



**Protocol & Diplomacy International
Third Educational Conference**

on

Diplomatic, Military & Business Protocol & Consular Relations

Portland, Oregon

Portland Downtown Marriott Hotel

October 7-9, 2004

Wednesday, October 6

2:00 - 4:00 pm Board Meeting in the Meadowlark Douglas Fir Room on the 3rd Floor

4:00 - 6:00 pm Registration and Reception in the Mount Hood Room on the restaurant level

Note: Unless otherwise noted all conference sessions will be held in the Mount Hood Room

Thursday, October 7

8:00- 8:30 am Conference Registration

8:30 - 9:00 am Continental Breakfast

9:00 - 9:30 am Welcoming Remarks
Ginger Barnard, President
Protocol & Diplomacy International & Deputy Chief of Protocol for Los Angeles County

Portland City Commissioner Erik Sten

The Royal Rosarians, official ambassadors of the City of Portland

9:30 - 10:30 am Protocol Basics: What Every Good Protocol Officer Should Know
Presented by: Ginger Barnard, Deputy Chief of Protocol for Los Angeles County, Ann
Beard, President of Diplomacy & International Protocol and Karen Bryk, M.V.O., Senior
Protocol Officer, Government of Manitoba, Canada

- Protocol Resources: Bibliography, websites
- Terms to know
- Forms of Address, Honorifics & Introductions
- Developing a Professional Image: Dress, Event Comportment
- Communication: Diplomatic Communication, Cultural Sensitivities & Body Language
- Meetings & Business Entertaining

- 10:30 -10:45 am Break**
- 10:45 -11:45 am Intermediate Protocol: U.S. Bilateral Relationships, Consular Issues and Local Ethnic Communities**
 Presented by: Ginger Barnard, Deputy Chief of Protocol for Los Angeles County and Sonia Garza-Monarchi, Executive Director of the Houston International Protocol Alliance
- U.S. & China/Taiwan
 - Vietnam & Cuba
 - Religious & Tribal Leaders, The Empire of Atlantium and the Republic of Texas
 - Letters of Invitation/Visa Requests/Fraudulent use of letterhead
 - Donations/Solicitation Letters
 - Natural and Other Disasters
 - Local Ethnic/Expatriate Community Issues
- 11:45 -Noon Walk to lunch site**
- 12:00 - 1:30 pm Keynote Address "Protocol Under Fire "**
 Presented by: Robert W. Frye, Chief of Protocol for the Coalition Provisional Authority and U.S. Embassy, Baghdad, Iraq
- Location: University Place Sponsored by the World Affairs Council
- 1:30 - 1:45 pm Return to hotel**
- 2:00 - 3:00 pm Visits 101**
 Presented by: Jose Luis Garcia, Chief of Protocol for the City of San Antonio, Sonia Garza-Monarchi, and Paula West, Chief of Protocol, City of Phoenix
- Visit Preparation Form & Closeout
 - Defining Roles
 - Transportation and Sample Itinerary
 - Courtesies Extended
 - Security
 - How to handle delicate situations:
 - Visitor wants to go to a certain type of establishment
 - Visitor makes a pass
 - Visitor is intoxicated
 - Rude behavior
 - Negative about host city, state, country
 - Difficult person
- 3:00 - 3:15 pm Protocol: When Creativity and Flexibility Are Required**
 Presented by: Chris Vigueria, Director, Special Projects, Los Angeles County Office of Protocol

- 3:15 - 4:15 pm** **"Put Your Best Foot Forward"**
Presented by: Mary Bosrock, author of the Put Your Best Foot Forward series of books
- 4:15 - 4:45 pm** **Break & Gift Display Set-up**
- 4:45 - 5:00 pm** **Gifts: The Good, the Bad and the Ugly**
Presented by: Sonia Garza-Monarchi, Executive Director, Houston International Protocol Alliance
- 5:00 - 5:30** **Gifts: Show and Tell**
Practical gift ideas and solutions-participants will have tables to display gifts, certificates, photos, invitations... A gift vendor will have samples on display.

