

## PDAA Annual Awards Dinner

Sunday, May 4, 2014

Maggiano's Little Italy,  
5333 Wisconsin Ave-  
nue, NW, Washington,  
DC

- Cash bar 6:00 pm
- Dinner 7:00 pm
- Public Diplomacy Achievement Awards follow dinner

\$55.00 per person

**Reservation deadline:**  
Monday, April 28, 2014

To reserve, please re-  
turn the coupon on p. 7,  
or online at **www.  
publicdiplomacy.org**

### Upcoming events

- April 16. PDAA-AFSA Forum with P.J. Crowley
- April 22. Lunch program: Exchanges with Cuba (April 14 deadline)
- April 28-29. Santa Fe World Affairs Forum
- May 4. PDAA annual awards dinner

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## PDAA Annual Awards Dinner on Sunday, May 4 Features Family Style Italian Cuisine

**T**he annual PDAA dinner offers our members, their spouses, and guests the opportunity to reconnect with old friends and colleagues and expand their networks with new acquaintances while dining on Italian fare. The event highlights the PDAA awards recognizing public diplomacy achievements.



(Carl Milner/Flickr)

This year's dinner will be held again at Maggiano's Little Italy, 5333 Wisconsin Avenue, NW, (tel. 202-966-5500) across from Mazza Gallerie in Friendship Heights/Chevy Chase on the DC/Bethesda line. PDAA has reserved the Abbruzzi/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 until 10 pm.

The cost for members and their guests is \$55.00 per person, which covers all food, desserts, sodas, and coffee and tea. Drinks, wine, and beer are extra. The cash bar will remain open until 10 pm.

### Menu

Maggiano's dinners are served family style at each table and are refilled by request.

*Appetizers and salad:* Freshly baked ciabatta rolls, stuffed mushrooms, crispy zucchini fritte, chopped salad, Italian tossed salad

*Pastas and Entrees:* Six cheese cannelloni, roasted tomato sauce; Chef Mann's country-style pasta; chicken piccata; balsamic-glazed salmon

*Desserts:* Fresh fruit plate; Nonna's toasted pound cake with vanilla bean ice cream and caramelized bananas

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

### Getting there

A map of the area is available on the PDAA Web site; click on the "See map for details" link at <http://www.publicdiplomacy.org/AnnualDinner2014.htm>

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 \$4.00. Valet parking for \$10.00 is available.

Reservations are \$55.00 per person, and can be made online with a credit card at **www.publicdiplomacy.org** or by mailing the form on page 7 with your check.

## The Lois Roth Endowment Keeps Me in the Cultural Exchanges Game

**Anne Barbaro**

**M**any PDAA members will remember Lois Roth, a legend in cultural diplomacy, and someone who continues to be a model for the energetic, creative, passionate officer who brings that full measure of humanity to cultural diplomacy. When I joined USIA in 1983, Lois was widely admired for the work she did in Centers Management and later as head of Arts America, but also for her professional activism in AFSA and the Women's Action Organization. She worked to deepen the impact of cultural programs as well as to contribute to the professional development of the people who conducted them.

In the last year I have had the privilege to serve the cause that bears her name, the Lois Roth Endowment. In 1987, the year after Lois succumbed to breast cancer in the prime of her life, her husband, Dick Arndt, also a prominent USIA cultural diplomat established this endowment, thanks to the generous contributions of many people who knew and loved Lois.

In 2012, I became aware of the endowment through my dear friend, and former boss (as CAO Paris), Mary Gawronski. Mary mentioned that the endowment was looking for a new Board Secretary, and, by the way, for new perspectives on how to keep the endowment fresh and relevant to cultural diplomats today. The LRE exists to deepen cultural exchanges through a network of partners to help fund academic research, encourage translations to and from English, and, in collaboration with the Bureau of Educational and Cultural Affairs of the Department of State, to recognize outstanding cultural diplomats.

A year later, I am happy to reveal two major developments leading toward that goal. First, I must say that I can't take credit for either of them since the groundwork was being laid before I arrived, but as Board Secretary I am proud to be able to report on them.

