The ICD Annual Conference on Cultural Diplomacy in the USA 2013

“Options on the Table”: Soft Power, Intercultural Dialogue and the Future of US Foreign Policy”

(Washington D.C., January 9th – 11th, 2013)
Group photo with the participants of the ICD Annual Conference on Cultural Diplomacy in the USA 2013
Center for Transatlantic Relations, Johns Hopkins University
Expression of Gratitude

The Institute for Cultural Diplomacy (ICD) would like to extend its sincere gratitude to all those who dealt with the outreach, planning, organization, and support of the "ICD Annual Conference on Cultural Diplomacy in the USA," including: Alberto Travai, Alex Hannah, Alix Lang, André Fialho, Andreea Peptine, Arturs Holavins, Cassia Casagrande, Dante Kotsinas, Giovanni Tonutti, Jens Gronheid, Julia du Pont de Romemont, Kamila Zatorska, Kristine Buiko, Magdalena Kozula, Magdalena Bak, Nuria Álvarez, Piotr Wójcik, Simon Tiemersma, Umamah Basit, and Veronika del Motto.

We would also like to issue a special warmth of gratitude to the Program Directors and Managers of the "ICD Annual Conference on Cultural Diplomacy in the USA," including: Katie Dickmeyer, Elvira Gonzalez-Valles, William Hernad, and Stephanie Stühler.

The ICD and the organizers of the "ICD Annual Conference on Cultural Diplomacy in the USA," would further like to thank the participants and speakers of the conference, whose enthusiasm and participation were a vital contribution to the phenomenal success of our event.

Introduction

The Institute for Cultural Diplomacy (ICD) held its "Annual Conference on Cultural Diplomacy in the USA" in Washington, D.C. from January 9th – 11th, 2013. The world’s leading event in the field of Cultural Diplomacy featured a wide range of speakers from various backgrounds, giving insight into the impact of Cultural Diplomacy and its use in the future of US Foreign Policy.

In the wake of the recent U.S. Presidential Election, the strategy of America’s Foreign Policy has become an increasingly crucial issue, with the international community waiting expectantly to see how the United States’ approach to international relations will adapt to the new challenges to be found in the global arena.

Over the past years, the international community has come to see Soft Power and Cultural Diplomacy play more significant roles within U.S. Foreign Policy and International Relations in general, as it has become apparent that these approaches can assist in establishing multi-lateral accord, thus reducing the risk of confrontation. However, the challenges facing the international community within the context of globalization continue to deepen due to a fragmented international framework filled with mistrust, competition, and economic and political fragility.

The foreign policy goals and priorities of individual nation states will increasingly be required to take into account an interdependent, multi-polar, international environment, and balance the pursuit of national interests with the pursuit of global public goods. With these issues in mind, the Institute for Cultural Diplomacy held its Annual Conference on Cultural Diplomacy in the USA under the heading "Options on the Table": Soft Power, Intercultural Dialogue and the Future of US Foreign Policy, focusing on the debate and exploration of the continued employment of concepts such as Soft Power, intercultural dialogue, and Cultural Diplomacy, particularly as they relate to American Foreign Policy, and the assessment of the role they will have to play in the coming years.
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Agenda

Wednesday, January 9th, 2013

09:30 Registration
10:00 Welcome Words
Mark C. Donfried
(Director & Founder, Institute for Cultural Diplomacy)

Prof. Max Paul Friedman
(Associate Professor, Director of Graduate Studies, Department of History, American University)

Location: American University
10:30 From Monologue to Dialogue in U.S. Foreign Policy: Soft Power and Anti-Americanism
(Lecture & Discussion)
Speaker: Prof. Dr. Max Paul Friedman
(Associate Professor, Director of Graduate Studies, Department of History, American University)

11:00 When Soft Power Works, and When it Doesn’t
(Lecture & Discussion)
Speaker: Prof. Dr. John Feffer
(Codirector of Foreign Policy in Focus at the Institute for Policy Studies)

11:30 Break
12:00 Participant Papers
Location: American University
12:30 Cultural Exchange and Connectivity through the Visual Arts, and the Accompanying Role of Private/Public Partnerships
(Lecture & Discussion)
Speaker: Lucian Perkins
(Award-winning American Photojournalist)

