and initiatives to address emerging needs
- Encourage K-12 schools across the United States to increase international content in their curricula to equip students with skills they need to become future leaders in a global world
- In consultation with the U.S. Department of State, work to support those countries throughout the world seeking to establish or expand their own capacity to conduct citizen diplomacy Conference National Summits on Citizen Diplomacy that includes giving national recognition to individuals and organizations for outstanding international service

Today we are asking the State of Iowa to make a financial commitment to the Center in 2007 of \$350,000 This commitment will demonstrate to the nation that the legislature wants the Center to be located in Iowa and it is important enough that Iowa should be a leading public entity to provide the Center financial support in its early years.

Given the severe image problems our country faces throughout the world, Iowa is once again being called upon to be a leader in international diplomatic relations. This time the call is to help dramatically increase the number of Americans in Iowa and throughout the country to be engaged in personal relationships and partnerships with men and women from other homelands, trusting that such experiences will inspire surprising possibilities in times present as well as future crises.

Iowa has responded to national need in the past with its outstanding record of welcoming Asian immigrants, its historic support of developing people to people relationships with the Soviet Union during the cold war, and its commitment to the World Food Prize, Iowa's unique Sister State program, and the oldest, international non-profit in the country, not to mention the international contributions of Iowa's colleges and universities. Iowa's unique and outstanding commitment to the importance of citizen diplomacy is among Iowa's greatest assets.

Iowa's initial investments of time, energy, and resources-public and private- will determine the advantage the Center has to lift citizen diplomacy to the level of engagement called for by today's global needs. In doing so the Center will work in league with existing citizen diplomacy efforts nation-wide and once again place Iowa in the national and international spotlight.

Thank you for your time and interest in this important endeavor.

**The United States Center for Citizen Diplomacy  
Des Moines, Iowa**

February 6, 2007

The United States Center for Citizen Diplomacy, located in Des Moines, Iowa is a 501c3 organization and the only one of its kind in the United States. Its sole purpose is to **promote and expand opportunity for all Americans to be citizen diplomats and affirms the indispensable value of citizen involvement in foreign relations.** The Center has been established as a result of 60 summits on citizen diplomacy held throughout the country in 2005-07 and is charged with implementing the recommendations of a national report which was presented at the first national summit on citizen diplomacy in July 2006.

On February 2, 2007, the Center Board of Directors established a four-year funding goal, which is planned to culminate in 2010 with authorization by the U.S. Congress and an annual Congressional appropriation for program and administration thereafter. In order to reach that goal, the Center requests a two-year grant from the state of Iowa of \$350,000 to be matched with \$3,000,000 in private contributions and \$200,000 in foundation funds. These matching funds include a one million dollar pledge from the private sector to be matched two for one by January 2009 and a federal 2008 appropriation of \$400,000.

In the first two years, the majority of programs and services of the Center will be conducted in Iowa and the office and staff are permanently located in Iowa. The 24 member Board of Directors is currently represented by 13 Iowans. Others are from Illinois, Florida, New Jersey, Montana, Washington, D.C., and Arlington, Va.

The funds requested from the state of Iowa in 2007 and 2008 will support a selected group of programs that will form the foundation of the work of the Center in the next three years. State of Iowa funds of \$350,000 per year for two years will be used to:

- **Develop and Pilot and Present** the first national leadership training institute for professionals and volunteers from 200 US international education and exchange organizations currently involved in citizen diplomacy to be executed in late fall, 2007. **Location: U. of Iowa, Iowa City, Iowa. (to be conducted annually in cooperation with the Sandy Boyd Center for Non-profit Management)**
- **Conduct**, in cooperation with business and higher education leaders throughout the country and the US Departments of State, and other relevant federal agencies, an **annual national citizen diplomacy roundtable for US business, education and state and local government leaders** on current issues of national concern such as visas, and other emerging international issues threatening US competitiveness as they relate to foreign relations and citizen involvement in foreign affairs. These first national forum will focus on America's declining standing in the world and the difficulties business and higher education leaders have in meeting the demands for trained professionals in areas of national need. **Location: Des Moines, Iowa (late fall of 2007) and a second conference in 2008.**

