



Deanna Tryon
CHIEF OF PROTOCOL
SILICON VALLEY OFFICE
OF PROTOCOL

Silicon Valley Chief of Protocol Deanna Tryon was born in San Francisco and raised in nearby Los Altos Hills. She graduated from the University of San Francisco with a Bachelor's degree in Government, after which she moved to the Los Angeles area and worked in local government and protocol. Tryon received her Master's degree from Harvard University, and continued to work in protocol for many years. She held positions with both the City and County of Los Angeles Offices of Protocol. She returned to Silicon Valley to help provide business and government agencies with assistance in protocol-related matters. In Silicon Valley, Tryon is presently working to bring diverse groups together to achieve mutual goals.

Silicon Valley Welcomes New Protocol Office

WHEN DEANNA TRYON FIRST STARTED REACHING OUT to Silicon Valley businesses and government agencies in early 2014, the response was frequently some variation of “what took you so long?”

As the first Chief of Protocol for the new Silicon Valley Office of Protocol, Tryon was appointed to help the 43 cities, five counties, myriad city/county agencies, businesses and advocacy groups that, up to that point, had often been unsure where to turn for answers to their questions on the finer points of protocol. Silicon Valley had been notoriously averse to conventional modes of doing business during its early, formative years, but had recently been learning that the time-honored rules developed to facilitate public interaction carried significant benefits for all concerned.

A group of local leaders formed the non-profit Silicon Valley Office of Protocol (SVOP) with the stated purpose of filling a need that is normally met by official government agencies. Some even referred to the new office as “a Silicon Valley startup in protocol.”

“Now that people know we are here, we have been inundated with requests,” Tryon reported.

In just the last few months, SVOP has: provided briefing papers to local mayors and other elected officials traveling abroad and greeting visiting delegations; provided advice on flag etiquette and orders of precedence; assisted in arranging tours of local social media companies such as Facebook and Pinterest for a group of local Consular Officers who formed a social media working group; and has provided guidance on gifting to a State government agency. Tryon is currently working with executive staff at Norman Y. Mineta San Jose International Airport to provide cultural sensitivity training for each employee group in advance of the initiation of non-stop air service from San Jose to Beijing, China with Hainan Airlines.

After the successful and informative tours of Facebook and Pinterest headquarters, Oleksandr Krotenko, Consul of Ukraine, thanked all involved, and called the event “an amazing experience.” Tryon is clearly pleased with her office’s progress, as well as the feedback she has been receiving from the diplomatic community. Before accepting the position, Tryon’s experience in the field had been lengthy, but mostly at the support level. She worked as an Information Officer for the British Consulate-General in Los Angeles, the City of Los Angeles Office of Protocol under Mayor Richard Riordan, and then spent many years with the Los

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Tryon with then-Prince Felipe at Los Angeles City Hall during an Official Visit to Los Angeles

Angeles County Office of Protocol, an office which served a region of over four million people. While Tryon was with the City of Los Angeles, she played a significant role in an ambitious public/private partnership sponsored by the Mayor's Office of Economic Development.

"Los Angeles County is home to the second largest Consular Corps in the United States, and Deanna was involved at all levels of our office operations for many years," said Lourdes Saab, Deputy Chief of Protocol for the County of Los Angeles. "Deanna had a natural instinct for the subtleties of protocol – we all miss her very much, but we know Silicon Valley is lucky to have her," Saab added.

Tryon returned to the San Francisco Bay Area/Silicon Valley after many years in Los Angeles. She was born in San Francisco and raised in nearby Los Altos Hills. She grew up during the "golden age" of Silicon Valley among the founders and CEOs of the Valley's largest and most influential corporations. Tryon graduated from the University of San Francisco with a Bachelor's Degree in Government, and later received her Master's degree at Harvard University. Tryon's Master's Thesis showed an early commitment to the importance of protocol in public life - "Protocol for the 21st Century: Establishing Orders of Precedence for State and Local Government Officials" is still being used in protocol offices nationwide.

Tryon is now overseeing a small but dedicated staff and volunteers, and is looking forward to working with many more members of the Consular Corps. Her advisory board is growing with business and political leaders who want to help Silicon Valley navigate international business and government relationships without lapses in accepted protocol practices. The services being provided by her office are free of charge to both government and private entities.

"During my many years with the Los Angeles County Office of Protocol, I helped arrange activities for the Consular Corps, large and small – from Consular Corps Ladies Luncheons to the Annual Consular Corps



HRH Prince Charles with Tryon and a group of Los Angeles dignitaries during a reception at the Official British Residence. Prince Charles was on an official visit to Los Angeles for the UK/LA Festival

Golf and Tennis Invitational, a large and well-attended event that brought civic and business leaders together with the Consular Corps," Tryon stated for the Consular/Diplomatic Forum. "I hope to continue this type of activity in Silicon Valley. Some of my most enjoyable personal and professional experiences included members of the Consular Corps – some of the most fascinating, educated, well-traveled, and fun people to be around."

The Consular/Diplomatic Forum looks forward to seeing Protocol "best practices" becoming a more significant priority for Silicon Valley in the future. ■