

Federation of Alliances Françaises, USA, Inc.
Annual Meeting Preliminary Program
[subject to change]

October 21 - 23, 2004

Hilton Washington Embassy Row
2015 Massachusetts Avenue NW
Washington, D. C. 20036

Thursday, October 21, 2004

- 9:00 - 4:30 **Registration and Information Desk** Mezzanine
- 9:00 - 4:30 **Meeting: Federation Board of Directors** Ambassador Room
- 12:45 - 2:00 **Lunch at the French Embassy** French Embassy Cafeteria
4101 Reservoir Road, NW
*Participants are invited to have lunch at the cafeteria of the French Embassy
(approximate cost: \$10-12).*
- 2:15 - 4:30 **Saison Culturelle 2005-2006** French Embassy
Presenters: **Pierre Hudelot**, Délégué Général
Olivier Pellenard, Délégué Général Adjoint
Frédéric Brosson, Conseiller Pédagogique
*Prior to the Annual Meeting of the Federation, the Délégation Générale invites all
participants to the French Embassy for a presentation of its cultural programming
for the 2005-2006 season and its new education initiatives.*
- 6:30 **Reception at the Residence of the French Ambassador**
2221 Kalorama Road, NW
Hosts: The Honorable and Mrs. **Jean-David Levitte**
[By invitation only. Invitations to be distributed in Registration packet.]
- Dinner**
*Make your own dinner arrangements with your colleagues. Restaurant suggestions
will be provided.*

Friday, October 22, 2004

- 8:30 - 4:30 **Registration and Information Desk** Foyer
- 8:30 - 4:30 **Alliance Française Boutique** Consulate Ballroom

Come purchase your Alliance Française scarves and pins. AF Chapters will also be offering specialty items for sale.

- 8:30 - 4:30 **Exhibits and Exhibitor Presentations** Consulate Ballroom
Materials, resources and gift ideas for you and your AF! Check the bulletin board in the Exhibit area to find out the times at which specific materials will be presented
- 9:00 - 10:15 **Workshop 1** Council Room
Education Session A: Organizing and Evaluating French Classes
Moderator: **Katharine Branning**, FIAF de New York (NY)
Presenters: **Virginie Poitrasson**, FIAF de New York (NY)
 Emmanuelle Loriot Apruzzese, FIAF de New York (NY)
[Session organized by the FAF Education Committee]
One of the essential criteria for the quality of an Alliance is the pertinence of its evaluation program. Learn how the French Institute Alliance Française tackled the development of an evaluation program as concerns the assessment of students, the courses offered and the institution as a whole. Discover the tools that are needed, the criteria necessary and the steps needed to implement a successful program.
- 9:00 - 10:15 **Workshop 2** Lincoln Room
Templates, Documents and Letters for your AF Chapter
Moderator: **Veronica Eid**, AF de Wilmington (DE)
Presenter: **Misa Bourdoiseau**, AF de Seattle (WA)
Over her many years as Executive Director of the AF de Seattle, Misa Bourdoiseau has developed her famous "notebook" of templates for fundraising, sponsorship, partnership, thank you and many more letters that she is generously willing to share with us.
- 9:00 - 10:15 **Workshop 3** Board Room
National Speakers and Programs List
Moderator: **Moune Souvanna-Phouma Stieglitz**, AF de Washington (DC)
Discussants: **Lillian Politella**, Maison Française de Cleveland (OH)
 Andrée Madec-King, AF de Charlottesville (VA)
[Session organized by the FAF Cultural Programs Committee]
Participants share ideas as to how to incorporate the offerings of the Federation National Speakers and Programs List (NS&P List) into their AF cultural activities. Which events have proven the most successful? What types of events would they like to see in the future? Topics will include how to find sponsors and partners for your programs, and how to use the listing on the Members Only section of the Federation web site.
- 9:00 - 10:15 **Workshop 4** Consulate Ballroom
Improving your AF Web Site
Moderator: **Wes Green**, AF de Nashville (TN)
Presenter: **Flo Altenberger**, FloDesign, Bethesda (MD)
FloDesign will provide guidelines for creating, improving and maintaining your AF web site. Learn how to make your current site more responsive to membership needs. Find out what are the main considerations to be taken into account in creating a new site.

