

## “Water Ways” Initiative Quenches Thirst of Thousands!



2004 fundraising dinner in Chicago

Thanks to friends like you, we were able to locate new water supplies, purify water and distribute clean drinking water to 12,000 residents of Stepanakert, the capital of Karabakh!

The *Water Ways Initiative* launched by Armenia Fund USA in 2004, targeted communities with inadequate supplies of clean water. By improving water supply, distribution and sanitation we can raise the overall health and economy of the local population.

In 2004, Armenia Fund USA raised \$90,000 to improve the Karabakh water system by stabilizing the region's water distribution infrastructure and installing water purification equipment. The request for bids for the Stepanakert Water project was announced in August 2005 and construction will start shortly.

These communities join us in thanking our donors for their generous gifts. In addition, we would like to thank all the new friends recently introduced to Armenia Fund USA through the hard work of our regional committees in Chicago, Detroit and Boston.

In Chicago, the following people helped organize a benefit dinner for the *Water Ways Initiative*: Heratch Doumanian, Haig Pedian, Noubar Sarkissian, Sonya Doumanian, Shoushig Dagdigian, Harry Missirlian, Richard Digidigian, Jean Missirlian, Rosy Yeretsian, and Marty Telalian.

In Detroit, Martin and Diana Shoushanian hosted benefit dinner honoring Karabakh's president Mr. Ghukasian and raising

funds specifically for the water distribution system in Stepanakert. Collaborating to make the event successful was Edgar Hagopian and his committee manned by Pamela Coultis, Hagop Alexanian, Edmond Azadian, Shake Basmajian, Harry Derderian, Simon Javizian, Shirley Sarkissian, Diana Shoushanian, David



Benefit dinner at Shoushanian's in Michigan



Boston community joins us in thanking our donors for their generous gifts

Terzibashian, Georgeanna Yessaian.

In Boston, public events and benefit receptions raised contributions to the *Water Ways Initiative*, thanks to the leadership of: Carolyn Mugar, Heather Krafian, Nina Festekjian, Raffi Festekjian, Ara Arakelian, Lena Derkevorkian, Susan Ekisian, Taline Festekjian, Mary Goudsouzian, Hasmik Kouchakdjian, Christine Megerdichian, and Carol Yeghayan. In addition, Michael Guleserian, Vartouhi Abrahamian, Ara Ghazarian, and Adour Tutunjian donated services to make these events successful.

In response to water needs in the villages of Nor Getashen and Nor Yedessia, two individuals solely funded both projects. See related stories in this newsletter.

### WHAT MAKES ARMENIA FUND USA UNIQUE?

*We improve health, provide jobs and give new hope to the struggling people of Armenia and Karabakh through strategic social and economic development projects.*

*Our projects create a foundational infrastructure that equips local people to participate in sustaining and expanding upon our work to meet the changing needs of future generations.*

*All constituents of the Armenian Diaspora are served and included in our collaborative efforts to improve living conditions in Armenia and Karabakh.*

*Our strong connection with the Hayastan Himmadram network of Diaspora which is anchored in Armenia and Karabakh, gives us an invaluable working relationship with local experts*

*who help coordinate, negotiate and direct our projects, saving time and money.*

*We have a long track record of sustainable development projects, and we hold ourselves personally accountable to partners and donors who entrust us with the funds we need to raise the standard of living in Armenia and Karabakh.*

## LEADERSHIP AND PLEDGE TO ACCOUNTABILITY

### BOARD OF DIRECTORS

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Petra Noel

### WELCOME TO THE BOARD!

*Armenia Fund USA looks forward to working with our new volunteer board members – Craig Avedisian, Sarkis Jebekian, and Raffi Festekjian. Their professional talents and their commitment to helping the people of Armenia and Karabakh will be great assets.*



CRAIG AVEDISIAN is an attorney in New York City practicing in general commercial litigation, trust & estate litigation, small corporate transactions, general commercial contracts and real estate transactions. Mr. Avedisian received his law degree from Boston University School of Law in 1993, and is admitted to practice law in New York, Pennsylvania and Washington, D.C.



Attorney SARKIS JEBEKIAN is a partner at Cravath, Swaine & Moore LLP in New York City. He practices corporate law, focusing primarily on mergers and acquisitions, both domestic and cross-border. He also oversees the firm's pro bono projects involving the Montefiore Children's Hospital and the Morgan Stanley Children's Hospital of New York-Presbyterian. He is a member of the City Bar Association of New York and the Armenian General Benevolent Union. Mr. Jebekian lives in Englewood Cliffs, NJ with his wife Maral and their two children.



