

Journal of the International Protocol Community

Summer 1995

Protocol vs. Lobbying

# World Leaders Now Court Congress

by Elaine Sciolino

here was a time when the most sought-after ticket in Washington was a one-on-one with the President in the Oval Office. Not these days.

As Congress rushed to wrap up business, Presidents and Prime Ministers have rushed in, elbowing each other for face time and photo opportunities at the other end of Pennsylvania Avenue.

World leaders have found it so important to meet and greet the powerhouses of Capitol Hill that they have tossed aside written rules of protocol for unwritten rules of lobbyists.

President Hosni Mubarak of Egypt endured interruptions in his meeting with the House International Relations Committee as its members left to vote.

Prime Minister Benazir Bhutto of Pakistan came to Washington a week in advance of her meeting with President Clinton just to charm lawmakers into abandoning longstanding sanctions against her country.

And the absence of a dinner invitation to the White House gave the British Ambassador, Robin Renwick, an opportunity to invite fifteen senators to dine with Prime Minister John Major at the British residence.

The presence of three A-list world leaders in Washington in one week meant that mere foreign ministers found empty spaces in their scheduling booklets.

Turkey is caught in an international imbroglio because of its army's pursuit of Kurdish rebels in northern Iraq. But its new Foreign Minister, Erdal Inonu, could not secure a meeting with Majority Leader Dole or House Speaker Newt Gingrich.

see Congress, page 2

Minding Cultural Differences

## A Lesson from New Mexico via Iraq

by Alexandra Moller

ill Richardson, Democratic whip and seven-term congressman from New Mexico, has traveled the globe as an unofficial emissary of the Clinton Administration working quietly to extricate Americans and American foreign policy from trouble. His knack for dealing with sensitive and complex international situations has earned him a respected position on the foreign policy playing field.

Within the last twelve months, for example, he negotiated with North Korea for the release of a downed American pilot along with the remains of his dead crewman, and he met with General Raoul Cédras, head of the Haitian junta and helped dislodge him from power.

Representative Richardson's experience, reputation and access to President Clinton, prepared him well for his most recent challenge — a direct negotiation with Saddam Hussein for the purpose of persuading him to issue an executive order of clemency that would unconditionally free two American businessmen captured and held in Iraq for unwittingly crossing the border from Kuwait.

Following two months of secret communications with Nizar Hamdoon, Iraq's U.N. Ambassador, Bill Richardson met with President Hussein on July 16 and departed Baghdad having won the release of the Americans.

But before even getting into substantive issues, the lives of the Americans became further jeopardized when Richard-

see Iraq, page 5

#### **Inside This Issue**

#### Volume 2, Issue 2

#### **FEATURES**

The Passing of an American Chief2
Fouth National Conference4
A Korean Exchange6
Unusual Gifts – Books (and the Light to Read Them By)9
World Attention for Some Very Special People12

#### **DEPARTMENTS**

Travel Advisory
THE WORLD: InBRIEF
In the Spotlight10
Focus On13
F.Y.I
Independent States of the World18

Angier Biddle Duke (1915 - 1995)

# The Passing of an American Chief

by Robert W. Frye

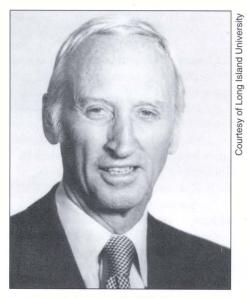
hose of us fortunate to have known Angier Biddle Duke were deeply saddened to learn of his passing. The tobacco heir who won high praise for his many years of diplomatic service was killed in a tragic accident while rollerblading on Long Island. He was 79.

Duke held many posts in his distinguished career, but it was as Chief of Protocol for two Presidents that he left an indelible mark on the American protocol community.

In 1960, President-elect John F. Kennedy invited Duke to serve as his Chief of Protocol. Upon assuming the post President Kennedy granted Duke the personal rank of Ambassador making him the first Chief of Protocol to hold that rank. Duke quickly gained a reputation within the diplomatic community for being extremely efficient and serious in his work.

Following the death of President Kennedy, he compiled accounts of the funerals of Washington, Lincoln, Grant, Theodore Roosevelt, Warren G. Harding, and Edward VII of England. He then, at the request of Jacqueline Kennedy, supervised the arrangements for all world leaders who attended the President's funeral. Duke was retained by President Johnson and remained on the job until 1965. He served a brief second tour as Chief of Protocol in 1968.

Angier Biddle Duke's legacy to protocol has extended long beyond his White House years. In the 1970s, New York City Mayor Abraham D. Beame appointed him Commissioner of Civic



Ambassador Angier Biddle Duke

Affairs and Public Events, a post synonymous with Chief of Protocol. By the 1980s Duke became active in several community-based movements to apply protocol skills and techniques to international business. He was a prominent speaker on the subject and was an advisor to many protocol offices in both business and government.

The protocol community will remember Ambassador Duke as a consummate protocol professional who loved serving his country and community. He will be sorely missed by all.

Robert W. Frye has been AT&T's Chief of Protocol since 1981. He also serves as a member of the Protocollum Advisory Board. Congress, continued from page 1

But then, Mr. Gingrich turned down the French Foreign Minister, Alain Juppé; Danielle Mitterrand, the wife of the French President, and even Ms. Bhutto.

"I would have wished such meetings but we were unable," one senior Turkish official said diplomatically about the rebuff.

A Republican staff member was more direct. "The Turks came in at the last minute, and three heads of state were here. I may have felt terrible about it, but what could I do?"

As for the law makers, they love the attention of all the foreign callers, and the lobbying often pays off.

Senator Dole was so impressed by Ms. Bhutto that he offered her the use of his offices as he collared more than fifteen senators from the nearby Senate floor to meet her.

The Senator was particularly pleased when Ms. Bhutto wholeheartedly embraced his pet initiative to lift an arms embargo against the Bosnian Government and when she offered to send in thousands more Pakistani peacekeepers if Britain carried out a threat to withdraw its troops.

Although there was no official quid pro quo, Senator Dole said after their meeting, "I'm impressed with her arguments." He said he would "try to follow up" on her request for the repeal of a law that halted American assistance to Pakistan because of its nuclear weapons program.

Mr. Mubarak's two days of back-toback meetings with lawmakers helped dispel some bad feelings linked to his threat not to vote for the indefinite extension of the treaty to halt the spread of nuclear weapons and his country's close relationship with Libya.

