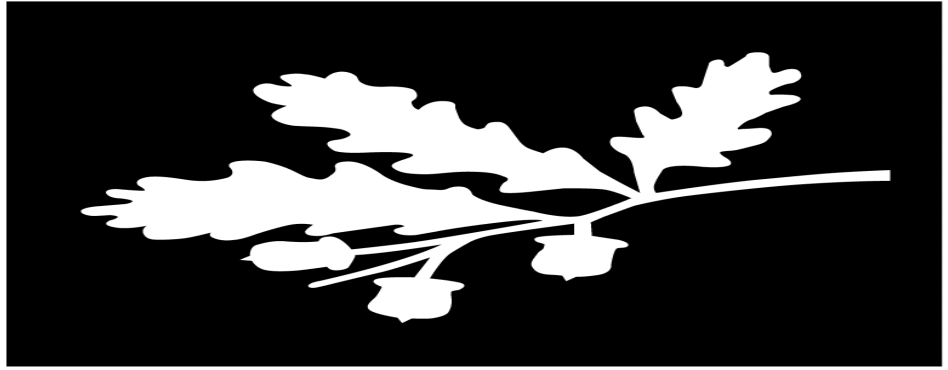


APRA



ASSOCIATION OF PROFESSIONAL  
RESEARCHERS FOR ADVANCEMENT  
METRO DC CHAPTER

## APRA-Metro DC Newsletter Spring 2003

### From the President:

Summer is here and that means conference season. Many DC area researchers kicked off this season with the Mid-Atlantic Researchers Conference (MARC) in early June. (To read two different perspectives on this conference check out Ann Coleman and Tanya Conklin's articles in this issue.) In August, researchers from around the world will be meeting in Dallas, Texas for the always-popular APRA International Conference.

Both new and experienced researchers benefit from these annual gatherings. Whether learning the how-to of research or gaining new insights from experts in the field, attendees return to their respective office with new ideas. In addition to educational opportunities, conferences also re-inspire weary researchers. Many are energized by seeing old friends and meeting new colleagues.

Even if your organization does not have the budget for a conference, you can still sharpen your skills and gain new perspectives. Resolve to learn a new research technique, read that book sitting on your office shelf, or study up on the industry of your top prospect. Get out of the office – learn how your colleagues set up their profiles at our Brown Bag Lunch on July 30, or network with your peers at the Spy Museum tour on August 7.

Finally, I'd like to welcome our new Program Chair Heather Francis. Heather works as a Research Analyst for Biomedical research activities at the American Red Cross and will be a valuable addition to the Board. Stay tuned for more information on the APRA-Metro DC One-Day Conference this fall.

Sarah Parnum Cadbury

### Inside:

MARC 2003	2
Employment Opportunities	3
<i>Book Review: Carol Lane's Naked in Cyberspace</i>	
--Review by Matt Moon	4
Library of Congress tour	5
Conferences and Events	9
Membership Application	10

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## **MARC 2003: THE 6<sup>TH</sup> ANNUAL MID-ATLANTIC RESEARCHERS CONFERENCE**

From June 4 to 6, approximately 170 researchers and fundraising professionals gathered at the beautiful campus of Bryn Mawr just outside Philadelphia, PA for the sixth edition of the Mid-Atlantic Researchers Conference (MARC). Attendees not only had the chance to learn new skills and gain new resources, but also to meet people from across the fundraising spectrum. Two professionals from opposite sides of the fundraising aisle—Tanya Conklin, a Major Gifts Associate with the American Red Cross, and Ann Coleman, a Prospect Researcher with Loyola University—share their unique experiences and insights.

*Tanya Conklin, Major Gifts Associate, American Red Cross*

As a major gifts associate and relative newcomer to development, I attended the 6<sup>th</sup> Annual MARC conference in Bryn Mawr, PA expecting only to learn more about the function of a researcher. Instead, I gained much more. Working at times as an intermediary between Major Gift Officers and researchers, I felt it was important to have a solid understanding of both functions - I jumped at the chance to attend MARC. For the betterment of my organization, I am thrilled that I did – and I have encouraged my MGO colleagues to do the same.

