

Next PDAA Lunch Program

Monday, March 30, 2015

DACOR-Bacon House
1801 F Street NW
Washington, DC

Panel on immigration challenges, details at right

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

\$35.00 members/\$42.00 non-members

Reservation deadline:
Saturday March 21, 2015

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

Annual Awards Celebration

The annual PDAA awards event this year is a brunch, on Sunday, **May 3, 2015** at Maggiano's at Friendship Heights, starting at 12:00 noon. See pages 4 and 5. The deadline for reservations is Monday April 27.

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March 30 PDAA Lunch Panel to Assess Southern Border and Immigration Challenges

The Monday, March 30 PDAA luncheon program will address immigration problems along our vast southern border and how to effectively communicate about them in a way consistent with American laws and values. According to some estimates, there are as many as 11 million undocumented immigrants living in the U.S. today, a more than 300% increase over the last 14 years, with most of the recent immigrants coming over our southern border.

The event -- *Welcoming the World, Securing the Southern Border: U.S. Immigration Issues and Public Diplomacy Challenges* -- will feature three panelists: Peter Boogaard, Deputy Assistant Secretary for Public Affairs, Department of Homeland Security (DHS); Liza Davis, Director, Office of Press and Public Diplomacy, Bureau of Western Hemisphere Affairs, Department of State; and Christopher Wilson, the Senior Associate at the Mexico Institute of the Woodrow Wilson International Center for Scholars in Washington, D.C.

Panelists will offer diverse national security, public diplomacy and public affairs, and think-tank perspectives on some of the many complex issues which affect border security, the flows of legal and illegal people and goods, and relations with neighbors like Mexico and Central American nations like Guatemala, Honduras, El Salvador and Nicaragua.

Photo: U.S. Customs and Border Protection

Peter Boogaard oversees strategic communications for DHS, the third largest agency in the federal government. Before being named Deputy Assistant Secretary, he served as press secretary and primary spokesman for DHS, overseeing all components. Prior to joining DHS, he served as Press Secretary for Congressman Jim Cooper of Tennessee, and he also worked in the MSNBC documentary division, where he assisted in the production and management of all non-live MSNBC programming.

Liza Davis, a Senior Foreign Service Officer, has had public diplomacy postings to Managua, Nicaragua; Tijuana, Mexico; and London, U. K., and assignments in both USIA headquarters and the State Department in Washington.

Christopher Wilson leads the Wilson Center Mexico Institute's research and programming on U.S.-Mexico border affairs and regional economic integration. Coauthor of the "State of the Border Report" (2013), he has testified before the U.S. Congress and is regularly consulted by national and international media outlets regarding U.S.-Mexico relations.

This PDAA lunch program will be held from 12 noon to 2 p.m., on Monday, March 30 at DACOR-Bacon House, 1801 F Street NW, Washington, D.C. Reservations are \$35 for members and \$42 for non-members. The deadline for reservations is Saturday, **March 21**. You can reserve with a credit card at www.publicdiplomacy.org/, or complete and mail the form on page 7 with your check.

What Were We Thinking? Hosting Four Chinese Students for Five Weeks

Jon Schaffer

It was one of those steaming June nights in D.C. The skin was dripping with perspiration, fireflies decorating the bushes and trees, the sky filled with stars and the occasional plane flying over the Potomac River near our home. The backyard was also filled with four ebullient Chinese teenagers chasing and for the first time seeing these gentle insects, and gazing in amazement at a cosmos that is such a rare sight in their home city of Beijing.

One of the best parts of retiring is the opportunity to engage in activities we just didn't have enough time for during our normal 10-12 hour work days. For me, it has involved volunteering with organizations that bring foreign high school students to the United States, principally the American Councils for International Education. Like many with a lifelong interest in foreign affairs, I had long thought about hosting students from other countries. But my wife, Elaine, and I believed that our busy schedules didn't allow us to give the time and nurturing we felt these students need.

Now retired, I had no excuses.

I wasn't yet ready to take someone for a year, so I agreed to one student for five weeks. However, the organization hosting the students, Youth for Understanding, had difficulty finding host families, so we agreed to four teenagers. Lulu, 13, was gentle, quiet, thoughtful and curious. She seemed to be always watching and absorbing everything around her. Shaishai, 14, was spunky, confident, outspoken, and competitive. She could stick it to the boys on the basketball court yet an hour later be dressed in the latest fashion with an iPod in her ears. Xun, 16, was serious, responsible, considerate, sensitive and thoughtful. My wife, Elaine, cherishes a quote of his: "Reading is like food for the heart." Then there was David, 17, who preferred to use an English name; he was adventurous, inquisitive, competitive, confident, funny and a bit of an exhibitionist. Having good English skills, he was ready to integrate himself as much as was possible into the American experience.