As President and Co-founder of PCI, RAFFI FESTEJKIAN is responsible for the overall strategic direction of the company. Under his leadership, PCI has become one of the largest providers of software technologies to the financial services industry with over 2,500 clients, including 95 of the top 100 institutions in US. He dedicates a significant amount of time to overseeing PCI's product lines, including sales, product enhancements and delivery.

In addition to his professional activities, Mr. Festekjian is also engaged with several non-profit organizations that are focused on the future of Armenia. In 2004 he co-founded Yerazart which focuses on assisting talented young Armenian artists in Armenia. He is also the Chairman of Armenian St. Stephens School Board of Trustees in Boston and a trustee of the Armenian Assembly of America as well as VEM Radio in Armenia.

# ARMENIA FUND USA in ACTION

East Coast Affiliate of Hayastan Himmadram

ARMENIA FUND USA IN ACTION Fall 2005 Issue 5

## REBIRTH OF ARTSAKH

Armenia Fund USA Helps Restore the Heart of Karabakh



Bringing hope to generations as we improve the standard of living for every farming family

As the North-South Highway grows, becoming the economic “backbone” of Karabakh trade, transport and commerce, Armenia Fund USA is turning to the next horizon – the fields and farmland that form the “heart” of the nation's rugged interior.

The fertile fields of Karabakh once served as one

of the “breadbaskets” of the former Soviet Union; now, they lie untended, overgrown with weeds instead of wheat. Abject poverty drove many farmers away. Yet Armenia Fund USA and the Nagorno-Karabakh Republic (NKR) are working together to draw farmers back and restore bountiful harvests for generations to come!

Revitalizing this treasured natural resource will give a much-needed boost to the local and national economies, and provide the jobs and stability rural communities desperately need to survive. Armenia Fund USA with all its affiliates of Hayastan Himmadram is launching, starting in 2005, *Rebirth of Artsakh*, a Regional Development Program. This will entail a three-year, three-phase plan to build medical, educational, drinking water and access roads facilities and an Agricultural Initiative Program starting with Mardakert region. Armenia Fund USA, with the assistance of various international experts, will take the lead role in the implementation of the Agricultural Initiative, the economic underpinning of the regional development program. With the Diaspora's continued support, Armenia Fund USA's vision is to:

*continued on page 2*

## ARMENIA FUND USA'S PHONATHON 2005

Answer the Call to Support Karabakh

This November, you can help make *Rebirth of Artsakh* a ringing success. This inspiring project to rebuild Karabakh (please see related story above) will receive the funds raised by a worldwide Phonathon.

In 1995, *Fonds Arménien de France*, the French affiliate of Hayastan Himmadram, spearheaded using Phonathon for raising much-needed funds for Armenia and Karabakh. Since then, hundreds of volunteers have raised hundreds of thousands of Euros (millions of US dollars) from generous donors throughout France – and from Germany, Switzerland, Spain, and Portugal. Hayastan

Himmadram local affiliates' Phonathon also has raised significant donations in Australia, Argentina, and Armenia. Lebanon has a successful Radiothon.

This year, Armenia Fund USA will join the “calling plan.”

In October and November, Armenia Fund USA will sponsor a variety of special events to raise recognition and financial support for *Rebirth of Artsakh*, including the Phonathon on November 17–20 (Thursday–Sunday). Any funds you donate

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## PHONATHON 2005

Volunteers  
needed!!!

November 17–20  
Call us at: 212-689-5307

Armenia Fund USA Phonathon 2005  
East Coast Affiliate of Hayastan Himmadram

## CHAIRMAN'S MESSAGE

Dear Friends:



Let me begin by thanking all our friends and supporters for making 2004 a truly historic year for Armenia Fund USA. The \$5.7 million we raised made 2004 the single most successful fundraising year in our history. This resulted in Armenia Fund USA being the largest contributing affiliate of Hayastan Himmadram – the worldwide organization building strategic and critical infrastructure projects in the Republics of Armenia and Karabakh.

Because of your generosity and support so much is accomplished. We can now complete most of the North South Highway by the summer of 2006. In addition, we rehabilitated water distribution systems, providing clean drinking water to more than 12,000 people!

Through our recent partnership with Medical Missions for Children – a non-profit US organization that provides medical relief to under-served nations, our *Armine Pagoumian Polyclinic and Diagnostic Center* of Stepanakert will receive state-of-the-art communications technology that enables our health care staff to consult with medical specialists around the globe while treating patients or training personnel!

With all that has been achieved, so much work remains.

Our core mission remains developing and supporting strategic socio-economic infrastructure needs. The Fund has instituted processes for transparency and accountability on all its projects. We serve all constituents in the Armenian Diaspora with a track record of having implemented the largest number of projects. From sponsoring basic construction of infrastructure projects, Armenia Fund USA has shifted its focus to sponsoring more sophisticated projects with a strong best practice or technology transfer component.

