

Next PDAA Lunch Program

Monday, April 9, 2018

DACOR-Bacon House
1801 F Street NW
Washington, DC

China leadership and perceptions, details at right

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

\$35.00 members/\$42.00 non-members

Reservation deadline:
Thursday April 5, 2018

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

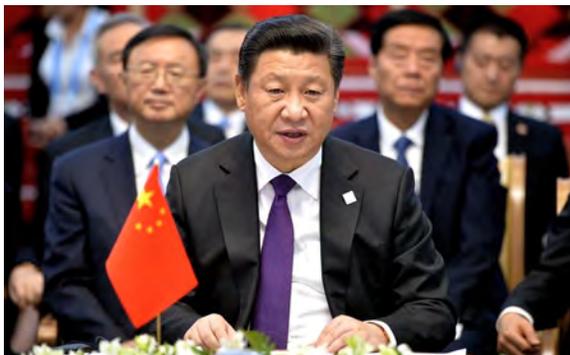
Annual Awards Celebration

The annual PDAA awards event this year is a brunch, on Sunday, **May 6, 2018** at the Army and Navy Club, starting at 12:00 noon. See pages 2 and 3. The deadline for reservations is Friday, April 27.

Inside this issue

Awards brunch	2
Support PDAA awards . .	3
President's notes	4
New members	4
Jack Barton	5
In Memoriam	5
Computer guy	6
Membership renewal . . .	7
Lunch reservation	7

April 9 PDAA Program Explores China's Leadership Goals and Public Perceptions



Xi Jinping in 2015 (Photo: Wikimedia Commons)

As China's economic, military and political influence grow, the world asks how it will project its influence and power internationally, and what internal forces and self-image drives China's expansion. This timely discussion takes place on Monday, April 9, 2018 at DACOR-Bacon House in Washington, D.C.

Some China observers have coined a new phrase 'sharp power' to complement already recognized 'soft' and 'hard' power. Two respected experts, Christopher Walker, Vice President for Studies and Analysis of the National Endowment for Democracy, and Robert Daly, Director of the Kissinger Institute for U.S. – China Relations will explore these and related questions.

Christopher Walker is Vice President for Studies and Analysis at the National Endowment for Democracy. In this capacity, he oversees the department that is responsible for NED's multifaceted analytical work, which includes the International Forum for Democratic Studies, a leading center for the analysis and discussion of democratic development. [

The International Forum pursues its goals through several interrelated initiatives: publishing the Journal of Democracy, the world's leading publication on the theory and practice

of democracy; hosting fellowship programs for international democracy activists, journalists, and scholars; coordinating the Network of Democracy Research Institutes, a global think tank network; and organizing a diverse range of analytical initiatives to explore critical themes relating to democratic development.

Robert Daly was named as the second director of the Kissinger Institute on China and the United States at the Woodrow Wilson Center in August 2013. He came to the Wilson Center from the Maryland China Initiative at the University of Maryland. Prior to that, he was American Director of the Johns Hopkins University-Nanjing University Center for Chinese and American Studies in Nanjing.

Daly began work in U.S.-China relations as a diplomat, serving as Cultural Exchanges Officer at the U.S. Embassy in Beijing in the late 80s and early 90s. After leaving the Foreign Service, he taught Chinese at Cornell University, worked on television (北京人在纽约) and theater projects in China.

The program takes place on Monday, April 9 at 12:00 pm at DACOR-Bacon House, 1801 F Street NW in Washington, D.C. Reservations must be made in advance at \$35.00 for members and guests, and \$42.00 for non-members. You can reserve online at www.publicdiplomacy.org or with the form on page 7. The deadline for reservations is **Thursday, April 5.**

Please note: Should your payment not be received ahead of the deadline, you may try to register on the day of the event and be placed on a waiting list. After those with reservations are seated, we will try to seat from the stand-by list in order of arrival with full payment due, but seating is not guaranteed.

May 6 PDAA Brunch Honors Excellence in Public Diplomacy

Please reserve your seats now for the 2018 annual awards program where PDAA celebrates its tradition of honoring excellence in public diplomacy. The awards ceremony and brunch are held Sunday, May 6, 2018 at the centrally located and beautiful Army and Navy Club.

In all but five years since 1993, PDAA has honored professionals in government agencies and non-government organizations working in more than 50 countries and in the United States whose work makes a difference in projecting American policies, ideas, and culture to the rest of the world.

The 21st annual PDAA Awards for Achievement in Public Diplomacy recognizes 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. For a complete list of past recipients, please go to www.publicdiplomacy.org/awards.

Tickets for the event this year are \$45.00 per person.

The Army and Navy Club is located at 901 17th St NW, between I and K Streets in Washington, DC. The club is easily accessible by Metro, just one block from either the Farragut North or Farragut West stations. On Sunday, there is street parking available in the area. However, for those who would like valet parking, it is available at a cost of \$13.00.