FREE EVENING TO EXPLORE PORTLAND

Friday, October 8

- 7:30 - 8:00 am** **Breakfast Buffet**
- 8:00 - 9:00 am** **Office of Foreign Missions Programs and their Impact on the Consular Community**
Presented by: Evan G. Reade, Deputy Regional Director, San Francisco Office of Foreign Missions, U.S. Department of State
- Tax Exemption
 - Motor Vehicles
 - Customs Clearance
 - Real Property Notification
- 9:00 - 9:45 am** **Protocol and the United Nations General Assembly**
Presented by: Tracy L. Lavin, Protocol Specialist, United States Mission to the United Nations
- 9:45 -10:30 am** **Flag Etiquette**
Presented by: Thomas L. Groppe, U.S. Army Military District of Washington, Director, Ceremonies and Special Events
- 10:30 -10:45 am** **Break**
- 10:45 -11:45 am** **Working with Americans: How to Build Profitable Business Relationships**
Presented by: Lanie Denslow, co-author of book by the same name and International Director, Fashion Institute Design & Merchandising, Los Angeles
- 1145 - Noon** **Break**
- 1200 - 1:30 pm** **Brown Bag Lunch: Everything You Ever Wanted To Know About Protocol But Were Afraid To Ask**
Moderated by: Ginger Barnard, President
Protocol & Diplomacy International & Deputy Chief of Protocol for Los Angeles County

Informal exchange of questions and answers and brief descriptions of challenging experiences based on real case scenarios of protocol gone wrong. Delegates are encouraged to have at least one scenario to share.

1:30 - 1:45 pm

Break

1:45 - 2:45 pm

State Funerals

Presented by: Diane L. Brown, Former Deputy Director of Protocol, Office of the Secretary of Defense, Thomas L. Groppel, U.S. Army Military District of Washington, Director, Ceremonies and Special Events, Leslie Lautenslager, Assistant Chief of Protocol for Ceremonials, U.S. Department of State and Shelby Scarbrough, President of Practical Protocol, LLC

2:45 - 3:15 pm

Military Protocol

Presented by: Lt. Col. Kathleen D. Ryan, USAF

3:15 - 4:30 pm

Outbound Trade Missions

Presented by: Karen Bryk, M.V.O., Senior Protocol Officer, Government of Manitoba, Canada; Donna Moloney, Special Assistant to the Secretary of the Kentucky Cabinet for Economic Development, Mary Palko (invited), SCI Global Envoy for Sister Cities International and Shelby Scarbrough, President of Practical Protocol, LLC

- Advancing a trip
- Defining Roles
- Sample Itinerary
- Delegation
- Follow-up

6:00 pm

Meet in lobby for departure by bus to reception

6:30 - 8:30 pm

Reception hosted by the Honorable Tadashi Nagai, Consul General of Japan

Location: Residence
Business Attire

Saturday, October 9

8:30 - 9:00 am

Continental Breakfast

9:00 - 10:00 am

Vienna Convention: Identifying, Recognizing and Accrediting the Consular Community

Presented by: Lawrence P. Dunham, Assistant Chief of Protocol for Diplomatic Relations, U.S. Department of State

- National Perspective
- Legislative Activity & New Policies
- Diplomatic Privileges and Immunities
- Distinctions between Career and Honorary Consuls
- Precedence Order
- Question & Answer Session

- 10:00 -11:00 am** **Details, Details, Details-Event Coordination Lunches, Dinners, Receptions & Galas**
Presented by: Robert W. Frye, Chief of Protocol for the Coalition Provisional Authority and U.S. Embassy, Baghdad, Iraq
- Balancing Principals: Visitor vs. Local
 - Invitations
 - Seating & Place Cards
 - Menu Selection
 - Program
 - Interpreters
 - Photographers
 - Staffing & Volunteers
 - Expect the Unexpected
- 11:00 - 11:15 am** **Break**
- 11:15 – 11:45 am** **South African Protocol**
Presented by: Helena Burger, Helena Burger & Associates
- 12:00 - 1:30 pm** **US Embassy Protocol and Congressional, Military and Trade Delegations**
Presented by: The Honorable Charles Swindells, US Ambassador to New Zealand
- Lunch in Salon A-C, outside the Main Ballroom followed by Ambassador Swindells presentation
- 1:30 - 1:45 pm** **Break**
- 1:45 - 2:45 pm** **Arabic and Islamic Cultural Awareness and Protocol**
Presented by: Ragda Kurdy, Executive Director of Protocol, Translation and International Services
- 2:45 - 3:15 pm** **International Business Protocol in the Global Economy**
Presented by: Joanna Edgerton, Director of Protocol, Kansas City
- 3:15 - 3:30 pm** **Closing Remarks**
Ginger Barnard, President
Protocol & Diplomacy International & Deputy Chief of Protocol for Los Angeles County
- 3:30 pm** **Program Concludes**