I realize this may not be a popular idea. “Frontline fundraisers at “our” conference?!” However, in spite of an erratic yet distinct feeling that I was a party-crasher, I left MARC with a better understanding of the research role in advancement. More importantly, I also realized the importance of collaboration between front-line fundraisers and their research counterparts. During *Pulling on the Same Rope and in the Same Direction; Strengthening the Researcher/Frontline Fundraiser Relationship* by Jay Frost and Katie Nicely, the tension between MGOs and researchers was clear. When asked to describe characteristics of “frontliners”, the group offered few glowing attributes – a sign of a challenged relationship. I imagine MGOs, when posed the same question about researchers, would provide a similarly critical list.

To strengthen these relations, in turn bettering results, both researchers and fundraisers need to recognize the difference in how each functions – operationally and psychologically. In being cognizant of the differences, each is better able to value and acknowledge the strengths of their colleagues and move toward a true and highly functioning team.

For both parts to recognize the role of the other, cross-education is essential. And if this leads to more party crashers? So be it...for the betterment of all.

*Ann Coleman, Loyola College in Maryland*

This summer, I attended my first Mid-Atlantic Researchers Conference (MARC), participating in interesting presentations, lively networking sessions, and volunteer activities. The presentations and sessions I attended were excellent, as I expected. My favorite presentation, however, came about under some rather unusual circumstances. Apparently, a Bryn Mawr employee was electrocuted while working on a transformer! Thankfully, he was all right, but a large part of the campus (including the building my session was in) lost power for several hours. Luckily, I was signed up for the Data Mining Session hosted by Peter Wylie. Mr. Wylie simply abandoned his computer presentation and spoke with the group about Data Mining for an over an hour. It was an excellent session! I think it says a lot about APRA and MARC that our presenters are so knowledgeable that they don't even need props to present a compelling and informative session.

*MARC Conference cont'd*

One thing I really appreciated about MARC was all of the chances we had to interact with others and “talk shop”. It is great to hear that some of the issues that I deal with in my office are issues that many others face. Perhaps more importantly, I was able to hear fresh and different approaches to workplace issues. I was also reminded that there are a few problems out there in the field that I don’t have to deal with! I always find networking to be a most useful part of any conference.

The high point of my MARC experience was acting as a session volunteer. By simply attending an orientation meeting and showing up early to a session I was already attending, I was able to play a small role in both helping the conference to run smoothly and keeping conference costs down. Since I usually have to attend conferences alone, volunteering was a great way to meet new people and feel comfortable in a new setting. Plus, all MARC volunteers were eligible to win a scholarship to the APRA International Conference!

I would like to thank Ilana Lester, the Conference Chair, for her hard work and great attitude during the conference. I would also like to thank Melissa Chappell Burns, the Host Site Chair, Sarah Parnum Cadbury, the Program Chair, Derek Riddle, the Volunteer Chair, and all of the speakers and volunteers for their efforts. It was a great learning experience, and I look forward to MARC 2004!

**APRA-Metro DC Employment Opportunities**

**ASSOCIATE DIRECTOR OF DEVELOPMENT, PROSPECT RESEARCH**

The Washington Opera, one of the nation’s leading opera companies, has an opening in the Development Department. The Associate Director of Development, Prospect Research, is responsible for researching and preparing briefings and profiles on potential donors for cultivation and solicitation, assisting in the development of cultivation strategies for prospects, and for fulfilling research inquiries from Executive Director, staff, and Trustees. The successful candidate will have 3 – 5 years increasingly responsible experience in prospect research/fundraising and demonstrated success in providing superior service and producing excellent financial results from donors. Bachelor of Arts Degree required, Advanced Degree preferred. Candidates must have exceptional written and verbal communication skills, strong organizational skills, and knowledge of Microsoft Office software (Word, Excel, Access, Outlook). Excellent benefits and working environment. Interest/knowledge in opera or the performing arts preferred.

**To Apply:**

Please indicate the position you are applying for and send cover letter and resume to: Human Resources, The Washington Opera, 2600 Virginia Ave NW, Washington DC 20037 or fax to: 202-295-2479 or email to: [resumes@dc-opera.org](mailto:resumes@dc-opera.org).

## Book Review by Matt Moon

### *NAKED IN CYBERSPACE: HOW TO FIND PERSONAL INFORMATION ONLINE*

By Carol A. Lane

While browsing the shelves of Barnes & Noble a few months ago for a good summer read, I happened upon a book that at first glance did not seem pertinent to the prospect researcher. However, once I got beyond the eye-grabbing title and looked inside the cover, I found that the book is a comprehensive survey of the many online public databases currently available. What's more, it addresses the attendant privacy issues that the existence of these information repositories raise.