Four students, completely different, were stuck with two mid-60s Americans and for the first time in their lives had to share bedrooms. It was exciting, interesting and exhausting! Six months later, they are still emailing us about their projects in school, concerns about their futures, and social challenges.

Like students from around the world, they were pretty much like American teenagers, just with an Asian accent. What was the most common question they asked?

"What's for dinner?" After that: "What do we do now?"



Lulu (left) and ShaiShai (right). After a few meals, forks disappeared from the dining room table. (Jon Schaffer)

Years ago, as a graduate student for a summer in Taiwan, food was at the center of much of my social life. For our four Chinese students, it was no different. Each night Elaine and I tried to introduce them to different "American" foods, which meant Mexican one night, Italian, French, barbecue ribs and corn bread. Lunches weren't so creative – sandwiches. By the end of their visit, they said they hoped they never saw a sandwich again.

But, in return, one night the students spent nearly four hours making "jiaozi" (Chinese boiled dumplings) from scratch and another night we feasted on a special noodle dish. They were great cooks, the males as fully involved and arguing over recipes as the females! One student even called her grandmother to make sure she had the right ingredients. They excitedly gave us impromptu concerts singing and playing the guitar. We took long walks in local parks so they could see deer, great blue herons and large turtles, and they loved nightly games of basketball and tennis.

I recently asked the students what they liked best about Washington. David wrote: "The first thing moved me is the air there. It's so fresh that I can't help taking breath for

(Continued on page 5)

President's Notes

Dear PDAA Members and Friends,
 Despite the cold and rainy weather, it was wonderful to see so many of you at our February 9 luncheon program exploring effective communication strategies in global health crises. Jon Schaffer convened an outstanding panel to address these issues. I was frankly inspired by the work the panelists and their colleagues — including public diplomacy professionals in the Department and at our posts in Africa — were doing to deal with Ebola and other global health crises. Thank you, and congratulations to Jon and Mike Anderson of our program committee for putting together another thought-provoking program.

Our March 30 program will focus on highly-charged immigration issues along our southern border and their public diplomacy and public affairs challenges. It promises to be another timely and relevant program. Mike Anderson has put together a superb panel of experts on immigration and communication from the Departments of State and Homeland Security, and from a leading independent think-tank. I know you will want to attend this program on an issue that goes to the heart of what the United States of America is all about and that urgently needs to be addressed. See page 1 for details

Looking ahead, your PDAA Board has decided on a brunch for this year's end-of-year gathering. It will be held on Sunday, May 3, at Maggiano's Restaurant in Friendship Heights, Washington, D.C. Although we had our dinner at Maggiano's last year, the brunch will be a new experience with a menu that offers delicious options for every taste. The event will begin at 12:00 noon and provide an opportunity for cocktails and socializing with old and new friends before we sit down for brunch. I want to thank Jan Brambilla and her team, along with our Treasurer David Whitten, for making all the arrangements for the brunch. Details are on page 4.

Our May 3 gathering will also be the occasion to honor outstanding public diplomacy professionals (overseas and in Washington) with our Public Diplomacy Achievement Awards. Last year's winners included not only Foreign and Civil Service Officers and Locally Engaged Staff, but also representatives of the private sector, all working together collaboratively to move public diplomacy into exciting and innovative directions. After hearing the inspiring stories of what our public diplomacy experts have been doing to address the Ebola crisis, I know we will have some superb nominations this year. I hope you will consider making a donation to our awards fund to enable us to provide meaningful awards to those who have accomplished so much.

A number of you have renewed your PDAA membership for 2015. If you haven't, I hope you will do so as soon as possible; the form is on page 7. You may want to consider a lifetime membership for \$400. Your membership entitles you to attend our lunch programs (and to invite guests) at the members' rate of \$35.00. It also enables you to receive the Newsletter, which includes interesting articles as well as information about programs and member updates, and the current membership directory. The PDAA board is considering ways in which we might involve and provide outreach to current public diplomacy professionals, who we hope will be the future of PDAA! Your thoughts on this, as well as on future programs and other issues, are always welcome.

I look forward to seeing you on March 30.

Greta Morris

Support the PDAA Awards Program

Elizabeth Thornhill

The annual PDAA Awards for Achievement in Public Diplomacy recognize the outstanding work conducted over the past year by members of the Foreign Service, Civil Service, Locally Employed Staff (LES), employees of binational centers and American Corners, and EducationUSA advisers. Since 1993, PDAA has presented 37 individual and group awards which draw valuable recognition to innovative public diplomacy successes around the globe. For a full list of awardees visit: www.publicdiplomacy.org/awards

These cash awards are supported in part by membership dues, but additional contributions by members enable us to maintain and possibly increase the size of awards, generally \$1,000.