I am excited to announce that Armenia Fund USA, with its worldwide affiliates, has undertaken this year a three-year plan for the regional development of Karabakh. The “*Rebirth of Artsakh*,” a three-region, three-phase Regional Development Program, is designed to implement key infrastructure initiatives in three major regions of Karabakh, starting with the Mardakert region in the North. The Program will entail health care and educational projects, upgrade of drinking water facilities, communal access roads and an Agricultural Initiative project.

By working with some of the world's leading agro-industrial experts, we will create a number of Agricultural Development Associations (ADAs) for supporting mixed farming of field crops, swine and cattle. These associations will help transform subsistence farmers into surplus food producers by making available to them farm equipment, fertilizers and, most importantly, training in modern methods of farming. An ambitious plan, but I truly believe, imminently achievable.

Your continued interest and support are, of course, vital to our continued success. As always, we welcome your ideas and suggestions. Our objectives for the coming year are ambitious, but working together, I am confident that Armenia Fund USA will continue achieving great things for the people in the Republics of Armenia and Karabakh.

Gratefully yours,

Kevork Toroyan  
Chairman, Armenia Fund USA



## REBIRTH OF ARTSAKH from page 1

- Facilitate commercial infrastructure in rural Karabakh specifically targeting regional development and involve and motivate farmers to contribute to the national economy.
- Reverse current emigration from rural Karabakh and encourage resettlement into underpopulated areas through investment.
- Balance the import/export ratio to Karabakh's advantage, and eliminate unnecessary and costly imports.
- Improve the overall health and nutrition of Karabakh's residents and encourage environmentally friendly practices and organic farming.
- Technology transfer through mechanization and introduction to modern farming techniques including the use of fertilizer.

### "Raise the Bounty: Raise the Nation"

Armenia Fund USA is kicking off a three-year initiative to develop the agricultural resources of three regions starting with Mardakert in 2006, Hadrut in 2007 and Askeran in 2008. Using the theme "Raise the Bounty: Raise the Nation," our fundraising efforts for this project begin this fall.



Raise the Bounty: Raise the Nation

To rebuild and sustain the agricultural infrastructure of these regions, our plan had to address the unique history that helped cause agricultural decline in Karabakh.

Collective farming under the Soviets proved insufficient when privatization swept in. Lack of competition and mismanagement weakened the ability of farmers to work together and produce food efficiently. With privatization, farmers no longer had the government purchasing all its produce. Without access to alternative markets, farmers lost the incentive to produce food beyond their own personal needs and production sharply declined leaving the region populated with subsistence farmers.

In addition, the war of independence from Azerbaijan damaged much of the agricultural

infrastructure, including roads and irrigation systems. Tractors, combines and production machinery that were not damaged remain outdated and in need of repair or replacement.

After the armed struggle, crop yields also decreased due to lack of fertilizers. Production is still very low given the abundance of natural resources available. As a result, the Republic now imports unacceptably high quantities of agricultural products which have made the local market even tougher for those farmers who have survived.

Today, specific challenges in the Mardakert region include:

- Curtailed corn crops in Kichan where there is no irrigation pump to lift water from the Khachenaget River;
- Apple harvests in the Childeran area vary wildly for reasons yet to be determined;
- Sheep numbers in Drmbon are steadily declining;
- Fruit and vegetable production are down in the town of Mardakert for lack of irrigation systems;
- Wheat yields are 50 percent below capacity in Harutyunagomer;
- Land use is crippled in Haterk for lack of fertilizers, pesticides and modern machinery; and
- Irrigation projects in Madaghis are hampered by a declining local workforce.

Despite these challenges, the Mardakert region, as well as the rest of the Republic, is ripe for agricultural and economic revitalization!

### Experts Present a Practical Revitalization Plan

After carefully examining Karabakh's strengths and limitations for development, our multi-national team of irrigation, agricultural and food processing experts strongly encourage establishing Agricultural Development Associations (ADAs) to support livestock production, irrigated farming and home food processing. These ADAs provide purchasing power, technical education and marketing assistance.

For example, in Mardakert, the ADA will encourage subsistent farmers to collaborate for more efficient production of field crops and livestock to ease the transition from subsistence to profitable commercial production. Those who participate have access to modern farm machinery, can purchase fertilizers, seed and other farm materials

Agricultural Initiative, Mardakert Region	
Estimated Project Cost	\$2,500,000
Funds Raised to Date	\$0



Providing jobs through agricultural development

at lower-than-market cost, and will receive assistance in marketing their produce.

