

PDAA Lunch Program

Tues. April 22, 2014

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

Panel on exchanges with Cuba

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

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

Reservation deadline:

Monday, April 14, 2014

To reserve please return 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: Private Exchanges with Cuba

May 4. PDAA annual awards dinner

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Private Exchanges with Cuba Explored at April 22 PDAA Lunch Program

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, describing the overall state of the U.S.-Cuba relationship and how, if at all, private scientific, environmental, people-to-people and cultural exchanges figure into the relationship between the two countries.

- Dan Whittle, head of the Environmental Defense Fund's (EDF's) Cuba program and a frequent visitor to the island, discussing his work and the extent relationships based on safeguarding and improving the environment transcend the otherwise often rocky official U.S.-Cuban relationship.

- Former Havana Public Affairs Officer David Evans telling about the apparent increase in the number and frequency of private exchanges between the U.S. and Cuba and the working environment of a U.S. official in Cuba.

- Vaughn Turekian, Chief International Officer at American Association for the Advancement of Science (AAAS), and a recent exchange participant in Cuba, discussing the state of science diplomacy and scientific exchanges with Cuba.



(A. Kotok)

- Johns Hopkins University historian Franklin Knight, former director of the Johns Hopkins Cuba Exchange program and also a recent exchange participant, giving a longer-term perspective on the value of private cultural and people-to-people exchanges with Cuba.

See PublicDiplomacy.org for biographies of the panel members.

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. Reservations are \$35.00 for members and \$42.00 for non-members, and are due by Monday, April 14. Payment may be made by credit card at www.publicdiplomacy.org, or complete and mail the coupon on page 7 with your check.

An International Experience on Many Levels

Than Lwin

It is hard to realize that I have been retired for over seven years now. Time has a way of moving quickly and catching you unaware of the passing years. Yet post-retirement years are the most interesting and rewarding years I can remember.

My late father, in his personal diary has an entry entitled "making the transition to retirement living." He spoke of his own insightful experiences in making the transition to retirement living with all the accompanying challenges and joy and personal satisfaction. His own interpretation of retirement meant he was not retired, rather he was tired and pursuing something new and meaningful. He said "... a key to achieve a satisfying retirement involves a great deal more than having adequate financial resources ... you have to have a clear purpose in your retirement life and make your retirement years the best time of your life." I suppose retirement for me will never mean doing nothing.

Upon reading his personal diary, my desire was to find a new living with purpose and his call to serve others. That was the moment I began to seek advice from some of his friends and colleagues on how I can put my 39-plus happy years with USIA and State combined to good use in educational related projects especially in the Asia and Pacific region.

One of my dad's former students who joined the UNESCO Secretariat as Director of Asia encouraged me to apply a part-time consultancy for the UNESCO working group. Particularly the Global Monitoring Group for International Educational Standards: Education for All (EFA) project. Just three months before I turned in my retirement papers, I was recruited to UNESCO by a senior project coordinator apparently to replace a member of the working group who was on the verge of leaving for another international organization.



Than and Mimi Lwin (Courtesy, Than Lwin)

The Global Monitoring Group's primary purpose is to assess the extent to which the benefits associated with education are being extended to all children, youth and adults around the world and whether the commitments made in 2002 at the World Education Forum in Dakar are being met.

My Dad, Dr. Ba Lwin, who led the first UNESCO Burmese delegation in 1948 and later became the first Burmese Ambassador to UNESCO believed that the education was the foundation for all political change. He knew early in his life that he was not a politician, and he left the politics to the professionals. He had a passion for enhancing the lives of others and education was love of his life. Most of his post-retirement work being education related. He hoped his devotion to education and the progress it represents will catch on to the next generation. Needless to say I was truly honored when I was recruited to join the UNESCO's Global Monitoring Group.

I have been working with the Global Monitoring Group for almost six years. UNESCO is a mission-driven organization, and one of the core values — something connected to everything we

do, and every decision that we make and recommend — is shared humanity.

I can say from my experience that every moment with the Monitoring Group involves a chance to connect with people around you. Even when you are not busy monitoring, everything you do during your travel time in country with local commissions helps to build bridges of understanding. My first three years have been mostly traveling in the Asia and Pacific region and shuttling between UNESCO/Paris and UNESCO's regional office in Bangkok.

My earlier assignments have carried me to six countries in the Asia-Pacific region including Myanmar. Sometimes we spent nearly three to four weeks traveling in the region so we got to know one another well. During the

(Continued on page 3)

International Experience on Many Levels (cont'd)

travel I noticed that I sleep fewer hours, read much faster and eat more than I used to. Sometime we worked long hours. When we finish our trip reports, normally the next morning and it would be ready for discussion by full committee by the end of the day. You are left very much to yourself to organize your own schedule and time to complete your trip assignments and country reports. Personally, the system is very much to my liking with co-leaders and Monitoring Group members intervening occasionally and

I feel that my 39 plus years with public diplomacy activities helped me to develop experience and qualities that prepare me for my post-retirement ventures.

offering their personal touches to draft reports and comments.

