Building Bridges:  
Strengthening Educational & Citizen Exchange Linkages  
between the United States and Cuba  

September 9, 2015  
Jack Morton Auditorium  
The George Washington University School of Media and Public Affairs

8:30   Coffee, Networking and Registration in the Art Gallery Lobby (2nd Floor)

9:00   Opening Remarks
• Frank Sesno, Director of the School of Media and Public Affairs, The George Washington University
• Evan Ryan, Assistant Secretary for Educational and Cultural Affairs, Department of State
• Mary Kane, President and CEO, Sister Cities International

• Moderator: P.J. Crowley, Professor of Practice and Distinguished Fellow, Institute for Public Diplomacy and Global Communication, The George Washington University
• Joan Perkins, Deputy Coordinator for Cuban Affairs, Bureau of Western Hemisphere Affairs, U.S. Department of State
• Jeff Braunger, Chief, Licensing Division of the Office of Foreign Assets Control, U.S. Department of the Treasury
• Alan Christian, Senior Export Policy Analyst, Bureau of Industry and Security, Department of Commerce
• Robin Lerner, Deputy Assistant Secretary for Private Sector Exchange, Bureau of Educational and Cultural Affairs, Department of State

10:25   Networking Break

10:45   Practitioners Panel Discussion and Q-and-A: Shared Experiences, Best Practices and Opportunities
• Moderator: Lydia Barraza, Deputy Public Affairs Officer, U.S. Embassy Havana
• Jennifer Attal Allen, President and Executive Director, Academic Programs International
• Michael Eizenberg, President, Educational Travel Alliance
• Cynthia L. Vidaurri, Folklorist at National Museum of the American Indian and Curator of Folklife Festival on Cuba, Smithsonian Institution
• TBD, Sister City Representative

11:55   Closing Remarks and Observations
• Gonzalo Gallegos, Deputy Assistant Secretary for Public Diplomacy, Bureau of Western Hemisphere Affairs, U.S. Department of State

Art Gallery Lobby Available for Networking until 1 p.m.