



Protocol & Diplomacy International – Protocol Officers Association
14th Annual International Protocol Education Forum
Monday, 27 July – Thursday, 30 July 2015
Little America Hotel, Salt Lake City, UT

SLC15 FORUM SCHEDULE (as of 25 July 2015)

Unless otherwise noted, all functions are at the Little America Hotel, Salt Lake City.

#protocolSLC15

MONDAY, 27 JULY 2015

Dress: Business Casual

12:00 – 6:30 p.m.
Ballroom Reception
Foyer A
(Main Floor)

FORUM CHECK-IN

12:30 – 4:45 p.m.

CONCURRENT INDUSTRY ROUNDTABLE SESSIONS

These roundtables are intended to be opportunities for persons in these specific sectors of our profession to network with their direct peers, share successes and challenges, and exchange best practices. Bring questions and concerns to your respective roundtable session, and tap into the vast experience and knowledge of your protocol colleagues.

12:30 – 1:45 p.m.
Sun Valley Room
(Second Floor)

1. “Business, Finance, Economic Development, and Entrepreneurship”

Mr. Jones Oparah
HR Advisor, Immigrations
MTN Nigeria Communications Limited

Ms. Michelle Rathbun
President
Chromis Event Strategies, LLC

12:30 – 1:45 p.m.
Tucson Room
(Second Floor)

2. “Sub-National Government”

Ms. Rachel Best
Senior Event Manager – Manager of International Events
Wisconsin Economic Development Corporation

Ms. Vanessa Ibarra
Chief of Protocol
Mayor's Office of International Affairs, City of Atlanta

2:00 – 3:15 p.m.
Sun Valley Room
(Second Floor)

3. “Military”

Ms. Tracey Ford
Chief of Protocol
US Marine Corps Forces, Pacific

Ms. Stephanie Otto
Chief of Protocol
7th Army, Joint Multinational Training Command, Grafenwoehr, Germany

2:00 – 3:15 p.m.
Tucson Room
(Second Floor)

4. “Non-Governmental Organizations”

Ms. Maria-Stella Gatzoulis
Special Events Coordinator / Protocol
Woodrow Wilson International Center for Scholars

Ms. Cynthia McDowell
Director, Meetings and Events
National Stone, Sand and Gravel Association

3:30 – 4:45 p.m.
Sun Valley Room
(Second Floor)

5. “National Government”

Ms. Leslie Lautenslager
Executive Assistant to General Colin L. Powell, USA (Ret.)
Former Assistant Chief of Protocol for Ceremonials, U.S. Department of State

Ms. Barbara Merritt
Chief of Protocol
National Counterterrorism Center

MONDAY, 27 JULY 2015 (cont'd)

Dress: Business Casual

- 3:30 – 4:45 p.m. **CONCURRENT INDUSTRY ROUNDTABLE SESSIONS (cont'd)**
Tucson Room
(Second Floor)
6. “Academia”
- Mr. Eric Dicken**
Senior Executive Director
Donor Relations, University Events & Presidential Protocol
Case Western Reserve University
- Ms. Melissa Stires**
Advisor, Presidential Liaison & Travel
The George Washington University
- 12:30 – 4:45 p.m. **CAREER DEVELOPMENT AND TRANSITION SESSIONS**
Concurrent with the Industry Roundtable Sessions, career experts Danny Damron and Scott Hammond will host professional development and job transition workshops for protocol professionals to understand and reflect upon the stages of one’s career.
- 12:30 – 1:45 p.m. **“Navigating the Stages of Your Career”**
- 2:00 – 3:15 p.m.
- 3:30 – 4:45 p.m.
- Flagstaff Room*
(Second Floor)
- Dr. Danny Damron**
Partner, Culture3
Brigham Young University
- Dr. Scott Hammond**
Partner, Culture3
Clinical Professor of Management, Jon M. Huntsman School of Business
Utah State University
- 5:00 – 5:30 p.m. **NEW MEMBER / FIRST-TIME FORUM ATTENDEE ORIENTATION**
Cheyenne Room
(Main Floor)
- Ms. Ann Beard**
Founder, PDI-POA
- Ms. Lanie Denslow**
President, PDI-POA
- Ms. Monica Earley**
Vice President for Membership, PDI-POA
- 5:30 – 6:00 p.m. **SILENT AUCTION REGISTRATION**
Ballroom Reception, Foyer B
(Main Floor)
- 6:00 – 8:00 p.m. **WELCOME RECEPTION AND SILENT AUCTION**
Ballroom B
(Main Floor)
Join us for our annual reception and silent auction!
- Ms. Hope Fiorvanti**
Silent Auction Chair
- Evening **FREE**
Connect with your colleagues while enjoying an evening free to delight in the sights of Salt Lake City, UT.