He smiled broadly when Mr. Gingrich called him "a very, very important ally, friend and advisor." And he magnanimously forgave members of the House International Relations Committee when they left him to vote. The lawmakers assured him that even Queen Elizabeth has been subject to the same treatment.

see Congress, page 3

Volume 2, Issue 2



Senator Bob Dole (R-KS) greeting Prime Minister Benazir Bhutto of Pakistan in his Capitol Hill office.

Congress, continued from page 2

"There were buzzers all the time for votes, but the President is a former military man and he understands the idea of duty and order of battle," said Osama el-Baz, his closest aide.

The meetings also gave Republican lawmakers the opportunity to get their digs in against the Democrat in the White House.

During a lunch with Mr. Major, Mr. Dole lamented his failure to convince Mr. Clinton to stop off in London en route to Moscow to celebrate the 50th anniversary of V-E Day.

"We will be pleased to welcome the Vice President to Britain," Mr. Major replied, according to one participant in the meeting. "Are you going to come, too?" the Prime Minister asked Mr. Dole, a World War II war hero.

Despite the competition from Congress, Mr. Clinton has not relied on one of the most potent weapons in his protocol arsenal to fight back: the state dinner. The stops by Mr. Mubarak, Mr. Major and Ms. Bhutto were defined by the White House

as "official working visits," which means lunch, not dinner. Although foreign leaders say they understand, they would not rush to do without a state dinner should Mr. Clinton come calling on them.

Mr. Major knew well in advance of his trip to Washington that Mr. Clinton would be out of town the first night watching the N.C.A.A. basketball championship final on television.

"If President Clinton prefers to watch a basketball game rather than greet John Major, so be it," the Times of London opined.

On the second night of his visit, Mr. Major was left to dine on fried chicken and french fries at an upscale Southern restaurant a block away from the White House, though Mr. Clinton stopped by for peach crumble and coffee.

The pressure of playing Congressional host to all the foreign visitors has gotten even to the grizzled veterans of such things. Senator Jesse Helms, the North Carolina Republican who chairs the Senate Foreign Relations Committee, has seen many chiefs of state come and go in his 22 years in the Senate. But the seven

"coffees" he has held for five prime ministers, two presidents, one foreign minister and one king in a span of three days were apparently too much even for him.

In welcoming the Pakistani leader to the floor of the Senate, he called her the Prime Minister of India, which has fought three wars with Pakistan since they gained independence from British colonial rule.

When an aide brought his mistake to his attention, Mr. Helms apologized profusely, saying "If I said that, I've never made a more grievous error and I hope the record will be changed." Whether it was because of old-fashioned diplomacy or a new awareness of the shifting locus of power, Ms. Bhutto forgave him.

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Pamela Gardner Ahearn

# House Creates Protocol Post and Names Director

by Robin Baker

ouse Sergeant at Arms
Wilson Livingood recently
hired Pamela Gardner
Ahearn for the newly created
position of Director of Protocol.

In a letter sent to all House members announcing the appointment, Livingood wrote that he had "taken a renewed interest in matters of protocol" and that the Director would be "available to offer assistance" to all members and their staffs.

Pamela Gardner Ahearn brings considerable experience to her new position. She is a former Assistant Chief of Protocol for Ceremonials at the State Department and was head of the international voluntary visitors program at the U.S. Information Agency.

Consular Relations & Protocol

# **Fourth National Conference**

By Ginger Barnard

rotocol Houston style means warm hospitality, enthusiasm without limits, civic pride unabated and support for the Houston International Protocol Alliance from Mayor Bob Lanier and the Houston community that turns protocol officers from other states, counties and cities green with envy. As the delegates to the Fourth National Conference on Consular Relations and Protocol in Houston soon found out, Houston became "Two-ston" when the Rockets won the NBA Championship for the second year in a row the night we all arrived. It's just too bad there was no chief of state in town to experience first hand such a unique American cultural event, Houstonians demonstrating sup-

port and undying affection for their basketball team.

Cowboy hats off to Sonia Garza, Executive Director of the Houston International Protocol Alliance (HIPA), who chaired the Conference. She was joined by co-chairpersons Andrea Holberg, HIPA's Director of Protocol Affairs, and Jonathan Moller, Executive Director of the Protocol Resource and Operations Service, in putting together an outstanding roster and agenda of speakers, including a full Texas rodeo.

President Bill Clinton, in his greeting to the 174 Conference delegates, stated, "We recognize, now more than ever, that the vital interests of the nations of our world are inextricably linked, and that we must work together

for the benefit of all our people." He continued, "You are enabling people from vastly different backgrounds to communicate about matters of global importance."

This notion was reinforced by Mayor Bob Lanier of Houston who said, "Protocol is our most valuable tool for building the atmosphere of trust and hospitality required for true understanding and cooperation."

In addition to protocol officers from around the United States, protocol officers from Bolivia, Botswana, Guam, Jamaica, Mexico and Nigeria attended, making the June 15-17 conference international for the first time. Add Fred Duval (Deputy Chief of Protocol of the United States), April Guice (Acting Head of Ceremonials for the U.S. Department of State-Office of Protocol), Bob Frye (AT&T's Chief of Protocol), Marlin Fitzwater (White House Press Secretary to Presidents Reagan and Bush), Roxanne Roberts (The Washington Post) and many other notables in the world of protocol, and you have a powerhouse of knowledge which created an unprecedented learning environment and networking opportunity.

The mission of the National Conference on Consular Relations and Protocol is to provide information and support for new protocol officers and to reinforce the existing knowledge base of veterans. Houston was three full days of information-packed sessions. I have selected the following nuggets for their value to all:

- The all important definition of modern protocol: the art of creating a distraction-free environment that facilitates the complete and open exchange of information to resolve issues and build relationships.
- A successful protocol professional must possess the management skills of a business executive, the charm of a salesperson and the knowledge of a diplomat.



Marlin Fitzwater, White House Press Secretary to Presidents Reagan and Bush, addressing Conference delegates.

Volume 2, Issue 2 5



Houston's first lady, Elyse Lanier (center), pictured with Sonia Garza, Jonathan Moller, Fred DuVal and Andrea Holberg.

