

# ARMENIA FUND USA ACTION NEWS

Affiliate of Hayastan All-Armenian Fund, US Eastern Region

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## 2012 TELETHON RAISES OVER 21 MILLION FOR "OUR VILLAGE" CAMPAIGN

With its focus on revitalizing Armenian villages throughout the regions of Armenia and Karabakh, the 2012 Armenia Fund Thanksgiving Day Telethon generated an unprecedented \$21,422,477 in donations and pledges worldwide. Out of the 25 international affiliates contributing funds raised in country, Armenia Fund USA raised \$600,00 in donations.

The "Our Village" campaign included phonathons, galas, benefit concerts, plus online and traditional media outreach leading up to the November 22nd live broadcast. The resounding success of the campaign now gives a green light to many programs and projects slated for 2013 and beyond. Funds generated will help build or complete community centers, water delivery systems, health care delivery centers and new schools for struggling rural communities throughout Karabakh and Armenia. With over 500 villages in Armenia and 150 in Karabakh, many have yet to see their urgent needs addressed in timely and tangible ways.

Although the All-Armenian Fund's Rural Development Program was initiated in 2007, the decision to center the Telethon campaign on the Armenian village underscores the urgency of our mission. Despite many signs of a better tomorrow, the depopulation of the countryside remains an alarming trend. The message is clear: socio-economic change can't come fast enough. Without accelerated efforts to provide more villages with the essentials for development, the prospects for sustainability are further diminished.

"Strong and vibrant communities on the borders and in the interior are essential for national security of both Armenia and Karabakh," explained Khoren Bandazian, the chairman of the board of Armenia Fund USA. "That's why our affiliate stands firmly behind the Rural Development Program. We're committed to helping these economically fragile communities stay motivated

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## CHAIRMAN'S MESSAGE



### Dear Friends:

With such a heartwarming display of enthusiasm and support during our 20th Anniversary year, we start 2013 eager to carry on the work of nation building. If you were unable to attend our Anniversary Gala, you can catch up on all the news in this newsletter.

During 2012, we had many opportunities to take stock of all our accomplishments since the early days of Armenia's independence in 1991. Back then, an economic blockade was crippling Armenia and an escalating armed conflict in Karabakh drained what little resources Armenia possessed.

The gravity of our mission was clear and the high stakes obvious. Thus began the long and winding road to national rebirth—with Armenia Fund USA leading the way.

Today, thanks to supporters like you, the Hayastan All-Armenian Fund is a major force in the development of the Armenian homeland, having raised over \$257 million to date. Such sustained support has allowed hundreds of critical projects and broad-based programs to forever change lives for the better.

Going forward, we will vigorously pursue our four-sector strategy for success with projects designed to uplift rural Armenian families. In addition to infrastructure projects such as new water delivery systems and new construction of physical structures, we will also focus on modernizing health care delivery systems, enhancing education and strengthening community life with agricultural, cultural and economic jumpstart projects. Each is vital to stemming the depopulation of the regions, which has serious implications for national security.

In this newsletter, you'll also learn how you can put your mark on the future of the homeland as a Project Benefactor. See our special section on Naming Opportunities and consider supporting the project that meets your interests and budget. Armenia Fund USA will ensure that your contribution is put to the most productive use and that you are regularly updated on the progress.

Last year we celebrated our past achievements. This year, we're back to work—more inspired and better prepared than ever to create a future worthy of our great, ancient nation and all the people, partners and donors that have helped transform the Armenian homeland.

Sincerely yours,

A handwritten signature in dark ink that reads "Khoren Bandazian". The signature is written in a cursive style.

Khoren Bandazian,  
Chairman, Armenia Fund USA

## A STAR-POWERED SPECTACULAR:

# A UNIFIED DIASPORA PAYS TRIBUTE TO ARMENIA FUND USA

The stage was set for a grand celebration, as the Armenia Fund USA 20th Anniversary Gala commenced on Saturday, September 29th at Manhattan's posh-perfect **Gotham Hall**. Located at the intersection of old world substance and

digital-age functionality, the magnificent space proved worthy of the A-list participants, distinguished guests and valued supporters assembled in honor of the milestone occasion.

On a clear night illuminated by a harvest moon, the seeds of celebration, planted over one year ago, flawlessly came to fruition. It was apparent to all that Armenia Fund USA had reaped an abundance of good will and admiration—over the course of two decades and, again, in the space of four hours.

By 7:30 pm, the cocktails were flowing freely in the cozy Oak Room, an elegantly appointed mezzanine encased in rich wood paneling and overlooking the bedazzling Grand Ballroom. Once the festivities moved downstairs, the official program began in earnest with acclaimed mezzo-soprano **Solange Merdinian** delivering an impeccable, nuanced rendition of both American and Armenian national anthems.

As gala host, renowned trial attorney **Mark Geragos** offered warm words of welcome. True to form, his exuberant personality and breezy charm didn't disappoint. Clearly, Mr. Geragos possesses the same confident presence on stage as he does in the courtroom and in the national media.

Keynote Speaker **H.E. Edward Nalbandian**, Armenia's foreign minister, brought an appropriate level of gravitas to the tribute, while French-Armenian entertainer-extraordinaire **Patrick Fiori**, in his U.S. premiere, electrified the room—keeping a jubilant audience in the palm of his hands for well over an hour.

### A Touchstone for Unity and Partnership

A recurring theme throughout the evening was how the nation-building mission of Armenia Fund USA transcended divisions and cut across generations. The 300 guests in attendance attested to this fact, as they came from all community and institutional affiliations. Gathered together under the expanse of a neo-classic domed ceiling, they set a striking tableau of what Armenian unity looks like.

As Mr. Geragos observed in his opening remarks, "It doesn't matter if you are from the Prelacy or Diocese, the AGBU or Assembly, or any other organization. You can check all that at the door," he proclaimed.

In a letter of congratulations from New York City Mayor **Michael R. Bloomberg**, Armenia Fund USA was again cited as a unifying force on the community level. "The Fund's efforts have also benefited Armenian Americans, especially those across the five boroughs, and have united these individuals in a common purpose," the letter stated.

A congratulatory statement from **H.E. Serzh Sargsyan**, the president of Armenia and the chairman of the board of trustees of the All-Armenian Fund, took the unity theme to the next order of magnitude—the relationship between diaspora and homeland, and "the common dream of living in a prosperous and powerful motherland." In turn, the message from President of the Republic of Karabakh **H.E. Bako Sahakyan**

characterized it as the "trinity of Armenia-Artsakh-Diaspora."

