



THIRD ANNUAL

INTERNATIONAL
EXCHANGE
CONFERENCE



INTERNATIONAL EXCHANGE
CONFERENCE

WELCOME & MEETING KICKOFF



BridgeUSA



Jim Pellow
President & CEO,
CIEE



Martine Mangion
Senior Vice President,
International Exchange
Programs, CIEE



Carye Duffin
Senior Vice President,
External Affairs, CIEE

ciee®



INTERNATIONAL EXCHANGE CONFERENCE



Jim Pellow
President and CEO, CIEE



CIEE - FOUNDED 1947

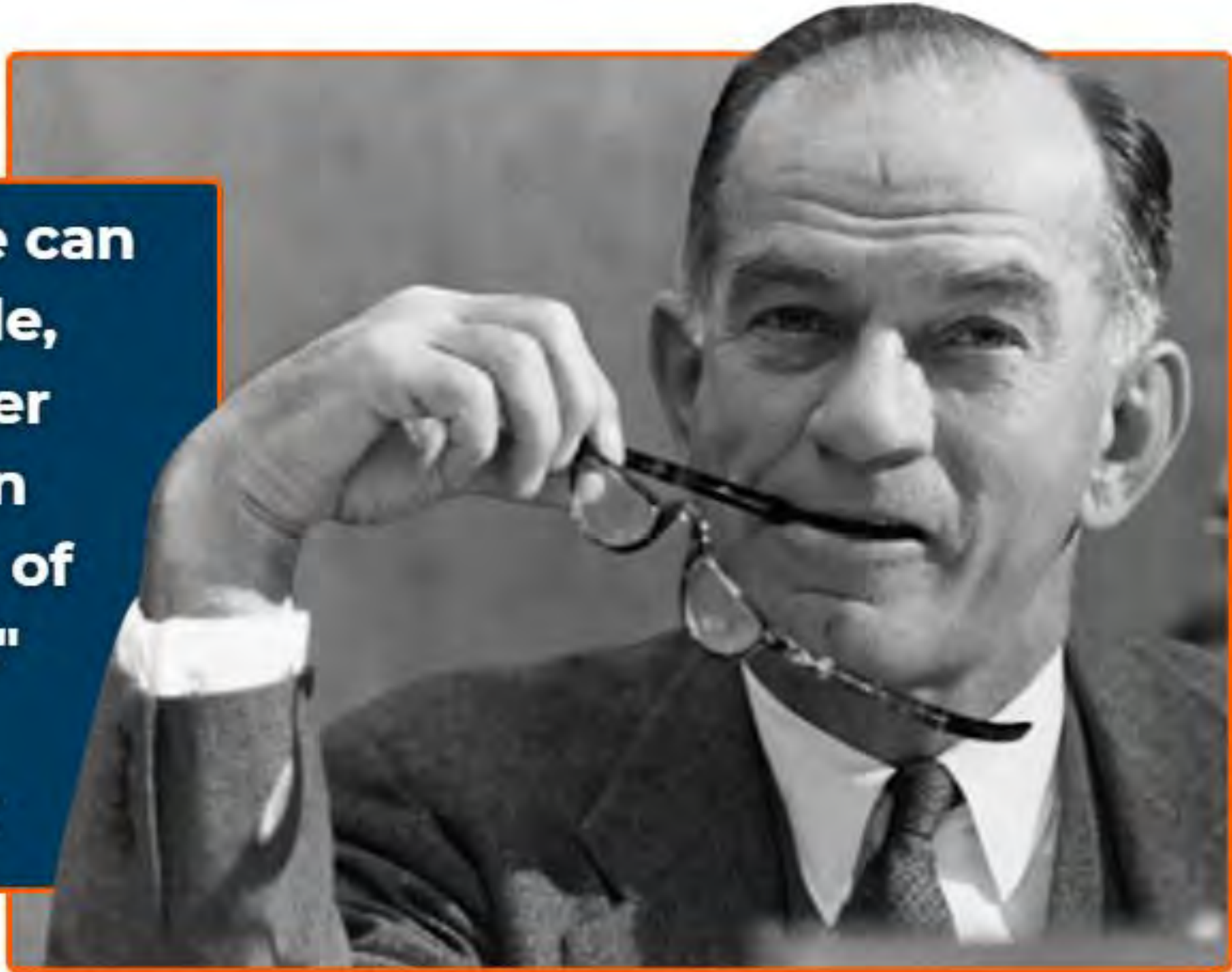


Aboard the Cabo San Vicente

Fulbright-Hays 1961

"Educational exchange can turn nations into people, contributing as no other form of communication can to the humanizing of international relations."

— J. William Fulbright





**“Every dollar we spend,
every program we fund,
every policy we pursue must be
justified by the answer
to one of three questions:**

***Does it make America safer?
Does it make America stronger?
Or does it make America
more prosperous?”***

**- Secretary of State Marco Rubio
January 22, 2025**



THANK YOU, BUREAU OF EDUCATIONAL & CULTURAL AFFAIRS (ECA) OF THE U.S. DEPARTMENT OF STATE!

Park City, UT



Salt Lake City, UT



Thank you!



Ocean City, MD



Mackinac Island, MI



THANK YOU, INTERNATIONAL AGENTS!



South Portland, ME
With OFIT, Dominican Republic



Serbia
With WTC, Serbia, Croatia,
Greece



Bilbao, Spain
With Speedwing, Singapore
& OEG, Thailand



Kingston, Jamaica
With Global Insights,
Jamaica



Sofia, Bulgaria,
With USIT, Bulgaria
& GTS Romania



Washington, D.C.
With Armada Grande, Türkiye



Pristina, Kosovo
Discover America,
Kosovo

Thank you!



THANK YOU, HIGH SCHOOL HOST FAMILIES,
HOST SCHOOLS, LOCAL COORDINATORS!



Kansas City, MO



Chapel Hill, NC



Lampas, TX



Los Altos, CA



Minneapolis, MN



Boise, ID

Thank you!



THANK YOU, HOST ORGANIZATIONS!



Thank you!

ciee® THE POWER OF COMMUNITY



Wisconsin Dells, WI



Salt Lake City, UT



Wisconsin Dells, WI



Salt Lake City, UT

ciee®

AMERICA



AMERICA



America Gives

ciee®



INTERNATIONAL EXCHANGE CONFERENCE



Martine Mangion
*Senior Vice President,
International Exchange
Programs, CIEE*



Three people. Three stories.



30,000



Exchange never changes
just one life.



Traveled to 12 communities...



- Cedar Point, Sandusky, OH
- Kings Island, Mason, OH
- Kentucky Kingdom, Louisville, KY
- Mammoth Hot Springs, WY – Yellowstone National Park
- Old Faithful, MT – Yellowstone National Park
- Big Sky, MT
- Myrtle Beach, SC
- San Antonio, TX
- Park City, UT
- Mackinac Island, MI
- Wisconsin Dells, WI
- Ocean City, MD



Exchange is strongest when it becomes part of the community.

Myrtle Beach, SC

cīee®



One World
Crossroads
— cīee —



YOUNG CIVIC
LEADERSHIP SUMMIT



COMMUNITY ENGAGEMENT
SCHOLARSHIP



HOST FAMILY
SUMMIT



RICK A. RUTH
SCHOLARSHIP

**We listened.
Then we acted.**



**The dots are
connecting.**



~30,000 Participants
50 States



Billions invested in U.S. economy.

Season extended by 50 days.

**Money spent fueling America's
high streets.**



Making America...



Safer

Stronger

More Prosperous



Aboard the Cabo San Vicente



New York City, NY

80 years



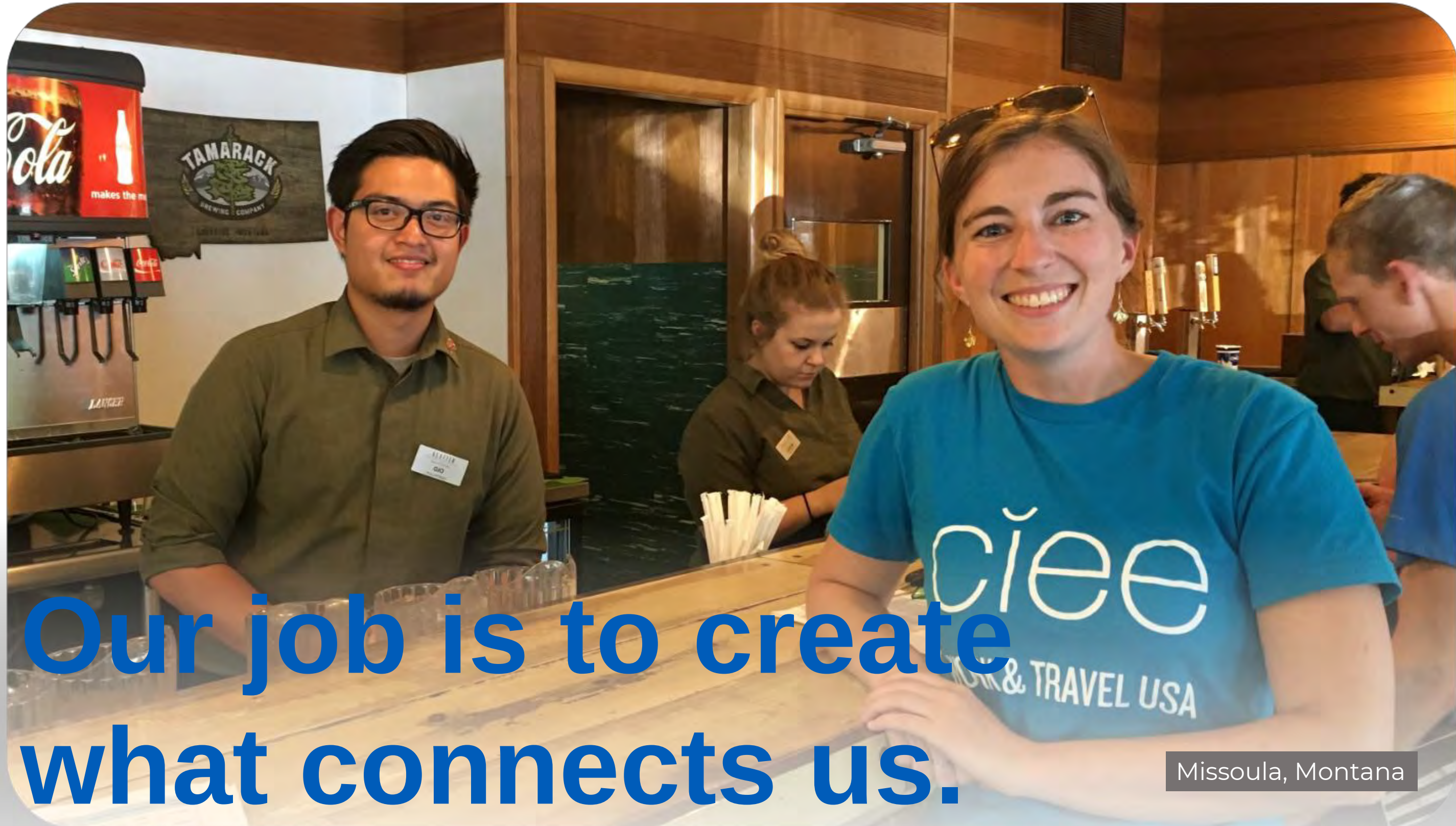
Can we lead?

