



Protocol & Diplomacy International – Protocol Officers Association
13th Annual International Protocol Education Forum
Monday, 11 August – Thursday, 14 August, 2014
Four Seasons Hotel Washington, DC
#protocoIDC14

MONDAY, 11 AUGUST 2014

Dress: Business Casual

12:00 – 7:00 p.m. **FORUM CHECK-IN**

*Corcoran Ballroom Foyer
(Conference Level)*

12:30 – 4:45 p.m. **CONCURRENT ROUNDTABLE SESSIONS**

Informal discussions with industry colleagues

12:30 – 1:45 p.m. **1. “Business, Finance, Economic Development,
and Entrepreneurship”** **Ms. Lindsay Eister**
Smithson Room *Chief of Protocol*
(Conference Level) *Michigan Economic Development Corporation*

Mr. Michael Lynn
Director of Exhibitions, Events & Protocol
L-3 Communications
Integrated Systems Group

12:30 – 1:45 p.m. **2. “Sub-National Government”** **Ms. Catherine Hansen**
Douglass Room *Chief of Protocol*
(Conference Level) *City of Charlotte, North Carolina*

Ms. Abby Turano
Chief of Protocol
State of Georgia

2:00 – 3:15 p.m. **3. “Military and Defense Contracting”** **Ms. Nancy J. Preuss**
Smithson Room *Senior Manager, Business Development*
(Conference Level) *Customer & Market Engagement*
Boeing Defense, Space & Security

Ms. Shela Schultz
Director of Protocol to the Commandant
Naval District Washington

2:00 – 3:15 p.m. **4. “National Government”** **Mr. Ephraim A. Enyigou**
Douglass Room *Senior Manager, Travels & Protocol Office*
(Conference Level) *Central Bank of Nigeria*

Ms. Kellie N. Robinson
VHA FOIA Officer
U.S. Department of Veterans Affairs

3:30 – 4:45 p.m. **5. “Non-Governmental Organizations”** **Mr. Rod Ballance**
Smithson Room *Managing Director*
(Conference Level) *KBR Global Strategies, LLC*

Ms. Laura Dupuy
Executive Director
Utah Council for Citizen Diplomacy

3:30 – 4:45 p.m. **6. “Academia”** **Ms. Bryn MacPherson**
Douglass Room *Assistant Vice-President*
(Conference Level) *Office of the President & Chief of Protocol*
University of Toronto

Ms. Suzanne Tatum
Assistant to the Vice President
Office of Government Relations and Community Engagement
Georgia Southern University

#protocoIDC14

MONDAY, 11 AUGUST 2014 (cont'd)

Dress: Business Casual

5:00 – 5:30 p.m.
Douglass Room
(Conference Level)

NEW MEMBER / FIRST-TIME FORUM ATTENDEE ORIENTATION

Ms. Ann Beard
Founder, PDI-POA

Mr. Chris Young
President, PDI-POA

Ms. Monica Earley
Vice President for Membership, PDI-POA

5:30 – 6:00 p.m.
Seasons Restaurant Foyer
(Mezzanine Level)

SILENT AUCTION REGISTRATION

6:00 – 8:00 p.m.
Seasons Restaurant
(Mezzanine Level)

WELCOME RECEPTION AND SILENT AUCTION

Evening

FREE

Connect with your colleagues while enjoying an evening free to delight in the sights of Washington, DC.

TUESDAY, 12 AUGUST 2014

Dress: Business

7:00 – 8:00 a.m.
Dumbarton Room
(Conference Level)

NETWORKING BREAKFAST

7:00 – 8:00 a.m.
Conservatory in the Dumbarton Room
(Conference Level)

AUTHORS' CORNER (1 of 3)
Member authors will sell and sign books.

