

Next PDAA Lunch Program

Monday, April 20, 2020

DACOR-Bacon House
1801 F Street NW
Washington, DC

Covering Foreign Affairs in a Changing World, 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 16, 2020

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

PDAA Events

Apr. 6: First Monday—Health Diplomacy (GWU Elliott School)

May 3: Annual Awards Brunch; at noon (Army & Navy Club)

May 4: First Monday—Presenting Public Diplomacy at the National Museum of American Diplomacy (NMAD)

PDAA News & Notes

PDAA distributes member news and other announcements via e-mail. If you didn't see the time change for the Feb. 24 program, it may be because the **News & Notes** went into your spam folder.

You can add admin@publicdiplomacy.org to your address book to ensure that you get all of the news.☐

PDAA Today

Public Diplomacy Association of America

April 20 Program to Focus on Covering Foreign Affairs in a Changing World

Well known journalists **Paul Richter** and **Karen Tumulty** will speak at the April 20, 2020,

PDAA lunch on the topic of *Covering Foreign Affairs in a Changing World*.

Richter, who is also the author of a new book, [**The Ambassadors: America's Diplomats on the Front Lines**](#),

most recently covered the State Department and foreign policy for the LOS ANGELES TIMES. He previously covered the Pentagon, the White House, and the New York financial institutions. A native of Minneapolis, he graduated from Clark University.

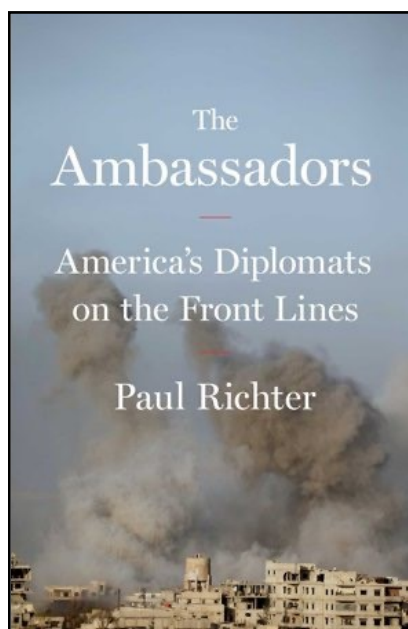
Tumulty is a political

columnist for THE WASHINGTON POST. She previously worked for the LOS ANGELES TIMES and TIME Magazine. She has received numerous awards for her Congressional and diplomatic coverage and is a frequent guest on national television. She is a native Texan who graduated from the University of Texas and holds an MBA from Harvard Business School.

The discussion will take place on Mon., Apr. 20, from 12:00 to 2:00, at DACOR-Bacon House, 1801 F St. NW. To register, please complete the form on page 7 of the newsletter or register on-line at

pdaa.publicdiplomacy.org.

Deadline is Apr. 16.☐



Annual Awards Brunch Set for May 3: Leadership and Results This Year's Focus

PDAA's annual awards brunch, an occasion to celebrate excellence and innovation in public diplomacy while enjoying fine cuisine and the company of friends, is scheduled for Sun., May 3, at Washington's Army and Navy Club at noon.

The brunch, a PDAA tradition since 1993, is a chance to recognize and reward inspired projects with measurable results carried out to advance the goals of building understanding of our nation's policies, society, and values. For nearly three decades, PDAA has sought nominations of professionals working for the USG and non-

governmental organizations, of Foreign and Civil Service officers, Locally Employed staffers, and those working for American Spaces, Fulbright programs, and EducationUSA who have made notable strides in public diplomacy.

The 23rd annual **PDAA Awards for Achievement in Public Diplomacy** will honor those who demonstrated leadership and evidence of effectiveness in creative use of exchange programs as well as traditional, social, and digital media, particularly in challenging environments. For a list of previous winners, please see

(Continued on page 2)



The annual awards brunch recognizes excellence in public diplomacy practices. Please consider making a contribution to the awards program.

May 3 Brunch Honors Public Diplomacy Leadership and Results

(Continued from page 1)

pdaa.publicdiplomacy.org/.

Tickets for the brunch remain at \$45 per person. The Army and Navy Club is located at 901 17th St. NW. On-street parking is available and should not be a challenge on a Sunday, and the Club is a block away from the Farragut North and Farragut West Metro stations.

