

## Next PDAA

### Meeting

Wednesday, February  
17, 2010

Woman's National Democratic Club, 1526  
New Hampshire Ave,  
NW, Washington, DC

### Speaker:

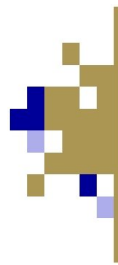
Sen. Chuck Hagel, details  
at right

- Cash bar 11:30 am
- Lunch 12 noon
- Speaker 1:00 pm

\$25.00 per person

**Reservation deadline:**  
Friday, February 12,  
2010

To reserve please return  
coupon on p. 7, or the  
form at [publicdiplomacy.org/  
MeetingAnnounce.htm](http://publicdiplomacy.org/MeetingAnnounce.htm)



# PDAA Today

Public Diplomacy Alumni Association

Formerly USIA Alumni Association

## Former Senator Hagel to Discuss America's Next Chapter at February PDAA Meeting

Chuck Hagel, former U.S. Senator from Nebraska, will describe his vision of U.S. policy needs and directions, including implications for public diplomacy, at the February 17 meeting of the Public Diplomacy Alumni Association. The event takes place at the Woman's National Democratic Club in Washington, D.C.

Senator Hagel served two terms in the U.S. Senate (1997-2009), where he was a senior member of the Senate Foreign Relations; Banking, Housing and Urban Affairs; and Intelligence Committees. He chaired the Foreign Relations International Economic Policy, Export and Trade Promotion Subcommittee and the Banking Committee's International Trade and Finance, and Securities Subcommittees. Hagel also served as the Chairman of the Congressional-Executive Commission on China and the Senate Climate Change Observer Group.

Hagel will base his remarks in part on his book *America: Our Next Chapter* (Ecco, 2008). In the book, according to the publisher, Hagel "confronts foreign policy problems ... including China's growing economy; ... India's and Pakistan's nuclear capabilities; and Iran's aggressive political, ideological, and nuclear stances. He decries the pervasive disease of third world poverty, arguing convincingly that this is where the real fight against terrorism must begin."

Photo: Courtesy, Atlantic Council

Hagel now is a Distinguished Professor at Georgetown University and the University of Nebraska at Omaha. He is Co-Chairman of the President's Intelligence Advisory Board; Chairman of the Atlantic Council; a member of the Secretary's Defense Policy Board and Public

Broadcasting Service (PBS) board of directors. He also serves on the Advisory Boards of Deutsche Bank Americas; Corsair Capital; Pfizer's Emerging Markets and Developed Economies Boards; M.I.C. Industries; National Interest Security Company (NISC); is a Director of the Zurich Holding Company of America; and is a Senior Advisor to McCarthy Capital Corporation.

Prior to his election to the U.S. Senate, Hagel was president of McCarthy & Company, an investment banking firm in

Omaha, Nebraska. In the mid-1980s, Hagel co-founded VANGUARD Cellular Systems, Inc., a publicly traded corporation. He is a Vietnam combat veteran and former Deputy Administrator of the Veterans Administration.

This PDAA event will be held on Wednesday, February 17, 11:30 a.m., at the Woman's National Democratic Club, 1526 New Hampshire Avenue, N.W., Washington, D.C. To reserve your place at this important discussion, please return the coupon on page 11, or the form at [www.publicdiplomacy.org/  
MeetingAnnounce.htm](http://www.publicdiplomacy.org/MeetingAnnounce.htm), by **Friday, February 12, 2010.**



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## Is There Life After TIC?

**Donald R. Hamilton**

I spent my last few years before my Time-in-Class (TIC) date in March 2000 thrilled by the freedom to do something new and horrified that I would never again do anything so interesting.

It did not occur to me that I might have few options. All my life, career opportunities had more or less fallen into my lap. I saw no reason this would change. True, I could not recall which term they had stopped using first: Was it "young"? Or "bright"? After all, I was only 52, so why wouldn't I find another job quickly?

What I had not counted on was my difficulty in answering a question asked directly or indirectly by all potential employers. What can you do for us? I never really nailed the answer. Firms paying executive salaries wanted demonstrated track records, track records that showed up on a profit and loss statement. I was proud of my Foreign Service accomplishments and what I thought of as my exceptional versatility. Did these people not see the ability to take on differing challenges (English as a Foreign Language one day, counterinsurgency the next) as an indication of amazing versatility? Could they not divine the da Vinci in me? Seems not. More than once I heard that "we only hire generalists at entry level."