Glacier Park, West Glacier, MT



President Kennedy once said that our most basic common link is that we all inhabit this small planet. We all breathe the same air. We all cherish our children's future.

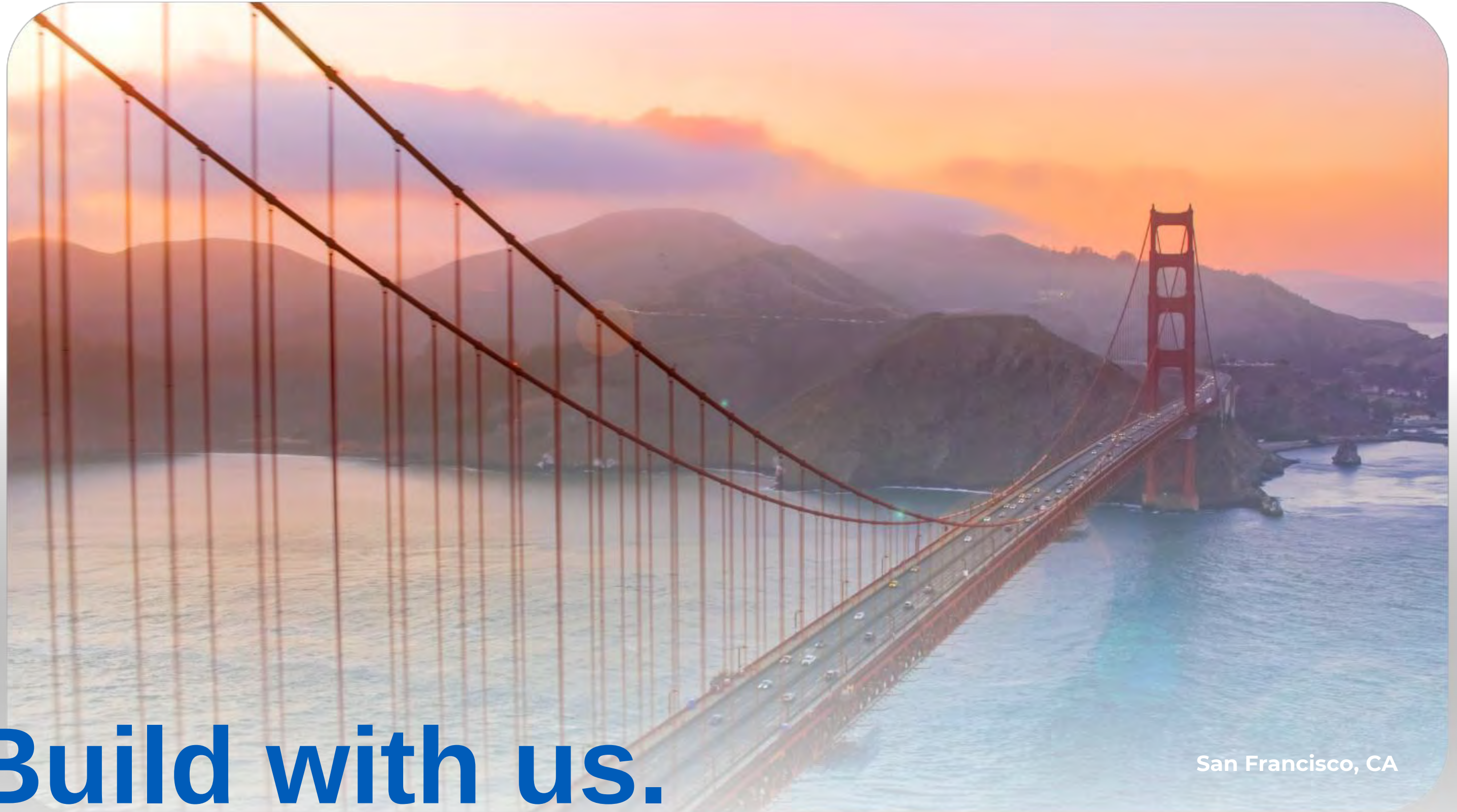
cīee[®]



**Our job is to create
what connects us.**

Missoula, Montana

ciee[®]



Build with us.

San Francisco, CA



**We committed.
We acted.
Now we lead.**



person

conversation

connection

bridge



**A world more connected
because we chose
to connect.**



ciee®



INTERNATIONAL EXCHANGE CONFERENCE



Carye Duffin
*Senior Vice President,
External Affairs, CIEE*



WELCOME & MEETING KICKOFF



- **Why We Gather:** The Vision and Goals of CIEE's International Exchange Conference
- **Looking Back:** Key Lessons that Shaped This Year's Conference & CIEE BridgeUSA Celebration Tour Highlights
- **Looking Ahead:** Exciting Updates & 2027 International Exchange Conference dates

Sandusky, OH



THE VISION OF THE ANNUAL CIEE INTERNATIONAL EXCHANGE CONFERENCE (IEC)





THE VISION OF THE ANNUAL CIEE INTERNATIONAL EXCHANGE CONFERENCE (IEC)

ECONOMIC PROSPERITY



PUBLIC DIPLOMACY



NATIONAL SECURITY

"The essence of intercultural education is the acquisition of empathy-the ability to see the world as others see it, and to allow for the possibility that others may see something we have failed to see, or may see it more accurately. The simple purpose of the exchange program is to erode the culturally rooted mistrust that sets nations against one another. The exchange program is not a panacea but an avenue of hope."

- J. William Fulbright



THE VISION OF THE ANNUAL CIEE INTERNATIONAL EXCHANGE CONFERENCE (IEC)



Celebrate our Key Stakeholders

- Hosts – Families, Schools, and Host Organizations
- International Agents
- Current Participants/Alumni

Celebrate our Key Partners

- Bureau of Educational and Cultural Affairs (ECA), U.S. Department of State
- Chamber of Commerce/Community Support Groups (CSGs)
- Industry Associations



KEY TAKEAWAYS FROM 1ST AND 2ND INTERNATIONAL EXCHANGE CONFERENCES



Washington, D.C.

- Thankfulness for bringing our key stakeholders together.
- Stakeholders' appreciation that we asked how can CIEE be better – striving for excellence & the gold standard.
- “You don’t need to convince us of the importance and power of the BridgeUSA program – you need to get out into the American communities and let them know.”
- More interaction between stakeholders & best practices sharing
- More of Rick Ruth!
- Our stakeholders like to have fun!!



3 YEAR BRIDGEUSA CELEBRATION TOUR



June 2025 – Ohio (Cedar Point & Kings Island) & Kentucky

July 2025 – Montana & Wyoming (Yellowstone & Big Sky)

August 2025 – South Carolina (Myrtle Beach)

September 2025 – Texas (San Antonio)

March 2026 – Utah (Park City)

June 2026 – Michigan (Mackinac Island)

August 2026 – Wisconsin (Wisconsin Dells)

September 2026 – Maryland (Ocean City)

February 2027 – Colorado (Vail)

June 2027 – Michigan (Mackinac Island) & Wisconsin (Wisconsin Dells)

August 2027 – Maryland (Ocean City) & Massachusetts (Cape Cod)



12 CIEE BRIDGEUSA CELEBRATION TOUR STOPS IN 2025 & 2026!!

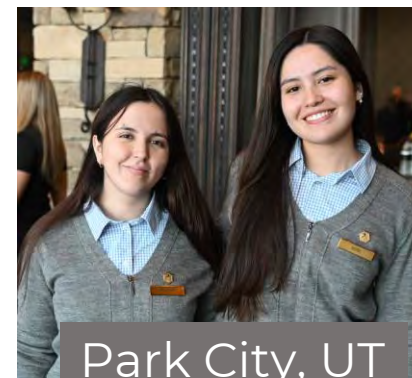
cíee | YOUNG CIVIC
LEADERSHIP SUMMIT



Park City, UT



Wisconsin Dells, WI



Park City, UT



Wisconsin Dells, WI



Wisconsin Dells, WI



Wisconsin Dells, WI



Wisconsin Dells, WI

ciee® 12 CIEE BRIDGEUSA CELEBRATION TOUR STOPS IN 2025 & 2026!!



Mackinac Island, MI



Mackinac Island, MI



Ocean City, MD



Mackinac Island, MI



Ocean City, MD



Ocean City, MD

In 2025 CIEE

CALL TO ACTION

WE NEED YOU!

