

## **Press Kit - Backgrounder**

### **Groundbreaking School Ahead of Its Time**

The Protocol School of Washington [PSOW] was founded in 1988 by Ms. Dorothea Johnson (former protocol advisor to The Joint Military Attaché School, Washington, DC) because she saw a need for business etiquette training based on an expanding global economy that required cultural and social skills for conducting business. PSOW is the first school to offer business etiquette training and today it is the first and only nationally-accredited business etiquette, image, and international protocol school in the country training those in the corporate and non-profit world, academia, and those in the government and the military. It is the acknowledged global leader in its field, with over 3,500 graduates from 60 countries. PSOW is renowned for its expert trainers who hail from The White House, the Disney Institute, The Hague, the military, international academia, and corporate America. Students travel to take PSOW courses from countries as far-flung as Bulgaria, Canada, United Arab Emirates, Nigeria, China, United Kingdom, Ghana, India, Saudi Arabia, Switzerland, and the Caribbean.

### **21st Century Innovation - PSOW Goes Global**

In 2005, PSOW was purchased by graduate and former Chief of Protocol at Wright-Patterson Air Force Base, Ms. Pamela Eyring who has worked with heads of state, CEOs of the Fortune 500 and four-star generals. In 2009, Ms. Eyring expanded PSOW taking it overseas holding courses in Turkey, Dubai, and Trinidad & Tobago. Within two years (in 2011) PSOW inked contracts to conduct trainings in Dubai and Trinidad & Tobago. Concurrently, in 2009 PSOW conducted its International Protocol Managers Training in the UAE and then continued to conduct courses in the region (under the patronage of the Protocol Department – Dubai) including the school's newest offering - Advanced International Protocol Course. It was during this time that Ms. Eyring was invited by the Secretariat General of the Cooperative Council for the Arab States of the Gulf in Riyadh, Saudi Arabia to discuss cooperative trainings (wearing her first Abaya) and in 2011 had the opportunity to provide Royal Protocol training to the new Ruler of Ras al-Khaimah and his son the Crown Prince in the UAE.

### **PSOW Launches Regional Office in the UAE**

PSOW's UAE cooperative, collaborative efforts culminated in June 2012 when the school opened a Middle East and Gulf Region office in Dubai, its first office outside of the USA, under the direction of Mr. Saeed Al-Salkhadi. Raised in Abu Dhabi, Mr. Al-Salkhadi received his M.Sc in Engineering Management from the American University of Sharjah, UAE and received his MBA in International Marketing from the American University in Dubai, UAE.

### **PSOW Graduates**

The list of business, government, academic and individual PSOW graduates is one of the school's differentials in the marketplace. The list of graduates is long and impressive including CEOs, Rear Admiral Generals, interns, entrepreneurs, international fashion models and more than one Secretary General. The roster includes household names like U.S. Air Force Academy, Lockheed Martin, Florida International University; Burj Khalifa; Tiffany & Co.; Boeing; the FBI; NASA; Ameriprise; NORAD; the Bank of America and the Bank of Sudan.

## Press Kit - Courses

From the basics of business etiquette to planning complex visits and events on the world stage, PSOW's educational courses provide a full range of business etiquette, image and international protocol training. PSOW trainings are appropriate for those in the corporate and non-profit world, academia, and those in the government and the military. In addition to the following core curriculum, classroom courses, the school offers custom on-site briefings, seminars, and training programs both in the U.S. and abroad.

### Core Curriculum

PSOW - Trains trainers in Corporate Etiquette and International Protocol from "How to Succeed in the International Arena" to "How to Dine Like a Diplomat" to "How to Outclass the Competition-Business Etiquette" Soft skills are so important in the workplace, most employers consider them among their most important hiring criteria. Graduates of Corporate Etiquette and International Protocol represent the business world, the government, academia and entrepreneurs who start their own etiquette business or become in-house expert training facilitators.

PSOW - Offers Protocol Officer Training, a comprehensive five-day training of expert instruction, guided exercises and coaching that provides a thorough grounding in the fundamentals of operational protocol. Graduates learn the skills necessary to become a trusted advisor, expert, and recognized leader in planning and orchestrating V.I.P. visits, meetings, ceremonies, and special events.