ADAs are a much-needed catalyst for change as farmers move toward a more market-driven form of farming that produces crop surpluses as it improves self-sufficiency. A "Master Farmer" training program coordinated by ADAs will also speed the modernization of farming techniques throughout the region. This training consists of five-day seminars conducted by two international experts, plus two NKR Ministry of Agriculture officials acting as paid consultants. Topics include production agronomy, animal nutrition and husbandry, and irrigation management. Hands-on field demonstration will teach improved farming practices while using ADA farm equipment and available products.

Nothing damages agricultural development more than starting projects and not having resources to complete them. That is why Armenia Fund USA has worked with our affiliates in the Mardakert region to prioritize goals and develop a detailed, cost-effective revitalization plan.

Expanding NKR's food production capabilities begins by initiating projects uniquely designed to succeed based on the strengths of each village. Priority is given to those projects that require low levels of initial investment and promise the quickest return for local farmers – generating disposable income, further investment and the potential for replicating the success in other locations.

The first phase of our agricultural initiative begins with six village areas in the Mardakert Region: Haterk, Vank, Madaghis, Childran, Mardakert and Nerkin Horatagh. Each area requires a basic start-up investment of approximately \$300,000 to establish a local ADA. This budget includes the following costs:

Administrator and Accountant/Controller (5 years) – \$15,000

Small Equipment (pairs of sprayers, plows, harrows, hay bailers, brush hogs, 4-wheel trailers) – \$25,000

*continued on page 6*

## BANNER YEAR FOR NORTH-SOUTH HIGHWAY

### Հայաստանի հանձնադրական հիմնադրամ



Highway Statistics • 84 miles built or under construction  
• 16 miles to be built

Armenia Fund USA had a banner year raising capital for the North-South Highway!

For four long years we challenged our friends and partners to contribute the \$25 million necessary to link 150 cities, towns and villages with a 105 mile highway. This new road was vital to improving accessibility to the region and making economic revitalization possible.

Then, in one single year, 2004, our donors overwhelmed us with their generosity, doubling all the funds we had gathered in the previous four years combined! We now have all the funds needed to complete the project!



President Ghoukasyan and Carolyn Mugar, one of the major contributors to the North-South Highway construction

Today, 36.5 miles of the highway are completed. Another 46.2 miles are currently under construction, and 22.3 miles are left to complete.

Thank you for building a highway to a brighter future for the Armenian people.

## ARMENIA FUND USA'S PHONATHON 2005 from page 1

**Armenia Fund USA**  
East Coast Affiliate of Hayastan Himnadram

### Phonathon 2005

Answer the call to support Karabakh!

November 17-20

Learn more by calling  
212-689-5307

through Armenia Fund USA's Phonathon will go directly toward restoring Karabakh's agricultural infrastructure, one of six key segments of the overall *Rebirth of Artsakh* program. Monies raised in other regions will fund other program segments. The Phonathon's results will be announced during the annual Thanksgiving Telethon (see related article on page 4 for how you can watch the Telethon).

Armenia Fund USA will be hosting about 35 volunteers – Armenian and non-Armenian, to participate in this exciting event and assist in making the phonathon a success. Most of them are students, and some of them have even experienced visiting Armenia/Karabakh and are very passionate about contributing to this event.

Please watch for more information in your mail. During mid-November, you will receive a mailing asking for your contribution. Your kindness, when you receive the mailing or a call from one of the Phonathon volunteers, will be deeply appreciated and make a real difference to Karabakh. Its future may be on the line.

Volunteers! Consider joining this group of enthusiastic young people. Give us a call (212-689-5307) and be part of this rewarding experience!

We now accept donations on-line through our web site [www.armeniafundusa.org](http://www.armeniafundusa.org)

ARE YOU CONNECTED?

If you have e-mail, we would like to add you to our directory. Please contact us at [info@armeniafundusa.org](mailto:info@armeniafundusa.org)

Your e-mail address will allow us to contact you quickly about important news and events.



## About Our Water Projects...

As Armenia Fund USA partners with like-minded organizations to rebuild and develop the nations of Armenia and Karabakh, we have also lent our expertise to individual donors who seek to fully fund development projects of their own. We hope the stories of Vasken Kassabian and Norman Miller will inspire others who may have a personal vision for developing these nations.

### Genocide Survivor Plants Spring of Life

"I am doing this in memory of my father, mother and my friends who were massacred during 1915," says Norman Miller, 91, of Pennsylvania, who recently funded a water project in the village of Nor Getashen.