***Share the stories.
Share the impact.
Show the power
of BridgeUSA.***



BridgeUSA



Myrtle Beach, SC

ciee® GOALS OF IEC 2026



What You Will Take Home:

- **A Deeper Appreciation for the Power, Impact, & Benefits of BridgeUSA**
- **A Shared Understanding of CIEE's Mission, Priorities, & Commitment to You**
- **Actionable Insights & Best Practices You Can Put to Work Right Away**
- **New Friends, the Power of Serving Together, & Plenty of Fun**

More to Celebrate...



80TH ANNIVERSARY FUND FOR GLOBAL ENGAGEMENT

A UNIQUE OPPORTUNITY TO EXPAND ACCESS



GOAL

RAISE **\$10 MILLION**

FOR STUDY AND INTERN ABROAD SCHOLARSHIPS

RAISE **\$5 MILLION**

FOR BRIDGEUSA CULTURAL EXCHANGE PROGRAMS



MATCH

EVERY GIFT OF **\$2,500 OR MORE** WILL BE MATCHED
DOLLAR-FOR-DOLLAR!



RICK A. RUTH
SCHOLARSHIP



YOUNG CIVIC
LEADERSHIP SUMMIT



COMMUNITY ENGAGEMENT
SCHOLARSHIP



80TH ANNIVERSARY FUND FOR GLOBAL ENGAGEMENT

A UNIQUE OPPORTUNITY TO EXPAND ACCESS



CIEE BRIDGEUSA SUPPORT, DOUBLED!

Since December 1, the start of CIEE's 80th Anniversary Campaign



\$115,000

RAISED TO DATE



\$115,000

CIEE MATCH



\$230,000

TOTAL IMPACT

Special thanks to our major donors to date:

Six Flags Entertainment Corporation, Globus Exchange Programs, Xanterra Travel Collection and Mrs. Angie Young

All gifts of \$2,500 or more will be matched and have twice the impact.



The International Exchange Conference has always represented something bigger.

It's time for a name that reflects what we've become and where we are going.



Washington, D.C.



Higher. Together.



BRIDGEUSA SUMMIT

Democracy at Work



Higher. Together.

Some people don't just believe in the power of exchange.
They spend a lifetime elevating it.



KAREN WARD



Educational and Cultural Affairs

U.S. DEPARTMENT of STATE





CIEE BridgeUSA Lifetime Achievement Award





CIEE BridgeUSA Lifetime Achievement Award

KAREN WARD





WHERE TO NEXT?





SAVE THE DATE!
October 4-6, 2027
Boston, MA

CIEE BRIDGEUSA
SUMMIT
— BOSTON 2027 —



THIRD ANNUAL

**INTERNATIONAL
EXCHANGE
CONFERENCE**



INTERNATIONAL EXCHANGE
CONFERENCE

AMERICA AT 250: SHARING AMERICAN VALUES WITH THE WORLD THROUGH BRIDGEUSA



BridgeUSA



Geysa González

Director, Partnership Development,
World Energy Council



Sherry Keneson-Hall

Principal Deputy Assistant Secretary,
Bureau of Educational and Cultural
Affairs, U.S. Department of State



Amy Therien

Vice President, Talent,
Six Flags Entertainment Corporation



Carmen Iezzi Mezzera

Moderator, Executive Director, Coalition for American
Public Diplomacy and Leadership (CAPDL)



THIRD ANNUAL

**INTERNATIONAL
EXCHANGE
CONFERENCE**



INTERNATIONAL EXCHANGE
CONFERENCE

**RAISING THE BAR:
BEST PRACTICES FOR
GOLD STANDARD
BRIDGEUSA HOSTS &
INTERNATIONAL AGENTS**



BridgeUSA



Jackie Adragna
Vice President, Human
Resources, Stein
Collection



Patrick Martinez
CEO, Travelingua



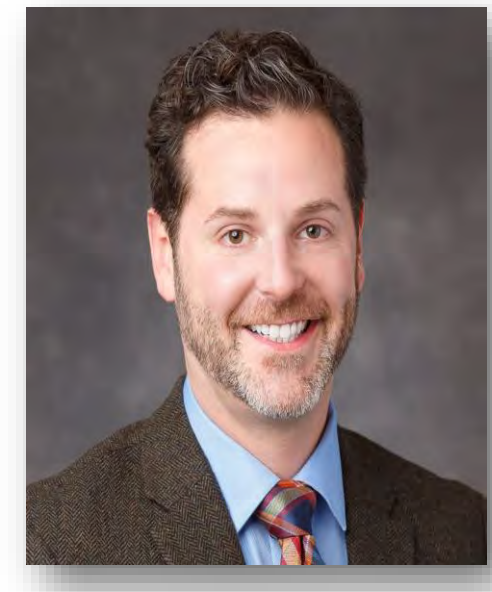
Modesto Reyes
President, OFIT



Blake Simmons
Division Director,
Lawrence Berkeley
National Laboratory



Maggie Zeman
International Human
Resources Manager,
Wilderness Resort



Brandon McGuiggan
Moderator, Vice
President, Placement
Sales, CIEE



THIRD ANNUAL

INTERNATIONAL
EXCHANGE
CONFERENCE

cíee[®]

INTERNATIONAL EXCHANGE
CONFERENCE

MORE TRUTH WITH RICK RUTH



BridgeUSA



Rick A. Ruth

Former Senior Advisor, ECA, U.S.
Department of State; Board Member,
Coalition for American Public
Diplomacy and Leadership (CAPDL)



Carmen Iezzi Mezzera

Moderator, Executive Director,
Coalition for American Public
Diplomacy and Leadership (CAPDL)



Coalition for American Public Diplomacy and Leadership (CAPDL)



CAPDL BOARD



Jon Baselice,
EVP and Head of
Government Relations,
Vanteo (USA)



Denise Beckson,
VP and CAEAO,
Morey's Piers &
Resorts (USA)



Board of Directors



Russ Hedge,
President & CEO,
Hostelling
International USA
(USA)



Modesto Reyes,
CEO and Founder,
OFIT (DR)



Rick Ruth, Former
Senior Advisor for
ECA, US Dept. of State
(USA)



Marina Seet,
Managing
Director, Asia
Speedwing (SG)



Carye Duffin,
Senior VP of External
Affairs, CIEE; **Board
Chair** (USA)



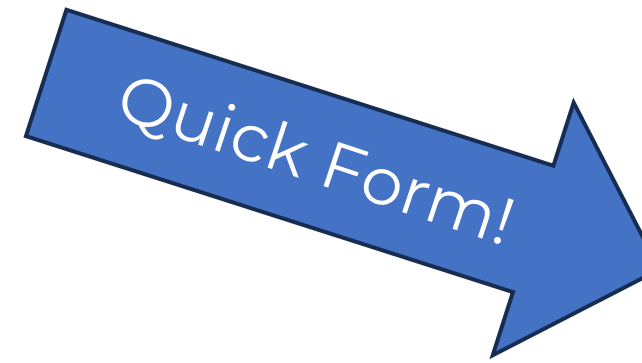
Bastian Weinberger,
Board Chair,
HanoverCRM (UK)



Bettina Wiedmann,
Executive Director,
Experiment in
International Living in
Germany (DE)



- **Went live** on January 15, 2025 with a focus on
 - **Education** through Tools, Resources, Modules
 - Sharing **Best Practices** Online and In-Person
 - **Storytelling**, especially across the US
 - **Accessibility** to all sizes, all roles, and all locations
- **Resources and Events to Strengthen and Expand the BridgeUSA Community**
 - 30+ webinars hosted since launch
 - 30+ resources created since launch
 - Presentations for US Embassy Rome, Global Ties Miami, WYSTC, IEC, ACE International Hiring Fair
- **In-person Workshops:** Miami (Oct '25), Atlanta (Feb '26), Wilmington (May '26), Pigeon Forge (July '26) + Planning for Fall 2026/Spring 2027
- **CAPDL Scholarship Fund for BridgeUSA**
 - \$43,000+ raised from CAPDL members
 - 14 recipients from 9 countries in 3 categories
 - 380+ applications, 30 countries in 6 categories



[I gain]
**“connections,
learning, best
practices, ideas
to improve...”**
– CAPDL Member
Agent from the UK



THE TRUTH WITH RICK RUTH



INTERNATIONAL
EXCHANGE PODCAST



CAPDL PODCAST LAUNCHED!

Listen, Like and Subscribe on Spotify to
The Truth with Rick Ruth Today!