Tickets may be reserved online with a

credit card at pdaa.publicdiplomacy.org or by completing the form on page

seven of this issue of PDAA TODAY. The deadline for purchasing tickets is Fri., April 24.

Please send in your payments early to ensure a seat for your guests and yourself.

PDAA relies on contributions from its budget and donations from PDAA members to fund this prestigious award. If you wish to contribute to the award fund, please complete the form on page seven or contribute online at pdaa.publicdiplomacy.org.[Ⓜ]



Debra Toribiong, Public Diplomacy Specialist, Embassy Koror, receives PDAA award for addressing public health and nutrition issues on the island of Palau at 2019 awards brunch.

Presenting Public Diplomacy at the National Museum of American Diplomacy

The May 4 First Monday program will feature a panel discussion on the projected presentation of public diplomacy at the [National Museum of American Diplomacy](http://NationalMuseumofAmericanDiplomacy.org) (NMAD). The program will take place at the museum, 330 21st Street NW, Washington, DC 20006, beginning at noon.

The panel will feature Deputy Director of Museum Content Jane Carpenter-Rock—a Public Diplomacy Officer—and the Museum content team.

Jane Carpenter-Rock joined the NMAD as Deputy Director for Museum Content in July 2018. She has served as a Foreign Service Officer at the U.S. Department of State for over eighteen years. Prior to joining NMAD, she was Deputy Director in the Office of Public Diplomacy and Public Affairs in the Bureau of African Affairs. From 2013 to 2016, she was the Public Affairs Officer at the U.S. Consulate General in Cape Town. Other tours have included Deputy Director in the Office of Public Diplomacy for the Bureau of East Asian and Pacific

Affairs; Senior Australia Desk Officer; Information Officer at the U.S. Embassy in Bogotá; Watch Officer in the State Department's Operations Center; and Consular Officer at the U.S. Consulate General in Johannesburg. Before joining the State Department, Jane held several pre-doctoral fellowships in Art History, including the Sara Roby Fellowship in 20th-Century American Realism at the Smithsonian American Art Museum. She is the author of the book *Betye Saar in the David C. Driskell Series of African American Art* (Pomegranate, 2003). Jane has a B.A. from the College of William and Mary (1992), an M.A. from Howard University (1995), and a Ph.D. in Art History from the University of Michigan (2002).

Participants are urged to arrive early in order to go through security and to pick up a sandwich. Although participation is free, registration is requested.

First Monday programs are presented by the USC Annenberg Center on Communication

Leadership and Policy, the Public Diplomacy Association of America, and the Public Diplomacy Council.[Ⓜ]

PUBLIC DIPLOMACY & COVID-19 FOCUS OF APRIL "FIRST MONDAY"

With concerns about the spread of COVID-19 rising rapidly, we have changed the order of First Monday programs. The April 6 First Monday will feature a panel on **Public Diplomacy and COVID-19**.

Speakers at the panel will include Kia Henry and Mike Zeltakalns; PDAA Vice President Joan Mower will moderate.

Henry is the OES PD officer for Covid-19 and other health issues. Zeltakalns is director of Crisis Response at the State Department.

More information is on the [PDAA website](http://PDAAwebsite.org).[Ⓜ]



Jane Carpenter-Rock, Ph.D.
Deputy Director, National
Museum of American
Diplomacy

From Quills to Tweets: How America Communicates about War and Revolution

By Judith R. Baroody

Communication between the U.S. Government and the public is arguably most crucial during times of conflict, when the way in which official intentions and actions are expressed can contribute to support for public policies or protests against them. From the days of the American Revolution to the dawning of presidential tweets, the shaping and transmission of messages have potentially posed danger to national security or acted as force multipliers.

From Quills to Tweets: How America Communicates about War and Revolution, published in 2019 by Georgetown University, explores this issue through chapters on how political communication in the U.S. has evolved. Retired Public Diplomacy Officers contributed two of the chapters. The

late Martin Manning covered the communications revolutions during the Civil War, and I wrote about the Gulf War.

Ironically, during both conflicts, the evolution of communications technology played a key role in how messages were transmitted from the battlefield and received by the public. In the case of the Civil War, the telegraph revolutionized how information about the fighting was reported and controlled. The advent of satellite broadcasting during the Gulf War marked a milestone in wartime communication, and, along with the demand by journalists

to be allowed into battle zones, changed fundamental aspects of Department of De-



narratives has affected popular support for battle. The book is divided into five parts, dealing with early America from the Revolution to the War of 1812, the emergence of mass circulation newspapers and the telegraph, the rise of radio and newsreels which propelled public support during World War II, the explosion of electronic and satellite media, and the rise of the Internet and social media as purveyors of information and propaganda.▫

Judy Baroody is a member of the PDAA Board of Directors and chair of the Awards Committee.