One of the book's greatest strengths is its easy-to-follow layout. It is divided into four sections complete with a very handy index. Section one is an introduction to information online, and is most useful to people new to online research. The first chapter serves as a guide to navigate the rest of the book, helping to focus on sections that most interest you. The remainder of the chapter takes a look at free and pay information resources. It provides a guide to searching databases with a price range. The rest of this section deals with free search engines. Familiar faces are mentioned, including Google, AltaVista, and Excite, but a number of lesser-known search engines are also mentioned. What's nice about this section is that after Ms. Lane provides some resources to use, she provides a few sample searches to illustrate *how* they can be used. The last chapter of this section deals with issues of privacy, providing words of caution to the reader about the ready availability of their own information online. Overall, this section will prove useful to those prospect researchers just starting in the field.

The second section is most germane to prospect researchers. It begins on Chapter 6 and discusses how to find people online, providing good tips into how to search for an individual and what are some good databases to use. Chapter 10 gives a look into finding assets of an individual, including property (homes, vehicles); stock ownership; bankruptcy filings; and credit information. Chapter 11 gives a brief glimpse into the field of competitive intelligence (CI), including tips for finding information on an executive and company (web sites again provided, including CyberAlert and NewsAlert). Ms. Lane makes good suggestions about how to use public records to make predictions into a company's future. Taken one step further, CI could serve as a good prediction of a donor's financial health who is an executive or large shareholder of a company.

Ms. Lane does devote a chapter to prospect research, but since it covers three pages it provides only a quick glance at the profession. Again, the chapter succeeds in providing an overview of different sources available for the prospect researcher—telephone directories, campaign contributions, foundation and grants databases.

Section three and four get to the meat of what prospect researchers are always looking for—online resources. Section three gives us a list of biographical sources, professional directories, death records and news outlets. Section four is a bonanza of resources—over two hundred pages of print and electronic sources where you can find biographies, genealogies, asset information, and organizations, to name just a few. Check out pages 356-358 for prospect research publications. Pages 406-413 deal with fundraising organizations, but deal almost exclusively with planned giving organizations.

What's really nice about this book is its electronic counterpart. Ms. Lane, readily admitting the speed at which electronic sources outpace print (the book itself is in its 2<sup>nd</sup> addition), has placed an e-book online that is periodically updated. Complete with hyperlinks for chapters and sections, this version allows for quick navigating and the opportunity to decide if you want to take the plunge and order it in print. So if you've finished Harry Potter and you're looking for something new, check out this book; it has great information for new and experienced researchers alike.

#### **Ordering Information**

*Naked in Cyberspace: How to Find Personal Information Online*  
By Carol A. Lane

List Price: \$29.95

Amazon Price: \$20.97

Check out the book online at:

<http://www.technosearch.com/naked/directory.htm>

## LIBRARY OF CONGRESS TOUR

On June 17, several members of APRA-Metro DC gathered at the Library of Congress and enjoyed a tour of the Thomas Jefferson Building and a behind-the-scenes view of the library's Business Reference Services. The general tour of the building was filled with fascinating and little-known facts about the library's construction and its development into the world's premier research institution. As a bonus, attendees were given a closer look into the Business Library, courtesy of Business Reference Librarian Ellen Terrell. The following is a list of resources available at the library that your office might not have.

### **DIRECTORIES**

Some publishers like Dun & Bradstreet and Hoovers, have many directories. Here is a link to some of the [Dun & Bradstreet](#) publications that the Library of Congress has as well as a list of some of the publications that [Hoover's](#) produces.

To find directories – especially regional and universal/general – here are a few of the LC Subject headings that can be used.

Commerce--Directories.

Business enterprises--Directories.

Corporations--Directories.

Industries--United States--Directories.

Corporations--United States--Directories.

Business enterprises-- State --Directories.

Industries-- State --Directories.

Manufactures-- State --Directories.

State--Commerce--Directories.

Manufacturing industries-- State --Directories.

Service industries--State--Directories.

### **UNIVERSAL/GENERAL**

[Hoover's](#) This publisher prints many publications. It also has a subscription-based service on the Internet. However, some company information is available for free.

[Corporate Information](#) Run by Wright Investors' Service, some of this service is free but other parts are for members only.