At the last moment (maybe six weeks before my TIC), I got a great offer. My old boss and friend Ambassador Edwin G. Corr put me in the mix to become the first executive director of the Oklahoma City National Memorial Institute for the Prevention of Terrorism, generally known by some of its initials -- MIPT. Finally, I could trot out relevant experience. I had several assignments that gave me specific credentials on counterterrorism. I had experience as an executive. I did not make the top job, but accepted an offer to become chief operating officer, the number-two position.

The job was instructive. I learned how much I had become a creature of national capitals and big cities (although greater OKC has about a million residents, it has not developed a mentality to match its numbers).

After just over three years on the job, my old friend and boss Jerry Bremer asked me to join him in Iraq. Now there was a challenge. I spent a year there (July 2003 to June 2004) and found it exhilarating, but frustrating beyond most imagining. My life, in the greenest part of the Green Zone, was safe. Yes, there were loud noises and the food was not so hot, but it was all quite bearable -- especially when stacked up against what our troops were going through.



Administrator L. Paul Bremer (*right*) and Hamilton craft a speech announcing the capture of Saddam Hussein. The entire speech was eclipsed by Bremer's introductory statement (proposed by British Press Officer Charles Heatley at the last moment): "Ladies and gentlemen, we got him!"

*U.S. Army photo*

In Baghdad I was one of several officers with the title Senior Counselor. My initial duties included writing Ambassador Bremer's public remarks, but about half-way through my tenure, he cut back on his public remarks. I then spent most of my time overseeing opinion polling.

Policy disorder was apparent from the beginning and improved but slightly during the formal occupation. Within a couple of weeks of his arrival in May, Bremer had been saying that the reconstruction of Iraq would cost tens of billions and take years. I had known him too long and too well to believe he was free-lancing. But as late as August, military officers in Iraq told me they were planning for a major drawdown in September.

This was shocking. I knew Bremer was in daily contact with Condoleezza Rice and had free access to Donald Rumsfeld and Colin Powell. He also had unfiltered email access to the president. How could the United States government be so confused about something so basic?

*(Continued on page 3)*

## Life After TIC (cont'd)

I never did find out.

I did learn that reliable public opinion polling could be conducted under extremely adverse conditions. I had first seen this as PAO in El Salvador where polls run by USIA's Office of Research had proven eerily accurate. But Iraq was far more dangerous, chaotic and culturally treacherous than El Salvador. But once again, the polls proved accurate. They always showed that the Iraqis wanted security above all. Again and again, we saw Iraqis saying that security was more important than everything else combined. After that came worries about the economy and infrastructure. One of those three issues was deemed most important by 90 percent of Iraqis. Iraqis also knew what might well come. They said the worst thing that could happen would be war between Sunnis and Shia; they came very close to seeing the worst.

The year passed quickly and I ended up back in Oklahoma. Several months after my return I was moved up to become executive director of MIPT and I held that position until my resignation in April 2009.

I came to Washington in July and by August, my wife, younger son and I were back in the DC area, where we believe we really belong. I looked around for a job for many weeks with no real success. In late September, my old colleague and friend (and fellow PDAA member) Greg Lagana and I decided we were the best bosses we knew and started our own business. We are now the principals of LaganaHamilton, a public relations and communications firm. As PDAA members know, public diplomacy officers have experience in most communications disciplines. We have also turned a job seeker's disadvantage (gray hair) into what we believe will be a selling point for our company: gray hair, which equals vast experience.

To answer my own question: Yes, you can do a lot of living after TIC.

*Photo courtesy, Don Hamilton*

## Member Updates

**Walter Roberts** was honored October 19, 2009 at a VOA ceremony marking the 50<sup>th</sup> anniversary of "Special English." Roberts was honored as a member of the original VOA team of 1942. Dan Austin, VOA director, presented Roberts with the Director's Special Recognition Award "for his dedicated efforts on behalf of the Voice of America over seven decades." Walter in his remarks noted: "Whenever people doubt the wisdom to continue support of the Voice of America, I reply that the United States has no other communication medium to reach 100 million people at the same time and immediately." Roberts wrote about the origins of VOA and his recollections in an article that appeared in the electronic journal *American Diplomacy*, published by the University of North Carolina.