DEW, ANDREA J., MARC A. GENEST, and S. C. M. PAINE, eds. *From Quills to Tweets: How America Communicates about War and Revolution*. Washington, DC: Georgetown University Press, 2019.

fense public affairs policy.

Quills to Tweets considers how the construction of war

PRESIDENT'S NOTES

We in Washington have been enjoying an unusually mild winter this year. Our total snowfall for the entire season so far has been around 1/8 of an inch. Driving to the PDAA February program at DACOR-Bacon House, I noticed the daffodils in full bloom on the slopes of Rock Creek Park.

Setting aside the very serious implications for climate change, full bloom could be a metaphor for the programming we have in the works for the coming months. Coordinating this effort is a new joint PDAA/Public Diplomacy Council (PDC) Program Committee chaired by Ambassador Greta Morris and including PDAA Vice

President (Programs) Joan Mower. That committee already has more good program suggestions than there are available slots for the rest of the year. Stay tuned.

Three programs to focus on right away:

✓ **With concerns about the spread of COVID-19 rising rapidly**, we have changed the order of First Monday programs. The April 6 First Monday will feature a panel on Public Diplomacy and COVID-19.

Speakers at the panel will include Kia Henry and Mike Zeltakans. See page two for details. PDAA Vice President Joan Mower will moderate. PDAA co-sponsors the

First Monday series with PDC and the University of Southern California.

✓ **The April 20 PDAA program** at DACOR will feature the husband and wife team of Paul

Richter and Karen Tumulty on "Covering Foreign Affairs in a Changing World." Unlike most of these luncheon presentations that observe Chatham House rules, this program will be on-the-record and available for viewing by mem-

bers around the country. Details will be announced on our [website](#).

✓ **The Annual PDAA Awards Luncheon** will be May 3 at the Army and Navy Club, 901 Seven-

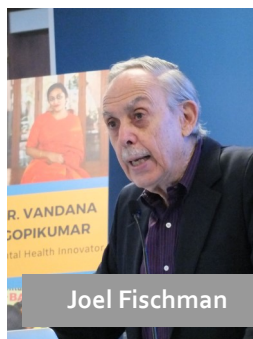
teenth Street, NW. We always schedule this event for the week-end of Foreign Affairs Day when many of our members around the country are visiting Washington. I look forward to seeing as many of you there as possible.

Finally, we have a new feature for you. Beginning with this issue, we will have a brief report on PDAA Board Meeting deliberations. PDAA Secretary Bill Wanlund is doing the honors.

As always, I welcome your feedback on our progress. Please feel welcome to contact me (fischman@comcast.net) or anyone else on the Board (admin@publicdiplomacy.org) with your thoughts.

All the best,

Joel



Joel Fischman



The March "First Monday" program focused on the 80th anniversary of the International Visitor Leadership Program. The March 2 program featured Ambassador Pjer Šimunović of Croatia, who participated in the IVLP in 1991; Teta Moehs, Deputy Director, Office of International Visitors; and Dr. Sherry Lee Mueller, PDAA Board Member and PDC President. It was moderated by PDAA member Mark Rebstock, of the Meridian International Center.

The program is available for viewing at <https://youtu.be/KHQUTWY9etU>.

Photos of the program are to the right. (Photos courtesy of Bruce Guthrie): Clockwise from upper left: Tita Moehs; Amb. Pjer Šimunović; poster of former IV Margaret Thatcher; Amb. Simunović and PDAA President Emerita Greta Morris; Dr. Sherry Lee Mueller and PDC Fellow Olivia Chavez.

PDAA Board Meeting Jan. 21, 2020

By Bill Wanlund

The Board agreed to coordinate program speakers with the Public Diplomacy Council (PDC) to avoid duplicative events and make better use of opportunities and resources. President emerita **Greta Morris** chairs a joint PDAA-PDC committee to coordinate programs. President **Joel Fischman** suggested we consider an election-related program for October.

