

Next PDAA Lunch Program

Monday, September 19, 2011

DACOR-Bacon House
1801 F Street NW,
Washington, DC

Speaker:

Prof. Nicholas J. Cull,
details at right

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

\$30.00 per person

Reservation deadline:
Wed. September 14, 2011

To reserve please return
coupon on p. 7, or
online at
www.publicdiplomacy.org/

November PDAA Lunch Program

Mark your calendars for PDAA's next luncheon program on **November 30, 2011**, featuring Sherry Mueller, outgoing president of National Council of International Visitors.

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PDAA Today

Public Diplomacy Alumni Association

Formerly USIA Alumni Association

Nicholas Cull to Discuss USIA and Thereafter at September 19 PDAA Event

Nicholas J. Cull, Professor of Public Diplomacy at the University of Southern California, will discuss "U.S. Public Diplomacy, 1989-2001, Understanding the Decline, Death and Afterlife of USIA" at the September 19, 2011 Public Diplomacy Alumni Association luncheon program. He is also expected to analyze current directions in U.S. public diplomacy resulting from USIA's afterlife.

Dr. Cull directs the Masters degree program in public diplomacy at USC. His research and teaching interests are interdisciplinary, and focus on the role of culture, information, news and propaganda in foreign policy.

Dr. Cull is the author of *The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945-1989* (Cambridge, 2008). His first book was *Selling War* (Oxford, 1995), a study of British information work in the United States before Pearl Harbor.

His previous academic posts include Professor of American Studies and Director of the Centre for American Studies at the University of Leicester, and lecturer in American history at the University of Birmingham. Dr. Cull is also an active film historian who has been part of the movement to include film and other media in the mainstream of historical sources.

In addition, Dr. Cull is President of the International Association for Media and History, a member of the Public Diplomacy Council and has worked closely with the British Council's Counterpoint Think Tank.



This PDAA event will be held on Monday, September 19, 12:00 pm, at the DACOR-Bacon House, 1801 F Street, N.W., Washington, D.C. To reserve your place, please return the coupon on page 7, or reserve online at www.publicdiplomacy.org/ by **Wednesday, September 14.**

Photo: Courtesy, Nicholas Cull

Life After the Foreign Service: Wilderness Ranger and Volunteer Leader

Chuck Bell

In the previous days, we had seen an estimated one million Wildebeest stretching from one end of the horizon to the other on the Ndotu Plain in northern Tanzania. And we had spent hours quietly observing loafing families of Chee-tah, well sated by this feast on the hoof. Even for an old Africa hand like me, this was an exhilarating experience. But I too was well sated from this visual feast and elected to enjoy our wilderness lodge while our small group went out once again on safari.

Though a long ways from anywhere, the lodge had a tenuous Internet connection, and I checked email for the first time in two weeks. I found a message reading: "Congratulations University of Phoenix Volunteer Leader! Please see the attached welcome packet to provide the next steps as we honor you as a 2010 winner." As I was already a week past the response deadline, I paid a gardener a few shillings to use his cell phone and called the U.S. to accept the award, which included \$10,000 for the organization of my choice.

I was thrilled and honored to be one of only 10 persons in the nation recognized by this award for their volunteer leadership. I had devoted much of my past 17 years to supporting the U.S. Forest Service in northern Colorado by founding, leading, and now advising a volunteer ranger organization. I also started an annual llama trek in the wilderness for blind persons, and I served many

years on the boards of regional and national bird conservation and birdwatching organizations. I was given the award because of the large numbers of others whom I had inspired to volunteer.

I started my "second career" as a volunteer shortly after I retired from the U.S. Information Agency. I had moved

to the mountains outside of Fort Collins, Colorado. That first summer, feeling somewhat guilty about drawing a comfortable federal pension at such a young age, I went down to the local U.S. Forest Service office and volunteered. They put me in the back country as a volunteer ranger.



In those days, the Forest Ser-

vice had ample budgets and full staffs, and I learned the ropes from experienced rangers. In my third year on the trail, I saw the USFS budget dwindle to the point that there were no funds to put rangers in the field. By this time, I had fallen in love with the Rawah Wilderness and was alarmed that increasing use by an uninformed public would lead to its severe degradation.

