



FRONTLINES

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Members of the USAID-supported Ruwwad Youth Corps, which helps communities in the West Bank, took their photography training to the streets. See pgs. 8-9 for a display of their work.



This man is one of many images recently captured by young Palestinian photographers in the West Bank.

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Fore Brings First U.S. Aid into Burma

Ten days after a devastating cyclone hit Burma, also called Myanmar, killing between 63,000 and 100,000 people and leaving more than 2 million in need of shelter, food, water, and health care, Administrator Henrietta H. Fore flew into the capital, Rangoon, on the first U.S. relief flight.

The cargo of bottled water, blankets, and anti-malaria mosquito nets was the first U.S. assistance to enter the country after the military-controlled Burmese government allowed international assistance to flow into the country after international concern and diplomatic pressure. Fore, along with Adm. Timothy J. Keating, commander of the U.S. Pacific Forces, met with senior Burmese officials at the airport in Rangoon, also

see **BURMA** on page 14 ▶



U.S. Air Force Senior Airman Daniel L. Mortensen secures a pallet of supplies in a C-130 Hercules aircraft in Utapao, Thailand, on May 12. The aircraft was headed to Burma as part of Joint Task Force Caring Response after Tropical Cyclone Nargis.

Lance Cpl. Robert A. Harding, U.S. Marine Corps.

Afghan Jobs, Vocational School Counter Insurgents

Since USAID built the 100-kilometer road from Jalalabad into embattled Kunar Province in 2004, the Northeast Afghan region has been transformed by shops, gas stations, and jobs, said the former commander of the Provincial Reconstruction Team (PRT) in Asadabad.



Navy Cmdr. Larry Legree, right, with interpreter Noor Mohamed during opening of a PRT-built bridge along the Pech Valley road. The bridge brings commerce and trade to a previously isolated region.

Master Chief Jesse Stohower, Asadabad PRT

“Kunar was the most embattled province in Afghanistan—it was a bad part of town,” said Navy Commander Larry LeGree, former commander of the Asadabad PRT, to a group of Afghan specialists at USAID headquarters April 29. But by meeting with tribal leaders and hiring local youths, his team was able to reduce attacks and win local support.

A new vocational school opened in Asadabad in March, initially built with U.S. military funds, but staffed and supported by USAID in an interagency partnership. It trains young men in construction and other skills needed by the new economy—skills that pay more than the \$5 per day the Taliban pays to recruit militants, said LeGree.

see **AFGHAN** on page 15 ▶

State Department Honors Granville

Following a formal military honor guard procession, Deputy Secretary of State John Negroponte laid a large floral wreath May 2, as two new names were unveiled on the Department’s honor roll for Americans slain in the line of duty—one being USAID’s own John Granville.

“They left a legacy of dedication” that will inspire those who walk through these halls, Negroponte said during a ceremony in the State Department lobby.

Granville was slain by an unknown gunman Jan. 1 in Khartoum, Sudan, along with his driver, USAID Foreign Service National Abdelrachman Abbas Rahama.

Granville’s name was unveiled along with that of Steven Thomas Stephani IV, a 28-year-old U.S. Forest Service employee killed in October in Ghazni, Afghanistan, while working on a Provincial Reconstruction Team.

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INSIDE DEVELOPMENT

WHAT THEY ARE SAYING ...

A column devoted to what our partners and others in the field of foreign assistance are saying about development.



Rep. Howard L. Berman (D-Calif.)
Chairman of the House Foreign Affairs Committee

Opening remarks at an April 23 hearing:
“Foreign Assistance Reform in the Next Administration:
Challenges and Solutions”

I would very much like to welcome our expert panel of witnesses to the committee today to discuss the daunting task that the next Administration and Congress faces—the reforming and rationalizing of the U.S. foreign assistance system.

It is painfully obvious to Congress, the administration, foreign aid experts, and NGOs alike that our foreign assistance program is fragmented and broken and in critical need of overhaul. I strongly believe that

America’s foreign assistance program is not in need of some minor changes, but, rather, it needs to be reinvented and retooled in order to respond to the significant challenges our country and the world faces in the 21st century.

This year, our committee will review our foreign assistance program to look at what actions are needed to achieve coherency and effectiveness in the U.S. foreign assistance framework. We will hold a series of hearings on various aspects of foreign assistance reform such as rebuilding U.S. civilian diplomatic and development agencies, the role of

the military in delivering and shaping foreign assistance, and improving America’s image around the world.

These efforts will help inform this committee on the direction that Congress and the next Administration should take in reforming U.S. foreign assistance. Many experts are calling for a partnership between Congress and the next Administration to come together and work on improving our foreign assistance programs. I’m committed to this partnership and will do everything I can to ensure that it yields results.

Next year, our committee intends to reform and rewrite the Foreign Assistance Act of 1961. That bill has not been reauthorized since 1985. This antiquated and desperately overburdened legislation—over 500 pages long—doesn’t adequately provide the flexibility and necessary authorities for our civilian agencies to tackle global extremism, poverty, corruption, and other threats to our long-term national security goals.

As Congress and the next Administration come together on rewriting this legislation, we must give greater attention to core development programs, particularly basic education,

child survival, maternal health, cultural exchanges, and agricultural development programs.

Recently, there have been a few stark examples of poorly performing programs which have resulted in waste, fraud, and abuse, such as the U.S. reconstruction programs in Iraq and Afghanistan. Our foreign assistance programs have also been crippled by a lack of resources, coordination, and a lack of critical capacity and authorities necessary to support such programs.

As a result, there has been an ad hoc effort to reform our foreign assistance programs through new programs, such as the Millennium Challenge Account, new mandates, and more congressional and administration directives. I welcome the effort to better coordinate our foreign assistance programs and to make those programs more accountable by providing merit-based assistance to good performing countries through the Millennium Challenge Account; however, I am concerned that these efforts merely provide a stop-gap to the problems which require broad-reaching and long-term solutions. With over 10 cabinet departments and over 15 sub-cabinet positions and

independent agencies involved in implementing foreign assistance, our system has become plagued with poor oversight and accountability, and a lack of meaningful coordination and coherency.

And I’m also concerned by the Department of Defense’s rapid encroachment into foreign assistance. Astonishingly, the proportion of DOD foreign assistance has increased from 7 percent of bilateral official development assistance in 2001 to an estimated 20 percent in 2006. DOD activities have expanded to include the provision of humanitarian assistance and training in disaster response, counter-narcotics activities, and capacity-building of foreign militaries. These activities should be carried out by the Department of State and USAID. The military is overburdened and overstretched and they must focus on the security threats facing our nation. While the civilian agencies should coordinate their activities with the military to ensure coherency of effort, we should no longer rely on the military to be the diplomatic and development face of America around the world.

I’d like to again welcome our witnesses today, who will

address the various challenges facing the U.S. foreign assistance structure and their recommendations for moving forward in the next Administration. I’m looking forward to hearing the witnesses’ assessment of the current system and the organizational and legislative obstacles facing the current system and their recommendations for organizational and legislative reform—specifically, should Congress and the next President merge USAID completely into the Department of State, or should we upgrade USAID to a cabinet-level Department for Development, or maintain the status quo? What should a foreign assistance reauthorization bill look like? And I’d also like our witnesses to answer the question—how do we balance our national security objectives with our development goals in our foreign assistance programs? Or, are they mutually reinforcing? In addition, what role should the U.S. military play in providing foreign assistance? How do you propose to improve the capacity of U.S. civilian agencies to respond to the challenges of the 21st Century? ★

Officials Call for Greater Collaboration at 2008 Education Summit

WASHINGTON—Leaders of nearly 200 colleges and universities from across the globe met here April 29 and 30 with business executives, foundation heads, and government officials for the Higher Education Summit for Global Development.

The event, hosted by USAID and the U.S. Departments of State and Education, aimed to strengthen the role institutions of higher learning play on the global stage and highlight ways businesses can play a part with

their money and expertise.

The summit included a day-long series of workshops at the State Department and two major announcements.

USAID agreed to spend \$1 million on the Africa-U.S. Higher Education Initiative. The Agency is partnering with the National Association of State Universities and Land-Grant Colleges on this initiative, which will encourage collaboration between colleges in Africa and the United States in the areas of agriculture, health

care, science, technology, primary and secondary education, business, and other disciplines. The Bill and Melinda Gates Foundation is adding another \$100,000 in grants to the college association as part of the initiative, targeted to building up agriculture education at African universities.

The Agency also signed an agreement with the National Science Foundation (NSF) to work together on scientific research projects in developing

countries. NSF supports U.S. research in science and engineering, and provides funding for approximately 20 percent of basic research at U.S. colleges. NSF Director Arden Bement said solving the problems of climate change, biodiversity, and other issues that are hounding the planet will require the next generation of scientists—in the United States and abroad—to be well trained.

“Our combined resources will build stronger partnerships

between our science community and the science communities in developing nations,” he added.

USAID officials hope the 2008 summit spurs colleges and universities to bring their resources to bear on social and economic development, rebuilding countries, and reducing poverty.

University and corporate leaders at the event linked attaining a higher education to the growth of civil society and

see **SUMMIT** on page 11 ►

MISSION OF THE MONTH



These students in Bong County, Liberia, study by candlelight. They are part of the Accelerated Learning Program in the country, an effort to compress several years of education for older students who missed school during Liberia's civil war.

Garyfox Gaylor/Creative Associates International Inc.

LIBERIA



and supplies through the President's Africa Education Initiative. The support is helping Morgan break a gender barrier and serve as a role model—in Liberia teaching has been a predominantly male profession.

Results

Today, the President's Education Initiative and USAID assistance to education in Liberia now average over \$20 million a year.

All told, LTTP has reached 1,500 teachers with training, and this summer begins pre-service and in-service training programs to meet new Ministry of Education standards. A Peace Corps response team will join the trainers.

In tandem with the teacher training, USAID's Liberia Community Infrastructure Program restored two major rural teacher training institutes, accommodating up to 700 trainees.

