



University of Nevada, Reno

NORTHERN NEVADA  
INTERNATIONAL CENTER

*presents*

Building Your Company's  
International Diplomacy Skills  
Breakfast

April 3, 2009

8-9:30am • Siena Reno Oca Room

*Keynote Speaker*

Cari Guittard

Business for Diplomatic Action

*Sponsored by*

Business for Diplomatic Action

College of Business at the University of Nevada, Reno

NCED Office of Diplomatic Relations and Protocol



**Northern Nevada International Center**

University of Nevada, Reno/0410

821 North Center Street

Reno, Nevada 89501-0410

## Building Your Company's International Diplomacy Skills

When conducting business with other countries, American companies frequently have the advantage of discussions in English, but the "deal" may be won or lost through cultural misunderstandings.

Featuring Guest Speaker

**Cari Guittard**, Business for Diplomatic Action  
and

**Greg Mosier**, Dean, College of Business, University of Nevada, Reno

Siena Hotel/Casino

Oca Room (2nd Floor)

\$20.00 due at time of reservation

RSVP by Friday, March 27: call (775) 784-7515, extension 221 or e-mail  
nnic@unr.edu. Payment online at [www.nnic.org](http://www.nnic.org).

*Ms. Guittard's assistance is sought by CEO's to help them improve their organization's cross-cultural listening skills, and to better understand the cultural values and aspirations that drive decision-making among leaders and consumers in other cultures.*

*Business for Diplomatic Action (BDA), is a New York based business-led organization dedicated to fostering better understanding and mutual respect across cultures, and between America and the world.*



**CARI E. GUITTARD** has traveled to every region of the world working on State systems, developing threat perspectives and briefing and working with thousands of Ambassadors, Chiefs of Mission, Commanding Officers and senior US Government officials to include Secretary Albright and Secretary Powell as well as heads of US based corporations on cyber terrorism and related threats.

In the summer of 2003, Guittard was hired to lead what would become Business for Diplomatic Action, a private sector led a-political, non-profit whose purpose is to sensitize American companies and individuals to the rise of anti-Americanism in the world and to enlist the U.S. business community in public diplomacy efforts aimed at building new bridges of respect and understanding for America with the world.

She speaks to hundreds of audiences each year on issues ranging from public diplomacy and crisis communications to international affairs and foreign policy, national security, and counter-terrorism.

She serves on the board of Operation Open Arms, which provides services to US military personnel on leave from service in Iraq and Afghanistan.

The 32-year-old native of Dallas, Texas, received her BA in Political Science and Public Administration from the University of Texas at Dallas in 1997 and a Masters of Public Affairs in 1998.



University of Nevada, Reno

# NORTHERN NEVADA INTERNATIONAL CENTER

*presents*

## Building Your Company's International Diplomacy Skills Breakfast

When conducting business with other countries, American companies frequently have the advantage of discussions in English, but the "deal" may be won or lost through cultural misunderstandings.

**April 3, 2009 • 8-9:30 a.m.**

Siena Hotel/Casino, Oca Room (2nd Floor)

\$20.00 due at time of reservation

RSVP by Friday, March 27: call (775) 784-7515, extension 221 or e-mail [nnic@unr.edu](mailto:nnic@unr.edu).

Payment online at [www.nnic.org](http://www.nnic.org).

### *Guest Speaker*

**Cari Guittard**, Business for Diplomatic Action  
and

**Greg Mosier**, Dean, College of Business  
University of Nevada, Reno

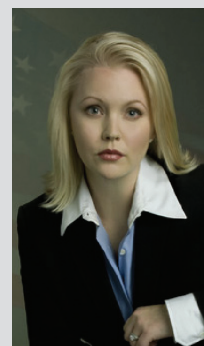
### *Sponsored by*

Business for Diplomatic Action  
College of Business at the University of Nevada, Reno  
NCED Office of Diplomatic Relations and Protocol



*Ms. Guittard's assistance is sought by CEO's to help them improve their organization's cross-cultural listening skills, and to better understand the cultural values and aspirations that drive decision-making among leaders and consumers in other cultures.*

*Business for Diplomatic Action (BDA), is a New York based business-led organization dedicated to fostering better understanding and mutual respect across cultures, and between America and the world.*



**CARI E. GUITTARD** has traveled to every region of the world working on State systems, developing threat perspectives and briefing and working with thousands of Ambassadors, Chiefs of Mission, Commanding Officers and senior US Government officials to include Secretary Albright and Secretary Powell as well as heads of US based corporations on cyber terrorism and related threats.

In the summer of 2003, Guittard was hired to lead what would become Business for Diplomatic Action, a private sector led a-political, non-profit whose purpose is to sensitize American companies and individuals to the rise of anti-Americanism in the world and to enlist the U.S. business community in public diplomacy efforts aimed at building new bridges of respect and understanding for America with the world.

She speaks to hundreds of audiences each year on issues ranging from public diplomacy and crisis communications to international affairs and foreign policy, national security, and counter-terrorism.

She serves on the board of Operation Open Arms, which provides services to US military personnel on leave from service in Iraq and Afghanistan.

The 32-year-old native of Dallas, Texas, received her BA in Political Science and Public Administration from the University of Texas at Dallas in 1997 and a Masters of Public Affairs in 1998.