I spoke with the Forest Supervisor and the District Ranger about founding a volunteer organization. They encouraged me to give it a try. Using skills honed over the years as a Public Affairs Officer, I managed within a few months to create Poudre Wilderness Volunteers, or PWV. With good media coverage of its founding -- my years as Press Attaché served me well -- we attracted 100 volunteers our first year and set out to train, equip

(Continued on page 3)

Wilderness Ranger and Volunteer Leader (ctd.)

and field them on our 50-plus back country trails. Our motto: "Hike and ride with a purpose."

Over the years, PWV has grown and grown. We now have nearly 300 volunteers who serve as rangers, trail crew, weed crew, "Leave No Trace" teachers, and general wilderness advocates. With normal turnover, we have enjoyed the services of nearly 1,000 volunteers. And each year, our volunteers work with over 12,000 forest visitors and put in more than 20,000 hours of service, which the USFS values at nearly \$500,000.

PWV has become a model for other wilderness volunteer groups around the nation, and a few of us launched a new national organization to encourage the formation of more such groups and help them get started. Needless to say, I designated PWV as the recipient of my \$10,000 award and directed that it be used to start an endowment.

Sitting in front of my little tent pitched in a meadow at an altitude of 10,500 feet last summer, I mused about how different my "second life" is from my Foreign Service career. I was up there teaching three other guys how to pack with llamas so they could lead the latest group of blind hikers on a wilderness experience in the program I started back in 1994.

Up until my retirement, my "persona" was that of a PAO, a diplomat, a skilled practitioner of public diplomacy. That is who I was. When I moved to Colorado, I knew I would have to reinvent myself if I was to thrive. I had to develop a new self-image. I was no longer the guy in the back seat of the Ambassadorial limo going to a state function.

I tried sitting high up on my big horse pushing cattle up to summer pasture, with a battered cowboy hat on my head and spurs on my boots. This was fun, but it really didn't fit. I felt I could still be of service to my country and my community, and I became a volunteer leader. This is now who I am, and it is very gratifying.

In addition to enjoying prestige in the community, I also have learned a whole new set of skills. Above all,

I really enjoy my new life. Practicing what I preach, my wife Nancy and I spend many days each summer on patrol in the wilderness, sometimes with llamas, for a time with our own horses, and often on foot. We have torn up countless fire rings, cut big fallen trees blocking trails, hauled out all kinds of trash, and helped people in difficulty.

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My interests extend beyond wilderness. Turning my passion for birds into a business, I ran a small birding tour company that specialized in southern Africa in the late 1990s. It was so successful that I found myself working 80-hour weeks. Enough was enough, I decided, and scaled it back. I joined the boards of the Rocky Mountain Bird Observatory and the American Birding Association, to add birds and birders to the causes I promote. And with my wife Nancy, whom I met on a birding trip, I travel as much as possible to enjoy birds and their habitats.

Last year was indeed one of the best in my "second life." Not only did I receive the national volunteer leader award, but Nancy and I each saw our 5,000th bird species, meaning we have now seen roughly half of all the bird species in the world. And we are still traveling. Earlier this year, we birded in India, South Africa and Costa Rica. In the summer, we enjoyed birding along the coast in Oregon and patrolling the Rockies in northern Colorado as Poudre Wilderness Volunteers. This fall, we're off to western Arkansas, and then birding in Peru and Bhutan.

Next year will take us back to India and to South Georgia and the Falklands, and who knows where else. There's no doubt that for me life after the Foreign Service has been just as rewarding and as much fun as my career in public diplomacy.

Member Updates

Rick Barnes was the first VOA staffer selected by the University of Southern California to attend its Summer Institute in Public Diplomacy. The two week program was established in 2005 by the Annenberg School for Communication and Journalism's Center on Public Diplomacy. He attended the summer 2010 session.

James L. Bullock became the part-time executive director of The Lois Roth Endowment on April 1. A former USIA and State Department FSO, Bullock in retirement has continued to be involved with various issues relating to international cultural exchange, both as a consultant to the Department of State and as a writer and volunteer.

Sherry Mueller steps down September 30 as president of the National Council for International Visitors. NCIV Board Chairman Alexander Durfka said that

we appreciate the outstanding leadership that Sherry has provided for our organization for almost 16 years, and we wish her all the best in the next phase of her life. "We are especially pleased that Sherry remains totally committed to the NCIV network."

