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From Maker to Market



Submitted by: Proyecto HACER / Aid to Artisans, Inc.

Project: HONDURAN ARTISANS CATALYZING ECONOMIC REVITALIZATION (HACER)

**Report Title: Final Report and Project Evaluation
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HACER

FINAL REPORT AND PROJECT EVALUATION

November 2003

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I. EXECUTIVE SUMMARY

The USAID-funded HACER project, designed and implemented by Aid to Artisans (ATA), was launched in April 2001 and completed in September 2003. In this 2 ½-year period, the project contributed to an increase in sales in handcrafted products of approximately US\$614,000 for Honduran artisans, while generating 802 jobs in the artisan sector. Originally designed to be a three-year project, HACER's work is expected to generate an additional US\$200,000 in sales in the next three to six months remaining in that time frame, thus meeting or surpassing the original project goal of US\$800,000. In addition, the HACER project worked with entrepreneurs, designers, exporters, artisans and institutions working in the sector, strengthening the craft enterprises that will continue to generate jobs and incomes for Honduran artisans, while increasing sector coordination and awareness of Honduras as a source of innovative craft product.

Through activities such as product design and development, trade show participation, buyer trips, market-readiness training, production management and quality control workshops, and ongoing mentoring through the design and commercializing processes, HACER can be credited with providing much-needed support to catalyze the sector, surpassing all of the remaining project indicators originally established for the three-year project. In total, the activities completed through the HACER project have benefited more than 2,000 artisans in approximately 60 micro, small and medium craft enterprises.

This final report and project evaluation summarizes the work done in the HACER program, outlines constraints, as well as key success factors and lessons learned during the project, while evaluating the progress made during the course of the project with relation to the stated project objectives. Finally, though the HACER project achieved its goal of promoting sustainable economic development by strengthening the craft sector in Honduras as measured by the increase in sales, jobs and income generated, as well as by the increase in the capacities of the artisans and enterprises it supported, there remain many obstacles to success for the artisan sector of Honduras. For that reason, this report also outlines the needs that remain in the sector in terms of artisan enterprise development.

II. PROJECT BACKGROUND AND OBJECTIVES

Cooperative Agreement #522-A-00-01-00285-00 between the US Agency for International Development (USAID) and Aid to Artisans (ATA) was signed in March of 2001 and ran through September of 2003. The USAID Honduran Artisans Catalyzing Economic Revitalization (HACER) project was originally intended as a 3-year, shortened to 2.5-year, US\$1.2 million project designed to promote sustainable economic development by strengthening the craft sector in Central Honduras, from Santa Barbará to Choluteca in the South.

The goals of HACER were identified as the following:

- To increase employment opportunities and market access for low-income artisans in rural and urban areas;
- To enhance local capacity for the production and marketing of Honduran crafts;
- To integrate Honduran artisans into the global marketplace.

ATA's project goals were identified to correspond closely with USAID's goals of broad-based economic growth and management of the environment for long-term sustainability and reduction of poverty.

To achieve these goals, HACER identified the following project objectives:

- Increasing employment and incomes of artisans through craft production
- Increasing production quality and capacity of craft enterprises
- Improving business skills and the ability to create market-driven products
- Strengthening market links between Honduran craft producers and local/international buyers
- Developing export markets for Honduran handmade products
- Strengthening and starting micro, small and medium enterprises

HACER worked to enhance production capacity and quality, improve entrepreneurial skills and organizational development, as well as establish market links between producers and buyers. These goals were designed to be achieved through HACER's integrated strategy of providing technical assistance in product development and design while providing training and marketing services. The successful accomplishment of these objectives will foster long-lasting business relationships and secure a niche in local and international markets for Honduran crafts.

Project activities focused on artisan communities selected on the basis of craft skills, need for technical assistance, and marketability of products. They include:

- Product development and design
- Production efficiency and quality control workshops
- A Honduran-based Production Training Program and US-based Market Readiness Program (MRP)
- International trade shows and the development of export markets

Each of these activities was expected to address key craft sector weaknesses where the project

was well-positioned to make a favorable impact. The project also planned to collaborate with public and private sector institutions, as counterpart support for the project is important for success and sustainability. In achieving the project's objectives, HACER worked to create the local structures and processes necessary to ensure the sustainability of project results beyond the program term.

The HACER project was also designed to build on the craft sector development initiated by ATA's initial project in Honduras, a two-year, USAID-funded project completed from 1984-1986. The goal of that first project was the long-term enhancement of local incomes and employment opportunities through an increase in Honduran product penetrations in both national and export markets. The project had at its core four project tasks:

1. Identification of export market opportunities for Honduran products and product development actions required to meet these opportunities through the export marketing of well-finished Honduran craft industry products;
2. Support actions to producer groups;
3. Commercial management support to a private sector ATA counterpart company;
4. Development of Honduran professional capacities for product development.

The objectives of ATA's initial project in Honduras were specifically to:

1. Increase number of participant beneficiaries;
2. Increase of product varieties and production volumes;
3. Penetration and maintenance of export markets;
4. Honduran institutional and professional development to continue project objectives in the future.

