Viet Vets--Important Resource says Pauken

I take exception to the current portrayal of the Vietnam vet as a victim, a loser, someone to be pitied," said ACTION Director Tom Pauken at Memorial Day ceremonies on the Mall in Washington, D.C.

"I find this stereotype as unacceptable as that of Viet vets as unfeeling war-makers..." Pauken continued. "I see those veterans as an important resource in this country. Rather than losers, we have potentially fine leaders, young men and women, who are now rising to the top. This is a reserve that must be tapped."

Pauken joined other Vietnam veterans at the site—some 600 yards east of the Lincoln Memorial—of the future national memorial to be built in honor of those who served and those who lost their lives in Vietnam.

"This country," said Pauken, "must realize that veterans are not ashamed of their service... This memorial is simply a first step in recognizing the public and private acts of courage that took place over there."

As the senior Vietnam veteran in the administration, Pauken shared the podium with members of black and Hispanic veteran groups; leaders of the Vietnam Veterans Memorial Fund—the organization responsible for the memorial—Ann Mills Griffiths, executive director of the National League of Families of American Prisoners and Missing in Southeast Asia; and Ellsworth Bunker, former ambassador in Saigon, 1967-1973. The common theme was that recognition for Vietnam vets—both living and dead—is long overdue and inexcusable. Jan C. Scruggs, president of the fund said, "The failure of this nation to recognize their sacrifices simply extends the tragedy of that war."

Scruggs also joined Pauken in acknowledging the veterans as a source of leadership, and Jack Wheeler, director of the fund, has been working with ACTION to explore ways in which these veterans can be integrated into new agency programs.

According to Wheeler, the basic idea of ACTION's Vietnam Veterans Leadership Project is to put veterans who have made a successful transition into civilian life in touch with those having trouble.

Presently, the agency plans to set up Vietnam Veterans Leadership networks in five cities to test the concept of one on one-Vietnam veteran to Vietnam veteran—volunteer.

Details of the Leadership project will be discussed in future issues of Update.
FROM THE DIRECTOR

Fifteen Washington-based newspaper and radio network reporters turned up at the National Press on May 27, for my first press breakfast since being sworn in as director of ACTION three weeks ago.

The response to ACTION's new initiatives for Vietnam veterans and troubled youth is excellent. Interest was high in ACTION's Older American programs. The tie-ins between older Americans and troubled youth sparked active interest. Several reporters came up to me following breakfast to talk about volunteer programs they are personally involved in.

What I told them is: ACTION is alive and well and open for business.

ACTION will be a different agency. We'll have a lot less stipended volunteers and a lot more non-stipended programs going on. We will sharpen our image with the public by dovetailing our energy entirely to volunteer domestic programs. And we will zero in on older Americans, youth and veterans.

Support is growing on Capitol Hill for the new idea of ACTION. White House support is strong. I've met with top White House staff at least twice each week since my confirmation.

What agency has the most successful experience recruiting, motivating and mobilizing young volunteers? ACTION. Who's better qualified than anybody to create a Young Americans Volunteer Corps? ACTION. Using the successful model of the RSVP program, who has a better shot than anybody at creating a parallel program for teenagers? ACTION.

This is the most exciting time in our nation's history in recent memory. We've got the opportunity to do things differently in America today. ACTION is in the forefront of agencies that can define and mold and design and test new ideas for solving old problems.

Everybody at ACTION is a partner in the new idea of ACTION. Nobody's got a lock on the good ideas. Heaven knows we haven't got all the answers in Washington. We don't even have all the questions.

That's why I've ordered the ACTION Awards Program renewed. (See article on page 8) I want to hear from you. I want to get your good ideas. And I want you to feel free to drop me a note whenever you think we can do something better.

Best regards,

Tom

STAFF EXCHANGE

TO OUR READERS:

If ACTION Update looks and sounds different to you, just remember, it wasn't an accident, we planned it this way! The new "look" we promised you last issue is here: Director's Notes, messages from Tom Pauken and Loret Ruppe; From the Field... short reports from offices in this country and overseas; People in Place, a more informal personnel column, will all be regular features in Update.