[Directory of Corporate Affiliations](#) This is a source that provides basic company information while also giving subsidiary information in a hierarchal structure. It has volume on US Public, US Private, and International companies. This is not a print source that is all inclusive. If you are looking for small local firms or private companies of moderate size, this is not the best source, its emphasis is on large national and multinational corporations. This product is available on Lexis-Nexis, a subscription based service, but if you have access to that product you can try accessing it. It is also a product with its own web based service. Skokie, Ill.: National Register Pub. Co., c1973. LC Call Number: HG4057.A217.

**World Business Directory / World Trade Centers Association** Detroit ; London : Gale Research Inc., c1992-. LC Call Number: HF54.U5 W667.

**Duns Million Dollar Directory** Limited to companies with \$3million in sales and/or 50+ employees. Includes branches, headquarters, and single entities. Basic company information: name, address, top officers, sales, employees, SIC codes, auditor, bank, attorney. They also have an electronic version of this but it is a fee-based product that libraries and companies can purchase. The electronic version has additional features – the ability to create customized searches and various download options. Web addresses and links to public filings are also offered on the electronic version. Bethlehem, PA : Dun & Bradstreet, Inc., 1959-. LC Call Number: HC102 .D8.

**Ward's Business Directory** Very limited information but much more broad in its coverage than the Duns Million Dollar Directory. Ward's Business Directory of U.S. Private and Public Companies. Detroit : Gale Research, c1990-. LC Call Number: HG4057.A575.

**Walkers - The Corporate Directory of U.S. Public Companies** Contact information and some very basic information. San Mateo, CA : Walker's Western Research, 1991-. LC Call Number: HG4057.A156468.

**Corporate Yellow Book** This is one of many titles from [Leadership Directories](#) which are in print or electronic format (a fee-based product) and comes out 4 times a year. It has basic company information with officer and management information, divisional information, ownership information, and company web addresses. Corporate Yellow Book: Who's Who at the Leading Listed U.S. Companies. New York, NY : Monitor Pub. Co., c1992. LC Call number: HG4057 .A15646.

**The Dun & Bradstreet Reference Book of American Business** The organization was always alphabetic by state and then by city/county. Murray Hill, N.J. : Dun & Bradstreet, Inc., 18xx-. HF5573 .D7.

## Databases

**ReferenceUSA** This is a fee-based service available in many libraries. It is more like an advanced yellow pages.

**D&B Million Dollar Directory** Electronic version and print version.

## INDUSTRY

There are many, many directories for various industries, professions, etc. I have included a sampling below. Some have direct links to web products, some don't. If the industry is heavily regulated – communications, health, financial services, aviation – also look at any filings, reports, etc that may be with the regulating federal and or state agency or agencies.

[Harris U.S. Manufacturers Directory](#) Twinsburg, Ohio : Harris InfoSource. LC Call Number: HF5035 .H37.

[Thomas Register of American Manufacturers](#) This is an annual that has been published since 1905/1906. It is available electronically for free but registration may be required. New York, Thomas Pub. Co. LC Call Number: T12 .T6.

**[CorpTech Directory of Technology Companies](#)** Their web product has company capsules for free but anything more detailed is for a fee. Contains contact info, executive, sales, ownership, etc. INDUSTRIES: biotechnology, pharmaceuticals, computer hardware/software, defense, transportation, energy, environmental, chemicals, medical, photonics, factory automation, advanced materials, test/measurement, telecommunications, manufacturing equipment, subassemblies/components, holding companies. They use their own [industry codes](#). U.S. ed. Woburn, MA, U.S.A. : Corporate Technology Information Services, Inc. LC Call Number: HG4057.A16.

**[U.S. High Tech Register](#)** Twinsburg Twinsburg, OH : Harris InfoSource, c2000-. LC Call Number: HF5035 .U184.

**[Bacon's International Media Directory: Directory of Magazines and Newspapers in Western Europe](#)** They do have a fee-based product on their web page. Chicago, Ill. : Bacon's Information International Ltd., 1993-. LC Call Number: HF5813.E79 B3a.

**[Bacon's TV/Cable Directory: Directory of TV/Cable Stations Programming Contacts](#)** They do have a fee-based product on their web page. Chicago, Ill. : Bacon's Information, Inc., c1993-. LC Call Number: HE8700.8 .B33.

**[Kagan's Radio Financial Databook](#)** Carmel, CA : Paul Kagan Associates, c1997-. LC Call Number: HE8698 .K25.

**[Kagan's TV Financial Databook](#)**. Carmel, CA : Paul Kagan Associates. LC Call Number: HE 8700.8 K33.

**[Kagan's Economics of Basic Cable Networks](#)**. Carmel, Calif. : Paul Kagan Associates. LC Call Number: HE8700.72 .U6 E28.

**[Best's Insurance Reports: Property / Casualty](#)**, United States. Morristown, N.J. [etc.] A. M. Best Co., 1900-. LC Call Number: HG8501.B475 or HG9655.B5.

**[Best's Insurance Reports: Life / Health](#)**, This was just life insurance until 1993 when it was changed to Life/Health. United States. Morristown, N.J. [etc.] A. M. Best Co., 1908-. LC Call Number: HG8941.B482

**[Best's Insurance Reports: International](#)** Morristown, N.J. [etc.] A. M. Best Co., 1985. LC Call Number: HG8021.B47.

**[Polk's World Bank Directory. North American Section](#)** Nashville, Tenn. : R.L. Polk, (published now by Thompson) 1974 -. LC: Call Number: HG1536 .P635

**[Thomson Credit Union Directory](#)** Skokie, IL : Thomson Financial Information, c1991-. (AKA Rand McNally Credit Union Directory, 1986-90). LC Call Number: HG2037 .R28.

**[Directory of Chain Restaurant Operators](#)** [New York, N.Y.] : Business Guides, Inc. LC Call Number: TX907 .D49.

**[Directory of High-Volume Independent Restaurants](#)** New York, N.Y. : Business Guides, Inc., c1986-. LC Call Number: TX907 .D495.

*Library of Congress cont'd*

[National Real Estate Investor Online](#). Their Sourcebook provides links to various real estate related companies by categories like: REIT's, brokers & agents, etc.

[National Association of Real Estate Investment Trusts](#). Company Names, Ticker Symbols, Property Sectors and Market Capitalization.

## GEOGRAPHIC

[Harris InfoSource](#). Manufacturing and Services Directories. States as well as various regions (Midwest, Northeast, Southeast, South Central, New England, West, Northwest, Pacific Northwest, Tri-State Area).

[ThomasRegional](#). This is a series in Industrial directories that focus on regions. Some regions are within a state (Northern California, Greater Florida) and some cover several states (Pacific Northwest, Greater Carolinas, Eastern New England, Greater NY/NJ, Western New England, etc.).

[CorpTech](#) Produces a directory for the US but they also produce regional print directories. GEOGRAPHIES: Eastern Lakes, Northwest, Mid Atlantic, New England, Southeast, Central US, Great Lakes, Midwest, Southwest, Southern California, Northern California, New Jersey/Delaware. The content is the same but the geographic focus is much narrower.

**D&B Regional Directories** Atlanta Area (GA), Birmingham/Montgomery Area (AL), Boston Area (MA), Central Indiana Area (IN), Central Pennsylvania Area (PA), Charlotte/Greensboro Area (NC), Chattanooga/Nashville/Knoxville Area (TN), Chicago Metropolitan Area (IL), Chicago Suburban Area (IL), Cincinnati Area (OH), Cleveland Area (OH), Columbus/Dayton/Toledo Area (OH), Dallas/Ft. Worth Area (TX), Denver Area (CO), Detroit Area (MI), Hartford/New Haven/Springfield Area (CT), Houston Area (TX), Iowa Metros (IA), Kansas City Area (MO), Kentucky Metros Area (KY), Long Island Area (NY), Los Angeles Metropolitan Area (CA), Los Angeles Suburban Area (CA), Memphis Area (TN), Miami/Ft. Lauderdale/West Palm Beach Area (FL), Michigan Metros Area (MI), Milwaukee/Madison Area (WI), Minneapolis/St. Paul Area (MN), New England Area, New Orleans Area (LA), New York Metropolitan Area (NY), New York Suburban Area (NY), Norfolk/Richmond Area (VA), Northern California Area (CA), Northern New Jersey Area (NJ), Northern New York State Area (NY), Oklahoma City Area (OK), Orlando/Jacksonville Area, Philadelphia Area (PA), Phoenix/Tucson Area (AZ), Pittsburgh Area (PA), Portland Area (OR), Raleigh/Durham/Fayetteville Area (NC), San Antonio Area (TX), San Diego Area (CA), San Francisco Bay Area (CA), Savannah/Augusta Area (GA), Seattle Area (WA), South Carolina (SC), St. Louis Area (MO), Tampa/St. Petersburg Area, Utah Area, Washington, DC/Baltimore Area (MD), Washington State.