- 10:15 - 10:45 **Break: Exhibitors and Alliance Française Boutique**
- 10:45 - 3:15 **Web Site Consultation** Consulate Ballroom
Individual AFs are welcome to drop in to consult with FloDesign on web site matters.
- 10:45 - 11:45 **Workshop 5** Private Reserve Room
Education Session B: Beyond Basic Language Courses
Moderator: **Marie-Pierre Koban**, AF de Seattle (WA)
Presenters: **Becca Brodarick**, AF de Louisville (KY)
Martine Chauvet, AF de Philadelphie (PA)
Brigitte Gomane, AF de la Nouvelle Orléans (LA)
[Session organized by the FAF Education Committee]
In addition to basic language courses, AF chapters offer an extensive variety of "theme" classes: French history, francophone literature, theater workshops, yoga sessions, cooking and wine classes, travel tips, etc. Some reach out to the French community and offer help sessions for students enrolled in CNED courses. Come share your own experiences. The FAF Education Committee will be preparing a catalog of theme classes and your input is not only welcome but necessary.
- 10:45 - 11:45 **Workshop 6** Council Room
Preparing a Successful Grant Application
Moderator: **Gary Marsh**, AF de Kansas City (MO)
Presenter: **Shawn Smith**, AF de Milwaukee (WI)
[Session organized by the FAF Grants Committee]
The Federation annually gives grants to many chapters with promising projects. Discover how these grants have been put to good use across the country. Come learn how your AF can apply for School Development Grants, the new H. Reynolds and Eleanor Morse Visibility Grants, the Prize Book Fund awards, as well as grants from other sources.
- 10:45 - 11:45 **Workshop 7** Lincoln Room
Successful Newsletters: Combining Information plus Inspiration
Moderator: **Mary Emory**, AF de Milwaukee (WI)
Presenter: **Leanne Debeurre**, AF de Phoenix (AZ)
Bring along your newsletter and look at other examples to get some fresh approaches to recruiting members, attracting people to programs, raising funds through dues and fees, starting new activities. Learn about the advantages and disadvantages of print vs. electronic newsletters.
- 10:45 - 11:45 **Workshop 8** Board Room
Energizing your Conversation Groups
Moderator: **Paul Azzara**, AF de Saint Louis (MO)
Presenters: **Amelia Cazin**, AF de Hawaii (HI)
Anne Herisson-Leplae, AF de Milwaukee (WI)
How to start different types of conversation groups and keep them going. One successful program promotes drop-in conversation lunches.
- 12:00 - 2:00 **Reception and Luncheon** Ambassador Room

Leadership Tips and Tools for Presidents, Board & Committee Chairs

Moderator: **Jim Brink**, AF de Lubbock (TX)

Presenter: **Gary Marsh**, AF de Kansas City (MO)

This session is especially designed for new AF Presidents, Board members and committee chairs, however all persons interested in improving the workings of their AF chapter are welcome to attend and share their ideas and concerns. The focus will be on practical leadership tips and tools.

3:30 - 5:00 **Plenary Session Panel Discussion** Ambassador Ballroom

Strengthening French-American Relations

Moderator: **Jean-Louis Turlin**, Editor-in-Chief, *France-Amérique*

Panelists: **Tom Bishop**, Former Chair, French Department, New York University

Charles Cogan, Harvard University; author, *French Negotiating Behavior*

Chris Pinet, Editor-in-Chief, *French Review*

Elaine Uzan Leary, Executive Director, French Library and Cultural Center / AF de Boston (MA)

How can French-American relations be improved and strengthened? What are the misunderstandings that need to be rectified? How can AF chapters contribute to building greater French-American friendship?

Evening **Dinner**

Make your own arrangements to go to a local restaurant with friends and colleagues. Suggestions to be provided.

Jazz Concert

Library of Congress

Jazz pianist Jacky Terrasson and his trio are giving a free concert at the Library of Congress auditorium.