This project worked primarily in the following materials: cornhusk, natural fibers, ceramics (terracotta), leather, wood and stone. Key participants in this project included: Holland Millis (owner of Atuto), Memo Andreus, Vilma and Ricardo Martinez, and Romane Brandt (Lesanddra Leather). The trading company formed as a result of this project, A Mano, has since been dissolved, although Atuto, established shortly thereafter, represents a significant result of ATA's initial project in Honduras. Consultants who worked with this project and/or with these groups shortly thereafter include: Chris Costello, Docey Lewis, and Leyla Odeh (now Honduras' ambassador to Spain). Clare Brett Smith, ATA's President, was also greatly involved in this project.

III. EVALUATION OBJECTIVES AND METHODOLOGY

Ongoing program management for the HACER programs included a monitoring and evaluation system whereby ATA has tracked and reported key indicators (sales, job creation, artisan enterprises impacted by the program, etc) on a quarterly basis. Therefore, the HACER project evaluation activity—combining in-country and US-based data collection and analysis—was designed to build upon data collected during the course of the program to gain a broader perspective with regards to the overall achievements and impacts of the program, both foreseen and unforeseen.

The objectives of the HACER project evaluation were to:

- Measure the direct and indirect impact of ATA's HACER program according to its stated objectives;
- Explore the sustainability of the impact achieved;
- Identify additional, unanticipated effects the HACER program may have had on Honduras' handcraft sector;
- Determine lessons learned from this program to apply to ATA's ongoing work in other countries and the organization's institutional capacities;
- Assess what needs remain to be addressed in Honduras' handcraft sector, as ATA hopes to continue to support craft enterprise development in the country and region as part of a future project effort.

To achieve these evaluation objectives, the methodology employed sought to capture both qualitative and quantitative data, combining directed interviews, and workshop, office and retail store visits with targeted data analysis. Interview subjects included approximately 140 artisans and artisan group leaders, export partners and ATA staff in Honduras, plus several US-based importers/buyers and ATA staff that have worked with the project over its three-and-a-half-year lifespan. Survey tools were designed to guide the discussion, providing a framework for capturing a wide range of information. *Please see attachments for Interviewee List and Interview Guides included in this evaluation.*

Building on this methodology, this report is structured to present both the results of the HACER project to date and the program inputs or interventions that were completed to execute the program to achieve the best results possible for the resources available to the project. It is hoped that this additional context will serve as a useful tool for ATA as well as for project funders, to be able to apply the lessons learned—both achievements and disappointments—to future work in developing Honduras' handcraft sector.



The HACER project evaluation research team, September 2003.

Special care was taken in the evaluation process to note the relationship between the activities and subsequent results of the HACER project, and ATA's initial project in Honduras, which took place from 1984-1986. This first project succeeded in catalyzing the craft sector in Honduras, and also proved that Honduras' artisans could deliver high-quality, innovative products that could successfully compete in the international marketplace. As one interviewee observed, "any and all [craft exports] that exist in Honduras are because of ATA's first project." When designing the HACER project, the successes and lessons learned from this initial experience were taken into account.

Subsequently, in order to give a complete picture of the achievements and shortfalls of the

HACER project, this final evaluation process included this basic information as well. Finally, the long-term impact of ATA's cumulative work in Honduras is a component in an independently-funded project to examine ATA's methodologies and strategies, which includes evaluations of projects in Armenia, Russia, Hungary, Peru, Ghana, Central Asia as well as Honduras. The in-country evaluation process for this case study was completed in conjunction with the HACER project final evaluation. It is expected that this study will be completed and published in 2004.

IV. PROJECT INPUTS

The HACER project was designed to offer a combination of product development, training and marketing activities to project participants, as well as work with sector participants for increased coordination among craft-related enterprises. As can be seen in the table below, the HACER project met or surpassed the target results for each of the indicators measuring completion of these activities.

Table 1. HACER Project Input Summary.

Planned Activities	Project Targets	Project Results
New Product Lines	25	76
Enterprises Participating in Product Design	None set	60 enterprises, representing 2,029 artisans
Local Designers Mentored	6	12
Buyer Visits	7	11
People-days of Direct Training	482	1,748
Individuals Trained Indirectly	105	953

A. PRODUCT DEVELOPMENT

Throughout the HACER project, Aid to Artisans coordinated with international and local designers to provide market-driven designs and product development workshops, in order to bring new and innovative products to the global market for handcrafts. Over its 10 project quarters, ATA coordinated international design consultancies bringing **eight** professionals from the gifts, accessories and home furnishings industries to Honduras for intensive product development workshops. A significant achievement during the final two quarters of the project is that several producers, after receiving intensive product development training during previous quarters, continued to develop new collections for their customers or presentation at upcoming

shows. In total, HACER consultants and project participants generated **76 new product lines**, many of which were marketed in the US and Europe, while others were sold locally. In many cases, these consultants worked one-on-one with artisans to teach them new techniques in their media, introduce new materials to expand their product offerings with their existing skills, and/or worked with artisan groups to introduce or reinforce concepts regarding production management, quality control, pricing and costing, international design trends, buyer expectations, and international distribution channels for crafts. In addition, ATA's home office and in-country staff coordinated additional consultancies specifically addressing technical issues in production, introducing new techniques and increasing efficiencies across media such as ceramics, natural fibers and wood. These international consultant-led workshops were supported by ongoing support from HACER field staff, to reinforce key issues and assist the artisans in applying these concepts to their work as needed.