Miller was a four-year-old named Norair Deirmenjian when his aunt whisked him away from the genocide in Ankara, Turkey, that claimed the lives of his family. An uncle he never knew searched for him and brought him to the US. As a tribute to those he lost, Miller chose to bring clean drinking water to a tiny, war-ravaged Karabakh community.

Accompanied by his son and Armenia Fund USA representatives, Miller traveled to Nor Getashen to personally inspect the water project he paid for. He was pleased to meet the village mayor and see the layout of the water pipes. He met 14 hardy families who personally thanked him for his kindness which brought clean, running water into their homes, and he was touched by their gratitude.

While visiting Armenia, Armenia Fund USA arranged for Miller to have a private meeting with the Catholicos of All Armenians. He also spoke with the President of the Republic of Armenia Robert Kocharyan at a reception following the President Award Ceremony.

Moved by the impact clean running water had on the lives of the people of Nor



A Nor Getashen family personally thanked Norman Miller (center) and his son Bearge

Getashen, Miller pledged further support for water supply projects in two other parts of the village. He also said he would look into the possibility of setting up a small business such as a cannery that would create jobs and help market village produce. Norman Miller and Virginia, his wife of 56 years, have five children and nine grandchildren. With the help of Armenia Fund USA, his tribute to the family members he lost will continue to bless future generations.

### New Channels for Giving

As a donor you have the power to designate your contribution.

**Donate Online:** If you prefer the convenience the Internet affords, you can donate to Armenia Fund USA through our secure online server at [www.armenianfundusa.org](http://www.armenianfundusa.org).

Here are some new ways of making a difference:

**Corporate Matching Gifts:** Would you like to see

your donation doubled or even tripled? Over 9,000 companies and their subsidiaries have "Matching Gift Programs." Before you plan your next gift, check to see if your employer can help to increase the power of your donation.

**Installment Gifts:** Armenia Fund USA is making it easy for you to make your gift in periodic credit card installments that are manageable for you. You can support the projects that are dear to you without feeling the strain of large, upfront donations.

**Planned Giving:** Consider a planned gift and its many financial benefits. Planned gifts can be in the form of a willed estate or asset, a bequest or the beneficiary status of a pension plan or insurance policy. Speak with your financial planner to learn more or contact us directly.

**Pay Tribute to a Loved One:** Remember your loved ones with a "Memorial Gift" or consider a gesture such as "In Lieu of Flowers" to help others commemorate a passing.

## REBIRTH OF ARTSAKH from page 2

Large Equipment (grain combine and grain header, two 50-75 hp tractors, 6-ton flat bed truck, ½ ton or 1 ton truck) – \$160,000

Small Irrigation Projects (two high volume low head pumps and piping, and canal development equipment) – \$40,000

Commodity Inventory (first year) – \$8,000

Office Space (renovate, rent, or build) – \$6,000

Office Supplies (first year computer, furniture, consumables) – \$1,000

Warehouse/Storage Space (renovate, rent, or build) – \$10,000

Grain/bulk storage (build silo, buy auger) – \$6,000

Support Services (legal and technical consultants, first two years) – \$6,000

### How You Can Help

As Armenia Fund USA presses forward this fall raising funds through our "Raise the Bounty: Raise the Nation" campaign, we hope you will consider supporting this cause generously.

Your gift of \$160,000 will cover the large equipment needs for farmers in an entire village.

Your gift of \$90,000 will cover the small equipment needs of hundreds of farming families.

Your gift of \$50,000 will establish a ADA office to begin revitalizing rural communities.

Your gift of \$40,000 will initiate **Master Farmer Training** for 16-20 students per year for two years. This includes the cost of instructors, materials and subsistence costs per class.

Your gift of \$10,000 will fund a vital ADA farm loan program, enabling individual farmers to purchase the seed, fertilizers or equipment they need to raise crops, feed their families and have produce left over to bring to market.

With your support and faith in our mission, Armenia Fund USA will reverse the emigration trend that is robbing the nations of Armenia and Karabakh of their young people. We will encourage resettlement in underutilized areas through

strategic investments. We will improve the local economy through a more favorable balance of trade and through further development of rich natural resources. Together, we will raise the confidence and prosperity of a new generation as we improve the standard of living for every farming family who joins with us in restoring the heart of Karabakh.

To make a donation or learn more about the "Raise the Bounty: Raise the Nation" agricultural initiative contact Armenia Fund USA, 152 Madison Avenue, Suite 803, New York, NY 10016, (866) 446-6237. Or visit our website at: [www.armenianfundusa.org](http://www.armenianfundusa.org). All contributions are 100% tax deductible.