- **January:** "Fix It. Cap It. Keep It"
- **February:** "Who watches the watchers?"
- **March:** "You bring them from Bulgaria. Why not Baltimore?"
- **April:** "In the National Interest"
- **May:** "Why is there no Russian Beyonce?"
- **June:** "The World Cup of Exchange Programs"
- **July:** "BridgeUSA and the Founding Ideas of America"
- **August:** "There and Back Again"
- **And more!**



THIRD ANNUAL

**INTERNATIONAL
EXCHANGE
CONFERENCE**

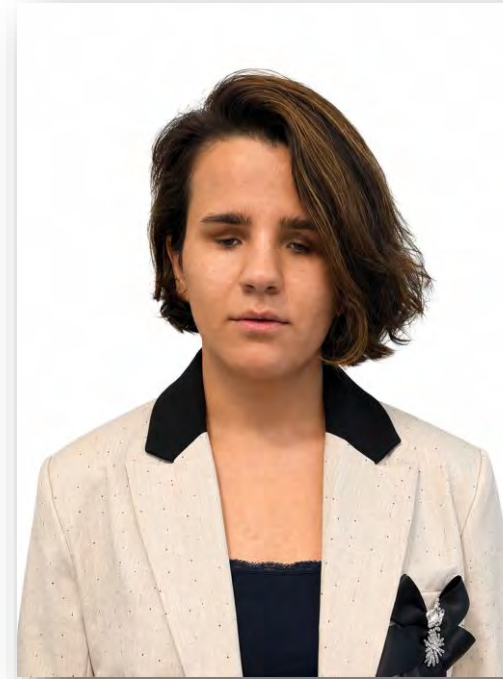


INTERNATIONAL EXCHANGE
CONFERENCE

BRIDGEUSA ALUMNI SPOTLIGHT PANEL



BridgeUSA



Pinar Caglar
High School &
Kennedy-Lugar Youth
Exchange (YES) Alum
Türkiye



Chun-Lin Lin
Summer Work Travel &
Young Civic Leadership
Summit (YCLS) Alum
Taiwan



Boluwatife Odubanjo
Summer Work Travel &
Young Civic Leadership
Summit (YCLS) Alum,
Nigeria



Frederick Ulbaek
Intern Alum,
Lockheed Martin Ft. Worth,
Denmark



Stacy Benjamin
Moderator, Director of
Special Programs,
CIEE



THIRD ANNUAL

**INTERNATIONAL
EXCHANGE
CONFERENCE**

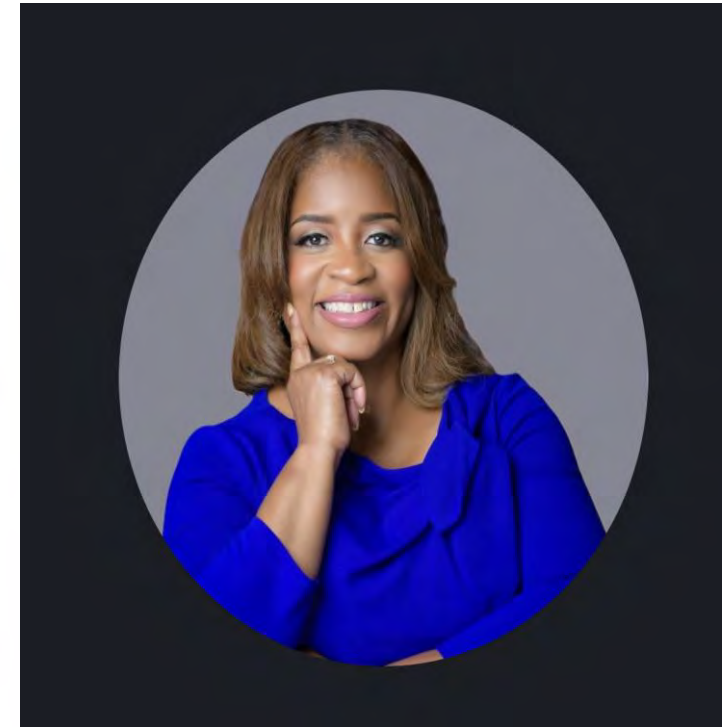


INTERNATIONAL EXCHANGE
CONFERENCE

COMMUNITY IMPACT:
GET READY TO
SERVE WITH
FEED THE HUNGER



BridgeUSA



Lisa Long
Manager, Funded
Programs, CIEE



Regina Alexander
Feed the Hunger
Packathon Coordinator

Wednesday, October 7 | Moretti Ballroom



FEED THE
HUNGER.

About Feed the Hunger

Nourishing Lives. Empowering Communities. Ending Hunger.



OUR MISSION

Feed the Hunger mobilizes people to package nutritious meals and other life-changing resources for communities around the world, advancing a more food-secure future.



GLOBAL IMPACT

Since **1968**, Feed the Hunger has partnered with a global network of ministries, schools and community organizations to deliver meals and resources to children, families and vulnerable communities in **29 countries**.



PEOPLE MAKE IT POSSIBLE

Through hands-on volunteer experiences like the Packathon, individuals and organizations come together to make a tangible difference — one meal at a time.



1968
Founded



29
Countries



62 MILLION+
Meals Packed

*A well-nourished world
is within reach.*



PACKATHON

Volunteers packing meals
for a stronger tomorrow.



20,160 MEALS

Our goal for this event



LOCAL & GLOBAL IMPACT

Nourishing children and
families in need

WEDNESDAY, OCTOBER 7
PACKATHON SCHEDULE

Moretti CDEF • The Watergate Hotel

 **7:00–8:30 AM**

SETUP

Feed the Hunger + CIEE staff prepare the room and packing stations

 **8:45 – 9:45 AM**

SESSION 1

First IEC participant packing session

 **10:00 –11:00 AM**

TRANSITION + RESET

Replenish supplies and prepare packing stations for Session 2

 **11:00 AM–12:00 PM**

SESSION 2

Second IEC participant packing session

4 PACKING STATIONS

≈ 200 PARTICIPANTS

20,160 MEALS

SEE THE IMPACT

Feed the Hunger: Impact of Volunteering

A short look at
the people and
communities
behind the
mission.



THIRD ANNUAL

INTERNATIONAL
EXCHANGE
CONFERENCE



INTERNATIONAL EXCHANGE
CONFERENCE

THE CHANGING U.S. LANDSCAPE:

HOW HAS THE TRUMP
ADMINISTRATION'S AMERICA FIRST
POLICIES AFFECTED BRIDGEUSA AND
HOW WILL THOSE POLICIES PLAY OUT
AFTER THE MIDTERM ELECTIONS?



BridgeUSA



Eric Bazail-Eimil
National Security Reporter
POLITICO



Craig Riggs
Editor in Chief
ICEF Monitor

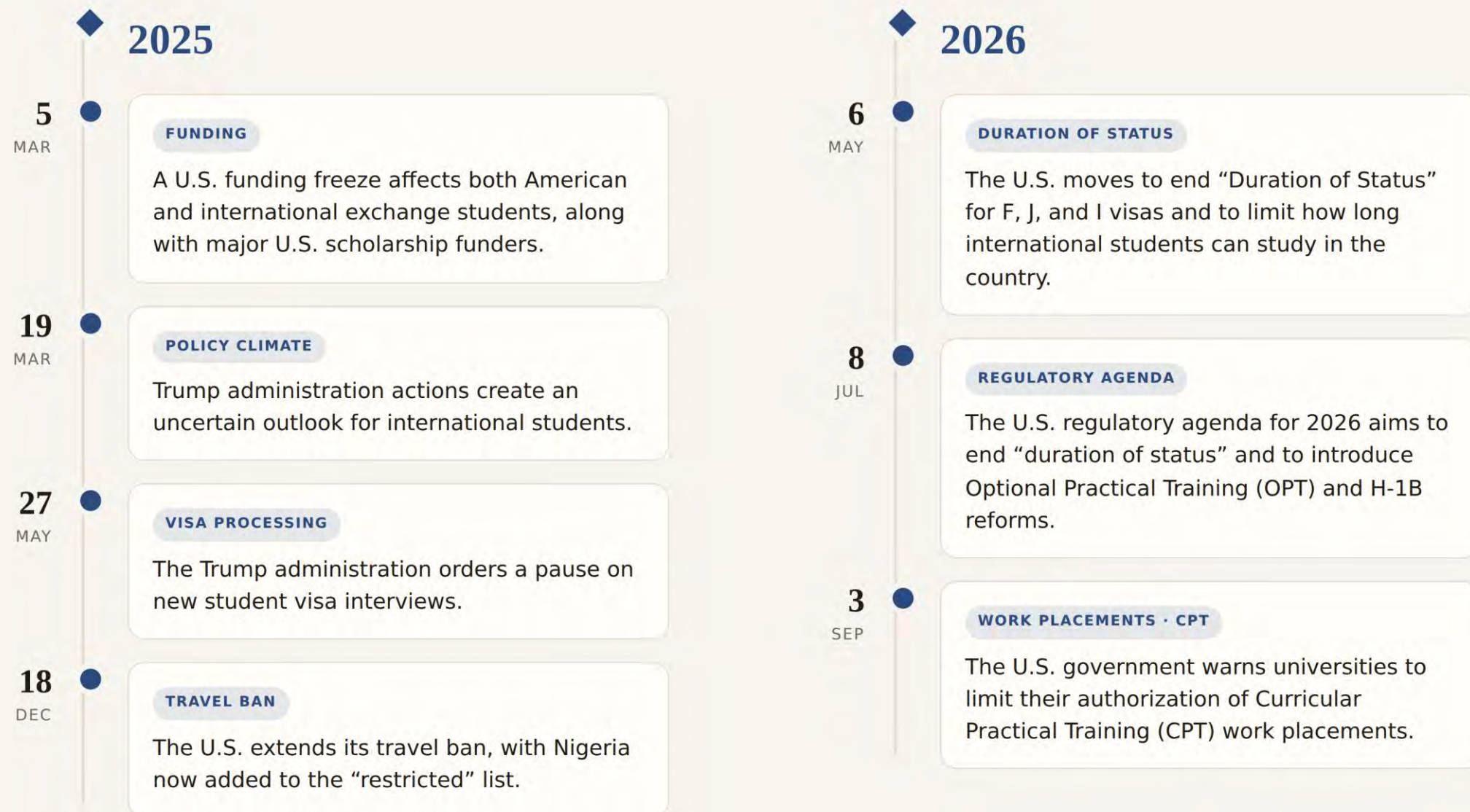


Asenith Dixon Bell
Moderator, Vice
President, Government
Affairs & Advocacy,
CIEE

INTERNATIONAL STUDENT MOBILITY · UNITED STATES

Visa delays and policy uncertainty impacting student mobility

A timeline of U.S. policy actions across 2025 and 2026 and their bearing on student and exchange mobility.



BRIDGEUSA · J-1 EXCHANGE VISITOR PROGRAM

Exchange visitor participation

Participants by category for calendar years 2024 and 2025 — the program's first annual decline in more than five years.