This year's menu includes:

- Seasonal fresh fruit and berries
- Assorted breakfast breads, muffins & croissants with honey butter and fruit preserves
- House-cured smoked salmon
- Assorted bagels and herbed cream cheese
- Bacon and sausage links
- Breakfast potatoes
- Seasonal vegetables
- Eggs benedict
- Pecan crusted trout with butternut squash risotto and maple butter

To purchase tickets, you can reserve online with a credit card at www.publicdiplomacy.org, or complete the brief form on the next page, and send with your check,



payable to PDAA, to our treasurer James Bullock, 319 E St SE, Washington, DC 20003. The deadline for purchasing tickets is **Friday, April 27**.

Please note: This is a more formal, and expensive, event than our regular lunch programs, and our first event at this venue. Seating and meal service for walk-ins may not be possible. Please send in your payments early, well ahead of the deadline, to avoid disappointment.

Welcome New PDAA Members

Jaroslav ANDERS
202-549-1133
jarekanders@gmail.com

Isabel BAUER
202-285-8175
isabel.bauer@eda.admin.ch

Brittani DIPAOLO
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D. Bruce WHARTON
571-215-6431
dbwharton54@gmail.com

PDAA 2018 Annual Awards Brunch

Sunday, May 6, 2018

Army and Navy Club

901 17th Street, N.W.

Washington, DC 2006

Advance reservations are essential; see page 2 for details. The deadline for reservations is **Friday, April 27, 2018**.

Please complete the form below and mail with your check for **\$US 45.00** for each person to:

James L. Bullock, PDAA Treasurer

319 E Street SE

____ No change in contact info; fill in name and date only

Washington, DC 20003

(Please send payments for this event only.)

Name(s) _____

Street address _____

City/State/Zip _____

Telephone number _____

Email address _____

Date _____

Number of people _____ x \$US 45.00

Awards fund donation _____

Total amount enclosed: \$ _____

Support the PDAA Achievement 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 53 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 2018 award winners at our next annual event, please consider a contribution to strengthen the PDAA awards program and honor excellence in public diplomacy. All donations go directly into the Awards Fund. PDAA is a 501(c)(4) tax-exempt organization; check with your financial adviser if your donation is tax-deductible.

Donations can be made by check payable to PDAA Awards Fund and mailed to PDAA treasurer: James L. Bullock, 319 E Street SE, Washington, DC 20003. You can also contribute online with a credit card at www.publicdiplomacy.org/donate.

President's Notes

Dear PDAA Members and Friends,

I am writing this column on a ship off the coast of Japan with the news of the firing of Secretary of State Tillerson and the Undersecretary for Public Diplomacy and Public Affairs' Goldstein playing on cable. PDAA and PDC had both approached the then new R to meet and speak with our members. We will continue to reach out to State public diplomacy leadership to keep us all informed and better prepared to defend the communication efforts we know are essential to our country's national security.



Amb. Cynthia Efirid at PDAA 's lunch program, February 12, 2018 (Photo: A. Kotok)

In this regard, I suggest you read the comments from the February luncheon program on the importance of defending human rights and fighting corruption. Most of us have spent years during our careers working on these issues. It was inspiring to hear how the work is progressing. The April 9 program will look closely at how China conducts its public diplomacy. Charges that China uses deception and coercion to influence foreign publics and academics are currently in the media; it will be interesting to see what our speakers think.

PDAA is reorganizing our Board, looking for new ideas and for a stronger structure with each Board member with clearer responsibilities. Kathy Brion has already received many suggestions for new Board members and is working on an impressive slate. If you are interested in serving, please let her or me know. I also urge you to

make it a priority to attend the PDAA awards brunch on May 6 at the new location: the Army and Navy Club on Farragut Square. The good people who are working in State's Public Diplomacy Cone are doing excellent work and deserve all the support and recognition we can give them.

This edition of our newsletter, with the carefully chosen photos, outstanding editing and ability to bring all of us up-to-date, is the loving product of Alan Kotok. After years of putting out the newsletter, as well as managing the web site, documenting our programs with his photography, and keeping membership information current, Alan is retiring from these labors. This is his last newsletter. We are fortunate that Michael Korff has agreed to take over the newsletter and web site communication efforts, but we cannot thank Alan enough for all that he has done for PDAA. He has truly kept the heart of PDAA beating. This newsletter also will be the last one with Ed Scherr's notices of deceased members. I know you join with me in thanking him for marking the milestones of departures with such dignity and care.

PDAA is an organization that is moving forward with a strong structure, an important mission, and enthusiastic members. I look forward to watching this organization as it continues to grow and confront the challenges in the U.S. foreign policy community.

Amb. Cynthia Efirid

Does Your Mailing Label Say [2017]?