## LOCAL PUBLICATIONS

City Magazines <http://www.bibliomaven.com/businessjournals.html>

City Business Journals <http://www.bibliomaven.com/citymags.html>

American City Business Journals <http://www.bizjournals.com/>

## Upcoming Conferences and Events

### **APRA 16<sup>th</sup> Annual International Conference**

Wednesday, August 13<sup>th</sup> – Saturday, August 16<sup>th</sup>, 2003

Dallas, Texas

[www.APRHome.org](http://www.APRHome.org)

APRA-Metro DC is considering holding a one day conference in the fall of 2003. If you are interested in volunteering, please contact Conference Chair Leslie Bivens at (202) 357-4300 or [bivenle@omd.si.edu](mailto:bivenle@omd.si.edu).

### **Brown Bag Lunch**

Wednesday, July 30, 12:00-1:30

National Gallery of Art

Join us for a Brown-Bag Lunch and Annual Report Swap on Wednesday, July 30, from 12:00 - 1:30 p.m. at the National Gallery of Art, Washington, D.C. We will be discussing prospect profiles - the creation and maintenance of them. Please bring sample profile formats to share and discuss AND annual reports to swap.

Please RSVP by COB July 25 to Heather Glock ([glock@nwf.org](mailto:glock@nwf.org)).

### **International Spy Museum trip**

Thursday, August 7<sup>th</sup> at 5:30 PM.

800 F Street, NW Washington, DC 20004

Come see the hottest ticket in town! Group Arrivals entrance is on 9th St. between F & E St., NW in the historic Atlas Building. Cost: \$12.25 for current APRA - Metro DC members with advanced purchase through APRA - No need to wait in the long lines!

Please RSVP, with payment, by August 1st to:

APRA-Metro DC

P.O. Box 77205

Washington, DC 20013-8205

### **!ATTENTION: Electronic APRA-Metro DC Newsletter Only!**

Due to the increasing print costs of publishing a quarterly newsletter and the strain on the limited APRA-Metro DC budget, from this issue forward the newsletter will be in electronic form only. Current and archived issues of the newsletter will be available at the APRA-Metro DC website in PDF and DOC format. Questions and comments about this matter are welcomed and should be directed to Matt Moon at [moon@nwf.org](mailto:moon@nwf.org).

Thank you for supporting APRA-Metro DC.

If you still have not renewed your membership, or would like to join, please complete the membership form enclosed with this newsletter.

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## APRA-METRO DC MEMBERSHIP APPLICATION

*Note: Please print clearly; this information will be included in the membership directory unless otherwise requested.*

*Please circle all that apply:*

*I am a new member.*

*I am paying for a personal membership.*

*I am renewing my membership.*

*My employer is paying for an institutional membership.*

Name \_\_\_\_\_

Work Phone \_\_\_\_\_

Title \_\_\_\_\_

Work Fax \_\_\_\_\_

Organization \_\_\_\_\_

E-Mail \_\_\_\_\_

Address \_\_\_\_\_

Please return this form, along with your check  
for \$20.00 payable to APRA-Metro DC to:

City \_\_\_\_\_

APRA-Metro DC

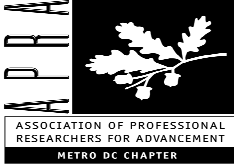
P.O. Box 77205

Washington, DC 20013-8205

State \_\_\_\_\_ Zip \_\_\_\_\_

Chapter membership provides you with the following benefits:

- Informative and engaging research-related programs and tours (such as the Library of Congress), opportunities for professional development and networking, and access to the best minds in the Washington, DC area;
- Regular “Brown Bag” lunches to meet other professionals for information exchange;
- Scholarship opportunities to attend the APRA national conference;
- The quarterly APRA-Metro DC newsletter, containing information about upcoming programs, recent events, research articles, Internet search tips, new member listings, and job openings in development research and related fields; and
- A copy of the most recent APRA-Metro DC Membership Directory, currently available in print format.



**P.O. Box 77205**

**Washington, DC 20013-8205**