*(Armenia Fund USA offers special thanks to our team of experts who helped develop our Karabakh revitalization plan, including Steven H. Sharrou, Professor of Rangeland Management and Agro forestry, Oregon State University, who visited and assessed the needs of the Madakert Region in June 2005. We are also grateful to Andrea Pampanini and William Price of Turnaround Associates, Inc., whose earlier assessments of the region help develop our vision for agricultural development.)*

## GEORGE PAGOUMIAN'S FIRST TRIP TO ARMENIA AND KARABAKH

Q&A Interview with George Pagoumian by Richard Santoro

George Pagoumian, chief benefactor of the *Armine Pagoumian Polyclinic and Diagnostic Center* recently visited Armenia and Karabakh for the first time and toured the medical facility under construction. The following interview conveys some thoughts about his vision for the people and the land as well as his impressions of the Armenia Fund USA projects he visited.

R.S.: **What is your vision for the future of Armenia?**

G.P.: I see Armenia becoming a center in the region for technology, finance and medicine because of the strong educational beliefs of its citizens and their lack of prejudice.

R.S.: **What impresses you most about the new partnership between Armenia Fund USA and Medical Missions for Children?**

G.P.: The people who are involved in the partnership are pursuing excellence. This pursuit of excellence is manifest in the advanced technology that is being utilized to benefit the children of Karabakh and Armenia and this was most impressive to me.

R.S.: **What was the progress made on the Polyclinic that impressed you most? What do you see as still being a need there?**

G.P.: The design of the Polyclinic impressed me most. The need is for it to be completed on time.

R.S.: **What was memorable about your meetings with President of Armenia – Robert Kocharyan; President of Karabakh – Arkady Ghukassyan; Catholicos of all Armenians Karekin II?**

G.P.: The firm determination of the leadership of Armenia towards building a nation based on the humble needs of its citizens and to build an Armenia that is self-reliant. Karekin II has an innate ability to lead. This ability will rally the citizens of Armenia and Diaspora to the highest level of their economic abilities with the various projects that he is overseeing.

R.S.: **What is your idea about rebuilding Armenia and Karabakh?**

G.P.: To attract "real" foreign investment, it is



Pagoumian sharing his vision for the future of Karabakh

necessary for the governmental authorities to not only implement the laws but also to effectively enforce them.

R.S.: **Are you planning to return to Armenia any time soon?**

G.P.: Within the next twelve months I want to return and see the Polyclinic up and running – healing sick children, relieving the aches and pains of the elderly, saving lives in Armenia and Karabakh. That's why we're there. I want to see this dream come true with my own eyes.

## Medical Missions for Children Joins Armenia Fund USA to Bring Healthcare to Impoverished Families



Installing videoconferencing equipment

Imagine a dying child rushed to the hospital with a rare disease that no one on staff can diagnose. Yet through the wonders of technology, this same staff can consult with a medical expert on the other side of the globe who can help direct their diagnosis and propose the treatment necessary to save the child's life.

This state-of-the-art health care technology will soon be available to Armenia's poorest families thanks to a new partnership between Armenia Fund USA and Medical Missions for Children (MMC) – a U.S. phil-

antropic organization dedicated to improving care for seriously ill children in medically underserved nations.

In supporting the mission of the *Armine Pagoumian Polyclinic and Diagnostic Center* to treat needy families in Stepanakert, Karabakh's capital, MMC will implement a medical education program for healthcare staff focused around the topics of pediatric cardiology, otolaryngology (ENT), oncology and orthopedics. Additionally, MMC will introduce remote diagnostics capabilities, allowing physicians in the U.S. to participate in the examination and diagnosis of pediatric illnesses related to the upper and lower respiratory system, ear, nose, throat and eye infections.

Through an extensive videoconferencing network, MMC specializes in the treatment of critically ill children in remote areas. Its expansive digital video library also transmits worldwide an on-going program of continuing medical education to physicians, nurses, medical students and hospital administrators.

By transferring medical technology and telecommunications equipment, Medical Mission for Children is revolutionizing the medical training and health care available

to people in developing nations like Karabakh – providing access to a global network of informational resources and medical personnel.

"This partnership will greatly enhance the levels of service and technical sophistication our polyclinic can provide children who might otherwise not receive the treatment they desperately need" said Kevork Toroyan,



First videoconferencing signal received in Karabakh: Revolutionizing the medical training and healthcare by transferring medical technology

Chairman of Armenia Fund USA. "It is also a wonderful example of how we can improve life for impoverished people; technology transfer – one of the fundamental goals of Armenia Fund USA."



