

**Next PDAA**

**Meeting**

Tuesday, April 5, 2011

DACOR-Bacon House,  
1801 F Street, N.W.,  
Washington, D.C.

**Speaker:**

Assistant Secretary of  
State Ann Stock, details  
at right

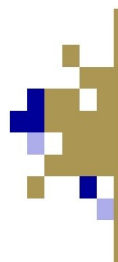
- Cash bar 11:30 am
- Lunch 12 noon
- Speaker 1:00 pm

\$30.00 per person

**Reservation deadline:**

Wednesday, March 30,  
2011

To reserve please return  
coupon on p. 11, or the  
form at [publicdiplomacy.org/  
MeetingAnnounce.htm](http://publicdiplomacy.org/MeetingAnnounce.htm)



# PDAA Today

**Public Diplomacy Alumni Association**

Formerly USIA Alumni Association

## Asst. Secretary to Discuss New Directions in Exchanges at April PDAA Meeting



Assistant Secretary of State Ann Stock will speak on “Educational and Cultural Affairs: New Directions” at the next Public Diplomacy Alumni Association meeting on Tuesday, April 5, 2011 at the DACOR-Bacon House in Washington, D.C. State’s Bureau of Educational and Cultural Affairs promotes international mutual understanding through academic, cultural, private sector, professional, youth, and sports exchange programs.

At her swearing in last July, Ms. Stock said: “Exchanges, together with other forms of cultural and educational outreach, are a quintessentially American form of diplomacy that I hope to increase, to amplify, and to sustain....” ECA exchange programs engage youth, students, educators, artists, athletes, and emerging leaders in many fields in the United States and in more than 160 other countries. Alumni of ECA exchange programs comprise over one million people around the world, including more than 50 Nobel Laureates and more than 350 current or former heads of state and government.

Ms. Stock was Vice President of Institutional Affairs at the John F. Kennedy Center for the Performing Arts from September 1997 to June 2010. From 1993 to 1997, Ms. Stock served as Deputy Assistant to President Clinton and as Social Secretary at The White House. Prior to that, she was Vice President of Corporate Communications and Public Relations for Bloomingdale’s Department Stores for ten years. Ms. Stock was also Deputy Press Secretary to Vice President Walter F. Mondale during the 1980 and 1984 Presidential election campaigns.

This PDAA event will be held on Tuesday, April 5, 11:30 a.m., at the DACOR-Bacon House, 1801 F Street, N.W., Washington, D.C. To reserve your place, please return the coupon on page 11, or the form at [www.publicdiplomacy.org/MeetingAnnounce.htm](http://www.publicdiplomacy.org/MeetingAnnounce.htm), by Wednesday, March 30.

(Photo: Courtesy, Department of State)

### PDAA Annual Dinner

May 15, 2011

See page 5 for details and reservations

#### Inside this issue

Metaphorical garden . . . . .	2
USIA video reissued . . . . .	4
Annual dinner . . . . .	5
Civil War fascination . . . . .	6
Appreciation, In Memoriam . . . . .	8
Directory updates . . . . .	9
New members . . . . .	10
Reservation forms . . . . .	7, 11
Membership form . . . . .	11

## Cultivating a Metaphorical Garden

**Donna Marie Oglesby**

College teaching had not been the plan. All I wanted driving out of Washington D.C. following retirement from USIA in 1996 was to step off the grid and onto the soil to garden. Initially, I did indulge my passion by becoming a Florida master gardener and landscaping our house on Boca Ciega Bay with as many edible tropical plants as I could squeeze in: mango, banana, longan, coconuts and lemon grass. Then I ran out of space in our small parcel of paradise and had to find other dirt in the community to keep planting away as a master gardener volunteer.

One day late in the first year of retirement, at a Foreign Service retiree luncheon, I heard an announcement for a Diplomat-in-Residence position at Eckerd College. Located a mere four miles from our home on St. Pete Beach, it seemed a synchronistic call back into the world. A successful assignment to The Fletcher School of Law and Diplomacy while still on active duty was all the proof I needed that our USIA skills and knowledge could convey to academic life and I enjoyed it. I entered the search, won the competition, and 14 years later am still planting seeds in young gray cells.