ALPP instructors have reached 11,000 students, including ex-combatants, with literacy and numeracy skills, and life skills for students between the ages of 18 and 35. Six Learning Resource Centers for ALPP teachers are operating around the country. In 2008, Liberia's accelerated learning population should reach over 40,000.

Liberians who studied in the United States exemplify another dimension of the U.S.-Liberia tie—whether at the helm of the University of Liberia or the Children's Assistance Program, a faith-based NGO. The hope is they will inspire others in the United States to join the public and private partners in education in Liberia.

"Nothing sums up the new Liberia better than its approach to education" asserted President Bush after hearing the success stories. ★

trainer by the Liberia Teacher Training Project (LTTP). Gargli told of traveling to hard-to-reach areas in Liberia's northernmost county to coach 54 volunteer teachers. LTTP began reviving school instruction with short-term teacher training. It now provides longer, formal teacher training, curriculum development, and organizational support to the University of Liberia Teachers' College.

Moses Kwalula, 15, quit school because he was embarrassed that he was in the same grade as his baby sister. He had lost too many years to the war. The Accelerated Learning Program Plus (ALPP) allowed him to complete six years of primary school in only three years. Moses is now in junior high school and talks of going to college.

ALPP trains instructors in the accelerated learning methodology and curriculum, and how to use learner-centered techniques to motivate over-age students. A radio program is being developed to reinforce ALPP teacher training. Students, teachers, and parents work together to improve the school community environment.

Edna Tolbert, a sixth grader, and Ellen Suah, a fifth grader, both 14, received Ambassador's Girls Scholarships administered by a U.S. NGO and two Liberian non-profits. Without the scholarships, girls like Edna and Ellen are often forced to leave school and contribute to family income by selling coal or potato greens in the market; others become abused or pregnant teens.

Gulian Morgan, 42, is a principal and teacher at a demonstration school that received desks

By Nena Terrell

Challenge

Fifteen years of conflict between 1989 and 2003 left Liberia's education system in tatters and students behind by years in their schooling. Armed groups commandeered and looted schools and campuses.

Today, approximately 65 percent of teachers have had no access to formal teacher training—and many of them do not have a high school diploma. Volunteers, some barely literate, fill in for the depleted ranks of qualified teachers as children cram into makeshift seating. After dark, students read by candlelight or under the rare street lamp. The country's electric power was another casualty of war.

An entire generation of young Liberians has lived more years in times of war than peace. Idle and unskilled youth need training, work, and qualified teachers and administrators to make up for the lost years. If the youth do not have skills to earn a living, the country's peace and development could be stalled.

Innovative Response

An education partnership between the United States and Liberia has used a mix of formal and non-formal education approaches. Some of the participants in programs funded by USAID and the President's Education Initiative told their stories during a state visit by President Bush in February.

Aberdeen Gargli, 55, is a teacher transformed into a

INSIGHTS

FROM
HENRIETTA H. FORE



On April 21, I joined representatives of 33 donor countries in Kabul to discuss improvements in donor coordination and aid effectiveness in preparation for the release of the Afghanistan National Development Strategy and the upcoming Paris Support Conference for Afghanistan scheduled to take place June 12.

The Afghanistan National Development Strategy is a comprehensive and ambitious document, reflecting the serious challenges to Afghanistan's development. It places top priority on improving security and establishing the rule of law as key prerequisites for effective democratic governance and sustainable, poverty-reducing economic growth. The next spending priorities are infrastructure—particularly roads—followed by power and water management.

In closing remarks at the Afghan Foreign Ministry, I summarized take-aways from the day's discussion and used the opportunity to lay out a set of concrete proposals to increase the effectiveness of U.S. assistance and improve donor coordination.

The proposals include:

- ▶ direct capacity building efforts to the private sector and civil society as well as to the public sector
- ▶ increase joint decisionmaking and action within ministries by involving ministry staff in program design, procurement, monitoring, and evaluation
- ▶ focus U.S. assistance on sectors and regions where the United States has a comparative advantage
- ▶ establish incentives for U.S. contractors to hire Afghans in key positions in order to ensure a clear understanding of the needs and reality on the ground and to improve senior management capabilities in Afghanistan
- ▶ purchase core products and services locally and regionally
- ▶ scale up contributions to the Afghan Reconstruction Trust Fund after reviewing the World Bank assessment of its performance, and work with national and international partners to make the Trust Fund more effective and sustainable, and
- ▶ deliver support directly to qualified ministries through the Ministry of Finance. As a first step, direct support will be delivered to ministries that have received a positive assessment by a USAID procurement and financial management team. A pilot program to directly support the program of the Ministry of Public Health, with other ministries to follow, is in the works.

Minister of Finance Anwar-UI-Haq Ahady enthusiastically welcomed the proposals to increase direct sector support and procure locally, and stated that he was very pleased that the United States was taking a strong leadership role on aid effectiveness. His support of our efforts was reiterated by our sister development agencies, including strong endorsements from my counterparts in Great Britain and Canada.

The forum concluded with a press conference, attended by more than 50 representatives of local and international media, that was widely covered by the Afghan electronic and print media. ★

GLOBAL DEVELOPMENTS

BRIEFS

Bush Releases \$200M for Food Aid as Prices Climb

President Bush ordered the release of \$200 million in emergency aid April 14 to supply food in countries where rising prices have hit and sparked violent protests.

The move comes one day after the president of the World Bank, Robert Zoellick, called on the international community to act urgently in helping needy people. Haiti, Egypt, and the Philippines are among the countries facing civil unrest because of food prices and shortages.

Bush ordered the sale of \$200 million worth of grain from a food reserve known as the Bill Emerson Humanitarian Trust. Those funds will be used by USAID to purchase emergency food for assistance to developing countries.

White House press secretary Dana Perino said the move will help address the impact of rising commodity prices on U.S. emergency food aid programs.

"The president's raised the issue with his national security advisers and he's asked State [Department] and USAID to look at what can be done in the near term," she told reporters.

Perino noted the United States already is the largest provider of food aid in the world. The United States delivered more than \$2.1 billion of food aid to 78 developing countries in 2007, she said.

U.S. Takes Over New Baghdad Embassy

The United States has taken ownership of the new American Embassy in Baghdad's Green Zone—the largest U.S. Embassy in the world—the State Department said April 14. The building cost \$736 million and will house USAID offices as well

as diplomatic staff. Physical moves into the new space will take place in late May or early June.

The new embassy holds fortified working space for 1,000 people and living quarters for several hundred on a 104-acre site. It will replace the current embassy quarters in a Saddam Hussein-era palace.

Haiti's Prime Minister Fired During Food Riots

Haiti Prime Minister Jacques Edouard Alexis was fired by the Senate after at least six people were killed in April in a week of unrest that spread from Les Cayes to the capital, Port-au-Prince, and other cities. Five of the deaths occurred in Les Cayes, where rock-throwing protesters clashed with U.N. peacekeepers and looted businesses and food warehouses.

The Senate blamed Alexis for failing to increase national food production and lower the cost of living.

President Rene Preval nominated a possible successor, Inter-American Development Bank senior adviser Ericq Pierre, April 27. He must be ratified by parliament.

Global rising food prices hit Haiti especially hard since it is the poorest country in the Americas. Haiti imports most of its own food, and 80 percent of its people get by on \$2 a day.

"When you have that kind of fragility based on poverty, you face tremendous upheaval when you have price increases. There's no margin in Haiti," said Johanna Mendelson Forman, a senior associate at the Center for Strategic and International Studies, according to *The Associated Press*.

Bird Flu Case Caused by Deadly Strain

South Korea slaughtered 1.3 million birds in the southwest of the country to control a fourth

outbreak of H5N1 bird flu virus in mid-April.

Earlier in April, South Korea reported its first case of H5N1 in more than a year. Since then, three more H5N1 outbreaks have been confirmed. Six further outbreaks were being tested for the deadly strain.

Quarantine workers slaughtered 470,000 chickens and ducks at 20 farms within a 1.8 mile radius of the site of the latest outbreak, according to Ryu Chul-hyuk, an official of the South Jeolla provincial government.

More than 1.3 million ducks and chickens have been slaughtered in April in H5N1 affected areas in the southwest. So far, the World Health Organization says 239 people worldwide have died from bird flu since 2003.

Cyclone Sidr Still Haunts Bangladeshis

MORELGANJ, Bangladesh—Five months after it lashed Bangladesh, Cyclone Sidr's scars are visible in parts of the country where it wreaked havoc, reported *The Peninsula* newspaper of Qatar.

Uprooted trees can be seen lying on fields and houses with new and shiny tin roofs speak of a hasty replacement job.

Now, people in subdivisions like Morelganj—a 90-minute drive from the town of Khulna and a ferry ride over the Baleshwar River—are trying to piece their lives together, rebuild destroyed homes, and simply make ends meet. The rise in the price of rice has added to their woes.

However, organizations like USAID, the World Food Program, CARE, and Prodipon (a Bangladeshi NGO), are trying to ensure that people do not go hungry.

Officials of the aid organizations, media, and U.S. Embassy officials visited Morelganj April 1 to witness actual food distribution. The group was headed by Gaddy Vasquez, U.S. ambassador to U.N. Relief Agencies in Rome. Once a month, people holding cards from the organizations

can pick up 20 kilograms of rice, 2.75 kilograms of a wheat-soy blend, 750 grams of high-energy biscuits, and two liters of vegetable oil. However, this is often not enough for residents of the area, who have large families to feed.

USAID will provide 90,000 tons of food aid worth \$67.8 million to calamity-hit Bangladesh in the current year, a statement said April 1.

Bangladesh is estimated to have lost 3 million tons of food, including rice and wheat—the country's second staple food—in the past year due to floods and Cyclone Sidr that hit the country's southern coast in November last year, *Reuters* reported.

The food aid will include wheat, yellow split peas, and vegetable oil for distribution among the Sidr-hit people and in flood prone areas in Bangladesh, a U.S. Embassy official said.

Retail prices of wheat, edible oil, and pulses have doubled over the last 12 months.

USAID has provided more than \$19 million in emergency funds to support relief and early recovery activities since Cyclone Sidr hit, killing 3,500 people and making millions homeless, the USAID statement said.