PSOW – Offers International Protocol Manager Training, a five-day training with locations outside the continental United States is a version of the acclaimed Protocol Officer Training. Both trainings cover the same curriculum of skill building and core knowledge, preparing attendees to be effective protocol professionals in any situation or location in the world. The courses' different names reflect the preference of U.S. graduates to be trained as protocol officers and those outside the U.S. to be trained as protocol managers.

PSOW – Offers an Advanced International Protocol Course, which prepares participants to use global leadership when planning complex, multi-faceted events and visits from around the world. These events include hosting government dignitaries on the world stage to courting corporate clients. PSOW's Advanced International Protocol Course helps professionals build relationships and conduct business effectively with persons from other cultures whether it's a state visit to Japan by President Obama, Apple rolling out the next iPad in China, or a Convocation hosted by Oxford University.

### On-Site Training

PSOW – provides private, on-site trainings that are flexible, customized training solutions to fit your organization's unique needs. On-site training allows organizations to train an entire team or department with one unified learning experience, ensuring that everyone obtains the same knowledge and skills.

## Press Kit - Graduates

The list of government, business, academic and individual graduates trained by The Protocol School of Washington (PSOW) is long and impressive. The following is a sampling of the over 3,500 graduates from 60 countries trained and certified since 1988 by PSOW, the first and only nationally accredited business etiquette, image and international protocol school in the nation.

### PSOW Corporate Graduates

Tiffany & Co - Client Development  
AMTRAK - Special Assistant to the President  
Motorola - Global Customer Relations Manager  
Boeing - Senior Manager of Customer Relations  
Lockheed Martin - Manager of Corporate Protocol  
Northrop Grumman - Customer Relations Representative  
Forbes, Inc. – Director of Protocol & Corp. Entertainment  
Commerce Bank - Dining Room Manager  
Bank of America – Protocol Officer  
IBM - Senior Lotus Service Manager  
Sharp Laboratories of America – Executive Administrator  
Tommy Hilfiger - Flight Coordinator  
Hilton Corporation - Sales Manager  
Marshall Fields - Corporate Gift Specialist  
American Institute of CPAs - Manager  
Brown-Forman Corp - Assistant Vice President  
Corporate Travel & Meetings, Daiichi Pharmaceutical Corp - Assistant Director  
Customer Air, Inc. - Owner  
L-3 Communications - Corporate Manager  
Atlantic Health System - Manager  
Waterford Hotels & Inns, Inc. - Vice President  
Kern Steel - Human Resources Manager  
Marketing Committee, BAE Systems - Manager  
WJF Institute - Attorney/Consultant  
Amtrak – Special Assistant to the President  
John Hancock – Director of Training  
ExxonMobil Global Services Company – Event Services  
Voice of America – Anchor, Beyond the Headlines

### PSOW Government Graduates

NASA, Marshall Space Flight Center - Protocol Specialist  
Royal Canadian Mounted Police, Canada - Nat. Coordinator, Inter. Visits & Protocol  
NORAD-NORTHCOM, United States Air Force - Director of Protocol  
Federal Reserve Bank - Manager  
The Smithsonian Institute – Director of Special Events  
Sergeant at Arms, U.S. House of Representative - Protocol Officer  
United States Air Force Academy - Protocol Specialist  
United States Marine Corps - Deputy Director of Protocol  
Defense Intelligence Agency – Protocol Officer  
Office of Naval Intelligence - Protocol Officer  
18th Airborne Corp - Secretary General Staff  
Federal Reserve Bank of Dallas - Public Affairs Representative  
State of Maryland - Chief of Protocol  
Department of Justice, Attorney General's Office - Research Analyst  
Office of Civil Service Commission, Thailand - Secretary General  
Office of Special Events and Protocol Services, Smithsonian Institute - Director  
International Protocol Office, City of Tampa, FL - Protocol Director  
National Defense University - Protocol Officer  
Uniformed Services University - Protocol Officer  
City of Detroit, MI - Assistant to the Mayor  
INTERPOL, Washington – Public and Congressional Affairs Officer  
U.S. Food and Drug Administration – International Visitor Coordinator  
U.S. Department of Justice – Liaison Program Manager  
Universal Postal Union – Regional Coordinator for Latin America  
National Republican Senatorial Committee – Deployment Dir.