For eight years I was full time, teaching four courses a year and managing the college's global speakers program. Then, after a sabbatical spent at my husband Bill's family home on Cape Cod, the urge to play in the dirt began to overwhelm me once again. When the Cape house became ours, my temperate zone landscaping began in earnest. This time I could draw on the plant palate and garden styles of England and Japan that had always spoken to me. To make room in my life for changing seasons – a New England garden needs to be put to bed for the winter – I negotiated a part time commitment to Eckerd College. Now, I teach two courses in spring semester and help International Relations students with their internships during the year.

I balance my intellectual gardening at Eckerd in the spring with dirt gardening on Cape Cod in the summer and fall. I take pride in all my flowers. I need both kinds of activity to feel my life in balance. Committed to teaching only in the spring, I also have more time to write my



blog, *WinnowingFan* ([http://web.me.com/donnaoglesby/Winnowing\\_Fan/](http://web.me.com/donnaoglesby/Winnowing_Fan/)), and articles that span public diplomacy scholarship and practice. My latest two articles were published in December by the USC Center on Public Diplomacy and SAIS Review. Finding my own voice after a quarter century speaking for the U.S. government as a public affairs officer has taken some time.

Still, there is a hook into my former life as a cultural affairs officer. Always working with universities and academics while serving abroad, it was easy to imagine myself doing it at home. Teaching is hard work. Each course requires massive reading in the disciplinary literature, thoughtful course design, and lecture preparation. It takes me about three years with a course to feel truly comfortable teaching the material. Regularly, I teach on the media and foreign policy, diplomacy, foreign policy analysis and globalization. Amazingly, no one signs off on the content. Academic freedom truly exists. The students do hold me to account in the course evaluations. By earning a corridor reputation as “tough but brilliant” I seem to attract those very good students who willingly read books by the cubic yard.

### **An act of faith in future fullness**

I am as committed to teaching as I was to public diplomacy. Metaphorically, both are gardening. As George F. Kennan once said, it is gardening not engineering that is needed in diplomacy. We may sow seeds but we do not own the soil.

(Photo: Courtesy, Donna Marie Oglesby)

(Continued on page 3)

## A Metaphorical Garden (cont'd)

Any practice, gardening, teaching and public diplomacy included, is about the particulars. We know that gardening occurs in a specific time and place and yet it is always about the future. Planting a grove of birch trees as I have done, is surely not about tomorrow's show, it is an act of faith in future fullness. As Verlyn Klinkenborg wrote in the New York Times, we are "cultivating our consciousness of time." Working with undergraduates who are always 18 to 21 as I age inexorably keeps me in the present yet focused on their future competence.

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I balance my intellectual gardening at Eckerd in the spring with dirt gardening on Cape Cod in the summer and fall.

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By cultivating our metaphorical gardens, we are changed through our very experience of it. We become grounded in the earth and carry dirt under our fingernails as proof of our cultivation. Public diplomacy got under my skin in much the same way. Working in the present we were focused on sustaining relationships between the United States and the countries of our assignment through time. We were changed by the practice as much as -- if not more than we changed the global landscape within which we directed our efforts. Most of us learned humility and respect for the power of cultural and historical difference. We learned limits and patience and came to value being schooled by actual experience above all.

I feel that way again as a college professor. I still lose myself in my work. Time flies. Yet, my husband has to remind me several times a year, when I rail about the few students who don't seem to care, that I cannot reach all of them all the time. I do reach many and cherish the friendships that develop once they graduate and reach back to renew a relationship with me. I am proud of them in the same way I can take some small credit for my roses. Their magnificence speaks to a higher power than mine but it feels good to have had a hand in helping them to bloom.

## President's Note

We are very pleased that Assistant Secretary Ann Stock will be joining us for the PDAA luncheon on Tuesday, April 5, to bring us up to date on the ever-important role of educational and cultural exchanges in our global engagement. Please sign up early to ensure a place at the table.

