



March 2012 Newsletter Douglas McFalls

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My apologies for delayed news out of Africa.

REENTRY: My apologies for the delay in getting this newsletter out. After spending nine months back in the USA; reflecting my mind, strategizing my return and, fundraising, all in the comfort of my own culture and county; reentry into Africa proved to be a greater challenge than I expected. Tanzania's hot and humid rainy season is quite a contrast to Seattle's cool yearlong rainy season. But probably the greatest shock was the theft of my personal belongings, including my laptop, which contained my new website, many photographs, music and lectures I'd collected, (I am thankful I did back it up!). Now, two months later, I have, despite initial difficulties, settled back in, and am relishing the success of the first phase of my ADEA Boot Camp initiative.

ADEA OPEN FOR BUSINESS: I am happy to report that upon my return, the ADEA office was open, and production and sales were happening. One disturbing discovery, the fact that five potential buyer's emails had been ignored and some orders left unresolved, turned out to be excellent launching material for some pre-Boot Camp workshops. This allowed me to address them and discuss different approaches to meet the needs of a variety of clients. I introduced the concept of caring about a buyers' success as much as one's own. The Bible puts it well in Philippians 2:4. "Each of you should look not only to your own interests, but also the interests of others." The idea of being attentive to the clients' needs, not to mention the suppliers, was revolutionary to them. With this in mind, we discussed that one way to care for a client is to anticipate their questions. To address this last point we determined that every order response should contain a product cost estimate, shipping and handling estimate, expected delivery time and how to pay. The result of our client-focused efforts resulted in five new orders by January's end, valued at nearly \$2500! Just the sort of positive reinforcement needed!

BOOT CAMP BEGINS: On February 1st ADEA Boot Camp 2012 began. For the sake of sanity and effectiveness, the schedule was reduced to three days a week. A normal day opens with a short prayer, then a formal introduction in English, for example, "Good morning. My name is Sarah Ligombaji, and



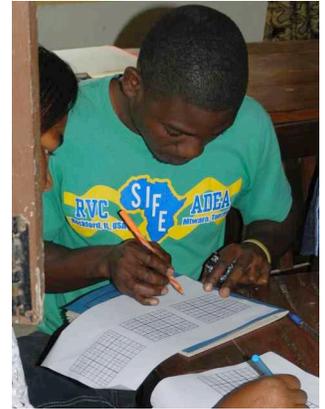
am the leader of the tailors at ADEA." Next are questions to help to get to know one another: If you had \$1,000 to give away to help someone, who would you help? If you could travel anywhere in Tanzania, Africa, or the world, where would you go? Next someone share a traditional story that teaches a life lesson (or sometimes it is just a good joke). Next we move on to ADEA business. We often focus on identifying problem areas in ADEA production, and work on developing solutions in the form of a program proposal complete with budget. We use a program template so all aspects of a

proposal are clearly defined, considered and presented in an organized format.

Half way through the day, we take a lunch break followed by 45 minutes of English language instruction. English training was the number one wish of the participants. Even though they had all attended primary school, it was shocking to learn that some did not even know their ABCs. English is truly essential for their future development. This is followed by mind exercises, including various puzzles, particularly Sokodu. Sokodu is not only a fun challenge, it also teaches that every choice has ramifications beyond the immediate situation. An additional hour is devoted to project issues and how best to improve upon ADEA's business model.



We often end with a round of the card game "Pitt" for a bit of fun and practicing speaking up. Before and after class participants have the opportunity to learn office skills by using the Mavis Beacon Typing software program, while others use tutorials to learn Microsoft Word or Excel.



Because the training is tied directly to the actual business of ADEA, it all has immediate applications, and the results have been extraordinary. During Boot Camp we can discuss any and all issues that arise. Because Boot Camp is a long-term project,

we don't have to ignore issues because of time constraints. Often even small issues are opportunities for the leadership to learn how to handle complex problems and craft innovative solutions. Where I have seen some of the greatest growth is among the leaders of the artisans. They now are responsible for all the orders and their payment. They seem to be thriving. This makes their impending independent status appear more promising than ever! Just what I was hoping for.