#### Conference, continued from page 4

- The U.S. Office of Protocol has a staff of 60 with responsibility for: all visits by dignitaries to Washington, Blair House, national ceremonial public events, international travel of the President, gift selection for the President and Secretary of State, arrangements for Presidential Delegation travel and liaison with the diplomatic corps.
- Briefing books should be comprehensive. HIPA's includes a biographical sketch of the visitor, a country profile, current news clippings, Houston's relationship with the visitor's jurisdiction and a list of local businesses conducting business with the visitor's country. Digesting this information is a clear sign of respect. Other briefing book elements are a comprehensive contact sheet, a staff assignment list, a complete delegation listing in rank order and the itinerary.
- There are 475 career consular posts in the United States and 758 honorary consular posts. The largest consular corps (in descending order)

- are in New York, Los Angeles, San Francisco, Chicago and Houston.
- Business and tourism promotion
   have become the primary focus for
   most consular officials.
- The session on cultural differences reminded us that there is no right or wrong way, just differences.
- The objectives of diplomacy and journalism are often divergent. The Press, unlike the rest of us, do not consider the visit of a high-ranking international dignitary as news. If their are demonstrations against a visitor or a visitor's country, that will probably be news. Reporters look for the unusual, the negative or the undiplomatic. A protocol perfect visit is not newsworthy, when you use the media's definition of news. If the queen's tiara falls in the soup, know that you will likely receive coverage!

Ginger Barnard, a veteran of all four National Conferences on Consular Relations and Protocol, is the Deputy Chief of Protocol for Los Angeles County. She also serves as Executive Editor of Protocollum.

#### **Travel Advisory**

Warnings issued by the U.S. Department of State recommending deferral of all travel, presently cover: Algeria, Angola, Bosnia-Herzegovina, Burundi, Colombia, Croatia, Guatemala, Iran, Iraq, Israel (Jericho area, Gaza Strip, West Bank), Lebanon, Liberia, Libya, Nigeria, North Korea, Rwanda, Serbia and Montenegro, Sierra Leone, Somalia, Sudan and Tajikistan. Consular Information Sheets containing more limited warnings currently cover: Azerbaijan, Congo, Ethiopia, Gambia, Haiti, Latvia, Lesotho, Madagascar, Peru, Russia and Zaïre. For updated status, check with the Citizens Emergency Center (202) 647-5225 from a touch-tone telephone, (202) 647-3000 from a fax machine or download information directly from the Consular Affairs Bulletin Board (202) 647-9225; 2400/N/8/1.

The U.S. Public Health Service/Centers for Disease Control and Prevention (CDC) has made no changes in its cholera, plague and yellow-fever lists. A separate advisory warns of an Ebola virus outbreak in Zaïre. For more information, access the CDC's International Travelers Hotline (404) 332-4559 or Faxline (404) 332-4565. ■

Iraq, continued from page 1

son, in a split second, managed to inadvertently insult the Iraqi leader. In relaying details after his unusual meeting, Richardson said, "...[A] big mistake that I made early on [was that] I crossed my legs [and] showed [Hussein] the sole of my foot." That gesture, considered in many Arab cultures to be rude and condescending, caused the Iraqi leader to walk out of the room. "Luckily," continued Richardson, "it was the beginning of the meeting and [Hussein] did come back...."

Although positive in its outcome, the Congressman acknowledged that the negotiations were extremely delicate and nearly collapsed when he demonstrated a lack of sensitivity and knowledge of some very basic aspects of Arab culture. This experience highlights the significance of minding cultural differences.

Remarks

# A Korean Exchange

The following are the toasts exchanged by President Clinton and President Kim of the Republic of Korea, in the State Dining Room at the White House on July 27, 1995.

HE PRESIDENT: President and Mrs. Kim, the members of the delegation from the Republic of Korea, to all of our distinguished guests, Hillary and I are delighted to have you here at the White House. I have especially enjoyed this day that I have spent with President Kim, a man whose extraordinary resilience is matched only by his commitment to democracy.

Mr. President, this is our fourth meeting. And if you'll permit me just a personal note, I am struck by how much we have in common. We were both elected to office at an early age. You won a seat in your National Assembly when you were just 25. You entered the Blue House just after I came to the White House. Or, to put it another way, we have both spent 20,000 hours or so dealing with our respective Congresses and fielding hard questions from the press. (Laughter.)

I'm happy to say that President Kim is also an enthusiastic jogger who permitted me to jog with him in Korea. (Laughter.) And even in this heat, Mr. President, after this meal we may have to run an extra mile together tomorrow. (Laughter.)

Mr. President, for all the things we have in common, I must also comment on something that set you apart from most other leaders in the world today. And that is the extraordinary hardship you endured and the courage you displayed to bring democracy to your country. Your many years in opposition were marked by jail terms, years of house arrest, an assassination attempt, and a 23-day hunger strike that almost took your life. As you once put it, a short life of integrity is better than a long life of disgrace.

But you persisted and you prevailed. At your inauguration you said, "Deep in my

heart I have a vision of a new Korea — a freer and more mature democracy. At least we have established a government by the people and of the people of this land." Now, under your leadership, Korea is taking its rightful place in the world as both a thriving economy and a dynamic democracy.

Mr. President, the bonds between our people forged in the fires of war upon your land have only grown stronger with time. We are united now by a history of shared sacrifice and a future of common purpose. These are our common goals: lasting peace, security and reconciliation on the Korean Peninsula; a stable and prosperous Asia Pacific region; a rising tide of democracy around the world. Working together, the Republic of Korea and the United Sates can help to achieve them.

Mr. President, when I visited you two years ago, you presented me with a beautiful work of calligraphy with your favorite saying — "righteousness overcomes all obstacles." Mr. President, tonight, in the presence of so many people from your country, so many Korean-Americans, your wonderful wife and your two daughters who live in our country, I ask everyone to raise a glass to a man who, through his own righteousness, has overcome all obstacles — Kim Young Sam. To you, Mr. President, and to the enduring friendship between our two great nations.

(A toast is offered.) (Applause.)

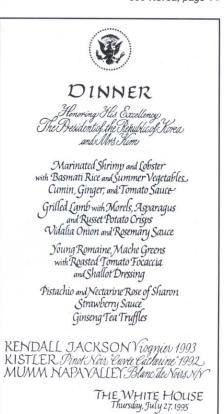
PRESIDENT KIM: President and Mrs. Clinton, ladies and gentlemen: I would like to thank President and Mrs. Clinton for this sumptuous dinner for me, my wife and my party, as well as the warm word of welcome given in our honor.

My trip to the United States this time was a very tight schedule, but very kindly, President and Mrs. Clinton sent us nice Arkansas water from Hot Springs
National Park — (laughter and applause)
— to the Blair House where I'm now staying. The water was so refreshing and energizing that I feel I can make another trip like this one tomorrow. (Laughter.)