And do mark your calendar for the PDAA Annual Dinner on Sunday, May 15 at The Front Page in Ballston, Arlington, Virginia. We'll be announcing the winners of the 2011 PDAA Award for Achievement in Public Diplomacy that evening. More information is available in the separate insert to this newsletter and on our Web site.

Speaking of web sites, for more than a decade, PDAA's Web site [www.PublicDiplomacy.org](http://www.PublicDiplomacy.org) has been the organization's public face. In February, we changed our Web hosting service to give the site more capabilities. Over the summer, PDAA will redesign the site and add new services. Those new services will make it easier to manage your membership, sign up and pay for events, and stay in contact with PDAA officers. Keep an eye on [www.PublicDiplomacy.org](http://www.PublicDiplomacy.org) as we upgrade our technology. Our thanks to Alan Kotok for his invaluable contributions to this effort.

- **Kathy Brion**



## USIA Documentary Reissued for Internet and DVD

### Allen Hansen

The Public Diplomacy Council (PDC) has re-issued the video *Public Diplomacy*, first prepared by the USIA Alumni Association in the mid-1990s, with the goal of multiplying the impact of the video's message on the Internet. In the new version, the PDC has added an updated introduction and commentary.

When the demise of the Agency still was in doubt, two half-hour video programs about USIA and public diplomacy were produced by USIA alumni and aired nationwide, primarily on some 30 public access TV stations. The first part, *Telling America's Story to the World*, recounts how public diplomacy was conducted and differentiated between traditional and public diplomacy. The second part, *The Road Ahead*, tells how USIA was taking advantage of advances in communications technology, with an eye toward the agency's further evolution.

In both cases, the producers of the re-issued program say that while some of the original content has been overtaken by time and technology, the historical legacy and many of the programmatic elements remain relevant. "It's fair to call this an annotated time capsule," the producers note, with the hope that the recent proliferation of academic and other investigations of public diplomacy can profit from these first-hand accounts of how USIA functioned.

The original production was funded by USIAAAA, and written and produced by then-alumni association president

### Member Updates

**Michael "Eddie" Walsh**, a former USIA colleague, has worked on the first-ever poll of sensitive political issues in the Federally Administered Tribal Areas (FATA) of Pakistan. In partnership with the Counterterrorism Strategy Initiative at the New America Foundation, Walsh helped develop the Web site [PakistanSurvey.org](http://PakistanSurvey.org), which contains data from 1,000 face-to-face interviews across 120 villages in FATA. The data were released in October 2010.

Robert Chatten. Co-producer was Frank Kemp of Global Village Communications (GVC), a video production company founded by Agency motion picture and TV alumni Ashley Hawken, Kemp, and Earl Johnson. The associate producer was Allen Hansen.

A new introduction was written by Chatten and added to the videos, where he and former U.S. Ambassador to Ecuador Linda Jewell present the original videos as historic documentaries. Hawken directed and provided time and technical support to the re-issued programs, which have been combined into a single 62-minute and 30-second DVD.

The PDC will soon have copies of the DVD for distribution and provide access to the video on its Web site, [publicdiplomacycouncil.org](http://publicdiplomacycouncil.org). PDAA's Web site [publicdiplomacy.org](http://publicdiplomacy.org) will also offer streaming access to the videos.



## Dine Under the Palm Trees at the 2011 PDAA Annual Dinner

Here's your chance to re-connect with old friends and colleagues and meet new people at the PDAA annual dinner. Enjoy a delicious meal in an indoor tropical forest in the middle of Arlington's bustling Ballston neighborhood.

PDAA has reserved the Front Page restaurant's spacious atrium behind the main restaurant across the street from the Ballston Common Mall at 4201 Wilson Boulevard (tel. 703-248-9990). The menu includes a choice of entrées, including vegetarian, fish, chicken, and beef.

The \$48.00 charge per person covers salad, desert, and coffee, tea, and soft drinks. Wine, beer, and other alcoholic drinks are extra.