Past president **Cynthia Efrid**, new chair of the Membership Committee, is focusing on new member recruitment and plans to make a PDAA membership pitch at the FSI Retirement Seminar. Cynthia also raised the question of dues collection mechanics; Treasurer Mary Jeffers is working on a way to update data on the MemberPlanet software program to facilitate renewal reminders.

Cynthia also plans to work with Diplomats-in-Residence at colleges and other institutions to encourage their membership and involvement in PDAA, to encour-

age them to promote PDAA among their students and institutional contacts, and to explore other support PDAA programs and members can offer.

Awards Committee chair **Judy Baroody** reported the luncheon contract has been signed for the May 3 Awards Brunch, and the worldwide cable soliciting nominations has been sent. Cost to attend the brunch remains \$45.

The Board agreed to offer a one-year PDAA honorary membership to the Excellence in Public Diplomacy Awardees and LOIS ROTH AWARD recipients.

We noted the passing of former USIA/State Department officer **Lois Herrmann**. There will be a memorial service for Lois at 11:00 am Saturday, March 14 at St. Columba's Episcopal Church in DC. [Greta Morris's remembrance is posted on the website.](#)

We noted with regret **Tom Miller's** resignation from the Board and agreed that his place would not be filled this term, awaiting recommendations from the joint working group looking at the future of PDAA and PDC.

President **Joel Fischman** reported on the Joint PDAA/PDC Working Group progress. The

WG will develop preliminary recommendations for future coordination of the two organizations to be presented to the two respective Boards.

National Member Outreach chair **Pat Kushlis** raised the issue of videotaping/streaming luncheon speakers' presentations for the benefit of members unable to attend the programs. Cynthia suggested that members be invited to submit questions to the speakers in advance, to encourage interest and participation among members. Pat also reported that the SANTA FE WORLD AFFAIRS FORUM will hold its annual symposium April 16-17, 2020. PDAA is a symposium partner; members may attend at the SFWAF member rate, and PDAA receives credit on the Forum website and in program publicity. The Board agreed that, as in the past, PDAA will sponsor a \$60 student scholarship for a New Mexico university or college student to attend the symposium. ☐

Bill Wanlund is a retired Foreign Service Officer and is Secretary of PDAA.



In Memoriam

William Armbruster died in August 2013 at age 59 from a pulmonary embolism. We apologize for this late announcement but were only informed of his death by his widow, Lisa Logan Armbruster, in February. Armbruster grew up in San Diego and got his B.S. degree in Russian area studies and biology from the University of California, Santa Barbara, in 1975. He was a Peace Corps volunteer in Gao, Mali, teaching physics from 1977 to 1980. He then joined USIA, serving in Algiers, Tunis, Kuwait, London, Casablanca, and Washington. Accompanied by his infant daughter, Armbruster arrived in Kuwait only days before Iraqi forces invaded the country in August 1990. He and his daughter were among the



William Armbruster

Embassy personnel detained there by the Iraqis, and were later evacuated by bus to Baghdad, where he arranged to have his daughter taken from Iraq by an NGO work-

er and where he waited out several additional months of detention. He retired from State in 2008 and moved to Missouri, where, his wife wrote, "he enjoyed five good years of retirement before his untimely death." ([Read C. Edward Bernier's appreciation of William Armbruster on our website](#))

Jenifer Bochner passed away on December 31, 2019, at age 55. Bochner was an outstanding and valued member of the Office of the U.S. Speaker Program team for more than two decades. As a foreign affairs and public diplomacy professional, she supported the mission goals of U.S. embassies around the world, particularly in the strategic areas of press freedom, disability awareness, and the U.S. electoral system. Prior to this, Bochner worked for USIA's Worldnet, where she pursued the paths of justice and truth as a journalist. In announcing her passing, the Office of the U.S. Speaker Program wrote: "Jenifer made indelible and monumental contributions to the U.S. Department of State, the wider diplomatic and inter-agency community, and the people whose lives she touched. We remain forever grateful for her service, for her life, and for her inspirational spirit of positivity."

