



**Regional Alumni Leaders Workshop:**  
*Strengthening Regional Partnerships in Southeast Europe*

13 – 17 June 2011, Garmisch-Partenkirchen, Germany

Sponsored by the Outreach & Partnership Directorate, George C. Marshall European Center for Security Studies

**PURPOSE:** The goal of Marshall Center Alumni Associations is to effect positive change in their countries that promote stability and security and to bring greater attention to resolving defense, foreign policy and regional security issues. Alumni associations endorsed by the Marshall Center are independent, not-for-profit entities. Volunteer leaders serve to maintain a mutually productive relationship with the Marshall Center and serve the interests of their affiliated members. The purpose and structure of individual associations are determined exclusively by the membership. The Marshall Center is committed to supporting and nurturing recognized associations, regardless of size or structure but within the legal means available to do so. As of 1 April 2011, 26 alumni associations had officially formed. The goal of this Regional Alumni Leaders Workshop is to formally establish a Southeast Europe Regional Marshall Center Alumni Association.

**OBJECTIVES:**

Overall objectives of this Regional Alumni Leaders Workshop are:

- To increase awareness and understanding of regional security issues and how best a regional association can impact the region.
- To improve regional cooperation in Southeast Europe and neighboring states by using a Regional Alumni Association as a tool to share and discuss security issues common throughout the region.
- To develop, discuss and finalize a Regional Alumni Association mission statement, goals, charter, organizational structure (to include composition and leadership), communications plan, marketing and fundraising strategy and planned annual activities.
- To formalize the Southeast Europe Regional Alumni Association and elect its first rotating President.

**Monday, 13 June 2011**

<b>Time</b>	<b>Event</b>	<b>Location</b>
0900 – 1600	<b>Arrival &amp; Registration</b>	Bldg 258, Artillery Kaserne
1700 – 1800	<b>Welcome Icebreaker</b> ( <i>first event for all participants</i> ) Remarks: Mr. Dean L. Dwigans, Director, Alumni Office, Outreach and Partnership Directorate (OPD), George C. Marshall European Center for Security Studies	KvD Dining Facility Side Room
1800 – 2030	Informal (No-Host) Dinner	KvD Dining Facility

**Tuesday, 14 June 2011**

<b>Time</b>	<b>Event</b>	<b>Location</b>
0700 – 0815	Breakfast	KvD Dining Facility
0830 – 0845	<b>Welcome Remarks</b> Speaker: Command Group Representative, George C. Marshall European Center for Security Studies ( <i>to be determined</i> )	Marshall Center, Bldg 109 Plenary
0845 – 0900	<b>Participant Introductions</b> Moderator: Mr. Dean L. Dwigans, Marshall Center	
0900 – 0910	<b>Introduction of Workshop Objectives, Methodology and Alumni Office</b> Speaker: Mr. Dean L. Dwigans, Marshall Center	
0910 – 0950	<b>Marshall Center Alumni Presentation/Update and Southeast Europe Event Planning Process and Upcoming Events</b> Speaker: Mr. Dean L. Dwigans, Marshall Center Speaker: Mrs. Constance M. Kislán, Security Reform Strategist, Outreach & Partnership Directorate, Marshall Center	
0950 – 1000	Group Photo	
1000 – 1030	Coffee Break	
1030 – 1130	<b>Presentation 1 &amp; Discussion: An Overview of Security Issues in Southeast Europe</b> Speaker: Dr. Matthew Rhodes, Director of the Program in Advanced Security Studies (PASS) and Professor of National Security Studies, College of International and Security Studies, George C. Marshall European Center for Security Studies <i>Aim: This introductory presentation sets the foundation for the remainder of the workshop by identifying the current key security issues and dominant political and security factors in Southeast Europe.</i>	
1130 – 1300	Lunch	Edelweiss Lodge
1300 – 1400	<b>Presentation 2 &amp; Discussion: The Organization for Security and Co-Operation in Europe (OSCE): An Overview</b> Speaker: Dr. Oleksandr Pavlyuk, Head of External Co-operation, Office of the Secretary General, Organization for Security and Co-Operation in Europe (OSCE) <i>Aim: This presentation provides an introduction to the OSCE, what it is, what it does, and how it can help improve regional cooperation. The presentation also addresses how the OSCE could potentially assist a regional association.</i>	Marshall Center, Bldg 109 Plenary
1400 – 1500	<b>Panel Discussion: The Role of Non-Governmental Organizations (NGOs) in Security Cooperation</b> Panel Members: - Mr. Robert Vass, Secretary General, Slovak Atlantic Commission (SAC) - Mr. Constantin Virgil Ivan-Cucu, Senior Expert, Head of Justice and Home Affairs Unit, Regional Cooperation Council (RCC)-Sarajevo <i>Aim: This panel seeks to address best practices for security cooperation and will provide participants with information on fundraising, partnering and marketing strategies.</i>	