### Menu:

Salad with field greens, julienne carrots, black olives, sweet red onion, cherry tomatoes, with vinaigrette dressing

Choice of entrée:

- Pasta primavera. Fresh mixed vegetables sautéed in olive oil, garlic, and house herbs served over a bed of egg and spinach fettuccine, with a side of garlic bread
- Chicken marsala with rice and fresh vegetables
- Marinated London broil with house made mashed potatoes and fresh vegetables
- Baked fresh fillet of Atlantic salmon with pesto sauce on the side, rice and fresh vegetables

Dessert: Cheese cake with raspberry sauce

Coffee, Hot and iced tea, and soft drinks are included.

Cash bar. Wine by the glass \$6-10; by the bottle \$20 and up.

### Join the good times today

Please complete and return the form on **page 7**, or on the PDAA Web site at [www.publicdiplomacy.org/AnnualDinner2011.htm](http://www.publicdiplomacy.org/AnnualDinner2011.htm) to make your reservation.

The deadline for reservations is **Sunday, May 1**.

(Photo: Courtesy, Front Page)

The Front Page Restaurant  
4201 Wilson Boulevard; Arlington, VA 22201  
Telephone: 703-248-9990  
Web site: [www.frontpagearlington.com](http://www.frontpagearlington.com)

May 15, 2011  
6:00 to 11:00 pm



### Getting there ...

**Metro:** The Ballston station (on the Orange line), is one block from the restaurant. Exit metro on Fairfax Drive and N. Stuart Street. Walk two short blocks south on Stuart to Wilson Blvd. Enter at No. 4201 under an entrance that says "North Stafford Street."

**Driving:** From Washington, D.C., cross Key Bridge and continue

straight ahead on Fort Myer Drive. At the third traffic light keep right to top of hill. Turn right at Wilson Blvd. Front Page is about 2.3 miles on the right, across from the main entrance to the Ballston Commons Mall. For parking, turn left on Randolph Street, proceed about 100 meters, turn right into Ballston Mall parking garage. Exit the mall on level 1, and cross the street to the Front Page.

Via I-66 East, take Exit 71 to Ballston (marked Fairfax Drive, Glebe Road). At the end of the exit, turn right on Glebe Road. At first light turn left onto Wilson Blvd. The Front Page is on the left side of Wilson beneath the pedestrian overpass. For parking continue to the first light and turn right on Randolph Street to the Ballston Mall parking garage. Exit the mall on level 1, and cross the street to the Front Page.

Via I-66 West. (from D.C.) take exit 71 (Glebe Road). At the top of the exit ramp turn left on Glebe. At the fourth light turn left on Wilson Boulevard. The Front Page is on the left side of Wilson beneath the pedestrian overpass. For parking continue to the first light and turn right on Randolph Street to the Ballston Mall parking garage. Exit the mall on level 1, and cross the street to the Front Page.

Parking is available in the same building as the Front Page -- enter on N. 9th Street -- but is more expensive than the Ballston Mall lot.

A map of the area is available on the PDAA Web site; click on the "See map for details" link at [www.publicdiplomacy.org/AnnualDinner2011.htm](http://www.publicdiplomacy.org/AnnualDinner2011.htm).

## The Civil War Continues to Fascinate Us

### Ben F. Fordney

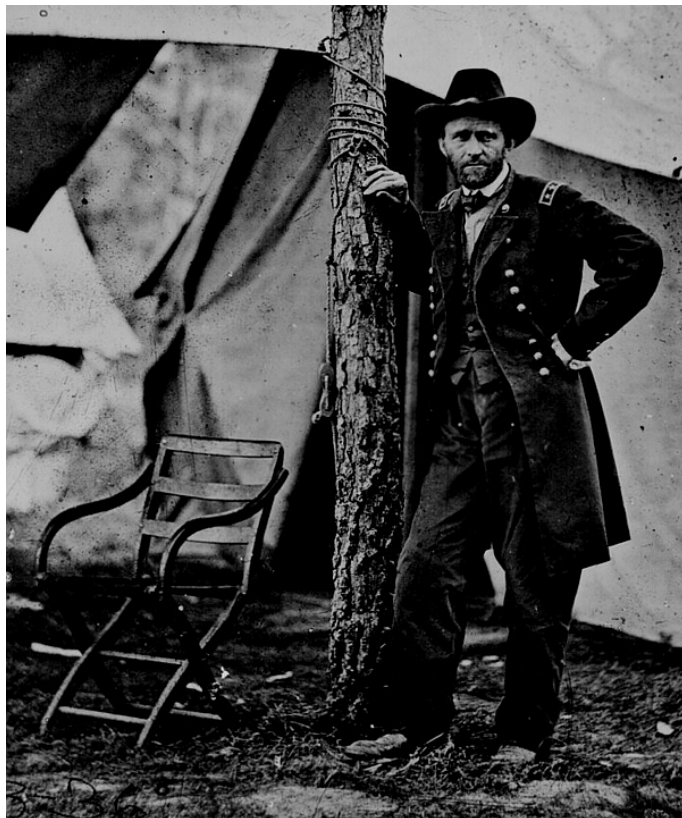
I have always had an interest in the Civil War, often referred to as The War Between the States here in my adopted home in the Shenandoah Valley of Virginia. I grew up with it in a sense as my mother was a Virginian and my family lived in Loudoun County for six generations. The national interest in the war continues as we head for the sesquicentennial observances and Civil War history books continue to roll off the presses.

