



The U.S. Embassy Information Resource Center

# Yerevan Times

March-April, 2009  
Volume 5, Issue 2

## WOMEN HISTORY MONTH



March is Women's History Month, and this year's theme is "Get to Know the Women Who've Changed Our World."

Interested students and IRC patrons are encouraged to browse through "Women's History Web site" -- [http://www.gale.cengage.com/free\\_resources/whm/](http://www.gale.cengage.com/free_resources/whm/)

Among the wealth of free resources featured on this site you can find:

**Biographies:** Concise, compelling profiles of some of today's and history's most accomplished women.

**Links:** A selection of hyperlinks to other WWW pages by, and for, women and girls.

**Quiz:** A new quiz will appear each week throughout March.

**Activities:** Suggested subject guides and projects for students and clubs members of various ages.

**Women's Rights on Trial:** Selected key trials of historical importance to American women, which have set judicial precedents.

**Timeline:** Women's history highlights from 4000 B.C to the 21st Century.

**Calendar:** Notes significant historical anniversaries for each day in March 2009.

**Bookmarks:** Four colorful designs!

We hope that you will enjoy exploring these free resources.



**Happy Women's History Month!**

## NATIONAL LIBRARY WEEK

### CELEBRATE APRIL 12-18, 2009

National Library Week will be observed April 12-18, 2009 with the theme, "Worlds connect @ your library®."

First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is a time to celebrate the contributions of libraries and librarians and to promote library use and support. All types of libraries - school, public, academic and special - participate.

Many school libraries also celebrate the month of April as School Library Media Month sponsored by the American Association of School Librarians, a division of ALA, with the same theme as National Library Week. National Library Workers Day, celebrated the Tuesday of National Library Week (April 14, 2009), is a day for library staff, users, administrators and friends groups to recognize the valuable contributions made by all library workers.

National Library Week is observed each year in April, generally the second full week.

- 2010 - April 4-10
- 2011 - April 10-16
- 2012 - April 8-14
- 2013 - April 14-20

Since 2002 in Armenia, libraries and librarians also celebrate the National Library Week.



# Information Resource Center

## U.S. Embassy Yerevan Celebrates Black History Month at Haybusak University

In celebration of Black History Month, U.S. Embassy Yerevan organized two lectures at Haybusak University on February 12 and 19.

On February 12, Philip Gale gave a speech and led an active discussion which focused on African-American history and the role of Black Americans in American art and culture. Mr. Gale began his lecture by performing Dr. Martin Luther King Jr.'s famous and moving "I Have a Dream" speech, which was met with thunderous applause.



Philip Gale performing Dr. Martin Luther King Jr.'s "I Have a Dream" speech

On February 19, George Zarycky, Director of the Democracy & Governance Office of USAID in Armenia gave a lecture entitled "The American Civil Rights Movement: An Overview." More than 50 students and faculty members attended. The audience learned a lot about American society in the 60's and 70's.

In the framework of Black History Month, U.S. Embassy Yerevan's Information Resource Center also organized a university paper show on the "Legacy of Martin Luther King Jr.," which ran from February 9-17.



George Zarycky (center), Director of the Democracy & Governance Office, USAID

An audience of more than two hundred students and faculty members attended and learned about important facts in African-American history. Mr. Gale was interviewed and the event was aired by Armnews TV channel. IRC Yerevan donated books on American Studies that were provided by the South East Florida Library and Information network (SEFLIN) to support the university area studies program. The audience requested future lectures on the history of American Jazz.

## BOOK EXHIBITION AT THE CHILDRENS LIBRARY

On February 20, in collaboration with the Armenian Publishers' Association, the National Children's Library organized an exhibition and sale of children's literature. Books were provided by the publishing houses of Antares Holding, Gitank, Arevik, MacMillan, PrintInfo, and Edit Print, among other publishers.

Ruzan Tonoyan, director of the library, opened the exhibition and welcomed guests and library patrons. Kamo Vardanyan, Head of Department at the Ministry of Culture and Armenian Martirosyan, director of Antares Holding, also made opening remarks about the initiative.

In her welcome speech, Assistant Public Affairs Officer Susan Bridenstine stated that, "Through programs and activities like this book exhibition, the National Children's Library facilitates the development of avid readers, who continue to build knowledge of the world throughout their lifetimes."

RA Prime Minister Tigran Sargsyan, Minister of Education Spartak Seyranyan, and Deputy Minister of Culture Gagik Gyurjyan also attended the event. They visited publishers' booths, watched a children's performance, and met event organizers.