Location: American University
12:30 Lunch Break Sessions
13:30 Travel Time
15:00 Welcome Words
Kingsley Smith
(Program Director, National Public Radio)

Leveraging Culture and Diplomacy in the Age of Information
(Lecture & Discussion)
Speaker: Under Secretary Tara D. Sonenshine
(Under Secretary of State for Public Diplomacy and Public Affairs, United States State Department)

Location: National Public Radio
16:30 Cultural Relations Appeasing a Troubled World
(Lecture & Discussion)
Speaker: Paul Smith
(Director, British Council USA)

Location: National Public Radio
16:00 Break
16:30 U.S. Cultural Diplomacy in the Era of Arab Uprisings
(Lecture & Discussion)
Speaker: Robert Satloff
(Executive Director, The Washington Institute for Near East Policy)

Location: National Public Radio
17:00 Strengthening the Trans-Atlantic Relations and promoting US-Russian-Chinese Relationships by using applied Cultural Diplomacy
(Interactive Discussion)
Moderator: Amb. Dr. Cynthia P. Schneider
(Distinguished Professor in the Practice of Diplomacy, Georgetown University; Former USA Ambassador to the Netherlands)

Location: National Public Radio
18:30 Welcome Group Dinner

History has shown that the use of hard power alone is not sufficient to sustainably respond to and reduce the risk of threats to national security. Many of the global challenges facing states today require common solutions which arise out of cooperation rather than coercion. The goal of the ICD Annual Conference on Cultural Diplomacy in the USA, therefore, was to instill new momentum into the debate over the role of Cultural Diplomacy in a nation state’s Foreign Policy decisions, and to discuss the potential future roles of positive intercultural dialogue and Soft Power.

The ICD Annual Conference on Cultural Diplomacy in the USA provided participants with the opportunity to examine and analyze the increasing importance of Soft Power tools and Cultural Diplomacy practices. The conference offered ideas as to how the United States, as well as the rest of the world, can use smart power strategies to effectively implement Foreign Policy tactics in confronting global risks and establishing a framework for global peace and prosperity.

The program explored the following themes:

• The future of U.S. Foreign Policy and the potential roles of Soft Power, intercultural dialogue, and Cultural Diplomacy
• The use of innovative concepts of intercultural dialogue to build friendships and foster trust between Civil Society Groups from the USA and the Islamic world
• Strengthening Trans-Atlantic Relations and promoting positive US-Russian-Chinese relationships through the application of Cultural Diplomacy
• The Responsibility to adapt U.S. Foreign Policy for interventions in the case of Human Rights violations
• The Potential of economic bridges to strengthen dialogue and understanding between cultures
• The application of Soft Power and Cultural Diplomacy in combating international terrorism and global risks