**Tuesday, 14 June 2011 (continued)**

<b>Time</b>	<b>Event</b>	<b>Location</b>
1500 – 1530	Coffee Break	Marshall Center, Bldg 109 Plenary
1530 – 1615	<b>Presentation 3 &amp; Discussion: The Alumni Association: <i>Marshall Center Graduates Promoting Peace and Stability</i></b> Speaker: COL(Ret.) Andrei S. Covrig, President, Marshall Center Alumni Association-Moldova <i>Aim: This presentation provides an overview of a typical Marshall Center Alumni Association, using the example of the Moldovan Alumni Association.</i>	
1615 – 1730	<b>Professional Time &amp; Alumni Networking</b> <i>Participants may use this time to meet with Marshall Center faculty, Alumni Relations Specialists, conduct Library Research, etc.</i>	Various Locations
1815	Bus to Dinner	Bldg 258, Artillery Kaserne
1830 – 2000	Informal Buffet Dinner ( <i>Off-Site</i> )	Zugspitze Salon, Grand Hotel Sonnenbichl
2000	Bus to Hotel	

**Wednesday, 15 June 2011**

<b>Time</b>	<b>Event</b>	<b>Location</b>
0700 – 0815	Breakfast	KvD Dining Facility
0830 – 0930	<b>Panel Discussion: The Alumni Association: <i>Best Practices, Partnering and Developing an Annual Plan</i></b> Panel Members: - Dr. Stojan J. Slaveski, President, Marshall Center Alumni Association-Macedonia - LTC Smiljan Cubelic, President, Marshall Center Alumni Association-Croatia <i>Aim: This panel discussion provides participants with Alumni Association lessons learned and best practices for partnering and developing an annual plan.</i>	Marshall Center, Bldg 109 Plenary
0930 – 1030	<b>Plenary Discussion: Identifying Regional Security Needs and Requirements: <i>Preparing for the Future</i></b> Moderators: Dr. Sharyl Cross, Professor of National Security Studies, College of International and Security Studies; Mrs. Barbara Wither and Mr. Chris O'Connor, Alumni Relations Specialists, Outreach and Partnership Directorate, George C. Marshall European Center for Security Studies <i>Aim: This plenary session sets the stage for follow-on seminar discussions by reaching consensus on current regional (Southeast Europe) security needs and requirements as well as identifying long range stability and security goals and objectives for the region.</i>	
1030 – 1100	Coffee Break	