Banditry Cuts U.N. Food Supplies to Darfur

The U.N. World Food Program (WFP) said April 17 it will cut food rations by half for up to 3 million people in Darfur starting next month because attacks on its trucks have reduced stocks.

Sixty trucks under contract to the program were hijacked in Darfur this year. Thirty-nine trucks and 26 drivers are still missing. One driver was killed last month.

"Attacks on the WFP food pipeline are an attack on the most vulnerable people in Darfur," said WFP Executive Director Josette Sheeran. "With up to 3 million people depending on us for their survival in the upcoming rainy season, keeping WFP's supply line open is a matter of life and death."

An estimated 200,000 people have been killed and 2 million displaced from their homes by the conflict in Darfur since 2003. The Sudan government has been accused of arming and funding Arab nomadic militia fighters to suppress and drive out Darfur's ethnic Africans.

Some 2,000 tons of food is needed daily in Darfur to prepare supplies for the rainy season that begins in May.

North Korea Suspends Rations to Pyongyang

North Korea's government suspended rations to residents of the capital, Pyongyang, because of severe food shortages that may lead to mass starvation in the communist nation, an aid group said April 3.

Kim Jong Il's regime announced a six-month moratorium on rations in the city, where only members of the Workers Party are allowed to live, South Korea's Good Friends said in a newsletter, according to the *Bloomberg* news agency. Residents must rely on buying food or using their own stockpiles, the organization said.

North Korea, a nation of 23 million people, depends on outside aid, increasingly from China and South Korea, because of years of flooding, drought, and economic mismanagement. Food shortages killed as many as 2 million people during a famine in the 1990s, according to USAID. Soaring global rice prices are compounding North Korea's problems.

USAID Launches Pakistan Education Project

ISLAMABAD, Pakistan—Administrator Henrietta H. Fore and Federal Minister for Education Ahsan Iqbal on April 24 launched a \$90 million project to strengthen the basic education system in Pakistan.

"Pakistan's basic education system must earn the trust and confidence of parents that their children will receive quality education, and we want to help in

GLOBAL DEVELOPMENTS

DESIGNER HONORED FOR SENDING 300,000 WHEELCHAIRS TO NEEDY

building a system that delivers on its promises,” a statement from the U.S. Embassy quoted Fore as saying.

She said it was up to the government and people of Pakistan to define the country’s goals towards education and to mobilize the resources that may help turn such goals into reality, the *Daily Times* (Pakistan) reported.

U.S. assistance includes \$750 million in projects to support development in the Federally Administered Tribal Areas (FATA). Since 2002, USAID has provided more than a quarter of a billion dollars to reform and revitalize Pakistan’s educational system.

Angolan Courts Automate Case Management

Efficiency and transparency of the Angola court system have improved markedly after new computer software has allowed case information to be retrieved and court documents issued within minutes rather than hours.

The USAID-funded Commercial Law Development Program (CLDP) recently completed a three-year program in Angola that helped the Ministry of Justice to modernize the country’s judicial system. The program, coordinated with the U.S. Embassy in Luanda, designed and implemented customized software to handle the storage, flow, research, and distribution of cases and information.

CLDP worked with the Portuguese Justice Ministry and the Luanda Provincial Court on the project. The Portuguese Government donated the software for the program, valued at more than \$2 million. The Court has seen nearly a 50 percent increase in the speed with which cases are distributed to judges.

From news reports and other sources. ★

After Donald Schoendorfer witnessed firsthand the needs of the disabled in poor countries around the world, he left a successful career in the medical equipment industry to devote his life to designing and delivering wheelchairs for some of the most vulnerable people on earth.

“I have a small goal—20 million chairs given away free by 2010,” Schoendorfer said. Already, over 320,000 of Schoendorfer’s unique wheelchairs have been sent to 75 developing countries.

It all began 30 years ago on a trip to Morocco when he and his wife, Laurie, saw a disabled woman dragging herself across the road using her fingernails to pull herself along. The experience changed his life.

In his garage, Schoendorfer designed an inexpensive wheelchair from widely available parts. Using a resin patio chair and mountain bike tires, the design is engineered to withstand the rough terrain of rural settings. The group he founded—Free Wheelchair Mission (FWM), produces each wheelchair for only \$48.35.

Schoendorfer, president of FWM, was awarded the Above and Beyond Medal for Citizen Honors by former Secretary of State Colin Powell at a ceremony at Arlington National Cemetery March 25. Selected from among 4,000 nominees, Schoendorfer and two co-honorees are the first civilians to receive this recognition by the Congressional Medal of Honor Society.

The Free Wheelchair Mission is a new partner with USAID, having received its first cooperative agreement in 2007. Using USAID assistance, FWM will upgrade the wheelchair design, create and distribute a user manual, produce a second generation model, and distribute 12,100 wheelchairs.

Based in Orange County, Calif., FWM’s focus is to transform lives by restoring hope, dignity, and independence through the gift of mobility.

In 2006, The World Health Organization estimated that more than 65 million people in the developing world are disabled and in need of a wheelchair. By creatively partnering with indigenous and international humanitarian organizations, FWM strives to reach the poorest demographic of the global disabled community. These individuals are often confined in their homes, forced to crawl through life subjecting themselves to dangerous, unsanitary conditions, and unable to participate in the lives of their families and communities.

In Cochin, India, when a man received his free wheelchair, he told volunteers he had prayed daily for 52 years that someone would be kind to him, and this chair was the first time anyone had done anything for him, ever, *Reader’s Digest* reported in 2005.

In June 2008, the Free Wheelchair Mission will begin shipping the first of the 12,100 USAID-sponsored wheelchairs to Honduras, India, Ecuador, Viet Nam, Guatemala, Peru, and Chile. ★



A disabled child in Vietnam enjoys her first moments in a free wheelchair designed by Donald Schoendorfer (right center with moustache).



Former Secretary of State Colin L. Powell (right) awarded the Above and Beyond Medal for Citizen Honors March 25 to Donald Schoendorfer, who designed low-cost wheelchairs and distributed 300,000 of them free in developing countries.



Feliciano dos Santos at the Goldman Environmental Prize ceremony in San Francisco, April 14.

Mozambique Singer Wins Environmental Prize

By Chris Bonner

Singer Feliciano dos Santos, a winner of the 2008 Goldman Environmental Prize, sang some of his popular songs at USAID’s headquarters in Washington April 16 and told about his water sanitation work in Mozambique.

The Goldman prize is awarded each year to six grassroots environmentalists representing each of the six inhabited continents. The honor comes with a \$150,000 prize, and has been called the “environmental Nobel.”

Dos Santos’s work on clean water, sanitation, and hygiene mirrors efforts by USAID in Mozambique and other countries. During the visit, Kent Hill, USAID assistant administrator for Global Health, applauded dos Santos for using music to deliver messages about clean water to the public.

Dos Santos started the NGO, Estamos, to carry out projects in northern Mozambique—from

see **SINGER** on page 14 ▶

THE REGIONS

AFRICA

Malawi's Food and Beverage Industry Enters Global Market

DUBAI, United Arab Emirates—Three Malawi food and beverage companies came here in late February for their first Gulfood trade show and walked away with 300 serious business leads worth up to \$50 million.

Community Partnerships for Sustainable Resource Management (COMPASS II), a project funded by USAID in the East African country, worked to get the three companies to the 2008 Gulfood show, considered a must-attend industry event. Nali Ltd., Mulli Brothers, and Satemwa Tea and Coffee Estate developed trade leads for the dried peas, beans, groundnuts, rice, soybeans, sesame, sunflower seeds, spices, sauces, honey, coffee, and tea they produce in Malawi.

Edward Khoromana, assistant managing director of Nali Ltd. explained: "We've done shows in Paris, Germany, and Chicago, but Gulfood hosted the largest cross-section of buyers from all



Nali Ltd., Mulli Brothers, and Satemwa Tea & Coffee Estate set up shop at the 2008 Gulfood trade show in Dubai. Representatives from the three companies say the contacts they made at the trade show could be worth \$50 million in new business.

over the world, which has opened new markets for us."

"In the past, we've only exported regionally, but since attending the show our focus has become global and we're expanding to meet the demands of the orders," he added. "This means more jobs for Malawians

and more forex [foreign exchange] coming into the country, which will benefit everybody as traditionally Malawi is an importing nation."

Dubai serves as the largest trade hub of the region, and has become increasingly important in linking close to a billion consumers.

see **MALAWI** on page 15 ▶

ASIA



Pa Nei Sieng has transformed a backyard chore into a lucrative business with help from the USAID-funded Cambodia Micro, Small, and Medium Enterprise project. Now she's advising her neighbors how to expand their businesses.

Cambodian Farmers Use Value Chain to Expand

By Tath Bunheng

KAMPONG CHAM, Cambodia—Just as she does every morning, Pa Nei Sieng awakes to the roosters crowing. It is 4:30 a.m., and the sky is inky black in rural Kampong Cham province in eastern Cambodia. Pa is a pig farmer, and there is much work to do. She has to clean the sties, rinse the pigs, prepare their feed, and check for disease—all before breakfast.

Little has changed in Pa's morning routine over the years—with one crucial exception. Just a few short years ago, she was doing these chores to support a mere five pigs. She earned \$300 per breeding cycle. Now, she has nearly 80 pigs and earns \$5,000 to \$6,000 per cycle. Pa attributes

this success to participation in the USAID-funded Micro, Small, and Medium Enterprise (MSME) project.

"I may be busier now, but my work is actually easier in many ways," she says. "Instead of feeling frustrated, I know what to do or where to go for advice."

The MSME project uses the value-chain model, an approach to economic development that is being used for the first time in Cambodia, to connect and strengthen all levels of an industry supply chain. This approach calls for improved markets, financing, sanitation, feed supply, breeders, and other links that speed production, sales, and growth. As a result,

see **CAMBODIA** on page 14 ▶

MIDDLE EAST

Water Reforms Ripple Through Jordan

AMMAN, Jordan—As one of the most water-poor countries on the planet, Jordan's water services, until recently, were controlled by one large centralized utility. Service was slow and poor, access was limited, and 30 to 50 percent of the water was lost during distribution.

