
SPEAKER INFORMATION

Date: *Tuesday, October 25, 2016*
Event: *Interactive Workshop: Proactively Engaging Influencers*
Time: *4:00 pm – 5:00 pm*

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Global Communicators Executive Vice President Kristine Heine counsels Kohler Co. on government relations strategies and helps convey the company's views on federal issues to Congress and to regulatory agencies.

During her nearly two decades with Global Communicators, she also has promoted ideas and products to the public, to lawmakers and policymakers, and to the news media on behalf of corporations, trade associations, and foreign governments.

Ms. Heine has more than 35 years of experience in the communications profession, working with U.S. and international businesses, professional and trade associations, nonprofit organizations, international economic development and investment authorities, and U.S. and foreign entities.

A former television and radio reporter, producer and anchor, Ms. Heine has trained clients on encounters with the news media, speechmaking and testifying before government bodies. Over the course of working with three major public relations firms, a boutique law firm, and a Fortune 100 company, Ms. Heine has provided crisis counseling, strategic advice and media relations assistance to a wide range of domestic and international clients, including 2006 Nobel Laureate Muhammad Yunus, the Smithsonian Institution, the Newseum, and The J. Paul Getty Trust.

Ms. Heine's government experience includes interning for a Congressman and later serving as press secretary to a U.S. Representative. She has worked on congressional and presidential campaigns and as director of public liaison for the U.S. Agency for International Development on behalf of President George H.W. Bush.

Ms. Heine has lobbied on issues concerning water safety, international trade, consumer products, insurance, transportation safety, and home health care and created and implemented public awareness programs on a variety of concerns.

Ms. Heine graduated Phi Beta Kappa from the University of South Dakota with a Bachelor's degree in communications and earned an Master of Business Administration from The George Washington University.