The book exhibition was one of many events held during the week to promote reading in Armenia. February 19th marked the 140th anniversary of Armenian writer Hovhannes Tumanian's birth and was officially declared "Book Presenting Day" in Armenia.



## MONDAY MOVIES

As part of its movie series, an English language film is shown at the U.S. Embassy Information Resource Center every third Monday of the month. A 30 minute English-language discussion follows each movie. Upcoming movies will be shown on March 16 and April 20 at 15:00pm.

Please contact: [ircyerevan@usa.am](mailto:ircyerevan@usa.am) if you plan to attend the movie series.

# What's New at The American Corners?

## IN YEREVAN: AMERICA'S FIRST LADIES



On February 21, 2009, within the framework of the "Americans at the American Corner" lecture series, the Yerevan American Corner organized its first event of 2009 at the American Corner's new location. The guest speaker was U.S. Embassy Assistant Public Affairs Officer Susan Bridenstine.

Susan discussed "America's First Ladies." Using a PowerPoint presentation, she talked about the historical roots of America's First Ladies, their myriad roles in American society, and provided anecdotes and photos of the most notable First Ladies. She stated that the First Ladies have served the nation according to their abilities and interests and often choose important social causes for which to advocate. Susan also highlighted America's newest First Lady, Michelle Obama.

Around 50 people attended the lecture, including a large group of students from the Armenian Agrarian Academy. During the question and answer session, students asked many questions about the American Presidency and the legacy of America's First Ladies.

## IN GYUMRI: AMERICAN MUSIC



On Wednesday, February 11, visiting U.S. Embassy Baku Assistant Public Affairs Officer Dmitri Tarakhovski held a lecture on "American Music" at the Gyumri American Corner.

Dmitri introduced himself and talked about his family. He noted that when he immigrated to the United States, he received an excellent musical education. He learned about music in his church, where he volunteered as a pianist.

Dmitri discussed different styles of American music, including country music, religious music, and Native American music.

After his presentation, participants asked a wide range of music-related questions.

## IN VANADZOR: Career Development Training Seminar

On January 21-22, 2009, the American Corner in Vanadzor hosted a career development seminar. The seminar covered a variety of topics, including how to prepare a resume and cover letter, different styles and types of resumes, the differences between a resume and a CV, as well as how to prepare for a job interview. Sergey Movsisyan, Centre for Social Economic and Legal Reforms NGO Project Manager, developed the topics for discussion.

On the second day of the seminar, mock job interviews were organized by Mr. Movsisyan and Peace Corps volunteers Davor Kostovic and John Clinton to show examples of both good and bad interviews. After the interviews, participants discussed the seminar's results. About 20 students from different Vanadzor universities participated in the training and expressed their belief that such training improves their ability to seek out and obtain promising careers.



Vanadzor American Corner patrons browsing a SEFLIN book donation

# Information Resource Center

## Coca-Cola a National Icon!

The first Coca-Cola recipe was invented in Columbus, Georgia at a drugstore by John Pemberton, originally as a cocawine called Pemberton's French Wine Coca in 1885. It is produced by The Coca-Cola Company in Atlanta, Georgia and is often referred to simply as



Coke or Cola. The famous Coca-Cola logo was created by John Pemberton's bookkeeper, Frank Mason Robinson, in 1885. The equally famous Coca-Cola bottle, called the "contour bottle" within the company, but known to some as the "hobble skirt" bottle, was created in 1915 by bottle designer Earl R. Dean. In 1915, the Coca-Cola Company launched a competition among its bottle suppliers to create a new bottle for the beverage that would distinguish it from other beverage bottles, "a bottle which a person could

recognize even if they felt it in the dark, and so shaped that, even if broken, a person could tell at a glance what it was."

The first sales were at Jacob's Pharmacy in Atlanta, Georgia, on May 8, 1886. It was initially sold as a patent medicine for five cents a glass at soda fountains, which were popular in the United

States at the time due to the belief that carbonated water was good for the health. Pemberton claimed Coca-Cola cured many diseases, including morphine addiction, dyspepsia, neurasthenia, headache, and impotence. Pemberton ran the first advertisement for the beverage on May 29 of the same year in the Atlanta Journal. By the time of its 50th anniversary, the drink had reached the status of a national icon for the USA. Coca-Cola was sold in bottles for the first time on March 12, 1894. Cans of Coke first appeared in 1955. The first bottling

of Coca-Cola occurred in Vicksburg, Mississippi, at the Biedenharn Candy Company in 1891. Its proprietor was Joseph A. Biedenharn.