**The Honorable Frank Lautenberg**, U.S. Senator of New Jersey, sent a statement attesting to the unity that Armenia Fund USA is now enjoying with the international development community at large. He properly commended the Fund for its "focus on rural communities" which "further strengthens Armenia's population."

Permanent Representative to the United Nations **H.E. Garen Nazarian** also noted the Fund's growing relationship with the global community by announcing that, "as part of its broader efforts to engage international agencies in eradicating global poverty, Armenia Fund has entered into a partnership with UN entities, including United Nations Development Program and United Nations Children's Fund, which is beginning a promising cooperation in effectively targeting rural development."

Unity also extended to the religious realm, with the presence of **His Eminence Archbishop Khajag Barsamian**, Primate of the Armenian Diocese (Eastern), performing the invocation, and **His Eminence Archbishop Oshagan Choloyan**, Prelate of the Armenian Apostolic Church of North America, delivering the benediction.



Khoren Bandazian, left, and Mark Geragos



Hirair Hovnanian



L to R: H.E. Ambassador and Mrs. Tatoul Markarian, FM H.E. Edward Nalbandian, Khoren Bandazian, H.E. Ambassador and Mrs. Garen Nazarian



Victor, left, and Judith S. Zarougian



Dr. Vahe Kerestedjian



L to R: Araz and Armen Arslanian with Aram and Sona Pehlivanian



## An Impressive Display of Support and Dedication

The event was largely underwritten by **The Hirair and Anna Hovnanian Foundation**, in addition to co-sponsors from the local business community, including: **Acopian Power Supplies; Brach Eichler, LLC; Cullari, Carrico, Soojian, Bruke, LLC; Estreich & Company, Inc.; Harvest Song; Michael Aram; The Tiger Buying Group; Toufayan Bakeries®; Worldwide Express®; and Anonymous.**

As honorary chairs of the gala steering committee, **H.E. Ambassador and Mrs. Tatoul and Anna Markarian** and **H.E. Ambassador and Mrs. Garen and Nana Nazarian** did their part to widen the circle of distinguished guests, while Gala Committee Chairperson **Vesna Markarian** and committee members **Kristine Toufayan Casali, Alex Karapetian, Aline Markarian, and Lorig Setrakian** mobilized the large presence of young professionals. Such an infusion of youthful energy bodes well for the Fund, as it raises the funds necessary to support its current and future nation-building efforts.

Speaking of funding, Mark Geragos, who is a member of the All-Armenian Fund board of trustees, assured donors that their contributions are appropriately distributed. "To those who ask, 'well is the money going to get there?' I can tell you that I have been there repeatedly and I've looked at the projects. I can tell you that we've got an outside accounting firm that goes and actually does the construction quality. And I can tell you that the money is used and benefits the Armenians who are there," he declared, adding that, unlike most organizations, only eight percent of the funds raised go to administrative costs.

## Answering the Call of Homeland

When Armenia Fund USA Chairman **Khoren Bandazian** stepped up to the podium, he took a few moments to describe the original vision behind the founding of the Hayastan All Armenian Fund. It was "a global effort to channel diasporan resources into Armenia in a strategic manner. And given the strength of the Armenian community in the United States, the leaders in Armenia looked to us."

Then Mr. Bandazian pointed out how all the activities of Armenia Fund over the last 20 years mirrored that of Armenia. "When it became apparent that Armenia needed a lifeline to connect to its brothers and sisters in Karabakh, they called Armenia Fund; and we built the Goris-Stepanakert Highway. When Karabakh needed an artery to traverse its mountainous landscape, they called Armenia Fund; and we built the North-South Highway, the 'backbone of Artsakh.' When new healthcare facilities were required in Karabakh, they called Armenia Fund. When Agriculture development became paramount, they called Armenia Fund. They tell us what they need and we respond in kind," he concluded.

In closing, Mr. Bandazian recognized the invaluable contributions of his predecessors, who "set the tone and became the role model for other affiliates." He cited former chairmen **Berj Setrakian, Hagop Kouyoumdjian, Kevork Toroyan and Raffi Festekjian** and acknowledged **Hirair Hovnanian, Kevork Hovnanian, Hratch Kaprielian, Louise Simone Manoogian, George Pagoumian, Sarkis Acopian** and "countless others" who had gone above



Sosi, left, and Dr. John Balian



Ara, left, and Eileen Zadourian



Nyire, left, and Gregory Melconian



L to R: Michael Matossian, Susan Keoleian, Mary Dugan, Karen Matossian Matt Melkonian



Vivian Zohrabian, left, and Gohar Petrossyan



Lorig Setrakian, left, and Arpine Kocharyan



Laura, left, and Levon S. Ariyan



L to R: Leslie Karapetian, Michael Azarian, Irma Karapetian, Alex Karapetian, Michael Karapetian, Jeffrey Acopian, and Adam Azarian



Nazareth, left, and Nila Festekjian

and beyond the call. "This is a truly national collaborative effort," he stated, "that deserves a round of applause." The audience responded effusively.

**Irina Lazarian**, the affiliate's longtime executive director was also recognized for her deft management of the many moving parts an extravaganza of this magnitude entails. Mr. Bandazian thanked her "both personally and on behalf of the board of directors" for her "tireless commitment, hard work and dedication over the many years." The rousing and sustained applause seconded the motion.



### A Homeland Built to Last

Reducing two decades of achievement down to its simplest terms is no easy feat. Yet the anniversary organizers managed to effectively define the core mission in the simple but powerful slogan, "Building A Homeland Built to Last." These words really hit home, however, in the short film presented midway in the program.

In a refreshing departure from commemorative videos of the past, this high-quality production featured an ensemble of professional actors and an inventive, fast-paced interplay of imagery and space.

**Alex Kalognomos, Anne Bedian, Armen Armirkhanian, Inga Stamboltsyan, Marty Papazian and Silvy Kas**, all up and coming American-Armenians working in the film industry, had graciously volunteered their time and talent to explain why and how the affiliate was established and expound on its four key initiatives vital to national rebirth, namely infrastructure, education, community life and healthcare delivery. They also defined what it really means to say, "a homeland built to last."

Directed by **Roger Kupelian**, written by **Kathryn Manuelian**, produced by **Sona Stamboltsyan**, with cinematography and editing by **Garen Mirzoian** plus original music by **Greg Hosharian**, the film was extremely well received. It can now be viewed online via the Armenia Fund USA website.