Over the past two years President Clinton and I have met on four occasions and held many telephone conversations to discuss the challenges facing both our countries. I should like to pay tribute to the outstanding leadership President Clinton has demonstrated in finding solutions to the issues of the Korean Peninsula and other international issues.

Ladies and gentlemen, the history of friendship between our two countries dates back more than one century. However, it was not until the Korean War broke out that our two peoples became blood-sharing brothers. The blood and sweat shed by many young Americans in

see Korea, page 14



Guest List

## State Dinner for South Korea

The following is the guest list for the state dinner hosted by President and Mrs. Clinton in honor of Kim Young Sam, President of the Republic of Korea at the White House on July 27, 1995

Kim Young Sam (President of the Republic of Korea) and Kim Myoung Soon

Lee Hye Young

Song Hye Kyung

Gong Ro-Myung (Minister of Foreign Affairs) Park Jae Yoon (Minister of Trade, Industry and Energy)

Whang Chang Pyeong (Minister of Patriot and Veterans Affairs)

Oh Se-Eung (Chairman of the Foreign Affairs and National Unification Committee)

Kun Woo Park (Ambassador of the Republic of Korea) and Hee Moon Park

Kim Dong-Jin (Chairman of the Joint Chiefs)

Kim Kwang Suk (Director General, Presidential Security Service)

Han Lee Hun (Senior Secretary to the President for Economic Affairs)

Yoo Chong Ha (Senior Secretary to the President for Foreign Affairs and National Security)

Yoon Yeo-Joon (Senior Press Secretary to the President)

Kim Suk Woo (Senior Secretary to the President for Protocol)

Moon Dong-Suk (Chief of Protocol, Ministry of Foreign Affairs)

Bhishma Agnihotri (Chancellor, Southern University Law Center) and Krishna Agnihotri

Mi Ryu Ahn (President, Pan Metal Corp.) and Sam Ahn

Suzanne Ahn (Chairman, PUCT) and Chai Ahn J.D. Alexander (Publisher and Editor, Seattle Post-Intelligencer) and Carol Alexander

William Allen and Dale Allen

Andrew E. Barnes (Publisher and Editor, St. Petersburg Times) and Molly Barnes Leonard Barrack (Senior Partner, Barrack

Rodos and Bacine) and Lynne Barrack Samuel R. Berger (Deputy Assistant to the President for National Security Affairs) and Daniel B. Poneman (Special Assistant to the President for National Security Affairs)

Richard Choi Bertsch (President, Metrosound USA) and Trishia C. Lum Franklin N. Biggins and Veronica Biggins Jesse Brown (Secretary of Veteran Affairs) and Nora Takeko Lum

Sen. Dale Bumpers (D-AK) and Brooke Bumpers

Harold Burson (Burson-Marsteller) and Betty Burson

Sen. John H. Chafee (R-RI) and Virginia Chafee

Steve Sunggill Chang (President, Korean Federation of Los Angeles)

Martha Choe (Seattle City Council member) and George W. Scarola

Warren M. Christopher (Secretary of State) and Marie Christopher

Donald Chung (Korean War Veterans Memorial Advisory Board) and Young J. Chung

Judy Collins (singer) and Louis Nelson designer, Korean War Memorial Wall)

Katie Couric (NBC News) and Jay Monahan Gen. Raymond G. Davis (Chairman, Korean War Veterans Memorial Foundation) and Willa Knox Davis

Kenneth "Babyface" Edmonds (singer) and Tracey Edmonds

Constantine W. Flevares (Korean War Veterans Memorial Advisory Board) and Lucia Flevares

Robert Gallucci (U.S. Ambassador-at-Large) and Jennifer Sims

Sen. John Glenn (D-OH) and Annie Glenn Richard Grant (President, Paralyzed Veterans of America) and Carolyn Grant

Brian Greenspun (Editor, Las Vegas Sun) and Myra Greenspun

Donald P. Gregg (Chairman, Korea Society) and Margaret Gregg

Robert L. Hansen (Executive Director, Korean War Veterans Memorial Foundation) and Nancy Glenn

Paul Harvey (Paul Harvey News) and Lynne

Skitch Henderson (Music Director, The New York Pops) and Ruth Henderson

Kenneth Jacobson (Chimicles and Jacobson) and Atlantic Page

Kenneth M. Jarin (Montgomery, McCracken, Walker and Rhodes) and Robin L. Wiessmann

Vernon E. Jordan, Jr. (Akin, Gump, Strauss, Hauer and Feld) and Ann Jordan

Stephen Kahng (President and CEO, Power Computing Corp.) and Choong-Ja Kahng Allen F. Kent (Nation Commander, Veterans of Foreign Wars) and Rebecca Kent

Alan C. Kessler (Buchanan and Ingersoll) and Kessler

Rep. Jay Kim (R-CA) and June Kim Young C. Kim (Professor of Political Science, George Washington University) and Suk

Paul Kirk and Gail Kirk

Theodore J. Kleisner (President and Managing Director, The Greenbrier) and Karen Kleisner

James T. Laney (U.S. Ambassador to the Republic of Korea)

Jang Hee Lee (President, Radio Korea) and Myung Chung

Haeng Lee (American Taekwondo Association) and Sun Lee

Raymond J. Lesniak (Chairman New Jersey State Democratic Committee) and Wayne H. Weiner

Alan M. Leventhal (President, The Beacon) and Carol Leventhal

Ginger Ehn Lew (General Counsel, Department of Commerce) and C. Lennart

Gary Locke and Mary Charles

Winston Lord (Assistant Secretary of State for East Asian and Pacific Affairs) and Betty Bao Lord

Gary E. Luck (U.S. Commander in Chief, Korea) and Leah Luck

Rep. Robert T. Matsui (D-CA) and Doris Matsui

Jay Mazur (President, International Ladies' Garment Workers Union) and Connie Mazur

Terence R. McAuliffe (Chairman, American Capitol Management) and Mildred McAuliffe

Liza Minnelli (entertainer) and Billy Stritch Rep. Constance A. Morella (D-MD) and Anthony Morella

Gary Morris (country singer) and Elizabeth Murphy

Angela Oh (Beck, DeCorso, Barrera and Oh) and Godfrey Isaac

Max Palevsky and Ellen Palevsky Leon E. Panetta (Chief of Staff to the President) and Sylvia Panetta

