

School of Public Affairs



S·P·A·update

Winter 2005

AMERICAN UNIVERSITY • WASHINGTON, D. C.

MEET THE SPA ADVISORY COUNCIL

The newly invigorated SPA Advisory Council, led by chair Pamela Deese, convened at AU on October 15 for a strategy planning and get-acquainted session. The Council meets in Washington, D.C. twice a year.

According to Deese, the Council's purpose is to serve as a resource for the dean on topics ranging from strategic planning to recruitment to development. "We anticipate that the dean will continue to utilize the Council as a resource on matters of importance to the school." This support also includes mentoring SPA students and faculty, lending support to fund-raising activities, and serving as advocates for SPA internally and externally. The Council aims to support the *New AU* capital campaign with one hundred percent leadership giving at the President's Circle level or higher.

Of the 20 members of the Council, 75 percent are AU alumni. As a group they share warm memories of their experiences as students.

"Being an undergraduate at AU was such a positive experience for me," says attorney Warren Miller. He has maintained strong connections to AU through the years and is looking forward to continuing his involvement. Miller is also the chairman of the U.S. Commission for the Preservation of America's Heritage Abroad.

(See SPA page 4)



Back row, left to right: Warren Miller, AU trustee John Petty, Dean Bill LeoGrande, Council chair and AU trustee Pamela Deese, Barbara Dyer, Jeffrey Andrade, and Samantha Sackin. Front row, left to right: Anita Alpern, Stephen Daoust, Dana Goldinger, Kelita Svoboda Bak (ex-officio member and president of the SPA Alumni board), and Richard Monteilh.

A Quarter Century OF CCPS

Professor James Thurber was right in his element on Wednesday, November 3, 2004: presiding over a panel of political experts who were digesting the results of the Republican victories in the races for the White House, and both houses of Congress. As Thurber pointed out, they were there to find out not “what happened” but “why?” What

followed was a clear-eyed, illuminating discussion of the election.

For the past 25 years, the Center for Congressional and Presidential Studies (CCPS) has been in the forefront of practical politics and academic scholarship, enlightening students

of politics at every level. Professor Thurber started the Center in 1979 when he was acting dean of SPA. “I realized there was no institution or university in D.C. with a focus on the presidency and Congress. There was no place in the U.S. for academics, public officials, journalists, students, and the public to come together to share knowledge about these two institutions.”

Since then, CCPS has become a renowned enterprise. The Center has produced numerous books on various aspects of politics and campaigning. It has organized more than 150 forums, 20 major day long conferences, and

received \$3.5 million from The Pew Charitable Trusts over seven years for a study of the impact of political consultants, campaign conduct, and the quality of our elections.

Jeffrey Birnbaum, an award-winning author, long-time political correspondent, and currently the “K Street Confidential” columnist for the *Washington Post*, is a strong admirer of Thurber and the Center.

“There is almost no place else to go besides Jim in the world of academia to get a thoughtful and deeply researched perspective on lobbying, political consulting, and the interaction between them. Jim is a fine scholar and a tough guy. He works hard for his programs and is extremely successful.”

Thurber was born and raised in Albany, Oregon and earned his bachelor's degree in political science from the University of Oregon and his Ph.D from Indiana University. He's been on the faculty at AU since 1974. While an American Political Science Association Congressional Fellow, he worked for the late Senator Hubert H. Humphrey as a legislative assistant. He has worked for other Members of Congress and their committees on congressional, lobbying, ethics, and campaign reforms.

Today, campaign reform is still a major issue. Déjà vu? “I don't see dramatic improvements in our elections unless there's a change in re-districting,” says Thurber. “In the last four elections, over 98 per cent of the incumbents were re-elected and there are only about 30 competitive races in the House.”



Professor
James Thurber

ALUMNI FELLOWSHIP AWARD

Erica Cook has been named the 2004 winner of the Arthur S. Flemming Alumni Fellowship Award. This award is presented each year to incoming public administration or justice, law and society graduate students, who best represent outstanding academic and civic accomplishments, including a commitment to public service. The dean selects the final recipients from submitted nominees. Each award winner receives \$7,000. (The dean created this scholarship fund for graduate students out of the unrestricted gift support of donors.)