Now here's the really good news: STAFF EXCHANGE! Finally, here's your chance to be published! STAFF EXCHANGE is your column,... it will be devoted to staff news, employee activities or almost anything you would like to share with other readers. Its success depends on you and your contributions. We'll consider anything you'd like to submit. So, please contribute. Keep it short, since space is at a premium, and if you write in, please include your phone number—we may need to get in touch for more details.

Here are our first items:

Kudos to Josie Bass, Office of the Director, who received the Outstanding Volunteer Service award from the Maryland State Teachers Association, Prince George County Branch, in recognition of her achievement in improving education in the state of Maryland.

As of June 9, ACTION/Peace Corps' softball team record stood at 5-1 (That's four wins and one loss.) Manager Paul Krumsiek, (A&F, Personnel Management Division) attributes that respectable start to a strong team effort, "and particularly to the very fine pitching and field efforts" of Vira Jones (Former Volunteer Project, Office of Voluntary Citizen Participation) and the hitting of Howard Schuyler (A&F, Computer Services) and former staffer Ray Victorine, who so far has hit three home runs. On Wednesday, June 3, the team beat the law firm of Goldfarb, Singer and Austern by 5-4 in extra innings. Staffers are invited to watch the team play every Wednesday evening on the Mall at 14th and Independence Ave. N.W. Those with questions or who wish to play, should contact Paul Krumsiek at 43320.

I'm looking forward to hearing from you; please call me on FTS 254-7595 or write ACTION Update, Room P-302, 806 Connecticut Ave., N.W. Wash., D.C. 20525 -- Judy Kusheloff, editor.
It gives me great pleasure to be writing this letter from the desk in the Peace Corps director's office. To be sitting here represents a dream fulfilled. In the past I have dedicated much of my time to fostering volunteer participation in a wide range of causes. I now look forward with that same sense of dedication to leading an organization of people who epitomize the essence of volunteerism in a cause which has no equal—that of world peace through international goodwill.

I have just completed a trip to the Peace Corps countries of Honduras, Guatemala and Ecuador, and saw first-hand, the significant efforts and accomplishments of Peace Corps volunteers. I am anxious also to meet and talk with you about how we can help make those efforts and accomplishments even more significant. To that purpose, my office, whenever possible, will be an open one to your cares, concerns and comradeship.

I want to thank all of you for your patience and support throughout my days as a "student volunteer." This orientation period has been a most productive learning experience which will serve me well as Peace Corps director. I am happy to extend thanks to those who took part in pre-hearing briefings, and especially to Bill Sykes who represented Peace Corps before the House Foreign Affairs Committee on March 23 and at the House Appropriations Subcommittee on Foreign Operations on April 2. Bill did a fabulous job delivering the testimony and answering committee questions.

During the past few months I have participated in several interesting events representing Peace Corps. The 20th Anniversary events have provided a unique opportunity for me—a newcomer—to gain an understanding of Peace Corps' mission and an appreciation for the experiences and achievements of Peace Corps Volunteers. I have had a chance to meet many returned volunteers, former staff members and long-time Peace Corps supporters who have a rich perspective on many of the issues we will be facing together in the future.

The ACTION Regional and Area Offices have done an impressive job preparing for these events. At each event the amount of time and commitment devoted has been evident in the extensive media coverage and community involvement. Bill Reese and his staff are hard at work to ensure that the RPCV Conference, which will be held at Howard University on June 19 and 20, will give you a chance to experience, first-hand, the energetic spirit permeating the 20th Anniversary activities.

I look forward to our discussions and proposals of specific programs and goals in order to keep the Peace Corps alive and well. To that end, I pledge myself to working with all of you so that the mission of the Peace Corps, now in its 21st year, will continue onward—with promise, with accomplishment and with hope.

Sincerely,

Loret

Peace Corps Overseas Staff Sworn In

Washington, D.C. May 5, 1981: Nineteen new Peace Corps overseas staff members were sworn in by former PC Acting Director William Sykes at a special ceremony at agency headquarters. Shown with Sykes in above photo are (left to right): Annamarie Hayes, PC country director, Malawi; Gerald Mackintosh, PC country director for administration, Swaziland; Beyerlee Bruce, deputy PC director, Liberia; Cathy Wallace, associate PC director for administration, Botswana; and Percy Duran, PC country director, Dominican Republic.

