

## Next PDAA Lunch Program

Tuesday, September 25, 2012

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

**Speakers:** Matt Lussenhop and Fernando Lujan

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

\$35.00 members and guests, \$42.00 non-members

**Reservation deadline:**  
Wed. September 19, 2012

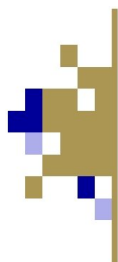
To reserve please return coupon on p. 7, or online at [www.publicdiplomacy.org/](http://www.publicdiplomacy.org/)

## November PDAA Lunch Program

Mark your calendars for PDAA's next luncheon program on **Tuesday, November 13, 2012** at the DACOR-Bacon House. The program for that event is still in preparation.

### Inside this issue

Librarian's role as volunteer .....	2
New members .....	3
President's column .....	4
Member updates .....	4
In memoriam .....	5
Membership directory ...	7
Reservation form .....	7



# PDAA Today

Public Diplomacy Alumni Association

Formerly USIA Alumni Association

## Gaining Afghanistan's Trust -- Public Diplomacy and Special Forces Approaches

**M**att Lussenhop, former Public Affairs Officer in Kabul, and Major Fernando Lujan, U.S. Army Special Forces and former advisor embedded with Afghan forces in Kandahar and Helmand provinces, will discuss their respective approaches to building trust among Afghans in a special luncheon program to kick off the 2012-2013 season, on Tuesday, September 25 at the DACOR-Bacon House in Washington, D.C.

As the U.S. plans to end combat operations in Afghanistan, both the State and Defense Departments are ramping up the transition for civilian and security responsibilities in Afghanistan. Mr. Lussenhop and Major Lujan will describe their experiences in Afghanistan and discuss how the two Departments carry out the overall mission.

Matt Lussenhop is now Director of Policy and Evaluation for the Bureau of Educational and Cultural Affairs, returning from his service as Public Affairs Counselor at the U.S. Embassy in Kabul. Prior to Kabul, Lussenhop served as Director of Public Diplomacy Training at the Foreign Service Institute. He earlier served as Public Affairs Officer in Sofia, Bulgaria and Muscat, Oman, and as Information Officer in Manila, Philippines and Rabat, Morocco. Other assignments include Assistant PAO in Kuwait, Assistant CAO in Riyadh, Saudi Arabia, and Arab Media Officer in the State Department's Bureau of Near Eastern Affairs.

Major Fernando Lujan is a Visiting Fellow at the Center for a New American Security, while serving as a U.S. Army Special Forces officer. Major Lujan recently returned to the U.S. after leading a new pilot program that combined specially se-

lected Afghan officers, civilians, and language-capable U.S. military officers who assist commanders at all levels in conducting counterinsurgency operations.



Previously, Major Lujan served as an assistant professor of politics, policy, and strategy at the U.S. Military Academy and an associate of the West Point Combating Terrorism Center. From 2003 to 2006, he conducted counterinsurgency and counterterrorism missions in Iraq, Afghanistan, Colombia,

and the Tri-Border Area of Paraguay, Argentina, and Brazil. Major Lujan is a graduate of West Point and has a Masters degree from Harvard University.

This PDAA event will take place on Tuesday, September 25, 12:00 pm to 2:30 pm, at the DACOR-Bacon House, 1801 F Street, N.W., Washington, D.C. The program will be off-the-record, and not available in audio or video form.

This special program will last a half-hour longer than usual, to make it possible for both speakers to give full remarks and to accommodate more questions. As a result, PDAA will need to charge a slightly higher fee for this session only: **\$35.00 for members and guests, and \$42.00 for non-members.** Reservations are due by **Wednesday, September 19th.** You can pay with a credit card on the PDAA Web site at [www.publicdiplomacy.org](http://www.publicdiplomacy.org), or complete and mail the coupon on page 7 with your check.

*Photo: Courtesy, Department of Defense*

## A Librarian's Role as Volunteer

### Joginder Singh

*Editor's note: In January 2012, PDAA member Joginder Singh was named one of 30 Library Superheroes by Friends of the Library in Montgomery County, Maryland, as well as Outstanding Volunteer by the Maryland Library Association in 2006-2007. Mr. Singh shares his journey from director of the USIS library in New Delhi to Library Superhero in the USA.*

It was a day of reckoning when I retired from the American Library at USIS New Delhi in September, 1983 after 32 years of service, with the last decade as its director. My training and experience in all areas of American public library service had, I believed, equipped me to take on any challenge. Since I was involved with volunteer work during my working years, I thus decided to follow this route after my retirement.