Following is a summary of design and technical consultancies completed as part of HACER:

In April to June of 2001, US designer **Lyn Nelson** traveled to Honduras for three weeks to work with cornhusk artisans. Ms. Nelson worked with 11 producers to create a collection of cornhusk floral arrangements. Three new lines were created as a result of the trip that included arrangements, wreaths, swags, and gift items. These new lines were then exhibited at the Atlanta, San Francisco, and New York International Gift Fairs. She also reviewed previously-developed lines of cornhusk flowers and vegetables, and made recommendations that would make them more appropriate for the US market.

In July 2001, **Ron Rivera** visited Honduras to help artisans improve production in ceramics. In preparation for his visit, Mr. Rivera interviewed 52 ceramicists to assess their specific training needs, and determine their capabilities. After his initial assessment, he worked with artisans to improve the efficiency of their production techniques, introduced alternate clay and slip processing methods, and increased the quality and quantity of the pottery being produced. Mr. Rivera also assisted in the construction of two new kilns in the area of La Rinconada.

Mid-year 2001, Peruvian designer and ceramicist **Sonia Céspedes** developed and instructed artisans in the production of new ceramic designs for potters in the Paso Hondo region of Honduras. Designs were supplied to groups who sell to both Acta de Honduras and Atuto. In total, three new lines were produced, and new methods of production for these lines were introduced. The use of a slab roller, and component molds was taught to artisans as a means of facilitating timely and accurate production of pieces that were slightly larger than those that the potters were accustomed to making. Both ATA and Atuto provided financial support for the construction of slab rollers for different communities following this consultancy.

Also in July 2001, Los Pinos Group Leader **Cleotilde Jimenez** instructed artisans participating in Ms. Céspedes' workshops how to use a wheel to improve production efficiency. Of particular interest to the potters, who had previously hand-built all of their ceramics, was the possibility of burnishing the round pieces on the wheel to improve speed and consistency.

In October 2001, **Denyse Schmidt** worked with natural fiber artisans in Santa Barbara to develop new collections in junco and tule. Ms. Schmidt also evaluated the artisans' training needs based on current capacities and group goals. This assessment was the initial step in the

process of HACER's support for the artisans who would form Empresa Comunitaria Yahamalá.

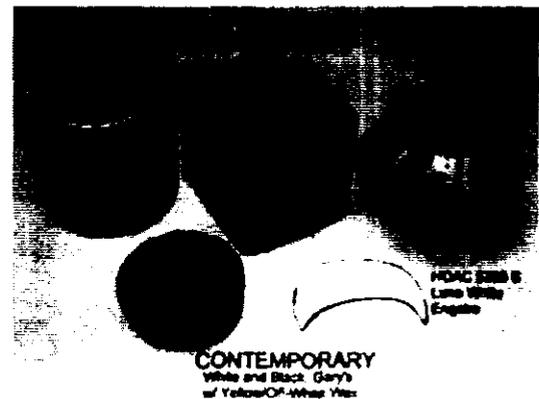
In November 2001, international designer **Jane Griffiths** (currently ATA's Vice President of Marketing) developed 6 new collections in cornhusk. These designs were shown in the Atlanta and San Francisco gift/home show, and the New York International Gift Fair. Ms. Griffiths also evaluated potential export partners interested in receiving project support, and assisted them by providing initial product design and development ideas based on current collections.

In November 2001, **Gary DiPasquale** worked with groups of Lencan potters that produce for Acta de Honduras. Five new collections were produced that included 25 new products. These products were exhibited at ATA's next round of international gift shows in the spring of 2002.

In February 2002, the HACER staff performed a remote consultancy with groups of junco and tule weavers in the department of Santa Barbara. Technical assistance along with product development and design was provided via Internet, fax, and courier service. Products incorporating new designs and color ways were developed.

In May 2002, international design consultant **Rhea Alexander** traveled to Honduras to work with producer-exporters In Vitro, Lesandra Leather and Acta de Honduras, among others. This consultancy yielded several new product lines in leather, metal, ceramic, wood and fiber. In November 2002, following initial market introduction of these products in international trade shows, Rhea Alexander completed a follow-up, remote design consultancy to continue to build upon these

original collections. Five new product collections were produced as a result of this consultancy.



A sample collection from Rhea Alexander's design trip to Honduras, May 2002.