**George Dwyer** won an Emmy June 6, 2009 at the Chesapeake Bay Area Emmy Awards presentation. Dwyer, a former producer with Worldnet and VOA, is now a reporter/producer with "The American Veteran," a monthly half-hour video magazine produced by the U.S. Department of Veterans Affairs. Dwyer was honored for the 2008 production "Puppies Behind Bars." The story profiles a nation-wide program called "Dog Tags" that teaches prison inmates how to train service dogs to help veterans with physical and emotional disabilities.

**Eddie Deerfield** was guest speaker at the 2009 Veterans Day program sponsored by the public library of Palm Harbor, Florida. His topic was "The Life and Times of American Airmen Who Fought Nazi Germany in World War II." Deerfield served with the 303rd Bombardment Group as a radio operator/gunner on B-17 bombers in 1943-44.

**Sherry Mueller**, in the Fall 2009 issue of *Ambassadors REVIEW*, writes on "A Half Century of Citizen Diplomacy: A Unique Public-Private Sector Partnership." The journal is a publication of the Council of American Ambassadors. She concludes that "high-level diplomacy has its place and it requires trained professionals to carry it out. But it must be buttressed by the engagement of non-professionals who can meet and exchange views in informal settings that defuse the intense politics that often dominate official meetings." Mueller is president of the National Council for International Visitors

**Donna Oglesby's** article "Statecraft at the Crossroads: A New Diplomacy" appeared in the Summer-Fall 2009 *SAIS Review*, a publication of the Johns Hopkins University's School of Advanced International Studies. The article recommends a new diplomacy employing public diplomats deeply attuned to the cultural and political particularities of human plurality in the global public square. Oglesby is Diplomat in Residence at Eckerd College in St. Petersburg, Florida The article can be found on Web site -- [web.me.com/donnaoglesby/Winninging\\_Fan/Welcome.html](http://web.me.com/donnaoglesby/Winninging_Fan/Welcome.html)

## Welcome New and Returning PDAA Members

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### President's Notes

**Kathy Brion**

As this newsletter goes to press, our thoughts and prayers are with the victims of the devastating earthquake in Haiti, their families, their loved ones and their colleagues and friends. As fellow public diplomats, we mourn the passing of CAO Victoria DeLong, a 27-year veteran of the Foreign Service who, in the words of Secretary of State Clinton, "worked tirelessly to build bridges of understanding and respect between the people of the United States and the people of Haiti. She served her country with distinction and honor, and she will be sorely missed." We honor her dedication, and that of so many others tirelessly working together to assist in the relief efforts.

#### PDAA Dues for 2010

PDAA dues for 2010 are now \$30 for an annual membership, and \$300 for a lifetime membership, **effective February 18**. This is the first increase in dues since 2004, a change that makes it possible for the PDAA to fund its prestigious annual Awards for Achievement in Public Diplomacy, provide members with printed copies of the quarterly newsletter and the member directory, and maintain a balanced budget. About 70 percent of PDAA's annual income (about \$12,000) goes for newsletters and directory production and mailing, and 25 percent to the annual awards program.

Please renew or join NOW or at the February 17 luncheon. See page 7 for the renewal form.