In photo below are (left to right, front row): Carolyn Mutamba, associate PC director for ad-

(cont. page 8)
AID Administrator Cites PC Service as Major Career Influence

Back in the 1960s, M. Peter McPherson, recently appointed as administrator of the Agency for International Development (AID), made a decision that clearly affected the course of his career.

Then 24-years-old, McPherson, from Holland, Mich., was, as he now puts it, “very interested in local politics -- very domestically oriented.” One day, however, he saw a poster of Peace Corps volunteers in an Andean country.

“Suddenly, the whole idea of going overseas and the way Peace Corps fit into that became fascinating to me,” says McPherson, who joined the Peace Corps in 1964, and spent the next two years in Peru.

“This fascination for the Third World has never left me,” he admits. “There is absolutely no question that I wanted this particular job (as AID administrator) because of my experience in the Peace Corps.”

In the capital city of Lima, McPherson began his service, coordinating the distribution of food -- surplus U.S. food -- to schools, along with approximately 40 other PCVs throughout the country.

As a secondary project, McPherson helped organize a credit union in the “barriada” where he lived outside Lima. “So,” he explains, “when a dock strike back home essentially shut down the school-feeding program, I devoted more time to the credit union and also worked with AID’s private enterprise office.

“I was very pleased as to how my work in Lima turned out. It was hard work,” he says, “but I had the feeling that what I was doing made a difference.”

After receiving a master’s degree from Western Michigan University and a law degree from American University in Washington, D.C., McPherson specialized in international tax law. He served as a member of the Board for International Food and Agricultural Development, which along with AID, encourages American universities to participate in stimulating food production and nutrition in developing countries, He has also served as chairman of the Latin American work Group of the Joint Committee on Agricultural Development -- an advisory group to AID.

“As you can see,” he explains, “my interest in Third World development is ongoing, and clearly rooted in my Peace Corps involvement.” One specific development area McPherson is interested in expanding, is the cooperative relationship between AID and Peace Corps.

“Peace Corps Director Loret Ruppe and I have had quite a lot of discussions about that,” he says. “We have agreed in principle on ways in which our two agencies can work together. We are looking to ‘marry’ the programming skills and resources of this agency with the volunteer-personnel capacity of the Peace Corps.”

(Editor’s note: PC Director Ruppe recently announced future PC/AID co-operation. “We have cabled every country where there is both an AID administrator and a Peace Corps country director, asking them to sit down together and review programs and ideas to see where greater mixes are possible,” she said.)

McPherson feels that like AID, Peace Corps fills an important economic development mission.

“One way I see it (Peace Corps) is as a resource for a developing country. The bottom line -- and again I include AID -- is how much you have contributed to increased health, increased economic well-being and increased education in a society.”

“As administrator of AID,” says McPherson, “I am intent on making every dollar we spend achieve a maximum economic development impact. We should not operate as an international welfare group. We are not interested in giving only material things, but rather in teaching people. That kind of knowledge is lasting. To me, this approach epitomizes the Peace Corps, and is the kind of thing AID will do -- help people to learn and teach people to do for themselves.”

Editor’s note: M. Peter McPherson will address the Second National Conference of Former Peace Corps Volunteers on June 19, at Howard University in Washington, D.C. His topic will be: The U.S. Stake in World Development.
VISTA Forum Meets with ACTION, VISTA Directors

"A free and frank discussion," was the way ACTION Director Tom Pauken described his hour-long question-and-answer session with 20 VISTA Forum representatives - two from each region - at agency headquarters in mid-May.

The ACTION director highlighted new programs to aid Vietnam veterans, runaway youth and expanded efforts in youth volunteer projects. He said the idea is to give sharper focus to ACTION programs.

"One of our big problems is that we have had this scattergun approach," Pauken said. "When you are all things to all men, you're probably nothing to most. So there's real confusion in the administration and on the Hill about what ACTION is supposed to be doing. I want to zero in on troubled youth. Nobody anywhere has more experience with youth programs than ACTION does."