TUESDAY, 28 JULY 2015

Dress: Business

- 7:00 – 7:50 a.m. **NETWORKING BREAKFAST**
Ballroom Reception, Foyer AB
(Main Floor)
- 7:00 – 7:50 a.m. **AUTHORS’ CORNER (1 of 3)**
Ballroom Reception
Foyer B
(Main Floor)
Member authors will sell and sign books.
- 7:00 – 9:00 a.m. **CONTINUED FORUM CHECK-IN**
Ballroom Reception, Foyer A
(Main Floor)

TUESDAY, 28 JULY 2015 (cont'd)

Dress: Business

8:00 – 8:50 a.m. <i>Ballroom A (Main Floor)</i>	OPENING CEREMONY Opening Remarks Ceremonial Blessing Official Welcome Remarks Parade of Nations	Ms. Lanie Denslow <i>President, PDI-POA</i> Mr. Lacey Harris <i>First Nation Representative Northern Ute and Piute Tribes</i> Mr. Scott Beck <i>President & CEO Visit Salt Lake</i> Ms. Lanie Denslow <i>President, PDI-POA</i>
8:50 – 10:10 a.m. <i>Ballroom A (Main Floor)</i>	OPENING PLENARY SESSION “Peaches and Coconuts: Understanding the Underpinnings of Culture”	Introduction Ms. Lanie Denslow <i>President, PDI-POA</i> Panelists Dr. Scott Hammond <i>Partner, Culture3 Clinical Professor of Management, Jon M. Huntsman School of Business Utah State University</i> Mr. Christopher Liechty <i>Managing Partner Culture3</i>
10:10 – 10:30 a.m. <i>Ballroom Reception, Foyer AB (Main Floor)</i>	BREAK	
10:30 – 11:45 a.m. <i>Sawtooth Room (Second Floor)</i>	CONCURRENT BREAKOUT SESSIONS – CLUSTER 1 1A. “Protocol Fundamentals: Flags”	Mr. Bert “Icepick” Gillott <i>Protocol Specialist U.S. Army Africa</i>
<i>Tucson Room (Second Floor)</i>	1B. “Floral Arranging in a Pinch” This session has a maximum occupancy of 30 people: first come, first served.	Ms. Emily Brooks Wayment <i>Landscape and Floral Designer Treilles</i>
<i>Sun Valley Room (Second Floor)</i>	1C. “Protocol, Etiquette, and the Auto Industry’s Social and Appreciation Dinner”	Mr. David Attree <i>Protocol Officer</i> Ms. Monica Earley <i>Protocol Consultant/Trainer</i>
<i>Flagstaff Room (Second Floor)</i>	1D. “I Don’t Get No Respect! Convincing Your Leadership and Your Colleagues that Protocol Matters”	Mr. Chris Young <i>Executive Director, CIFAL Atlanta United Nations Institute for Training & Research</i>
12:00 – 1:30 p.m. <i>Ballroom B (Main Floor)</i>	LUNCH Introduction of PDI-POA officers “Sometimes a Rose Isn’t Just a Rose: Floral Considerations” Lunch Plenary Session	Ms. Lanie Denslow <i>President, PDI-POA</i> Introduction Ms. Michelle Rathbun <i>President Chromis Event Strategies, LLC</i> Remarks Ms. Emily Brooks Wayment <i>Landscape & Floral Designer Treilles</i>