- **Lay the foundation, test and implement** a comprehensive electronic database and web site on all US available opportunities for Americans to be involved in citizen diplomacy activity, and international relations. No such database or national resource exists. This database will be operated at the Center in Des Moines, Iowa. Its target audience will be American citizens of all ages throughout the country and abroad.
- **Plan** and Co Chair a second National Summit on Citizen Diplomacy. The Summit is slated for February 2008 and includes a major ceremony at the national level to **recognize** organizations and individuals throughout the country for their significant contributions to citizen diplomacy. The second Summit will take place in Washington, D.C. A National Summit in 2009-10 will be in Iowa.

Note: Currently the U.S. Center has been invited by the U.S. Department of State to meet with three U.S. National women's business associations to convene a national meeting on how the U.S. can meet the business development needs of women in the Middle East and other Muslim nations. This is an example of how the Center will serve as a national catalyst for U.S. organizations and associations to develop ways they can more effectively use the tools of citizen diplomacy as an important component of American foreign policy.

**The Greater Des Moines Partnership, leaders in the city and county governments of Des Moines and Polk County, and leaders in business, government and education throughout Iowa, and the 24 member Board of Directors with representatives from throughout the country, believe this Center will bring national and international attention to the State and demonstrate Iowa's strong commitment to the importance of citizen participation in international affairs in an increasingly competitive global economy. In March 2005, the Iowa Senate passed resolution 10, which endorsed the Center and the location to be in Des Moines, Iowa.**

February 2007

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[www.uscenterforcitizendiplomacy.org](http://www.uscenterforcitizendiplomacy.org)

1-515-243-4535

Ann Schodde, Executive Director

Ambassador John Menzies, Chair, Board of Directors

# U.S. CENTER FOR CITIZEN DIPLOMACY

## Board of Directors



**Ambassador John K. Menzies** | *President, Board of Directors of U. S. Center for Citizen Diplomacy* | *Dean, John C. Whitehead School of Diplomacy and Foreign Relations*

Ambassador John Menzies' 21-year career in the U.S. foreign service began in 1981 with assignments in Hungary, East Germany, and Bulgaria. He later served in the U.S. Mission to the United Nations in New York and in Washington in a variety of capacities in the office of the Coordinator for the Support for East European Democracy (SEED) program. He was ambassador to Bosnia-Herzegovina from 1994-1996, and was named chief of mission at the U.S. Office in Kosovo in 1999. From 1997 to 1999, Ambassador Menzies was a Jennings Randolph Senior Fellow at the United States Institute of Peace where he led the Balkans Working Group. After retiring from the foreign service in 2002, he served as president of Graceland University. Recently, Ambassador Menzies was named dean of the John C. Whitehead School of Diplomacy and Foreign Relations.



**The Honorable Daryl Beall** | *Senator, Iowa State Senate*

Daryl Beall was elected to the Iowa Senate in 2002. He is co-chair of the Senate's International Relations Committee. He was a newspaper columnist, editor, publisher, and public relations manager in Iowa, Colorado and South Dakota before returning to Fort Dodge, Iowa, his hometown. In Fort Dodge, he was twice elected to the Fort Dodge School Board and served as president of Sister Cities, helping organize linkages with Japan, Canada and Russia.



**The Honorable Nancy Boettger** | *Senator, Iowa State Senate*

Nancy Boettger has served as an Iowa State Senator for the past 12 years. During that time, she chaired the Senate's International Relations Committee for 10 years, and served on the International Relations Committee of the Council of State Governments. She is a former teacher and director of Education/Resource Development at Myrtue Memorial Hospital in Harlan, Iowa.