[Seating is limited. Advance reservations required. See registration form.]

Saturday, October 23, 2004

8:30 - 3:00 **Registration and Information Desk** Foyer

8:30 - 3:30 **Alliance Française Boutique** Consulate Ballroom

Come purchase your Alliance Française scarves and pins. AF Chapters will also be offering specialty items for sale.

8:30 - 3:30 **Exhibits and Exhibitor Presentations** Consulate Ballroom

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8:45 - 9:45 **Workshop 13** Private Reserve Room

Education Session D: Developing a Handbook for Teaching AFs

Moderator: **Rebecca Valette**, AF de Boston (MA)

Presenters: **Beatrice Hildebrand**, AF de Sacramento (CA)

Martine Burlinson, AF de North Texas (TX)

Kathy Ray, AF de Nashville (TN)

[Session organized by the FAF Education Committee]

Last year, at the request of the membership, the FAF Education Committee began working on an updated handbook delineating common directives and guidelines for AF language classes: finding and contracting for new locations, recruiting and training teachers, choosing and publicizing courses, developing registration procedures and fee structures, organizing syllabi, selecting and adapting materials. Come see the first drafts of these important projects and offer your suggestions.

8:45 - 9:45

Workshop 14

Council Room

Tax and Governance Questions

Moderator: **Claude Schlesinger**, AF de New Orleans (LA)

Presenter: **Gerri Chanel**, AF de Hartford (CT)

Is your Alliance Française in compliance with state and national tax regulations? Do you know how to distinguish between an independent contractor and an employee? What by-laws are necessary for your AF? What is a good Board structure? These and other questions that come up for chapters across the country will be discussed in the light of their tax and legal implications.

8:45 - 9:45

Workshop 15

Lincoln Room

Fundraising Do's and Don'ts

Moderator: **Jane Bernbach**, FIAF de New York (NY)

Presenter: **Elaine Uzan Leary**, FLCC/ AF de Boston (MA)

In today's economy, many AFs are engaging in fundraising projects, but expenses and staff time can eat away at the profits. This session will analyze the criteria for fundraising events in the light of other strategies, such as annual appeals and cultivation of individual donors.

8:45 - 9:45

Workshop 16

Board Room

Benefits of Regionalization

Moderator: **Bernie Duhaime**, AF de Omaha (NE)

Presenters: **Becca Brodarick**, AF de Louisville (KY)

Leanne Debeurre, AF de Phoenix (AZ)

Claire van Brunt, AF de Berkeley (CA)

[Session organized by the FAF Regionalization Committee]

The regionalization of the Federation is a grassroots movement which has been bringing together AFs that are located in the same geographical area. These daylong regional meetings provide chapters the opportunity of sharing successful practices, discussing mutual challenges, and brainstorming ways to improve their cultural and educational offerings. Come gain some tips on how to start a regional conference in your area!

10:00 - 12:00

Annual Meeting of the Federation

Ambassador Room

Presider: **Jane Robert**, Federation President, AF de St. Louis (MO)

Reports from the President, Treasurer and Chairs of Federation Committees.

Election of new members to the Board of Directors. Address by dignitaries.

Question-and-answer session.

12:15 - 1:45

Luncheon Break

Join AF colleagues and walk to a nearby restaurant for a light meal.

1:45 - 3:15 **Board of Directors Meeting** Ambassador Ballroom

2:00 - 3:00 **Workshop 17** Private Reserve Room

Education Session E: French for Children

Moderator: **Adèle Boufford Baker**, AF de Manchester (NH)

Presenters: **Colette Roche**, AF de Doyleston (PA)

Marc Duranthon, AF de Puerto Rico (PR)

Susan Talbot, AF de Missoula (MT)

[Session organized by the FAF Education Committee]

Nationwide more and more parents are interested in having their children learn French. Find out how some AFs are going beyond the more traditional Saturday classes by running summer camps and offering classes for toddlers.