After my retirement from the Agency in 1981, I decided to pursue my interest in American history and attend James Madison University in Harrisonburg, Virginia. I then taught history as an adjunct professor at JMU and Blue Ridge Community College.

JMU began a Civil War Institute in 1991, an annual program dedicated to studying Civil War campaigns. My former USIA colleague John Reid and I attended the institute's programs. John is from a prominent family in Staunton, Virginia, an important community in Civil War history as a railroad and supply base for the Confederacy. John and I served together in Thailand in the 1960s, both working with the USIS program that assisted the Thai government's village level counter-insurgency activities. Two of John's great-grandfathers fought in the Confederate army and he has an abiding interest in Civil War history

We were both disappointed when JMU dropped the program when it began to lose a little money, despite the fact that the university is located in an important area in Civil War history. We both felt that this program should continue. We organized a non-profit organization called The Shenandoah Civil War Associates with a board that included several noted Civil War historians. We kept an association with JMU and we usually begin our programs on the JMU campus before we conduct two-day tours of Civil War sites. We were very fortunate to receive an annual grant from the Community Foundation of Harrisonburg and Rockingham County which enables us to schedule prominent Civil War historians.

Since our base is in the Shenandoah Valley, it was natural for us to study battles in what is called "The Breadbasket of the Confederacy," because it was a tremendous source of food for Confederate armies. We devoted a program to General Thomas J. "Stonewall" Jackson's famous 1862 Valley campaign in which he defeated Union armies several times larger than his 16,000 man command using mobility, stealth, and deception. His campaign is considered to be a military masterpiece. We visited the battlefield at New Market where a Federal army under General Franz



Sigel engaged a Confederate force that included 257 cadets from the Virginia Military Institute in Lexington, Virginia, where Stonewall Jackson taught before the war. The cadets, some as young as 15, contributed to the Confederate victory.

### An emotional experience

We devoted a program to the climatic Battle of Gettysburg, considered to be a major turning point in the war. We had the services of historians such as Eric Wittenberg, a specialist in cavalry engagements, and Jeffrey Wert, who has numerous Civil War works to his credit. We walked the route of Pickett's men as they unsuccessfully assaulted the strong Federal position at "the angle." Nickolas Picerno, an authority on Maine Units, led us around Little Round Top where Col. Joshua Chamberlain, commanding the 20th Maine, saved the day for the Federals as they broke up a Confederate attack. We also visited the National Cemetery where Lincoln delivered his historic address.

Touring Gettysburg is an emotional experience, not only because of the heroism of the men who fought there. Standing on this ground makes you realize that the fate of the nation rested on the outcome of those three July days in 1863.

*(Continued on page 7)*

## PDAA 2011 Annual Dinner

Sunday May 15, 2011  
 The Front Page Restaurant  
 4201 Wilson Boulevard  
 Arlington, Virginia 22201

See page 5 for program details. Deadline for reservations: **Sunday, May 1, 2011.**

Please complete the form below and mail with your check for **\$US 48.00** 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 48.00

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

*(Continued from page 6)*

The year of 1864 was the subject of several of our programs. We visited the battlefields of The Wilderness, Spotsylvania Court House, North Anna River, and Cold Harbor, all part of Grant's campaign to overwhelm General Robert E. Lee's Army of Northern Virginia that led eventually to Appomattox and Lee's surrender.