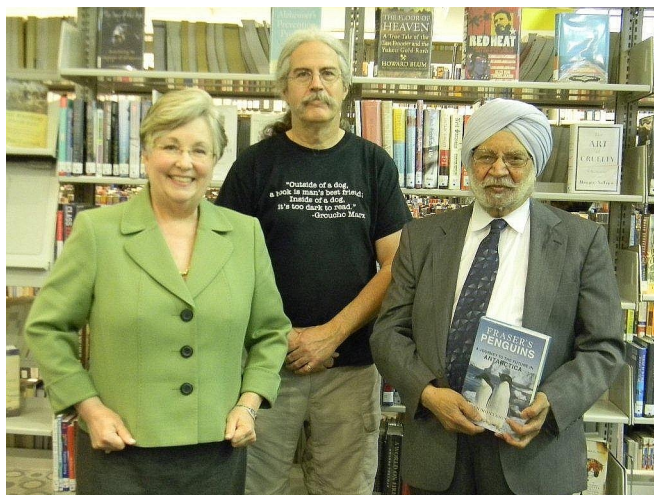
### In India

The Director of the U.S. Educational Foundation in India approached me a month before my retirement to assist them in updating the USEFI (Fulbright) Alumni lists. Since I was functioning as the President of the East West Center Alumni Association, I undertook this project for a nine-month period, devoting two days a week. I also helped in setting up Fulbright alumni chapters in South India.

About the same time, the President of the Indian Library Association (ILA) -- where I had earlier served on the Executive Committee -- asked me to undertake the revision of the third edition of the Indian Library Directory first published in 1951. The fourth edition of the directory was published in October 1985.

The library of LBS National Academy of Administration for the Government of India in Mussoorie was destroyed in a fire in April 1984. The President of ILA, who was approached by the Academy for assistance, asked me to visit the Academy to assess the damage and revive the Library. I was asked to serve as library consultant and director of

this first Library Consultancy Project. I agreed to undertake this assignment, provided the President of the ILA would share with me the responsibility if and when I left to immigrate to the United States. Phase one of the project was completed by me before leaving for the USA. I undertook two trips to India to help with the project which was completed in September 1987. The Academy then had its new library with over 40,000 publications and 120 periodical subscriptions.



Joginder Singh (right) with Nancy Savas (left), Agency Manager, Germantown Library, Maryland and Steve Stackwick (middle), Friends of the Library. Photo courtesy, Joginder Singh.

The President of ILA was appointed by the Government of India to be Chairman of the Delhi Library Board, which runs the Delhi Public Library, in June 1985. I was assigned to review the book selection policy of the library. My findings, known as the Joginder Singh Report, form part of his book *Crisis Management of Libraries in India*, published in 1990.

During my visit to India in 1986, the Chairman of the Library Committee of the University of Delhi approached me to review the library's work procedures.

In his letter of thanks, he wrote that the improvements suggested by me "will go a long way in helping to plan the future development of the library".

This was a simple way for me to pay my dues, in a small measure, to the country of my birth.

### In the USA

My volunteer work in Montgomery County, Maryland, started with the Gaithersburg Elementary School when my granddaughter was a student there until 1994. I would chaperon students during their field trips, but most of my time during the summer vacation was spent in taking inventories of library collections.

I applied for and was appointed as a member of the Montgomery County Library Board in February 1994. In 1995 I was elected as Vice Chairman, and served as the Board's

*(Continued on page 3)*

## A Librarian's Role as Volunteer (ctd.)

Chairman from 1996 to 1998. During this period, the Board persuaded the County Executive and the County Council to accelerate the construction of the Quince Orchard Library, Germantown Library, and Rockville Library.

At the time of my retirement from the Library Board in 1999, the County Executive's office asked me about my interest to serve on the Upcounty Citizens Advisory Board (UCAB), serving northern and western parts of the county. I was a member of this Board from 1999 to 2005 as a point person to promote library services in the Upcounty region.

