

# CAN YOUR BUSINESS BOLSTER AMERICA'S STANDING ABROAD?

U.S. CENTER FOR  
CITIZEN DIPLOMACY

PRESENTS

**KEITH REINHARD**

## HELPING BUSINESS LEAD PUBLIC DIPLOMACY

With nearly 50 years in marketing, Keith Reinhard knows when a brand is in trouble. Alarmed by the decline of America's standing abroad, Reinhard has conducted international research on the rise of anti-Americanism around the world and presents business solutions to the challenges of public diplomacy.

**5 TO 7 PM | WEDNESDAY | 15 NOVEMBER 2006**

**RECEPTION & PROGRAM**

**THE DES MOINES EMBASSY CLUB | RUAN CENTER**

**666 GRAND AVENUE | DES MOINES, IOWA**

**KEITH REINHARD**, Chairman Emeritus, DDB Worldwide, one of the largest advertising firms in the world, 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.

**MODERATOR** | **The Honorable John K. Menzies** | U.S. Ambassador, retired | President, Board of Directors, U.S. Center for Citizen Diplomacy

**RESPONDERS** | **William S. Niebur, Ph.D.** | DuPont Vice President, Crop Genetics Research and Development and **Connie Wimer** | Publisher, Business Publications, Inc.

**RSVP** by November 13 (*space is limited*)

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