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**Timetable**

**Friday, January 11th, 2013**

<table>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>09:30</td>
<td>Participant Papers</td>
<td>Center for Transatlantic Relations, Johns Hopkins University</td>
<td>Prof. Dr. Andrew Bennett (Professor, Department of Government, Georgetown University)</td>
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<tr>
<td>10:00</td>
<td>Lecture &amp; Discussion</td>
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<td>H.E. Amb. Petr Gandalović (Ambassador of Czech Republic to the USA)</td>
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<tr>
<td>10:30</td>
<td>Soft Power, Dialogue on Human Dignity, and U.S. Foreign Policy</td>
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<td>Prof. Dr. Mark Lagon (International Relations and Security Chair at the Master of Science in Foreign Service Program at Georgetown University)</td>
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<tr>
<td>11:00</td>
<td>The Application of Soft Power and Cultural Diplomacy in combating International Terrorism and Global Risks</td>
<td>Center for Transatlantic Relations, Johns Hopkins University</td>
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<td>11:30</td>
<td>Break</td>
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<tr>
<td>12:00</td>
<td>Professionalizing Peace: Reclaiming Soft Power's Good Name</td>
<td></td>
<td>Prof. Dr. Mark Lagon (International Relations and Security Chair at the Master of Science in Foreign Service Program at Georgetown University)</td>
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<tr>
<td>12:30</td>
<td>The Use of Innovative Concepts of Intercultural Dialogue to Build Friendships and Foster Trust between Civil Society Groups at the Global Level</td>
<td>Center for Transatlantic Relations, Johns Hopkins University</td>
<td>Prof. Dr. Mark Lagon (International Relations and Security Chair at the Master of Science in Foreign Service Program at Georgetown University)</td>
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<td>13:00</td>
<td>Lunch Break Sessions</td>
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<td>13:30</td>
<td>Participant Papers</td>
<td>Center for Transatlantic Relations, Johns Hopkins University</td>
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<td>14:30</td>
<td>Art and Culture: A Key to Diplomacy</td>
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<td>Jennifer Cover Payne (President, Cultural Alliance of Greater Washington)</td>
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<td>15:00</td>
<td>Lecture &amp; Discussion</td>
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<td>Harriet Fulbright (President of the J. William and Harriet Fulbright Center and Harriet Fulbright College)</td>
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<td>15:30</td>
<td>Break</td>
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<td>16:00</td>
<td>The Role of Cultural Diplomacy to Strengthen the Transatlantic Partnership</td>
<td>Center for Transatlantic Relations, Johns Hopkins University</td>
<td>Prof. Dr. Mark Lagon (International Relations and Security Chair at the Master of Science in Foreign Service Program at Georgetown University)</td>
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<tr>
<td>16:30</td>
<td>The Future of U.S. Foreign Policy over the Next Four Years and the Potential Roles of Soft Power, Intercultural Dialogue, and Cultural Diplomacy</td>
<td>Center for Transatlantic Relations, Johns Hopkins University</td>
<td>Prof. Dr. Jon B. Gould (Director, Washington Institute for Public and International Affairs Research, American University)</td>
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<td>18:30</td>
<td>Social Activity</td>
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Conference Summary

The Conference brought key issues to light as for the future of Trans-Atlantic Relations and the possibility of applying Cultural Diplomacy to promote the US-Russian-Chinese Relationship. Prof. Dr. Ali A. Jalali, ICD Advisory Board Member and Former Minister of the Interior of Afghanistan, raised the question of the security policy of the USA and the possibility for Cultural Diplomacy “to create an environment where the security issues can be address in a more effective way”; creating an environment of mutual understanding and intercultural dialogue.

The debate on security policy for the USA and Trans-Atlantic relations was of great importance during the conference, and brought up other issues such as Peace building, Human Rights Defense and the fight against international terrorism.

During the Conference, other topics were discussed such as the new opportunities that Cultural Diplomacy in the Digital Era could bring, and the use of innovative concepts in intercultural dialogue to foster understanding between Civil Society Groups from the USA and other countries and regions.

The ICD Annual Conference on Cultural Diplomacy in the USA focused on the importance of Soft Power and Intercultural Dialogue for the Future of the US Foreign Policy; including Cultural Diplomacy practices, Challenges and Opportunities for Cultural Diplomacy in the next four years.

As the Undersecretary mentioned in her Keynote Speech at the National Public Radio Headquarters in Washington:

“Cultural Diplomacy can be a force multiplier that enhances relationships, builds understanding, advances prosperity and strengthens our own national security. It starts with recognizing that culture is more than its paintings, relics, churches, or cuisine. It is about human aspirations they represent”.

The debate on security policy for the USA and Trans-Atlantic relations was of great importance during the conference, and brought up other issues such as Peace building, Human Rights Defense and the fight against international terrorism.

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The Conference concluded with a Panel Discussion on “The Future of U.S. Foreign Policy over the Next Four Years and the Potential Roles of Soft Power, Intercultural Dialogue, and Cultural Diplomacy” moderated by H.E. Amb. Andras Simony, ICD Advisory Board Member and Director of Center for Transatlantic Relation, who hosted the Conference at the Center for Trans-Atlantic Relations of Johns Hopkins University.

H.E. Amb. Andras Simony concluded the conference saying: “there is no more important relationship than a Trans-Atlantic Relationship. If that can be sorted out from the point of view of economy, energy, environment, security, democracy, freedom, culture, creativity - and the list is very long - then we have the solution, we will be setting the standards to the World (…) Freedom breaths Freedom, and that is something we need to be very smart about”.