In November 2002, international furniture specialist **Kathy Ross** traveled to Honduras and worked with three furniture and home accessory producers: In Vitro, INDUMA, and, PROIMI. This consultancy combined product development – yielding seven new collections – with a focus on furniture-specific market research and training with regards to the US furniture and home accessories markets. As noted below, Ms. Ross continued to work with these producers, one-on-one in the US and remotely, throughout the remainder of the HACER project.

In December 2002, international design and marketing consultant **Mimi Robinson** visited Honduras for three weeks to develop product collections and conduct marketing-based training workshops (e.g. costing and pricing, market research to identify US buyers) with three producer-exporters: Zacapa Arte e Industria del Mueble, Yahamalá, and Acta de Honduras. A total of 19 new product collections were developed.

B. TRAINING

The HACER project offered project participants training opportunities totaling **1,748 direct training days** designed to match their specific needs, but with consistently market-driven content and a practical approach. These training events combined market-based and field-based events, formal and informal formats, and were led by ATA's international and local consultants, and staff. Project participants who benefited from direct training interaction with project staff and consultants often returned to their communities to share this information with fellow artisans and/or applied this knowledge to their enterprise to indirectly yield an additional **953 indirect training days** for the project.

HACER training activities evolved and adapted over the course of the 2 ½-year project, responding to the changing needs, challenges and stated objectives of the various participating artisans and enterprises. For example, early in the project, workshops focused primarily on product development and technical assistance to catalyze the export process. As the project progressed, several enterprises needed increased assistance with business skills associated with export, organizational development, and even more focused attention on technical problems that arose as a result of increased order size and frequency. Finally, training in the second quarter of Year 3 of the project focused on strengthening producer-exporter capacities in production and business management. This assistance was designed to support their anticipated increases in sales and subsequent demand on their customer service and production management skills, due to international exposure, and anticipated end of the HACER project.

Nine producers and exporters interested in accessing the US market, plus four HACER staff, attended Aid to Artisans' flagship training program, the Market-Readiness Training program, held twice each year in conjunction with the New York International Gift Fair (NYIGF). Through the 5- or 10-day program (held in New York and New York plus Connecticut, respectively), participants gained awareness of market segments in the US, costing and pricing, techniques for competitive analysis, current design trends, importer and retailer expectations, and other topics key to the export process. In addition, they had the opportunity to visit the NYIGF in person, interact one-on-one with ATA's marketing staff and consultants, and meet representatives from producer groups, exporters and NGOs from elsewhere in Latin America and around the world. In most cases, project participants provided a substantial financial contribution to their participation in the program, ranging from paying for per diem and travel costs, to purchasing their plane ticket and/or covering a portion of the US\$1,250-1,750 program fee. In the case of project staff, this event served as a critical training program to equip field staff to support artisan enterprise development efforts in-country during the course of the project, but also serves as an investment in the development of professionals to strengthen the capacity of Honduras' craft sector with regards to export activity. The table below summarizes both project participants and staff who attended this US-based training program.

Table 2. HACER Market-Readiness Training Participant Summary.

Date	Name	Enterprise Organization	Program Participation
August 2001	Guillermo Andreus	HACER Project Staff	5-day (NY)
January 2002	Regina Aguilar	In Vitro	5-day (NY)
	Alessandra Foletti	Acta de Honduras	5-day (NY)
	Guillermo Valle	HACER Project Staff	10-day (NY&CT)
August 2002	Maria del Carmen Zacapa	Zacapa Arte e Industria del Mueble	5-day (NY)
	Iris Van Dyke	PROPAITH / IHAH	5-day (NY)
	Luis Alberto Rivera	Taller de Arte Siglo XVI	5-day (NY)
	Cristina Hernandez	HACER Project Staff	5-day (NY)
February 2003	Ricardo Floresgomez	Bahía (Mayan Enterprises)	5-day (NY)
	Anabely Castellanos Rosales*	Comunitaria Empresa Yahamalá	5-day (NY)
	Katherine Agurcía	HACER Project Staff	5-day (NY)
August 2003	Danelia Pineda Deras	Comunitaria Empresa Yahamalá	5-day (NY)
	Doris Lideny Lopez	Fundación Poligono	10-day (CT&NY)
HACER Total Market Readiness Training – Training Days			73

* Anabely Castellanos Rosales, an artisan from the community of Arada in Santa Barbará, was the winner of the first-ever handicrafts contest, organized by HACER in September-October 2002, for which she received a project-funded scholarship to participate in the MRT program. Since her successful completion of the MRT, Ms. Castellanos has shared her experiences with others in Empresa Comunitaria Yahamalá as well as other artisans in and around Arada.

In addition to the US-based MRT Aid to Artisans organized several in-country workshops designed to strengthen export capacity and the business skills associated with administering a craft enterprise, as follows:

- In July 2001 Field Coordinator Guillermo Andreus introduced 12 women in the south to the technique of terra siglatta, which added a unique finish to their ceramics. Mr. Andreus was actually taught this technique by a consultant that came to Sabanagrande during the first ATA project to work with his family in their ceramics workshop.
- In August 2002 HACER field staff worked with local craft factory, Atuto, to organize a two-day Production Management and Business Skills Development Workshop. The event was held at Atuto's factory in Sabanagrande from August 1-3.