But within the last decade, the government has adopted a system of reforms to break apart the old, ineffective utility giants and establish decentralized local companies that use modern business practices. These reforms have generated greater revenue, improved customer service, and tightened control of the water supply, preserving this scarce natural resource.

In 2004, with full financing by USAID, the Aqaba Water Company (AWC) took over water service operations in the Aqaba governorate with the goal of building a model for a technically advanced and financially efficient local utility company that would enhance service and investment in this rapidly growing region.

To begin, AWC tackled two historically problematic areas: maintenance and customer service. One issue requiring immediate attention was water

loss, a problem at the root of higher prices and waste. Under AWC's new system, five technical teams monitor the water distribution systems around the clock to immediately catch breakdowns in the system. The teams have been able to closely control distribution and greatly reduce the response time for repairs.

Most maintenance needs are now resolved in less than an hour and AWC receives fewer customer complaints. This frees up their staff to focus on providing better service in other areas such as faster connections for new subscribers. New subscriptions rose last year by 24 percent.

To safeguard the water quality—water in this area originates underground and provides the purest drinking water in the Kingdom—AWC increased the frequency of sampling and testing, exceeding required industry standards. Since 2004, there have been no cases of pollution found in water reservoirs or throughout the entire distribution system.

After investing in video technology, the company can now routinely check on the wastewater collection system

see **JORDAN** on page 14 ▶



The Aqaba Water Company has enhanced services for subscribers in Jordan by increasing the number of customer service agents.

LATIN AMERICA & CARIBBEAN

El Salvador Firm Visualizes 3D Future for Design Services

SAN SALVADOR, El Salvador—Espacios Digitales (Digital Spaces) is a small design and architecture firm founded here in 1997 with a vision—providing a link between graphic design and visual architecture.

With support and assistance from USAID, the business has grown from a one-man startup to a company sought after by international firms to produce digitally animated, 3D renditions of architectural projects. These are the drawings that help visualize what a new office tower or other structure will look like before anyone pours a foundation or secures the first crossbeam.

The Agency works through its Export Promotion Program in El Salvador to develop market sectors and identify niches of higher-added value where the country's entrepreneurs can be competitive. Espacios Digitales is one of several companies helped

through the program, which is now in its second phase. Since it began five years ago, the program has worked to increase exports by \$42.1 million; create 3,000 new jobs at small and medium enterprises; and train 1,500 businessmen, government officials, and private-sector professionals.

Espacios Digitales is one of the program's success stories.

"Although this is a small export market sector, the help of USAID to talented professionals in this field can showcase their abilities and promote El Salvador as a design and innovation hotbed for international clients and projects," said Phil Roark, chief of party for Nathan MSI, a USAID contractor working on the effort.

The USAID-supported Salvadoran Design Association invited Espacios Digitales to join in November 2003. With that group's support, Espacios Digitales began to attend international trade fairs.

Beginning with the Graphic Design Fair in Berlin, Germany, in October 2004, the company has subsequently attended various fairs in the United States and Europe. At Siddgraph Fair 2006 held in Boston, Mass., a U.S.-based architectural company hired Espacios Digitales to build a 3D model of a shopping center in Boston.

This project was successfully completed, and the same company contracted with the San Salvador firm to develop a 3D rendition of a 63-story apartment building in New York City.

At this year's Siddgraph Fair, Espacios Digitales closed a deal to develop a 3D model of a project on Long Island, N.Y., consisting of eight buildings, including a hotel and stadium.

Espacios Digitales exported its first 3D design in 2005 to Guatemala and has since exported approximately \$35,000 in design services, including graphic design and



USAID supports Espacios Digitales to export design and architectural services to companies in the United States. Exports of visual animation of architectural projects is a design service with growing potential for the El Salvador market. International architecture firms seek new talent to develop and construct these animated presentations for their real estate clients.

architectural blueprints, principally to the United States. In addition, Espacios Digitales grew from a one-person enterprise in 1997 to employing seven people in 2007.

CEO Julio Yanes credits USAID's Export Promotion Program with "opening my eyes and helping me realize the worldwide business opportunities available." ★

EUROPE & EURASIA

Kosovo's Media Gains Independence

PRISTINA, Kosovo—After a long and often troubled century under Belgrade's control, culminating in an armed conflict between Serbia and NATO, followed by U.N. administration, a newly independent Kosovo emerged with its media reborn.



KTV journalist Plator Avdiu and cameraman Arben Llapashtica work with trainer Martha Dixon on interview and camera techniques to improve their reports during a hands-on training session. USAID has worked with the Kosovar media, especially the independent television stations, to make their reports more professional and more visually engaging.

A profit-making transmission network, independent television stations, professional news reporting, and good laws are adding up to a media that can help the economy grow and can enhance Kosovo's democratic functioning by keeping its citizenry informed.

USAID/Kosovo has for nine years been a major force behind this transformation. May marked a milestone when the Kosovo Terrestrial Transmission Network (KTTN) transformed from a donor-dependent NGO to a shareholder-owned company.

KTTN received the first U.S. media assistance provided after

the end of the NATO-led bombing campaign against Serbian forces in Kosovo, which had destroyed all communications towers. Funding from USAID and other donors built 10 towers that now broadcast signals reaching more than 70 percent of the population via television and 90 percent of the population via radio in Kosovo.

At the same time the physical infrastructure was being built in 1999-2001, Kosovo's first two private television stations, Kohavision (KTV) and RadioTelevision 21 (RTV21), were on the air along with a public broadcaster.

"The donors who built KTTN created something from nothing after the war," said KTTN Chief Executive Arta Fetiu.

"Now we can move on and our new status as an LLC [limited liability company] will allow us to function as a proper business, free from donors and able to attract new investors and compete strongly in the marketplace."

Overall, news in Kosovo is being reported with increased professionalism, and the country's new constitution (see sidebar) will protect media freedom through several laws.

see **KOSOVO** on page 14 ►

Kosovo—World's Newest Country

The Republic of Kosovo became the world's 193rd country when it declared its independence on Feb. 17. As of early May, 39 countries, including 19 European Union members and the United States, have recognized Kosovo. The Constitutional Commission presented the proposed constitution to President Fatmir Sejdiu on April 7. Kosovo's Assembly adopted the constitution two days later, with June 15 as the date it will come into effect. The U.S. Office in Kosovo's capital Pristina became an embassy on April 8. USAID's mission in Kosovo opened July 1999.

FOCUS ON PALESTINE

PALESTINIAN PHOTOS CAPTURE BEAUTY AND CULTURE INSTEAD OF CONFLICT

The photographs of elderly people, buildings, and nature taken by young Palestinians during a USAID-sponsored photography class are filled with the beauty, compassion, and art that are the common heritage of all cultures.

The display in the USAID headquarters in April showed an aspect of the West Bank that rarely makes the newspapers and television news, which are too often filled with violence and accusations.

“With the help of our trainers, we recorded our feelings... from Hebron... from Jenin... from Beita... we went looking for everything, our lenses in our hands,” said a statement by the photographers.

“We still move through the streets and alleys but now our thoughts talk through our eyes and cameras ... beautiful pictures, horrible pictures, moments we live every day but don’t notice until we freeze them on film. This is Palestine through our eyes: Palestine through the eyes of youth.”

Ahmad Omeir, 24, a member of the USAID-supported Ruwwad Youth Corps in the West Bank that runs the class, said: “I’m one of the people who believe we should move forward as Palestinians. Politics won’t get us anywhere. All the negotiations by the big leaders took us nowhere.”

“The only thing is to serve our country, where we find love and life and people who support you.”

He was one of six young people from the group brought



by USAID to Washington to display some of the photos taken by the Ruwwad class and to talk about the efforts of the group.

The aim of the trip was to inspire and educate the moderate young Palestinians so when they returned home, they could organize other youth with moderate inclinations to join positive activities. These include breast cancer awareness and photography training with local media outlets as well as community needs assessments all over the West Bank to determine which local projects can improve the lives of people.

Already 1,000 Youth Corps volunteers have tackled projects such as painting and renovating 155 schools, cleaning villages, and organizing people for self-help activities.

One recent Ruwwad project involved preserving the Palestinian cultural heritage before it disappears. The group made a DVD recording with pictures of traditional garments, musical instruments, and photos of historical sites and Palestinian daily life.

“I believe it’s our duty,” said Omeir. “I believe peace is possible anywhere.” ★



Photography by Youth Volunteers from the USAID-funded Ruwwad Youth Program. The photographers come from Hebron, Nablus, and Jenin.

FOCUS ON PALESTINE



RUWWAD VISIT TO U.S.

Six Ruwwad Youth Corps delegates from the West Bank brought by USAID to the United States spoke at the annual National Youth Leadership Conference in Minneapolis, where their main message was that Palestinian youth can and do act as positive leaders.

In Washington they met with Administrator Henrietta Fore and with groups at local youth clubs, Capitol Hill, the State Department, and at the Aspen Institute and Case Foundation with the co-chairs of the U.S.-Palestinian Partnership.

The Partnership, led by Fore, is designed to build U.S. private sector support for the peace process started by President Bush in Annapolis last November.

In Boston, the Ruwwad team spoke at Harvard's Kennedy School of Government and at Tuft's Fletcher School of Diplomacy; and participated in a day of volunteer service work with the local non-profit program, City Year.

For further information on the Partnership and the visit of the youth delegation to Washington, visit the Case Foundation Web site at www.casefoundation.org/spotlight/upp.



WHERE IN THE WORLD...