TUESDAY, 28 JULY 2015 (cont'd)

Dress: Business

1:45 – 3:00 p.m.
Sawtooth Room
(Second Floor)

CONCURRENT BREAKOUT SESSIONS – CLUSTER 2

2A. **“Protocol Fundamentals: Seating”**

Ms. Abby Turano
Chief of Protocol
State of Georgia

Tucson Room
(Second Floor)

2B. **“The Many Facets of Protocol at a University”**

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

Panelists
Dr. Baldomero Lago
Honorary Consul of Spain
Senior Director for International & Multicultural Studies, Utah Valley University

Ms. Bryn MacPherson
Assistant Vice-President, Office of the President & Chief of Protocol
University of Toronto

Ms. Melissa Werner, CSEP
Protocol Officer and Director of University Ceremonies
Arizona State University

Sun Valley Room
(Second Floor)

2C. **“Dress for Protocol Success: Business Dress for Men and Women”**

Ms. Tina Christensen
Personal Stylist Manager
Nordstrom at Fashion Place Mall

Flagstaff Room
(Second Floor)

2D. **“Dealing with Difficult People – Understanding and Communicating for Relief”**

Ms. Pamela Eyring
President
The Protocol School of Washington

3:00 – 3:15 p.m.
Ballroom Reception, Foyer AB
(Main Floor)

BREAK

3:15 – 4:30 p.m.
Ballroom A
(Main Floor)

PLENARY SESSION

“Generational Changes in the World of Protocol: How Differing Attitudes Influence the Strategies and Application of Protocol”

This session will be broadcast live for all PDI-POA members.

Moderator
Mr. Gary Biggs
Founding Partner

Protocol Partners-Washington Center for Protocol, Inc.

Panelists
Mr. Musa Abba Dankawu
Assistant Director, Corporate Services of Communication & Protocol
Lake Chad Basin Commission

Ms. Jennifer Hinkson
Senior Assistant Registrar (Administration) / Protocol Officer
University of the West Indies

Mr. David Nelson
Social Secretary
Embassy of Switzerland in the United States

Evening

FREE

Connect with your colleagues while enjoying an evening free to delight in the sights of Salt Lake City, UT.

WEDNESDAY, 29 JULY 2015

Dress: Business

7:30 – 8:30 a.m.
Ballroom Reception, Foyer AB
(Main Floor)

NETWORKING BREAKFAST

WEDNESDAY, 29 JULY 2015

Dress: Business

7:30 – 8:30 a.m. **AUTHORS' CORNER (2 of 3)**
Ballroom Reception Member authors sell and sign books.
Foyer B
(Main Floor)

8:30 – 9:00 a.m. **MORNING ANNOUNCEMENTS**
Ballroom A
(Main Floor)

9:00 – 9:20 a.m. **GREETING FROM THE GOVERNOR** Introduction
Mr. Franz Kolb
Director, Diplomacy & International Protocol
Governor's Office of Economic Development
The Honorable Gary Herbert
Governor of the State of Utah

9:20 – 10:35 a.m. **PLENARY SESSION**
Ballroom A **"It Is What You Say (That Matters):** Moderator
(Main Floor) **Translation and Interpretation"** **Ms. Ginger Barnard**
Former Deputy Chief of Protocol, Los Angeles County (1983-2005)
Founding Board Member and Past President, PDI-POA
Panelists
Ms. Marie-Hélène Glon
Honorary Consul of France in Utah
President of the Utah Consular Corps
Mr. David Utrilla
Honorary Consul of Peru
President and CEO, U.S. Translation Company
Mr. Bill Weber
Former Dean, Graduate School of Translation & Interpretation
Monterey Institute for International Studies
Strategic Advisor, Tiller Language Services

10:35 – 10:45 a.m. **BREAK**
Ballroom Reception, Foyer A
(Main Floor)