Seven participants attended, including representatives from export partners In Vitro, Lesanddra Leather, Acta de Honduras, La Luciérnaga, Zacapa Arte e Industria del Mueble, Muebles Rusticos, and Productos Manufacturados. HACER's Field Coordinator, Cristina Hernandez, and Project Assistant, Katherine Agurcia facilitated the workshop, and Country Director, Guillermo Valle presented parts of the opening and closing sessions.

- In March 2003, ATA's international marketing consultant Carol MacNulty traveled to Honduras to lead an Export Training Seminar from March 3-8. The event included the participation of nine artisan enterprises as well as the Honduras national artisan association: Asociación Nacional de Artesanos de Honduras (A.N.A.H.), Acta de Honduras, La Luciérnaga, Lesanddra Leather, INDUMA, In Vitro (& Papelón), Productos Manufacturados, PROIMI, PROPAITH and Yahamalá. This workshop focused primarily on the business management and marketing skills required to successfully access the US market, and also served as a more formal marketing assessment process, through which HACER's export partners and their products were further segmented based upon their export capacities, product collections, enterprise goals and subsequent target markets, to reflect the increasingly segmented nature of the international marketplace.
- Following on this in-country business skills workshop, in May 2003 ATA conducted a Pre-Show Marketing Orientation in conjunction with the first SOURCES FOB trade show. This orientation provided Honduran participants with the opportunity to act as in-person sales representatives in an international trade show, supported by ATA international marketing consultant, Carol MacNulty, and ATA Marketing staff, who were on-hand for the event. The exhibiting participants—Alessandra Foletti (Acta de Honduras); Regina Aguilar (In Vitro); Anny B. de Lucker and Elizabeth de Pascua (INDUMA); Erick Kafie (PROIMI); and Maria del Carmen Zacapa (Zacapa Arte e Industria del Mueble)—were coached on export and trade show logistics, presentation techniques, and customer service before the show opened to assist them in handling buyers and writing orders during the show.
- In August through mid-October 2003, Carol MacNulty completed HACER's final consultancy, a remote (via Internet/email) consultancy to assist Honduran exporters in developing a basic business plan, based upon their current situation, strengths, weaknesses and potential. While many of the enterprises were unavailable, due to the need to fulfill pending orders, Ms. MacNulty corresponded with Alessandra Foletti to provide guidance in completing a basic business plan for Acta de Honduras.

In the period April to August 2003, HACER Field Coordinator, Cristina Hernandez conducted **nine** one-day workshops:

- La Campa, Lempira: Costing, Pricing, and Quality Control, 17 participants.
- Nueva Celilac, Santa Barbara: Costing, Pricing, and Quality Control, 8 participants.
- Arada, Santa Barbara: Quality Control for Production of Natural Fiber Crafts, 38 participants.
- Los Pinos, Siguatepeque: Molds as well as Costing, Pricing, and Quality Control, 25

participants.

- Costing, Pricing and Quality Control workshop, 10 participants.
- Quality Control for Production of Natural Fiber Crafts, 12 participants.
- Los Pinos, Siguatepeque: Molds, as well as Costing, Pricing and Quality Control workshop, 25 participants.
- Costing, Pricing and Quality Control workshop, 10 participants.
- Quality Control for Production of Natural Fiber Crafts, 12 participants, one day.

As part of integrated, ongoing training activities, HACER staff continued mentoring partner enterprises and entrepreneurs in basic business fundamentals such as: costing and pricing, how to export, trends, sales analysis, packaging, shipping, product development and successful export strategies.

Local Designers Mentored

In order to ensure that the supply of innovative, market-driven products would continue from Honduras to the world market, the HACER project incorporated an ongoing designer mentoring component, whereby **twelve design-oriented individuals** within partner producer-exporter enterprises who served in the primary design function were specifically assisted in further developing this capacity. In many cases, these persons were also the principals or owners of the enterprise, as well as leading international marketing initiatives and buyer interaction. Since building and maintaining international buyer relationships depends partially on the ability to elicit and interpret new product designs, this capacity was critical to the long-term success of these enterprises.

Design mentoring was offered through participation in product development workshops, remote (via Internet) interaction with international design consultants, the US-based MRT (with a special emphasis on the design aspects of the program), and ongoing feedback from ATA staff in Honduras and the US with regards to market feedback regarding new product ideas and modifications of existing product. The following designers participated in this program:

