



## Ike's Legacy

Seventy five years ago this June, then Supreme Commander of the Allied Forces Dwight D. Eisenhower made one of the most difficult and perhaps significant decisions of World War II. Faced with grim reports forewarning heavy casualties and potential failure, he decided to proceed with the planned invasion. On the eve of D-Day, he shared with his troops that “[t]he hope and prayers of liberty-loving people everywhere march with you.” Less than one year later, the war in Europe came to an end and the global landscape changed forever.

A decade later, President Eisenhower knew that his work was not complete, and his vision for people-to-people initiatives became manifest with the creation of the Business Council for International Understanding (BCIU). BCIU continues Eisenhower’s legacy as we reflect and celebrate the commemoration of the 75<sup>th</sup> Anniversary of D-Day this year. We are pleased to introduce this new quarterly newsletter as a way for us to share the work we do together to deepen international understanding.

We were delighted to start the year with John Campion, Founder and Chairman of APR Energy, as our new Chairman. John’s charisma, entrepreneurial drive, and boundless optimism come at a pivotal time for the organization. Last year we delivered a record 37 programs outside the U.S., engaged over 100 countries, and executed 178 programs. As we begin 2019 with 215 member companies, we will stay highly responsive to their demands, maintaining our core programmatic offerings but also co-creating initiatives on smart cities, health, sustainability, and other pivotal topics, which will catalyze change around the world.

As President Eisenhower said on September 11, 1956, “[t]he problems are: How do we dispel ignorance? How do we present our own case? How do we strengthen friendships? How do we learn of others?” Through enabling government and business to learn from and understand each other, BCIU will continue to be a strategic partner in providing solutions to these problems globally.

A handwritten signature in black ink that reads "Peter Tichansky". The signature is written in a cursive, slightly slanted style.

Peter Tichansky  
President & CEO