And from PDAA's outgoing president ...

Dear Friends:

After four years on the PDAA board of directors and two as your president, I am passing the leadership baton to our friend and colleague Mike Schneider. It has been a distinct pleasure and honor to be a part of a fabulous board and a inspiring membership. I want to thank all for you for your past and continued support for PD and the activities of the Alumni Association. My best wishes go to Mike and the new board members, Dave Whitten, Frances Sullinger, and Mike Anderson.

Kathy Brion

President's Notes:

Greetings Colleagues

I'm greatly honored to succeed Kathy Brion and to have the opportunity to work with a wonderful board and members of PDAA. I've long valued the friendships renewed at PDAA meetings, and the opportunity to keep current with you. Kathy set a very high leadership standard of active involvement with the members and the program, and I will try to live up to her example.

Many thanks also to outgoing Treasurer Eileen Binns, who dealt graciously and effectively with innumerable pressures; and to Rob Nevitt, who has shepherded a difficult and complex annual PDAA award process, and Fred Coffey, with advice from Stan Silverman and Kathy, who has helped us solidify our NGO tax status. Alan Kotok has creatively and with great skill and patience updated the PDAA website and provided other technical expertise essential for our future. Mary Ashley kept the Board on the straight and narrow as our Secretary, and Ed Scherr continues to edit our newsletter and work closely with Alan and others to keep us current. It's a pleasure to work with them and welcome new Board members.

This is a good time to seek your counsel for the future: we would welcome suggestions for the program and for any services the Association might provide. We seek greater membership involvement and are quite open to new program ideas, beyond the four luncheon-speaker events and the annual dinner. Please feel free to email or call me (mike.schneider@verizon.net; (202) 413-4032) or other Board members. We would also like to increase the membership, and rely on a collective effort to reach out to former colleagues. PDAA offers a singular opportunity to stay in touch with longstanding friends and keep current with developments in international affairs and public diplomacy.

Our program will be busy, starting September 19 with a presentation by Nick Cull (see p. 1), author of a well-received recent book on USIA in the Cold War. He is working on a new book dealing with public diplomacy in the 90s and today. Looking forward to meeting you on the 19th and working with you in the coming year.

All the best.
Mike

In Memoriam

- ◆ Alexander Almasov, a retired USIA/State FSO, died May 13. The Arlington, Virginia resident retired in 2006 after 27 years of service.
- ◆ Ernesto F. Betancourt, 83, a former director and broadcaster for Radio Marti, died June 20 at his Bethesda, Maryland home after a heart attack. The Washington Post described the Cuban-born Betancourt as a “former ally of Fidel Castro who quickly became disenchanted” with Castro and “led a decades-long publicity campaign” against the Cuban leader. Betancourt joined the radio station in 1985, shortly after its inception, and served as its director until 1990. Later, he co-hosted a biweekly program on Radio Marti and wrote scores of newspaper opinion essays assailing Castro’s leadership.
- ◆ Stephen P. Belcher, 95, a USIA PAO who served in Africa and Europe before retiring in 1972, died of cardiac arrest May 26 at his home in Washington, D.C. In retirement, he worked for the Smithsonian Institution and helped organize cultural programs.
- ◆ William Eames, 85, an Emmy Award-winning broadcast journalist who later was deputy director of USIA’s television and film service, died June 15 in McCall, Idaho. He had prostate cancer and dementia. Eames came to Washington in 1975 as bureau chief for CBS affiliate stations. In 1983 he joined USIA, where he worked 15 years before retiring in 1998.
- ◆ Donald G. Gould, 89, a retired USIA FSO, died February 27. His posts included Medellin, Caracas, Tegucigalpa, Montevideo and Rio de Janeiro. Prior to his service with USIA, he was the captain of the Columbia University research ship, the VEMA. He was also a professional sailor and a professional chef. He served in the Merchant Marine during WW II.
- ◆ Betty Lou Hummel, 86, widow of former Ambassador and USIA FSO Arthur Hummel, Jr., died May 16. Betty Lou was a passionate student of textile artwork traditions. She was a docent at the Textile Museum in Washington, D.C. Also, she was a founding member of the Asian American Forum.
- ◆ Somporn Nirabutra Laun, 51, wife of retired FSO Alfred A. Laun, III, died of lung failure on March 19. She had accompanied Laun during his tour as PAO Managua. Her passion was the stock market.
- ◆ Don McDonough, a long time USIA TV producer, died April 24 after several serious illnesses. At USIA, Don was head of the TV Co-ops Unit for many years prior to his retirement.
- ◆ Zygmunt Nagorski, 98, a Polish émigré who served with USIA in the 1950s, and later founded the Center for International Leadership, died June 26 in Washington, D.C. He had a heart ailment. Beginning in the mid-1950s, Nagorski spent a decade with USIA with postings in Cairo, Paris and Seoul. In retirement, he was a program officer with the Council on Foreign Relations, and from 1980 to 1985, he was a vice president with the Aspen Institute of Humanistic Studies. A Warsaw native, he was an officer in a tank battalion when the Germans invaded Poland in 1939. He later became part of a British paratrooper unit. Throughout his career, Mr. Nagorski wrote opinion pieces on Polish affairs.
- ◆ William Ohlhausen, 71, a retired lawyer with VOA, died March 18. After working for the Senate Trade Committee and in private legal practice, he joined VOA and the General Counsel's office in 1990. He retired in 2005.
- ◆ Collin E. Ostrander, 90, a retired FSO, died Dec. 28, 2010 in Durham, North Carolina. His wife Elizabeth “Betty” Ostrander died Feb. 2. He served in the Navy during World War II and joined the State Department in 1951. Later, he served with USIA. His postings included South Africa, Mexico, Iran and Vietnam. After retiring in 1970, he pursued his interests in history and genealogy.