### A Salute to 20 Years of Achievement

While the formal tributes moved along at a brisk pace, they were no less compelling. Mark Geragos, for example, reminded everyone that, despite the 25 Armenia Fund affiliates worldwide

and the 250,000 names in the global database, Armenia Fund USA still stands apart from the rest. "Remember," Mr. Geragos underscored, "it all started *here*, in New York."

In turn, the Armenian Ambassador to the United States **H.E. Tatoul Markarian**, made some interesting observations of his own.

"We can proudly say that the Armenian-American community has always been at the forefront of the Fund's activities," he stated, "sparing no effort to make a difference in the homeland and Artsakh."

He then reminded the audience how, during its first campaign for winter relief back in 1992, Armenia Fund USA managed to raise 21 million dollars in just one week. He quoted from an article published in the well-respected British magazine *The Economist*, which said that, "The international community needs not to object strongly but rather help to safely reopen the nuclear power station in Armenia, because Armenians, if able to collect 21 million in one week, will do it on their own."

He concluded by announcing that, "as an appreciation of the accomplishments of the Armenia Fund USA," its chairman, Khoren Bandazian, had been awarded the Republic of Armenia's Presidential Medal.

### An Insightful and Inspiring Keynote Address

Foreign Minister of Armenia **H.E. Edward Nalbandian** centered his keynote speech on another thought-provoking theme: the true meaning of homeland, both internally and externally. He explained that the word Armenia itself literally means 'Home of the Armenians' and "That Home has passed through the tests of centuries. Sometimes it was taken away from us. But today we are the owners of that Home."

He developed the metaphor further, positing that, "I often say that, founding their own homes in different parts of the world, Armenians established thousands of little Armenias.... But today, the common home of the Armenian people is called Armenia. Many peoples and nations have...failed to keep their house, so that they do not have such home today. But we have."

That begged the question: what is the role of all Armenians, individually and collectively, in creating the kind of 'home' they would like. That "depends on the contribution of the generation of today's Armenian people and...to what extent the walls of our home would be high and safe; ...whether its light would be visible from all corners of the world, bringing pride to all of us and our coming generations," he said.

Foreign Minister Nalbandian also addressed some sensitive issues, commenting that "regardless of how the Armenians live in different parts of the world," he said, "in a modest hut or luxurious mansion, foreigners judge us by the resistance, beauty and safety of the house called Armenia. Today foreigners follow how Armenians have built their home. Most of them are friends, but there are also those who want harm. They are not many. I do not think they are more than two," he said, clearly referring to Azerbaijan and Turkey.

The relevance of national security to the work of Armenia Fund was not lost on the audience. Given the realities of depopulation, especially in rural communities located on Armenia's and Karabakh's borders, Armenia Fund stresses the

importance of national security by strengthening these rural border communities.

Ongoing, large-scale initiatives such as the “Water is Life,” “Rural Development” and “Our Shushi” are all aimed at growing these rural economies, expanding the agriculture sector and improving health care delivery so that these strategic vital communities can become good places to live, work and raise families.

### A European Super-Star Takes Midtown Manhattan.

No sooner did French-Armenian **Patrick Fiori** take the stage, than the audience members realized they were in the presence of pop royalty and witnessing the rise of a new star in the Armenian-American firmament.

The consummate showman opened with an unexpected detour to another time and place with a mesmerizing rendition of “Les Montagnes D’Armenia.” He then followed with a series of poignant love ballads like “Si Tu Revenais” and “Je Ne Serai Jamais.” When it came to “Belle,” the signature song from his days in the French musical *Notre Dame de Paris*, Mr. Fiori stepped down into the audience and serenaded a glowing **Lucie Bandazian** seated next to her husband Khoren—the mastermind behind Mr. Fiori’s **benefit performance** that night. From the elated reception of the audience, it appeared that Mr. Bandazian’s idea to invite Mr. Fiori to be the featured entertainment was more like a stroke of genius.

The enchantment continued, punctuated with a prelude performed on the duduk by Mr. Fiori, followed by “Dele Yaman” as an introduction to “C’est un pays que je ne connais pas” (“It’s a country that I do not know”).

Then, without missing a beat, the versatile vocalist, accompanied by a four-piece band, switched gears with a few up tempo numbers such as “A La Vie” and “Peut-Etre Que Peut-Etre



which segued to a French-language version of “My Way.” Performed in a Spanish gypsy-style arrangement, Mr. Fiori made this quintessentially American classic all his own.

By pouring his heart and soul into each and every number, Mr. Fiori made a visceral, palpable connection with the audience. People swayed in the aisles, danced in their seats and clamored for more. When he began singing an encore performance of “My Way,” the entire crowd rushed to the stage, dancing and clapping till the show was over.

Later, his manager mentioned that, in agreeing to do the benefit performance, Patrick had to interrupt his long-running

European concert tour. This meant flying to New York for two nights and getting right back on the plane the next day.

Mr. Fiori explained why he felt compelled to come. “I had performed in Armenia several times and, each time I returned, I would notice how much progress had been made. Because of organizations like Armenia Fund.”

When asked about any plans to return to New York to perform for a wider audience, his manager noted that with the 50,000 French people living in New York, there was a ready-made following. Add to this the newly converted fans from the evening’s performance, and the prospects look all the more promising.

### Acts of Spontaneous Generosity

At various pauses in the program, Mark Geragos, who will be hosting the Armenia Fund Thanksgiving Day Telethon for the 10th year and personally sponsored a table at the event, encouraged the guests to “put their own imprint on the future of the homeland” by sponsoring an Armenia Fund project.

He turned their attention to the commemorative booklet, which included a catalog of naming opportunity projects in both



Hagop Kouyoumdjian, left, and Kevork Toroyan



Executive Director Irina Lazarian



L to R: Harry and Suzanne Toufayan, Harry Keleshian, Vesna Markarian and Edna Keleshian.



H.E. Edward Malbandian, left, and Abp. Oshagan Choloyan



L to R: Arsho Baghsarian, Silva Zadourian, Richard Chirinian and Linda Chirinian



L to R: Saro Gumusyan, Jeneil Bamberg and Sona Gumusyan

## A STAR-POWERED SPECTACULAR: A UNIFIED DIASPORA PAYS TRIBUTE TO ARMENIA FUND USA

(continued from page 5)

Karabakh and Armenia. Giving levels start as low as \$1,000 to fund pre-hospital equipment for one ambulance and go up to \$350,000 for a complete water delivery system for one village in Karabakh.