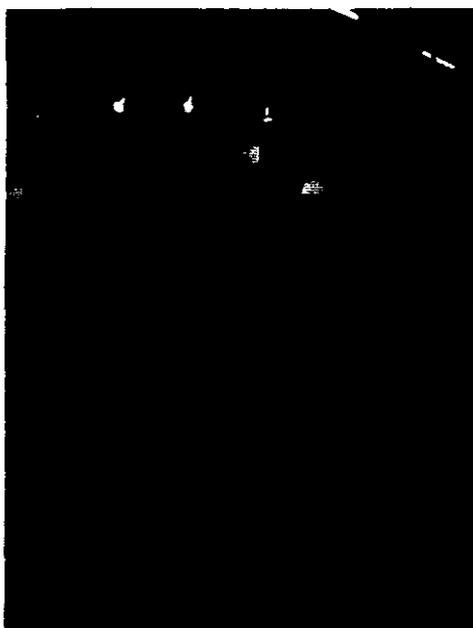
- Regina María Aguilar, In Vitro (San Juancito)
- Iris de Destephen, Productos Manufacturados (Tegucigalpa)
- Alessandra Foletti, Acta de Honduras (Tegucigalpa)
- Erick Kafie, PROIMI (Tegucigalpa)
- Anny B. de Lucker and Elizabeth Bahr de Pascua, INDUMA (Tegucigalpa)
- Danelia Pineda, Anabely Castellanos Rosales and Vilma Perdomo, Empresa Comunitaria Yahamalá (Santa Bárbara)
- Dora Sarmiento, Cooperativa La Luciémaga (El Hatillo, Tegucigalpa)
- María del Carmen Zacapa, Zacapa Arte e Industria del Mueble (San Pedro Sula)
- Marco Antonio Rodríguez Zúniga, Lesandra Leather (Valle de Angeles)

C. MARKETING

The HACER project was designed to bring Honduran crafts and the artisans who produced them into the global marketplace through a combination of Marketing activities which were closely integrated with the Product Development and Training Activities outlined above. Because the target markets (and buyers/importers/retailers) were primarily located in the US and Europe, a significant portion of the marketing and sales activities were conducted there. These include exhibiting in wholesale and FOB trade shows, ATA staff and HACER project participants "scouting" or visiting additional specialized trade shows to meet with potential buyers (for a cost-effective, targeted approach), completing ongoing sales meetings and marketing efforts (direct mailings, presentations to potential buyers) conducted by US- and Europe-based sales representatives, and coordinating buyer visits to the region. In addition, ATA's role as "sympathetic importer" to emerging producer-exporters facilitates market testing for new products, provides support to groups who may be new to the exporting process (and thus more likely to make mistakes) and, most importantly, allows groups time to develop sustainable links to the international marketplace while they develop the skills, systems, and resources required to grow. In the HACER project, all of these activities were conducted through a combination of consultants, with the ongoing support of ATA's US-, Europe- and Honduras-based staff.



Acta de Honduras product at the NYIGF.



Zacapa exhibit at SOURCES FOB show, May 2003.

Trade Show Participation and Scouting

In total, HACER exhibited in **eighteen international trade show events**, with booths at the San Francisco International Gift Fair (SFIGF), Atlanta Gift and Home Furnishings Market, California International Gift Fair (CAIGF) and New York International Gift Fair (NYIGF), as well as the High Point International Home Furnishings Market in High Point, North Carolina (US-based wholesale trade shows). In addition, HACER participated in two FOB shows in Frankfurt, Germany (Tendence and Ambiente).

In May 2003, ATA facilitated the participation of five Honduran handcraft exporters in a new FOB show, SOURCES, held in New York. ATA facilitated a pre-show Marketing Orientation at this event, to support participants in approaching buyers, negotiating payments terms, setting up an effective display and

promoting their business through communicative marketing materials.

These latter events consist of exporter exhibitions, whereby importers (and importing retailers) can place orders directly, as opposed to the wholesale shows, which feature primarily US-based importers, selling to US retailers.

The table below summarizes the US and European trade shows in which Honduran product and/or exporters were exhibited through the HACER project.

Table 3. Trade Shows Featuring Honduran Handcraft Product During HACER Project.

	<i>Project Year 1</i>				<i>Project Year 2</i>				<i>Project Year 3</i>	
	Spring 2001	Summer 2001	Fall 2001	Winter 2002	Spring 2002	Summer 2002	Fall 2002	Winter 2003	Spring 2003	Summer 2003
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
<i>US-Based International Trade Shows</i>										
NYIGF										
SFIGF										
CAIGF										
ATL										
High Point										
SOURCES										
<i>Europe-Based International Trade Shows</i>										
Tendence										
Ambiente										
Total Shows	0	3	0	4	1	3	0	2	2	3

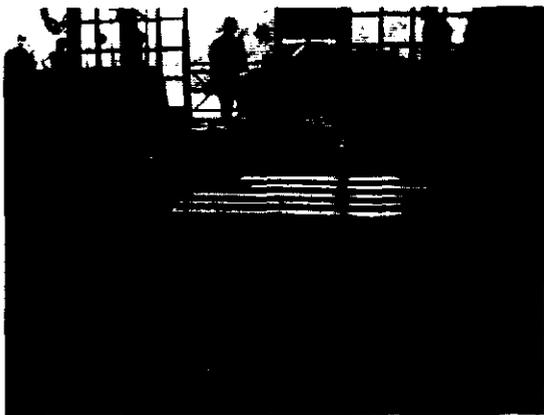
In addition to exhibiting Honduran handcrafts in these trade shows, ATA also scouted several additional shows on behalf of the HACER project participants, seeking new importer/retailer contacts that would be appropriate for the Honduran producer capacities. These shows include specialized venues such as the International Contemporary Furniture Fair and the Fashion Accessories Show.