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In Memoriam (ctd.)

- ◆ Ron Post, 66, former minister-counselor for public affairs at US Embassy Tokyo, died April 19 of cancer at his home in Tampa, FL. During 28 years with USIA, his overseas posts included Austria, Burma and the Philippines. Ron was diagnosed with cancer six weeks before he retired in 2010. He was invited to be a special assistant to the president of the East West Center in Hawaii, but was too ill to accept the position..
- ◆ C. Kenneth Snyder, 97, a former USIA cultural affairs officer, died May 24. He had Alzheimer's disease. Snyder retired from USIA in 1973 after 21 years of service.
- ◆ Michael Weyl, a retired FSO who served with USIA for 35 years, died March 19 of congestive heart failure. The Washington, D.C. resident was 93. The Swiss-born Weyl joined the State Department after WW II. His overseas posts included Copenhagen, Brussels, New Delhi, Bonn, and Stockholm. He also served as VOA's chief policy officer and the head of USIA's book-translation program. He retired to Bethesda, Maryland in 1979 and became a leader and lecturer for Smithsonian study tours to Switzerland, Japan and Germany. He also served as a docent at the National Gallery of Art.
- ◆ Hugh M. Woodward, 85, who spent many years as head of the agency's motion picture and television service, died July 5. He had lung cancer. Woodward retired in 1978. In retirement, he spent 10 years working on Freedom of Information Act requests at the State Department. During WW II service in the Army, he was awarded the Bronze Star.

Welcome New PDAA Members

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Check your mail box...

The 2011 Public Diplomacy Alumni Association Membership Directory



Watch your mail for the 2011 PDAA membership directory, our way of helping you stay in touch with former colleagues and new friends.

This year's 32-page directory has the up-to-date list of Public Diplomacy Alumni Association members, as well as contact information provided to us. It is available only to PDAA members, and none of the information is provided to marketers or other third parties.

If you did not get a directory, contact Alan Kotok at admin@publicdiplomacy.org or 202-380-5425.

Photo: Blake Patterson/Flickr

PDAA September 2011 Luncheon Program

September 19, 2011 - DACOR-Bacon House (See page 1 for program details),
1801 F Street, NW, Washington, DC

Deadline for reservations: **September 14, 2011.**

Please complete the form below and mail with your check for **\$US30.00** for each person to:

**David Whitten,
PDAA Treasurer
4100 S. 16th St.
Arlington, VA 22204**

(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: \$ _____

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