Upcoming PDAA Events

U.S. Institute of Peace briefing and tour

March 27, 2012, 11:00 am. Details on page 9.

RSVP by March 24

Lunch program: Syria and the Arab Spring

Tuesday, April 10, 2012. 12 noon

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

Speakers:

Hisham Melhem and Ted Kattouf, details at right \$33.00 members/guests, \$40.00 non-members Reservation deadline:

Wednesday, April 4

PDAA Annual Dinner

May 6, 2012 . See page 5 for details. Reservation deadline: **April 30.**

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PDAA Today

Public Diplomacy Alumni Association

Formerly USIA Alumni Association

Syria and the Arab Spring to be Discussed at April 10 PDAA Luncheon Program

The rapidly evolving and increasingly tragic developments in Syria, as well as the larger implications of the Arab Spring for U.S. policies in the Middle East will be examined at the Public Diplomacy Alumni Association's April 10, 2012 luncheon program, held at the DACOR-Bacon House in Washington, D.C. Al-Arabiya



Washington bureau chief Hisham Melhem and former U.S. ambassador to Syria and current president of Amideast Ted Kattouf bring a depth of experience and will offer their insights on this compelling topic, followed by a discussion with members and guests.

Hisham Melhem is the Washington Bureau Chief of Al-Arabiya, the Dubai-based satellite channel. He is also the correspondent for Annahar, the leading Lebanese daily. For four years he hosted Across the Ocean, a weekly current affairs program on U.S.-Arab relations for Al-Arabiya. Melhem's writings have appeared in publications ranging from the literary journal Al-Mawaqef to the Los Angeles Times, Foreign Policy, Middle East Report, Middle East Insight, Middle East Policy and The Huffington Post. He is the author of *Dual Containment: the Demise of a Fallacy*, published by the Center for

(Photo: Saleem Al Homsi/Flickr)

Contemporary Arab Studies at Georgetown University.

Melhem speaks often on college campuses, at think tanks and to interest groups on such topics as U.S.-Arab relations, political Islam, intra-Arab relations, Arab-Israeli issues, media in the Arab World, Arab images in American media , and US public policies and the Arab World. He also appears regularly on the PBS News Hour, Nightline, Good Morning America, CNN, MSNBC, The Charlie Rose show, as well as NPR and its national affiliates. Melhem received a bachelor's degree in philosophy from Villanova University in 1976, and studied for a doctorate degree in philosophy at Georgetown University.

Theodore Kattouf is president and CEO of the organization Amideast, a position he has held since 2003. President Bush nominated Kattouf as U.S. ambassador to Syria and he was confirmed by the Senate in

(Continued on page 4)

Following My Joy

John F. Barton

When I retired from USIA in March of 1998, I was fortunate. I knew exactly what I would be doing in retirement: following my joy. When I was in-between jobs at one point in my four-decade work career I asked a job counselor how I would find my next career. He replied:

"Follow your joy." That advice worked for me then, and also when I planned my retirement.

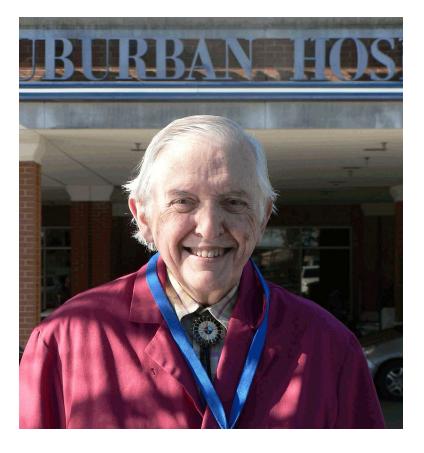
I decided I would continue my call to an entirely different field, one that started on my own time even before I retired from the Information Bureau of USIA. I would do pastoral care work as a layman (nonordained person), visiting and empowering people who were terminally or seriously ill to live as meaningful a life as they wanted to under their circumstances.

It all began one day when I prayed at my parish, St. Mark's Episcopal Church on Capitol Hill in Washington, D.C., for a more mean-

ingful life helping other people. Soon after, two things happened.

First, a woman that my wife, Anne, and I had known for decades at St. Mark's asked me to join a year-long program called The Art of Pastoral Care because "we need more men in it." I enrolled and got rigorous academic training that included first-hand, supervised experience for a semester at the bedsides of patients at Sibley Hospital.