By evening's close, Mr. Geragos happily reported that several pledges had already been made, with more on the way. For starters, **Mr. and Mrs. Levon S. and Laura Ariyan** pledged \$2500 to fund an art classroom at the Abovian School in Shushi, while **Victor Zarougian** and wife **Judith Saryan** decided to fund a new computer center at Mardakert's Vaghuhas School at the \$10,000 level.



Artemis Nazarian, left, and Catherine W. Nolan

Dr. Haroutune Mekhjian, left, and Abp. Khajag Barsamian

The complete list of projects in need of benefactors is available on the Armenia Fund USA website and on pages 11-17 of this newsletter. Or, contact Armenia Fund USA at 212-689-5307 or [info@armeniafundusa.org](mailto:info@armeniafundusa.org).

### A night to remember. A future to embrace.

Whether it was the landmark venue, the dashing host, the inspiring speeches, sumptuous menu, superlative talent, or all of the above, perhaps it was the buoyant, festive mood of the crowd itself that made guests like **Alyssa Bonomo**, a loyal supporter of the Fund, express her thanks this way: "Armenia Fund USA brought to life the spirit of our community through an evening of awareness and action, by genuine speakers and active Armenians. It was a magical night, making me proud to be Armenian and prouder still to be a supporter of Armenia Fund USA."

With so many post-event expressions of gratitude and rave reviews pouring into Armenia Fund USA headquarters, it's fair to say that the organization has not only cemented its image as a respected leader in the diaspora, but also as an organization uniquely equipped to make good on the promise of "A Homeland Built to Last."

To learn more about the 20th Anniversary Gala and view the gallery of photos and videos, go to [www.armeniafundusa.org](http://www.armeniafundusa.org). Other relevant content is available through executive director Irina Lazarian at **212-689-5307** or [info@armeniafundusa.org](mailto:info@armeniafundusa.org)

## VESNA MARKARIAN, CHAIR OF ARMENIA FUND USA GALA COMMITTEE, RECOGNIZED BY BOARD OF DIRECTORS



Mrs. Markarian, left, with her daughter Aline Markarian

With such an outpouring of kudos and bravos for the recent Armenia Fund USA Gala, which took place on September 29, 2012 at the New York City landmark Gotham Hall, Armenia Fund USA would like to recognize the special work done by the Gala Committee Chairwoman, **Vesna Markarian** of Cliffside Park, New Jersey.

Active in both the Armenian-American and non-Armenian charity circuit,

Mrs. Markarian graciously accepted the demanding volunteer position of Gala Committee Chair to help make the 20th year milestone celebration truly worthy of the occasion.

**Khoren Bandazian**, the chairman of Armenia Fund USA, explained that, "We knew that this high caliber event at such a prestigious venue required someone with similar qualities and, of course, Mrs. Markarian was the obvious choice." Mr. Bandazian also noted that because Mrs. Markarian had vast experience in organizing and managing special events like this one, "her background and knowledge, combined with an exacting attention to detail, were indispensable. In addition, her elegant touch brought the event to a level we could not have anticipated."

He also cited that she had chaired the Charles Aznavour event in New York for Fund for Armenia Relief (FAR) and this experience proved helpful and relevant for the Armenia Fund USA gala, which featured French-Armenian entertainer Patrick Fiori and his band. They had flown in from Paris for two nights just to do a benefit performance for Armenia Fund USA. "Mrs. Markarian was uniquely equipped to make sure that our featured guests and those in our audience would be impressed with the professionalism on display throughout the evening," Mr. Bandazian stated.

Mrs. Markarian also was tasked with mobilizing the presence of the younger generation and the committee rose to that challenge brilliantly under her supervision. Mr. Bandazian remarked "Everyone who works with Vesna Markarian finds it a truly pleasurable and gratifying experience. Her sense of responsibility, team spirit, impeccable taste and dedication to excellence were evident from start to finish in ways large and small. She's a lovely person inside and out."

**Vesna Markarian** is the wife of **Alex Markarian**. The couple was also most gracious in donating the magnificent flower arrangements for the cocktail reception.

The Armenia Fund USA board of directors also wishes to thank the entire Gala committee team, including **Kristine Toufayan Casali, Alex Karapetian, Aline Markarian, and Lorig Setrakian**. Their efforts went a long way to enlarge the organization's base of young professionals.



## ARMENIA FUND USA MEETS WITH U.S. AMBASSADOR TO ARMENIA IN NEW YORK CITY



*L to R: U.S. Ambassador John Heffern, Aram Pehlivanian and Irina Lazarian*

In mid-December 2012, the Honorable John A. Heffern, U.S. Ambassador to Armenia, met with major community organizations of the region, including Armenia Fund USA, at the NYU Kevorkian Center. The visit was part of the Ambassador's nationwide tour of the Armenian-American community.

Ambassador Heffern was accompanied by his wife, Mrs. Libby Heffern, and Mr. Jeff Paretchan, a public private alliance specialist at the USA International Development (USAID) agency in Armenia.

Armenia Fund USA board member Aram Pehlivanian, along with Irina Lazarian, the executive director of the affiliate, welcomed the distinguished guests and took their turn to brief them on their affiliate's diverse project portfolio—past, present and breaking ground in 2013 and beyond.

The Ambassador discussed U.S.–Armenia relations and issues important to Armenian-Americans and organizations that serve them. Questions about the Armenia-Turkey Protocols, the status of Karabakh and other regional issues were also answered.

Ambassador Heffern then highlighted some of the in-country projects initiated by the U.S. Embassy, and described a few of the partnerships it has established with various Diasporan non-profits. "Our goal is to deepen the partnership between the U.S. Embassy and the Armenian Diaspora community to help Armenia succeed as a prosperous, democratic and secure country," stated Ambassador Heffern.

In turn, Irina Lazarian, thanked Ambassador and Mrs. Heffern for taking time to visit. She commended the United States for its efforts over the past 20 years in building a strong relationship between the two nations and expressed hopes for that relationship to continue in a mutually beneficial way.

## 2012 TELETHON RAISES OVER 21 MILLION FOR "OUR VILLAGE" CAMPAIGN

*(continued from front cover)*

to remain in their ancestral homes and be good custodians of land we all cherish," he added. "We have to think of these villages as our own. And do our share to ensure that these communities not only prevail but thrive for future generations."