MARCH 30, 2008 – MAY 10, 2008

PROMOTED

Keith B. Adams

Program Analyst

Tracy L. Blackburn

Supervisory Contract Specialist

Susan Bradley

Supervisory Program Analyst

Melissa Gay Brown

Policy Analyst

Lance Butler III

Contract Specialist

Christina R. Corbett

Administrative Officer

Shena R. Ellis

Program Specialist

Cynthia M. Gill

Supervisory Environmental Protection Specialist

Bryien H. Gray

Lead IT Specialist

Tujuana Howard

Administrative Officer

Raymond Jennings

Contract Specialist

Velma Lee Jones

Management Analyst

Yohannes Kidane

Accountant

Raghav Kotval

Attorney Advisor General

Sandra M. Kunz

IT Specialist (PLCYPLN)

Tonya D. Makle

Secretary Stenography

Hannah E. Marsh

Administrative Officer

Sarah K. McKim

Contract Specialist

Sheron E. Moore

Management & Program Analyst

Sylvia R. Moore

Lead Program Analyst

Vann D. Rolfson

Contract Specialist

Christopher T. Runyan

Program Analyst

Sashi E. Selvendran

General Business Specialist

Trent Thompson

Program Analyst

Leslie G. Vaughn

Administrative Officer

REASSIGNED

Fatima Ali Khan

COMP/FS to Pakistan/PDO

Douglas Balko

COMP/FS to Uganda/PPD

Kristin M. Bork

COMP/NE/OJT to Philippines/PHN

Robbin B. Boyer

FA/COO/NEA to GH/SPBO/OPS

Paulette Neal Broadus

OIG/M/SP to OIG/M/IM

Aaron S. Brownell

Madagascar/PDA to Senegal

Tamika O. Cameron

Bulgaria to Caucasus

Norma Helene Carlson

Iraq/PO to Sudan/PROG

Waymon A. Carroll

Southern Africa/R to SA/RAAO

Lisa Chiles

AA/Asia to A/AID

Adam B. Cox

COMP/NE/OJT to Colombia/JOPA

Kurt Aldwin Clark

OIG/A/IT&SA to RIG/Manila

Elbert N. Cruz

OIG/I/LAC-E&E-A to RIG/Baghdad

James J. Dunlap

Afghanistan/OAA to COMP/FS

John L. Dunlop

Rwanda to Iraq/PRT

William L. Dunn

ANE/MEA to LAC/RSD

Caroljo Rushin Elron

COMP/FSLT to Bolivia/SOS

Braden W. Enroth

El Salvador/OCG to M/OAA/OD

James A. Franckiewicz

Afghanistan/OIEE to EGAT/NRM/W

Earl W. Gast

Ukraine/D to AA/Africa

Victoria R. Gellis

COMP/NE/OJT to Rwanda

Robert W. Hanchett

EGAT/I&E/E to Afghanistan/OIEE

Rockfeler P. Herisse

SDBU/OD to Africa/WA

Sean Huff

Russia/JOPA to COMP/LWOP

F. Catherine Johnson

DCHA/DG/G to DCHA/DG

Cynthia Jo Judge

ME/MEA to LAC/CAM

David Leong

HR/FSP to COMP/FS

Kimberley Lucas

SA/EGO to Afghanistan/OA

Leanna L. Marr

Sudan/PROG to ME/MEA

Danielle C. Meyer

M/OAA/DCHA to OIG/I/Africa-NE

Monica J. Moore

Southern Africa/R to SA/RPPDO

Charis M. Nastoff

M/OAA/EGAT to Benin/PFNP

Erik J. Pacific

COMP/NE/OJT to Afghanistan/JOPA

Erin Nicholson Pacific

EGAT/EG/EDFM to Afghanistan/OEG

Dennis E. Panther

Uganda/GD to COMP/Separation

Robert M. Pedraza

Afghanistan/OFM to O/S LANG TRNG

Robert Allan Phillips

Afghanistan/OD to Armenia/OD

Jennifer A. Ragland

ANE/MEA to ME/MEA

Anthony R. Raneses

COMP/NE/OJT to West Bank/Gaza/JOPA

Alan I. Reed

Peru/EXO to COMP/FS

Susan K. Riley

COMP/FS to HR/FSP

Karla A. Robinson

RIG/Cairo to OIG/A/IT&SA

Randall Robinson

COMP/FS to Haiti/PCPS

Gwendolyn Denine Savoy

E&E/OM/FIS to E&E/MO/FS

Robert M. H. Schneider

EGAT/PR/UP to ODP/PSA

Susan J. Scott Vargas

COMP/NE/OJT to Pakistan/OD

Adam Slote

GH/RCS to GH/SPBO/SPBD

Anita Fay Snyder

E&E/PO/BID to E&E/MO/FS

Francisco R. Somarriba

Egypt/FM to Afghanistan/OFM

Myra Emata Stokes

Pakistan/PDO to COMP/FS

Marian Odessa Venable

AA/Asia to AA/ME

John D. Vernon

COMP/FS to SA/RFMO

Mark A. White

Afghanistan/OSSD to USAID Rep/East Timor

RETIRED

Kenneth L. Barberi

Dan W. Blumhagen

Leslie B. Curtin

Calista B. Downey

Mosina H. Jordan

Lynn H. Kopala

Richard W. Loudis

Merle Y. Mukai

Keith C. Smith

MOVED ON

David C. Anewalt

Lyla Bashan

Kevin Bohrer

Melane R. Boyce

Thomas M. Dolan

Vanessa P. Mullins

Christine Ohresser Jourdard

Anthony N. Okonkwo

Samantha M. Petruck

Marguerite A. Rivard

Jasneet Singh

Melissa L. Thomas

Sarah Cohen Wood

IN MEMORIAM

LaVern Y. Crowner, 52, died April 9, in Washington, D.C. Crowner began her career at USAID in 1989 as a secretary in the Office of U.S. Foreign Disaster Assistance. She also worked in the Bureau for Democracy, Conflict, and Humanitarian Assistance; the Bureau for Legislative and Public Affairs; and the Office of the Administrator. In 2000, Crowner was transferred to the Office of the General Counsel, where she was promoted to a legal assistant in late 2007.

John W. Godden, 67, died April 29, in Fairfax, Va. Since 1990, Godden served as a general business specialist within the Bureau for Europe and Eurasia. Previously, he worked for the Bureau of Policy and Program Coordination, the Asia and Near East Bureau, and the Office of Small and Disadvantaged Business Utilization.

Joseph William Kovach, 84, died March 7, in Locust Grove, Va. In 1959, Kovach became a Foreign Service Officer at USAID's predecessor agency and served in Indonesia, Kenya, Thailand, Washington, and Egypt until he retired in 1980. Kovach was a veteran of the U.S. Army Air Corps and served in World War II in Europe. He was recalled to active duty in the Air Force during the Korean War.

Henry Rosenbaum, 88, died August 3, 2007, in Lancaster, Pa. In 1960, Rosenbaum joined USAID's predecessor agency and served in Guinea, Zaire (now the Democratic Republic of the Congo), Niger, Burundi, Washington, Kenya, and Tunisia. After his retirement in 1978, he volunteered with the Service Corps of Retired Executives. Rosenbaum was a former member of the American Foreign Service Association and the Veterans of Foreign Wars, having served with the U.S. Army in Europe during World War II. ★

Agency's Economic Strategy: Remove Barriers to Growth

Years of development efforts have helped most countries make progress toward reducing poverty through sound macroeconomic policies—such as stable currencies and financial practices. They have also seen significant improvements in a number of social indicators, including health and education.

The achievements since the 1950s have been substantial: average real incomes rose by at least 50 percent in all regions of the world and the share of the world's population living in extreme poverty fell from 55 percent to 18 percent in 2004. Life expectancy rose by 50 percent in the same period.

But despite these gains, significant poverty remains in many parts of the world.

In response, USAID is renewing its emphasis on the importance of economic growth as the most powerful means to reduce poverty.

In particular, Agency development programs need to focus on reforms of microeconomic obstacles: cutting red tape to start businesses, reducing impediments to international trade, guaranteeing property rights and the sanctity of contracts, building access to credit, and removing other barriers to economic growth.

On April 18, USAID released Economic Growth Strategy: Securing the Future. The strategy reflects the shift in recent years as economists and development experts focus on increasing economic growth by policies and institutions that improve the productivity of businesses.

Economic growth takes place when firms of all sizes are able to cut costs and increase productivity, sales, employment, and profits. Barriers faced by entrepreneurs, such as onerous procedures for paying taxes or clearing

customs, reduce productivity in all firms, and are particularly harmful to the growth of small businesses which lack resources and political connections.

The USAID strategy notes that every country has its own unique characteristics, and that “one size does not fit all.”

Macroeconomic and microeconomic policies represent the “drivers” of economic growth because they are the primary determinants of the rate and vigor of economic expansion. While investments in human capital, physical infrastructure, and technology can facilitate growth, their impact will be limited if the policy environment for entrepreneurs is not supportive. The central message of the strategy is that “USAID will generally not finance development directly but will seek instead the systemic reforms that can mobilize much larger savings and investment by others.” ★

SUMMIT from page 2

democracy in developing nations. They said a more educated populace leads to improved national security and economic prosperity.

“Governments can help to create the environment for growth, and can make investments in order to accelerate development,” Administrator Henrietta H. Fore said at the summit. “But innovation comes from many places, and those of you in this room—the leaders of universities and companies and foundations and budding entrepreneurs in your communities—play a crucial role in this process.”

“We realize that we are only tapping the surface of what universities can offer,” Fore added.

Between 2002 and 2007, USAID invested \$1.6 million in higher education programs. Much of it comes through the Higher Education for Development (HED) program started in the 1990s. Now in more than 60 countries, HED programs encompass many areas of study and commerce.

Between 2002 and 2007, USAID invested \$1.6 million in higher education programs.

In Nigeria, for example, USAID is working with Kansas State University, the University of Lagos, and several major companies, including Microsoft Corp., to beef up the African school's graduate curriculum. The goal is for the students who attend these classes to go on to earn MBAs and become the future leaders of industry in their country.