7:00 – 9:00 a.m.
Corcoran Ballroom Foyer
(Conference Level)

CONTINUED FORUM CHECK-IN

8:00 – 8:15 a.m.
Corcoran Ballroom
(Conference Level)

OPENING REMARKS

Mr. Chris Young
President, PDI-POA

8:15 – 9:00 a.m.
Corcoran Ballroom

PARADE OF NATIONS & MAYOR'S WELCOME

Dr. Patricia Elwood
Director, Office of Protocol and International Affairs
Office of the Secretary of the District of Columbia
Executive Office of the Mayor

The Honorable Vincent Gray
Mayor of the District of Columbia

9:00 – 10:15 a.m.
Corcoran Ballroom

OPENING PLENARY SESSION

**“Striking the Right Chord:
Protocol as an Essential Instrument in Diplomacy”**

Moderator
Mr. Chris Young
Executive Director, CIFAL Atlanta
United Nations Institute for Training & Research

TUESDAY, 12 AUGUST 2014 (cont'd)

Dress: Business

9:00 – 10:15 a.m.
Corcoran Ballroom

OPENING PLENARY SESSION (cont'd)
**“Striking the Right Chord:
Protocol as an Essential Instrument in Diplomacy”**

Panelists
Ambassador Stuart Holliday
*President and CEO
Meridian International Center*

Ms. Deanea LeFlore
*Executive Director
Houston Office of Protocol and International Affairs*

Ms. Sandra Pandit
*Protocol Officer and Social Secretary to the Ambassador
Embassy of the Federal Republic of Germany*

Mr. Mark Walsh
Deputy Chief of Protocol of the United States

10:15 – 10:30 a.m. **BREAK**
Corcoran Ballroom Foyer

10:30 – 11:40 a.m.
Corcoran Ballroom

CONCURRENT BREAKOUT SESSIONS – CLUSTER 1

1A. “Royal Visits”

Mr. Richard Rodgers MVO
*Senior Visits Officer
British Embassy Washington*

*Algonquin Room
(Conference Level)*

1B. “Introduction to Flag Protocol”

Mr. Gary Biggs
*Founding Partner
Protocol Partners-Washington Center for Protocol, Inc.*

*Smithson Room
(Conference Level)*

1C. “Elements of Seating”

Ms. April Guice
*Catering and Events Lead, U.S.-Africa Leaders Summit
Associate, Protocol Partners-Washington Center for Protocol, Inc.*

*Douglass Room
(Conference Level)*

**1D. “NATO: Best Practices in Protocol
at an Intergovernmental Organization”**

Ms. Maryse Larche Mele
*Executive Officer, Protocol
Allied Command Transformation (NATO)*

12:00 – 1:30 p.m.
Dumbarton Room

LUNCH

Introduction of PDI-POA Officers

Mr. Chris Young
President, PDI-POA

“Meet the Chief”

Lunch Plenary Session

Ambassador Peter Selfridge
Chief of Protocol of the United States

1:50 – 3:00 p.m.
Corcoran Ballroom

CONCURRENT BREAKOUT SESSIONS – CLUSTER 2

2A. “Managing the Health of Your Principal”

Mr. Joel Jenkins
*Protocol Officer/Congressional Liaison
Pacific Regional Medical Command and Tripler Army Medical Center*

Algonquin Room

2B. “Preparing Briefing Books for Principals”

Ms. Lauren Beyer
*Chief of Strategy and Communications
Office of Global Strategies
U.S. Transportation Security Administration*

Smithson Room

2C. “Hotel Negotiating”

Ms. Sandy Carney-Alves
*President
CTM Global*

Douglass Room

2D. “Gift Wrapping”

Ms. Kara Hayes
*Protocol Officer
U.S. Department of Homeland Security*

3:00 – 3:15 p.m. **BREAK**
Corcoran Ballroom Foyer

TUESDAY, 12 AUGUST 2014 (cont'd)

Dress: Business

3:15 – 4:30 p.m.
Corcoran Ballroom

PLENARY SESSION
**“My House is Your House:
Protocol at an Official Residence”**

*Senior Associate, Protocol Partners-Washington Center for Protocol, Inc.
Former Assistant Chief of Protocol of the United States*

Moderator

Mr. Lawrence Dunham

Panelists
Ms. Ann Evans
*Executive Director
Governor’s Mansion of Kentucky*

Ms. April Harris
*Associate Vice President for Advancement
University of Alabama in Huntsville*

Ms. Candace Shireman
*Curator
Blair House, The President’s Guest House*

4:30 – 6:00 p.m.
Dumbarton Room

RECEPTION
Open House hosted by The Protocol School of Washington

Evening

FREE
Connect with your colleagues while enjoying an evening free to delight in the sights of Washington, DC.