Check the mailing label on your newsletter. If the label says **[2017]** after your name, then your membership in PDAA is due for 2018. Without your renewal, you will miss out on future copies of the *PDAA Today* newsletter and the quarterly membership directories, nor will your name appear in future directories. The cost: a low \$35.00 per year.

Renewing your membership is easy. You can renew online with a credit card at www.publicdiplomacy.org/membership or you can fill out the brief form on page 7 of the newsletter, and send it with a check, payable to PDAA, to our treasurer.

Jack Barton: In Appreciation

Amb. Mark Asquino

Jack Barton, who recently passed away, was my first mentor in the Foreign Service. I entered USIA in the Fall of 1978, and shortly afterwards, as a junior officer trainee (JOT), I met Jack. Having previously been a Fulbright lecturer in Spain, I had fluent Spanish. But I had never spent any time in Latin America, and I told Jack my hope was to specialize in that region as a USIA officer, acquiring Portuguese so that I could also serve in Brazil.

Jack told me this was not a good idea, both from a professional and personal perspective. I remember him saying in his characteristically avuncular fashion, "You have the whole world at your disposal, young man, so broaden your horizons!" It was excellent advice that I took to heart. I wound up serving not only in Latin America, but also in Europe, Central Asia, and Africa. I am very glad I did so at Jack's urging. During the early 1980's I was director of the U.S. cultural center in Madrid and Jack was BPAO in Barcelona. I saw Jack frequently during those years, and he and his wonderful wife always insisted that I stay with them whenever I went to Barcelona.

In 1983, I attended the opening of a space exploration exhibit at Barcelona's science museum. Jack had arranged for U.S. astronaut Bruce McCandless to participate in the event as the guest of honor and keynote speaker. A year later, McCandless would become famous as the first U.S. astronaut to perform an untethered space walk using a nitrogen propelled backpack equipped with thrusters. But when Jack and I met him, McCandless had not been on a space mission. He told us somewhat ruefully over lunch that it was likely he would have to retire as a "flightless bird," to use his colorful phrase. In fact, McCandless was so unknown, that as the two of us milled about in the museum before the opening, many attending the show thought I was the astronaut, and that he was the older, balding diplomat. Oh, sweet bird of youth!

When I returned from Madrid in 1986 for a Washington assignment, first in USIA's operations center and then as the desk officer for France, Spain, Portugal, I frequently saw Jack who was my career development officer. Whenever we'd meet, Jack would provide me with good-humored, wise career guidance and advice. In 1991, I left Washington for an assignment as CAO in Bucharest. Unfortunately, I lost contact with Jack after that. He retired in 1993 before I returned to Washington.

Jack was an inspiration for me. I will never forget his warm, engaging personality and how generous he was to me and my generation of USIA officers. I will always be grateful to him for his friendship and for taking me, as a green JOT, under his wing.

In Memoriam

Jane Coffey, wife of retired FSO in USIA Fred Coffey, died February 1 at her home in Denton, Texas. She had Alzheimer's disease. She accompanied Fred on postings to Brazil, Nicaragua, Thailand, Indonesia, and Argentina. Ms. Coffey worked for the CIA, and later in retirement, worked in Virginia with SHARE, an organization offering affordable and healthy food. Her father, an immigrant, survived the Titanic sinking, when he was pulled from the water into a lifeboat.

Robert Delaney, 92, a retired FSO in USIA, died January 28. He had 45 year of service in State and USIA, as well as a Naval officer and defense consultant. He taught at eight universities, and founded an international consulting firm. In later life, he was a writer and columnist. In his 20 year career with State and USIA, his posts included Italy, Hungary, and El Salvador. In retirement, he was a diplomat-in-residence at the Fletcher School at Tufts University, and became the first director of its Edward R. Murrow Center of Public Diplomacy. Delaney was a veteran of World War II and Vietnam.

Karen Hartman, 63, a retired regional resource information specialist in USIA and State Department, died January 14. She had cancer. Ms. Hartman served overseas in Egypt, Kenya, South Africa and Italy. She was instrumental in launching collaborative spaces in Europe, Africa, and Asia. At her retirement in 2015, she was deputy director of State's Bureau of International Information Programs.

Larry Ikles, 74, a retired FSO in USIA, who served in mainly in Latin America, died February 28 at his home in Bethesda, Maryland. Joining USIA in 1965, his 31-year career included postings in El Salvador, Colombia, Venezuela, Mexico, Brazil, and Greece.

William H. (Bill) Lindsey Jr, 90, a retired FSO in USIA, died March 4. Mr. Lindsey joined USIA in 1963 after serving in the Army, that included the Korean War. During the next 30 years, he served in Chile, Dominican Republic, Uruguay, Mexico, Colombia, Sri Lanka, New Zealand, and Sierra Leone. He retired in 1993, but returned to government service in 1997 when he joined FEMA as a reserve officer. Over the next 18 years, he was involved in disaster relief efforts across the United States, from Michigan to Louisiana, as well as Puerto Rico. He retired for the last time at age 87.