First is the creation of the Lois Roth Endowment's Gill Jacot-Guillarmod Award, for a Foreign Service National, for excellence in cultural diplomacy. Since 1996 the LRE has given the Lois Roth awards, for Foreign Service Officers, and the Ilchman-Richardson awards for Washington-based ECA employees managing cultural and educational exchanges. In 2013 friends of LRE provided the seed



(Courtesy, Anne Barbaro)

funding for a new award for Foreign Service Nationals. As all Foreign Service Officers know, FSNs are the backbone of our work, particularly in cultural diplomacy, where broad-based, long-term relationships are so crucially important. LRE is proud to have a new way to honor their contributions.

The FSN award is named for Ms. Gill Jacot-Guillarmod, a long-serving Cultural Affairs Specialist at USIS Pretoria and Cape Town, South Africa, who managed hundreds of exchanges through the politically and culturally difficult transition from apartheid to democracy. Gill, like Lois, brought enormous energy, creativity, passion and humanity to her work, and also like Lois, succumbed to cancer in the prime of her life.

The first call for nominations for the Gill Jacot-Guillarmod award, in 2013, brought in some 30 candidates from all corners of the world. The powerful stories of their accomplishments made us wish we had many more awards to give.

*(Continued on page 3)*

## Keeping in the Cultural Exchanges Game (cont'd)

The 2013 winner was Mr. George Beukes, of USIS Windhoek, Namibia. George has had a long-term, highly positive impact on the direction and success of USIS cultural programming based on his drive to support programming aimed at promoting equality and non-discrimination for underserved and minority groups in Namibia. Honorable mention went to Maya Meredova of USIS Ashgabat, Turkmenistan, whose creative persistence in cultural and educational exchanges and her support for the professional development of her fellow FSNs mirrored Lois's efforts.

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*As all Foreign Service Officers know, FSNs are the backbone of our work, particularly in cultural diplomacy, where broad-based, long-term relationships are so crucially important.*

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The second major accomplishment I have to report (but again, not take credit for) is the Lois Roth Endowment's all new Web site: [www.rothendowment.org](http://www.rothendowment.org). The Web site is important because the LRE is involved in a wide variety of activities that may seem disparate at first, but which mirror particular interests of Lois's – research, translation and professional development. The Web site describes all of the programs and partners we work with and is also a resource for highlighting the more than 250 LRE awardees and the depth and breadth of their accomplishments.

After my 24-year run, first as a USIA Officer and later in Public Diplomacy at State (I retired in 2007), working with the Lois Roth Endowment has allowed me to continue to be involved with cultural exchanges and to support some of the many wonderful people who make them happen. For those of you who knew Lois, and for those of you who may only have known of her, I would encourage all PDAA members to have a look at our Web site and our wide range of projects and consider becoming involved as well.

### *To Support the Lois Roth Endowment*

**T**he Lois Roth Endowment's programs are funded exclusively by contributions from individual donors. The awards we provide, including the new award for FSNs, can only be made permanent if we receive enough funds to endow them in perpetuity. Please consider making a contribution to the program or project of your choice or to our general fund.

Donations can be made using PayPal on our website at <http://rothendowment.org/give/> or mailed to: Lois Roth Endowment, P.O. Box 33968, Washington, DC 20033. To set up annual giving or a bequest, or if you have questions about LRE, please email

### *Welcome New PDAA Member*

Evan OWEN  
4737 Exeter Street  
Annandale, VA 22003  
202-460-1797  
[evanowen@gmail.com](mailto:evanowen@gmail.com)

### *Watch for the April PDAA Membership Directory*

PDAA's next quarterly membership directory will be sent to members by e-mail later this month. The organization has a steady stream of new members, along with new mailing addresses, mobile phones, Web sites, and e-mails, thus the need for regular updates.

The next annual printed PDAA directory will be published and mailed in the Fall of 2014, and sent to members who do not provide us with e-mail addresses, as well as those who prefer the printed to electronic version. If you prefer receiving the printed directory once a year instead of the quarterly e-mail directories, please call Alan Kotok at 703-534-8887.

## President's Notes

**G**reetings All –

With a new public diplomacy leadership team in place at State, it's timely to ask "whither PD?" The past November PDC/PDAA conference, in honor of the 60th anniversary of modern PD, offered many insights. Progress has occurred in the past decade, albeit awkward and incomplete, and much work remains, if the nation and the national interest are to benefit. First the progress, then the challenges (from my vantage) that stem from the progress.

