



The International Center of Worcester

Engage the World and Improve Your Business

Business Roundtable on Citizen Diplomacy

April 7, 2009

Crowne Plaza Hotel

3:30 pm - 8:00pm

Pre-registration required: \$30 (\$20 before March 25)

Price includes Dinner.

Cash Bar.

Today's changing global environment presents new challenges for American businesses, but also new opportunities for local business people to have a significant impact on US international relations. In recent years, American image overseas has measurably reduced business profits here in Massachusetts. For example, fewer people want to come as tourists, US exports are being met with more boycotts, and students are beginning to prefer universities in other countries. Many businesses, small and large, are affected.

You will receive materials and action tools to help your business cope with today's multicultural and global business environment. You will learn what you can do to improve the international climate for business and trade. Join the national movement among businesses across the US to engage in Citizen Diplomacy. Share your opinions and experiences. You can have a positive impact on America's prosperity, security, and global standing.

INFORMATION AND REGISTRATION:

- Contact Royce Anderson, Executive Director, ICW
508-793-7626 phone
508-793-8889 fax
icw@clarku.edu
- Visit the ICW website: www.IntCent.org
- Facebook users, search for our event under "International Center of Worcester"

PROGRAM

3:30 pm Workshop on Citizen Diplomacy (by invitation)
Business people who have hosted international visitors in their businesses or their homes, and are familiar with ICW's work are invited to participate in this focus group workshop. The goal is to generate ideas of how ICW can better serve the business community by providing tangible benefits and services.

5:30 Registration, welcome reception, and dinner.

6:30 Welcome, Introductions, and Presentation

- **Royce Anderson, Executive Director, International Center of Worcester**
- **Gladys Rodriguez-Parker, Director of Community and Intergovernmental Relations, District Office of Congressman James P. McGovern.**
- **The Honorable Konstantina B. Lukes, Mayor of Worcester**

Keynote Address: Cari E. Guittard, Executive Director, Business for Diplomatic Action

The latest research shows how growing Anti-Americanism worldwide is having a direct impact on local business profits. Ms. Guittard will provide materials and suggest actions to help local businesses and America keep their competitive edge in the global marketplace. She will describe how the private sector can influence American foreign policy and what corporations, large and small, are already doing to improve America's standing as a respected world leader.

The address will be followed by questions and roundtable discussion.

ACKNOWLEDGEMENTS

We want to thank the following for their support of this event and their interest in ICW international programs:

National Council for International Visitors, Washington, DC
Business for Diplomatic Action, San Francisco
Central Massachusetts Convention and Visitors Bureau
Worcester Regional Chamber of Commerce
Massachusetts Export Center
WPI Venture Forum
Massachusetts Manufacturing Advancement Center
Office of Congressman James McGovern
Office of Mayor Konstantina Lukes