WEDNESDAY, 13 AUGUST 2014

STEVE BOLEY

Dress: Business

7:00 – 8:15 a.m.
Dumbarton Room

NETWORKING BREAKFAST

7:00 – 8:15 a.m.
Conservatory in the
Dumbarton Room

AUTHORS’ CORNER (2 of 3)
Member authors sell and sign books.

8:15 – 8:30 a.m.
Corcoran Ballroom

MORNING ANNOUNCEMENTS

8:30 – 9:45 a.m.
Corcoran Ballroom

PLENARY SESSION
**“Intercultural Communication:
Bridge Building for Diplomacy”**

Moderator
Ms. Eilis Courtney
*Director of Ceremonies
University of British Columbia*

Panelists
Ms. Jwan Ali Karim
*Director General/Protocol
Iraqi President’s Office*

Ms. Aracelli Fullem
*Associate, Protocol Partners-Washington Center for Protocol, Inc.
Former Senior Protocol Officer, Inter-American Development Bank*

Dr. Gary Weaver
*Professor, International Communication
Executive Director, Intercultural Management Institute
American University*

9:45 – 10:00 a.m. **BREAK**
Corcoran Ballroom Foyer

WEDNESDAY, 13 AUGUST 2014 (cont'd)

Dress: Business

10:00 – 11:15 a.m.
Corcoran Ballroom

CONCURRENT BREAKOUT SESSIONS – CLUSTER 3
3A. “Inaugurations, Investitures, and Funerals”

Ms. Christy Bickel
President
Bickel Consulting, LLC

Algonquin Room

3B. “(Almost) Everything I Learned About Leadership Was Confirmed in a Barn”

Ms. Diane Brown
Founder
Protocol Solutions, LLC

Smithson Room

3C. “Defining Dress for Men: Looking Smart for Any Occasion”

Mr. David Nelson
Special Events Coordinator
Foundation for the National Archives

Douglass Room

3D. “Personal Branding Boot Camp- Behaviors for Protocol Success”

Ms. Pamela Eyring
President
The Protocol School of Washington

11:15 – 11:30 a.m.
Hotel Lobby

BOARD BUSES FOR THE EMBASSY OF THE REPUBLIC OF TURKEY
Note: Be sure to bring your government-issued I.D. with you.

11:30 – 11:50 a.m.

BUS RIDE TO THE EMBASSY OF THE REPUBLIC OF TURKEY

11:50 a.m.

BUSES ARRIVE AT THE EMBASSY OF THE REPUBLIC OF TURKEY

12:00 – 1:30 p.m.
Embassy of the Republic of Turkey

LUNCH AT THE EMBASSY OF THE REPUBLIC OF TURKEY
Welcome Remarks **His Excellency Serdar Kılıç**
Ambassador of the Republic of Turkey to the United States

1:30 – 1:45 p.m.

BOARD BUSES FOR THE NATIONAL ARCHIVES MUSEUM

1:45 – 2:15 p.m.

BUS RIDE TO THE NATIONAL ARCHIVES MUSEUM

2:15 p.m.

BUSES ARRIVE AT THE NATIONAL ARCHIVES MUSEUM

2:45 p.m.
National Archives Museum
(McGowan Theater)

WELCOME REMARKS

Mr. Patrick M. Madden
Executive Director
Foundation for the National Archives

3:00 – 4:10 p.m.
National Archives Museum
(McGowan Theater)

PLENARY SESSION
“**Cue the Music and Light the Lights: Creating Ambiance for Your Event**”

Moderator
Ms. Sonia Garza-Monarchi
President
Garza Protocol Associates

Panelists
Mr. Kenneth Hodges
Former Member Services Director
The Granite Club

Ms. Melissa Stires
Executive Director of the F Street House,
Presidential Travel, and Logistics
The George Washington University