Fore co-sponsored the summit with Secretary of State Condoleezza Rice and Secretary of Education Margaret Spellings. In addition, Secretaries Elaine Chao, Samuel Bodman and Michael Leavitt, who, respectively, head the Departments of Labor, Energy, and Health and Human Services, and U.S. Global AIDS Coordinator Mark Dybul participated in the event. ★

USAID Prints Arabic Edition of IRAQ PRTs Magazine



To help Iraqis rebuild their cities, farms, and government, USAID has been working with other civilian and military officials in 25 Provincial Reconstruction Teams (PRTs) around the country. To report on the way these teams deliver assistance, USAID published the IRAQ PRTs magazine in fall 2007. In April 2008, an Arabic translation was printed for distribution at U.S. Embassies in the Arabic-speaking world and to universities, the media, and other interested parties.

The Arabic edition of USAID's IRAQ PRT Magazine is available online at www.usaid.gov/iraq/pdf/iraqprts_1007ar.pdf. The original, English edition can be accessed at: www.usaid.gov/iraq/pdf/iraqprts_1007.pdf. ★



The new officers of USAID's Asian Pacific American Employee Committee were announced in Washington on May 8 by Acting Deputy Administrator James Kunder. From left, Kunder, Mary Jane Cotter (Vice President), Lisa Chiles (Agency Counselor), Bhavani Pathak (President), Elena Prince (Executive Secretary), Franklin Moore (Deputy Assistant Administrator for Africa Bureau), and Kathleen Wu (outgoing President).

COCA-COLA RECEIVES ALLIANCE AWARD

By Andrew G. Helms and Elizabeth Kountze

On March 26, USAID honored The Coca-Cola Company with the 2007 Alliance of the Year award for the Water and Development Alliance (WADA), its public-private partnership with the Agency.

WADA addresses a broad range of urgent water resource challenges facing developing countries around the world.

At a ceremony held in Washington, Administrator Henrietta Fore praised E. Neville Isdell, chairman and CEO of The Coca-Cola Company, for the “outstanding leadership [the company] has demonstrated to its strategic partnership with USAID to address the world’s critical water issues.”

Fore noted the partnership serves as a model for alliance-building between the public and private sectors. “The partnership between USAID and Coca-Cola is exemplary,” Fore said.

“Working together we can truly become more than the sum of our parts.”

In 2005, The Coca-Cola Company and USAID formed WADA to address global water challenges in countries where both institutions operate. The alliance supports activities to protect and sustain watersheds, increase access to water supply and sanitation, and enhance productive uses of water. With support from the NGO, Global Environment and Technology Foundation, WADA works with local USAID missions, Coca-Cola foundations and bottling facilities, and local implementing partners.

USAID and Coke have invested over \$14 million towards water sector activities through the alliance. WADA’s work is impacting more than a quarter million people and ecosystems in 17 countries in

Africa, Asia, the Middle East, and Latin America.

Isdell spoke of his January trip to Mali, where he joined USAID leaders and other partners in the groundbreaking of a new wastewater treatment plant at the local Coca-Cola bottling plant. WADA has already brought drinking water supply and sanitation to more than 25,000 people throughout Mali alone.

During his remarks, Isdell said the WADA partnership with USAID is helping Coke become a “21st century company” by ensuring the sustainability of the communities it serves.

“Water is the key ingredient in our beverages and is essential for life, health, and sustainable communities,” he said. “By partnering with USAID and mobilizing our respective resources, we have created a multiplier effect that contributes to the



USAID Administrator Henrietta Fore joins E. Neville Isdell, chairman and CEO of The Coca-Cola Company, during a ceremony in March honoring Coca-Cola as the recipient of the USAID Alliance of the Year award.

sustainability of our business and helps to improve the lives of people throughout the world.”

The USAID Alliance of the Year award is given annually by the Global Development Alliance office to recognize outstanding

public-private partnerships that solve development challenges. Candidates are nominated and ranked in a highly competitive process within USAID. Coca-Cola was selected from 680 alliance partners for this award. ★

PRT’s Conklin Helps Iraqi Businesses Reopen

By Lori Severens

TAJI, Iraq—A three-year-old child in a purple flowered dress put her forehead against the young soldier, peering in through his glasses with a grin. He smiled back, enjoying one of his first interactions with a crowd of boisterous children on his first tour of duty with an embedded Provincial Reconstruction Team (ePRT) in Iraq.

While the children were occupied making friends with the soldier, USAID’s Brian Conklin and a microfinance expert talked with several shopkeepers on the main street in Sab al Bor. They wanted to find out how businesses were doing and what kinds of support the shopkeepers needed.

They also took the opportunity to let people know small loans would be available from the microfinance center that was just opening at the local government municipal building. It would begin slowly with a few loans, but grow as the Iraqi loan officers, trained by USAID, spread the word they could offer loans.

Conklin, the senior development advisor on the ePRT, had



Iraq ePRT member Brian Conklin, left, and Acting Deputy Administrator James Kunder, right, speak with the local sheik about development plans for the Taji Market in Iraq.

spent that morning in early February opening the office and giving the two Iraqi loan officers some guidance. He ended by telling them: “You can play a major role in knitting this community back together.”

One of them responded by saying: “Our main obligation now is to please the Lord and our communities. We have guidelines and criteria, and we know our duties to accomplish our job.”

Conklin, who joined USAID in 2000, has been a member of the ePRT for about eight months. He is one of about 25 USAID staff working on PRTs and ePRTs—the U.S. joint military and civilian aid teams that assist Iraqis in rebuilding their country.

Sab al Bor, on the northwestern outskirts of Baghdad, falls under the jurisdiction of the Coalition Forces, Camp Taji forward operating base. Once a town of 60,000, the population

dropped to about 2,000 because of the violence during the summer of 2007.

Now, the town is coming back to life. Radhe Jaffar Muhssan, the Mayor of Sab al Bor, estimates there are about 35,000 residents now. He greets each returnee personally, making sure they have blankets and basics to get started.

Conklin and the ePRT are helping the mayor and the community to recover from the conflict and its aftermath. While his days are hectic, Conklin is passionate about the progress and the possibilities. “I can sit down in the local market and talk to people without protective gear and a helmet. Even a couple months ago, that would not have been possible,” he said.

A few miles down the road from Sab al Bor, Conklin stopped again, this time at the Taji Market, once a bustling neighborhood center. He walked through the market with the local sheik, discussing plans for lighting, drainage, public toilets, and painting. Taking advantage

of the growing stability, shopkeepers were reopening their businesses.

A few months before, there were only 10 businesses open in the market—now there are more than 300.

Back on the base that evening, Conklin met with the commander of the 25th Infantry’s 2nd Brigade, who designated a team to support the work of USAID and the State Department officer who leads the ePRT.

“I wish I had 10 USAID people out here, not just one,” said Thomas Burke, ePRT Baghdad 5 Team Leader. “I need more of you.”

As Conklin left the office, a young soldier from the team’s security detail asked if he could join him for dinner so he could learn more about development.

In the course of eight hours, the USAID ePRT member had opened a micro-finance institution, planned the revitalization of a local market with the sheik, and inspired a young person to consider a career in development. ★

IN HOUSE BRIEFS

Colombia Mission Director to be Ambassador

President George W. Bush on May 1 announced he would nominate the USAID Mission Director for Colombia, Liliana Ayalde, to be the U.S. Ambassador to Paraguay.

Ayalde is a career member of the Senior Foreign Service. She previously served as mission director for Bolivia and deputy director in Nicaragua. Ayalde received her bachelor's degree from American University and her master's degree from Tulane University.

USAID to Receive Funds for Expenses on PEPFAR Programs

For several years, USAID has worked to carry out the \$15 billion President's Emergency Fund for AIDS Relief (PEPFAR) without funds to cover the cost of managing and staffing these programs. On May 5, an agreement was announced under which PEPFAR will cover the expenses USAID incurs in these programs.

The agreement—which will free up a significant sum of USAID management funds—comes as the U.S. administration has asked Congress to double its value to \$30 billion over the next five years. Congress has in turn voted to spend even up to \$50 billion fighting AIDS and other illnesses.

“For several years, USAID has been sharing the costs to implement PEPFAR, using operating expense (OE) funds,” said Administrator Henrietta Fore in an announcement.

“The administrative costs associated with implementing such a large program as PEPFAR are substantial, but have not been reflected in increases to our base OE appropriation.”

USAID recently negotiated with the Office of the Global AIDS Coordinator (OGAC) to ensure that PEPFAR reimburses the Agency for the full cost to implement the program. PEPFAR focus countries were asked to reprogram a portion of fiscal year 2008 PEPFAR funding to allocate a greater portion towards management and staffing and to allow the Agency to cover some of the some of the U.S. direct hire salary and benefits and other direct support costs. ★

GRANVILLE from page 1



Deputy Secretary of State John Negroponte stands before the State Department honor roll of Foreign Service Officers slain in the line of duty on May 2 after unveiling two new names—John Granville of USAID and Steven Thomas Stephani IV of the U.S. Forest Service.

Theirs was “the ultimate sacrifice while trying to bring peace to troubled lands,” Negroponte told senior USAID officials, friends, and relatives of Granville and Stephani.

In the past 175 years, 227 Foreign Service Officers have died while serving the country. Their names are etched on two plaques at either end of the lobby. One hundred of those deaths took place since 1933.

Each year the American Foreign Service Association holds the ceremony to honor those who gave their lives and, if necessary, add names.

Some of the older entries include the cause of death, such as “cholera in Venice,” “drowning in Central America,” or “murder in Vietnam.”

At the top of the column where the two names were added this year was the name of

Laurence Foley, executive officer at the USAID mission in Amman, Jordan, who was gunned down in front of his house in October 2002 by associates of Islamist terrorist Abu Musab al-Zarqawi—himself killed by U.S. air attack inside Iraq a couple of years later.

Granville's work in Sudan continues—the country is currently completing a census that he helped launch, said Katherine Almquist, assistant administrator for Africa.

The survey is aimed at determining population density, especially in areas where a legacy of war has led to displacement, but—under the recent peace accords—could now lead to population return.

The Sudan government has just announced a contribution to a memorial scholarship fund set up at Granville's former high school in Buffalo, N.Y.

Granville, who was 33 when he died, first came to Africa with the Peace Corps where he helped build a school in Cameroon. He

then had a Fulbright scholarship in Cameroon and worked in Kenya before joining USAID to support democracy and governance issues in Sudan.