During my tenure on the Library Board, I served as the Board's liaison with the Gaithersburg Library and Germantown Library. Since the construction of the Germantown Library was a Hot Issue in the Upcounty, the Manager of the Library asked me to serve as Chairman of the Germantown Library Advisory Committee (LAC), while I was a Member of UCAB. After a great deal of effort on the part of the LAC, Friends of the Library, and the Germantown community, the construction of the new Germantown Library started in 2005 and it opened to the public in 2007.

I am presently serving as a Member of the Gaithersburg Library Advisory Committee. The Gaithersburg Library is undergoing major renovations and is expected to reopen in Spring 2013.

I feel that volunteering with the library system is the best way for me to give back to the community with what I learned about the American public library system during my tenure with USIS in India.

## Welcome New PDAA Members

Douglas BARNES  
1504 South Greenway Dr.  
Coral Gables, FL 33134  
barben@earthlink.net

Richard P. BARNES, PhD  
3641 Dorshire Court  
Pasadena, MD 21122  
410-437-3686  
WG3A@ARRL.net

James CALLAHAN  
PO Box 375  
North Falmouth, MA 02556  
508-563-7440  
jamesbethesda@hotmail.com

Evelyn EARLY  
823 6th St, SW  
Washington, DC 20024  
earlyea@gmail.com

Thomas GENTON  
6157 N 12th Street  
Arlington, VA 22205  
202-330-3389  
tgenton@yahoo.com

Jamal HASAN  
7230-P Darby Downs  
Elkridge, MD 21075  
410-979-1848  
jhasan1971@gmail.com

H. Jochen HOFFMAN  
901 N Monroe St #1416  
Arlington, VA 22201-2360  
703-989-4480  
hoffjoch@aol.com

Georgia HUBERT  
8448 Lake Mist Way  
Fairfax Station, VA 22039  
703-690-3222  
GKayHubert@aol.com

Robert O. JONES  
9707 Old Georgetown Road,  
Apt 2207  
Bethesda, MD 20814  
301-654-3979

James Lee MORAD  
6334 32nd St NW  
Washington, DC 20015-2304  
202-364-6465  
jlmorad@verizon.net

James NOONE  
4810 Bentonbrook Drive  
Fairfax, VA 22030  
202-261-4000  
jnoone@cwdc.com

Robert SCHADLER  
2615 O Street NW  
Washington, DC 20007  
202-338-3185  
cfprinciples@yahoo.com

## Member Updates

**Georgette Garner**, the widow of FSO John Garner, and her family proposed and made available memorial markers from the American Foreign Service Association. Like those used in the U.S. military, the AFSA memorial markers celebrate and commemorate the service of Foreign Service personnel and their spouses or partners. For more information, see <http://www.afsa.org/marker>.

*The Last Three Feet: Case Studies in Public Diplomacy* is the latest book in the Public Diplomacy Series published by the Public Diplomacy Council, and edited by **Bill Kiehl**. The book offers case studies in the current practice of public diplomacy written by contemporary practitioners. It is expected to be available in September on Amazon.com, on Kindle, and at independent book stores nationwide. See <http://publicdiplomacycouncil.org>.

## Membership Directory Updates

Please note the following corrections and updates to the 2012 PDAA membership directory. See page 7 for more information about the 2012 directory.

Charles L. BELL  
clbell42@msn.com  
Cell 970-420-8419

Sherwood DEMITZ  
Bernadette DEMITZ  
9408 Bulls Run Pkwy  
Bethesda, MD 20817  
301-897-5243  
wdemitz@verizon.net

David GERMROTH (corrected spelling)  
davidgermroth@me.com

Irwin S. KERN  
iskern@msn.com

Amb. Arthur W. LEWIS  
6251 Old Dominion Drive, Apt. 309  
McLean, VA 22101  
703-712-8366  
falewis144@aol.com

Dan SCHERR  
Cell 703-839-0188

## President's Notes

Greetings All - and welcome back from vacation to a very untypical fall! ... The Presidential campaign and other elections ... The two parties playing chicken as the nation edges closer to a fiscal cliff ... Momentous events in the Middle East, Iran, Afghanistan and Pakistan ... Curiosity clicking away in the hills of Mars...even our Washington Nationals are close to locking up the NL East division title!