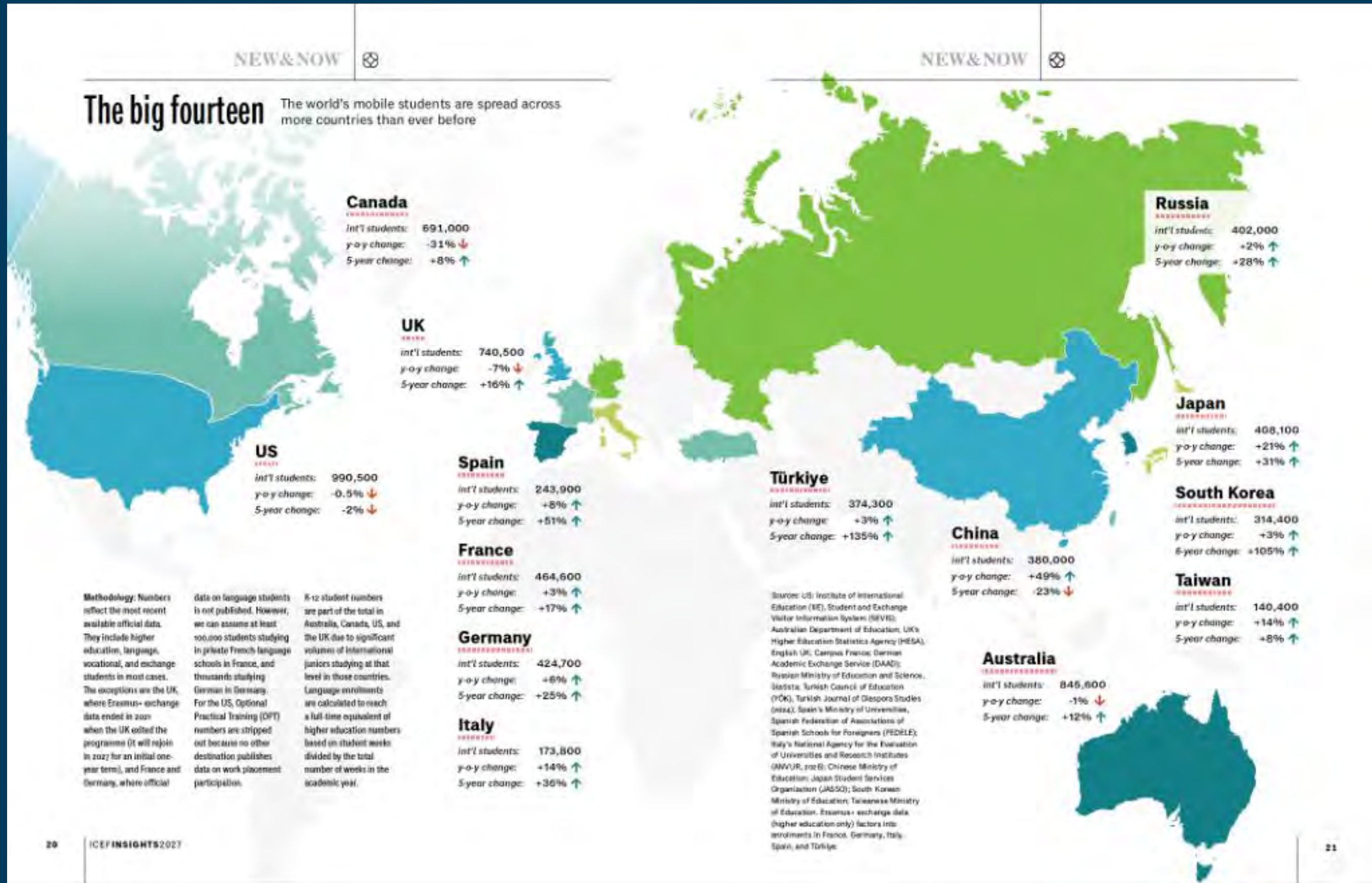
CATEGORY	2024	2025	CHANGE
Summer Work Travel	107,228	104,609	▼2.5%
Camp Counselor	~32,000*	32,470	▲1.5%
College & University Student	35,910	32,102	▼10.6%
Secondary School Student	19,077	17,863	▼6.3%
Research Scholar	24,067	17,622	▼26.8%
Intern	18,719	16,877	▼9.8%
Au Pair	19,408	16,840	▼13.2%
Trainee	9,821	8,605	▼12.4%
Teacher	6,780	5,276	▼22.2%
Other <i>Professor, Short-Term Scholar, Specialist, Physician, Gov't & Int'l Visitor</i>	~28,700†	~22,700†	▼~21%
Total — all exchange visitors	301,694	275,000	▼8.8%

—
United States | Higher education

Almost 8% drop in international students, according to just-released SEVIS data

Active F-1 and M-1 students fell to 1.2m in September 2026

ciee® | INTERNATIONAL EXCHANGE CONFERENCE





THIRD ANNUAL

**INTERNATIONAL
EXCHANGE
CONFERENCE**



INTERNATIONAL EXCHANGE
CONFERENCE

**COLLABORATIVE
IMPROVEMENT:
STRIVING TOWARDS
INDUSTRY EXCELLENCE**



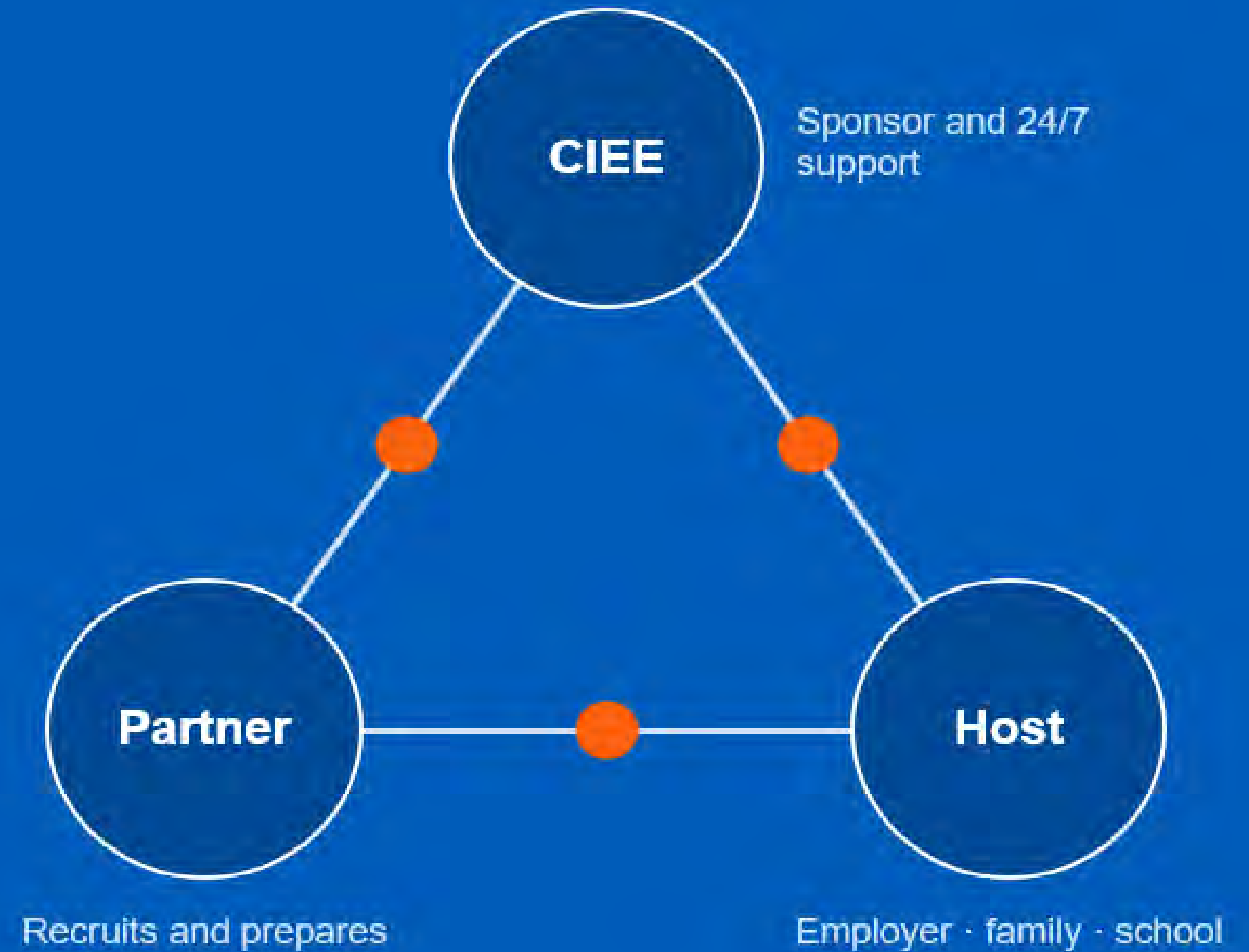
BridgeUSA



Martine Mangion
Senior Vice President,
International Exchange
Programs, CIEE



One experience.
Built by many hands.



● The handoffs: where this afternoon's conversations happen



**The next idea is
in this room.**

A conversation
with a community



**One World
Café**

A challenge raised
by a participant
& host



**One World
Crossroads**

This afternoon's
conversations



**Next year's
One World Café**

CIEE® THREE ROOMS. THREE CONVERSATIONS. ONE GOAL.

MORETTI BALLROOM

Elevating the BridgeUSA Summer Work Travel Experience

Summer Work Travel and Camp hosts and agents. Stay in this room.

MODERATOR

Louisa Creighton-Smith

PANEL

Denise Beckson
Morey's Piers

Paige Carter
Xanterra

Rumyana Mehanzhieva
Usit Colours Bulgaria

MORETTI AB

Creating Exceptional BridgeUSA Internship Experiences

Intern and trainee hosts and agents

MODERATOR

Angie Gorny

PANEL

Maggie Gaudio
The Broadmoor

Jude Reser
Thomas More University

Robert Upchurch
CTI Group Worldwide Services

LIBRARY

Building a Community of High School Exchange

High school host families, local coordinators, and partners

LED BY

Andrew Clifton

WITH

Bettina Wiedmann
CEO, Experiment e.V.