“John was dedicated to doing the best for the Sudanese,” said his friend Konrad Huber of USAID's Office of Transition Initiatives.

He was especially involved in regions such as Blue Nile on the borderline between the South and the rest of Sudan.

Granville's mother, who was unable to attend the State Department ceremony for medical reasons, has already collected equipment for eight playgrounds and is working with USAID to ship them to Sudan.

According to Negroponte, a Sudanese friend of Granville said that he “respected our ways” and “he tried to see the world through our eyes.”

Granville's name will be added to the USAID memorial wall in the 14th Street lobby of the Ronald Reagan Building in a special ceremony later this year. ★

Community Members Assist Sierra Leone Torture Victims

By Danuta Lockett

Years of conflict in Sierra Leone have taken their toll on all aspects of community life. The road to recovery will be long and complex.

Addressing the way trauma and torture affect mental health has been one aspect of the recovery process where USAID has played a key role—not only in Sierra Leone, but in other countries as well.

Since 2000, USAID spent nearly \$8.6 million for its Center for Victims of Torture (CVT), which assists individuals who suffer from the physical and psychological effects of torture in Africa, Asia, the Middle East, Latin America, and Eastern Europe. The money has been used to augment treatment centers for torture victims worldwide, provide services to the victims, and conduct advocacy activities on their behalf.

Sierra Leone is among the countries where conflict has

only recently ended—peace was officially declared in 2002. During the decade-long civil conflict, the Kono District in the east was hit very hard. Residents in the diamond-rich region suffered unprecedented levels of mass trauma and torture as entire villages were attacked and destroyed by fighters who wanted to control the lucrative mines.

In Kono, CVT has trained 13 counselors and three peer supervisors to provide psychological support and treatment to torture survivors and returning refugees.

Many of the counselors were themselves refugees and victims. Working with professional psychologists and clinical social workers, each is trained in the field of torture and trauma rehabilitation. Through an arrangement with the Milton Margai College in Freetown, they receive the equivalent of an associate's degree or a certificate of counseling.

The counselors and peer supervisors in Kono now constitute a cadre of experienced mental health providers who have earned the respect of their community.

From June 2006 to June 2007, the program provided counseling to more than 500 torture survivors. The results appear promising. A recent analysis showed that torture symptoms—such as post-traumatic stress, anxiety, physical symptoms, and depression—decreased by more than 60 percent after counseling. Clients showed the greatest reduction in post-traumatic symptoms during the follow-up period.

“The healing that has taken place offers hope to individuals and strengthens the institutions that help them,” says Lloyd Feinberg, USAID's fund manager. “It's emblematic of the kind of results we can achieve with this dedicated funding.” ★

TREATING EMOTIONAL WOUNDS IN SIERRA LEONE'S KONO DISTRICT

- ▶ Counselors run individual and small-group sessions that address survivors' mental health issues. More traumatized community members receive individual counseling.
- ▶ Groups are arranged by gender, age, and shared history. Sessions are held weekly for approximately 10 weeks. Follow-ups are conducted at intervals of one, three, six, and 12 months after treatment to monitor improvement.
- ▶ Counselors use events such as sports tournaments, peace rallies, and street theater to help trauma survivors improve their connections with friends and family, and to sensitize communities to the impact of torture and trauma on individuals. These events also help identify other survivors who might benefit from counseling and other services.

CONTINUED...

BURMA from page 1

called Yangon, and paved the way for further aid flights from Thailand's Utao Air Base, where USAID has moved stockpiles of emergency aid. As of May 20, an additional 35 U.S. humanitarian assistance flights had flown into Burma with supplies that could benefit more than 100,000 people.

"We met with the commander-in-chief of the Burmese navy, the deputy foreign minister, and the Burmese deputy minister of social welfare, as well as a number of other members of the authority," Fore told reporters at the State Department on May 14, three days after her trip.

"They asked for help and we reviewed what we were hearing," she added. "Their first request was for water, potable water. That was the number one issue that they had with transportation of potable water to the many people in need. Food was second. Then we began talking about the need for shelter—thus, the new plastic sheeting that came in on subsequent flights is important. We talked about malaria. We talked about the need for blankets and health supplies."

The U.S. government has pledged \$19.2 million for Burma aid, which has begun flowing—in addition to the special U.S.

military flights—through the United Nations and NGOs such as Save the Children, CARE, the American Red Cross, and other non-profit organizations who were already operating inside Burma when the cyclone hit.

While U.S. officials were not allowed to accompany the relief supplies to the final distribution points, they were able to observe the supplies being transferred to a Burmese helicopter and then flown off from the Rangoon airport.

Fore and Keating told the Burmese officials that U.S. military ships poised in the region for annual Cobra Gold exercises with Thailand had helicopters that could deliver aid to isolated communities. The Burmese said higher officials would have to decide on allowing those U.S. helicopters to enter Burmese airspace.

Fore was accompanied by Bill Berger, head of USAID's Disaster Assistance Response Team (DART), which remains in Bangkok waiting for visas that would permit them to travel to Burma to join the relief operations. Burma's leaders had refused visas to most Western aid groups despite the gravity of the humanitarian crisis.

Burma's navy commander in chief, Rear Adm. Soe Thein, told

Keating that basic needs of the storm victims were being fulfilled and "skillful humanitarian workers are not necessary," reported *USA Today*.

Cyclone Nargis hit Burma May 2 with winds up to 135 miles per hour, driving a 12-foot deep sheet of water into low-lying and densely populated villages in the Irrawaddy Delta, southwest of Rangoon. It is believed to be the deadliest tropical cyclone since the 1991 Bangladesh cyclone, which killed over 138,000 people.

"We're focusing on the humanitarian response, first and foremost," Fore said, adding that the Agency has Food for Peace commodities prepositioned in a USAID warehouse in Djibouti in order to react quickly to natural disasters.

In contrast to what might happen in Burma, the swift U.S. and international response to the 2004 Indian Ocean tsunami, which killed more than 230,000 people, prevented a second wave of deaths from disease among survivors. U.N. and other officials said they feared that by barring foreign aid workers and relief supplies, many Burmese might die from exposure, hunger, thirst, and illnesses aggravated by a lack of clean water. ★

CAMBODIA from page 6

budding rural entrepreneurs are able to build relationships with one another, reduce risk by overcoming business and technical obstacles, and improve living standards by developing sustainable business practices.

Through the MSME project, more than 800 families in Pa's village have transformed swine-raising from a subsistence-level activity into thriving enterprises. On average, they've tripled the size of their businesses in the two years since they began working with the project.

The project now reaches over 1,500 business owners in six provinces in eastern Cambodia. Investment in participating enterprises has increased by 400 percent in the swine value chain, 300 percent in the tile value chain, and 150 percent in the fish value chain.

These are exceptional results, but the MSME project doesn't promise a quick fix. It's a multi-

step process that is dependent on business owners utilizing the knowledge they have gained.

The first step is to organize leading enterprises into local interest groups to discuss common problems, which in the pig trade might be a lack of quality feed or medicines. Then, these enterprises are introduced to high-quality suppliers, who are prepared to offer free technical training in the hope that it will lead to future sales. Once the enterprises begin producing higher-quality products, such as leaner, healthier pigs, traders newly introduced into the value chain can purchase them for sale at higher-value markets.

Despite these hurdles, the MSME project is producing admirable results—and making leaders out of people like Pa Nei Sieng.

"Now, other people in the village are following me," she says with a smile. ★

JORDAN from page 6

for breakdowns and employ preventative maintenance.

AWC also revised its employee salary and benefit plans. Salaries are now 77 percent higher than when they were doled out by the previous centralized utility. The company also offers increased training and a comprehensive benefits package that includes individual savings accounts, health programs, and life insurance.

AWC plans to expand wastewater treatment facilities so that more treated wastewater can be reused, ultimately increasing the water supply. The company has recently taken over operations of the Wadi Musa Water Treatment Plant, formerly managed centrally in Amman. AWC also has begun construction of a parallel water pipeline to provide a backup system in case of emergencies, and is developing a desalination system using water from the Red Sea. ★

SINGER from page 5

digging wells to AIDS outreach—among the rural population.

Aside from his internationally recognized health work, dos Santos is the lead singer for the band, Massukos, which gained national acclaim. His popularity earned him the title "the Elton John of Mozambique." The band's traditional sound revives a musical style nearly lost during years of civil war.

In addition to their cultural import, the band members—all of whom work for or have founded various NGOs—use music to deliver health-related messages. For example, lyrics include:

*My brothers,
Come here to wash our hands
so we can avoid diseases...
Water is life.
Teach our children.*

Dos Santos explained that today in northern Mozambique, many communities have latrines and wells that are side by side—creating an opportunity for serious health risks. His task is both to educate and provide effective solutions, he said.

Estamos, the NGO, promotes a latrine known as EcoSans as a form of ecological sanitation. A household uses an EcoSans latrine for several months, adding earth and ashes each time it is used. The ash not only helps to turn human waste into fertilizer, but it leaves the hands

of the user visibly dirty, calling to mind the need to wash.

Once used up, the latrine is covered and left alone for eight months. When uncovered, the human waste has turned into fertilizer, which is then used to enrich crops. Apart from being a natural fertilizer, the compost also increases the soil's water retention. Households using these latrines report fewer illnesses, and have doubled their agricultural production.

About 40 percent of the world's population—or 2.6 billion people—do not have somewhere safe, private, and hygienic to go to the toilet. Lack of access to sanitation is especially difficult for children who pay the price in lost lives, missed schooling, disease, and malnutrition. Inadequate sanitation, poor hygiene, and unsafe water claim the lives of an estimated 1.6 million children under the age of 5 every year.

Dos Santos' life has been greatly shaped by water sanitation. When he was 2 years old, he contracted polio from water drawn from crude village wells, and had to contend with the physical and social repercussions of the disease. As an adult, he realized that he could change the future for others.