Speaker TBA

4:10 – 4:15 p.m.
National Archives Museum
(McGowan Theater)

CLOSING REMARKS

The Honorable David S. Ferriero
Archivist of the United States

4:15 – 4:35 p.m.
National Archives Museum
(Rotunda for the Charters of Freedom)

TOUR OF THE ROTUNDA FOR THE CHARTERS OF FREEDOM
Declaration of Independence, U.S. Constitution, and the Bill of Rights

WEDNESDAY, 13 AUGUST 2014 (cont'd)

Dress: Business

4:35 – 5:15 p.m. **VISIT TO THE MYARCHIVES STORE**
National Archives Museum
(myArchives Store)

5:30 p.m. **MEET IN THE VISITOR ORIENTATION PLAZA TO EXIT THE NATIONAL ARCHIVES MUSEUM**
National Archives Museum
(Visitor Orientation Plaza)

5:30 – 5:50 p.m. **GROUP PHOTO ON THE STEPS OF THE NATIONAL ARCHIVES MUSEUM**
National Archives Museum
(South Portico Steps)
Inclement weather alternative: McGowan Theater, National Archives Museum

5:50 – 6:00 p.m. **WALK TO THE EMBASSY OF CANADA**
Inclement weather alternative: Bus ride to the Embassy of Canada

6:00 p.m. **ARRIVE AT THE EMBASSY OF CANADA**

6:00 – 7:30 p.m. **RECEPTION AT THE EMBASSY OF CANADA**
Embassy of Canada
Welcome Remarks **His Excellency Gary Doer**
Ambassador of Canada to the United States

7:30 – 8:00 p.m. **OPTIONAL BUS TRANSPORT FROM EMBASSY OF CANADA TO FOUR SEASONS HOTEL WASHINGTON, DC**

Evening **FREE**
Connect with your colleagues while enjoying an evening free to delight in the sights of Washington, DC.

THURSDAY, 14 AUGUST 2014

Jennifer Hinkson

Dress: Business

7:00 – 8:10 a.m. **NETWORKING BREAKFAST**
Dumbarton Room

7:00 – 8:10 a.m. **AUTHORS' CORNER (3 of 3)**
Conservatory in the Dumbarton Room
Member authors will sell and sign books.

8:15 – 9:00 a.m. **PRESENTATION OF ASSOCIATION AWARDS**
Corcoran Ballroom
2015 Host City Showcase

9:00 – 10:15 a.m. **PLENARY SESSION**
Corcoran Ballroom
“Advance Trip Preparation: Security and Advance for the Protocol Professional” Moderator **Ms. Rachel Best**
Manager of International Events
Wisconsin Economic Development Corporation

Panelists
Mr. Dave Benson
Principal and Executive Vice President of Operations
Center for Personal Protection and Safety

Ms. Kristina Broadie
Press Lead
Office of Scheduling and Advance
The White House

Ms. Cheryl Tyler
President & CEO
CLT3 Consulting, LLC

Ms. Candace Wint, CMP
Former Director of Advance
U.S. Department of Housing and Urban Development

#protocolDC14

THURSDAY, 14 AUGUST 2014 (cont'd)

Dress: Business

10:15 – 10:30 a.m. **BREAK**

Corcoran Ballroom Foyer

10:30 – 11:40 a.m.

Corcoran Ballroom

CONCURRENT BREAKOUT SESSIONS – CLUSTER 4

4A. “Managing Difficult Principals”

Ms. Barbara Sullivan

Chief of Protocol

City of Toronto

Algonquin Room

**4B. “Developing Protocol Guidelines for Your Principal
(And How to Get Them to Buy Into It)”**

Ms. Jenniffer Braynen

President & CEO

Universal Protocol

Ms. Terry Denniston

Chief of Staff

The University of Tennessee at Chattanooga

Ms. Donna Hampton

Senior Protocol and Events Representative

Lockheed Martin

Smithson Room

**4C. “Career Development Discussion
(1-7 Years of Protocol Experience)”**

Ms. Monica Earley

Protocol Consultant

****Bring your top five questions to discuss.****

Ms. Kathleen Ryan

Senior Manager, Customer & Market Engagement

The Boeing Company

Douglass Room

**4D. “Meeting and Events Assistance:
Apps and Technology”**

Ms. Melissa Werner, CSEP

Director of University Ceremonies

Arizona State University

12:00 – 1:30 p.m.

