



THE PROTOCOL SCHOOL OF WASHINGTON®
WE ARE MORE THAN EXPERTS | WE ARE THE EXPERTS WHO TRAIN THE EXPERTS

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**The Protocol School of Washington® Launches 3rd Annual
“National Protocol Officers Week” March 30 – April 5, 2009**

Protocol Key to Doing Biz at Home & Abroad

New York, NY March 27, 2009 – Protocol: President Obama uses it. So do those who work in the Army, Navy, at the White House, Microsoft, Motorola, Forbes, Duke University, Dell, and Boeing. Because **international protocol** and **business etiquette** skills are no longer optional but **crucial** to succeed in **today’s global economy** The Protocol School of Washington®, www.psow.com is sponsoring the 3rd Annual “**National Protocol Officers Week.**” From **March 30 – April 5, 2009** the spotlight is on protocol officers, event and meeting planners and communications experts in the government, military, corporate America and academia - all those who host events (V.I.P. to casual) and work with dignitaries here and abroad (from community organizers to heads of state). “The New York Times columnist Thomas L. Friedman’s best-selling book *The World is Flat* stresses the need to operate from a global perspective and ‘create value through leadership,’” says Pamela Eyring, Owner & Director of PSOW®, global leader in international protocol and business etiquette training. Eyring says she is sponsoring the week because protocol officers have always been America’s front-line, goodwill ambassadors but their role today is more crucial than ever.

Protocol, practiced by governments and the citizenry for centuries, is more than rules and regulations. “Protocol is diplomacy,” said President George W. Bush’s former chief of protocol Nancy Brinker in a recent FOXNews story. According to American historian Barry Landau, who served in the White House protocol office for nine presidencies, “Protocol is supposed to make people feel comfortable.”

“No small feat,” notes Eyring, who has seen increased interest in her school during the recession due to media attention on the need for Americans to join with other nations to combat the global downturn. “**Presidents have protocol experts** at their disposal 24/7 but the **rest of us need guidance** from appropriately seating guests at events to knowing if you bow, kiss or shake hands when greeting foreign dignitaries.”

Boost Your Protocol IQ - Did You Know?

The guest of honor is seated to the right of the host at meals and events.

Not all cultures use eating utensils – Middle Easterners eat with their right hand.

The position of honor in a car is the seat behind the front passenger seat.

The current Governor of a State takes precedence over a former president of the United States.

In a business setting the biggest cell call complaint (say 72% of users) is speaking too loud.

Former heads of state (e.g., Ronald Reagan) can have up to 3 funerals: public, private, government.

PSOW Book Focuses on Honor & Respect

The Protocol School of Washington® has launched Honor & Respect: The Official Guide to Names, Titles, and Forms of Address, an encyclopedic guide for government officials, the military, diplomats, corporate America, and everyday citizens including brides-to be. The book includes correct forms of address for letters, invitations, introductions, name badges, and place cards for casual and V.I.P. events and is touted by Library Journal as "the most extensive guide to honorifics and titles available." Authored by PSOW® Deputy Director Robert Hickey Honor & Respect www.formsofaddress.info supports the school's 20-year mission to foster honor and respect at home and abroad.

The first company to offer business etiquette and protocol training in 1988, PSOW® has grown into the acknowledged leader training over 2,500 graduates from 45 countries from New Zealand to Thailand to the U.S. Virgin Islands to Paris, France with trainers hailing from The White House, the Disney Institute, the Smithsonian and corporate America. PSOW® was founded by Dorothea Johnson (former protocol advisor to The Joint Military Attaché School, Washington, D.C.) because she saw a need for training based on an expanding global economy. PSOW® is now run by graduate and former Chief of Protocol at Wright-Patterson Air Force Base Pamela Eyring who has worked with heads of state, four-star generals, CEOs, entrepreneurs and all branches of the military. Eyring was recently elected to the Board of the Business for Diplomatic Action (BDA) a nonpartisan, not-for-profit organization whose mission is to enlist the U.S. business community in efforts to improve the standing of America in the world.