



**Celebrating 25 Years, The Protocol School of Washington Holds  
“Global Education Summit: Power of the Past - Force of the Future”  
From July 31 through August 3, 2014**

NY, NY (July 1, 2014) - The Protocol School of Washington, the first school to offer business etiquette training and the first and only nationally-accredited business etiquette, image, and international protocol school in the country, is holding a **Global Education Summit** from July 31 through August 3, 2014. Themed “Power of the Past – Force of the Future,” the event will take place at the Ritz-Carlton, Pentagon City in Arlington, VA. **PSOW** Owner and President Ms. Pamela Eyring said: “**PSOW**’s focus for the **Global Education Summit** is building relationships for the future because we believe all business – whether one is in Dubai or Des Moines – is about relationships and those relationships must be built on a foundation of respect and trust.” Ms. Eyring went on to say that the school is honored that Ms. Dorothea Johnson, who founded **PSOW** 25 years ago, agreed to welcome **Global Education Summit** attendees who will travel to the Ritz-Carlton from all over the world to take part in the festivities and educational offerings.” (For more detailed information please visit [www.psow.edu](http://www.psow.edu) and click the **Global Education Summit** banner at the top of the page.)

**PSOW’s Global Education Summit** will bring together professionals to help build their knowledge of cross-cultural relations and diplomacy. Attendees will include high-level international business professionals, high-ranking government officials and representatives, event and meeting professionals and those interested in learning how to enhance opportunities by building enduring relationships. Considered one of the most anticipated diplomacy and protocol events of the year, **Global Education Summit** speakers will include Ambassador Mary Mel French, former Chief of Protocol under the Clinton Administration, General Lester L. Lyles, United States Air Force, Retired, Mr. Brian O’Connor, Vice President, North America Sales, Princess Cruises and Cunard Line, Ms. Diane Crow, Branch Chief, Community Relations Branch, Office of International Visitors, Department of State and Ms. Noura Al Kaabi, CEO, Media Zone Authority – Abu Dhabi, U.A.E., among others.

“**PSOW**’s goal is to educate individuals to build relationships by providing universally accepted cross-cultural communication, protocol, and etiquette training in the highest professional manner,” said Ms. Eyring. To this end, **PSOW** has filled its Summit agenda with a broad mix of educational sessions, networking opportunities, and a “Meet the Experts Q&A Session.” There will also be an Award Gala Dinner with a Tiffany & Co. Trophy presentation acknowledging an exemplary protocol leader. The **Global Education Summit** will conclude with a “Force of the Future” presentation helping educate attendees in understanding cultural differences among all nations.

**The Protocol School of Washington**<sup>®</sup> was founded in 1988 by Ms. Dorothea Johnson (former protocol advisor to The Joint Military Attaché School, Washington, D.C.) because she saw a need for business etiquette training based on an expanding global economy that required cultural and social skills for conducting business. The first school to offer business etiquette training, today, **PSOW** is the first and only nationally-accredited business etiquette, image, and international protocol school in the country training those in the corporate and non-profit world, academia, and within the government and the military. **PSOW** is the acknowledged global leader in its field, with nearly 4,000 graduates from 68 countries and is renowned for its expert trainers who hail from The White House, the Disney Institute, The Hague, the military, international academia, and corporate America. Students travel to take **PSOW** courses from such countries as Bulgaria, Canada, China, the United Kingdom, Ghana, India, Saudi Arabia, Switzerland, and those in the Caribbean.

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