



BUSINESS FOR DIPLOMATIC ACTION
Building New Bridges to The World

January 31, 2006

Mr. Michael M. Tenkate
Senior Analyst
International Affairs and Trade Team
U.S. Government Accountability Office
441 G St. N.W.
Room 4440
Washington, D.C.
20548

Dear Mr. Tenkate,

Per your discussions this week with our Executive Director, Cari Eggspuehler, enclosed are detailed materials to support your follow-up Public Diplomacy report to Congressman Wolf's Committee. Attached per your request is an overview with additional explanation and an example of the Brand Foundation Process which I recommended in my testimony of August 2004 per the 9/11 commission Report. As stated in my testimony we feel a comprehensive 5 part strategy, utilizing the tools, research, and expertise of and guided by the private sector is critical in progressing public diplomacy efforts for our country.

Business for Diplomatic Action is committed to providing business solutions to the challenges of public diplomacy and we commend Congressman Wolf and the GAO for your commitment to public diplomacy efforts. Please let us know if we can provide any additional information.

Sincerely,

Keith Reinhard
President

Encl: 2