Second, when Anne and I returned from vacation that summer, there was a notice in the Church Bulletin that the friends of a young parishioner I'll call John were gathering that afternoon. That meant he was either seriously ill or in dire financial straits. He was 46 years old and cancer had returned after a five-year hiatus, this time in a more virulent form.



I had always wanted to know John better, but because of our age difference, we never were in the same activities. Usually our contact was chat time during coffee hour or just waving to each other across the pews. I knew that if I was to know him, it was now or never.

I was one of two dozen people who answered the call to help John. We empowered him by researching how things might be done, and letting him make the decisions. As his cancer got worse, some of us got his groceries

and medications, some drove him to medical appointments when he no longer could drive himself, some did the paper work to get him an expedited disability retirement, and when he chose to go into a hospice, still others researched hospices in the area and listed six they thought he would like and took him to visit each one so he could make his own choice.

I count myself fortunate to have been one of six people he chose to do the one-on-one pastoral care visits with him. I thank God for giving me the strength to be a presence for John, especially on the last Saturday night of his

(Continued on page 3)

(Photo: Courtesy, John Barton)

Following My Joy (cont'd)

life when I stayed by his bedside because he was afraid to be alone then ("Don't worry, I'm not going to die tonight," he said. He died two days later}; to share the unexpected old fashioned belly laughs that came from memories of things past; and to help him through some of the times of terror we encountered together that night.

It would be difficult to say which of us helped the other the most during those visits. But I know that I did help him, for he told me so. To this day I thank him for changing my life forever. I became a committed pastoral caregiver.

Along my life path and spiritual journey since then, I have been a volunteer Lay Chaplain for four years at Sibley Hospital, which also included doing two academic years of clinical pastoral education there. That means I did nearly everything you have seen in TV hospital dramas, from chasing "code-blues" to being in emergency rooms and intensive care units and at the bedsides of hundreds of patients. I also completed a four year academic program called Education For Ministry sponsored by the Episcopal Seminary at the University of the South in Sewannee, Tennessee.

I also am a Certified Visitor in Mended Hearts, an organization of people who have had major heart operations. I had a triple bypass in March 2000. I currently visit pre-op and post-op heart patients and their families at Suburban Hospital, helping them cope with any worries they may have. While surgeons and nurses are wonderful -- I wouldn't be alive today without them -- most of them have never had the operation themselves. I can tell patients, "I have had a major heart operation myself, and you see me standing here by your bedside. Look again and envision yourself standing here, because if it could happen for me, it could happen for you!"

Many people avoid doing pastoral care visits because they feel inadequate or fear they may say the wrong thing. While it is true pastoral care is not everyone's cup of tea, not all visits are intense. Most, in fact, are low key. But all visits -- the deeply moving ones and those that might seem almost social -- can be helpful to people. Even those who tell you they don't want a visit just then know that someone cared to ask how

they were. Sometimes you are the only visitor they had that day.

Many women are experienced caregivers. They prove it in hundreds of ways each and every day. They often make excellent pastoral caregivers.

But many men don't seem to know its importance. Some of them regard pastoral care as women's work. I believe this is because we were taught in childhood that the rough and tumble chores are ours; real guys are combative and competitive; and we have to be able to fix things. Some worry that showing compassion will be regarded as weakness, and that admitting some situations (like a terminal illness) sometimes can't be fixed means they have failed. Not true!

But there IS a caring side to the nature of men. It is my personal experience and strong belief that men need to get acquainted with their nurturing side if they are to be all they are capable of being as human beings. Pastoral care is one of the many ways men can do that. So if you think you might like it, try it. You have nothing to lose,

Member Updates

Alan Kotok has started the Kotok Family Scholarship for Quantitative Journalism at the University of Iowa, where he got a BA in journalism in 1967. The scholarship supports one masters degree candidate a year in journalism with an undergraduate background in mathematics, engineering, finance, or science. The goal of the program is to develop a cadre of general assignment reporters with the interest and ability to make sense of numerical data sources, such as financial statements, census reports, and scientific findings. Kotok now publishes a daily news blog on science and business.

Joginder Singh, retired director of the American Library in New Delhi, was named a "Library Superhero" by the Friends of the Library, Montgomery County, Maryland, in recognition of his support for Montgomery County libraries. Singh served as a member and chairman of the Montgomery County Library Board, 1994-99. He is currently chairman of the Germantown, Maryland, Library Advisory Committee and the Gaithersburg, Maryland, Library Advisory Committee.