Ongoing Export Sales and Marketing

To follow up on initial contacts made at trade shows, ATA's Marketing team, including one US- and one Europe-based sales representative, continues communications with buyers to pursue feedback regarding interest in project-supported sample purchases, production orders and visits to the region. Due to its global portfolio and long history in the industry, ATA can often gain the attention of small, medium and large importers (wholesale, retail and catalog companies) who may have interest in sourcing product from a particular country. In the case of HACER, this buyer follow-up was played a key role in initiating relationships with Honduran producers-exporters and, in turn, in supporting these groups as they continued to develop and solidify relationships with these clients. Specifically, ATA's Marketing Director, Colleen Pendleton, plus Sales Representatives Lori Grey and Geraldine Hurez were in constant communication with in-country staff, producer-exporters and the buyers themselves, to facilitate communication and relationship-building as possible. Activities included:

- Researching new clients and target markets appropriate for HACER participants
- Initiating presentations to buyers of HACER / Honduras product portfolio and producer capacities
- Requesting buyer-designed samples, pricing and production capacity to be generated by Honduran producer groups and delivered to potential buyers
- Soliciting buyer feedback regarding Honduran product samples produced and delivered
- Coordinating buyer visits to Honduran handcraft workshops, including following up with buyers to gain post-trip feedback
- Inquiring to producers and exporters about progress in purchase order fulfillment, sales results, and reorder possibilities

In some cases, as the HACER project evolved, these activities were more and more initiated by the Honduran export partners. However, throughout the life of HACER, ATA Marketing and Sales staff, as well as Honduras-based field staff, devoted significant resources to such activities, contributing to the project's results, outlined in detail below. *Please see attachments for examples of Honduras product placement and media appearances generated by HACER.*



In Vitro prepares an order for export.

Field staff time and expertise during this process was key to its success, in their ability to follow up directly with artisans who, at times, were difficult to contact via international communications (email, phone, fax). In other cases, field staff supplied valuable on-site review of product samples or fulfillment, to ensure quality control and accuracy in documentation, for example. Finally, HACER's Honduras-based staff is also credited with identifying and developing international buyers outside the ATA home office/sales staff, including purchase orders completed for Canadian-based importer Amisa Trading Company.

Please see attachments for an example of ATA's Importer Contact Update Report (September 2003).

Buyer Visits

Once producer-exporter enterprises had begun to expand their product offerings, increase their export readiness through ATA's market-oriented training programs, and successfully commence entrance into the US and European markets, ATA's HACER project was able to coordinate a total of **eleven international buyer visits**. These visits were often initiated at or immediately after trade show participation, and have the potential to yield the highest volume sales and long lasting market links for the Honduran enterprises involved.

A summary of HACER's buyer visits is as follows:

- In February 2002, buyers from **Exploris** visited Honduras after requesting samples of junco dolls from Santa Barbara, candles from La Luciérnaga, and loofahs from Fundación Poligino. Exploris buyers returned in September 2002 to coordinate product development efforts with Lesanddra Leather, creating a new collection marketed by both Lesanddra and Atuto.
- In May 2003, Jerry Marlowe, representing **Hooker Furniture** visited furniture workshops PROIMI and INDUMA. Mr. Marlowe was introduced to the two enterprises by ATA consultant Kathy Ross at a High Point scouting trip sponsored by HACER.
- May 2003 – John Carrol May, a designer for **Baker Furniture** also traveled to Honduras to visit PROIMI. During this visit, PROIMI owner Erick Kafie learned about design trends and standards from Mr. May, and was supplied with some designs for future production.
- Following an initial introduction generated by ATA at the May 2003 SOURCES show, **Design Workshop** owner David Carlton visited Honduras in June 2003 and placed sample orders with export partners INDUMA, PROIMI, In Vitro, and Zacapa Arte e Industria del Mueble. These products were consolidated into one 40' container and shipped during the first weeks of July for exhibition at trade shows in Atlanta, San Francisco, Chicago, and New York. After his initial visit, Mr. Carlton also confirmed that he would return to Honduras for follow up in July.

Mr. Carlton's second visit to Honduras occurred in early September. The purpose was to follow up with his first trip in June and the purchase orders he already placed with the six producers he had begun working with, particularly with INDUMA, PROIMI and In Vitro. This, as previously indicated, is a huge accomplishment for the project, as Mr. Carlton's company has a proven track record of single-handedly supporting artisan enterprises. This was the case in 1998, during Mr. Carlton's first collaboration with ATA in Romania. Since that time, he has placed purchase orders for over US\$1.0 Million FOB from one Romanian manufacturer. Fulfilling his orders has completely consumed the production capacity of this enterprise, and as a result, the artisans are doing quite well. Since Mr. Carlton sells over \$10 Million worth of wholesale goods to major furniture retailers in the US every year, his collaboration with HACER could result in steady and dependable sales for many of its artisans.