### Armenia Fund USA joins effort to support Armenians of war-torn Syria.

The All-Armenian Fund also called upon its affiliates to help Syrian Armenians by designating 10 percent of general, unrestricted funds raised during the Telethon to Syrian Armenian outreach efforts. Many caught in the Syrian civil war are seeking safe haven in the Armenian homeland. The Armenian government must help Armenia live up to its promise as a homeland to all Armenians. That means helping the refugees adjust to life in Armenia, educate their children and have some social safety net while getting their bearings. This is clearly a daunting task for an already economically fragile republic. Nevertheless, thanks to many volunteers taking donations, before, during and even after the telethon, help is on the way.

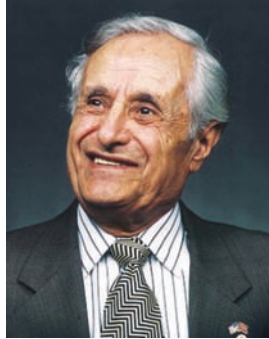
Funding humanitarian relief is nothing new to Armenia Fund USA. In fact, as the first international affiliate established in 1992, it was instrumental in supplying food, fuel and medical supplies to Armenia and Karabakh during the bitter winters of the 1990's. It was a time of crisis in which the people endured enormous hardships under a cruel economic and fuel blockade by neighboring Azerbaijan. Even though Armenia Fund USA was established to fund long-term infrastructure projects, it stepped up to the plate with great ingenuity and generosity.



"Armenians understand that, as a people, we are united by a shared history and a shared future," stated Khoren Bandazian, the chairman of the Armenia Fund USA board of directors. "That's the concept behind Armenia Fund. Uniting behind a mission that ultimately benefits an entire people. At the end of the day, each and every Armenian has a part to play in the destiny of our great nation."

Executive Director Irina Lazarian offered another insight: "Even with the needs so urgent in the homeland, broad-based organizations with the outreach systems and fundraising mechanisms in place have a special responsibility to respond to the call of history. The crisis in Syria is one of those times."

# NORMAN MILLER OPENS DOORS OF OPPORTUNITY FOR A NEW GENERATION OF ARMENIAN ENGINEERS



*Irina Lazarian, left, with first-year recipients of the scholarship. The late Norman Miller*

**T**he late Norman Miller, born Norair Deirmengian on the eve of the Armenian genocide, was a master of doors. Early in his career, he developed the first electrically activated safety edge for hangar doors. Word spread quickly and strategic air command bases worldwide began purchasing them. Soon after, Norman was awarded the first of many U.S. patents that he received over this long and successful life.

So the “full circle” irony hasn’t been lost when one considers how a man whose career revolved around doors is the same one opening doors for Armenia’s and Karabakh’s future engineers—through the **Norman Miller Scholarship Fund**.

Mr. Miller passed away in 2009 at the age of 94, survived by his wife Virginia, his five children and 10 grandchildren. His awe-inspiring transcontinental life story is one of open doors leading to other open doors. In this way, Norman could rise from the ashes of the 1915 genocide to embody the American Dream—as an entrepreneur, inventor, businessman, patriot and philanthropist.

After settling in Philadelphia, graduating from the University of Pennsylvania business school, serving in World War II—while still not yet a U.S. citizen—Norman wound up owning his own company, Miller Edge. It manufactured safety products for the overhead door industry. The business soon expanded its product line to include edge sensors for industrial and commercial doors plus motorized gates. In the 1970’s, Norman transformed the sensing technology by adding pressure sensitive floor mats to protect robotic cells as well as touch-sensitive strips for machinery pinch point protection and door edges for transit vehicles.

“We are truly grateful for this opportunity to make a difference in the lives of youth through this higher education scholarship program, endowed by Mr. Miller’s family foundation,” remarked Irina Lazarian, Executive Director of Armenia Fund USA.

The scholarship isn’t the only legacy that Mr. Miller has left to his ancestral homeland. A few years back, he was instrumental in bringing clean potable water to the village

of Nor Getashan, located in war-torn Karabakh. Thanks to his funding of a new water delivery system, villagers could enjoy drinking water right in their own homes as well as in the town school.

Prior to that, Mr. Miller found a most inventive mission by which to help the victims of the 1988 Armenian Earthquake. He spearheaded a collection of copiers and fax machines, had them refurbished and repaired in the company warehouse, packed them with donated clothing as cushioning, and shipped them to Armenia. Norman believed that if the people could see how communications could be a door leading out of the devastation, they could help themselves recover.

“Building a nation that is built to last requires an army of engineers, not only with the professional credentials but also a deep understanding of their country, its society, and the challenges it is up against. Native Armenians can do this in ways that no other outside engineer really could,” Ms. Lazarian noted.

Another reason why the scholarship is so critical is that when Armenia became independent, the introduction of a tuition-based system in colleges and universities often made higher education unaffordable for distinguished high school graduates. As the scholarship will grant funds to students with exceptional qualities, it will help level the playing field.

Since the availability of funds and number of recipients depend solely on the interest the fund accrues annually, it is therefore subject to change. As such, a rigorous selection process has been established to ensure that the most deserving candidates are awarded.

These requirements can be adjusted in future years, but the current criteria is as follows: the candidate must be enrolled full-time in a qualified technical or engineering high school academy, college or university in the regions of Gyumri, Vanadzor or Artsakh, as the starting points. They are also to meet academic subject grade requirements.

Preference is also given to students who may also reside in border villages, are orphans or in foster homes or are children of a single-parent household, or are physically disabled. Or, they are active in student life or have proven leadership and organizational skills through extracurricular and service-based volunteer work.

A seven-member commission, formed at the discretion of the Hayastan All-Armenian Fund executive director, decides the allocation of funds and the final recipients.

“After all,” added Khoren Bandazian, Chairman of Armenia Fund USA, “There will always be a need for talented engineers in all specialties—software, civic, chemical, electrical, mechanical and so forth. This helps keep the society and the economy functioning at full capacity. The people of Armenia deserve no less, if they are to compete in a 21st century world.”

# HYEBRIDGE TELEHEALTH HELPS CLOSE HEALTHCARE GAPS IN THE REGIONS

**A**rmenia Fund USA's HyeBridge TeleHealth program is helping to revolutionize healthcare delivery in remote areas of Armenia and Karabakh.

Thanks to Internet-based videoconferencing technologies and a dedicated website, best-practices western medical education, diagnostic consultations and information on the latest treatment options can be delivered on demand to local providers. In turn, rural patients with more complex medical conditions may be spared the time and expense of traveling many miles to access major health centers for diagnosis and second opinions.

HyeBridge Telehealth was launched in 2004 upon the completion of the Armine Pagoumian Polyclinic and Hirair and Anna Hovnanian Diagnostic Center in Stepanakert, NKO. The need for continuing medical education and training equal to the new state-of-the-art facilities was critical.