On the one hand, changes have occurred:

- Over the past decade, the budget for exchanges has increased dramatically, finally approaching levels that help the U.S. match capacity to potential.
- The 2010 Strategic Plan of Under Secretary Judith McHale and the 2011 QDDR (Quadrennial Diplomacy and Development Review) voiced recognition of the special roles and contributions of public diplomacy in State, and turned to the PD elements for leadership.
- The QDDR ordained a number of reforms that play to the inherent strengths of PD – more emphasis on outreach rather than desk work, out successor generations, using new technologies, empowering women around the globe, better integration of the "functional" and "regional" viewpoints.
- And there was at least lip-service to the integration of PD and policy, with new regional DAS for PD and the expectation of forthcoming PD policy advice in the DC Interagency.
- The digital communication revolution finally came to the Department, and has helped diplomacy in so many ways reach out to publics abroad.
- After years of near-chaos among BBG leadership, Walter Isaacson and a several other BBG board members and staff produced a far-reaching plan for crucially needed changes. BBG has extended its digital reach through creation of multiple platforms to convey information and engage publics.
- A younger generation of FSOs and GS talent are bringing a fresh outlook and energy.

On the other hand, several important questions remain:

- The new budget proposal calls for a significant cut in Fulbright grants, in order for ECA to handle new policy responsive exchange initiatives such as the recently announced African Leadership program. It remains to be seen whether the Administration is counting on a constituent backlash to lead the Congress to put back most of the Fulbright funding and still retain the new initiatives.
- Round II of the QDDR is just underway. Will it be meaningful, resolve the many doubts about Round I and pave the way for ongoing reform and buy-in across the State-USAID bureaucracy? If not, a golden opportunity to bring the institutions out of the doldrums will be lost, and the QDDR will be just another of a score of meaningless efforts at State. Public diplomacy will suffer as well.
- Will a newly restored and energized BBG be able to follow through on the Isaacson reform proposals? How much costly short-wave broadcasting will be needed as developing nations leap-frog communication technologies?
- Will the regional PD DASes play a more meaningful role of introducing public diplomacy views and recommendations into the policy/planning side of the inputs/outputs equation? How much and how well will State, starting with the Missions and especially in the DC swirl, draw on PD knowledge of broader public opinion, above and beyond the views of governing elites?
- And will the hierarchical Department find ways to vest responsibility and initiative downward to the new generation of officers, or continue to race from crisis to crisis with decisions overburdening higher levels?

Time will tell. Meanwhile, let's hope the new PD leadership at State will outstay the two-year average. We'll try to engage them in a series of interviews or meetings with PDAA members to help you stay abreast of new initiatives.

Best wishes.

Mike Schneider

## In Memoriam

- ◆ Donna F. Bergheim, 84, a retired FSO in State and USIA, and a college professor, died March 27 in Arlington, Virginia of congestive heart failure. Her professional service included VOA, the motion picture service, and overseas assignments in Japan, Burma and Mexico. She resigned from the State Department in 1959, when she married; employment rules at the time did not allow married women to hold professional positions in the Foreign Service. Dr. Bergheim was very active in arts groups in Virginia. In 1993, she was appointed a member of the Virginia Commission for the Arts. Dr. Bergheim taught literature, speech and drama at Southeastern University from 1977 to 1985.
- ◆ Caroline Meirs, a former FSO in USIA, died February 28 in Rochester, New York. She had cancer. As a FSO from 1968 to 1995, her postings included Mexico, Lima, and Berlin. Ms. Meirs also worked with FEMA and USAID. She was chair of the Editorial Board of the Foreign Service Journal and served on the Foreign Service Grievance Board of Appeals. During her twelve-year battle with cancer, Ms. Meirs participated in numerous clinical trials.
- ◆ Benedicta Monsen, 92, the widow of Richard Monsen, an FSO in USIA, died February 15 at her home in Bethesda, Maryland. She had congestive heart failure. Ms. Monsen as a founder and president of an advocacy organization dedicated to providing support for patients with lupus.
- ◆ Frank H. Oram, 97, a retired FSO in USIA, died October 28, 2013 in Washington, D.C. His postings included Madrid, Rio de Janeiro, and Buenos Aires. After retiring in 1970, Mr. Oram served on the board of the World Population Society.
- ◆ Ralph S. Smith, 92, a retired FSO in State and USIA, who also worked on arms-control negotiations, died March 7 after a stroke. He lived in Bethesda, Maryland. Mr. Smith worked at State and USIA for 16 years, with postings in Europe and Africa. He then joined the U.S. Arms Control and Disarmament Agency from 1966 to 1978. He was part of the delegation that negotiated the 1970 Nuclear Non-Proliferation Treaty. Mr. Smith also served as chairman of the editorial board of the Foreign Service Journal.