Ann Martin, 71, a retired USIA regional librarian died December 18, 2017. After serving overseas as regional librarian, she joined the African Fulbright branch in State's Bureau of Educational and Cultural Affairs as a program officer. In retirement, she was a volunteer with the Arlington Public Library.

Hey, Aren't You the Computer Guy?

Alan Kotok

In September 2003, I went to my first lunch program put on by the then-USIA Alumni Association. One of the first people I ran into was an acquaintance I hadn't seen in the nearly two decades since leaving USIA, who looked at me and said, "Hey, aren't you the computer guy?"

There's no mystery why he would ask such a thing, since my last job at USIA in 1984 was chief of technology planning. And technology was also a key part of my career after leaving USIA. But two months before that USIAAA lunch program, in July 2003, I began work as a managing editor at Science magazine, responsible for a publication aimed at early-career scientists.

So how did I get from planning software and databases to the world's leading scientific journal? The short answer is the Internet, but it really began in the 1960s, when I got a college degree in journalism. For a number of reasons, including a stutter, a reporting job was largely out of the question. Fortunately, I discovered an interest and facility in math and statistics, which led to a masters of science degree and a job in USIA's research office in 1969.

But that desire to be a reporter never left. In 1990, I joined Graphic Communications Association, or GCA, a group that helped companies write technology standards in the publishing industry. One of GCA's documents was the Standard Generalized Markup Language for sending automated instructions to printing companies about complex technical publications. This standard became a key underlying specification for the World Wide Web that emerged in the 1990s.

Standards are vital for fostering new technologies, but -- there's no other way to say this -- they're also mind-numbing, eyes-glaze-over boring. At GCA, I began writing a member newsletter about GCA's standards, and later a trade magazine column, with stories detailing business problems solved, money saved, and opportunities gained. The standards were no less detailed or filled with jargon, but readers got a better idea of the reasons and benefits of these exercises.

That work fundamentally changed my career, and led to writing three books and dozens of articles, as business people clamored to learn about this new Internet thing, and from there to Science magazine. My main job there was producing

an online publication every week known as Science Careers, aimed largely at students and new researchers making up the next generation of scientists.

While turning out Science Careers every week, I also got a chance to do original reporting. My biggest project was a series in 2008 about the post-9/11 G.I. Bill, which included interviews with eight veterans from Iraq and Afghanistan studying science or engineering. Our story was one of the first to reveal the widespread incidence of traumatic brain injuries among returning veterans, as well as adjustment and family struggles.

But most of my reporting was about the intersection of science and business, particularly about scientists who started their own companies. I discovered here a subject that was not really covered well by either the business or science press, but I found fascinating. As I examined entrepreneurship as a career option for scientists, I saw it as a career option for myself as well. In 2010, I left Science Careers and began a web site now called Science and Enterprise, produced every weekday since then with

science news for business people and business news for scientists.

That 2003 USIAAA lunch program I attended was notable for another reason. There, Mike Canning, the president of USIAAA, asked me to look after the web site, PublicDiplomacy.org. Three years later, PDAA asked me to edit this quarterly newsletter. After May 2018, I'm turning over these responsibilities to Michael Korff, who brings a wealth of experience and ideas, both as a Foreign Service Officer and in public education, and who will no doubt do great things with these publications.

During this time, I had the good fortune to enjoy the trust and editorial independence of USIAAA and PDAA presidents Mike Canning, Gene Nojek, Kathy Brion, Mike Schneider, Greta Morris, and Cynthia Efirid. But most of all, I had a chance to work with Ed Scherr, a real journalism pro and a real mensch. Ed produces the two most-read parts of the newsletter: the member essays and In Memoriam. If you think writing obituaries is easy, try it yourself -- Ed gives how-to instructions on our web site. This is Ed's last newsletter as well. Good luck Ed and thanks for all you do.



(Photo: Noel St. John)

PDAA membership for 2018 ... 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 **[2017]**, it is time to renew your membership for 2018.

Please complete the form below (indicate if any items are changed from before) and mail the completed form with your check, payable to PDAA, to:

James L. Bullock, PDAA Treasurer

319 E Street SE

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Name(s) _____

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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 April 2018 luncheon program

April 9, 2018 - DACOR-Bacon House. 1801 F Street, NW, Washington, DC. See page 1 for program details.

Deadline for reservations: **April 5, 2018**. After the deadline, we will have a waiting list, but seating is not guaranteed.

Please complete the form below and mail with your check, payable to PDAA, to:

James L. Bullock, PDAA Treasurer

319 E Street SE

___ No change in contact info; fill in name and date only

Washington, DC 20003

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

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