Cook, a graduate student in JLS, is from Perrysburg, Ohio. She graduated with a 3.9 GPA from the Ohio University in Athens and worked at the Athens County Victims' Assistance Program and the Ohio Public Defender's office.

The award, funded by alumni gifts, is named after the first director of the School of Public Affairs. Flemming, an AU alumnus, later became Secretary of HEW and chairman of the U.S. Civil Rights Commission.

The tone of campaigns has changed dramatically, too. “People are attacked as immoral, not presenting opposing views. It’s not an intellectual argument anymore.” At the present time, he’s working on a book on the “Health of the American Elections” with Candice Nelson, the academic director of the Campaign Management Institute (CMI) and an SPA associate professor, and David Dulio, an AU Ph.D and professor at Oakland University in Michigan. The book will be published by the Brookings Institution in 2005.

Candice Nelson joined CMI and the SPA faculty in 1990, after a stint at the Brookings Institution as a visiting fellow and serving as a special assistant to former Senate Majority Whip Alan Cranston. Nelson earned her doctorate from the University of California at Berkeley. She says the curriculum is always evolving. “We now have a lecture on early and



Candice Nelson

absentee ballots, initiatives and referenda. The Internet is now a regular part of the curriculum, too.” She adds, “I think students who go on to work on campaigns or become candidates appreciate what they learned here.”

Kevin Malecek (BA/SPA/2001; MA/SPA/2002) is one of the many grateful graduates. In the fall of 2003, he won a seat on the City Council in Willoughby Hills, Ohio (a suburb of Cleveland) and credits

the time he spent at CMI and CCPS (he was a graduate assistant to Professor Thurber) made all the difference. “Whether it’s targeting, running an effective campaign, or developing communication skills, I can apply everything I learned. The programs have a terrific reputation. It’s a connected, plugged-in think tank.”

The other program within the CCPS family is the Public Affairs & Advocacy Institute



SPA advisory council member Edward Goldberg, BA/SPA/1968; Professor Jim Thurber; and pollster Glen Bolger, BS/SPA/1985, pose for a photo at the “AU Celebrates Convention 2004” event held at the Steuben Glass Gallery in New York City last summer.

which focuses on the finer points of lobbying. It is widely known by lobbyists in Washington, D.C. as the best place to learn about the strategies, tactics, and ethics of lobbying.

What does the future hold for CCPS? Global expansion. There’s the International Lobbying Institute in Brussels in June 2005 and a joint Congressional Studies Program with Fudan University in Shanghai where they are starting to study American politics and Congress.

OUTSTANDING CIVIL SERVANTS

Two federal career executives, Jennifer Buck and Michael Zamorski, received the 27th annual Roger W. Jones Award in September, 2004.

Buck, a deputy assistant secretary of defense for reserve affairs has been in her current position since 1994 overseeing military personnel, operations and maintenance, military construction, and procurement. A graduate of the University of Virginia, Buck began her federal career as a Presidential Management Intern.

Zamorski has worked for the Federal Deposit Insurance Corporation (FDIC) for 26 years. He currently manages all aspects of financial institution supervisory activities. During his tenure, Zamorski created the Risk Analysis Center, the FDIC’s central clearinghouse for vital bank risk information. Zamorski is a graduate of Villanova University.

This award is named after Roger W. Jones, a former professor in the School of Public Affairs and senior career civil servant, who epitomized the best among career executives through his service in government operations and as a consultant to four presidents.



Left to right, Dean Bill LeoGrande, award committee chair Ray Kline, award winners Michael Zamorski and Jennifer Buck, and Provost Neil Kerwin.

(SPA from page 1)

Samantha Sackin, lives and works in Los Angeles where she is a senior vice president for the public relations firm of Rogers and Associates. She's constantly reminded how small the world is when she meets people and discovers an AU connection. "I'll meet someone applying for a job at my firm and discover they were in the same sorority at AU."