On April 23, 1985, Coca-Cola, amid much publicity, attempted to change the formula of the drink with "New Coke." The new Coca-Cola formula caused a public backlash. Protests caused the company to return to the old formula under the name Coca-Cola Classic on July 10, 1985.

The exact formula of Coca-Cola is a famous trade secret. A popular myth



states that only two executives have access to the formula, with each executive having only half the formula.

The truth is that while Coca-Cola does have a rule restricting access to

only two executives, each knows the entire formula and others, in addition to the prescribed duo, have known the formulation process.



## BARBIE

Cultural icon, fashion plate, toy, muse- Mattel's Barbie doll has been many things to many people.

However, one

thing has been clear since her debut in 1959: Barbie is nearly as controversial as she is beloved.

Creator and Mattel cofounder Ruth Handler (1916-2002) got the idea for Barbie from Bild Lilli, an adult-bodied German fashion doll that was originally intended for adults but became popular with young girls as well. In a market glutted with baby dolls and stuffed animals, Handler recognized the overwhelming

demand for a doll that would let children play at grown-up dreams. Handler was right, and Mattel sold 350,000 Barbie dolls in the first year alone.

### Do you know?

- Barbie and her male counterpart, Ken, are named for Ruth Handler's children, Barbara and Kenneth.
- It has been estimated that more than a billion Barbie dolls have been sold worldwide.
- Barbie became the first toy marketed directly to children and not to their parents when Handler paid \$500,000 to become the sole sponsor of The Mickey Mouse Club.

## IF BEES DISAPPEARED...

### Why are bees important?

You might think that honey bees are important because they make honey - but that is not the only reason they matter so much in the agricultural world. The most important thing they do is pollinate plants. Countless crops, including cotton, lemons, nuts and even cauliflower, etc., are pollinated by the humble honey bee. Without such pollination the modern agricultural industry would be nothing. Agreed, plants

which rely on the wind for pollination (e.g. some grasses, dandelions, etc) would continue to grow; but without the honey bee, pollination of things like strawberries, oranges, tomatoes, etc. would have to be carried out by some other means. In parts of China where insecticides have killed off the honey bee entirely, pollination is effected by hand.



## EDUCATORS CALENDAR 2009

There's something worth commemorating every day. Find fun and educationally relevant holidays, events, and celebrations for each day. Visit at: <http://www.teachervision.fen.com/>

### MARCH

*Irish-American Heritage Month*  
*National Craft Month*  
*Women's History Month*  
*Youth Art Month*

- 5 Stapler Invented (1868)
- 7 Apple Patented the iPod (2006)
- 8 Int'l Woman's Day
- 9 Barbie Debuted (1959)
- 10 First Phone Call (1876)
- 12 Truman Doctrine Enacted (1947)
- 13 Uranus Discovered (1781)
- 14 Albert Einstein's Birthday (1879)
- 19 Iraq War Began (2003)
- 21 Int'l Day for Elimination of Racial Discrimination
- 28 First Washing Machine Patented (1930)
- 29 Coca-Cola Invented (1886)
- 29 Last U.S. Troops Left South Vietnam (1973)
- 31 Eiffel Tower Officially Opened (1889)



### APRIL

*Keep America Beautiful Month*  
*Mathematics Education Month*  
*National Poetry Month*  
*School Library Media Month*

- 1 April Fool's Day
- 1 Cigarette Ads Banned from Radio & TV (1970)
- 2 International Children's Book Day
- 2 Hans Christian Andersen's Birthday (1805)
- 4 Martin L. King Jr. Assassinated (1968)
- 6 U.S. Entered WWI (1917)
- 7 U.N. World Health Day
- 9 Civil War Ended (1865)
- 9 First Full-Color Film Shown (1914)
- 11 1968 Civil Rights Act Signed (1968)
- 12 Civil War Began (1861)
- 12 First Man in Space (1961)
- 12-19 Nat'l Library Week
- 13 Thomas Jefferson's Birthday

(1743)

- 14 Abraham Lincoln Assassinated (1865)
- 14 The Titanic Hit Iceberg (1912)
- 17 Ford Mustang Debuted (1964)
- 19 American Revolution Began (1775)
- 19-26 Nat'l Volunteer Week
- 22 Earth Day
- 24 Library of Congress Established (1800)
- 25 First Use of Name "America" (1507)
- 30 Vietnam War Ended (1975)



The Library of Congress was established on April 24, 1800, when President John Adams signed an Act of Congress. The Thomas Jefferson Building was opened in 1897 as the main building of the Library.