THE NEXT CHAPTER: This week we move onto a new unit where the focus will be: Project Implementation, Marketing, Government laws related to retail and wholesale businesses, and an introduction to MS Excel.

FINANCIAL SUPPORT: Thanks to donations and product sales the University Presbyterian Church World Market in December, ADEA has adequate funds to complete term one of Boot Camp (scheduled for 20 April). We are currently waiting for replies from the Finnish and Australian Embassy regarding support of the remaining terms.

My small house is now home to FOUR. I find myself head of the household with three other mouths to feed, three bodies to wake in the morning, and putting up with a collection of very different personalities: Tumaina is a Maasai from Kenya and father of three. Daudi is an Ngoni originally from Mtwara. He did his secondary studies in Uganda, and Biblical studies in northern Tanzania. Chollo is a Mwera, one of 25 children originally from central Tanzania. He spent nine years on the streets of Dar es Salaam, then worked as a driver for a medical team. And then there's me. In the end, I must say, this is an extraordinary time for each of us to grow and learn to live as a family. Daudi never knew his dad, and his mother died when he was 15. Chollo was one of many kids, but left school in 5th grade to care for his mom. I was the last of five kids, 3.5 years behind my closest sibling. We are all learning about living in a close community, putting up with the quirks of others, and enjoying the benefits of community and friendship.

The not-so-portable Portable Air Conditioner: So I decided it was time to break down and buy an air-conditioner. The cost had always been prohibitive and the thought of making required structural changes to my home was not appealing. Then in January, while still in Dar es Salaam, I discovered the Portable Air Conditioner! “Eureka!” I thought. “I can cool my office and my bedroom with one machine; no building alternations required.” Luck would have it that a friend found a used machine for half the price of a new machine, so I jumped on it, brought it home, rolled it in my room and turned it on to savor the icy breezes. Of course, there’s always a catch and this one was that an exhaust hose needs to be attached to the back of the A/C for the residual hot air to escape. It turned out the hose was the wrong size (thus the discounted price). Using two rubber straps, I stretched the elephant trunk-sized hose out the bedroom door. And so I enjoyed my first night of cool air. However, in the morning I made two discoveries: Not only had my surge protector melted in the night (I am just thankful it did not burst in to flames, as it was under my bed), but the chill-making box leaked all over the floor! Not only does it have to pass hot air, it has a bladder problem! I tried cutting a hole in the ceiling of my office and my bedroom and sticking the hose into the attic, which was, let’s just say, a disaster, Eventually I found a decent system for my office set up (see picture), but I now have a robin’s egg blue plastic pipe, the trunk size hot air exhaust, and various other appendages making it look not unlike an invention of a wacky professor – but I’m cooler!



Maasai Winter Disks: Tumaina took some beaded disk designs ADEA commissioned from Seattle-based jewelry designer Natalie Everett to produce samples for the 2012 Christmas market. We call them Winter Disks because they are clear blue and pearl white beads in snow light patterns. I just receive the initial models and they are glorious. We’ll be looking for Christmas markets for these disks before lone! I’ll let you know when and how much.



Spiritual Note: Too much clutter. When I resolved to repaint my bedroom, I began the task of removing everything. The more I moved out, the more I liked my room. The room became more open, and less cluttered, and I became more relaxed. As I realized this, I also realized that there was an enormous amount of clutter in my head as well, including my self-imposed “To Do” list. Just as I simplified my bedroom, I now try to simply my day-to-day life, and I have enjoyed the greater peace that has resulted.

Dear Friends and Supporters. Thank you for those who have made ADEA’s work here possible.

Sincerely,

Douglas, Kupikita and Oloikurrukurr

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