Nicholas J. Pappas (President, Korean War Veterans Association) and Janet Pappas Richard S. Park (President, U.S. Woopon

Co.) and Chong K. Kim

Maynard Parker (Newsweek) and Susan

John E. Pepper (Chairman and CEO, Procter and Gamble Co.) and Frances Pepper William Perry (Secretary of Defense) and Lee

Rep. Earl Pomeroy (D-ND) and Lauric Kirby Sen. David Pryor (D-AK) and Barbara Pryor Amb. Molly Raiser (U.S. Chief of Protocol) and Nancy M. Folger

Steven Rattner (General Partner, Lazard Freres and Co.) and Maureen White

Rev. Syngman Rhee (President, National Association of Korean Americans) and Haesun Rhee

Jhoon Rhee (President and CEO, Jhoon Rhee Foundation) and Han Soon

Keith Robbins (Korean War Veteran) and Hina Waltemeyer

Stanley Owen Roth (Special Assistant to the President for National Security Affairs) and Carolyn Rhodes

Rep. Charles E. Schumer (D-NY) and Iris Schumer

Gen. John M.D. Shalikashvili (Chairman, Joint Chiefs of Staff) and Joan Shalikashvili

Rep. Christopher Shays (R-CT) Rep. Charles W. Stenholm (D-TX) and Cindy Stenholm

Melvin G. Strawser (Korean War Veterans Memorial Advisory Board) and Darlyn Strawser

Stanley Tanger and Doris Tanger Thomas J. Usher (Chairman, U.S. - Korea Business Council) and Sandy Usher Michael Yi (Shin and Yi) and Judith White

#### THE WORLD: InBRIEF

# China

Business Customs and Practices

Excerpted from THE WORLD: InBRIEF (ISSN 1074-2719) series of country profiles.

he People's Republic of China (PRC) is the world's oldest major continuous civilization with records dating back 3,500 years. Successive dynasties developed a unique system of bureaucratic control which gave the agrarian-based Chinese an advantage over neighboring nomadic and hill peoples. Chinese civilization was further strengthened by the development of a Confucian state ideology and a common written language that bridged the gaps between the country's many local languages and dialects.

Mao Tse-tung established the PRC in Beijing on October 1, 1949 (National Day), modeled on the Soviet example. Welcomed by the people, the new government assumed control of a country exhausted by two generations of war and social conflict and an economy ravaged by high inflation and irregular transportation. The Party's authority reaches into almost every aspect of Chinese life; control is assured by strong, politically loyal security and military forces, a government apparatus responsive to party direction, and ranks of party members in labor, women's and other mass organizations.

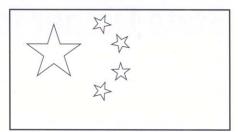
Since 1949 China has been divided and ruled by two governments. The communist PRC, controlling the Chinese mainland including Manchuria, Inner Mongolia, Sinkiang and Tibet, and the anti-communist government of the Republic of China (Nationalist China – the former Kuomintang), primarily administering Taiwan. Diplomatically speaking, the United States recognized the Republic

of China at Taipei as the legal government of China until January 1, 1979, when recognition and diplomatic relations were transfered to the PRC at Beijing. The United States officially maintains that there is only one China and that Taiwan is part of China but, unofficial contacts still exist with Taiwan. With the exception of the incident at Tiananmen Square, the U.S.-Chinese and world-Chinese relations continue to improve and normalize.

The Chinese are quite formal and have good manners. They are keenly aware of status and title. Elders are always accorded respect. Avoid aggressive behavior; the Chinese value reserve and modesty. A slight bow is appropriate when greeting someone. A handshake is also acceptable, but follow your host's lead. Full titles are used when making introductions. Chinese names generally consist of one syllable surnames followed by one or two syllable given names. Do not rely on "Mr." as a substitute for a title. Following introductions, a person is either addressed by a full name or by a title and family name (e.g., Chang Hung-wen or Director Chang; never Chang).

Businessmen tend to be punctual for meetings, if not slightly early, and well organized. Comprehensive working agendas and itineraries are preferred. Scheduled appointments are necessary. Determinations are made only after careful review, so be prepared to wait for decisions. Dual language business cards may prove useful. When entering a room, always allow your host to go first. A visit to a Chinese home for a foreigner is unusual and often requires prior government approval.

Although gift-giving is technically forbidden, it is slowly becoming acceptable. If you are giving a gift, do not make the presentation a production. Make sure the gift is small and not particularly valuable. An especially expensive gift may cause embarrassment and



could even get the recipient in trouble. Do not be surprised if a gift is refused. If it is accepted, do not expect a gift in return. While giving a gift generally does not enhance business prospects, not giving a gift can be detrimental. You may legally present a banquet meal equal in value to the one your host has given for you or a collective gift, presented to the head of a delegation in the presence of the entire two delegations, so that it is presented from one entire delegation to the other. Standard corporate gifts with event specific engraving are suitable. Do not give foreign currency, even in the form of a commemorative coin or stamp, if the item has an exchange value. A much appreciated gift for an individual is a fine writing instrument. Avoid giving a clock since the sound of the word "clock" relates to death in Chinese. Do not bother to wrap gifts prior to entering the country for they will simply be unwrapped by customs officers upon entry. Simple paper or gift boxes are sufficient.

Meals can be extensive. Rice is a major staple; fish, pork, chicken, potatoes and fresh vegetables are common while dairy products are not abundant. Bear's paw soup is a delicacy. Several main dishes are often placed at the center of the table, accompanied by individual bowls of rice. Chopsticks are used for all meals and should be placed together neatly on the table at the conclusion of the meal. Be aware that it is not thought rude for a guest to be served with the same chopsticks that a host uses to eat with.

It is considered bad manners for a host not to keep refreshing your dish

#### THE WORLD: InBRIEF

and for you, as guest, not to eat as long as there is food in front of you. This practice is understandable because it serves as a subtle reminder that Chinese history was punctuated by periods of famine. When done, always leave some food on your plate to indicate that the meal was plentiful and delicious and that you cannot possibly eat anymore. Your tea cup will also constantly be refilled if you allow your cup to empty. You can avoid refills by keeping it full. You may find that you are served a plain bowl of white rice as the second to last course. Refuse it, for to eat it signifies that you are still hungry and this will insult your host.

While business is rarely discussed at a table, toasts are frequent. A 120 proof sorghum-based wine, mao tai, is common but potent. Scotch and beer are also widely available. Do not drink the water. Good conversation topics include Chinese culture, advances and differences from the west. Avoid discussions of Taiwan and criticism of the current government. Refer to the country as the People's Republic of China or China, not Mainland China. Don't be shocked if you are asked personal questions. At restaurants, tipping is generally considered to be insulting.