Cameron M. Chisholm
President, International Peace & Security Institute

H.E. Amb. Arif Havas Oegroseno
Ambassador of Indonesia to the European Union

Jennifer Cover Payne
President, Cultural Alliance of Greater Washington

H.E. Amb. Houda Nonoo
Ambassador of Bahrain to the US

Prof. Dr. John Feffer
Co-director of Foreign Policy in Focus, Institute for Policy Studies

H.E. Amb. Marina Kaljurand
Ambassador of Estonia to Washington DC

Paul Smith
Director, British Council USA

H.E. Amb. Elin Suleymanov
Ambassador of Azerbaijan to the United States

Prof. Dr. Max Paul Friedman
Director of Graduate Studies, American University

H.E. Amb. Houda Nonoo
Ambassador of Bahrain to the US

Amb. Stuart Eizenstat, Former US Ambassador to the EU; Former Deputy Secretary of the US Treasury; Robert Satloff , Executive Director, The Washington Institute for Near East Policy

Lucian Perkins
Award-winning American Photojournalist

Prof. Dr. Cynthia P. Schneider
Former USA Ambassador to the Netherlands

Amb. John R. Malott
President and CEO, Japan-America Society of Washington DC

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Lucian Perkins
Award-winning American Photojournalist
Thank you for that introduction.

I am tempted to begin this speech with some New Orleans Jazz, or an African drum. Or maybe show you an Italian sculpture, or bring out a couple of tango dancers – straight from Buenos Aires. I am trying to get your senses going.

I’m afraid we do not have the budget to give you a three-ring spectacle, but I will tell you what I am doing on Saturday night – because it’s all about cultural diplomacy. I’ll be meeting 12 Burmese basketball players in their teens – six girls, six boys.

They’re here because we invited them to visit Washington to see a Washington Wizards game. After that, they’ll go down to Charlotte where they’ll meet with Bobcats General Manager Richard Cho, who happens to be a Burmese American. He’ll invite them to his home and take them to a Bobcats game.

We’re not recruiting future NBA professionals. We’re using cultural diplomacy to give them an American experience. They come from all corners of Burma, with different ethnicities and backgrounds. But each has demonstrated leadership in some way. With this experience, we hope to open new doors to their futures.

What I want to talk about is the significance of culture, its meaning to America in a public diplomacy sense, and how we are working to harness its best potential, so that we can bring cultures together.

Now more than ever, we must do all we can to maximize those opportunities.

The significance of culture – and by extension, cultural diplomacy – is not lost on us as Americans. After all, we represent the ultimate cultural experiment. And we believe our 237-year narrative of bringing people from all corners of the world towards a more perfect union is a story worth sharing.

In the 20th century, we saw how – when we shared our story – cultural diplomacy made a difference. During the Cold War, our jazz musicians, basketball players, and others entertained audiences behind the Iron Curtain with messages of freedom. The late Czech leader and playwright Vaclav Havel has spoken about how much jazz meant to him, how it gave him hope for a better future.

Our jazz diplomacy had an interesting subplot. Many of the musicians – as African Americans – spoke frankly about the segregation that was an unfortunate aspect of their experience. But in their condemnations, audiences saw citizens that were free to express their opinions without retribution. That was a powerful message embedded in the notes that were played and by those who were playing them.

I mention these Cold War examples because some have suggested that cultural diplomacy is no longer necessary – now that the Berlin Wall is down. Nothing could be further from the truth.

But first: the challenges.
The world's cultures have become too interconnected and interdependent, socially, economically, and politically, to ignore. The digital age has forced us into ever closer intimacy. Our modes of communication are no longer constrained by geography or cultural divisions. More and more people converse, operate, trade, invest, interact, and take decisive and groundbreaking action— with social media as their central tool.

So, more people than ever are accessing and sharing information about their cultures— virtually and in real space. We have seen the negative consequences of our digital connections, such as the violent uprisings that occurred in response to controversial Danish cartoons, the desecration of Korans, and one hateful film about Islam. We have seen, too, how autocratic governments and terrorist organizations have concocted false cultural narratives of their own, to deceive followers or citizens, while also limiting their access to the news and truth.

It is also true that there are those who have no connection to digital media, for whom other cultures can seem alien, suspect, and who we also need to reach— person to person, face to face. And we have seen how anti-Americanism persists in many corners, giving rise to violence against our citizens, our nation, and our partners.