As we look forward to the announcement of 2015 award winners at this year's May 3 brunch, (see page 4) please consider a contribution to strengthen the PDAA awards program and honor excellence in public diplomacy.

Donations can be made by check made out to PDAA Awards Fund and mailed to PDAA treasurer David Whitten at 4100 S. 16th Street, Arlington, VA 22204. You can also contribute online with a credit card at www.publicdiplomacy.org/donate.

PDAA Annual Awards Program: Sunday, May 3rd Featuring a Brunch

Janice Brambilla

This year, the annual PDAA social event and awards program will be a brunch as opposed to a dinner, which we've done in previous years.

The program 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 brunch fare. The event highlights the annual PDAA awards recognizing public diplomacy achievements.

The program 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 adjoining banquet rooms - Volpe and Barbaresco. Food will be served buffet style in one room and seating in the adjacent room both located on the second floor of Maggiano's. Take the stairs or elevator, and turn right at the top of the stairs.



The event starts at 12:00 noon and the buffet will begin at 12:30 p.m. A cash bar will be open at 12 noon to 3:00 p.m. and other drinks will be available. The program with remarks and the presentation of the awards will begin at 1:30 p.m.

The cost for members and their guests is \$35.00 per person, which covers all food, coffee, tea and fruit juices. Cocktails, wine, and beer are extra. The deadline for reservations is **Monday, April 27.**

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Buffet menu

- Spinach and tomato frittata
- Cinnamon French toast with caramelized bananas
- Italian sausage
- Yogurt parfaits with seasonal fruit
- Potatoes with roasted peppers and onions
- Assortment of muffins
- Sliced seasonal fresh fruit
- Croissants, assorted jams and butter
- Fresh baked zucchini bread
- Cinnamon streusel coffee cake

Drinks: Freshly brewed regular and decaffeinated coffee, tea, and assorted fruit juices

Getting there

A map of the area is available on the PDAA Web site; click on the "See map for details" link at www.publicdiplomacy.org/brunch2015. The Friendship Heights Metro (Red Line) is one block from the restaurant. Parking is available at the nearby Chevy Chase Pavilion (5335 Wisconsin Ave.). Cost: 2-3 hours \$9.00, 3-4 hours \$11.00.

Reservations are \$35.00 per person, and can be made online with a credit card at www.publicdiplomacy.org or by mailing the form on page 5 with your check. The deadline for reservations is **Monday April 27.**

Member Updates

Leo Sarkisian has given his collection of African music to the University of Michigan. Leo, an ethnomusicologist, was the long-time host of "Music Time in Africa" for VOA. The Radio Michigan Web site called the collection "one of the world's most extensive and valuable collections of African music."

Bruce Byers has reached into to his past to create a new novel, *The Extraordinary Journey of Harry Forth*, published in November 2014. The book tells of a fictional American teenager whose life is changed by a student exchange experience in Germany in the summer of 1960. *The Extraordinary Journey of Harry Forth* is available directly from the publisher, AuthorHouse, in softcover and e-book format, as well as Amazon.com and Barnes & Noble.

What Were We Thinking? (Cont'd)

(Continued from page 2)

many times!” Xun said: “In U.S, people have more room to enjoy themselves and high quantities of life.”

Although it was only five weeks, I knew we had made a difference. When they left, Lulu, our shy student who earlier avoided hugs, sobbed in my arms. She is doing well in school, performing dance, writing a melodrama in English, and studying hard. She is comfortable enough with us to write my wife, a psychotherapist, and ask her advice about how to deal with one of her classmates who having emotional difficulty.

David is making wine in his biology class and begging his mother for an iPhone. When he is not studying, he is out playing basketball and soccer, and writes me about the great time he had playing with neighborhood kids at our local court.

Xun tells me how he is excelling in school, sends pictures of his science projects and wishes us happiness at every major U.S. holiday.

“Exchange students enrich the lives of the host family not only by sharing their culture, but also in awakening in the host family a more profound awareness of how unique we all are,” says Marilee Muchow, a friend who has twice hosted students for a year through the American Councils. “At the same time, both student and host family realize how many beliefs and values they have in common. No host family says goodbye to their student without being more open to other ways of thinking and doing things. Their relationship is strengthened and usually lasts for a lifetime.”

Now, I probably wouldn’t recommend taking on four students, but I can say that the experience was clearly one of the most rewarding ones I’ve had in quite some time. For more information on hosting a student, see American Council’s hosting site at: <http://www.americancouncils.org/get-involved/host> or the Youth for Understanding site at: <http://yfuusa.org/host-a-student.php>.