As result of Mr. Carlton's second trip, Design Workshop authorized continuation of the initial purchase orders and sent payment in the form of wire transfer in the first two weeks in October. This product was shown in trade shows in Atlanta and Los Angeles, as well as in Chicago, San Francisco, and New York. David Carlton plans to develop his capacity in Honduras to serve as a complement and also as a catalyst for growth along with the producers he already has in Europe (Romania and Portugal) and Asia (Thailand), from which he already imports over 125 full-container loads per year. HACER/ATA anticipates several substantial future purchase orders, resulting from the upcoming trade shows, which will result in significant sales for these producers.

- In July 2003, soon after the SOURCES show and following lengthy ATA sales and marketing efforts, **Cost Plus' World Market** Vice President Gail Fuller and Collectibles Buyer Annette Brockman visited Honduras for a country-wide scouting trip. Several producers were visited as well as the local market. Ms. Fuller felt that this relationship could be extremely beneficial to these exporters, as World Market is a company with approximately 200 stores, a solid reputation within the industry whose business is growing, and actively developing new sources in Honduras and Central America. They currently import from over 50 countries and selected several products from La Luciérnaga, Muebles Rústicos, PROIMI, the A.N.A.H. pavilions, as well as a small selection from both Acta and Atuto.
- In August, HACER participants received a visit from **Altra Qualita**, a fair trade organization (FTO) in Italy, interested in all products from the HACER producers in Honduras, as well as in El Salvador and Guatemala. Buyers Marcella Ferretti and David Cambioli, on a combined scouting trip to Central America, visited: A.N.A.H. Pavilions in Valle de Angeles, ATA showroom, Acta de Honduras, Atuto, Bahía, In Vitro, La Luciérnaga, PROPATTH, and Yahamála.
- Finally, HACER-ATA received a buyer visit from both the owner and a buyer from **Metropolitan Deluxe** in September 2003. These buyers, who expressed their primary interest in garden and home accessories, mainly worked with Atuto, and are expected to place an order with that company for approximately US\$25,000.

ATA expects significant export sales and lasting business relationships will result from these buyer visits, if the Honduran enterprises involved can respond to the needs and interest of the international buyers in a timely and professional fashion. Most of these relationships are in a critical test phase, whereby the importers/retailers will assess the export, production and customer service capacities of their potential export partner, and decide whether the long-term benefit will be worth further investments in sample production, technical workshops, and design.

Local Sales and Market Development

In addition to the export marketing programs outlined above, HACER in-country project staff led efforts to develop opportunities for local handcraft sales through targeted events and sales through tourist, gift and home furnishings shops, as well as to increase awareness in the domestic market of the quality and cultural heritage associated with Honduran crafts.



Artisan contest winners pose with their winning pieces and certificates.

An example of such activities includes an effort to motivate new product design, cultural education and local sales through the successful first installation of what is intended to be a bi-annual event titled **“Primer Concurso y Exposición Nacional de Artesanía 2002.”** Held for the first time in October 2003 and coordinated by HACER project staff with the collaboration of PROPAITH (IHAH, Ministry of Culture, Arts and Sports), as well as the Ministry of Industry and Commerce, the Ministry of Tourism (Instituto Hondureño de Turismo) and FUNDARTE - Galería Nacional de Arte, this contest seeks to reward innovative design with public recognition and prizes.

In addition to event-based sales, local staff sought to create new artisan-retailer relationships in Tegucigalpa. Local sales activities also included HACER staff efforts to place Honduran handcrafts in existing local craft and gift stores, as well as working with project participants to modify project-developed products appropriately for the local Honduran market. For example, several HACER-influenced products – ceramic candle votives, lamps – could be seen in Acta de Honduras’ store in Tegucigalpa.

One example of this – **La Placita en la Villa** – is a relatively new store which is carrying products from Honduras and other Central American countries, located near a commercial center in Tegucigalpa. The owner of the store attended the contest and exposition event outlined above, held in October 2002, and found products/artisans that she now promotes in her shop. As one Honduran described it, this shop is “very different from other stores in Tegucigalpa” in the quality of handcraft that it carries; its success so far is an indication that there may be more potential for domestic market development.

V. ENTERPRISES ASSISTED

HACER-ATA worked with business and non-governmental export partners as a means of increasing project reach and impact. The HACER project focused the majority of its efforts in facilitating exports from **ten export partners**. Activities completed in conjunction with these enterprises included product development, enterprise leader/designer training, and/or

actively marketing their product collections and production capacities. *Please see attachments for a complete list of activity types by enterprise.*

- **Acta de Honduras** is a non-profit organization that seeks to commercialize artisan products as a means of providing support in the social and economic development of the artisan groups it assists. Acta works in ceramics, textiles, junco and tule with over 370 artisans, 236 of whom the HACER project trained or assisted and are thus included in the project indicators reported. