PAO Promotes Newly Translated Textbook "Marketing Places" at University “Vitez” Travnik

On February 23, PAO Thomas Mesa spoke at a book promotion ceremony to present the newly translated textbook "Marketing Places," by Philip Kotler, Donald Haider and Irving Rein. The book was translated and published in cooperation with University "Vitez" Travnik and Sahimpasic publishing company. The Office of Public Affairs funded this project with a grant from IIP/PUB through the "America 21: Books in Translation Program." A total of 500 copies of the book have been printed and will be distributed to marketing students at University "Vitez" Travnik and the other faculties of economics, and American Corners throughout BiH. Following the PAO’s remarks, Professor Sasa Vujic, who initiated the project, spoke about the importance of the book for the University and its students. More than forty guests attended the event including university academics, government representatives, and students.

Through this program we are assisting local publishers in bringing American books to audiences in Bosnia and Herzegovina. Not only do book translations help support the sharing of ideas, but as an added benefit, provide a small boost to the development of an independent publishing industry in BiH.

Upcoming Events

- March 7: Miss Representation Screening and Panel Discussion, Meeting Point Cinema
- March 8-9: Access Regional Training
- March 9: Screening of Miss Representation, Meeting Point Cinema
- March 23: Sarajevo Regional Spelling Bee Competition
- March 25: Mostar Regional Spelling Bee Competition
- March 26: Tuzla, Banja Luka Regional Spelling Bee Competition
- March 27: Doboj, Zenica Regional Spelling Bee Competition
- March 28: Bihac Regional Spelling Bee Competition
- March 20-22: Youth Leadership Program Pre-Departure Orientation, Sarajevo
- March 25: Deadline for Call for Proposals for Inter-ethnic Youth Grants
- March 27: Official Launch of “One Bosnia and Herzegovina, One Book” Project
- March 31: Deadline for Call for Proposals for the Fund to Support Women’s Participation in Politics
Ambassador Moon Meets with Members of Mostar’s Political Forum of Croat Students

Ambassador Patrick Moon met with 40 members of the Political Forum of Croat Students at the U.S. Embassy on February 27. All members are students at Sveuciliste Mostar (Mostar University), and the majority study political science. During their discussion with Ambassador Moon, the students had an opportunity to hear about U.S. Embassy efforts toward overcoming political crisis in the Federation of BiH and the role of the U.S. in the future of Bosnia and Herzegovina. The Ambassador stressed the need for Bosnia's political leaders to agree on the key issues which will speed up the country's integration into the European Union and NATO. The students also had an opportunity to present their Forum and the work they have done. Some also shared their visions of overcoming the current political crisis in the Federation. Both the students and the Ambassador enjoyed the discussion and sharing of ideas.

One BiH, One Book Sparks Discussions Nationwide

American Corners and schools around Bosnia and Herzegovina have kicked off discussions about Sherman Alexie’s novel “The Absolutely True Diary of a Part-time Indian.” More than 65 schools have signed up to participate in the program, and Embassy staff, including Cultural Affairs Officer Sunshine Ison (pictured left with students in Mostar) and OPA Intern Casey Crockett, have joined the conversation in towns such as Trebinje, Mostar, Sarajevo, and Konjic. The talks at American Corner Bihać even attracted a visit by the press. Pictures and videos from these events and discussions in Brcko, Zenica, Doboj, and other locations can be found at the project Facebook site http://www.facebook.com/1BiH1Book.

Now we want to hear from you! Would you like us to try to program a visitor to your school? “Like” us on Facebook, and tell us how you’re participating in One BiH, One Book. Keep an eye on the site to find out about upcoming contest and events, as well as resources for teachers and students. Most of all, let us know your ideas about how to make the program better.
2011-2012 Fulbright Scholars Recognized by Ambassador Moon

Ambassador Moon presented Fulbright certificates to four Fulbright Students and three Fulbright Scholars who participated in the program during the 2011-2012 academic year. Participants shared their experiences in the United States, perspectives on Bosnia and Herzegovina and personal reactions upon returning from the Fulbright program. The group engaged in a discussion about the future of their country and current issues they encounter in Bosnia and Herzegovina.

Annual Sports Awards Ceremony Honors Successful Athletes

On February 5, Public Affairs Officer Thomas Mesa attended the Annual Sports Awards Ceremony organized by the Sports Association of the Middle Bosnia Canton. The Embassy was recognized for supporting a program to organize 12 training cycles for women interested in teaching recreational sports activities. The training cycles educated participants on the health benefits of sports, specific recreational activities and building managerial skills and abilities. The award ceremony featured the most successful sportsmen and sportswomen of 2012. This event highlighted the Embassy’s interest in promoting women in sports. The participants of the training cycles will receive qualifications which will enable them to serve their communities as independent educators and start their own related businesses.

Metropolitan Museum of Art Curators Visit BiH: Haggadah and Culture

Barbara Boehm and Melanie Holcomb, curators at the Metropolitan Museum of Art, visited BiH February 18-19 to discuss the possibility of collaboration between the Met and the National Museum, with a specific emphasis on the loan of the Sarajevo Haggadah for a special exhibition. They met with museum specialists, government officials, cultural leaders and gave an interview to Oslobodjenje’s cultural supplement KUN to highlight the visit and reinforce the Met’s interest in the Haggadah after political issues are sorted out. Titled “The Story that Fascinated the World” the daily emphasizes that though the visit took place after BiH authorities decided not to loan the Sarajevo Haggadah, the two curators came to Sarajevo to have the unique opportunity to see this valuable medieval Bosnian treasure, and focuses on their positive impressions. The story features a short description of the Metropolitan, underscoring its influence and reputation, details how the Met works with similar institutions throughout the world on establishing cooperation and displaying items, and notes they are the first representatives of this institution visiting Bosnia and Herzegovina. Also, the Ambassador wrote a blog entitled “The Sarajevo Haggadah, a Closed Museum, and Yet Another Missed Opportunity.”
Student and Embassy Exchange Information Sessions

The U.S. Embassy will host a number of student information sessions around the country – all are open to members of the public. Student information sessions will include a short presentation of programs which bring U.S. scholars and students to BiH but primarily focus the on available programs for BiH scholars and students who are interested in participating in exchange programs in the U.S. Bosnia and Herzegovina’s EducationUSA advisor will also be available to talk about opportunities for BiH students who would like to study in the U.S. A representative from the Consular Section will inform the audience about U.S. visa procedures. Also, exchange-program alumni will be present to talk firsthand about their experiences while on United States Government exchange programs.

- March 12 - University of Sarajevo at noon
- March 13 - Sveuciliste Mostar 11:00 and University Dzemal Bijedic 14:00
- March 19 - University of Zenica 11:00
- March 19 - American Corner Zenica TBC
- March 20 - University of Tuzla 11:30
- March 20 - Americna Corner Tuzla 14:30
- April 9 - Banja Luka University TBC
- April 9 - American Corner Banja Luka TBC

If your school or university is interested in a visit by an American scholar or diplomat during the 2013 academic year, please contact the Office of Public Affairs.

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