Historic events in an historic time. To help us keep up, we are scheduling four luncheon meetings on important interests. On September 25, at the DACOR-Bacon House, we will host a discussion on civilian – military cooperation in Afghanistan, featuring two very current and knowledgeable panelists. We're looking forward to a second luncheon/presentation November 13, and planning ahead for 2013 as well. There's a good chance that a discussion of the public diplomacy of several nations co-hosted by the PDAA and an embassy in DC will occur in the new year.

Another site visit is also a prospect, possibly to NPR. Let us know your interests for future meetings.

Meanwhile, we would like to say many, many thanks to outgoing Board members Mary Ashley, our stellar recording secretary, along with Lois Hermann, Rob Nevitt, and Stan Silverman who have made many contributions to the success of our organization and program.

And a hearty "Welcome!" to new recording secretary Sandi Rouse, and new Board members Mary Jo Furgal, Greta Morris, and Jon Schaffer, with a special welcome to Kathy Brion, returning to the Board.

We've started an informal effort to assist contacts in the Office of the Historian at the Department of State. The research staff is about to embark on a lengthy collation of documents about the foreign relations of the U.S. in the Reagan Administration. Some 40 volumes are expected. Considering the record of that time and Reagan's personal impact, public diplomacy is a significant part of the story. If you worked on any of the major Reagan Admin initiatives and recall significant documents and the context, please send me a note ([mischnei@maxwell.syr.edu](mailto:mischnei@maxwell.syr.edu)) and I'll be happy to pass on a collection of references to contacts in the Historian's office.

Looking forward to seeing you in person, or via email, LinkedIn, Facebook, or Skype

Mike Schneider

## In Memoriam

- ◆ Preston Eugene Amos, 84, a retired USIA FSO, died September 19, 2011. He lived in Washington, D.C. Mr. Amos joined USIA in the mid-1960s and served in Damascus, Lahore, and Brazil. For nearly 20 years before his retirement in 1991, he was a news writer and editor for VOA. Mr. Amos loved writing and wrote a book about black Medal of Honor recipients.
- ◆ Robert D. Barton, 91, a former State and later USIA FSO, died April 5 in Washington, D.C. from pneumonia. Mr. Barton joined State in the mid-1940s and served as a cultural affairs officer in Uruguay, Argentina and Spain. From 1957 to 1961, he was an executive with the Institute of International Education. Returning to the Foreign Service, Mr. Barton served as PAO in Guadalajara. He was a Marine officer during World War II.
- ◆ J. Frederic Buch, 91, a retired editor, producer and broadcaster for VOA, died July 11 from sepsis. Mr. Buch, a Silver Spring, Maryland resident, began working for the Voice as an announcer for its German service in the early 1950s. He later worked as a VOA correspondent in Europe and contributed to coverage of national news. Mr. Buch was head of VOA's news analysis and political commentary department when he retired in 1984. In retirement, he operated a video production business, specializing in foreign language projects. Born in Germany, Mr. Buch came to the U.S. in early 1940. He served in the Army during World War II. He was a volunteer for Meals on Wheels and the Jewish Social Services Agency.
- ◆ John K. Birch, 87, a retired VOA satellite expert, died October 4 in Avon, Connecticut. Mr. Birch, who served in the Navy in WW II, joined VOA in the 1960s and traveled to 45 countries overseeing the design of satellites and installation of satellite-tracking systems. Mr. Birch held numerous patents and collected antique radio memorabilia.
- ◆ Stephen M. Carney, 90, a retired USIA FSO and former binational center director, died July 3 in Mount Pleasant, South Carolina from various health issues. Before joining USIA Mr. Carney worked at the binational cultural center in Managua and was later director of the binational center in Quito. His USIA posts included Spain, Bolivia, and the Dominican Republic. After retirement in 1971 he worked for McGraw Hill for nearly ten years. In 2009 Mr. Carney was named Chevalier de la Legion d'Honneur by the French Government for his military and diplomatic service in France. He was a World War II Army veteran.
- ◆ Lynn Fuller, 73, the wife of Jim Fuller, former Wireless File science editor, died April 26 after a long illness. The retired nurse loved camping and travel.
- ◆ Gregory Guroff, 71, died July 11 at his home in Chevy Chase, Maryland of lung cancer. Dr. Guroff taught Russian history at Grinnell College before joining USIA in 1977. He served as CAO in Moscow from 1982 to 1985 and subsequently helped oversee the USIA office that handles U.S.-Soviet exchanges. After retiring from USIA in 1996, Dr. Guroff founded the Foundation for International Arts and Education that coordinates exchange programs between the U.S. and former Soviet Union and satellite countries.
- ◆ Henry E. Hockeimer Sr., 92, a former assistant director of USIA, died July 13 at his Washington, D.C. home after a brief illness. The German-born Mr. Hockeimer survived Auschwitz and escaped to the American lines. Following the war, he interrogated German prisoners for the U.S. Army. After a career in business as an engineer with RCA and Philco, which was bought by Ford Motor Co., Mr. Hockeimer retired in 1985 as president of Ford Aerospace and Communications Corp. President Regan appointed Mr. Hockeimer to the USIA position.
- ◆ Beatrice Jacobs, 86, wife of former VOA official George Jacobs, died May 11. She had Parkinson's disease. Ms. Jacobs was active in the program of a school in Whitwell, Tennessee to study the Holocaust and collect paper clips to honor Holocaust victims.