So whether we choose to accept it or not, the United States will always be part of the global conversation—not only through our actions as a government but through the popular culture with which we are identified.

The question isn't whether we should participate in public diplomacy— of which cultural diplomacy is a major part— but how we harness cultural diplomacy as a force for good.

Which brings me to the opportunities. They are too important to ignore: People worldwide are hungering for freedom and opportunity and searching for examples to emulate. While the U.S. doesn’t provide the only model to emulate, we know we have positive contributions to make. And we know that when we engage on a cultural level, we can open doors that might otherwise be locked.

After the attack on Malala Yousafzai—the 14-year-old girl who was attacked by the Taliban for going to school— one of our Foreign Service officers composed a song called “Jenay.” Written in Pashto, it means “girl,” and it encourages young women to pursue their dreams. The response was overwhelmingly positive on social media and broadcasting outlets.

The Pulitzer-prize winning playwright Lynne Nottage traveled to Chad for the State Department to show how theater can even reap benefits for our own citizens. They learn to embrace and share valuable information with other cultures. They develop relationships in person or virtually. They develop international contacts that can enhance careers. They see that societies can, and should, allow women to participate in economies; and determine their own futures. They can then take those lessons and business models back to their own culture.

Of course, there is no substitute for face-to-face encounters. As part of our TechWomen program, for example, we bring Saudi women to Silicon Valley where they meet American entrepreneurs, who show them how to start a business. They see that societies can and should, allow women to participate in economies; and determine their own futures. They can then take those lessons and business models back to their own culture.

Our cultural ambassadors— like the jazz players and athletes in the Cold War— bring in that personal dimension too. That’s why we continue to send cultural and sports luminaries to engage with foreign audiences, both in-person and through virtual programs.

The Pulitzer-prize winning playwright Lynne Nottage traveled to Chad for the State Department to show how theater can build cultural awareness about sexual and gender based violence. And a women’s soccer star, Sari Rachel Rose, led youth soccer camps in Saudi Arabia, Israel, and Egypt.

And we use cultural diplomacy to support civil society— whose practitioners are the building blocks of any free society. When we bring the lawyers, journalists, artists, educators, and students of other countries into meaningful contact with their counterparts in our country, we can build networks on which societies can build freer futures.

But we must also recognize that— as a government— we cannot do it alone. Our funding for cultural diplomacy differs from most major nations. We don’t have a Ministry of Culture or Sports or Youth. We have to rely on appropriated funds and partnership with the private sector to advance our goals. That means working with corporations, arts organizations, foundations, universities, artists, and others.

By engaging the diversity of the American cultural community and leveraging all resources, we can expand and leverage our cultural diplomacy. And that helps us reach more people through the power of our ideas and values.

That’s why we work robustly— chiefly through our Bureau of Educational and Cultural Affairs, and our Bureau of International Information Programs— to support cultural programs and exchanges everywhere. Our programs are numerous, so I’ll mention just a few—and talk about how they impart our values and bring people together.

Our educational opportunities for young people and faculty, such as the Fulbright program, bring students, scholars, teachers, artists, and professionals from other countries to the United States—and sends Americans overseas to teach and study as well.

When foreign students and teachers spend time in our universities, they see places of intellectual and artistic freedom. They see opportunities to learn—with no one censoring what they say or think. They also engage meaningfully with members of the academic and local communities.

We know that social media can expand our outreach through what we call 21st Century Statecraft. So through our Global Connections and Exchange Program, we link up students, educators, and community youth leaders online. Our Youth TechCamps empower young people around the world to engage via digital networks.

And in the memory of the late ambassador, J. Christopher Stevens, our Youth Network will provide specialized trainings in digital dialogue and online media sharing, discussions on global issues, and community building to schools in the United States and Middle East and North Africa region.

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When young girls see famous women soccer stars in front of them, juggling a ball and talking about empowerment— it makes an impact.

They see the benefits of our Title IX culture, in which American girls have grown up to win World Cups and gold medals. And it opens doors for them to dream too.
While real people add impact to our cultural diplomacy, our support for the restoration and protection of cultural sites and artifacts everywhere sends an equally powerful message: that we are committed to national heritage.