## ARMINE PAGOUMIAN POLYCLINIC PREPARES TO OPEN DOORS

### People Determine Quality of Health Care

It is not the building but the people staffing it who have the greatest impact on the quality of patient care. They welcome the patient, reassure families, coordinate medical resources, direct traffic flow, monitor patient progress, maintain sanitary practices to reduce threats of infection, order medical and office supplies, bill patients – in short, they maintain and sustain the facility.

With the *Pagoumian Polyclinic and Diagnostic Center* scheduled to be completed this fall, public health expert Dr. Alina Dorian is busy preparing personnel to receive their first patients. Her intensive 18-month training program was specially developed by Armenia Fund USA's team of experts, including UCLA's Center for International Emergency Medicine (see special acknowledgements).

Training is essential to sustaining quality care at any medical facility, but Dr. Dorian is quick to point out "quality care" does not happen overnight. "The development of a quality health system is a long-term process requiring fundamental change in the culture of quality," said Dr. Dorian.

To promote a higher standard of health care in Karabakh, Dr. Dorian is teaching new practices for maintaining facility cleanliness and controlling infection. She also offers instruction in the business of recordkeeping, directing patient flow and handling human conflicts. In addition to these quality assurance measures, her staff receives health care training created to address the specific needs of the Karabakh people. Large volumes of medical information, radiographic images and patient care scenarios have been made available through easily duplicated CD-ROMs.

Our alliance with individual members of the medical community has also been invaluable in helping Armenia Fund USA develop the wide variety of healthcare services we hope to provide.



**People Determine Quality of Healthcare: Pagoumian is being interviewed at the Polyclinic in Karabakh**

October 2004 and reported on the need to improve emergency medical services in Karabakh.

"At present, the ambulance and physicians accompanying patients are being used only as mechanism for transportation," Berjian said in his report. "Since urgent care management is nonexistent, it is most important to develop an urgent facility to provide follow up treatment. Emergency services should be considered as acute primary care."

In addition working as a medical consultant, Berjian contributed medical equipment to the facility saving Armenia Fund USA thousands of dollars in equipment expenses.

Another volunteer medical consultant who is helping us shape the services we provide patients is Dr. Katherine Husa, an obstetrician/gynecologist from Upstate New York, who visited medical facilities in Karabakh. She toured the Maternity Clinic and the Women's Health Center as a consultant, guiding our development of health care programs for women at the new Polyclinic and Diagnostic Center.

According to Husa, a major problem that currently exists in local institutions is the way staff often misinterpret patient data in the context of patient history. To head off this potentially life-threatening problem Dr. Dorian's staff training

addresses this issue. She agrees with Dr. Dorian's approach to training. "Administrative follow-up – at least peer review, quality control, continuing education, equipment maintenance – are essential to assure the proper functioning of these facilities," Husa said.

Thanks to our medical consultants and the support of our donors, Armenia Fund USA looks forward to blessing the Karabakh people with a level of health care they could never afford on their own.

To learn more about Armenia Fund USA and Pagoumian Polyclinic and Diagnostic Center, please call (212) 689-5307 or visit [www.armeniafundusa.org](http://www.armeniafundusa.org).

### Special Acknowledgements

Armenia Fund USA wants to acknowledge the contributions of the following organizations and consultants who have assisted in developing healthcare programs for the *Armine Pagoumian Polyclinic and Diagnostic Center*:

**Organizations:** UCLA's Center for International Emergency Medicine, Yerevan's Academy of Medicine, the American University of Armenia's Center for Health Services Research and Development, Johns Hopkins University's Center for International Emergency Disaster and Refugee Studies and MediTech Company.

**Consultants:** Dr. Alina Dorian, Project Director; Dr. Anette Choolfaian, RN, MPA (USA); Dr. Hillary Spindler, UCLA; Dr. Gilbert Burnham, John Hopkins University; Dr. Katherine Husa, Cornell Medical Center; Dr. Richard Berjian, School of Osteopathic Medicine; Dr. Eric Stavitsky, UCLA CIEM training program; Dr. Michelle Cuba; Jeff Kerbeykian, AIA (USA); Robert Djerejian (USA); Louis Sgroe; Steven Solomon.

## Mark Your Calendar: The 9th Annual Thanksgiving Telethon Is On Its Way



You know you're Armenian-American if your Thanksgiving feast includes domah for appetizers and a side dish of borek right along with the roast turkey and cranberry sauce.

Another great Armenian-American Thanksgiving tradition is to take time from the football games for the joy and pride of watching Armenia Fund USA's annual Telethon.

Since 1996, families around the world have enjoyed the Thanksgiving Telethon and been moved by it to generously donate millions of dollars for crucial long-term restoration projects in Armenia and Karabakh.

This year, funds raised through the Thanksgiving Telethon will go towards *Rebirth of Artsakh*, a major socio-economic infrastructure project that will stabilize and revitalize war-torn Karabakh (please see related article on page 1).