(Continued on page 6)

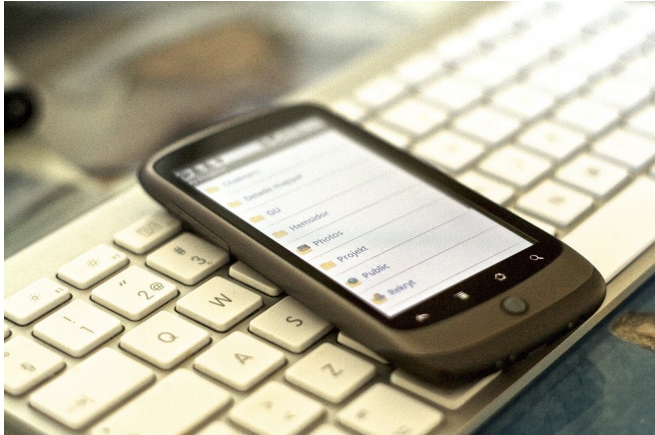
## In Memoriam (ctd.)

- ◆ Darrell Jenks, 54, died May 14 from cancer. Dr. Jenks joined the State Department after college, serving in Belize, Japan, Taiwan, China, Venezuela, Brazil, Iraq and assignments in the U.S. He received the Secretary of State's award for excellence in public diplomacy. A noted linguist, he was fluent in French, Spanish, Portuguese, Mandarin and Taiwanese Chinese, Korean, and Japanese, and attained a working knowledge of Arabic for his tour in Iraq. His last post was head of the State Department's Japanese language school in Yokohama. Dr. Jenks was an avid amateur drummer, joining bands wherever he was posted.
- ◆ Richard Key, 89, a retired State/USIA FSO, died June 27 in Pompano, Florida. The Polish-born Dr. Key served in the U.S. Army during World War II as a member of OSS. Before joining State in 1956, Dr. Key was a professor of Romance languages at several universities. His postings included Panama, Mexico, Venezuela, Brazil, Argentina and Poland. After retiring in 1977, he was a writer. Dr. Key wrote two espionage novels and numerous essays and travel articles.
- ◆ Bill Kushlis, a former State Department FSO and husband of retired USIA FSO Pat Kushlis, died April 6. He had complications from leukemia. They had lived in Albuquerque, New Mexico for many years where he was a stockbroker. Mr. Kushlis's overseas assignments included Switzerland, the Soviet Union, Greece and Thailand.
- ◆ Leonard Matta, a retired USIA contract specialist, died October 30 of natural causes in Annapolis, MD. He retired in 1988.
- ◆ Brooks McClure, 93, a former newspaper reporter, retired USIA FSO, and consultant to multinational companies, died May 2 in Bethesda, Maryland. He began writing for an Australian weekly newspaper while still in high school. After World War II service in the Army, he worked as a reporter and editor at the Washington, D.C. Evening Star newspaper. Mr. McClure's FSO career (1951-78) included assignments in Germany, Austria, Denmark, Egypt and Korea. After retirement from USIA, he co-founded a consulting firm specializing in business risk assessment, and was principal analyst of 190 reports on business risks in 60 countries. Mr. McClure contributed to six books on crisis planning, hostage defense -- based partially on his own experience as a hostage -- and corporate security.
- ◆ Marlin Remick, 85, who retired from USIA in 1988 as deputy director of the office of European Affairs, died May 9 in Fairfax, Virginia from heart ailments. His FSO assignments took him to Moscow, Belgrade, and Tehran. Before joining USIA in 1964, Mr. Remick worked in the CIA's International Economic Research Office from 1955 to 1964. He served in the Army, 1945-46, and was an avid Penn State and Washington Redskins football fan.
- ◆ Paul Smith Jr., 86, a retired FSO and editor of the USIA journal *Problems of Communism*, died April 24 in Fairfax, Virginia. He had Parkinson's disease and cancer. Mr. Smith became a State Department FSO in 1949, serving as an analyst in Romania and Italy, and with later assignments in Moscow, Paris, and Munich. Mr. Smith became the editor of *Problems of Communism* in the late 1960s. He retired from that position in the mid-1980s and was a fellow at the National War College, where he wrote *On Political War*, published in 1989. In later years, he lived in Arlington, Virginia and wrote books about the early exploration and settlement of Virginia.