Unusual Gifts

# Books (and the Light to Read Them By)

ost cabinet level secretaries are seasoned travelers and pack quite well.
When it comes to gifts, all know that small, light and unbreakable are the rule.

Yet, U.S. Secretary of Energy Hazel O'Leary, upon travelling to South Africa in mid-August to help the South African Government bring electricity to rural areas, included in her luggage over 3,100 pounds of books.

What led the Secretary to pack this unusual and heavy gift cargo?

Al Owens, while advancing the trip, learned that in addition to not having electricity, many communities did not have books for children or adults to read. Conveying this to the Secretary upon his return, bins were soon set-up in the Department of Energy's head-quarters building. Not only did Energy

employees donate hundreds of titles, but children from the Department's on-site day-care center contributed, as well.

"I know the grit and heart of the people I work with, so I am not surprised," said Secretary O'Leary about the generous outpouring.

The Secretary can feel quite proud in knowing that she presented a unique gift of books (and the light to read them by) on behalf of all the people at Energy.

#### In the Spotlight — Protocol Offices & Officers

NASA's Johnson Space Center - Houston

# Space Age Protocol

by Elena Salsitz

t was shortly after noon one autumn Saturday. I was at a local grocery store with a small contingent of NASA colleagues and some Russian visitors. The manager led us through the store, through the prepared food aisles, the meat and dairy sections. the salad bar and the deli; the Russians were wide-eyed and speechless. We had attracted an audience of curious shoppers. The lead Russian, his interpreter in tow, stopped one woman whose cart was piled high and asked how many people was she shopping for, and for how many months. The woman, a bit abashed, replied that she was shopping for herself and her husband, for about a week.

In the corner of the prepared meats section, where about 10 different varieties of stuffed chicken breasts were displayed, the ranking Russian gathered his associates and caucused quietly and seriously. The interpreter told me what they were saying, "If the Russian people could see this, there would be a revolution tomorrow."

That was the fall of 1989. The "lead Russian" was a controversial political leader on his first visit to the United States. A little less than a year later, Boris Yeltsin would become President of Russia.

This was one of countless adventures and experiences I have had the uncanny good fortune to have been a part of during my six plus years at NASA's Johnson Space Center (JSC), five as Chief of Protocol. While the grocery store visit was not part of the prearranged visit, it captures the essence of my experiences in protocol, in which

the unplanned, the seemingly incidental, is often the richest, most memorable part of the job.

Since 1962, the Johnson Space Center has been the cornerstone of NASA's human spaceflight operations, including the research, planning, engineering and operations of the Mercury, Gemini and Apollo programs, the Skylab project, the Apollo-Soyuz Test Project, the Space Shuttle Program and is now leading development of an International Space Station. Our scientists, engineers and managers are

# My job was to interfere with the real work of everyone else.

remarkably adept at giving our visitors a sound understanding of the agency's mission and its role in improving human life on earth.

We at JSC hosted hundreds of highlevel visitors including chiefs of state, royalty, diplomats, government officials, members of Congress, movie stars, rock stars and corporate executives. I was fortunate to have managed the visits of Her Majesty Queen Elizabeth II and Prince Philip of Edinburgh, President Bush, President Clinton and many others.

Managing visits at JSC meant navi-

gating a slippery rope between not only accommodating but dazzling the guest — which is easy at JSC, with its access to astronauts, flight controllers, engineers (the fabled "rocket scientists"), the world famous Mission Control and other space flight facilities — and avoiding interference in the operations of a working facility. I often said, in jest, that my job was to interfere with the real work of everyone else on-site; invariably whoever heard that responded that I did that job very well.

While JSC employees are accustomed to high level visits and made every effort to arrange their activities around these interruptions, the visits still proved to be logistical and scheduling challenges. Some of our "must see" facilities (a full-scale space shuttle and space station trainer/mockup, the shuttle simulator and others) are limited in space to four to six people. For this reason it is critical that we plan meticulously based on accurate and precise information about the visitor's itinerary and delegation size.

Without this information, the unplanned can raise its sometimes ugly head and result in a memorable visit of another kind, such as the 1990 visit of President Francesco Cossiga of Italy. Through vigorous advance work with the Italian Embassy and other officials, we planned for a delegation of 40 and an equal number of press; we were told the President spoke English, but would not give a speech. Instead, 170 people came and the President gave a 30minute speech in Italian. Within the window of a 2-hour visit, this was a fairly radical departure from the schedule. President Cossiga's motorcade, 35 cars strong, was more than a mile long; the NASA Administrator, who had flown in for the visit, waited with us for about 20 minutes as the entire motorcade pulled

see **Space**, page 11

Volume 2, Issue 2

#### In the Spotlight — Protocol Offices & Officers

Space, continued from page 10

away before he could get in his car and leave for the airport.

Other surprises:

Inadvertently offending the religious beliefs of my guests. During the visit of the President of Togo, a member of his delegation pulled me aside and told me I had committed blasphemy by introducing the host astronaut as having flown in space. He said they believed only in heaven and earth, not space, so how could someone have gone to heaven and come back.

Assuming the wrong level of space knowledge on the part of an (unnamed) Member of Congress. An astronaut and I spent a good part of the visit trying to convince him that the space shuttle does not orbit the moon. (A colleague related the story of how on another visit a Senator insisted that the shuttle orbits the Earth at 17,000 feet above the earth. That would put it below commercial airliners.)

Preparation and practice, however, can overcome most, if not all, obstacles. Upon greeting President Bush a few years ago at a local airfield as he walked off Air Force One surrounded by a cadre of Secret Service agents, Houston Police officers and the Director of JSC, I said "Mr. President, it's a welcome to have you." Some kind friends guessed afterward that I must have been practicing to say, "Welcome Mr. President, it's a pleasure to have you here," but I generally don't have to practice talking.

It probably would have helped.

Elena Salsitz was Chief of Protocol at NASA's Johnson Space Center for five years and Deputy Chief for a year and a half. Last fall, on temporary assignment, she managed the national ornament project and coordinated musical entertainment for the Christmas activities at The White House.



President Bill Clinton talking about space life sciences with senior NASA personnel during a tour of the Johnson Space Center.



With some royal encouragement from Queen Elizabeth II, Prince Philip uses a glove box to handle an extravehicular activity tool.