PDAA President's Notes: New Starts, Annual Dinner, Speaker Video

 $\mathsf{S}_\mathsf{pring}$ Greetings – Thanks to all who responded to the PDAA member survey (summarized on page 6). The percentage of members who took time to fill out the questionnaire was itself heartening, as is your support for a mix of tradition and experimentation. A few new starts have been added to the traditional fare:

- On February 28, PDAA members visited the VOA for briefings by David Ensor, VOA director, and Richard Lobo, head of the International Board for Broadcasting. They were fascinating and very open about a controversial BBG proposal for major changes in USGsponsored international broadcasting. Participants had tough questions about editorial approach, finances, and priorities.
- We video-recorded the March 6 luncheon presentation by Brookings Institution expert Stephen Cohen, and Senior Foreign Service Officer Walter Douglas (page 7). PDAA members not in DC will have the opportunity to see the event which will be posted on this site. We'd appreciate your feedback.
- The March 27 visit to the U.S. Institute of Peace will provide an opportunity to meet with Tara Sonenshine, Under Secretary of State-designate for Public Diplomacy and currently Executive Vice President of USIP, and with Amb. Richard Solomon, President of USIP. The new USIP building has added a little flair to Foggy Bottom. See page 9 for details.
- At the fourth luncheon meeting on April 10, described on page I, we will host noted Mideast correspondent Hisham Melhem and Amb. Ted Kattouf who will share their views on the volatile situation in Syria.
- The final and main event of the year will the annual dinner, Sunday May 6 at Maggiano's Restaurant in Chevy Chase. We hope that some who come to DC for the annual Foreign Affairs Day at State will be able to stretch their visit to join PDAA friends on the 6th. At that time, we'll announce the recipients of the annual awards for achievement and creativity. See page 5 for details.

Beyond events, we would love to read more members' comments about past PD experiences and ongoing issues in the field, and to learn about your current activities. There is so much to say, and such diversity of opinion and experience, witness the new journal of Science & Diplomacy created by the AAAS, and announced on our site. Google "Public Diplomacy" - You'll find the PDAA site close to the top.

April 10 Lunch Program (Cont'd)

(Continued from page 1)

August 2001. He previously served as ambassador to United Arab Emirates, appointed by President Clinton in 1998. Kattouf's previous overseas posts included Kuwait, Baghdad, Sanaa, and Riyadh. Kattouf has also served in leadership positions in the State Department's Near East Bureau and as a mid-career fellow at Princeton University.

Before joining the Foreign Service in 1972, Kattouf received his bachelor's degree from Pennsylvania State University in 1968, and served in the U.S. Army as an infantry officer. During his career, Kattouf has received the Cobb Award for his advocacy efforts on behalf of U.S. companies abroad, two Meritorious Honor Awards, four Senior Performance Awards, and one Presidential Honor Award.

This PDAA event will be held on Tuesday, April 10, 12:00 pm, at the DACOR-Bacon House, 1801 F Street, N.W., Washington, D.C. You can reserve your place online with a credit card at

www.publicdiplomacy.org, or by completing and returning the form on page 11, by Wednesday, April 4.

Please note that this event has the new luncheon prices: \$33.00 for PDAA members and their spouses or guests, and \$40.00 for non-members.

SPECIAL: PDAA ANNUAL DINNER

PDAA Annual Dinner to Feature Family Style Italian Cuisine

The annual PDAA dinner offers our members, their spouses, and guests the opportunity to re-connect with old friends and colleagues and expand their networks with new acquaintances while sharing a delicious meal in a warm and charming atmosphere.

This year's dinner will be held at Maggiano's Little Italy, 5333 Wisconsin Ave, NW, across the street from Mazza Gallerie in

Friendship Heights/Chevy Chase on the DC/Bethesda line (tel. 202-966-5500).

The event will be held in the Abbruzi/ Leone banquet room on the second floor of Maggiano's. Take the stairs or elevator, and turn left at the top of the stairs.

The evening starts with a cash bar at 6:00 pm, followed by remarks and dinner at 7:00 pm. There will be plenty of time to enjoy the evening and to mingle. Maggiano's serves family style. Food is brought to the table on platters. There are refills upon request for every serving. Menu items have been selected to give diners a wide choice. There will be appetizers, salads, pasta, fish and chicken servings, plus desserts -- fancy and fruit.

The cost for members and their guests is \$55.00 per person, which covers all the food, desserts, sodas, and coffee and tea. Drinks, wine, and beer are extra.