PDAA 2015 Annual Awards Brunch

Sunday, May 3, 2015

Maggiano’s Little Italy

5333 Wisconsin Avenue, NW

Washington (Friendship Heights), D.C.

See page 4 for details. The deadline for reservations is **Monday, April 27, 2015**.

Please complete the form below and mail with your check for **\$US 35.00** for each person 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 people _____ x \$US 35.00

Awards fund donation _____

Total amount enclosed: \$ _____

In Memoriam

◆ Jewel Burrell, 77, a retired USIA travel coordinator, died October 16, 2014 in Charlotte, North Carolina. After 29 years as a federal employee, she retired from USIA as a personnel assistant in 1988. She helped coordinate the assignments and travel of hundreds of employees going overseas.

◆ Neal Donnelly, 82, an FSO in USIA, who retired as director of VOA's East Asia division, died January 12 at his home in Chevy Chase, Maryland due to complications from a fall. His overseas postings included Hong Kong and Taiwan. He retired in 1985.

◆ Bob Fullerton, 75, a retired copy editor with the Central Desk and African branch of the Wireless File, died January 22 from complications of surgery. Bob, who retired in 2001, lived in Manorville, Pennsylvania. As a late evening editor, Mr. Fullerton was responsible for getting the last items of the day on the File. His background included working for UPI, the Baltimore News American newspaper, and the press office of the West Virginia University, and service in the Marine Corps.

◆ Philip Goodwin, 74, a retired VOA radio engineer, died December 30, 2014. He lived in Odenton, Maryland. He joined VOA in 1964, and worked there for some 30 years before retiring. From 1968 to 1972, Mr. Goodwin was stationed in Beirut. In retirement he continued to consult for VOA. He loved boating, shooting, and cooking.

◆ Barbara Reed, 83, an FSO and later a Civil Service employee, worked at State Department and later, for 34 years with USIA. Ms. Reed died November 18 at her home in Washington DC. She joined the Foreign Service in 1955 and was posted to Buenos Aires, Dhahran, Saigon, and Rome. After leaving the Foreign Service, she joined ECA as a civil servant in 1985, and worked in the International Visitor Leadership Program. Ms. Reed did two excursion tours as an executive officer at USIS Ghana and Cameroon. She retired in 2004.

◆ John Richardson Jr., 93, a former New York investment banker who served as president of Radio Free Europe from 1961 to 1969, and then as assistant secretary of State for educational and cultural affairs until 1977, died December 26, 2014 in Bethesda, Maryland. The cause was congestive heart failure and pneumonia. After his work with State Department, Mr. Richardson was president of Youth for Understanding, a student-exchange program, from 1978 to 1986. He was an Army paratrooper during World War II.

◆ Francis S. Ronalds, Jr., 89, who helped put Radio Liberty on the air in 1953 and later worked for VOA, died November 26, 2014 at his home in Concord, Massachusetts. In 1966, Mr. Ronalds became program director for Voice of America. He returned in 1971 to Radio Liberty in Munich, to head its programming but also as overall director of the station and its support facilities. He returned to Washington in 1977, rejoining VOA as a writer of special documentaries. He retired from VOA in 1998. Mr. Ronalds was a Russian language officer in the U.S. Navy during World War II.

◆ Marietta Steinberg, 76, the wife of VOA retiree Leon Steinberg, died January 22. She lived in Bowie, Maryland.

Member Updates

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Welcome New PDAA Members

James DANDRIDGE
301-292-7362
jimdandridge@aol.com

Patricia NORMAN
703-912-3306
normanpd@gmail.com

Robert O. JONES
301-654-3979

Richard SCHMIERER
202-870-7618
rschmierer@yahoo.com

Jean MANES
jmanes@hotmail.com

PDAA membership for 2015 ... Check your mailing label for renewal status

- The annual membership fee for the Public Diplomacy Alumni Association is \$US35.00 and \$400.00 for a one-time lifetime membership. Renewals are collected annually by 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 **[2014]**, it is time to renew your membership for 2015.

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

Awards fund donation _____

Total amount enclosed: \$ _____

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

PDAA March 2015 luncheon program

March 30, 2015 - DACOR-Bacon House. 1801 F Street, NW, Washington, DC. See page 1 for program details.

Deadline for reservations: **March 21, 2015.**

Please complete the form below and mail 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 _____

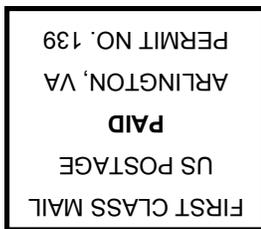
Email address _____

Date _____

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

Total amount enclosed: \$ _____ **Please send payments for this event only.**

Or you can reserve online at www.publicdiplomacy.org



PDAA Today
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Arlington VA 22207-2936

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