1995 Special Olympic World Games

# World Attention for Some Very Special People

by Kristin C. Haveman

ust a few weeks ago, the world traveled to New Haven, Connecticut to celebrate the strength of the human spirit. In the span of nine days, over 7,000 athletes with mental retardation from over 140 nations competed in 19 sports, making the 1995 Special Olympic World Games the largest sporting event of the year.

During the nine days of competition, over 750,000 spectators along with tens of millions of others tuned-in to the international television coverage witnessing the empowerment of people with mental retardation through their participation in various athletic events.

With so large a number of international dignitaries and celebrities expected, the responsibility for properly receiving them was divided between Kevin McDonald, our Commissioner for Honored Guest Operations, and Jonathan Moller — on loan from the Protocol Resource and Operations Service — as our Director of VVIP Operations.

As expected, the highest concentration of dignitaries attended the opening ceremonies on July 1. In addition to a flood of celebrities, corporate sponsors and government officials, several chiefs of state, numerous first ladies, an assortment of cabinet ministers, two dozen ambassadors and many consuls general cheered the athletes as they paraded into the Yale Bowl.

Once all the athletes had entered the stadium, President Clinton welcomed the world to Connecticut declaring, "Everybody counts, everybody can do something very, very important and good." That sentiment mirrors the philosophy behind the Special Olympics.

While many cultural activities took place during the Games' period, it was the spectacular athletic performances demonstrating that mental retardation is no barrier to achievement that most will remember. Tony Rutter of the United States winning the marathon in 2:59:18. Thomas Murray of Panama running up and down a basketball court making three-point shots, with only one leg. Germany's overtime victory in soccer. And many, many others.

But thanks to our VVIP team there were some other special moments as principals were encouraged to interact

"Everybody counts, everybody can do something very, very important and good."

President Bill Clinton

with the athletes and not just watch from secure viewing locations. The First Lady of Botswana joining a huddle to give encouragement to her nation's soccer team; the President of El Salvador helping an athlete stand up; the First Lady of Mali wiping tears from the face of an athlete unable to complete a race.

Then there was the moment when the First Lady of Portugal insisted on leaving the security of the Presidential box at opening ceremonies to march into the stadium with her delegation. If she marched, all of the other VVIP's would want to march creating an absolute logistical and security nightmare.

"She just would not take 'no' for an

answer," said Moller.

Just as the Portuguese delegation was about to enter the stadium, without an entourage, press pool or a public announcement, Moller escorted the First Lady down to the field and in she marched surrounded by the Portuguese delegation.

Asked why he relented, Moller responded, "I recognized that this was very important to her. The athletes adore Mrs. Soares and it was a very personal way for her to show support and encouragement. When I was able to orchestrate the movement so that the other VVIP's would not feel slighted and when I convinced security that it would be o.k., there was no reason to say no." It was wonderfully moving to see the incredible sparkle in the eyes of the Portuguese athletes proudly marching beside their First Lady.

The mission of the Special Olympics extends well beyond the mere training of athletes to compete in various sports. Since its creation 32 years ago by Eunice Kennedy Shriver, the movement has showcased and facilitated the integration of people with mental retardation into all aspects of modern society as responsible and productive citizens.

The 1995 Special Olympics World Games were able to successfully highlight this mission for all the world to see. We all can learn from watching the determination and discipline these athletes employ in overcoming the formidable challenges that face them.

Kristin C. Haveman directed the Special Event and Honored Guest Operations at the 1995 Special Olympic World Games. Volume 2, Issue 2

#### Focus On...

The American Flag

# **Stars and Strips Forever**

First article in a periodic series on flag history and etiquette.

efore we became a nation, our land knew many flags.
Norsemen probed our coastal waters sailing under the banner of the black raven. Columbus carried a Spanish flag across the seas. The Pilgrims carried the flag of Great Britain. Dutch colonists brought their stripped flag to New Amsterdam. The French explored the continent under the royal fleur-de-lis. Each native Indian tribe had its own totem and insignia. Immigrants of every race and nationality, in seeking a new allegiance, have brought their symbols of

loyalty to our shores.

During the Revolution, various banners were used by the not-yet-united colonies. A green pine tree with the motto "An Appeal To Heaven" was popular with the navy. The rattlesnake's warning, "Don't Tread On Me," was displayed by colonists along the Atlantic seaboard. The Moultrie "Liberty" flag, a large blue banner with a white crescent in the upper corner rallied the defenders of Charleston, South Carolina in 1776. The Bunker Hill flag was a blue banner with a white canton filled with a red cross and a small green

pine. The Flag of the maritime colony of Rhode Island bore a blue anchor under the word "Hope".

When George Washington took command of the Continental Army at Cambridge, Massachusetts in 1776, he stood under the "Grand Union Flag," sometimes referred to as the "Congress Colors," which continued to show a dependence on Great Britain. The flag consisted of thirteen stripes, alternating red and white, representing the Thirteen Colonies with a blue field in the upper left corner bearing the crosses of St. George (England) and St. Andrew (Scotland).

The first Stars and Stripes was created by a resolution of the Continental Congress in Philadelphia on June 14, 1777. (This date is now observed as Flag Day.) Since Congress did not specify the arrangement of the thirteen stars, which represent a constellation, a variety of designs flourished. The most popular — with the stars in a circle so that no state could claim precedence — is know as the "Betsy Ross Flag" in honor of the seamstress supposed to have sewn the first one.

As the American frontier expanded, two new states were added to the Union. This meant that two stars and two stripes were added to the flag — making a total of fifteen each. This flag withstood the enemy bombardment at Fort McHenry, Maryland in September 1814 and inspired Francis Scott Key to write the "Star Spangled Banner."

Realizing that the flag would become unwieldy with a star and stripe for each new state, Congress in 1818 decided that the stripes would remain constant at thirteen representing the original colonies, with each newly admitted state getting a single star.

This growing pattern of stars is said to reflect the growing dimensions of America's responsibilities as the thirteen stripes reflect the constant strength of our country's traditions.

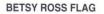
The source for this article is the August 21, 1959 statement on the national flag made by President Dwight D. Eisenhower in connection with the admission of Hawaii as the fiftieth state.