FIND YOUR ROOM



Scan to open the IEC event app and see your room.

CIEE staff are in the foyer and hallways, and room lists are posted outside each room.

\$500,000

in internship scholarships

Launching in spring 2027.

IEC 2025

We committed.

\$500,000 promised to open doors to exchange.

IEC 2026

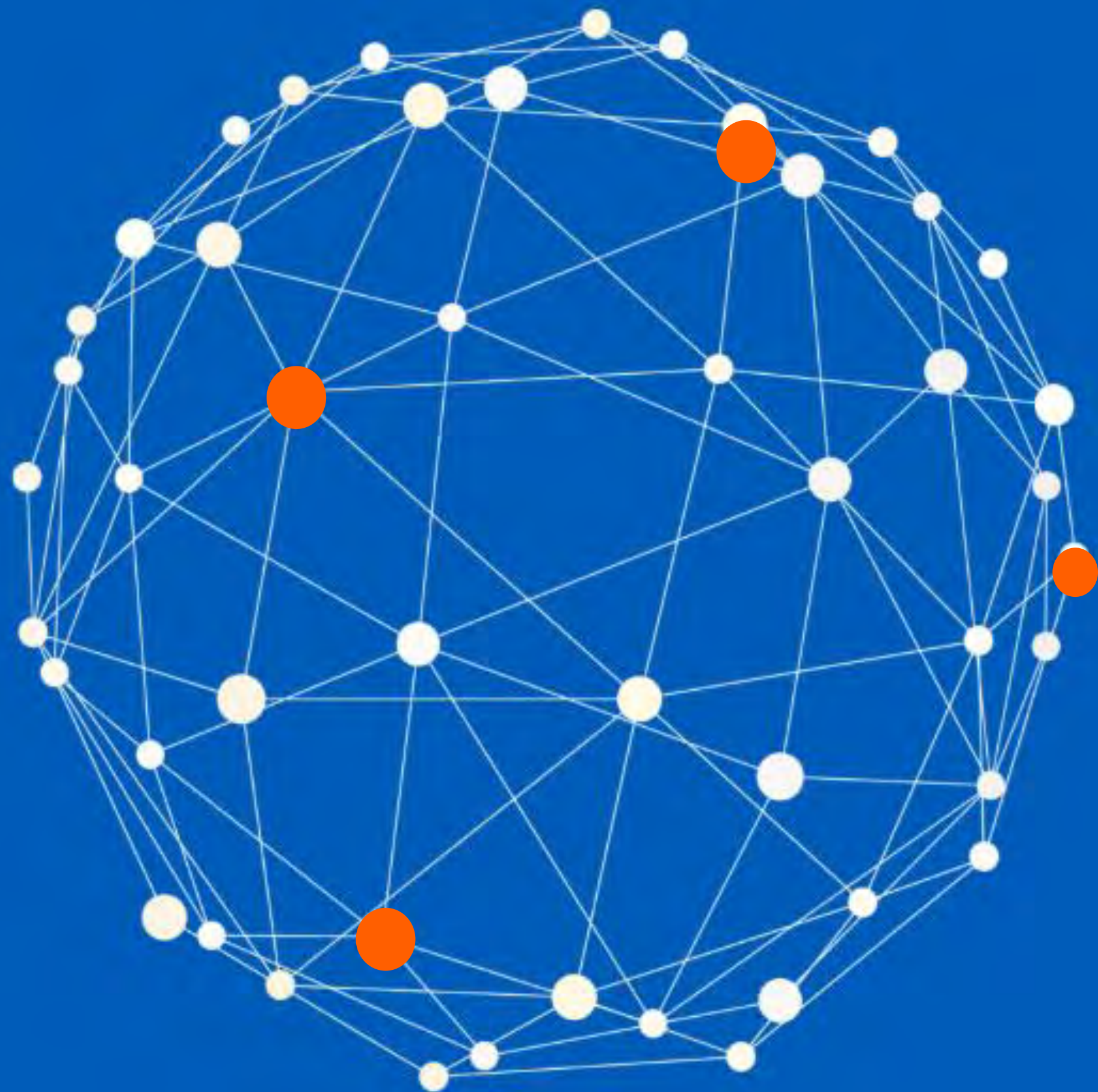
We acted.

Dedicated to participants from Ukraine and Baltics.

SPRING 2027

Now we lead.

The first internships launch.



Pull up a chair.
Build with us.
The next idea is in this room.

Find your room in the IEC Event App.



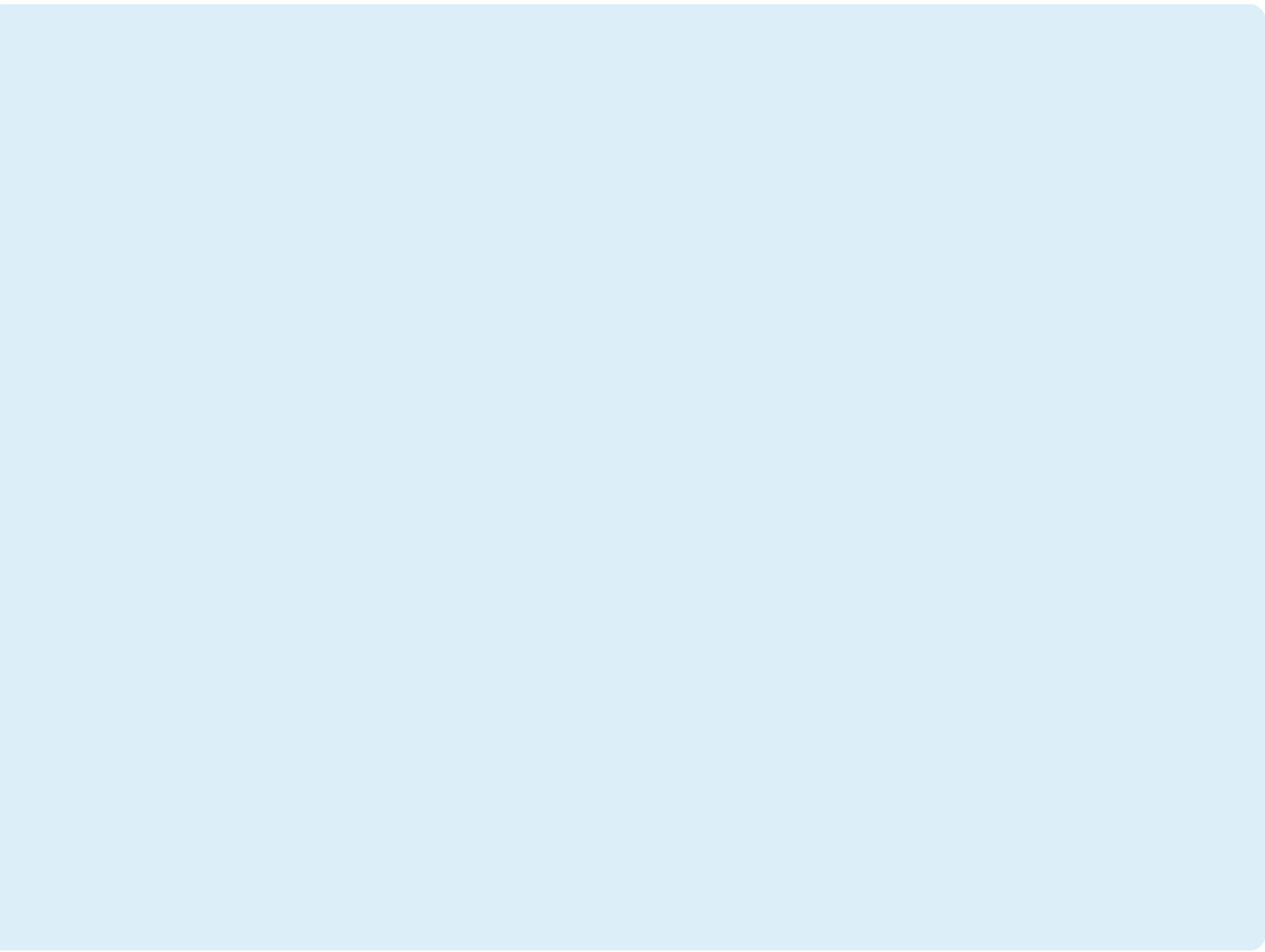
**SCAN HERE TO
FIND YOUR
BREAKOUT ROOM
ASSIGNMENT!**