"We won't reveal yet who will participate in this year's Telethon," says Kevork Toroyan, Chairman, Armenia Fund USA. "But I know viewers will

be pleased and delighted by top performers from around the world and come away with a deeper understanding of life in Artsakh due to informative field reports."

In keeping with recent Thanksgiving Telethons, donors will have an opportunity to broadcast a video message with a specified contribution amount. The name of every donor, regardless of the size of the contribution, will be displayed on the screen. Also, the results of the new Armenia USA Fund Phonathon will be announced during the upcoming Telethon (please see related article on the Phonathon on page 1).

Tune in to Telethon 2005 to celebrate the strength and joy of the Armenian community worldwide – and, please, be generous to help the people of Karabakh secure a prosperous, peaceful future.

### Where to Catch the Action!

Join us Thanksgiving Day, November 24

Where?	Which Station/Channel?	When?
West Palm Beach, FL	WHDT-59	4:00pm–6:00pm
Chicago, IL	WJYS-62	4:00pm–6:00pm
Boston, MA	Comcast Cable (Game Show Network/Shop At Home Network)	8:00pm–11:00pm
Detroit, MI	WPXD(PAX)-31	4:00pm–6:00pm
NY, NJ, E. PA	WMBC-63	3:00pm–6:00pm
Philadelphia, PA	WPPX(PAX)-61	4:00pm–6:00pm
Providence, RI	WPXQ(PAX)-69	4:00pm–6:00pm
Milwaukee, WI	Time Warner-95	4:00pm–6:00pm

Live webcast on [www.armeniafundusa.org](http://www.armeniafundusa.org) (11am–11pm EST)

For broadcast information contact us at 1-866-446-6237

## Following His Father's Footsteps



Opening ceremony of the water rehabilitation project in Nor Yedessia

As a young man, he watched his father bring water to a small, thirsty village of Armenian immigrants struggling to survive in Lebanon.

Many years later, retired businessman Vasken Kassabian and his wife Anahid of Long Island, NY learned of the great hardships families faced in Nor Yedessia, Armenia, because of lack of clean drinking water. Their plight touched his heart.

"What my father did was a hint of what I needed to do for Nor Yedessia," Mr. Kassabian said.



"We saw the children, beautiful children... I was very happy," recalls Mr. Kassabian

Vasken Kassabian's father originally came from the ancient town of Yedessia (Urfa), Nor Yedessia's namesake, which is now located in Turkey. To honor his father and to help those Armenians less fortunate, Vasken and Anahid Kassabian came to the aid of Nor Yedessia (New Yedessia) by funding an entire Water Rehabilitation Project through Armenia Fund USA.

"Every year, we contribute to the Armenia Fund USA telethon and follow their programs and activities," Kassabian said. "We believe in the organization, because we know that they are legitimate."

Soon our crews busily patched a reservoir to collect drinking water. They repaired a pipeline to transport water to homes, constructed a fence around the reservoir, and restored a guard station. Construction was completed in May, 2005.

Now, Nor Yedessia residents have clean drinking water and none of the illnesses previously

caused by contaminated water. They can bathe and wash dishes in their own homes. This gift of clean water has raised the standard of living for an entire community!

The Kassabians visited Nor Yedessia prior to the water project's completion. "We saw the children, beautiful children," he tearfully recalled. "I was very happy I was going to help them. It means everything. I wish I could do more."

While visiting Nor Yedessia, the Kassabians learned about a local school that required complete renovation. "We discussed how we could help, as a next project. The children will have their own school," they said with conviction.

Mr. Kassabian gets emotional when he speaks about Armenia and its children. He feels blessed to have grown up right after the massacres and deportations. He attended Armenian schools, a French college, an American university, and a French law school prior to joining his father's businesses of importing textiles and military surplus.

Mr. Kassabian traveled throughout his career and lived in Germany and Japan before settling in New York in 1980. Married to Anahid for 43 years, he has two children and four grandchildren. "I consider myself very lucky," he said.



Blessing the water rehabilitation project in Nor Yedessia

This fall, a pilgrimage took hundreds of Urfatzis (people whose families originated in Urfa) to Nor Yedessia, Armenia and Artsakh/Nagorno-Karabakh. While there, they joined in events from September 22–25 that commemorated the 90th Anniversary of Urfa's heroic battle at the turn of the 20th century. Also, while there, they celebrated the dedication of Nor Yedessia's water reservoir to the memory of the great patriot Levon Kassabian (the father of Vasken Kassabian). The U.S. delegation of 15 people was organized by Garbis Kazanjian, NJ.