- ◆ R. Peter Straus, 89, a radio pioneer and VOA director from 1977 to 1979, died August 6 in New York. He had a heart ailment. Mr. Straus took over radio station WMCA in New York in the late 1950s and turned it into one of the nation's most innovative radio stations, broadcasting what are regarded as the first radio editorials and political endorsements and helping to popularize rock 'n' roll. Mr. Straus was active in public service and held executive positions with the International Labor Organization of the U.N. and with USAID, as well as VOA. He was also a plaintiff in a historic reapportionment lawsuit that forced New York's Legislature to give cities increased representation. He was the author of *Is the State Department Color Blind?*, *The Buddy System in Foreign Affairs*, and *The Father of Anne Frank*.
- ◆ Douglas Zischke, 83, a retired USIA FSO, died July 15 at his home in Leesburg, Virginia. After Army service during the Korean War, he worked as a technical editor with the U.S. Forest Service before joining the Foreign Service in 1957. His overseas assignments included Uruguay, Bolivia, Honduras, Argentina and Iran, where he was PAO up to the time of the Iranian revolution. In retirement, his activities included tennis and teaching English as a foreign language.



Check your mail box...

# The 2012 Public Diplomacy Alumni Association Membership Directory



Watch your mail for the 2012 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](mailto:admin@publicdiplomacy.org) or 703-534-8887

---

## PDAA September 2012 Luncheon Program

September 25, 2012 - DACOR-Bacon House. See page 1 for program details, 1801 F Street, NW, Washington, DC.

Deadline for reservations: **September 19, 2012.**

Please complete the form below and mail with your check for **\$US35.00** for members and guests, and **\$42.00** for non-members (special rates for this event only) to:

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

Please send payments for this event only. If there is no change in your contact information, you need only fill in names and date.

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

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

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

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

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

Date \_\_\_\_\_

Number of members/guests \_\_\_\_\_ x \$US 35.00    Number of non-members \_\_\_\_\_ x \$42.00

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

FIRST CLASS MAIL  
US POSTAGE  
**PAID**  
ARLINGTON, VA  
PERMIT NO. 139

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

---

## Public Diplomacy Alumni Association Board of Directors

Public Diplomacy Alumni  
Association

Address:

4521 N. 41st Street  
Arlington VA 22207-2936

Michael Schneider, President  
Joe O'Connell, Vice President  
Sandra H. Rouse, Secretary  
David Whitten, Treasurer

Members-at-Large: Michael H. Anderson, Kathleen A. Brion, Mary Jo Furgal, Amb. Linda Jewell,  
Alan Kotok, Robert E. McCarthy, Chandley McDonald, Greta Morris, Jon Schaffer, Edmund F.  
Scherr, Frances Sullinger

### PDAA Today

Editor: Alan Kotok

Member News Editor: Ed Scherr

Editorial review: Peg McKay

Contributing writers: Michael Schneider, Joginder Singh

The entire contents of this publication are copyright 2012 by Public Diplomacy Alumni Association. Reproduction in any form without permission is prohibited.

E-mail: [admin@publicdiplomacy.org](mailto:admin@publicdiplomacy.org)

Web site:

<http://www.publicdiplomacy.org>