In October 2009, HyeBridge TeleHealth was granted institutional membership in the American Telemedicine Association (ATA), opening access to the vast resources that ATA possesses. Armenia Fund USA also established principal partnerships with Yerevan State Medical University (YSMU) and the Armenian Health Professional Organization (AAHPO). Since then, over 25 training sessions and over 10 consultations have been conducted.

Dr. Gevorg Yaghyan, MD, who is a board member of Armenia Fund USA and a key coordinator of HyeBridge TeleHealth in Armenia, explained that "the Internet offers a cost-effective option for delivering and enhancing professional education in high-income countries. Now, as both Internet access and user-capabilities in developing countries improve, the same cost-efficiencies and opportunities are available."

## Distance education comes of age for Armenian physicians.

Health professionals increasingly rely on the Internet not only for information on clinical issues and research but also to continue their medical education. "Technology can narrow, and sometimes close the gaps in medical knowledge. Skype videoconferencing, for example, can be invaluable for doctors working at regional hospitals in the provinces. We have many cases in which remote training actually helped saved lives," Dr. Yaghyan noted.

The HyeBridge program will also operate an online medical library and distance courses. Dr. Mkrtych Avagyan, MD stressed the importance of distance education on professional development, as it offers 24/7 access to educational content from any location with Internet access.

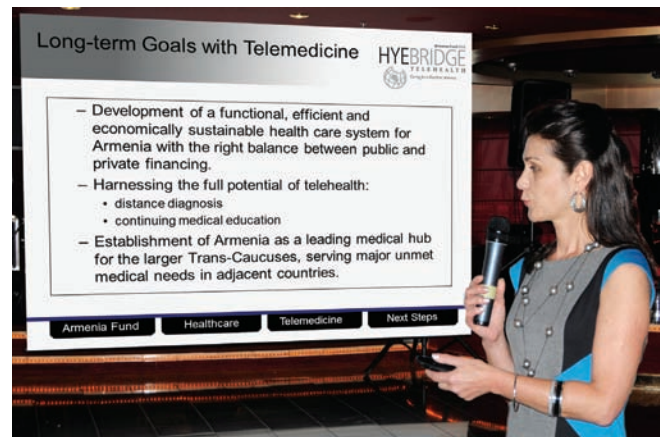
He also pointed out that, "English is not a barrier in cities like Yerevan. But in rural areas, Armenian and Russian are still used in professional communications. In addition to physicians from the U.S., medical experts from Russia can also help rural

doctors in Armenia and Karabakh improve their knowledge and skills in the diagnoses and treatment of major diseases."

Hyebridge now has a database of Armenian doctors from Ukraine, Belarus and Kazakhstan, and nearly 2,000 leading academics, physicians and honored scientists from Russia.

## Hyebridge TeleHealth gains a new partner.

Always seeking partners interested in advancing telemedicine in Armenia, Armenia Fund USA proudly welcomed the well-known Armenian Eye Care Project (AECP) in 2012.



*Executive Director of Armenia Fund USA Irina Lazarian introduces HyeBridge TeleHealth to Armenian community members during the annual Armenian Heritage cruise.*

"The participation of this stellar NGO in the Hyebridge TeleHealth platform is going to transform the lives of thousands of people with conditions and diseases of the eye," said Irina Lazarian, the executive director of Armenia Fund. "Now local eye care specialists can carry on the incredible work that AECP has been doing for many years through its eye clinics on wheels program.

AECP will also use HyeBridge TeleHealth as a platform for an education program for eyecare professionals in Armenia in partnership with the USC Children's Hospital in LA. "The Children's Hospital in Los Angeles has a robust teaching program that our Armenian colleagues can tap into in both Yerevan and Stepanakert," explained Dr. Roger Ohanessian, founder of AECP.

As more Armenian towns get telemedicine capabilities, they will be able to receive the benefit of receiving top education from the finest teaching centers in the US and Europe. "With this linkage," continued Dr. Ohanessian, "eye care specialists from local Armenian towns and consultants in Yerevan would also be able to discuss difficult cases. The ultimate goal is to use telemedicine to expand knowledge of modern health treatment options across the entire country."

# ARMENIA FUND USA: PROJECTS IN REVIEW



With 25 Armenia Fund affiliates around the world, there are numerous projects just breaking ground, in progress, near completion or finally completed with many ongoing programs in between. Each project is supported by one or more affiliates serving as project benefactor, often working in partnership with the government and/or another non-government organization specializing in or complementing the project mission. Here is an update on the status of current projects and programs in the Armenia Fund USA portfolio.

## HEALTHCARE

### Construction of New Regional Hospital in Martuni

Armenia Fund USA, with a \$300,000 donation from the Armenian Medical Fund, joined with the government of Karabakh to launch this large scale construction project. It began in November 2010 with the goal of bringing a centralized multi-disciplinary modern hospital to the 23,000 residents in the region.

The new two-storey structure with a full basement for temporary and permanent storage, includes administrative, diagnostics and infectious disease departments, an outpatient polyclinic, and an emergency room on the main floor. The second floor features surgery, therapeutic and gynecology departments. Ambulance service will cover the entire province including the more remote communities. An access road to the hospital will be leveled and asphalted for safe, reliable transport. The hospital grounds will be landscaped to create a tranquil and recuperative setting.

In the quarter ending September 2012, the first floor had been plastered and internal power supply lines installed. Plastering the second floor walls and installation of windows were in progress while the roof cover was being set and the foundation for the surrounding walkways being concreted.

The total cost of the construction is 714,982,780 AMD. The government of Karabakh will be responsible for recurring expenses including property and capital equipment maintenance, staff training, and other ongoing or contingency budget items. The Infectious Disease department is sponsored by and named after Armenian Medical Fund USA.

### Physician Training Program Renewed

Observational training in radiology, neurosciences and emergency medicine will continue for selected students from Yerevan State Medical University. Thanks to Armenia Fund USA board member Dr. Arthur Grigorian, there will also be opportunities to perform the most complicated surgeries with him and his associate Dr Ulm, when they visit Armenia several

times over the year. In the meantime, they will continue to communicate remotely using HyeBridge TeleHealth, consulting and following up on difficult cases and post-intervention recovery processes.