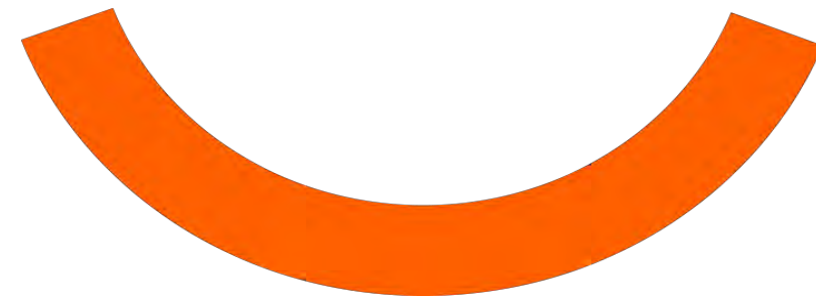
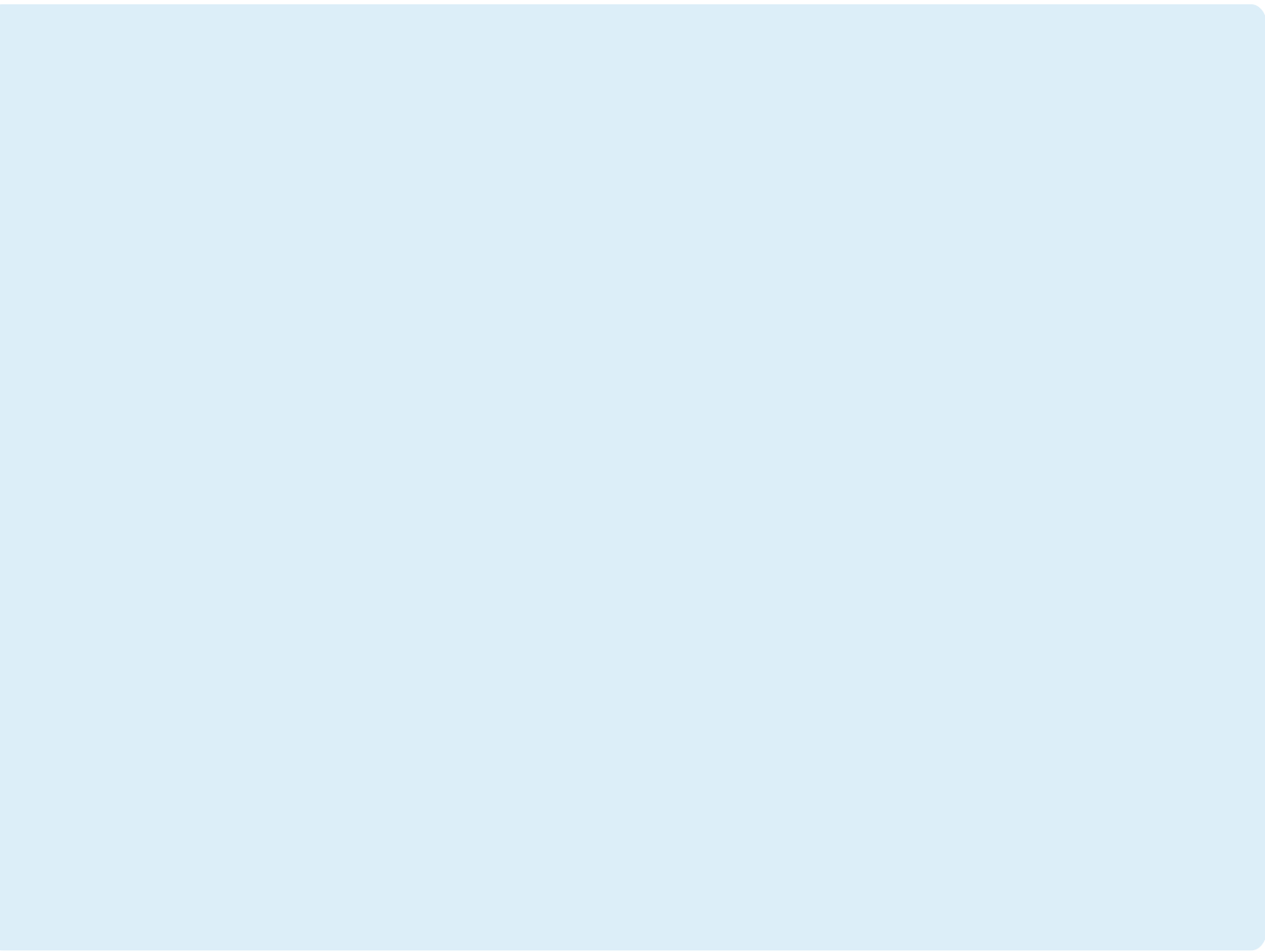


THANK YOU

**cíee[®] | INTERNATIONAL EXCHANGE
CONFERENCE**



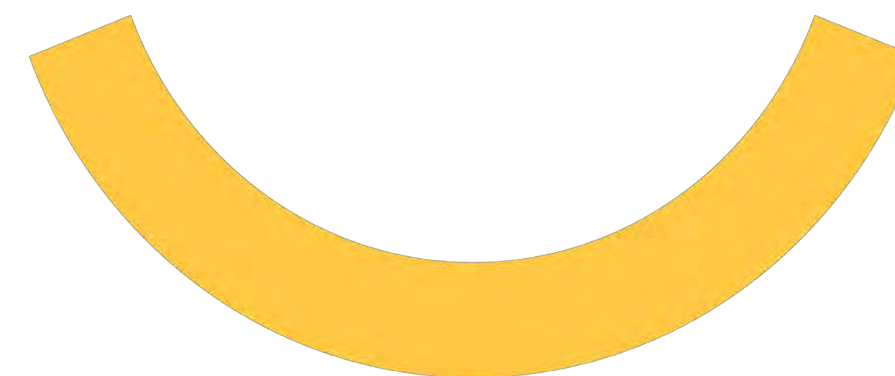
cíee[®]



cíee[®]



cíee[®]





cíee[®]

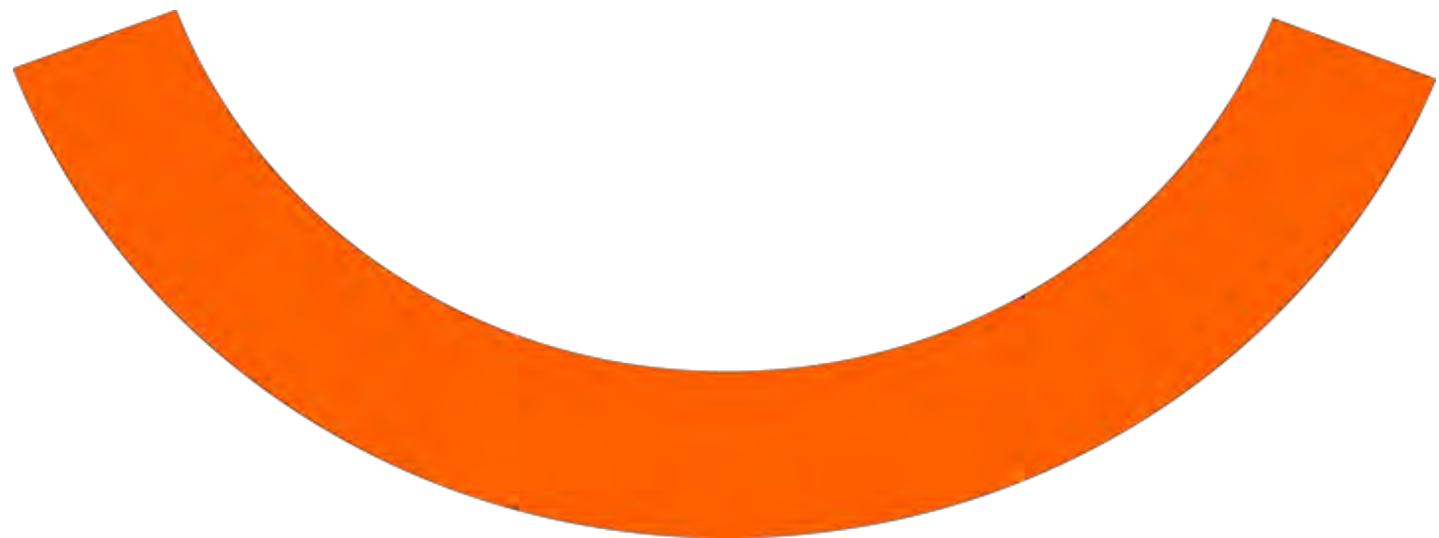


cíee[®]





cíee[®]