10:45 a.m.–12:00 p.m. **CONCURRENT BREAKOUT SESSIONS – CLUSTER 3**
Sawtooth Room 3A. **"Protocol Fundamentals: Precedence"** **Ms. Charma Retherford**
(Second Floor) *Chief of Protocol*
Air Force Special Operations Command
Tucson Room 3B. **"Scripting Your Event: How Calligraphy Enhances**
(Second Floor) **and Tricks to Improve Your Own Handwriting"** **Mr. Ashantai Yungai**
This session has a maximum occupancy of *Calligrapher*
40 people: first come, first served. *Distinctive Inscriptions*
Sun Valley Room 3C. **"Navigating Protocol for a Large Organization:**
(Second Floor) **How It's Accomplished, Strategies for Developing** **Mr. Steven Boley**
Checklists and Sharing Information with the *Protocol Specialist*
Right Constituents" *Headquarters Air Force Protocol*
Mr. Michael Lynn
Director of Exhibitions, Events & Protocol
L-3 Communications
Integrated Systems Group
Flagstaff Room 3D. **"Be Our Guest, Be Our Guest: What Protocol**
(Second Floor) **Professionals Can Learn about Hosting Global** **Mr. Mark Mundel**
Dignitaries from the Hospitality Industry" *General Manager*
Little America Hotel Salt Lake City

WEDNESDAY, 29 JULY 2015 (cont'd)

Dress: Business

10:45 a.m.–12:00 p.m. **CONCURRENT BREAKOUT SESSIONS – CLUSTER 3 (cont'd)**
Flagstaff Room 3D. “Be Our Guest, Be Our Guest...” (cont'd)

Mr. Carl Sokia
*Complex Director of Human Resources
Grand America Hotels & Resorts*

12:15 – 1:30 p.m. **NETWORKING LUNCH**
*Ballroom B
(Main Floor)* Committee meetings with PDI-POA officers for anyone interested in getting involved.

1:45 – 2:00 p.m. **BOARD BUSES FOR THE NATURAL HISTORY MUSEUM OF UTAH**
Main Lobby

2:00 – 2:15 p.m. **SCENIC BUS RIDE TO THE NATURAL HISTORY MUSEUM OF UTAH**

2:15 p.m. **BUSES ARRIVE AT THE NATURAL HISTORY MUSEUM OF UTAH**

2:25 – 2:35 p.m. **GROUP PHOTO ON THE SKY TERRACE**
Sky Terrace, 5th Floor

2:40 p.m. **WELCOME REMARKS**
*Natural History Museum
(Swaner Family Forum)*

Ms. Ann Hanniball
*Associate Director for Community and Government Relations
Natural History Museum of Utah*

2:50 – 4:00 p.m. **PLENARY SESSION**
*Natural History
Museum
(Swaner Family Forum)* “Protocol for Indigenous Peoples”

Moderator
Ms. Laura Dupuy
*Executive Director
Utah Council for Citizen Diplomacy*

Panelists
Mr. Ibrahim Abubakar
*Principal Protocol Officer
Nigeria Football Federation*

Ms. Eilis Courtney
*Director, Ceremonies and Events
The University of British Columbia*

Mr. Larry Keown
*Author, “Working in Indian Country”
Founder, LDK Associates, LLC*

4:00 – 4:30 p.m. **GUIDED TOUR OF THE “NATIVE VOICES” EXHIBIT** **Ms. Becky Menlove**
*Natural History Museum
(Native Voices Exhibit)* *Associate Director for Visitor Experience
Natural History Museum of Utah*

4:30 – 4:45 p.m. **FREE TIME TO EXPLORE MUSEUM GIFT SHOP**
*Natural History Museum
(Gift Shop, Main Floor)*

4:45 – 5:00 p.m. **BOARD BUSES FOR TEMPLE SQUARE**
Natural History Museum (Main Entrance)

5:00 – 5:15 p.m. **SCENIC BUS RIDE TO TEMPLE SQUARE**

5:15 p.m. **BUSES ARRIVE AT TEMPLE SQUARE**
Temple Square (West Gate)

5:15 – 6:00 p.m. **GUIDED TOURS OF TEMPLE SQUARE**
Temple Square LDS Church Hosts and Sister Missionaries will lead small group tours.