### Meals and Meds Program for TB Patients Renewed

Thanks to the continued generosity of project benefactor Meline Tufenkciyan of New York, patients suffering from a resistant strain of tuberculosis can benefit from nutritious meals, sanitary new bed linens and other amenities that make their long stay in the TB hospital more comfortable. Ms. Tufenkjian's \$25,000 contribution was renewed in 2012, helping patients start their new year happier and healthier.

## COMMUNITY LIFE

### Orotots Program Reached 5,000 At-Risk Families in 2012

For over a decade, the Orotots Program has provided essential assistance to socially vulnerable families with newborn babies. The assistance package includes clothing, shoes, and essential supplies for infant child care. It costs approximately \$750,000.

In recent years, the Fund has focused on supporting rural families in which the hardships are greatest and access to childcare products and services are weakest. Supporting growing families is one of the ways Armenia Fund USA is helping stem the tide of emigration from the regions.

## INFRASTRUCTURE

### Water Supply System for Karmir Shuka Village Completed

This initiative of the Hayastan All-Armenian Fund, the government of Karabakh and Armenia Fund USA has resulted in the construction of two daily regulation reservoirs with sanitary zones and a 15 km-long water main, along with an internal distribution system. As of August 2012, the residents are assured of potable water reaching every home, making wells and buckets history for this farming and ranching community. The cost of the project totaled 254,467,300 AMD.

## SPECIAL SECTION: NAMING OPPORTUNITIES

# MAKE YOUR MARK ON THE ARMENIAN HOMELAND AS A PROJECT BENEFACTOR

Armenia Fund USA is pleased to offer families, individuals, organizations and charitable groups the opportunity to sponsor a specific project that falls within the four-sector strategy aimed at strengthening the economy and national security of the Armenian Homeland.

### Help Build Our Homeland. As a Project Benefactor, you can expect:

- Your name or your honoree's name acknowledged as project benefactor.
- Periodic updates and progress reports on your project.
- Invitations to in-country project kick-offs and completion ceremonies.

Please review the following pages to select the project and giving level that best suits your interest and budget. We are open to any ideas or suggestions for other options not listed here or slated for a later time.

### TO GET STARTED, FOLLOW THESE EASY STEPS:

1. Select your project and note the project code above the title of the project.
2. Write your check with the project code indicated in the Check Memo. (Projects above \$10,000 should be first discussed with Irina Lazarian, Executive Director. Call 212-689-5307 or email to: [info@armenianfundusa.org](mailto:info@armenianfundusa.org))
3. Submit check: Use the return envelope inserted in this section or send to: Naming Opportunity Projects, Armenia Fund USA, 80 Maiden Lane, Suite 2205, New York, NY 10038.



# SPECIAL SECTION: NAMING OPPORTUNITIES

## PROJECTS FROM \$1,000-\$9,999 USD



**PROJECT CODE: HCD1**

### Pre-Hospital Equipment for an Ambulance

Vital state-of-the-art equipment to treat cardiac, stroke, trauma, maternity emergencies en route to regional or town hospitals, as well as standard emergency and paramedic diagnostic apparatus and first aid supplies.

COUNTRY	REGION	VILLAGE FACILITY	TOTAL COST
Armenia	Tavush	Noyemberyan Regional Hospital	\$1,000 USD
Nagorno-Karabakh	Martuni	Martuni Regional Hospital	\$1,000 USD



**PROJECT CODE: EDU1**

### New Science Lab for a School

Classroom furniture, special lighting, laboratory equipment, audio visual aids, textbooks and workbooks for up to 25 students per class.

COUNTRY	REGION	VILLAGE SCHOOL	TOTAL COST
Nagorno-Karabakh	Shushi	Kachatur Abovyan School	\$2,500 USD
Armenia	Tavush	Ditavan	\$2,500 USD



**PROJECT CODE: EDU2**

### New Art Classroom for a School

Classroom furniture, special lighting, mixed media supplies, specialty papers, easels, color printers, art and textbooks, audio visual aids, computers with internet access, software programs for graphics and design, etc.

COUNTRY	REGION	VILLAGE INSTITUTION	TOTAL COST
Nagorno Karabakh	Shushi	Kachatur Abovyan School Arts & Crafts Center	\$2,500 USD
Armenia	Armavir	Armavir Town Art School	\$2,500 USD
Armenia	Yerevan: Davitashen District	District Art School	\$2,500 USD



COMMUNITY



HEALTH CARE DELIVERY



EDUCATION



INFRASTRUCTURE



PROJECT CODE: COM1

### Livestock for a Family

Qualified at-risk families are provided with one heifer (or other livestock) to help provide daily sustenance for the household and to generate additional income with dairy products sold at local markets.

COUNTRY	REGION	VILLAGE	TOTAL COST
Armenia	Tavush	Kirantz, Khachardzan	\$2,500 USD
Armenia	Shirak	Bavra, Mets Sepasar	\$2,500 USD
Armenia	Lori	Artsni	\$2,500 USD



PROJECT CODE: COM2

### Needed Upgrades to Orphanages and Elderly Homes

New kitchen appliances, canteen supplies and furniture. In some cases, bedding, handicap appliances, such as wheelchairs and walkers and other equipment.

COUNTRY	CITY	FACILITY	TOTAL COST
Armenia	Yerevan	Kharbed Orphanage	
		Kitchen appliances and furniture for canteen only	\$5,000 USD
		Equipment, supplies, furniture and bedding	\$10,000 USD
Nagorno-Karabakh	Stepanakert	Town Elderly Home	
		Kitchen appliances and furniture for canteen only	\$5,000 USD
		Equipment, supplies, furniture, bedding, walkers and wheelchairs	\$10,000 USD



PROJECT CODE: EDU3

### One-Year of School Supplies for a Village School

Basic school supplies for elementary and high school students, including writing instruments, art supplies, paper, notebooks, dry boards and markers, audio-visual aids and other essentials.

COUNTRY	REGION	VILLAGE SCHOOL	TOTAL COST
Nagorno-Karabakh	Martakert	Vaghuhas School	\$5,000 USD
Nagorno-Karabakh	Martuni	Gishi School	\$5,000 USD
Nagorno-Karabakh	Shushi	Khachatur Abovyan School	\$5,000 USD

## SPECIAL SECTION: NAMING OPPORTUNITIES



**PROJECT CODE: EDU4**

### **One-Year Tuition for a Recipient of Norman Miller Scholarship Fund\***

This recently established scholarship is awarded to academically gifted and financially deserving students currently enrolled in college level engineering/technical programs. Recipients are selected by a special committee appointed by Hayastan All-Armenia Fund. Tuition covers all expenses associated with one year of coursework.