Let me tell you about a monument in Afghanistan – a massive building called the Citadel in Herat. It goes back as far as the 4th century – the time of Alexander. When we helped restore that, the benefits were enormous. We generated nearly 70,000 full days of work – enough to employ 50 people for five straight years. We created a vibrant tourist attraction that boosted the local economy. And we helped to reconnect Afghans to their shared history.

I’ll give you another example in Timor-Leste. We worked with local communities and the Timorese Government to restore sacred houses that were destroyed during the Indonesian occupation. That support signaled our respect for local culture and traditions, and symbolized our strong support for the nation-building project in that country. And people see that in deeds, not words.

Cultural diplomacy can be a force multiplier that enhances relationships, builds understanding, advances prosperity, and strengthens our own national security. It starts with recognizing that culture is more than its paintings, relics, churches, or cuisine. It is about the human aspirations they represent.

I would like to conclude as I began – with a story. Bernadette Williams was a dynamic and engaging professional who came to the United States shortly after the devastating earthquake that struck Haiti.

We were unsure if she would be able to participate in one of our exchange programs. Our embassy had trouble reaching her. But Bernadette came, more determined than ever to make the journey here to the U.S.—perhaps because the arts organization she represented, the Holy Trinity Music School and Orchestra, had been destroyed.

She moved all those that she came in contact with—not only by her spirit—but because of her commitment to her profession and to Haiti.

She said – and I quote, “I never gave much importance to my dreams, but now, because of my experience in the United States and at the Cleveland Institute of Music, I know dreams are possible. Before the program, I didn’t think that Haiti had much to share, but because of the program, I realized that I have an infinite amount to share, and that even in a poor country like Haiti, music is wealth. I look forward to creating an exchange program with my school and the Cleveland Institute of Music.”

Bernadette knew that culture represents the definitional and sacred hallmarks of a people. It reaches as deeply into a nation’s past as it frames and defines the present and future. When we bridge cultures, we don’t just enshrine what people treasure, we build richer, more diverse, and mutually trusting partnerships for the future. And that makes cultural diplomacy an essential tool for the 21st century.

Thank you.

Under Secretary Tara Sonenshine
The ICD Annual Conference on Cultural Diplomacy in the USA 2013
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(Washington D.C., January 9th – 11th, 2013)

Speaker List

The Hon. Dr. Ali Ahmad Jalali
ICD Advisory Board Member; Former Interior Minister of Afghanistan

Amb. András Simonyi
ICD Advisory Board Member; Former Hungarian Ambassador to the United States

Prof. Dr. Andrew Bennett
Professor, Department of Government, Georgetown University

Andy Shallal
Iraqi-American Artist
Activist and Restaurateur; Proprietor of the Busboys and Poets restaurant chain in the Washington, DC area

H.E. Amb. Arif Havas Oegroseno
Ambassador of Indonesia to the European Union

Cameron M. Chisholm
President, International Peace & Security Institute

Carla Perlo
Founder & Director, Peace Place

Prof. Dr. Christiana N. Leahy
Chair, Department of Political Science and International Studies, Professor of Comparative Politics, McDaniel College

Prof. Dr. Craig Hayden
Assistant Professor, School of International Service, American University

Amb. Dr. Cynthia P. Schneider
ICD Advisory Board Member; Distinguished Professor of Diplomacy, The School of Foreign Service, Georgetown University; 61st Ambassador of the United States to the Kingdom of the Netherlands

Prof. Dr. Daryl Harris Professor
Political Science Department, Howard University

David Soul
ICD Advisory Board Member; Celebrated American Actor; best known for his Role as Detective Kenneth “Hutch” in the television program Starsky and Hutch (Video Lecture)

Prof. Dr. DeWayne Wickham
Distinguished Professor of Journalism and Chair Communication Studies, Morgan State University (tbc)

H. E. Amb. Elin Suleymanov
Ambassador of Azerbaijan to the United States

Emira Woods
Co-Director of Foreign Policy In Focus at the Institute for Policy Studies

Esther Aguilera
President & CEO, Congressional Hispanic Caucus Institute

H.E. Amb. Houda
Ambassador of Bahrain to the USA

Ian Gillan
Lead Singer and Lyricist for Deep Purple (Video Lecture)

Jennifer Cover Payne
President, Cultural Alliance of Greater Washington

Prof. Dr. John Fefrer
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