Elder Richard Hinckley and Sister Jane Hinckley
Elder Lonny Glead and Sister Jane Glead
Elder Wes Innes and Sister Jody Innes
*Church Hosts
The Church of Jesus Christ of Latter-day Saints*

WEDNESDAY, 29 JULY 2015 (cont'd)

Dress: Business

6:00 – 6:20 p.m. **OPTIONAL BUS TRANSPORT FROM TEMPLE SQUARE TO
LITTLE AMERICA HOTEL SALT LAKE CITY**

Evening

FREE

Connect with your colleagues while enjoying an evening free to delight in the sights of Salt Lake City, UT.

THURSDAY, 30 JULY 2015

Dress: Business

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

*Ballroom Reception, Foyer AB
(Main Floor)*

7:00 – 8:10 a.m. **AUTHORS' CORNER (3 of 3)**

*Ballroom Reception
Foyer B
(Main Floor)* Member authors will sell and sign books.

8:15 – 9:00 a.m. **PRESENTATION OF ASSOCIATION AWARDS**

*Ballroom A
(Main Floor)* 2016 Host City Showcase

9:00 – 10:15 a.m. **PLENARY SESSION**

*Ballroom A
(Main Floor)* **“Engaging Your Local Consular Corps”**

Moderator

Mr. Chris Young

Executive Director, CIFAL Atlanta

United Nations Institute for Training & Research

Panelists

Mr. Franz Kolb

Honorary Consul to Austria

Director, Diplomacy & International Protocol, Governor's Office of Economic Development

Mr. Harlan Lee

Former Consul General and Career Foreign Service Officer, U.S. Department of State

President/CEO, Harlan Lee & Associates LLC

Dr. Keith W. Martin

Honorary Consul of the Kingdom of Morocco in Utah

Co-Founder Utah Morocco Alliance

10:15 – 10:20 a.m. **PREVIEW OF AFTERNOON LUNCH PRESENTATION**

10:20 – 10:30 a.m. **BREAK**

*Ballroom Reception, Foyer A
(Main Floor)*

10:30 – 11:45 a.m. **CONCURRENT BREAKOUT SESSIONS – CLUSTER 4**

*Sawtooth Room
(Second Floor)*

4A. **“Protocol Fundamentals: Names, Titles and Forms
of Address”**

Mr. Robert Hickey

Deputy Director

The Protocol School of Washington

*Tucson Room
(Second Floor)*

4B. **“Welcoming a Foreign Dignitary: Customizing
a Memorable Visit”**

Ms. Gayle Anderson

Protocol Officer

Las Vegas Global Economic Alliance / City of Las Vegas

Elder Richard Hinckley

Director of Church Hosting

The Church of Jesus Christ of Latter-day Saints

*Sun Valley Room
(Second Floor)*

4C. **“Global Entry, TSA Pre✓™, and Other Expedited
Security Protocols for Dignitaries at Airports”**

Mr. Ronald Malin

Federal Security Director, State of Utah

Transportation Security Administration, U.S. Department of Homeland Security

THURSDAY, 30 JULY 2015 (cont'd)

Dress: Business

10:30 – 11:45 a.m.
Sun Valley Room

CONCURRENT BREAKOUT SESSIONS – CLUSTER 4 (cont'd)

4C. “Global Entry, TSA Pre✓™...” (cont'd) **Mr. Ricardo Scheller**
Port Director San Francisco
Customs & Border Protection, U.S. Department of Homeland Security

Flagstaff Room
(Second Floor)

4D. “Planning and Executing a Formal Dinner” **Ms. Leslie Lautenslager**
Executive Assistant to General Colin L. Powell, USA (Ret.)
Former Assistant Chief of Protocol for Ceremonials, U.S. Department of State

Ms. Melissa Stires
Advisor, Presidential Liaison & Travel
The George Washington University

12:00 – 1:30 p.m.
Ballroom B
(Main Floor)