Our 2009 program was called "The Lincoln Assassination: Path of the Conspirators." It was a fascinating two-day tour that began with a program at the U.S. Navy Museum at the Washington Navy Yard where Lincoln was a frequent visitor. This was followed by a special program at Ford's Theatre and Fort McNair where the conspirators were tried and four of them hanged, including Mary Surratt, the first woman executed by the U.S. Government. We also visited the Pension Building and the Soldiers' home where Lincoln went to escape the cares of the White House and where he wrote the final draft of the Emancipation Proclamation. The program ended with a stop at the Surratt House Museum in Clinton, Maryland, and an all day tour of John Wilkes Booth's escape

route through southern Maryland, across the Potomac River into Virginia to the Garrett Farm site where Booth was shot and killed by Union cavalry.

We are planning our 2011 program called "Jubal Early's 1864 Summer Campaign." This program will study Confederate General Early's Washington raid which began by driving David Hunter away from Lynchburg, Virginia. Early then marched down the Shenandoah Valley with 15,000 men, crossed the Potomac and shoved Union General Lew Wallace's troops aside at Monocacy, Maryland on July 9, 1864. Early reached the outskirts of Washington and probed the defenses of the capital at Fort Stevens. It was here that Lincoln came to see the war and exposed himself to enemy fire.

If any of this discussion stimulates your Civil War interest, we would be very pleased to see you at our next program June 24-26, 2011. Visit [shencivilwar.org](http://shencivilwar.org) or email [benffordney@verizon.net](mailto:benffordney@verizon.net) for further information.

## Barry Zorthian – An Appreciation

### Don Mathes

It was 5 a.m. in Hyderabad when the phone rang, rousing me from sleep. The voice on the other end said "Hi Don, it's Barry. I need you here." It was early 1966, and Barry was building his JUSPAO team in Vietnam. No secretary on the line was asking me to "Hold for Mr. Zorthian", that wasn't Barry's style. He was direct.

I was a junior FSO on my second tour as subpost PAO in Hyderabad, India, and Barry was about to have my assignment cut short. He had left India a couple of years earlier to take on the JUSPAO challenge. His call was typical of what I knew of Barry as Deputy CPAO in New Delhi: he knew what he wanted, he went straight for it, and he used his charm and his knowledge and his drive to get it.

I went to Vietnam about a year later, after language training that he insisted was essential for a successful JUSPAO. Barry built a team of young and energetic Field Reps for JUSPAO, motivated them to be the best in spite of danger, discomfort, separation from family, and lack of contact with the head office in Saigon. But he took care of us, brought us in to Saigon regularly and listened to what we told him. I knew that I could depend on Barry to listen to my views from the field because he knew that the Field Reps were his best eyes and ears out there.

He often went to the field to see for himself, and I was treated to more than one visit from Zorthian during the 22 months I spent in My Tho. The night before Thanksgiving 1967, I got a call from Barry asking me what I was doing for Thanksgiving turkey the next day. When I said "Nothing special, it's just another day down here," Barry said that he and some friends would be coming down and that I should take Thursday afternoon off.

My Tho was less than 50 miles south of Saigon. They arrived in a caravan of one Embassy limo and one International Scout, loaded with two turkeys with all the trimmings from the Saigon PX -- and several cases of beer. Four JUSPAO staffers and Barry, on the road (and not a totally secure road) to make Thanksgiving a little happier for one of his boys.

When many of the Field Reps were cut off from Saigon during the Tet Offensive a couple of months later, Barry ensured that military channels were used to get word to JUSPAO that we were safe -- and then that our wives and families were called personally by Barry or by one of the senior staff at JUSPAO. In those circumstances of uncertainty those telephone calls were a real lifeline to our wives, and mine, for one, has never forgotten it.