Responding to questions from volunteers, Pauken said the thrust of new programs was toward more unstipended volunteers on the model of the Older American Volunteer Programs. He stated ACTION policy to "make every effort to ensure that no current VISTA volunteers would be cut under the Office of Management and Budget's phase-out proposal."

On May 15, the forum met with VISTA Director Jim Burnley, who stressed that despite substantial budget cuts, "We are doing our best to see to it that every VISTA volunteer serves for a full 12 months." He added that severe budgetary restrictions mean no new VISTA volunteers would enter training this fiscal year.

The forum presented a series of proposals concerning VISTA volunteers to Burnley, including: securing adequate housing and career development information, extending the eligibility period for non-competitive job status for former volunteers, making post-service job information available earlier and expanding health benefits.

Burnley will review these proposals and issue a response at a later date.

Urban Coalition Conference:

OAVP Programs Provide Effective, Low-Cost Volunteer Service

"ACTION's Older American Volunteer Programs aren't being cut under the President's proposed budget because they are effective programs, generating a lot of volunteer service at a very low cost," ACTION Director Thomas Pauken told a panel on "The Elderly in Urban America."

It was one of 18 panels sponsored by the Urban Coalition Conference on "Cities in a Time of Change: Where do we Go From Here?" The conference, held in Washington, D.C. on May 14-15, examined ways of dealing with urban problems in America. A variety of community labor, business and state and local government representatives participated.

Joining Pauken on the workshop panel were Dr. Raymond Harris, president, Albany Center for the Study of Aging; Dr. Paul Kerschner, associate director, Division of Legislation, American Association of Retired Persons; Nancy Rucker, a Foster Grandparent in Washington, D.C.; Commissioner Janet Sainer, New York City Commission on Aging; and moderator Dr. Arthur Flemming, chairman, U.S. Commission on Civil Rights. Each panelist presented varying viewpoints and suggestions for dealing with problems facing the elderly in urban America - the expansion of their energies and talents, provision of better care, and attainment of a better life.

"A lot of older people do not want to 'retire' in the full sense of the word," Pauken said. "And many are becoming involved in volunteer work. I see a mood across the country that involves an enormous interest, on the part of the private sector, in volunteerism. I disagree with the argument that if the President's current budget proposals are passed there will be a shrinking pool of volunteers. Many different private groups want to move in and fill the gaps left by the federal government."

He added: "The new direction in which this administration is heading will ultimately help the poor elderly by getting inflation under control. That direction involves some hard decisions and sacrifices, but I am optimistic about the outcome. I think the President's point is basic - that inflation must be turned around if we are to meet pressing human and social needs in this country."
Editor's Note: The following article, MONEY: Bait, Switch and Other Schemes, by Carol Krucoff, originally appeared in the May 5, 1981 edition of the Washington Post. The article, about an ACTION funded project, is reprinted with permission.

It's a classic "ad-scam:" An item is advertised on sale at a terrific price, but when you arrive at the store, a sales clerk tells you that the item was just sold out, or is of very poor quality.

"That's the 'bait,'" consumer counselor Onra Dillard told participants in a consumer counseling session at a Southeast Washington senior center. "It has brought you into the store, and you have already made up your mind to buy it."

The "switch" part of a "bait-and-switch" scheme, she said, comes when the salesperson tries to get you to switch to a more expensive model, or to another item in the store.

"Legitimate merchants will almost always give you a rain check on the advertised product," she said. "If the ad mentions a limited quantity, call the store to make sure the item is still available. Many times a merchant will set one aside for you."

Dillard's workshop on fraud and deceptive practices is part of an eight-week Fixed-Income Consumer Counseling program sponsored by the University of the District of Columbia's division of continuing education.

Funded by a $35,000 grant from ACTION, the project trains community volunteers in economic counseling of the elderly, the disabled, welfare recipients and other District residents living on fixed incomes.

The Capitol View Plaza Senior Citizens Center is one of about 50 counseling sites around the city, said project director Cynthia Bryant. Current topics include consumer protection, health, housing, credit, banking and budgeting, with plans for others, like comparison shopping and thriftstore shopping.

"We still need volunteers," said Bryant, "particularly those with expertise in these areas, like a retired lawyer, accountant or nurse."