2:00 - 3:00 **Workshop 18** Council Room

Successful Special Events

Moderator: **Mimi Gregory**, AF de Bonita Springs (FL)

Presenters: **Michel Lannelongue**, AF de Cincinnati (OH)

Gayle Tilles, AF de Chicago (IL)

Françoise Markov, AF de Jackson (MS)

Connie Georgiu, AF de Sacramento (CA)

Come learn about some AF special events that have proved very successful: Trivia evenings, Beaujolais Nouveau Parties, Film Festivals, Cercle d'or Parties, Bastille Days, Holiday Boutiques. Presenters will provide copies of invitations and templates that can work for you. Budgets will be shared.

2:00 - 3:00 **Workshop 19** Board Room

La chanson française de vingt dernières années

Moderator: **Agnès Ndiaye Tounkara**, FLCC / AF de Boston (MA)

Presenter: **Patrick Girard**, AF de San Francisco (CA)

How has "la chanson française" evolved over the past twenty years given the popularity of British and American popular music in France? To what extent does it reflect contemporary French and francophone culture? This session will also provide guidelines for bringing your AF "discothèque" library up-to-date as well as suggestions as to ways of incorporating contemporary songs into your AF classes and cultural programming. (Presentation in French)

2:00 - 3:00 **Workshop 20** Lincoln Room

Community Outreach

Moderator: **Sophie Fairley**, AF de San Antonio (TX)

Presenters: **Francine Saltoun**, AF de Chicago (IL)

Olivia Arditi, AF de Buffalo (NY)

Across the country, AF Chapters of all sizes have developed a wide variety of successful community outreach projects through which they encourage French instruction at their local secondary schools. Chicago offers scholarships to inner city students and selects the most deserving for a trip to Paris. Buffalo has an annual Excellence Certificate program accompanied by an Excellence Award

program that they offer to every high school in Western New York. Come share your projects with your colleagues.

- 3:00 - 3:30 **Break: Exhibitors and Alliance Française Boutique** Consulate Ballroom
Exhibitors' Raffle. Winners must be present to accept their prizes.
- 3:30 - 5:00 **Looking to the Future: Débats d'idées — Groupe BLEU** Council Room
Discussion leader: **Tom Horn**, AF de San Francisco (CA)
Scribe: **Keith Maillard**, AF de San Francisco (CA)
What are the challenges facing the large AFs, that is, those with full-time staffs, owned or rented facilities, a broad range of class offerings, numerous cultural events and fund-raisers. What role can the Federation play in helping meet these challenges? How can we share expertise?
- 3:30 - 5:00 **Looking to the Future: Débats d'idées — Groupe BLANC** Lincoln Room
Discussion leader: **Beatrice Hildebrand**, AF de Sacramento (CA)
Scribe: **Yvonne Cyr Bresnahan**, AF de Manchester (NH)
What are the challenges facing the mid-sized AFs, that is, those with a full-time or part-time director, a modest range of classes held in rented space or space provided by local institutions (e.g., schools, churches or libraries, regular cultural events and occasional fund-raisers). What role can the Federation play in helping meet these challenges? How do these AF's reach the next level?
- 3:30 - 5:00 **Looking to the Future: Débats d'idées — Groupe ROUGE** Board Room
Discussion leader: **Will Thompson**, AF de Memphis (TN)
Scribe: **Carole Crosby**, AF de Grosse Pointe (MI)
What are the challenges facing the smaller AFs which provide their members with cultural and social opportunities to speak French and learn about Francophone cultures? What are the challenges facing the university-linked "centres associés" What role can the Federation play in helping meet these challenges?
- 7:00 **Prix Charbonnier Tribute Dinner** Ritz-Carlton
22nd and M Streets, NW, Washington, DC
*Cocktail (cash bar) reception followed by dinner specially prepared for the occasion by renowned chefs at the Ritz-Carlton with the participation of guest chefs from the Cordon Bleu. **Ambassador Jean-David Levitte** will honor **Pierre Cardin** with the Prix Charbonnier (which will be accepted by his ambassadrice **Monique Raimond**). The dinner will also provide guests the opportunity of having their pictures taken with the Ambassador and speaking to him about their concerns and the challenges facing their local Alliances.*
[Pre-paid dinner tickets required.]