The cash bar will remain open until the event ends.

Menu

Food is served family style. There are endless refills of all portions, just ask.

Appetizers: Stuffed mushrooms, bruschetta

Salads: Caesar or Italian

Pasta: Fettuccine Alfredo, Baked Ziti and Sausage

Entrees: Salmon with lemon and herbs, Chicken Piccata

Come join the party!

Please complete and return the form on **page 7**, or on the PDAA Web site at **www.publicdiplomacy.org/** to make your reservation.

The deadline for reservations is Monday, April 30.

Maggiano's Little Italy 5333 Wisconsin Ave. NW Chevy Chase, D.C. 20015

> Sunday May 6, 2012 6:00 to 10:00 pm



Desserts: Profiteroles: vanilla ice cream and hot fudge; fresh fruit plate

Drinks: freshly brewed regular and decaffeinated coffee, hot and iced tea, sodas.

A map of the area is available on the PDAA Web site; click on http://publicdiplomacy.org/pages/index.php? page=AnnualDinner2012

The Friendship Heights Metro (Red Line) is one block from the restaurant. Reduced, validated parking for four hours is available at the nearby Chevy Chase Pavilion (5335 Wisconsin Ave.). You must stamp your parking ticket at the "Carry Out" counter of the restaurant on the ground floor, when you leave. It gives you four hours of parking for \$2.65.

Valet parking for \$7.00 is available after 6:30 p.m.

(Photo: Cliff Hutson/Flickr)

PDAA Member Survey 2011

Members of the Public Diplomacy Alumni Association (PDAA) express an interest in attending new kinds of activities according to an online survey conducted in October and November of 2011. Respondents also approve, by and large, the current prices for membership and – at the time of the survey -- luncheon programs.

Some 135 members, 36 percent, completed questionnaires. Six in 10 (60%) of the respondents live in the Washington, D.C. area and four in 10 (39%) reside outside the national capital region.

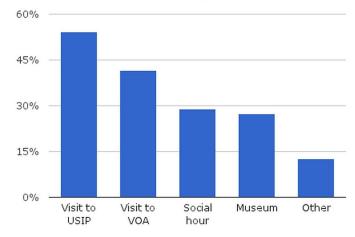
A majority (54%) of respondents say a visit to the U.S. Institute of Peace would appeal to them, and a somewhat smaller number (42%) express interest in a visit and briefing at VOA. Three in 10 or fewer respondents are interested in a social hour or a visit to a Smithsonian museum

A large majority -- seven in 10 respondents (71%) -- are in favor of co-sponsoring events with other organizations. And a little more than one-third (36%) are willing to volunteer to help with PDAA programs.

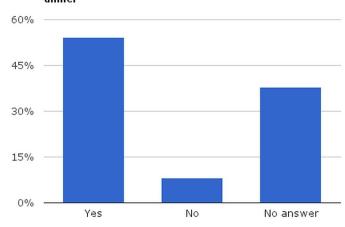
Many respondents (41%) would consider an alternative to the current weekday luncheon schedule. But fewer (13%) believe PDAA should organize more than four lunch programs per year. A majority (53%) consider the \$30.00 price for the lunch program at the time of the survey to be a good buy, and nearly as many (47%) favor charging higher prices for non-members.

About one-quarter (24%) of respondents say they attended at least one of the annual dinners in the past two





\dots And want PDAA to continue organizing an annual dinner



years, and a majority (54%) want PDAA to keep organizing the annual dinner event.

A large majority of the respondents (87%) consider the current membership fees -- \$30.00 annual, \$300.00 lifetime -- a good buy.

SPECIAL: PDAA ANNUAL DINNER

PDAA 2012 Annual Dinner

Sunday, May 6, 2012 Maggiano's Little Italy 5333 Wisconsin Ave. NW Chevy Chase, D.C. 20015

See page 5 for details. The deadline for reservations is **Monday, April 30, 2012.**

Please complete the form below and mail with your check for \$US 55.00 for each person to:

David Whitten

PDAA Treasurer 4100 S 16th Street

If no change in contact info, fill in name and date only.

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	_ × \$US 55.00		
Total amount enclosed: \$			

March 6 Luncheon Remarks on Pakistan Available Soon on PDAA Web site

Remarks at the March 6 PDAA luncheon program by Stephen Cohen of the Brookings Institution (pictured right) and discussion by senior FSO Walter Douglas, recently returned from Islamabad, will be made available in video for viewing on the PDAA



Web site. A link to the video can be found after March 16 at http://publicdiplomacy.org/pages/index.php? page=march-2012-lunch-program

(Photo: Brookings Institution)

Does your mailing label say [2011]?