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## In Memoriam

- ◆ Allan Baker, former chief of VOA's Near East and South Asia Division and director of its Office of Policy, died November 9, 2009. Baker, 81, lived in Rockville, Maryland. He joined USIA as a research officer in 1956, and later became head of the Policy Office at VOA before his appointment as chief of the Near East and South Asia Division in the late 1960s. He was a colonel in the U.S. Air Force Reserve, serving for more than 30 years. After retiring from USIA in 1981, he served as chairman of the Board of Trustees, a member of the choir, and chief landscape gardener at the Bethesda United Church of Christ.
- ◆ James F. Brown, who was director of Radio Free Europe in the early 1980s during the rise of the Solidarity movement in Poland, died in Oxford, England, on November 16, 2009. He was 81 and lived in Oxford. The cause of death was an infection contracted after a fracture. Although he was a British citizen, Brown was named director of the American financed RFE in 1978, bringing to the job a deep knowledge of Eastern European history. He was director until 1984, when he resigned because of disagreements with the Reagan administration. He joined RFE as a research analyst soon after the Hungarian revolution. By 1969 he was director of research. In 1976 he was named deputy director; two years later he became director. He resigned in 1984 because he felt that the Reagan administration's insistence on avid anti-Communist programming was counterproductive. He wrote in his memoir that détente always weakened, not strengthened, Communism.
- ◆ Victoria DeLong, Cultural Affairs Officer at the American Embassy in Haiti, died in Port-au-Prince when the January 12 earthquake collapsed her home. The Alexandria, Virginia resident was 57. She was the only known U.S. diplomat to die in the quake. During a 27-year career, her postings included Australia, Germany, the Philippines, Costa Rica and Mauritius.
- ◆ Ben Ellington, 84, a retired USIA FSO, died November 4, 2009. He had Parkinson's Disease. Ellington's service as an executive officer with USIA took him to Buenos Aires, New Delhi and Mexico City. He retired in 1975. During WWII, he served in the Navy.
- ◆ Gunther Eyck, 97, who worked for 22 years in USIA's Office of Research, died October 18, 2009. He lived in Alexandria, Virginia. During his life, the German-born Eyck was a teacher, author, and government official. When Hitler came to power, Gunther emigrated to Palestine where he worked as a farm hand, taxi driver, and hotel clerk. In 1941, he joined the British Army. He emigrated to the U.S. in 1946. After his university studies, Dr. Eyck taught modern European history at New York University, Rutgers University, and the University of Texas, and joined the School of International Service at American University as a part-time lecturer in 1959. He taught there for 47 years. In 1960, he joined USIA and worked in its Office of Research, mainly on Western European affairs, until his retirement in 1982. During his USIA days, he kept writing and publishing learned articles of his own. After retirement, he started a third career: literary writing. He wrote a book on the history of European national anthems.
- ◆ Jim Gavigan, 76, a retired USIA FSO, died October 20, 2009. The Fairfax County, Virginia resident had lung cancer and died during a biopsy procedure. In 1960, Gavigan joined USIA. He served for 36 years and retired in 1996 as executive officer of European operations. After his son, Michael, died of leukemia in 1973, Gavigan became a member of the Washington area chapter of the Leukemia Society and became its vice president.
- ◆ Les Higbie, 95, a retired radio newscaster with the VOA who had a daily radio news show in Washington during the 1940s and 1950s through the Mutual Broadcasting System, died of heart disease December 31, 2009 in Hilton Head Island, South Carolina. In 1967, after his work with Mutual, Higbie became press secretary for Sen. Eugene McCarthy (D-Minn.) and stayed on during the senator's unsuccessful presidential campaign in 1968. After the campaign he was a radio announcer for VOA until he retired in 1977. During World War II, he was an Army Air Forces intelligence officer and was part of an operation that flew over the Nagasaki atomic bomb site to take aerial photographs of the destruction.
- ◆ Michael Mennard, 86, a Yugoslav-born former VOA broadcaster and USIA FSO, died of renal failure on October 24, 2009 at his home in Potomac Falls, Virginia. Dr. Mennard joined the VOA's Yugoslav service in 1955 and in the mid-1960s was sent to India as a South Asia correspondent for VOA. After becoming an FSO, he served as spokesman for the U.S. Embassy in India. He retired in 1985. He was active in the Serbian community in the Washington area and was a frequent contributor to newspaper op-ed pages on matters concerning the breakup of Yugoslavia.
- ◆ Jacek Niecko, 75, a former USIA book and magazine editor who retired in 1994, died January 1 at his home in Oxford, Ohio. He had chronic obstructive pulmonary disease. Niecko was a newspaper reporter in Warsaw and worked in London for BBC before joining USIA in 1970. A selection of his poems, "Home Page," was published in Warsaw in 1997. Later, during his retirement, he spent several years helping edit the correspondence of writer and Nobel laureate Czeslaw Milosz and author Witold Gombrowicz. Jacek's wife, Maria Copson-Niecko, is a former USIA editor and policy officer.