Older people are often the target of deceptive practices, said Dillard, 60, a retired Navy Department supply officer, "because we're so trusting. We often assume that people will be as honest as they were when we were youngsters. But, unfortunately, we have to be aware that the world has changed."

Her "10 commandments for consumers:"

- Always get the name of the person you're talking to when doing business by phone.
- Inspect an item before you take it home - particularly if it comes in a sealed box.
- Don't allow yourself to be pressured. Refuse to deal with sellers who say you must buy now. When undecided, ask the merchant to hold the item for a few hours while you think it over.
- Never buy for price alone. Check to see if the price includes service and delivery charges, and comparison-shop to be sure you're getting the best value.
- Read all signs, labels, advertisements and guarantees, especially the fine print. Be aware that spoken promises are not legally binding; get them in writing.
- Never sign a contract with blank spaces. Don't sign until all your questions have been answered.
- Seek advice from trusted friends or professionals before spending or investing large sums of money.
- Try to deal only with businesses with solid roots in your community.
- Never expect to get something for nothing. It is one of the oldest - yet still successful - ploys used by shady businesses to take your money.
Jim Burnley, new deputy associate director for VISTA and the National Center for Service Learning, comes to ACTION from Greensboro, N.C., where for the past six years, he has served as a partner in the law firm of Turner, Enochs, Foster, Sparrow and Burnley, specializing in civil litigation.

Speaking of a change in the direction of VISTA, Burnley says, "It will be a challenge to ensure that these very valuable resources - the VISTA volunteers are placed in projects that have a reasonable chance of addressing problems of poverty in a tangible way. Sponsors of VISTA projects should have a good track record in being able to help solve the problems of low-income people."

Burnley emphasized projects involving youth with alcohol and drug problems, high school dropouts, runaways and victims of child abuse, pointing out that there already are more than 400 volunteers serving in 147 programs addressing problems of young people. "We certainly are not going to ignore the needs of the elderly, handicapped and low-income minorities, but we also are looking for projects to assist the poor who are young," Burnley says.

A member of the North Carolina State Bar and the Greensboro Bar Association, Burnley was chairman of the Young Lawyers Committee on Child Abuse in Greensboro in 1976 and vice-chairman of the statewide committee the following two years. He was also chairman of the Sixth Congressional District and a member of the Central Committee of the Republican Party of North Carolina in 1979 and 1980, chairing the Reagan-Bush campaign for the Sixth District in 1980.

Burnley received his law degree in 1973 from Harvard Law School in Cambridge, Mass., and is a 1970 magna cum laude political science graduate of Yale University in New Haven, Conn. He and his wife, Jane, have a nine-year-old son.

Samuel Schulhof, 39, new director of the ACTION Office of Recruitment and Communications, says his major goal at ACTION is to streamline recruitment and communications efforts to attract volunteers who best carry out the agency's new initiatives - programs serving Vietnam veterans, troubled youth, drug and alcohol abusers, dropouts, victims of child abuse and child pornography. "We are going to generate the volunteers who will best carry out all of ACTION's new initiatives," he says.

The new recruitment and communications efforts, Schulhof said, will support ACTION's plans for closer working relationships with business, labor, private non-profit volunteer organizations and churches.

Regarding Peace Corps, Schulhof says ORC will improve ways of finding volunteers who have special skills requested by host countries. "Our ability to recruit these qualified Americans will depend on how well we broaden public awareness of the Peace Corps mission," he says.

The new ORC director comes to ACTION with a long record of experience in administration management and recruitment. For the past two years he served as president of Wander Sales, Inc., of Pittsburgh, a chain of ten retail stores. Prior to that, he worked with the Hay Group, the largest human resource consulting firm in the world, operating out of 73 offices in 22 countries.

In 1974, Schulhof was a deputy special assistant to Presidents Nixon and Ford, helping to recruit all presidential and executive level appointments in the federal government.

As assistant to the secretary of Health, Education and Welfare from March 1971 to May 1973, Schulhof served as deputy director of special projects and as special liaison to the White House. He was also director of personnel for the 1973 Inaugural Committee, carrying responsibility for the recruitment of about 300 staff members and for the coordination of nearly 3,000 volunteers.