Yes, Barry Zorthian was the senior spokesman for the American Embassy in Vietnam during a difficult and critical period of the war. Yes, he was written up in Time and Life. Yes, he consulted

## In Memoriam

- ◆ Lilia Barr, 76, a copy editor supervisor with USIA's press service, died February 2 in Fredericksburg, Virginia. She had cancer. The Canadian-born Barr had a long career in advertising, proof reading, and editing. She worked for the Vancouver Sun and the Honolulu Star-Bulletin before joining USIA in the 1980s. She was a lifelong supporter of animal causes and had rescued many dogs.
- ◆ Jose Perez "Pepe" Del Rio, 84, a popular broadcaster, anchor and reporter with VOA's Spanish Branch and host of its popular flagship morning program, Buenos Dias America, died February 13 at his home in Temple Hills, Maryland. He had a blood disorder. Mr. Del Rio, born in Tampico, Mexico, was the host of Buenos Dias America from 1961 to 1986. He became so well known that presidents and prime ministers in Central and South America hosted him during his trips to the region. After retirement from VOA, he worked as a broadcaster for the Mexican station CRC for a decade.
- ◆ Frank S. Johnson, 80, former director of USIA's public liaison office during the George H. W. Bush administration, died January 12. In addition to his work at USIA, Mr. Johnson served as a top public relations executive to corporate, government, and nonprofit organizations, including NASA, the U.S. Postal Service, the Chicago Board of Trade, General Dynamics, and Revlon.
- ◆ Ruth Leeb, 71, wife of retired USIA FSO Howard Leeb, died January 8. The Atlanta, Georgia resident and music lover had cancer. She accompanied Howard on tours to Mozambique and Panama. In Washington, Ms. Leeb worked from 1992 to 1995 on exchange programs at USIA.
- ◆ Paul Modic, 86, a retired USIA FSO, former VOA executive, and World War II veteran, died February 12 in Berlin, Maryland of complications from Parkinson's disease. Mr. Modic's overseas postings included Rangoon, Beirut, Hong Kong, Munich and Berlin. He was director of policy at VOA from 1967 to 1969, and director of programs from 1977 to 1979. In USIA's Press and Publications Division, 1975-77, Mr. Modic was managing editor and later assistant director. He was an active member of the D.C. chapter of the Barbershop Harmony Society.

with Ambassadors and with senior USG officials on matters of Vietnam policy. But he never forgot his troops in the field; he always made a point of spending time with us and listening, listening, listening. We all knew that we had a voice in the policy councils, and that voice was his. I have never forgotten that; it made him a giant in my mind.



## PDAA Member Directory Updates

Please note the following updates and corrections in the August 2010 member directory:

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Howard E. LEEB  
howardleeb@yahoo.com

## Welcome New and Returning PDAA Members

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 chinajohn59@gmail.com

### **Wanted: Member News, Tributes, Appreciations**

**PDAA Today** now carries updates -- one to three paragraphs each -- on the activities of USIA or State Department PD alumni. Any submission should include the date you retired or left USIA or State.

We will also accept short articles on your activities that would be interest to the membership. Topics could include continued work in public diplomacy and related fields. Please continue to let us know about deaths in the USIA family. Articles of tribute and appreciation are welcome.

Please send your contributions by e-mail to Ed Scherr at:  
**[edscherr@earthlink.net](mailto:edscherr@earthlink.net)**

### PDAA April 2011 Luncheon Meeting

Tuesday, April 5, 2011 - DACOR-Bacon House, 1801 F Street, N.W., Washington, D.C.

See page 1 for program details

Deadline for reservations: **March 30, 2011.**

Please complete the form below and mail with your check for **\$US30.00** 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 30.00

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

### PDAA Membership for 2011 ... Check your mailing label for renewal status

- The annual membership fee for the Public Diplomacy Alumni Association is \$US30.00 and \$300.00 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 **[2010]**, it is time to renew your membership for 2011.
- Please complete the form below (Renewals: indicate only 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**

**Renewals:** Check here if no change in contact details

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

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

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

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

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

Date \_\_\_\_\_

Membership type, please check one:  New (\$30)  Renewal (\$30)  Lifetime (\$300)

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Public Diplomacy Alumni  
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