## In Memoriam (cont'd)

(Continued from page 5)

- ◆ Elsie Topalian Oppenheim, 83, a retired educational and cultural exchange official with the State Department, died November 19, 2009 at a Washington hospice. She had Alzheimer's disease. Oppenheim joined the State Department in 1948 and spent her career in Washington, assisting the U.S. delegation to the United Nations, and helping with international conferences. She became an educational and cultural exchange officer in 1962 and helped manage the Fulbright exchange program. After retiring in 1980, she held administrative positions with the American Enterprise Institute and the American Political Science Association. She also did volunteer work at the Kennedy Center.
- ◆ Mike Pistor, 79, former U.S. Ambassador to Malawi and a retired Career Minister with USIA, died from a heart ailment on December 24, 2009 at his home in Bethesda, Maryland. His USIA career included many high-level positions. Prior to his ambassadorial nomination in 1991, Pistor was Counselor of USIA. In the agency's North African, Near Eastern and South Asian Affairs bureau, he served as deputy assistant director, assistant director and director (1986-1988). In Washington, he also served as director of the Bureau of Press and Publications and the Director of Congressional and Public Liaison. His overseas assignments included PAO in London and New Delhi. Before joining USIA in 1959, Pistor worked as an editor with *Car Life* magazine and later as a writer and announcer for stations KCNA and KTKT in Tucson, AZ.
- ◆ Jim Shevis, 79, a writer with USIA's Wireless File in the early 1990s, died July 10, 2009. Shevis, who retired in 1995, lived in Herndon, Virginia. After college, he worked in various writing, editing, and advertising jobs before joining UPI in the early 1960s. Before USIA, he worked in Washington for the AFL-CIO and the Airline Pilots Association. He served as a lieutenant in the U.S. Air Force during the Korean War from 1951-1953. He was an avid reader and enjoyed genealogical and etymological research as it related to his Scottish roots. During his retirement years he wrote an autobiography, *More Ups than Downs* for Barnes and Noble's Online Publishing.
- ◆ Patricia Siemien, 84, an assistant to White House speechwriters in the Kennedy, Johnson, and Nixon administrations and who later worked for USIA, died November 1, 2009. She had chronic obstructive pulmonary disease. She joined USIA in 1974 and became special assistant to Director Charles Z. Wick in 1981. Siemien retired in 1989. She lived in Potomac, Maryland.

## PDAA Member Directory Updates

Please note the following updates and corrections in the August 2009 member directory:

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## Does your mailing label say ...

# [2009]

Then it is time to renew your PDAA membership for 2010.

Use the form on page 7 of the newsletter or online at ... [www.publicdiplomacy.org/7.htm](http://www.publicdiplomacy.org/7.htm). Or sign up for a **lifetime membership** and avoid the annual renewal hassle.

### PDAA February 2010 Luncheon Meeting

Wednesday, February 17, 2010 - Woman's National Democratic Club (See page 1 for program details),  
1526 New Hampshire Ave, NW, Washington, DC

Deadline for reservations: **February 12, 2010.**

Please complete the form below and mail with your check for **\$US 25.00** for each person to:

**Eileen Binns,  
PDAA Treasurer  
6919 Radnor Rd.  
Bethesda, MD 20817**

**(Please send payments for this event only.)**

Name(s) \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone number \_\_\_\_\_

Email address \_\_\_\_\_

Date \_\_\_\_\_

Number of people \_\_\_\_\_ x \$US 25.00

Total amount enclosed: \$ \_\_\_\_\_

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**PDAA Membership for 2010 ... Check your mailing label for renewal status**

- The annual membership fee for the Public Diplomacy Alumni Association is \$US25.00 and \$250.00 for a one-time lifetime membership. Renewals are collected annually in the first few months of the year. Because of the low fee, we cannot pro-rate memberships for a partial year.
- If your mailing label says **[2009]**, it is time to renew your membership for 2010.
- **On February 18, PDAA dues are set to go up to \$30.00 annual and \$300.00 lifetime** (see page 4). Join or renew by February 17 and avoid the higher rates.

Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check to:

**Eileen Binns  
PDAA Treasurer  
6919 Radnor Rd.  
Bethesda, MD 20817**

Name(s) \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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Date \_\_\_\_\_

Membership type, please check one:  New (\$25)  Renewal (\$25)  Lifetime (\$250)

Total amount enclosed: \$ \_\_\_\_\_



## Public Diplomacy Alumni Association Board of Directors

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Editorial review: Peg McKay

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