**Mr. Malcolm Butler** | *President & CEO, Partners of the Americas*

Malcolm Butler oversees the work of 60 citizen-led partnerships between 45 U.S. states and 31 Latin American and Caribbean countries. Before joining Partners, he held a number of overseas assignments in the U.S. Foreign Service and the United States Agency for International Development. He also reviewed international economic programs for the Office of Management and Budget in the Executive Office of the President and served on the staff of the National Security Council in the White House.



**The Honorable Swati Dandekar** | *Representative, Iowa House of Representatives*  
Swati Dandekar, elected to the Iowa House of Representatives in 2002, is the first person of Indian origin to win a seat in the Iowa House. She has been appointed the International Relations, Appropriations, and Economic Growth committees. Dandekar has served two terms on the Linn-Mar Community School Board and three years on the Vision Iowa Board.



**Ms. Harriet Mayor Fulbright** | *President, J. William & Harriet Fulbright Center*  
Harriet Mayor Fulbright leads a non-profit organization dedicated to promoting world peace and nonviolent means of resolving conflicts through international collaborations and education programs. Fulbright has extensive experience in the fields of education and the arts, serving from 1997 to 2000 as executive director of the President's Committee on the Arts and the Humanities, and earlier, as president of the Center for Arts in the Basic Curriculum.



**Ms. Ann Geiger** | *Member, Board of Directors and Iowa State Coordinator, Sister Cities International*  
Ann Geiger established the Davenport Sister Cities Committee and serves on the Sister Cities International Board of Directors, as well as the Iowa Sister States Board of Directors. She is also the Iowa state coordinator for Sister Cities International. Ann currently serves as administrative assistant to the Davenport Department of Community and Economic Development.



**Mr. Marshall F. Harris** | *Senior Policy Advisor, Alston & Bird*  
Marshall Harris advises clients on business development, international policy, and other issues, and specializes in assisting foreign governments with issues before the U.S. Administration and Congress. Since 1999, Mr. Harris has served as foreign policy adviser to former Senate Majority Leader Bob Dole. Mr. Harris' background also includes eight years as a U. S. State Department official in the Executive Secretariat and European Bureau and as a special assistant in the Office of Secretary of State James Baker. He also served the State Department in Britain, Bulgaria, and Macedonia. More recently, Mr. Harris served as foreign policy adviser to Congressman Frank McCloskey; as co-founder of the Action Council for Peace in the Balkans and the Balkan Institute; as a vice president and senior scholar at Freedom House; as partner in the Washington International Group; and as a principal in the law firm of Verner Liipfert Bernhard McPherson and Hand. He was an adviser to the Bosnian government during the Dayton peace talks, and to the Kosovar Albanian delegation at the Rambouillet peace talks. Mr. Harris currently chairs the Department of Defense's Balkans Working Group.



**Ms. Karen Hasara**

Karen Hasara has served as an elected official in Illinois for 28 years: in the Illinois House of Representative, the Illinois Senate, and as mayor of Springfield, Illinois. As mayor, Ms. Hasara led the city's International Visitors Commission. Under her leadership, Springfield became one of the community partners for the U.S. Ukraine Foundation; for the past five years, she has traveled and conducted training and program evaluation in Ukraine. She was also involved in Sister Cities, promoting relationships with Ireland, Mexico, and Japan. In addition, she has been involved in economic and tourism development and in ethics training in Russia.



**Ms. Laurie Heintz**

Laurie Heintz spent 20 years working in the construction industry, most recently managing a division of United Subcontractors, Inc. in Fort Myers, Florida. In that position she and her husband led a team of 235 associates in seven divisions and three locations, providing construction services to General Contractors. During her tenure with United Subcontractors, she also held positions in sales and marketing in Naples, Florida, and Management in Salt Lake City, Utah. Ms. Heintz currently resides in Fort Myers with her husband and two sons. She enjoys participating in organizations that cause positive change.