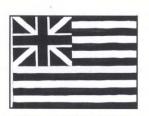


FORT MOULTRIE



RHODE ISLAND REGIMENT





THE GRAND UNION FLAG





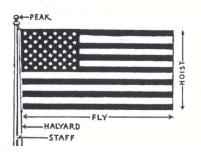
FIFTEEN STARS AND STRIPES

## The U.S. Flag Today

The flag of the United States has 13 alternating horizontal stripes — 7 red and 6 white — and a union consisting of 50 white stars of 5 points on a blue field in the upper left corner extending to the lower edge of the fourth stripe from the top.

The proportions as prescribed by Executive Order #10834 on August 21, 1959 are:

Hoist (width) of flag 1.0 Fly (length) of flag 1.9 Hoist (width) of union 0.5385 Fly (length) of union 0.76 Width of each stripe 0.769 Diameter of each star 0.0616



#### F.Y.I.

### Questions & Answers

Q: I found the article on United Nations summitry, which appeared in your last issue, to be fascinating. What is the objective of the Woman's Conference in China?

A: The 10-day meeting in Beijing of more than 4,000 government delegates will seek to produce a "platform for action" to influence the policies of world governments on a woman's rights in health, education, business and politics. The World Conference on Women begins on September 4.

Q: I will be conducting an operation in several European countries and need cellular telephones, not to mention the cellular phone numbers in advance, for my delegation. What do you recommend?

A: Global Cellular Rental, a British company, rents cellphones for use

throughout Europe. Telephones can be reserved in advance and, with 48 hours' notice, the number provided before departure. Standard phone features include voice mail, call forwarding, roaming, 24-hour technical support and password protection. In capital cities free pick-up and delivery is offered. Rental rates are competitive (\$11.50 daily; \$75 weekly; \$200 monthly); calling charges vary from country to country depending on time of day and distance. The company can be reached at (800) 699-6861.

**Q:** What is the proper way to address the Crown Prince of Spain?

A: If you are introduced to His Royal Highness Don Felipe de Borbón y Grecia, Prince of Asturias, a handshake is appropriate if he extends his hand first. You should address him as "Your Royal Highness" for the first time and "Sir" in subsequent conversation. If you are making the introductions, use only the name of the person being intro-

duced, never the royal name. For example: "Your Royal Highness, may I present Mr. John Ryan, President of XYZ Company," or "Your Royal Highness, may I present Mr. John Ryan."

Q: When is the Embassy Row tour in Washington, D.C.?

A: The 11th annual Kalorama House and Embassy Tour will be held at noon on September 10. The event enables the public to explore some of the most historic and architecturally rich mansions on Massachusetts Avenue. This year's tour includes the residences of Ambassadors from Colombia and Thailand, the Embassy of Indonesia, as well as the Woodrow Wilson House (where President Wilson lived after he left the White House). To get additional information call (202) 387-4062.

Questions (and answers) may be mailed to Protocollum F.Y.I., 100 Park Avenue, 18th Floor, New York, NY 10017 or sent via facsimile to (212) 316-4298.

Korea, continued from page 6

the war helped Korea to achieve democracy and prosperity in the ensuing 45 years.

This afternoon, President Clinton and myself, and numerous Korean War veterans and American citizens attended the dedication ceremony of the Korean War Veterans Memorial. I think it certainly had great historic importance of upgrading the Korean-American alliance to a higher level, and it also provided an important opportunity to reunite the American people.

America's contributions to Korea did not end there. The U.S. assisted Korea as it emerged from over three decades of colonial rule to cultivate the seeds of democracy. The Korean people were forced to tread a long, thorny path in order to realize the basic democratic principle that the people are the true masters of the nation. However, the Korean people managed to overcome every difficulty and sacrifice, and finally inaugurated a fully-civilian government.

We are grateful to the government and people of the United States for having shown sustained concern and support for the growth of democracy in the Republic of Korea. The United States has also continuously helped Korea develop a market economy. Thanks to the principles of free trade geared toward a borderless world, the Republic of Korea was able to shed the yoke of poverty, even as we faced the threat of communism. American people can take pride and pleasure in Korea's success, in our newly enjoyed full democracy and our growing prosperity.

Korea and the United States have now become partners, mutually helping

each other on the road to ever greater prosperity. Korea is now a most trustworthy ally of the United States, and will continue to cooperate with you in promoting world peace and global development. You can count on us to support every American effort to further spread peace, liberty, and human rights in the world.

The Korean people are proud to call the United States as their most trusted ally. And I'm convinced that in the future our two nations will become even closer and mature partners.

Ladies and gentlemen, please join me in a toast to the everlasting prosperity of the United States, the good health of President and Mrs. Clinton, and the eternal friendship between our two peoples. Thank you.

(A toast is offered.) (Applause.)

#### Independent States of the World\*

Ξ

SHORT-FORM NAME	LONG-FORM NAME	ABBREVIATION	CAPITAL
Bahamas, The	Commonwealth of The Bahamas	BF	Nassau
Bahrain 1, 2	State of Bahrain	BA	Manama
Bangladesh 1,2	People's Republic of Bangladesh	BG	Dhaka
Barbados 1,2	(no long-form name)	BB	Bridgetown
Belarus 1, 2	Republic of Belarus	BO	Minsk
Belgium 1,2	Kingdom of Belgium	$_{ m BE}$	Brussels
Belize 1,2	(no long-form name)	BH	Belmopan
Benin 1,2	Republic of Benin	BN	Porto-Novo
Bhutan 1,2	Kingdom of Bhutan	BT	Thimphu
Bolivia 1,2	Republic of Bolivia	BL	La Paz (administrative)
			Sucre (legislative/judiciary)
Bosnia and Herzegovina 1,2	Republic of Bosnia and Herzegovina	BK	Sarajevo
Botswana 1,2	Republic of Botswana	BC	Gaborone
Brazil 1,2	Federative Republic of Brazil	$_{ m BR}$	Brasilia
Brunei 1,2	Negara Brunei Darussalam	$_{ m BX}$	Bandar Seri Begawan
Bulgaria 1,2	Republic of Bulgaria	BU	Sofia
Burkina 1,2	Burkina Faso	UV	Ouagadougou
Burma 1,2	Union of Burma	$_{\mathrm{BM}}$	Rangoon
Burundi 1,2	Republic of Burundi	BY	Bujumbura
<sup>1</sup> - Diplomatic Relations with U	Inited States; <sup>2</sup> - Member of United Nation	ıs	Hubban Wildingsteepergery

<sup>\*</sup> In this listing, the term "independent state" refers to a people politically organized into a sovereign state with a definite territory recognized as independent by the U.S. Source: U.S. Department of State, Office of The Geographer

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