## Member Update

**Tony Mabbatt** in his recently published book, *On the Front Lines of the Cold War: The Adventures of an American Foreign Service Family*, writes how his young family lived through their occasionally dangerous, sometimes hilarious, but always fascinating adventures abroad. The book is published by Dog Ear Publishing and available at [www.fmabbattdiplomat.com](http://www.fmabbattdiplomat.com).

## "Talking with the Enemy" Focus of 2014 Santa Fe Symposium

**T**his year's Santa Fe World Affairs Forum Symposium explores "Talking with the Enemy: Cultivating Friends, Diplomacy Revisited," April 28 and 29 in Santa Fe, New Mexico. The event is co-sponsored by American Foreign Service Association and St. John's College, and supported by a number of partner organizations, including Public Diplomacy Alumni Association.

The program begins at 1:45 pm on Monday, April 28 and features Thomas E McNamara, former U.S. Ambassador to Colombia and Ambassador at Large for Counter-Terrorism discussing U.S. foreign security strategy after the 9/11 wars. Later in the day Gregory Hicks, former Deputy Chief of Mission in Tripoli, Libya gives his personal perspectives on U.S. diplomacy in a multi-polar world.

On Tuesday, April 29, former foreign service officer Donald M. Bishop will give his views on engaging people through public diplomacy. James P. Farwell, author of *Persuasion and Power: the Art of Strategic Communication* (Georgetown University Press, 2012) and senior research fellow in strategic studies at the University of Toronto follows with a presentation on how rhetoric influences reality.

Later in the day on Tuesday, James Michel, former U.S. Ambassador to Guatemala talks about development cooperation and its role in diplomacy, defense, and U.S. foreign policy. A panel of the symposium presenters wraps up the symposium.

Fees and reservations for the event are described on the symposium Web site — <http://sfwaf.org/> — and include a reception on Monday and buffet lunch on Tuesday. PDAA members qualify for the member rates when signing up for both days of the symposium.



## Public Diplomacy Achievement Award Winner Updates

**S**everal recipients of Public Diplomacy Achievement Awards continue to make their marks in the State Department as their careers advance.

In October 2013, State Department announced the selection of **Aaron Snipe**, Public Affairs Advisor in the Bureau of Near Eastern Affairs, as the recipient of this year's Edward R. Murrow Award for his extraordinary efforts to advance U.S. government policies and objectives across the Middle East and North Africa. The Murrow Award is presented to the State Department employee who best exemplifies the standards in the field of public diplomacy set by Edward R. Murrow, who was the Director of United States Information Agency from 1961 to 1964. Snipe's work was recognized in 2010 as one of three recipients of that year's PDAA awards.

In November 2013, **Tom Cooney** was recently selected as the State Department Foreign Policy Advisor (POLAD) of the Year for 2013 for his work as the top foreign policy advisor to the Commander of U.S. Army, Pacific. POLADs are foreign service officers detailed to military commanders around the world as their primary source of foreign policy advice. Cooney was also a 2010 PDAA award recipient, for his work spearheading American participation in the Shanghai Expo.

**Sharon Hudson-Dean**, a 2012 PDAA award recipient for her work as PAO in Harare, Zimbabwe, is preparing for her new assignment as deputy chief of mission at the U.S. embassy in Riga, Latvia. Hudson-Dean is also a regular contributor to the Center for Public Diplomacy blog. Her latest post in February describes the value of expert language skills in public diplomacy, written while learning Latvian.

**Jonathan Henick** is a Senior Foreign Service Officer currently serving as Public Diplomacy Fellow and Adjunct Professor at the Institute for Public Diplomacy and Global Communications at George Washington University. Henick is a 2008 recipient of PDAA's Public Diplomacy Achievement Awards. He tells about his own learning experiences serving on the GWU faculty in an essay on the PublicDiplomacy.org Web site (<http://pdaa.publicdiplomacy.org/?p=586>). Henick's next assignment is PAO in Ankara, Turkey.