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### PSOW International Graduates

Assistant Director General of Protocol - Dubai.

Royal Canadian Mounted Police, Ontario, Canada - National Coordinator

Samsung Electronics, Singapore - General Manager

Minding Manners, Paris, France Founding - Director

Bank of Ghana, Ghana – Asst. Manager

Maximize Communication, Romania - Executive Director

Soft Skills, Mumbai, India - Director

Caribbean School of Etiquette, Barbados - President

CM Consulting, Ltd., Sofia, Bulgaria - Managing Director

Holland College, Prince Edward Island, Canada - Learning Manager

University of Toronto Faculty Club, Ontario, Canada - General Manager

Elmcrest College, Ontario, Canada - Academic Coordinator

Wever & van Dijck, Curacao, Netherlands Antilles - Director

Early Learning Laboratory, Okusawa, Japan - Director

International Relations, Mexico City, Mexico - Director

Manila, Philippines - Visual Image Instructor

Office of Civil Service Commission, Bangkok, Thailand - Secretary General

Dir of Communication Service, Ltd., Trinidad & Tobago, West Indies – President

Corporate Communications, Trinidad & Tobago, West Indies - Manager

Embassy of Australia – Manager, Visits and Protocol

Presidential Flight, Abu Dhabi – VIP Terminal Manager

Ajman Ruler's Court – Protocol Officer

Zayed University, Dubai – Development Specialist

African Union Commission – Deputy Chief of Protocol

Ministry of Presidential Affairs, Abu Dhabi – Senior Protocol Officers

Nigerian National Petroleum Corporation – Protocol Director

Dubai Chamber of Commerce & Industry – Manager of External Relations Department

Office of Her Highness, Qatar – Ceremonies Officer

Burj Khalifa, Dubai – Director of Security & Protocol

Ministry of Foreign Affairs, Abu Dhabi – Diplomatic Attaché

Presidency of The Republic of Lebanon – Deputy Chief of Protocol

Oman Cables Industry – Recruitment & Training Officer

Crown Prince Court, Abu Dhabi – Head of Public Event Support Unit

HH Ruler's Court-Government of Dubai – Traffic Coordinator

INTERPOL – Chief Protocol Officer

Caribbean Development Bank – Executive Secretary to the President

Saudi Arabian Airlines – Service Instructor

Nigerian National Petroleum Corporation – Protocol Director

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### PSOW Individual Graduates

Advanced Etiquette, San Francisco, California –  
President/Founder  
Brooks Associates, Savannah, Georgia - President  
Custom Air, Inc., Harrold, South Dakota - Owner/Operator  
The Planned Event, Hampton, Virginia - Owner  
Bridgeway Organization, Inc., Cary, North Carolina - Executive  
Director  
Dresszing, New York, New York - President  
Winning Image, Delray Beach, Florida - Certified Image  
Professional  
Human Resources Consulting, Inc., Coral Gables, Florida -  
President  
Goodwood Partners, LLC, Culpeper, Virginia - Managing Partner  
Etiquette Consulting Group, Watchung, New Jersey – President  
Lost Arts, Santa Rosa, California - Owner  
The Protocol Centre, Coral Gables, Florida – Director  
Protocol & Etiquette Academy - President

### PSOW Academic Graduates

Quinnipiac University - Director of Special Events  
Center for Middle Eastern Studies, University of California,  
Berkeley - Manager,  
George Washington University - Adjunct Faculty  
Temple University - Director, Special Events  
University of Texas at Tyler - Executive Director  
University of Missouri, Columbia - Executive Chef/Instructor  
Stephen S. Austin State University - Chair  
University of Southern Mississippi - Professor  
University of Southern California, Fullerton - Professor  
New Mexico State University - Director of Presidential Events  
University of Arkansas Medical Sciences - Manager of Special  
Events  
Bellarmine University - Professor of Marketing  
Stephen S. Austin State University - Professor  
Student Professional Development, North Carolina Central  
University - Director  
University of Missouri, Rolla Career - Interim Director  
North Carolina Central University - Professor  
University of North Carolina at Chapel Hill - Assistant Professor  
Northern Crops Institute, North Dakota State University –  
Director  
University of Arkansas – Associate Professor  
University of Virginia – Director of Donor and Constituent  
Relations