Professor emeritus Anita Alpern is not an alumna but spent many years as a distinguished faculty member in public administration. She is certain the Advisory Council will make an impact within the SPA community, on campus and beyond. "I expect we'll make an impact and assist in broadening the thinking. Essentially, we are the meat on the bones of SPA." Alpern also extolled the strong connections between faculty and students. "I keep in touch with many of my students. In fact, since 1984, two former students have taken me out on Mother's Day, with full consent of their own mothers!"

More than twenty years ago, Rob Engel returned to AU after the gubernatorial campaign he was working on ended in defeat. He decided to return to graduate school at SPA and it was the best decision he could have made. "Without the knowledge and connections I acquired during that time, I never would have accomplished what I have in my chosen field." Today, Engel is the program director of the National Committee for an Effective Congress in Washington, D.C. He has a great commitment to SPA and the next generation. "It's my responsibility to give younger people the same attention, guidance, and opportunity that those people gave me in 1983."

A list of the complete Advisory Council follows. For their biographies, use this link <http://spa.american.edu/alumnipages.php?ID=7>

(Note: Council member Edward Goldberg is featured in this issue's "Recommended Reading" on page 5.)

Pamela Deese, BS/SPA/1980, JD/WCL/1983
AU Trustee; Partner, Dorsey & Whitney LLP

Anita Alpern, Distinguished Adjunct Professor,
AU School of Public Affairs (retired)

Jeffrey R. Andrade, BA/SPA/1986
Director, Education & Government Relations,
Powers Pyles Sutter & Verville PC

Theodore N. Carter, MPA/SPA/1999
Former President & CEO, National Capital
Revitalization Corporation

Stephen M. Daoust, BA/SPA/1985
Assistant General Counsel,
PricewaterhouseCoopers, LLP

Barbara Dyer, President & CEO, The Hitachi
Foundation

Robert Engel, BA/SPA/1982, MA/SPA/2004
Executive Director, National Committee for an
Effective Congress

S. David Fineman, BA/SPA/1967
President, Fineman Krekstein & Harris

Jefferson Gill, PHD/SPA/1996
Associate Professor, Department of Political
Science, University of California, Davis

Edward Goldberg, BA/SPA/1968
President, Annisa Group

Dana Goldinger, BA/SPA/1980
Partner, Gilbert/Krupin

Elizabeth Kellar, Deputy Executive Director,
International City/County Management
Association

Warren L. Miller, BA/SPA/1966
Chair, U.S. Commission for the Preservation of
America's Heritage Abroad

Richard Monteilh, Business Administrator,
City of Newark

Anthony Pajunas, MPA/SPA/1999
Manager, Logistics, U.S. Postal Service

John R. Petty, AU Trustee; Chair, TecSec, Inc.

Matthew Serbin Pittinsky, BA/SPA/1994
AU Trustee; Chair & Cofounder, Blackboard Inc.

Samantha Sackin, BA/SPA/1991
Senior VP, Rogers & Associates

George Schaefer, BA/SPA/1972
VP and Treasurer, NRG Energy

Nancy E. Tate, Executive Director, The League
of Women Voters

FREE COFFEE MUGS

Now that we have your attention, here's the deal. Send us your favorite memory of your student days at SPA and we will send you one of our newly designed SPA coffee mugs. We have 25 to give away, so scan your memory bank for favorite moments or experiences that have meant a lot to you over the years and are unique to the SPA experience. For example, if you have personal recollections of professors, staff, or projects that made a difference in your life or make you choke with nostalgia, please share. Contributions will go to the SPA history project. Let's hear from you by January 31, 2005 in order to be eligible for a mug. Send your treasured memories to spalumni@american.edu





Dear Friends,

With the holiday season upon us, and end-of-year gift requests flooding your mailbox, I hope you'll take a moment to think of the importance of SPA in your life and career, and consider making a contribution to our School.

