



INTRODUCTION

In prefacing their first edition of this book more than three decades ago, my co-authors quoted the anonymous, but now universally accepted observation that, "Any organization or society, must, if it is to thrive, operate under certain rules if for no other reason than to prevent chaos."

Mary Jane McCaffree and Pauline Innis were uniquely qualified and highly committed to expand that principle to what became and has been, the authoritative source of Protocol information for governmental entities, businesses, non-profits, and foreign nations. Ms. McCaffree served at The White House as Social Secretary, in the Office of The Chief of Protocol, and as Personal Secretary to First Lady, Mamie Eisenhower. Her papers consisting of 2400 pages of seating charts, invitations, and White House Social Office Rules, were accepted by the Eisenhower Library on July 7, 1983.

Pauline Innis served as president of various national and international organizations and as the wife of a Navy Admiral. She was the author of fifteen books and even before *Protocol*, was a prominent source for rules on proper etiquette.

I was pleased to bring my experience as an attorney, political consultant, historian, and author to the drafting of the 25th Anniversary Edition and this, the updated and expanded 35th, which has at its thematic core, those words quoted in the initial edition of 1977.

As the world has become more fragmented and complex, technology has at the same time made all information and activity literally omnipresent. Accordingly, *Protocol-The Complete Handbook of Diplomatic, Official, and Social Usage* is in greater demand as the sourcebook for appropriate action and as the definitive teaching tool for both our own and numerous other educational organizations.

To address these needs we have updated the content and format, utilizing the efforts of numerous contributing experts, and have

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included three new chapters on Military Protocol, Gifting, and Diversity. The editorial efforts of Lieutenant Colonel Samuel Whilding, USAF, Retired, have been invaluable.

Affectionately referred to as "The Red Book," *Protocol* has been the authoritative reference work for The White House, Congress, our Military, The State Department and the United Nations. Tens of thousands of copies have been utilized worldwide. *Protocol* has been hailed by *The New York Times*, "As a comprehensive guide to proper diplomatic, official and social usage." The Department of State has said, "The book contains a wealth of details on every conceivable question."

Richard Sand, President, The Center for Protocol Red Book Studies