News about the Public Diplomacy Achievement Awards and their recipients can be found online at <http://pdaa.publicdiplomacy.org/>, and click on **Awards**.

## PDAA Features Cuba, P.J. Crowley in April

**A** panel of experts and recent visitors will discuss the role of private exchanges in maintaining contacts between the U.S. and Cuba, and whether private exchanges could help pave the way to an eventual normalization of relations between the two countries, at a special Public Diplomacy Alumni Association luncheon meeting on Tuesday, April 22, 2014, at the DACOR-Bacon House in Washington, D.C.

The panel includes Daniel Erikson, State Department Senior Advisor on Cuba; Dan Whittle, head of the Environmental Defense Fund's Cuba program; former Havana Public Affairs Officer David Evans; Vaughn Turekian, Chief International Officer of American Association for the Advancement of Science; and Johns Hopkins University historian Franklin Knight.

This special luncheon program – the last lunch program before the summer — takes place on Tuesday, April 22 from 12:00 pm to 2:30 pm, at the DACOR-Bacon House, 1801 F Street, N.W., in Washington, D.C. (Metro: Farragut West) Reservations are \$35.00 for members and \$42.00 for non-members, and are due by Monday, April 14. See <http://pdaa.publicdiplomacy.org/?p=599> for more details and to make reservations.

**I**n a program co-sponsored by the American Foreign Service Association and PDAA, former State Department spokesman Philip J. (P.J.) Crowley will discuss what he has called the "U.S. Public Diplomacy Deficit" on Wednesday, April 16 at 2:00 pm, at AFSA headquarters, 2101 E Street, N.W. (Metro: Foggy Bottom/GWU). All AFSA and PDAA members and their guests are cordially invited to this free event. In order to register, please RSVP by e-mail to [events@afsa.org](mailto:events@afsa.org). Please contact Joe O'Connell ([joeceara@verizon.net](mailto:joeceara@verizon.net)) with any questions about the April 16 program.

P.J. Crowley is a Professor of Practice and a Fellow at the Institute for Public Diplomacy and Global Communication at The George Washington University, where he currently teaches courses on public diplomacy and crisis communications. He appears frequently as a national security commentator on national and global television networks, including as a regular contributor to the BBC.

For those who cannot attend, the discussion will be recorded on video and made available at [www.afsa.org/video](http://www.afsa.org/video) 3 to 4 days following the event.

## PDAA membership for 2014 ... Check your mailing label for renewal status

If your mailing label says **[2013]**, it is time to renew your membership for 2014.

- The annual membership fee for the Public Diplomacy Alumni Association is \$US35.00 and \$400.00 for a one-time lifetime membership.
- Renewals are usually collected annually in the first few weeks of the year. Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check to:

**David Whitten,  
PDAA Treasurer**

**4100 S. 16th St.  
Arlington, VA 22204**

\_\_\_\_ No change in contact info; fill in name and date only

Name(s) \_\_\_\_\_  
Street address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Telephone number \_\_\_\_\_  
Email address \_\_\_\_\_  
Date \_\_\_\_\_

Membership type, please check one: \_\_\_\_ New \$35.00 \_\_\_\_ Renewal \$35.00 \_\_\_\_ Lifetime \$400.00

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

Or you can renew online at <http://www.publicdiplomacy.org/membership>

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## PDAA 2014 Annual Awards Dinner

Sunday, May 4, 2014 - See page I for program details,

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

Deadline for reservations: **Monday, April 28, 2014.**

Please complete the form below and mail with your check for **\$US55.00** for each person to:

**David Whitten,  
PDAA Treasurer**

**4100 S. 16th St.  
Arlington, VA 22204**

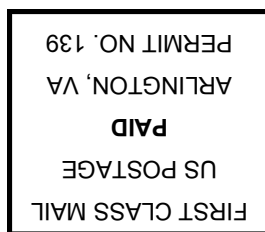
Please send payments for this event only. If there is no change in your contact information, you need only fill in names and date.

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City/State/Zip \_\_\_\_\_  
Telephone number \_\_\_\_\_  
Email address \_\_\_\_\_  
Date \_\_\_\_\_

Number of persons \_\_\_\_\_ x \$US 55.00

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

Or reserve online at <http://www.publicdiplomacy.org>



**PDAA Today**  
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