

Approximately one out of every seven children featured in the program has been recovered.

How was this amazing success possible? First, a bit of background about ADVO's business. In delivering its advertising circulars, ADVO utilizes a little white card that functions as the address label and is detached from the advertising package itself. Most of us probably wouldn't have seen much in those cards. But Vince Giuliano saw in those cards an opportunity. Because he realized that those cards reach a huge portion of the American public—today they are seen by over 150 million Americans living in more than 60 million homes every week, and reach another 13 million homes through ADVO's direct mail partners—he saw possibility. He saw in that huge distribution network an opportunity to help find America's missing and exploited children.

Mr. Giuliano developed a public service program through which ADVO printed the pictures of missing children on those address cards. The U.S. Postal Service is a proud partner with ADVO, having changed its regulations in 1985 to allow pictures and data provided by the National Center for Missing and Exploited Children to appear on the cards.

In addition to the obvious benefit of finding missing children, the program makes other contributions. The pictures of the missing children on the cards help raise public awareness and sensitivity to the problem of missing and exploited children. In addition, the program serves as a powerful deterrent to would-be abductors, to whom this program states, "You can run, but you can't hide." And, this program makes sure that no child is forgotten no matter how long he or she has been missing.

Accompanying Mr. Giuliano as he spoke to the Caucus was Krystle Bondello of Warminster, Pennsylvania. She is the living embodiment of the success of this program. She was abducted by her non-custodial father in 1993 and has been the subject of a nationwide search by police and the FBI. After no leads turned up in the case, Krystle appeared on one of the ADVO fliers which at that time reached 57 million homes.

Within a couple of hours of the deliveries of those cards, the FBI tracked her father to California and Krystle was ultimately recovered and reunited with her mother.

Because of so many success stories like Krystle's, this program has been widely and deservedly praised. It won the award of excellence from the Adam Walsh Child Resource Center on January 28, 1986. On July 23, 1987, President Reagan presented ADVO the Steuben Glass Tetrahedron, the most prestigious Presidential Award for Private Sector Initiatives. On September 24, 1987 he honored ADVO with the President's Child Safety Partnership Award.

President Bush and Congressional leaders celebrated National Missing Children's Day and the fifth anniversary of the program by honoring three "Unsung Heroes" for their role in helping to reunite missing children with their families with a Capitol Hill ceremony on May 25, 1990.

ADVO recently added an innovative enhancement to the program in hopes of recovering more missing children. It now targets its photo distribution to leverage the NCMEC's and the FBI's intelligence, when possible, on the likely whereabouts of a missing child. A photo can now be pinpointed to one of six regions in the country, or distributed nationwide over a six-week period.

If imitation is, indeed, the most sincere form of flattery, the folks at ADVO deserve to feel flattered. Other organizations—including several Members of Congress—have recognized the effectiveness of ADVO's program and are starting spin-off programs of their own. For example, my office recently began working with NCMEC and the New York State Missing & Exploited Children Clearinghouse to identify three children from my congressional district who are currently missing. Soon, the envelopes sent from my office will bear the photos of those kids in an effort to raise awareness and perhaps locate and recover them.

I want to take this opportunity to praise ADVO for its spirit of innovation and for caring enough to work to tackle this heartbreaking and seemingly intractable problem. I also want to commend the United States Postal Service, for amending its regulations to allow that creative spirit to flourish. The National Center for Missing and Exploited Children, The Adam Walsh Child Resource Center, and The Juvenile Division of the Department of Justice are all cooperating organizations and are also deserving of our thanks. Finally, I wish to commend and to thank all of the noble Americans who took it upon themselves to look at these cards and contact the authorities with information. Without this final ingredient of citizen participation, these amazing results would not have been possible.

HONORING THE FILIPINO COMMUNITY OF DELANO, CA ON THEIR 24th ANNUAL PHILIPPINE WEEK-END FESTIVAL

HON. CALVIN M. DOOLEY

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Monday, July 20, 1998

Mr. DOOLEY of California. Mr. Speaker, I rise today to honor an entire community in Kern County, California, at the Southern end of the 20th district. For twenty-four years, the unique Philippine Weekend Festival has been a way for the Filipino community of Delano to celebrate their culture and traditions over three full days.

The festival is the largest Filipino cultural event held in the state of California, attracting over 10,000 people each year. Founded in 1975 by members of the Filipino Athletic League in Delano, the concept sought to bring community unity to the local Filipino populations: the manongs, or island-born, the mestizos, or U.S.-born, and the younger new immigrants in addition to already established and emerging Filipino organizations.

Today, twenty-four years after its grassroots beginnings, a formal board of directors and two standing committees (the Philippine Weekend Committee and the Filipino Athletic League) oversee the more than twenty events which make up the celebration. A dynamic mix of young and old, male and female, rich and poor, gather together in an annual show of driving energy and creativity to celebrate Kern County's rich Filipino heritage.

I am proud to be able to attend this remarkable event this year, as I have in years past, to join in celebrating the Filipino culture and traditions, and to take part in helping to keep those traditions alive. The Filipino community of Delano, and all across the San Joaquin Val-

ley, is to be commended for their hard work on continuing to sponsor this wonderful event, and their profound sense of community strength and cultural unity. Congratulations on the 24th Annual Philippine Weekend Festival, and may there be many more to come!

HONORING ADMIRAL THOMAS T. MATTESON

HON. GARY L. ACKERMAN

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Monday, July 20, 1998

Mr. ACKERMAN. Mr. Speaker, I rise today to honor RADM Thomas T. Matteson, USMS, who, on July 21, 1998, will retire from the position of Superintendent of the Merchant Marine Academy (USMMA) after a total of 41 years of federal service to our nation.

While others might have sought permanent retirement after 36 years of active duty in the Coast Guard, RADM Matteson chose to continue to serve America at the United States Merchant Marine Academy. RADM Matteson was on the bridge for five years navigating through perilous and uncharted waters. As he quickly became familiar with the dynamics of the vast maritime and intermodal transportation industry, he strove to ensure that the USMMA's program produced graduates that would serve America's global economic and defense needs.

His time as Superintendent has not been easy. Early in his command he faced the possible closure of the Academy. Congressional action resolved this issue at the same time that RADM Matteson ensured the Academy received its ten-year accreditation. In addition, tight federal fiscal policy required good and sometimes creative stewardship to ensure the effects of level funding did not adversely impact the Academy's academic program.

During his tenure at the Merchant Marine Academy, Admiral Matteson strove to create a better learning and personal environment for the midshipmen. His guiding hand enhanced the curriculum by creating the new Shipyard and Engineering Management, and Intermodal Transportation majors, and by planning the evolution of a trimester system. Along with his wife Dottie, RADM Matteson strengthened the bond between the Academy's leadership and the regiment by personally cooking hundreds of meals in his home for the future leaders of America, the academy's midshipmen.

By traveling around the country to meet with the Academy's alumni body, RADM Matteson discussed the needs of the Academy and supported the need for the Alumni Associations Superintendents Campaign for Excellence, an endowment campaign to fund academic excellence, curriculum development, new technology and learning systems, and leadership training at the United States Merchant Marine Academy.

Today, thanks to the devotion of RADM Matteson, the United States Merchant Marine Academy continues to be the most cost-effective federal academy, whose graduates serve our nation for many years beyond their required commitment. Therefore, Mr. Speaker, I ask my colleagues in the House of Representatives to rise and join with me today in wishing RADM Matteson and his wife fair winds, following seas, a joyous retirement.