Then it is time to renew your PDAA membership for 2012. 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.

You can renew your membership online at www.publicdiplomacy.org — click on the <u>Online</u> link in the right-hand column under **Join PDAA**. All major credit cards are accepted.

Phifer Paul Rothman – Genuine Public Diplomacy Practitioner

Fred Coffey

Paul passed away on September 17, 2011 sitting in his recliner, working a crossword puzzle, waiting for the coffee to brew. He and his warmly gregarious wife Ginny had moved to Southern Shores, North Carolina following a demanding career in our foreign service. Sadly, Ginny died in 2006.

Following years in the Marine Corps, Paul earned a degree in journalism and was finishing an MA in romance languages when he accepted an assignment as director of the Centro Cultural Paraguayo – Americano, the binational center in Asuncion in 1951. Paul was especially effective in Paraguay where the BNC, established in 1939, became a market for intellectual and educational discussion in a repressed society. He listened, learned the local issues, identified with aspirations for a democratic society and brought them to bear in the English teaching center. His good Spanish (and some Guarani) opened doors into all levels, making him an effective portrayer of his country.

Early on, Paul and many others realized that the BNCs in Latin America were major linkages of friendship and understanding between host countries and the US. In times of revolution and economic distress, the local BNC, frequently directed by a USIA "Norte Americano," was an anchor of good will for both countries as well as a place to learn English under expert direction. Many past and present leaders learned about our country via their BNC. The ICANA, in Buenos Aires, became the first in 1928.

Santos, Brazil was Paul's next BNC assignment in 1954 where he earned kudos for its exceptional language teaching and community outreach. It was one of some 23 BNCs in Brazil which formed the backbone of the United States outreach to this major country. Two years later, USIA made him an ACAO in Rio de Janeiro where he gave expanded leadership to the centers. His practice of genuine public diplomacy brought him and his family to important Washington assignments, three years in Monterrey,

In Memoriam

- ◆ John "Jack" Bright died at his home in Tucson, Arizona on February 27. He was 90. He served in the Army Air Corps during world War II and later became a USIA Foreign Service Officer. In a 30-year career, Mr. Bright was director of binational centers in Paraguay, Mexico, and Peru and Cultural Affairs Officer in Argentina, Ecuador, and the Dominican Republic. In retirement, Mr. Bright served as president of the International Friends of University of Arizona and the Tucson Council for International Visitors. (provided by Allen Hansen)
- ◆ Terry Eakin, 80, died on January 9 at his home in Mesa, Arizona, after a short illness. He earned his Ph.D. from the University of Bombay after graduate work at Colorado and Cornell universities, and a bachelor's degree from Denver University. After joining the Foreign Service in 1967, he served in Bombay, London, Kano, Nigeria and Addis Ababa, Ethiopia. Dr. Eakin later served in PAO positions in Mogadishu, Somalia, Mbabane, Swaziland, and Monrovia, Liberia. Following retirement, he taught at Quincy College in Illinois and served with the Congressional Youth Leadership Council. (provided by Larry Ikels)
- William Flynn, 87, who retired from USIA in 1980 as deputy chief of its general services branch, died January 15 at a hospital in Tampa, Florida. He had pneumonia. Mr. Flynn had 32 years of government service, including WWII with the U.S. Army in Alaska. He was a Montgomery County Public Schools bus driver from 1984 to 1999.
- Elinor Green Hunter, 92, a retired USIA FSO and past secretary of PDAA, died December 31, 2011 at her home in Washington, D.C. She had ovarian cancer. During her USIA career, 1961 - 1978, Ms. Green Hunter served in France, Switzerland, Canada and South Vietnam. In retirement, she did volunteer work for the English-Speaking Union and the D.C. public library system.

Mexico, and later a non-family tour in Vietnam followed by a USIA posting with the Sinai Field Mission.

Four children -- Paul was born in the US, Margaret in Paraguay, Tom in Santos and Bob in Rio de Janeiro -- the Rothmans formed a super BNC and USIA family.