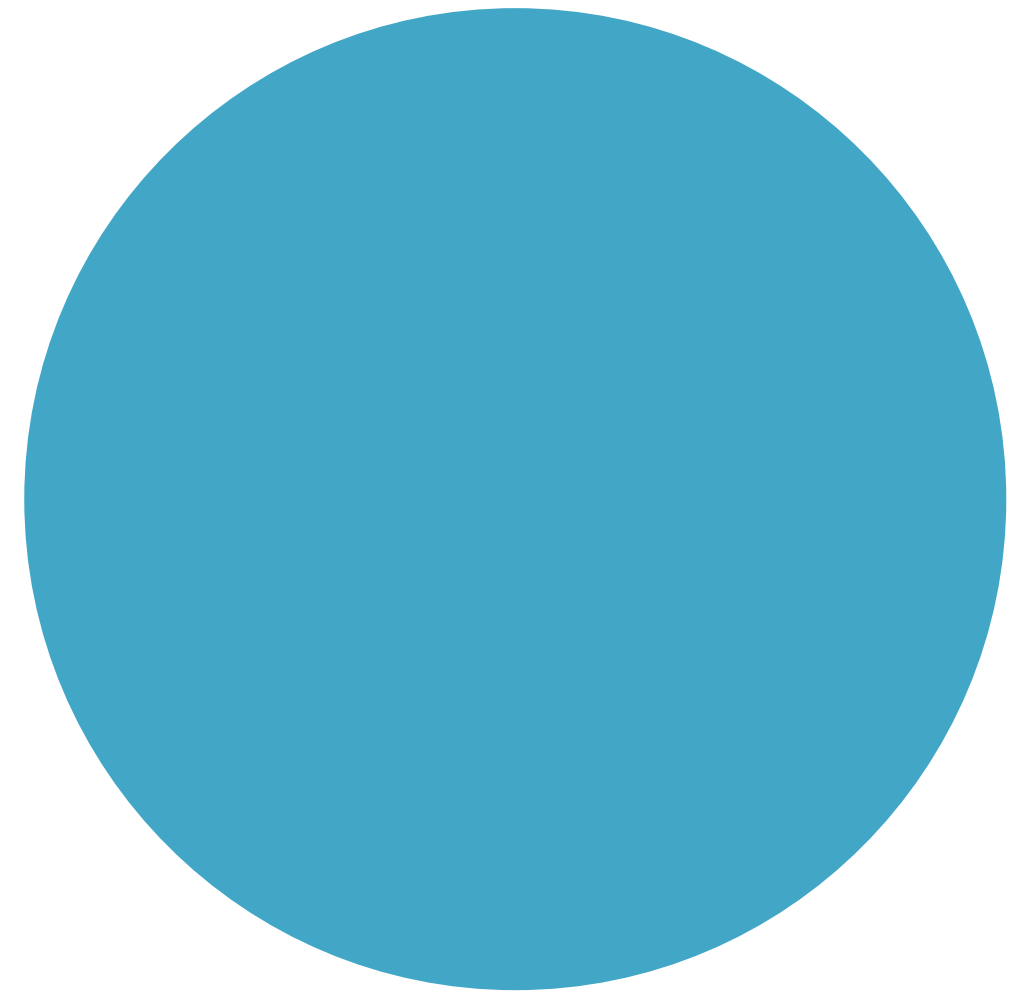
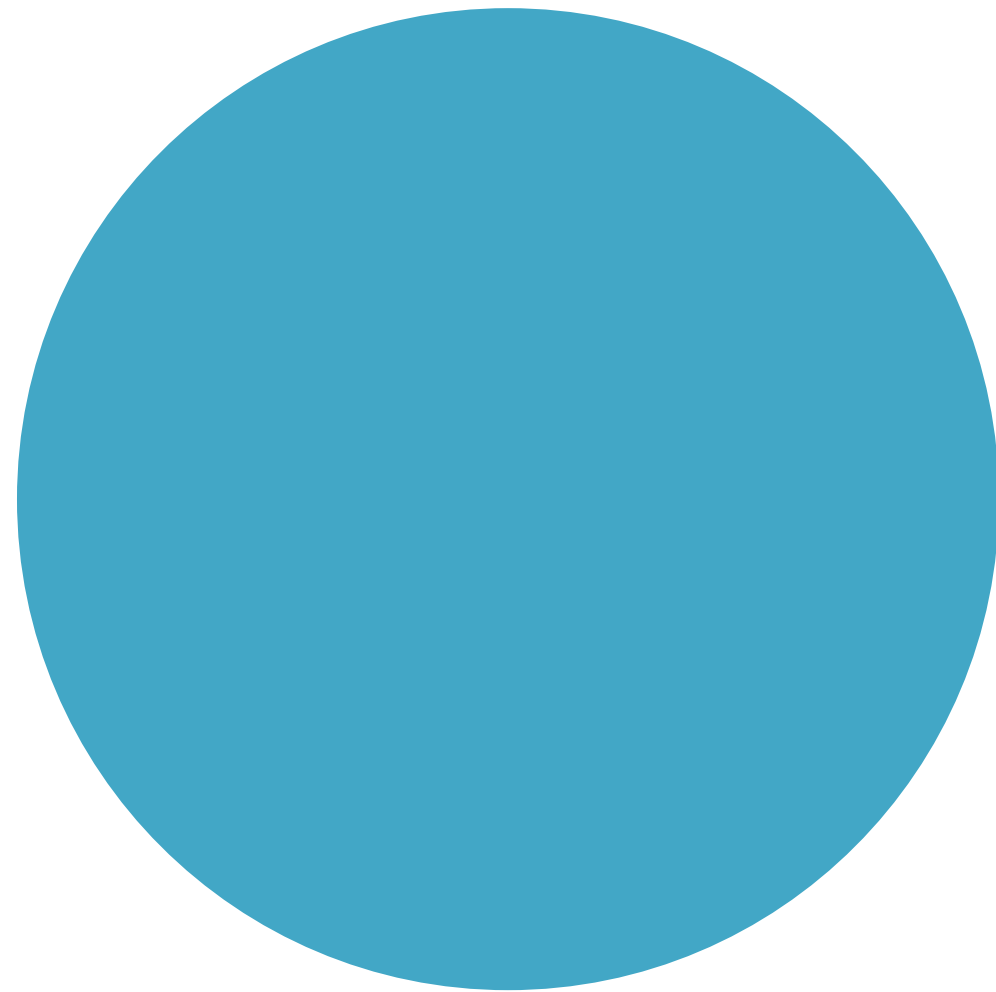
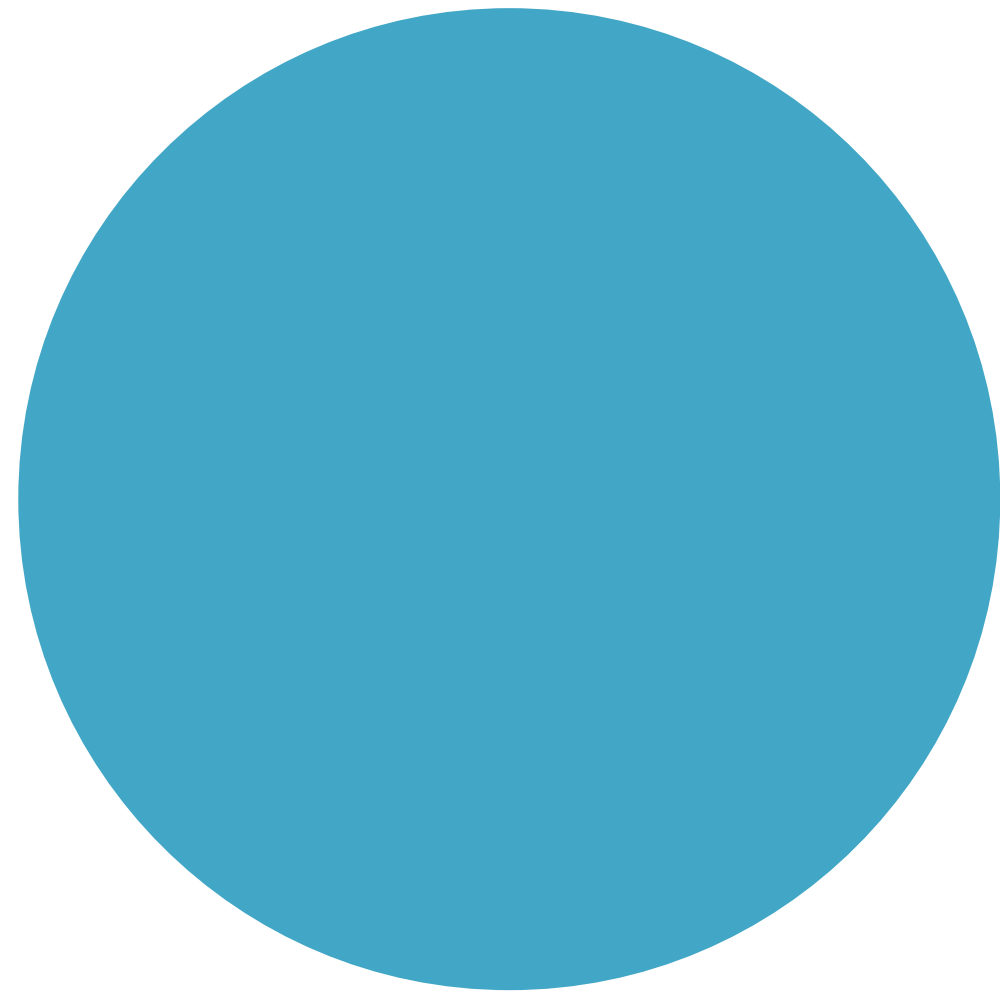




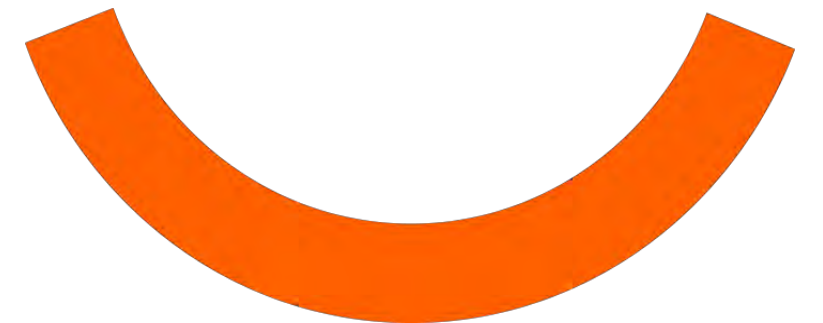
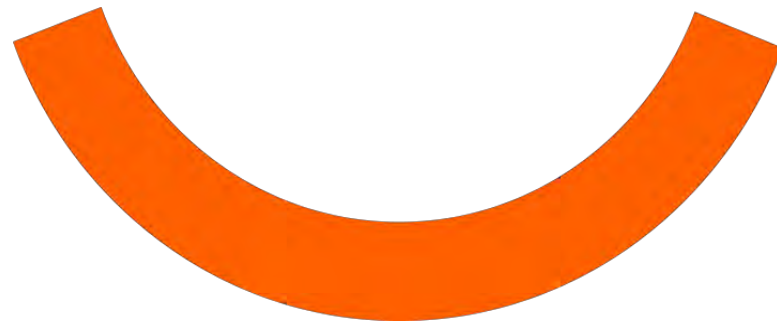
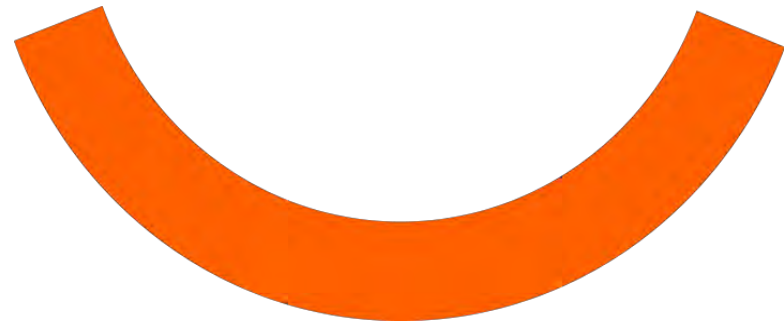








cíee[®]







 CIEE[®] | INTERNATIONAL EXCHANGE
CONFERENCE