COUNTRY	REGION	INSTITUTION	TOTAL COST
Armenia	All Regions	University, Technical School	\$6,000 USD
Nagorno-Karabakh	All Regions	University, Technical School	\$6,000 USD



**PROJECT CODE: COM3**

### **Equipment for a Village Gymnasium**

Equipment for Basketball, Volleyball, Soccer\*, Wrestling, Table Tennis, Calisthenics. Includes parallel bars, seating for spectator events, lockers and athletic uniforms for village teams.

COUNTRY	REGION	VILLAGE	TOTAL COST
Nagorno-Karabakh	Martuni	Spitakashen	\$6,000 USD
Armenia	Tavush	Kirants, Khacharadzan	\$6,000 USD
Armenia	Shirak	Bavra	\$6,000 USD

\*Soccer uniforms and equipment may require additional costs.



**PROJECT CODE: HCD2**

### **Specialty Medical Training for an Armenian Physician**

Qualified Armenian physicians specializing in neurosurgery, emergency medicine and other critical fields receive western best practices training at teaching hospitals in the U.S. In addition to facilitating placements and home stays near the hospital, travel and other miscellaneous expenses are covered.

COUNTRY	REGION	HEALTH FACILITY	TOTAL COST
Nagorno-Karabakh	Martuni	Martuni Town Hospital	\$6,500 USD
Armenia	Tavush	Noyemberyan Regional Hospital Ijevan Regional Hospital	\$6,500 USD \$6,500 USD
Nagorno-Karabakh	Hadrut	Hadrut Town Hospital	\$6,500 USD

\*See Norman Miller article on page 8.





COMMUNITY



HEALTH CARE DELIVERY



EDUCATION



INFRASTRUCTURE

## PROJECTS FROM \$10,000-\$99,999 USD

Note: Please contact Irina Lazarian, executive director of Armenia Fund USA, for next steps. Call 212-689-5307 or email [irina@armeniafundusa.org](mailto:irina@armeniafundusa.org)



PROJECT CODE: COM4

### Expansion of Zatikavan Cooperative Farm

Graduates of the famous Zatik Orphanage in Yerevan develop into self-sustaining adults at this cooperative farm and residence. Many graduates are now married with children of their own. Funds will cover expansion of the housing and community center including a new roof, as well as additional livestock and farming equipment.

COUNTRY	REGION	FARM	TOTAL COST
Armenia	Yerevan	Zatikavan Cooperative	\$10,000 USD



PROJECT CODE: COM5

### Computer/Internet Center for a Village

Computer with Internet access, computer tables and chairs, electrical upgrades, specialty software programs and applications, plus email, search engines, MicroSoft® Office Suite, etc.

COUNTRY	REGION	VILLAGE	TOTAL COST
Armenia	Shirak	Bavra	\$12,000 USD
Armenia	Syunik	Tatev	\$12,000 USD
Nagorno-Karabakh	Stepanakert	Town Physics and Math School	\$14,000 USD
Nagorno-Karabakh	Martakert	Vaghuhas School	\$10,000 USD



PROJECT CODE: HCD3

### One New Hospital Ambulance for a Region

Purchase of one new or pre-owned vehicle suitable for outfitting with pre-hospital equipment.

COUNTRY	REGION	VILLAGE FACILITY	TOTAL COST
Armenia	Tavush	Noyemberyan Regional Hospital	\$25,000 USD
Nagorno-Karabakh	Martuni	Martuni Regional Hospital	\$25,000 USD

## SPECIAL SECTION: NAMING OPPORTUNITIES



**PROJECT CODE: HCD4**

### **Telemedicine Hub**

Each hub, located in a hospital or university setting, includes a secure satellite connection, teleconferencing and digitally transmittable diagnostic equipment, plus computers and super high-speed Internet access. It will facilitate consultations among physicians in Armenia, Karabakh and the West.

COUNTRY	REGION	HEALTH FACILITY	TOTAL COST
Armenia	Yerevan	Yerevan State Medical University	\$25,000 USD
	Goris	Goris Town Hospital	
	Noyemberyan	Noyemberyan Regional Hospital	
Nagorno-Karabakh	Martuni	Martuni Regional Hospital	\$25,000 USD



**PROJECT CODE: COM6**

### **Agriculture Equipment for a Farm Cooperative**

Modern farming and irrigation equipment including tractors, automated seeding, watering and harvesting machinery, climate-controlled storage facilities and delivery vehicles. All items will be shared among members of the cooperative.

COUNTRY	REGION	VILLAGE	TOTAL COST
Armenia	Syunik	Tatev	\$50,000 USD
Armenia	Shirak	Bavra	\$50,000 USD
Armenia	Lori	Artsni	\$50,000 USD



COMMUNITY



HEALTH CARE DELIVERY



EDUCATION



INFRASTRUCTURE

## PROJECTS FROM \$100,000 USD AND ABOVE

Note: Please contact Irina Lazarian, executive director of Armenia Fund USA, for next steps. Call 212-689-5307 or email [irina@armenianfundusa.org](mailto:irina@armenianfundusa.org)



**PROJECT CODE: INF1**

### Regional Community Center for a Village

New community center to include event hall, meeting/conference room, Internet and multi-media room with audio-visual aids, library, publication subscriptions, updated lavatories and kitchen facilities, plus outdoor parking area.

COUNTRY	REGION	VILLAGE	TOTAL COST
Nagorno-Karabakh	Martuni	Spitakashen	\$200,000 USD
Nagorno-Karabakh	Kashatagh	Metsavan	\$200,000 USD
Nagorno-Karabakh	Shahumyan	Getavan	\$200,000 USD



**PROJECT CODE: INF2**

### New Water Supply Network for a Village

Modern distribution system for potable drinking water, including construction of water collection reservoir and filtration station and installation of underground pipeline network and indoor plumbing.

COUNTRY	REGION	VILLAGE	TOTAL COST
Nagorno-Karabakh	Martakert	Tsmakahogh	\$350,000 USD
Nagorno-Karabakh	Hadrut	Taghut	\$350,000 USD
Nagorno-Karabakh	Martuni	Kherkhan	\$350,000 USD
Nagorno-Karabakh	Askeran	Parukh	\$350,000 USD



### Have a special project in mind?

Let us know by contacting executive director Irina Lazarian at 212-689-5307 or email [irina@armenianfundusa.org](mailto:irina@armenianfundusa.org).

French-Armenian pop singer Patrick Fiori, second from left, and his band performed at the Armenia Fund USA 20th Anniversary Gala.



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