PDAA to Visit U.S. Institute of Peace, Meet With Leaders

RSVP deadline: March 24

PDAA members will have the opportunity to visit the U.S. Institute of Peace in its new building across from the Department of State, at Constitution Ave and 23rd St. N.W., on Tuesday March 27 from 11 a.m. to 1 p.m. Outgoing USIP President, Amb. Richard Solomon, and Executive Vice President Tara Sonenshine -- also the designated Under Secretary of State for Public Diplomacy and Public Affairs -- will discuss the diverse and innovative programs at USIP, as well as the intersection of public diplomacy and conflict resolution.

USIP is an independent, nonpartisan conflict management center created by Congress to prevent and mitigate international conflict without resorting to violence. USIP aims to increase the government's ability to deal with conflicts before they escalate, reduce government costs, and enhance our national security.

The event offers a unique opportunity to discuss the many contributions of USIP to U.S. national interests. Amb. Solomon introduced and led the Institute's initiatives on e-diplomacy several years ago. A result of those efforts is the highly regarded research conducted by USIP's Center of Innovation: Media and Conflict and Peacebuilding, under the direction of Sheldon Himmelfarb.

Here's the agenda for the event:

- 11:00 11:30 a.m. Meet with Tara Sonenshine, Executive Vice President, USIP
- 11:30 a.m. 12 noon Meet with Amb. Richard Solomon, President
- I2 p.m. Meet with USIP officials recently returned from field

The briefings will be moderated by Pamela Aall, Provost of the USIP Academy of International Conflict Management and Peacebuilding

Those interested in joining the briefings and discussion should RSVP by e-mail to **rsvp@publicdiplomacy.org** by Saturday, March 24.

PDAA Member Directory Updates

Nan BELL nanpbell@comcast.net

César D. BELTRÁN beltranc@easternct.edu

Evan FOTOS fotos.evan@gmail.com

Lucy H. HALL 2446 S. St. Andrews Place, Apt 214 Los Angeles, CA 90018 (323) 334-4058

Beverly N. HUFF (575) 496-5174

John J. JASIK, Jr. (703) 966-2635 jasikjj@state.gov

Bernard C. KING (727) 738-3136 bking 125@tampabay.rr.com

James H. KIRK jkhk2@cox.net

Katherine KLINE (917) 312-7800

Richard C. LUNDBERG 2lundbergs@cox.net

Edward MCBRIDE 2801 New Mexico Avenue, NW Apt 311 Washington, DC 20007 (202) 337-1576 ecmcbride@comcast.net

Robert MURPHY rmurphynh34@metrocast.net

Michael D. ORLANSKY 155 Dodds Court Burlington, VT 05408-2648 (802) 540-0395

William H. RODGERS billandmaryrodgers@me.com

Wendy ROSS/Tom EICHLER P.O. Box 955 Wiscasset, ME 04578 (207) 882-7060

G. Claude VILLARREAL 3050 Military Road, NW #4005 Washington D.C. 20015 (Effective April I, 2012)

Welcome New PDAA Members

George P. BONJOC 9724 Club Park Drive Elk Grove, CA 95757-8119 (916) 714-5250 gbonjoc@yahoo.com

Paul DENIG 4900 Bexley Lane Fairfax, VA 22032 (703) 425-1234 pauldenig@cox.net

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

Date

PDAA April 2012 Luncheon Meeting

Tuesday, April 10, 2012 - DACOR-Bacon House, 1801 F Street, N.W., Washington, D.C. See page I for program details. Please note: This event has our new luncheon prices — \$33.00 for members, spouses, and guests; and \$40.00 for non-members. The deadline for reservations is April 4, 2012. Please complete the form below and mail with your payment to: **David Whitten PDAA** Treasurer If no change in contact info, fill in name and date only. 4100 S 16th Street Arlington, VA 22204 (Please send payments for this event only.) Name(s) Street address City/State/Zip Telephone number Email address Date Number of members/guests _____ x \$US 33.00 Number of non-members _____ x \$40.00 Total amount enclosed: \$ PDAA Membership for 2012 ... 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 [2011], it is time to renew your membership for 2012. - Please complete the form below (Renewals: indicate only if any items are changed from before) and mail the completed form with your check to: **David Whitten PDAA** Treasurer 4100 S 16th Street Renewals: If no change in contact info, fill in name and date only. Arlington, VA 22204 Name(s) Street address City/State/Zip Telephone number Email address

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

Total amount enclosed: \$

PDAA Today **Public Diplomacy Alumni Association** 4521 N. 41st Street **Arlington VA 22207-2936**

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Contributing writers: John Barton, Fred Coffey, Allen Hansen, Larry Ikels, Michael Schneider

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