**Tahira K. Hira, Ph.D. | Professor and Executive Assistant to the President,  
Iowa State University**

Tahira Hira serves as special advisor to Iowa State President Gregory Geoffroy, representing the president's office to the university at large and overseeing several external affairs offices. A professor of Personal Finance and Consumer Economics, she was associate vice provost for ISU Extension before assuming her current position in 2001. Dr. Hira received her PhD from the University of Missouri, Columbia in 1976, and joined Iowa State University in 1980. The founding president of the Association for Financial Counseling and Planning Education, she is internationally known for her research in consumer bankruptcy and consumer credit.



**Ambassador Mark Johnson**

Ambassador Mark Johnson (ret.) is the founder and executive director of the World Affairs Council of Montana and a national board member of the World Affairs Councils of America in Washington, D.C. He serves as a Mansfield Adjunct Professor at the Maureen and Mike Mansfield Center of the University of Montana. Ambassador Johnson retired from the U.S. State Department after serving 30 years in a variety of foreign policy positions. He was United States Ambassador to Senegal from 1993–1996. At the time of his retirement, he was deputy inspector general of the State Department. In 1992, President George Bush awarded him the President's Meritorious Service Award.



**Mr. George Jones** | *Attorney at Law, Greenwood & Jones*

George Jones practices law in Lamoni, Iowa, with the majority of his practice devoted to criminal defense. He is an adjunct professor at Graceland University, teaching courses in Criminal Law, Criminal Procedure, Criminal Justice. Mr. Jones also has extensive experience at the leadership level for the Community of Christ.



**Ambassador Kenton Keith** | *Senior Vice President, Meridian International Center*

Ambassador Keith assumed the duties of senior vice president of Meridian International Center in late 1997, after a career as a Foreign Service Officer with the United State Information Agency. His primary responsibility at Meridian is management of the professional exchanges activities associated with the State Department's International Visitor Program. At the time of his retirement, Ambassador Keith was director of USIA's Office of North African, Near Eastern and South Asian Affairs. From 1992 to 1995, he served as Ambassador to the State of Qatar. During his government service, Ambassador Keith received two Presidential Meritorious Service Awards and various individual and group superior and meritorious honor awards, including one for his work at the 1991 Middle East peace conference in Madrid. In 2003, he was re-elected for second term as chair of the Alliance for International Educational and Cultural Exchange, an umbrella organization representing nearly 70 exchange organizations from throughout the U.S.



**Ms. Nadia McConnell** | *President, U.S.-Ukraine Foundation*

Nadia McConnell, one of the founders of the U.S.-Ukraine Foundation, helped establish the Foundation's presence in Ukraine even before Ukrainian independence. In earlier years, she was president of NKM Associates and held several positions in U.S. government, including director of Congressional Relations for FEMA and deputy assistant administrator for NASA.



**Mr. Charles R. Montgomery** | *Senior Managing Attorney, MidAmerican Energy Company*

Chuck Montgomery has been a senior attorney for Iowa Power Inc./MidAmerican Energy Company since 1986. For six years prior to that, he served as an assistant Polk County Attorney. Montgomery has served on the Magistrate Nominating Commission, 5th Judicial District. He has chaired both the Governor's Task Force on Volunteerism and Big Brothers, Big Sisters of Greater Des Moines, and has served as a former vice president of V.O.I.C.E.S., a group working on resettlement of Hmong refugees. Currently, he is a member of the Executive Committee and Board of Directors of the Iowa Council for International Understanding.



**Ms. Sherry Mueller** | *President, The National Council for International Visitors*

Sherry Mueller joined the National Council for International Visitors (NCIV) as executive director in 1996, and has served as president of the Council since 2001. Before coming to NCIV, Ms. Mueller worked 18 years for the Institute of International Education. She has also served as an adjunct professor at the School of International Service, American University, where she taught courses on U.S. Public Diplomacy.