The conclusion we drew were sometimes not to the liking of the host country or member country. But our Monitoring Group colleagues are "internationally" rather than "nationally" minded and generally share our own wishes and hope for international understanding. They are passionate about many things, from health issue to child care issues, quality of teaching and learning, access to basic education, even water and sanitation as well as education for sustainable development. These are critical issues defined as such by their inclusion in the UN's millennium goals. We have served years of harmonious collaboration with a rare sense of overall optimism.

I couldn't have chosen a finer post retirement assignment. My experience working in a part-time consultancy have been overwhelmingly positive and most rewarding and enriching. Above all, I feel that my 39 plus years with public diplomacy activities helped me to develop experience and qualities that prepare me for my post-retirement ventures. This is an international experience on many levels. The people you meet in UNESCO and traveling will almost without a doubt become your friend for life ... you will treasure them and their friendship. The culture and warmth of

members overwhelm me. I'll have a hard time to leave when my contract expires in 2016.

Currently, we are in Yangon, Myanmar. The weather is wonderfully warm and sunny. One of the advantages of being a part-time consultant with a flexible schedule means I have more time for pursuing my other interests including voluntary works and charity campaign for less fortunate children in Myanmar as well as an educational foundation for under-privileged children, founded by my father some 60 years ago.

The pleasant part of this assignment is that Mimi and I can take advantage of our proximity to London to make frequent visit to see our grandchildren. We will be heading back to Washington around mid April but will be staying put until my next assignment starts at the end of October 2014.

PDAA Annual Dinner: May 4, 2014

The annual PDAA awards dinner will take place on **Sunday, May 4, 2014** at Maggiano's Little Italy restaurant, 5333 Wisconsin Ave., NW in Friendship Heights. (Please note: Foreign Affairs Day will be on Friday, May 2; Mother's Day is May 11). After cocktails, dinner will be served family style: appetizers, salad, pasta, entree, and dessert.

Maggiano's is located next to Friendship Heights Metro station (Red Line) and has convenient parking. Details to follow in the next newsletter. Mark your calendars now.

Support the PDAA Awards Program

Kathy Brion

One of the PDAA programs that the Board is most proud of is our annual PDAA Awards for Achievement in Public Diplomacy. The award recognizes outstanding contributions to the conduct of public diplomacy by deserving Foreign Service and Civil Service employees and Locally Employed Staff, both overseas and in the U.S. These awards not only demonstrate our deep appreciation for the dedicated work of PD practitioners of the State Department, but also very tangibly support the PDAA's mission to "foster understanding and recognition of, as well as support for, public diplomacy through educational and social activities."

Since 1993 the PDAA has awarded 34 individuals or PD teams for their exceptional accomplishments. Each year our Awards Committee reviews well over a dozen impressive nominations – all highly deserving – to choose up to three awardees who receive a certificate and a cash prize. The awardees are announced at our annual dinner each year in May. This year the dinner will take place on Sunday, May 4 at Magianno's. More details about the dinner are in next month's newsletter.

Funding for the cash awards comes from members' annual dues. As such it is limited, and represents only a modest reflection of the high esteem in which we all hold our PD awardees. We would like to be able to increase the size of each award (generally limited to \$1,000) by asking for your support in the form of a contribution to the awards account.

PDAA has been designated a 501(c)(6) organization by the Internal Revenue Service, a category which includes organizations like business leagues, chambers of commerce and real estate boards whose purpose is the improvement of conditions for one or more lines of business. This designation generally does not make contributions to PDAA tax deductible for the donor, but the IRS has indicated that contributions for the specific purpose of supporting the PDAA awards program, for which PDAA has established a separate account, may be deductible.

Please consider a generous contribution to the PDAA awards program early this year so that we may increase the size and number of these well-deserved awards.

Our awardees have all accomplished impressive and meaningful work. For the latest achievements of our past awardees visit: http://pdaa.publicdiplomacy.org/?page_id=488

For a full list of all awardees since 1993 visit: <http://pdaa.publicdiplomacy.org/?cat=3>

Thank you!