### Greetings in English

There are many ways to say hello in English. Sometimes you say a quick hello as you are passing somebody. At other times a greeting leads to a conversation. Friends and family members greet each other in a casual way. Business greetings are more formal.

#### Greetings in Passing

It is polite to greet a person you know. However, you don't always have time to stop and have a conversation. Just remember to smile as you say hello. A small wave is also polite. Sometimes you pass the same person a second time on the same day. You can say "hello again" or just smile.

#### Greetings before a Conversation

Sometimes you stop and talk for a minute as you say hello. This type of greeting is followed by a conversation. Close friends often hug when they greet each other, especially after a long time without seeing one other.

#### Tips

- Stand near a person and say hello.
- Express happiness to see a person.
- Ask a question or begin a conversation.

### English Learners Corner

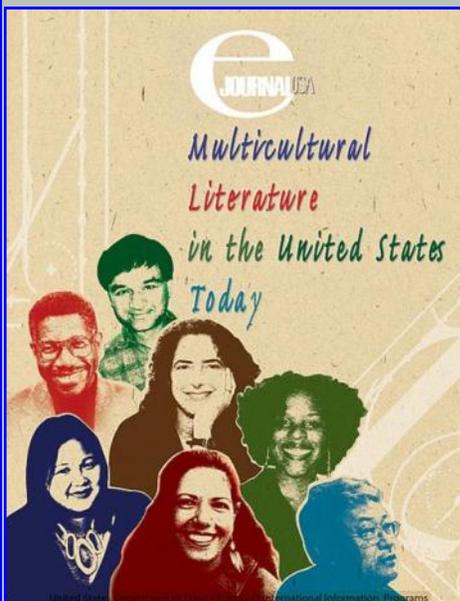
*Life is like a mirror, if you frown at it, it frowns back; if you smile, it returns the greeting. **American proverb***



**Useful Phrases:**  
*Nice to see you.*  
*Long time no see. (I haven't seen you in a while.)*  
*What have you been up to?*  
*How are things?*  
*It's been a while. (It's been a while since I've seen you.)*  
*What's new?*  
*Not much. (answer to What's new?)*



## EJOURNAL USA: "Multicultural Literature in the United States Today"



The February 2009 edition of eJournal USA, "Multicultural Literature in the United States Today," focuses on distinguished American writers from various ethnic backgrounds who add immeasurably to mutual understanding and appreciation through tales of their native lands and their experiences as Americans.

For 500 years immigrants from diverse cultures have sought freedom and opportunity in what is now the United States of America. The writers among them recorded their experiences in letters, journals, poems and books, from early colonial days to the present. "We are a nation of many voices," writes Marie Arana in her essay, and that is what this eJournal USA on multicultural writing is about: to show how voices from various ethnic backgrounds have enriched American society through art and cultural sharing that invites understanding.

The URL for the journal is

<http://www.america.gov/publications/ejournalusa/0209lit.html>

The printed copy of the e-journal is available in the Information Resource Center and American Corners in Yerevan, Gyumri and Vanadzor.

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### The Number One Drink in the U.S.

Coffee is the number one drink in the U.S. and one of the healthiest drinks we could ever enjoy. Recent scientific research and studies have identified coffee as containing a very high concentration of antioxidants which helps not only the healing process but assists the body's immune system to fight free radicals which can develop into cancer.



Coffee was first consumed in the ninth century, when it was discovered in the highlands of Ethiopia. From Ethiopia, coffee spread to Egypt and Yemen. It was in Arabia that coffee beans were first roasted and brewed, similar to how it is done today. By the 15th century, it had reached the rest of the Middle East, Persia, Turkey, and northern Africa.

Coffee was introduced to Europe via the Ottoman Turkish **kahve**, which is, in turn, derived from the Arabic **qahweh**. The origin of the Arabic term is derived from the name of the **Kaffa** region in western Ethiopia.

Coffee is an important export commodity. In 2004, coffee was the top agricultural export for 12 countries, and in 2005, it was the world's seventh-largest legal agricultural export by value.

*"I have measured out my life with coffee spoons" - Thomas Eliot*  
*"Coffee should be black as hell, strong as death, and sweet as love." - Turkish proverbs*

The U.S. Embassy Information Resource Center is open to the public Monday through Friday from 13:00 to 18:00.  
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