INTERACTIVE LUNCH SESSION

“A Recipe for Success: Collaborative Tasting and Menu Planning with the Chef”

Lunch Plenary Session and Tasting Exercise **Ms. April Guice**
International Conference Officer
U.S. Department of State
Associate, Protocol Partners-Washington Center for Protocol

Remarks

Chef Bernhard Gotz
Director of Food & Beverage and Executive Chef
Little America Hotel Salt Lake City

1:45 – 3:00 p.m.
Sawtooth Room
(Second Floor)

CONCURRENT BREAKOUT SESSIONS – CLUSTER 5

5A. “From Stories to Objects: Creating Unique Gifts for Meaningful Exchanges”

Mr. Vasilios Karpos
President and New Design Director
Statues.Com: Shaping History Through Sculpture

Mrs. Victoria Karpos
Vice President and Custom Project Coordinator
Statues.Com: Shaping History Through Sculpture

Tucson Room
(Second Floor)

5B. “Wine and Entertaining Seminar”

This session has a maximum occupancy of 40 people: first come, first served.

Ms. Amanda Hall
Private Dining Coordinator
Current Fish & Oyster Restaurant

Sun Valley Room
(Second Floor)

5C. “From Joint Service Operations to International Coalitions: Military Protocol Conundrums in Today’s Globalized World”

Mr. Bert “Icepick” Gillott
Protocol Specialist
U.S. Army Africa

Flagstaff Room
(Second Floor)

5D. “A Critical Technological Tool in Protocol: Microsoft Excel”

Please bring your laptop to practice these tricks and shortcuts.

Ms. Kim Starfield
Protocol Officer, Ceremonials Division
Office of the Chief of Protocol
U.S. Department of State

3:00 – 3:15 p.m.
Ballroom Reception
Foyer A
(Main Floor)

BREAK

3:15 – 4:30 p.m.
Ballroom A
(Main Floor)

PLENARY SESSION

“Bridging Many Cultures: The Unique Approach to Protocol and Its Impact at Large-Scale International Sporting Events”

Moderator
Ms. Maureen Sweeney
Vice President, Tiller
Co-Founder, Tiller Language Services

Panelists
Mr. Paul Florence
Vice President
Concentric Advisors

THURSDAY, 30 JULY 2015 (cont'd)

Dress: Business

3:15 – 4:30 p.m.
Ballroom A

PLENARY SESSION (cont'd)
“Bridging Many Cultures...International Sporting Events” (cont'd)

Panelists
Mr. Darren Hughes
Principal
Workforce Optimity Inc.

Ms. Barb Sullivan
Chief of Protocol
City of Toronto, Canada

Ms. Lanie Denslow
President, PDI-POA

4:30 – 4:45 p.m.
Ballroom A (Main Floor)

CLOSING REMARKS

**THE FOLLOWING SECTION OF THIS PROGRAM SCHEDULE PERTAINS TO THE
OPTIONAL CLOSING RECEPTION AT WELLS FARGO CENTER**

Separate advance registration and payment were required for this activity.

Dress: Business Casual

5:00 – 5:15 p.m.

**WALK OR TRAX TO THE OPTIONAL CLOSING RECEPTION AT
WELLS FARGO CENTER**

5:15 – 7:00 p.m.
Wells Fargo Center
19th Floor
299 S. Main Street
Salt Lake City, UT 84111

OPTIONAL CLOSING ACTIVITY
Reception

**PLEASE NOTE AN ADDITIONAL FREE ACTIVITY IS AVAILABLE TO ALL
FORUM ATTENDEES AND GUESTS THURSDAY EVENING**

7:30 – 9:30 p.m.
N. Temple & Main St.
LDS Conf. Center

FREE REHEARSAL OF THE MORMON TABERNACLE CHOIR

Note: The LDS Church recommends arriving at 8:00 p.m. and has explained that the Choir rehearsal is an informal affair, with guests welcome to come and go throughout the evening. *The broadcast takes place at 9:30 p.m. and concludes at 10:00 p.m.*

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