**The Honorable Scott Raecker** | *Iowa State Representative/Executive Director, Institute for Character Development (ICD)*

Scott Raecker is in his fifth term serving House District 63 — the community of Urbandale — of the Iowa House of Representatives. He is executive director of the Institute for Character Development at Drake University, working through a statewide partnership with the national CHARACTER COUNTS! Coalition to provide the resources and training necessary to mobilize character development initiatives across Iowa. Mr. Raecker is also certified as a character development specialist and corporate ethics trainer through the Josephson Institute of Ethics



**Ms. Robin Read** | *President & CEO, National Foundation for Women Legislators, Inc.*

Robin Read currently serves as President and CEO of the largest and oldest organization for elected women at all levels of governance from all 50 states and territories. She is an advisory board member of the Women's Information Network. As founding board member of Our Hemisphere Achieving Together, Ms. Read spearheaded numerous diplomatic endeavors and trade missions throughout Latin America. She was President of Charter 100, a mentoring organization. Ms. Read has also owned and operated several businesses, as a real estate broker, general contractor, and founder of "Leyendo," a fully accredited K-12 special needs school.



**William M. Reisinger, Ph.D.** | *Associate Provost and Dean of International Programs, University of Iowa*

Dr. William Reisinger has been at The University of Iowa since 1985, serving as associate provost and dean of International Programs since 2003. In this capacity, he reports to the University's chief academic officer and has responsibility for promoting international education in all facets of the University's work. He directs the Division of International Programs and oversees the Office for Study Abroad and the Office of International Students and Scholars (serving approximately 2,600 F-and J- visa holders). He manages six degree programs, including a Bachelor of Arts in International Studies with more than 400 majors. Dr. Reisinger's research concerns democratization in the former communist states, post-Soviet public opinion, and Russian legal orientations.



**David H. Roe, Ph.D.** | *President, Central College*

Dr. David H. Roe became Central College's 20th president in 1998. Since then, he has led the college through years of increasing enrollments, increasing endowment, and significant expansion of Central's physical plant. Dr. Roe holds a Bachelor of Science degree from the U.S. Air Force Academy, where he won a Rhodes scholarship to study at Oxford University in England. He was named a White House Fellow in 1975, during which he served as special assistant to the Secretary of Health, Education and Welfare. Dr. Roe's military career includes stops as director of NATO policy at the Pentagon in Washington, D.C.; special assistant to the director of the joint staff at the Pentagon, and defense planner for the U.S. mission to NATO in Brussels, Belgium. After retiring from the Air Force in 1986, he served as executive vice president and chief financial officer of USAA, a San Antonio-based financial services corporation. In 1991, he became president of United Services Life Co. of Arlington, VA, and retired as chief executive officer and president of the United Services Life division of ReliaStar.



**The Honorable Neal Smith** | *Congressman (1959–95), U.S. House of Representatives*  
*Of Counsel with Davis, Brown, Koehn, Shors & Roberts Law Firm*

Neal Smith practiced law in Des Moines, Iowa for nine years before his election to the 16th Congress in 1958. He was reelected to each succeeding Congress until 1994. Smith chaired numerous U.S. House of Representatives subcommittees that handled funding for the State Department and its 243 embassies and consulates, the U.S. Information Agency, Radio Liberty, Radio Free Europe, and many departments and agencies. Except for the four years he was in the armed services in World War II, Smith has been a farm operator throughout his life.



**Mr. Ted Townsend** | *President, Townsend Vision, Inc.*

Ted Townsend is owner and president of a private company created to secure and enhance the future of such humanistic endeavors as Great Ape Trust of Iowa, Earthpark, and the U.S. Center for Citizen Diplomacy — each focusing on a global need, grounded in science, and dedicated to truth, learning, hope, and love. Before founding Townsend Vision, Mr. Townsend served as company president of Townsend Engineering Company, his family business, from 1978 to 2001.



**Ms. Connie Wimer** | *Publisher, Business Publications Corporation*

Connie Wimer was the owner and president of Iowa Title Company from 1976 until 1985 when she sold it to Amerus, but continued as president until 2001. It was the smallest of four title companies when she purchased it and it became the largest in the county within two years of the purchase. In 1981 she purchased a small legal newspaper with a circulation of 700. Her Business Publications Corporation now has 12 or more publications, including the *Des Moines Business Record*, a weekly business newspaper, the only *Visitor's Guide* in the City, as well as the only *City* magazine.