Read more about dos Santos's work and that of the other 2008 winners of the Goldman Prize at www.goldmanprize.org. ★

KOSOVO from page 7

USAID focused its support—both technical assistance and equipment grants—on the private broadcasters, while the public station received European Union and Kosovo budget support. USAID helped train reporters and other news professionals at the private stations and at other radio and print media outlets. The TV stations' management and marketing staff also learned to more effectively schedule their programming and reach advertisers.

Even audience research, first commissioned by USAID, soon will be run by an industry group without donor funding. The Industry Group of the Electronic Media in Kosovo expects the audience research to pay for

itself, with advertising clients and stations buying the data to aid in marketing and programming.

Today, KTV and RTV21 have improved their revenue and are self-sustaining. Audience research shows the two stations are competitive with the public broadcaster.

"USAID assistance had a big role not only in the beginning, or in the past few years, but now too," says RTV21 founder Aferdita Kelmendi. "And this is not only for the financial assistance but also moral support in every step that we have done in developing as an independent private media entity. And USAID has played a role, which is important, in balancing the public and private media sector." ★

AFGHAN from page 1



Master Chief Jesse Stohower, Asadabad PRT

Left to right: USAID/Afghanistan Deputy Mission Director Barbara Krell, Abdul Wali, head of the Provincial Council of Kunar, and Navy Cmdr. Larry LeGree during ribbon cutting for the opening of the Kunar Construction Center as it welcomes its first 150 students.

The Kunar River cuts through the province, and on its east bank—bordering Pakistan’s lawless tribal areas—militants had taken root. LeGree said he drank “hundreds of cups of tea” to build trust with the local tribal leaders and win their support.

Since only two bridges crossed the Kunar River, LeGree

began building new bridges to end the isolation. And he made sure the contractors hired lots of local people.

He even told one contractor not to use his backhoe and instead hire 200 local young men—even if it took them two months to do the work.

Later, when the Taliban came

down from the hills and tried to burn the scaffolding of a new bridge, the local people told them to go away and leave their project alone.

The jobs on the bridges provided Kunar’s population with safe and legal sources of income, reducing support for the counterinsurgency and laying the groundwork for further legitimate development and improved quality of life.

The five new bridges allow villagers in eastern Kunar to more easily reach clinics, schools, and government offices. They also allow Afghan and U.S. security forces rapid access to the region.

The heads of the 12 U.S.-run PRTs in Afghanistan are either Navy commanders or Air Force lieutenant colonels. USAID representatives serve one-year appointments at the PRTs and work with the military in providing assistance.

For example, LeGree had about \$40 million to \$50 million in Commander’s Emergency Response Program (CERP) funds to spend during his year in Kunar Province. So he was able to fund

the vocational school. The school even pays students while they attend the three-month course.

LeGree said that CERP funds gave him the flexibility to work with local contractors, improve project management with modern business practices, hire local workers, and closely monitor project progress. He noted that, because decentralized funding authority was in the hands of commanders on the ground, he was able to attend to local sensibilities in hiring and contractor performance, with PRT oversight on contract management to ensure effective and rapid implementation.

Kunar was “the most kinetic province” in Afghanistan, he said, referring to the heavy amount of fighting. But he said the insurgency was economic in nature, fueled by rampant poverty and lack of opportunity, with the Taliban paying \$5 per day for fighters. So, in an effective counterinsurgency move, he made sure to offer more.

The naval officer said that the road USAID built from Jalalabad to Asadabad “was a transformational road that had

a huge economic impact—now there are two banks in Asadabad and extensive grass roots expansion with new businesses.”

In order to develop the legitimacy of the provincial Afghan government, the PRT does not put up signs saying projects were built by the United States, nor does the PRT perform groundbreaking ceremonies without side-by-side participation of the government. LeGree also pointed out that government officials are full partners in all decisions on project location and local oversight to ensure security and ownership.

In addition to the bridges and the vocational school, the PRT built 18 schools and coordinated with the provincial government, the Ministry of Education, and international donors on 27 more schools. However, the province has more than 200,000 children of school age and still needs 300 more structures.

And, to ensure that graduates of the new vocational school get jobs, new PRT contracts in the province require they be hired first. ★

MALAWI from page 6

The 2008 Gulfood show attracted over 39,000 qualified buyers, businesses leaders, and industry professionals from over 150 countries, and hosted about 2,500 companies from all over the globe. Almost 90 percent of the companies were from outside the United Arab Emirates, including from Asia, Australia, the United States, and Europe.

The 2008 Gulfood Show provided an opportunity for Nali, Mulli Brothers, and Satemwa to establish Malawi’s—and to some extent Africa’s—presence as a potential food supplier in the global marketplace.

The show also offered the opportunity for these companies to experience first-hand the lessons of export-demand, quality and standards, and market development. It opened their eyes to the promise of growth and prosperity for Malawi, if managed well.

These are the kinds of skills and business acumen the COMPASS II program was designed to nurture among Malawi businesses.

“Significant opportunities exist in the Middle East for

Malawian and other African companies, but they will require support in improving product quality [and] processing technology, as well as in increasing competitiveness to firmly establish themselves in this market and gain profitably from trade,” said Bagie Sherchand, chief of party for Development Alternatives Inc., which carries out COMPASS II for USAID.

The proof of those opportunities was in the trade inquiries coming out of the Dubai show. Malawi’s food suppliers are now being flooded with inquiries—and, more importantly, orders. A number of buyers even closed deals at the show, providing a strong boost to the Malawian firms and entrepreneurs.

“As a country, we must put more resources into adding value to our crops to increase revenue from exports,” said Leston Mulli, owner and managing director of Mulli Brothers. “If that is achieved, then companies can employ more people, which will in the long run step up our development as a country.” ★

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Jeffrey Grieco

*Assistant Administrator
for Legislative and Public Affairs*

Steve Tupper

Chief of Strategic Communications and Publications

FRONTLINES STAFF

Ben Barber, *Editorial Director*

Claire McIntyre, *Production Editor*

Angela Rucker, *Writer*

Mary Jane Cotter, *Human Resources Coordinator and Employee Liaison*

CORRESPONDENTS:

AFGE – Willy Hardin; **AFR** – Susan Quinn, Ranta Russell; **AFSA** – Francisco Zamora;

ASIA – Jan Cartwright; **CFBCI** – Lauren Seeley; **DCHA** – Rebecca Gustafson;

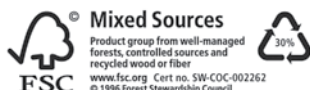
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PUBLIC SERVICE ANNOUNCEMENTS FOR INTERNATIONAL DISASTERS WIN AWARDS

In the third annual contest for the best public service announcement for international disasters (PSAid), college students from around the country created print and broadcast ads communicating the “Cash Is Best” message to the public about how to help after disasters and to ensure that donations to victims are as effective as possible.

Paul Seetachitt hit a creative roadblock with little more than 24 hours before the deadline. “I had nothing,” he said. But that was just what he needed.

Seetachitt’s entry, “Empty,” won first place in the broadcast category and a grand prize of \$12,000 in this year’s PSAid contest, which is sponsored by the Center for International Disaster Information and supported by USAID’s Office of U.S. Foreign Disaster Assistance.

Seetachitt put the contest’s central message—that cash is the best way to help international disaster victims—into a simple PSA that highlights the problem with sending in-kind donations, like canned food.

“The viewer watches as we open the can, and then inside, there’s nothing,” Seetachitt said. “It’s so simple—the can is empty.”

In disaster areas, relief supply chains are often clogged by



“The Little Girl”

in-kind donations like canned food and clothes, which are slow to arrive; costly to ship, store, and distribute; and often culturally inappropriate for the area. By sending cash after an

international disaster, relief agencies get immediate help in meeting the needs of a given area, while also giving the local economy a much-needed boost since relief items are bought locally.

Third-place print winner Tanner Woodman got the idea for his print entry, “The Can Kick,” from his roommate, who had recently returned from a trip to Africa. “He came back with these poignant stories about children who

would play with cans and other donated items because that was the best thing to do with them,” he said. Woodman won \$1,000 and plans to donate the money to a non-profit organization.



The PSAid winners received cash from a total of \$30,000 in prize money. (See box for the full list of winners.) For anyone, but especially a college student, the winnings could be a welcome windfall. Winners are paying off student loans, putting the money into savings, and buying equipment to help them enter careers in graphic design and filmmaking.

Giordany Orellana won \$3,000 for his entry, “The Little Girl,” which took second place in the print category. “My friends and I are trying to start up our own production company, and the money will definitely help jump start our dream.”

Jonathan Shepard’s third-place broadcast entry, “Cash Will,” won him \$3,000—money he plans to use to make a documentary. “This money will go toward the equipment I need to get this project off the ground.”

While the PSAs were designed to educate the public about the best forms of international disaster relief, they had an effect on the students as well.

“I haven’t yet had a chance to really help with international disaster relief,” said second-place broadcast winner Colin Levy. “But in a few years when I have a stable income, I will definitely begin donating—cash, of course!” ★

Donation Facts	
Cash is the fastest and best way to provide effective relief to international disaster victims	
Cash	100%
Directly helps disaster victims	
Eliminates transportation costs	
Stimulates local economies	
Helps communities return to normal	
Other donations, such as used clothing, canned food and bottled water, take time and money to transport, rarely meet victims' urgent needs, often interfere with professional relief efforts and frequently clash with cultural norms.	
Source: Public Service Announcements for International Disasters	
www.cidi.org	

“Donation Facts”

2008 PSAid Winners

Broadcast

1st place: “Empty” by Paul Seetachitt of Florida State University

2nd place: “In Dire Need” by Colin Levy and Roque Smith-Nonini of Savannah College of Art and Design

3rd place: “Cash Will” by Jonathan Shepard of the University of Michigan

Print

1st place: “Donation Facts” by Joseph Clay of Arizona State University

2nd place: “The Little Girl” by Giordany Orellana of the University of Southern California

3rd place: “The Can Kick” by Tanner Woodman of Savannah College of Art and Design

To see all the entries from 2008’s PSAid winners, go to www.psaaid.org.

“The Can Kick”

All photographs courtesy PSAid.org