## Press Kit - Pamela Eyring, President



Pamela Eyring is the President of The Protocol School of Washington®, ([www.psow.edu](http://www.psow.edu)), the first company to offer business etiquette training and, today, the first and only nationally accredited business etiquette, image and international protocol school in the nation. Armed with more than two decades of operational protocol and educational development, Ms. Eyring brings in-depth US and international knowledge and skill to the etiquette and protocol industry. She acquired PSOW in 2005 from founder Dorothea Johnson and, in 2009, expanded the school taking it overseas holding courses in Dubai, Trinidad & Tobago, and Turkey. In 2012, she opened a Middle East and Gulf Region office in Dubai, UAE, the school's first office outside of the US. PSOW courses focus on relationship management: training public and private sector mid- to high-level personnel in the art of cultural intelligence and cross-cultural communications.

Formerly the Chief of Protocol at Wright-Patterson Air Force Base, (the first civilian to hold the post), Ms. Eyring has planned and directed military, government, international and civic ceremonies, conferences, special events and Presidential visits. She has worked with heads of state, four-star generals, CEOs of Fortune 500 companies, leaders in academia, entrepreneurs, and thought leaders from around the globe.

Ms. Eyring was named Washington Business Journal's first monthly Biz Etiquette columnist and writes regular Modern Business Etiquette columns for Reuters Global. She appears regularly in major national and international print and dot-com outlets and makes regular national and local radio and TV appearances. She has been featured in The Wall Street Journal; The New York Times; The Washington Post; Associated Press; Forbes.com; Entrepreneur.com; Inc.com; The Federal Times; The Gulf News; Real Simple magazine; TodayShow.com; CNN; FOX-TV; AARP-TV, and ABC Radio Network.

Ms. Eyring serves on the Advisory Board of Enterprising Women (the official magazine of the Women Presidents Organization (WPO)), is a member of WPO, an active member of Protocol and Diplomacy International – Protocol Officers Association (PDI-POA), the American Society of Training and Development (ASTD), International Public Management Association – Human Resources (IPMA-HR), and Meeting Professionals International (MPI). Previously, she was the Executive Development Program Manager for the Education and Training Branch of Headquarters Personnel. Ms. Eyring resides with her family in Columbia, SC.

## Press Kit - Saeed Al-Salkhadi, Managing Director of the Gulf and Middle East Regional Office



Mr. Saeed Al-Salkhadi is the Managing Director of the Gulf and Middle East Regional Office of The Protocol School of Washington®, ([www.psow.edu](http://www.psow.edu)), the first and only nationally accredited international protocol, business etiquette, and image school in the USA. In this capacity, Mr. Al-Salkhadi handles PSOW's presence in the region from the details of day-to-day activity to helping expand the School's exposure in the Middle East Market and exploring growth opportunities with potential government and private clients in the region. PSOW's Gulf and Middle East Regional Office, opened in June 2012, is located in Dubai, UAE.

From 2009 to 2012, prior to joining The Protocol School of Washington, Mr. Al-Salkhadi worked at the Regional Office (in Dubai, UAE) of Delos Living, an American Group specializing in Wellness Real Estate, where he held the post of Director of Business Development. Prior to this, Mr. Al-Salkhadi had the distinction of being among the first ten staff members to join the prestigious mega-project "Jebel Ali Airport City" (2006). PSOW's new Managing Director in the Gulf region was raised in Abu Dhabi. Early in his career he joined a private group in Abu Dhabi doing life support services for Armed Forces in the Middle East.

An intellectual and achiever at heart, Mr. Al-Salkhadi received his Bachelors Degree in Electrical Engineering from the University of Sharjah (2003), his Masters Degree in Engineering Management from the American University of Sharjah (2007), and earned an MBA in International Marketing from the American University in Dubai, UAE (2010).

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