**Wednesday, 15 June 2011 (continued)**

<b>Time</b>	<b>Event</b>	<b>Location</b>
1100 - 1200	<p><b>Discussion Session 1 (Regional Alumni Association): Association Name &amp; Mission Statement</b>                      Facilitators: Mrs. Barbara Wither and Mr. Chris O'Connor, Marshall Center  <i>Aim: This first discussion session on forming a regional Marshall Center Alumni Association for Southeast Europe has the goal of reaching consensus on an Association Name and formal mission statement.</i></p>	Marshall Center, Bldg 109 Plenary
1200 – 1330	Lunch	Edelweiss Lodge
1330 – 1445	<p><b>Discussion Session 2 (Regional Alumni Association): Charter Development</b>                      Facilitators: Mrs. Barbara Wither and Mr. Chris O'Connor, Marshall Center  <i>Aim: This session will focus on developing and agreeing on a formalized Charter for the Regional Alumni Association.</i></p>	Marshall Center, Bldg 109 Plenary
1445 – 1515	Coffee Break	
1515 – 1700	<p><b>Discussion Session 3 (Regional Alumni Association): Charter Development (continued)</b>                      Facilitators: Mrs. Barbara Wither and Mr. Chris O'Connor, Marshall Center</p>	
1730 – 2030	Informal (No-Host) Dinner	KvD Dining Facility

**Thursday, 16 June 2011**

<b>Time</b>	<b>Event</b>	<b>Location</b>
0700 – 0815	Breakfast	KvD Dining Facility
0830 – 0945	<p><b>Discussion Session 4 (Regional Alumni Association): Communications, Marketing, Fundraising and Annual Activities</b>                      Facilitators: Mrs. Barbara Wither and Mr. Chris O'Connor, Marshall Center  <i>Aim: Divided into 2 seminar groups, each group will develop separate recommendations for the Association's communications plan, marketing &amp; fundraising strategy and propose Association activities for the next 12 months.</i></p>	Seminar Rooms 205 & 206, Bldg 109
0945 – 1015	Coffee Break	
1015 – 1200	<p><b>Discussion Session 5 (Regional Alumni Association): Communications, Marketing, Fundraising and Annual Activities (continued)</b>                      Facilitators: Mrs. Barbara Wither and Mr. Chris O'Connor, Marshall Center</p>	

**Thursday, 16 June 2011 (continued)**

<b>Time</b>	<b>Event</b>	<b>Location</b>
1200 – 1300	Lunch	Edelweiss Lodge
1300 – 1430	<p><b>Discussion Session 6 (Regional Alumni Association): Build Group Consensus and Prepare Final Presentation</b>                      Facilitators: Mrs. Barbara Wither and Mr. Chris O'Connor, Marshall Center  <i>Aim: Each group will present their recommendations from Session 4 &amp; 5 and plenary agreement is reached on which recommendations to accept and to include in a final presentation presented on the next day.</i></p>	Marshall Center, Bldg 109 Plenary
1430 – 1500	Working Coffee Break	
1500 – 1630	<p><b>Discussion Session 7 (Regional Alumni Association): Election of Association Presidency and Final Discussions</b>                      Facilitators: Mrs. Barbara Wither and Mr. Chris O'Connor, Marshall Center  <i>Aim: This last discussion session will elect the Association's first rotating presidency (selected from the represented national Marshall Center Alumni Associations) and conclude with final discussions on remaining Association business.</i></p>	
1730 – 2030	Informal (No-Host) Dinner	KvD Dining Facility

**Friday, 17 June 2011**

<b>Time</b>	<b>Event</b>	<b>Location</b>
0700 – 0815	Breakfast	KvD Dining Facility
0830 – 1000	<p><b>Final Presentation &amp; Discussion: <i>The Southeast Europe Regional Alumni Association</i></b>                      Designated Spokesperson(s)</p>	Marshall Center, Bldg 109 Plenary
1000 – 1030	Coffee Break	
1030 – 1100	<p><b>Southeast Europe Regional Alumni Association Charter Signing Ceremony</b>                      Signatories: All Senior Country Alumni Association Representatives</p>	
1100 – 1115	<p><b>Closing Remarks</b>                      Speaker: Mr. Dean L. Dwigans, Director, Alumni Office, Outreach and Partnership Directorate (OPD), George C. Marshall European Center for Security Studies</p>	
1130 – 1330	Lunch (and subsequent departure)	KvD Dining Facility