As many of you know, American University has embarked on a new capital campaign to raise \$200,000,000. SPA needs to raise \$5 million towards that goal, with the funds used to support academic enhancements, such as scholarships for students and endowed chairs and professorships. Our immediate goal is to raise \$350,000 in cash and another \$450,000 in pledges by April 30, 2005.

I encourage you to give to SPA's Leadership Fund. This fund supports priority initiatives of the School, including student and faculty scholarship and research.

SPA is a top-ten school of public affairs because of its excellence in teaching, learning, and publication. We are proud of that distinction. But, to remain competitive and provide resources for our students and faculty, we seek alumni and friend gift support. Every gift is invested in our students and programming, so that every donor makes a personal investment in the future of SPA.

Please contact development director Jenine Rabin at (202) 885-3968, if you have questions or would like more information on giving opportunities.

Wishing you all a happy and healthy holiday season, and good fortune in the year ahead.

Peace

William M. LeoGrande
Dean

UPCOMING 2005 EVENTS

January — SPA Dinner and Discussion

February — SPA Alumni Meeting

March 11-13 — AU/NTL 25th anniversary celebration

March 29 — Career Center Networking Reception

March — Women and Politics Alumni reception

April 8 — Key Alumni reception

April — SPA Dinner and Discussion Series

April — Dean's Awards Ceremony

April — SPA Emeriti Faculty lunch

For event details and registration go to
<http://spa.american.edu/calendar.php>
and click on the SPA Alumni Calendar of Events.
or
Contact Heather Vazquez at (202) 885-2942

Recommended Reading from Edward Goldberg

* President, Annisa Group

* BA/SPA/1968

* Age: 57

* Born: Port Chester, New York

* SPA Advisory Council (development chair)

* Favorite inspirational phrase: This depends if you want religion or political philosophy. Maybe they are one and the same, but that is a whole course. In any case, the religious phrase would be "And what does the Lord require of you? To do justice, and to love kindness, and to walk humbly with your God." In reference to what I guess could be called political philosophy, my favorite phrase was written by George Bernard Shaw and then popularized by Robert Kennedy: "Some men see things as they are and ask 'why?' and I dream of things that never were and say 'why not?' "

Bernard Bailyn, *To Begin The World Anew* (Knopf, 2003) – An amazing and fascinating collection of essays on the generation that wrote the U.S. Constitution. It is a study of how a group of very provincial leaders, living on the outskirts of European civilization, created, in terms of government structure, a totally new world. This superlative book is, among other things, a study in creativity.

Dean Acheson, *Dean Acheson - Present At The Creation* (W.W. Norton, 1969) – Dean Acheson's wonderful autobiography. Not only is it a manual on government and diplomacy, but it is the insider's view of the creation of a foreign policy that lasted for 45 years.

Michael Ignatieff, *Isaiah Berlin - A Life* (Metropolitan, 1998) – Rarely have I read a biography where I was jealous of the life described. Michael Ignatieff's elegant biography of political philosopher Berlin made me truly envious of Berlin's life.

Margaret Wise Brown, *Goodnight Moon* (Harper Collins, 1991, c 1947) – I owe a lot to *Goodnight Moon*. It taught me the pleasure of reading and listening to my children.



SPA UPDATE is published three times a year by the School of Public Affairs at American University, Washington, D.C.

Dean
William M. LeoGrande

Director of Development
Jenine Rabin

Writer/Editor
Laura Forman

Assistant Director of
Development
Heather F. Vazquez



AMERICAN UNIVERSITY

W A S H I N G T O N , D C

School of Public Affairs

American University

4400 Massachusetts Avenue, NW

Washington, DC 20016-8022



(Left to right) AU trustee and SPA Advisory Council member John Petty, Dean Bill LeoGrande, “Meet the Press” moderator Tim Russert, and AU trustee and AU Advisory Council chair Pamela Deese, visit NBC studios during Homecoming Weekend in October. Russert’s executive producer, Betsy Fischer, is an alumna of SPA.

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