Lois Marie Herrmann died January 14 at Georgetown Univer-

sity Hospital at age 74 from cancer. Herrmann was born in New York City January 26, 1945. After earning a Bachelor's degree at Cornell and a Master's at Stanford, she began her USIA career in 1976. Herrmann served in Venezuela, Serbia, Bosnia, and Croatia, and also played a leading role in press operations for several Presidential summits and international conferences, such as the G20. She was especially proud to have served on State Department task forces focused on world political and humanitarian crises, including South Sudan, Ukraine, and the Asian tsunami of 2004. Herrmann concluded her State Department career in the Bureau of Public Affairs, where she worked from 1999 to 2014. After her retirement, she volunteered at the Smithsonian before returning to part-time work at State. Herrmann enjoyed traveling around the world. She considered her most important mission in life, however, to have been caring for her mother during the last 12 years of her mother's life. ([Read Greta Morris's appreciation of Lois on our website](#).)

Richard Chris Lundberg passed away on January 9 at age 74 in Arlington, VA. Lundberg graduated from Queens College in New York with a B.A. in History and a Master's in Education. After working nine years as a New York City

public school teacher, he joined USIA as a Foreign Service officer in 1977. He first served as a junior officer trainee in Warsaw and then as a Branch Public Affairs Officer in Poznan, witnessing the rise of Solidarity, the threat of Soviet



Richard Lundberg

invasion, and the imposition of martial law. In addition to Washington assignments, his other posts were Helsinki, Bucharest in the post-Ceausescu era, Reykjavik, and Tallinn. Lundberg, who retired in 2005, was known for his writing and language skills. His wife of 50 years, Ann, noted that he was a gourmet cook, a lover of music and animals, and a photography enthusiast. ([You can read what she wrote about her husband's life, as well as the appreciation of Richard Lundberg by Mark L. Asquino on our website](#).)

Please send obituaries and Appreciations to Member News Editor Claude Porsella admin@publicdiplomacy.org. For suggestions on what to include, see *Obituaries: Memories of You* on the [PDAA website](#).

[Smart Power](#) is the new blog by the Institute for Public Diplomacy and Global Communication at The George Washington University. The blog is a platform for academics, practitioners, and young professionals of public diplomacy to express their views and contribute to the greater discussion of public diplomacy as it relates to soft power, global issues, international politics, and policy.

Public Diplomacy Fellow **Emilia Puma**, a PD officer on loan to GWU, indicates that the blog would welcome contributions by

PDAA members.

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With the [#HerDiplomacy](#) campaign, the [National Museum of American Diplomacy](#) (NMAD) is celebrating women in diplomacy — "women who have blazed trails, negotiated peace, served alongside their husbands, strengthened diplomatic relations, survived dangers, and opened doors for sharing of cultures and ideas. They have made vital contributions to our nation, but their stories remain largely unknown. Discover some of these

dedicated women during Women's History Month and throughout the year."

PDAA member **Ruth Kurzbauer** is featured in a HerDiplomacy Spotlight. See her story at diplomacy.state.gov/ruth-kurzbauer/.

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PDAA member **Sally Grooms Cowal** recalled the 1979 Martha Graham Visit to Israel as part of the March 5, 2020, "Diplomacy After Hours" discussion at NMAD that focused on a new book by Victoria Phillips, *Martha Graham's*

Cold War: The Dance of American Diplomacy.

Ambassador Cowal's remarks are posted on the [PDAA website](#).

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As noted elsewhere in this issue, the March 2 program on the 80th anniversary of the International Visitor Leadership Program is available for viewing at <https://youtu.be/KHOUTWY9etU>. Joel Fischman in his President's Notes (p.3) indicates that the April 20 program with Karen Tumulty and Paul Richter will also be available.

PDAA Today

Life After the Foreign Service: The View from Tucson

By Peter Becskehazy

After retiring in 2003, I moved to Tucson to earn an MA in Higher Education and complete coursework toward a Ph.D. that opened many doors in academia.

Since 2004, I have had the privilege of working at Pima Community College in a number of capacities, including advising and teaching for-credit Student Success classes.

I also administered the Education for Economic Empowerment program, which entailed recruiting income-eligible, first-generation single parents to attend preparatory classes to be able to study for an A.A. degree. Starting in 2008, I directed the Upward Bound program for six years, which prepared first-generation high school students to attend college.

Starting in 2010, I have been teaching political science



My wife Cathy (in the middle), who spent all those years with me in the Foreign Service, and Kyrgyz and Tucson guests around our dinner table. (Photo: Peter Becskehazy)

transfer over to the University of Arizona, as well as Arizona State University and Northern Arizona University.

I am also a Master Tutor in political science and education at

plomacy Alliance, the local program that sponsors the International Visitor Leadership Program, our IV Program, as we used to call it. (Editor's note: See page four for information on the 70th anniversary observance of the IVLP.) Our latest home visitors were journalists from Kyrgyzstan.