Dumbarton Room

NETWORKING LUNCH

PDI-POA officers briefly outline Association plans for 2014-2015.

1:40 – 2:50 p.m.

Corcoran Ballroom

CONCURRENT BREAKOUT SESSIONS – CLUSTER 5

**5A. “Order of Precedence: Avoiding Heartburn,
Headaches, and International Incidents”**

Ms. Leslie Lautenslager

Executive Assistant to General Colin L. Powell, USA (Ret.)

Algonquin Room

**5B. “Career Development Discussion
(7+ Years of Protocol Experience)”**

Ms. Monica Earley

Protocol Consultant

****Bring your top five questions to discuss.****

Ms. Kathleen Ryan

Senior Manager, Customer & Market Engagement

The Boeing Company

Smithson Room

5C. “An Introduction to Judicial Protocol”

Dr. Michael Anthony Lilla

Court Protocol and Information Officer

Caribbean Court of Justice

Douglass Room

**5D. “Essential Elements of an International
Executive Visitors Program”**

Ms. Fiona Cameron-Williams

President

FCW Hospitality and Private Residence Consulting, Inc.

2:50 – 3:00 p.m.

Corcoran Ballroom Foyer

BREAK

3:00 – 4:10 p.m.

Corcoran Ballroom

PLENARY SESSION

**“Let Us Break Bread Together:
Using Food in Your Recipe for Success”**

Moderator

Mr. Chris Young

President, PDI-POA

THURSDAY, 14 AUGUST 2014 (cont'd)

Dress: Business

3:00 – 4:10 p.m.
Corcoran Ballroom

PLENARY SESSION (cont'd)
**“Let Us Break Bread Together:
Using Food in Your Recipe for Success”**

Panelists
Ms. Lauren Bernstein
*Director, Diplomatic Culinary Partnership
Office of the Chief of Protocol
U.S. Department of State*

Mr. Sam Chapple-Sokol
Consultant, Le Club des Chefs des Chefs

Chef Cristeta Comerford
White House Executive Chef

4:10 – 4:30 p.m.
Corcoran Ballroom

CLOSING REMARKS

Mr. Chris Young
President, PDI-POA

THE REMAINDER OF THIS PROGRAM SCHEDULE PERTAINS TO THE
OPTIONAL CLOSING ACTIVITY AT BLAIR HOUSE, THE PRESIDENT'S GUEST HOUSE
Separate advance registration and payment were required for this activity.

4:45 – 5:00 p.m.

**BOARD BUSES FOR OPTIONAL CLOSING ACTIVITY AT
BLAIR HOUSE, THE PRESIDENT'S GUEST HOUSE**
Note: Be sure to bring your government-issued I.D. with you.

5:00 – 5:30 p.m.

**BUS RIDE TO OPTIONAL CLOSING ACTIVITY AT
BLAIR HOUSE, THE PRESIDENT'S GUEST HOUSE**

5:30 p.m.

BUSES ARRIVE AT BLAIR HOUSE, THE PRESIDENT'S GUEST HOUSE

5:30 – 7:00 p.m.

*Blair House,
The President's Guest House*

OPTIONAL CLOSING ACTIVITY
Reception

7:00 – 7:15 p.m.

BOARD BUSES FOR FOUR SEASONS HOTEL, WASHINGTON DC

7:15 – 7:45 p.m.

BUS RIDE TO FOUR SEASONS HOTEL WASHINGTON, DC

7:45 p.m.

BUSES ARRIVE AT FOUR SEASONS HOTEL WASHINGTON, DC

**We would like to thank the following sponsors and
strategic partners of this year's Forum for their generous support.**

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