Kathy Brion, Awards Committee Chair

Welcome New PDAA Members

Anne BARBARO
11592 Newport Cove Ln
Reston, VA 20194
703-501-7353
anne@abarbaro.net

Merrill MILLER
11710 Devilwood Ct.
Potomac, MD 20854
301-251-1058
msmiller.2@juno.com

Jane ROSS
1522 Corcoran Street, NW
Washington, DC 20009
202-462-0076
lankaross@yahoo.com

In Memoriam

- ◆ Jerome Broadus, 85, who retired from USIA in 1982, and then worked for Public Broadcasting Service, died January 22 from complications of surgery. He lived in Silver Spring, Maryland. Before joining the agency in 1963 as an auditor, he was an IRS agent. In retirement, he was a consultant to the USIA Office of the Inspector General and for six years an auditor and audit manager at the Corporation for Public Broadcasting. He also worked with the Montgomery County Coalition for Adult English Literacy. He enjoyed swimming and golf.
- ◆ Edmund J. Sokoloski, 90, a retired USIA budget officer, died December 11, 2013. He joined State Department in 1948 and later moved to USIA, where he served as chief of the Far East Budget Division. The McLean, Virginia resident served in the Navy during WWII.
- ◆ Sandra Kathryn Shank, 69, who retired from USIA, died December 25, 2013 in Canton, Ohio.
- ◆ Constance Dickson, 79, a law librarian in Washington for more than 20 years and widow of William Dickson, a former FSO in USIA, died October 17, 2013 in Falls Church, Virginia. She had a heart attack. Overseas with her husband, she was a librarian for law firms in Paris and Seoul. William Dickson died in July 2013. His overseas assignments included Dakar, Athens, Morocco, and Moscow, after joining the agency in July 1957.
- ◆ Virginia Rayburn Hall, 89, a retired FSO in USIA died August 14, 2013 in Washington, DC. Her postings included Hong Kong, Indonesia, Libya, Israel, and Portugal. After retiring in the mid-1970s, she worked for the National Science Foundation. She collected art, artifacts, china, and furniture from her travels.
- ◆ Barbara Shelby Merello, 81, a retired FSO in USIA, died February 14 in Austin, Texas. Ms. Merello worked on cultural exchange programs from 1960 to 1987. Her posts included Brazil, Ecuador, Spain, Costa Rica, Argentina and Peru. She translated 12 books by Brazilian authors into English for the publisher Alfred A. Knopf. She was a finalist in the 1968 National Book Award for her translation of Gilbert Freyre's *Mother and Son*. For several years Ms. Merello wrote an internationally syndicated column in Spanish, "América Joven," about the interests of young people in the U.S. In Austin, Barbara served as a docent at the LBJ Library.

Host a Dinner for Global Ties U.S.

Global Ties U.S. (formerly NCIV -- the National Council for International Visitors), with a nation-wide network of nearly 40,000 volunteer citizen diplomats who host international visitors for the State Department, is holding Discover Diplomacy from May 2-4, 2014. This new program is designed to bring network volunteers from around the U.S. to Washington, DC to explore the world of diplomacy. They are seeking volunteers to host a dinner at your home for the Discover Diplomacy visitors on Saturday, May 3. Dinner start hours would be between 5:30 and 7:00 pm to accommodate the visitors' schedules. Transportation to and from your home would be provided if you could not.

Global Ties U.S. is one of the largest national constituencies that advocates for public diplomacy. If you would like to offer a home hospitality experience for these volunteer citizen diplomats, please contact Manuel Valverde at MValverde@globaltiesus.org Telephone 202.683.6152.

P.J. Crowley to Discuss State of U.S. Public Diplomacy at April 16 PDAA/AFSA Forum

In a program co-sponsored by the American Foreign Service Association and the Public Diplomacy Alumni Association, 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. Please contact Joe O’Connell (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.

Crowley served as the Assistant Secretary of State for Public Affairs and spokesman for the State Department between 2009 and 2011, and was the principal U.S. government interlocutor with major media regarding the impact of the release of classified diplomatic cables to WikiLeaks. He resigned from that position following public comments critical of the government’s pre-trial treatment of Private Bradley Manning. *Atlantic Magazine* named Crowley as one of the 21 Brave Thinkers in 2011.

Crowley is a retired Air Force colonel and a veteran of Operation Desert Shield and Desert Storm in 1991. He served on the National Security Council at the White House as a special assistant to President Clinton and deputy press secretary. He deployed to NATO headquarters in Brussels during the 1999 Kosovo crisis to support then NATO Secretary General Javier Solana.

He has authored several studies on homeland security issues, most recently *Homeland Security and the Post-*



(Courtesy, P.J. Crowley)

9/11 Era for the American Constitution Society for Law and Policy and *The Rise of Transparency and Decline of Secrecy in the Age of Global and Social Media* for the Penn State Journal of Law & International Affairs.

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

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>

PDAA April 2014 Luncheon Program

April 22, 2014 - DACOR-Bacon House. See page 1 for program details, 1801 F Street, NW, Washington, DC.

Deadline for reservations: **April 14, 2014.**

Please complete the form below and mail with your check for **\$US35.00** for members and guests, and **\$42.00** for non-members 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 _____

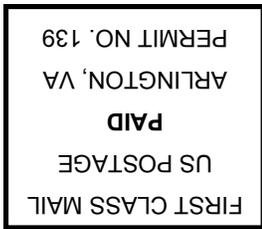
Email address _____

Date _____

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

Total amount enclosed: \$ _____

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



PDAA Today
Public Diplomacy Alumni Association
4521 N. 41st Street
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