# U.S. CENTER FOR CITIZEN DIPLOMACY

## Advisory Council



**The Honorable T.M. Franklin Cownie** | *Mayor, City of Des Moines*

Frank Cownie has served as mayor of the City of Des Moines since 2004. Prior to 2004, he served as an at-large council member, helped create the 2020 Character Plan, chaired the Des Moines Planning and Zoning Commission, and served as president of Downtown Des Moines, Inc. Mayor Cownie is a current member of the U.S. Conference of Mayors. He is co-chair of the Capital Cities Task Force and co-chair of the Homelessness Awareness Task Force.



**Mr. Thomas Fox**

Since early 2001, Thomas Fox has been an independent consultant with several international consulting firms, non-governmental organizations (NGOs), and private foundations. He is chairman of the board of a new and potentially substantial foundation addressing issues that affect poor children and youth in Africa. He has also been an occasional lecturer and teacher at both Johns Hopkins University's SAIS and George Washington University — a course on NGOs. From 1997–2001, Mr. Fox was Assistant Administrator for Policy and Program Coordination for the U.S. Agency for International Development (USAID). With a career spanning almost forty years in international development, he has held senior management and leadership positions with the US Peace Corps, Volunteers in Technical Assistance (VITA), USAID, the Council on Foundations, and the World Resources Institute.



**The Honorable James A. Leach** | *U.S. House of Representatives*

Rep. James Leach has been Iowa's congressman for the Second District since 1976. He currently serves on the Committee on International Relations and is chairman of the Subcommittee on East Asian and Pacific Affairs. He is also chairman emeritus of the Committee on Financial Services. Rep. Leach was an officer of the U.S. Foreign Service from 1968 to 1973; while assigned to the Arms Control and Disarmament Agency (1971–1973), he was a delegate to the United Nations General Assembly and the Geneva Disarmament Conference. He chaired the Arms Control and Foreign Policy Caucus in 1983–1984, and co-chaired the U.S. Commission on Improving the Effectiveness of the United Nations from 1991–1993.



**Dr. David Maxwell** | *President, Drake University*

David Maxwell, Ph.D., has been the president of Drake University since May 1999. Previously, he was director of the National Foreign Language Center, president of Whitman College, and a full-time faculty member and later dean of Undergraduate Studies at Tufts University. At Tufts, he taught Russian language and literature and chaired the Soviet and East European Area Program. Dr. Maxwell has served on the executive and strategic planning committees of the board of the Council on International Educational Exchange; he also chaired the Commission on International Education of the American Council on Education.



**Gov. Robert D. Ray** | *Governor of Iowa (1969–1982)*

Robert Ray was governor of Iowa for five terms, serving from 1969 to 1983. He was a leader in the United States in the resettlement of refugees. He is credited with the founding of the Iowa Peace Institute, Sister States, and the Iowa Natural Heritage Foundation, among a number of other organizations. Following his terms as Governor, Ray became president and chief executive officer of Life Investors, Inc., now known as AEGON, Inc. He next joined Blue Cross and Blue Shield of Iowa as president and CEO. Ray was chairman of the Board of Trustees and then became president of Drake University. Previously, he filled an interim term as mayor of Des Moines. In addition, Ray has been a U.S. representative to the United Nations.



**Keith Rinehard**

Keith Rinehard is Chairman Emeritus, DDB Worldwide, one of the largest advertising firms in the world, and is President of Business for Diplomatic Action (BDA). BDA, founded by Reinhard, is a nonprofit organization that addresses the decline of the United States' standing in the world and engages the business community in citizen diplomacy. BDA serves a range of multinational members, among them McDonald's, ExxonMobil, and Microsoft Corporation.