Schulhof is a recipient of a bachelor's degree in business administration from the C.W. Post College of Long Island University. He is married to the former Katrina Veeder of Albany, N.Y.
FROM THE FIELD...

From the Field is our new effort to inform all ACTION/Peace Corps personnel of some of the activities and events that take place in the field—in our domestic regions, our state program and area recruitment offices, and in the nearly 60 countries in which Peace Corps volunteers serve. We need your help in making this department work. Send your contributions to George Wakiff, Office of Recruitment and Communications, ACTION, P-303, 806 Connecticut Avenue, N.W., Washington, D.C. 20525, or call FTS 254-7595.

Here are our first news items from the field:

LOS ANGELES...Active recruiter Bea Alford, recently chaired a meeting which attracted 18 RPCVs—all over 50 years of age. The meeting included a brown bag lunch, slides shown by the RPCVs and the telling of "war stories." The RPCVs provided ideas on how to attract and recruit older Americans into the Peace Corps. Area Manager Jim Rayburn gave them a recruitment presentation and provided them with PC information packets to give to potential applicants.

BOSTON...Two RPCVs who now recruit volunteers, were present at the recent Northeastern Gerontological Society Conference in Newport. They are Beth Hitchcock of the Boston office and Margaret Chamberlain of the New York area office. Both worked at the ACTION information table and explained ACTION's Older American Volunteer Programs. Over 400 people attended.

CHICAGO...Area Manager Pat Booker attended the annual business/luncheon meeting of the Oak Park (Illinois) Council on International Affairs. The Oak Park Council has a number of study groups, and sponsors such projects as the sale of UNICEF Christmas cards and the funding of schools in developing countries through the Peace Corps Partnership Program. Booker showed the new Peace Corps Partnership film to a group of 150 members and guests.

KANSAS CITY...The local area office reports very good results from their St. Louis city campaign. They received 92 calls which led to 42 applications and 26 interviews. A total of 62 applications were given out. An additional 31 applications were given out during the Peace Corps 20th anniversary activities at the University of Missouri - St. Louis, by strategy contract coordinator, Marlene Griffin.

DALLAS...New VISTA Director Jim Burnley, accompanied by staffer Diana London, met with Region VI staff and made his first on-site VISTA project visit. The 5 Block Partnership VISTAs showed Burnley through their projects in south and west Dallas. Burnley also met the Brignalls, who finished their VISTA service recently. Mr. Brignall developed an insulating window that is inexpensive, maintenance-free and cuts fuel bills by at least 35 percent. Burnley returned to Washington, D.C. with two sample windows, one of which was constructed while he watched. The Brignalls were VISTAs in San Marcos, Texas.

WASHINGTON, D.C...Local Area Manager Margaret Holmes recently attended the Middle Atlantic Placement Directors Association meeting in Pittsburgh. She met and discussed plans with 13 placement directors from colleges in the Washington area office territory. Holmes also attended sessions conducted by representatives of private industry. She was able to gather several new recruitment ideas from the presentation. The contacts she made at the meeting will be extremely helpful for the coming recruitment season, says Holmes.

DETROIT...The local recruiting office has been informing the Upper Peninsula Michigan folks of their phone number and address. Three U.P. universities and all social and civic organizations in the larger U.P. towns, have received letters and posters. A check with a library in Houghton (that's Loret Ruppe's hometown) revealed that 30 Peace Corps brochures they received only a week before, were already gone.

Swearing In (From page 3)

ministration, Zaire; Noreen O'Meara, PC desk officer, Latin America region; Maureen deLong, PC fellow. (Back row) Kelley Miller, associate PC director, Oman; Leonard Floyd, PC Fellow, and Scott Hardman, PC country director, Western Samoa.

(Not shown in photos) Lee Yellot, associate PC director, Benin; Dick Wall, PC director, Mauritania; Ned Benner, PC director, Ecuador; Gale Morrow, associate PC director for Women in Development, Sierra Leone; Walter Ogronik, associate PC director for fisheries, Morocco; Serah Lukalo, associate PC director for agriculture and rural development, Kenya; and Charles Graham, PC director, Tunisia. Graham is a former staff member in the PC Talent Search office.

ACTION UPDATE

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