Retiring from the Foreign Service opened the door for political activity as a Precinct Committeeman for the Democratic Party. Getting to know our representatives in the state and federal legislatures has been a real privilege (remember Codels?). During past visits to attend the annual Global Ties conferences, I have met Public Diplomacy colleagues at State and have knocked on the doors of our Representatives and Senators in the U.S. Congress to lobby for the IVLP program.

No, I don't have a plush office on K Street, but I can certify that there's a lot to do in Foreign Service retirement. ▢



Peter (second from left) at a Citizen Diplomacy Alliance Board meeting. CDA is the Tucson affiliate of Global Ties. (Photo: Peter Becskehazy)

classes, including Comparative Politics, Introduction to Political Science, U.S. and Arizona Constitutions, and American National Government and Politics. These are all classes that

the University of Arizona's SALT Center, which serves students with learning disabilities.

I have been wearing my PDAA hat as a member, president, and, now, past president of Citizen Di-

Beyond the Beltway

What's your story?

In the January PDAA newsletter, I focused the Beyond the Beltway column on managing the Santa Fe World Affairs Forum here in Santa Fe, New Mexico. My goal was to highlight a way I have put my public diplomacy experience to work after the Foreign Service and 2,000 miles from the Washington, DC, hot house and its suburbs.

Without a doubt PD officers are all highly trained and experienced professionals, and the PDAA Board would also like to give those of you who live beyond the Beltway the opportunity to share your experiences that bring your unique professional credentials to bear in your own communities – or simply to let your former colleagues learn about your activities and passions. To do so, we would like to invite you to write a guest column for the Newsletter—like Peter Becskehazy's on the left) of approximately 250-300 words describing your own life after the Foreign Service wherever you now live and email it to editor Michael Korff (admin@publicdiplomacy.org) with a copy to me (kushlis@msn.com).

Pat Kushlis
PDAA Board Member



PDAA May 3, 2020, Annual Awards Brunch, 12:00 noon

Army and Navy Club, 901 Seventeenth Street NW, Washington, DC 20006

Deadline for reservations: **April 24, 2020**. See page 1 for details.

Please complete this form and mail with your check, payable to PDAA, for **\$45** for each person. Or pay online at pdaa.publicdiplomacy.org.

Contribution to Public Diplomacy Awards Fund (optional) _____

Send form to: **Mary Jeffers, PDAA Treasurer**
1001 Dale Drive, Silver Spring, MD 20910

Name(s) _____
 Street address _____
 City/State/ZIP _____
 Telephone number _____ Email address _____
 Date _____

PDAA April 20, 2020, Luncheon Program, 12:00 noon

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

Deadline for reservations: **April 16, 2020**. See page 1 for program details.

Please complete the form below and mail with your check, payable to PDAA, for **\$35** for members who have paid 2019 or 2020 dues and guests, and **\$42** for non-members. Or pay online at pdaa.publicdiplomacy.org.

Number of members/guests _____ x \$35 Number of non-members _____ x \$42

PDAA membership for 2020 ... Check your mailing label for renewal status

If your mailing label says **[2019]** it is time to renew your membership for 2020.

Membership type, please check one:

- DC-MD-VA local membership (\$50 annually): _____ New _____ Renewal
- Other membership (\$35 annually): _____ New _____ Renewal

Please complete the form below and mail your check, payable to PDAA, or pay online at pdaa.publicdiplomacy.org.

Contribution to Public Diplomacy Awards Fund (optional) _____

Send form to: **Mary Jeffers, PDAA Treasurer**
1001 Dale Drive, Silver Spring, MD 20910

Name(s) _____
 Street address _____
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 Telephone number _____ Email address _____
 Date _____

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Web site:

<https://pdaa.publicdiplomacy.org>

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Member News Editor: Claude Porsella

Editor: Michael Korff

PDAA Today

*Also a member of the Public Diplomacy Council

Members-at-Large: Ambassador Cynthia Efrid*, President Emerita;
Ambassador Greta Morris*, President Emerita; Michael Korff; Claude Porsella;
Judy Barood; Pat Kushlis*; Sherry Mueller*; Dominick DiPasquale; Jarek Anders.

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America

William Wanlund*, Secretary

Mary Jeffers*, Treasurer

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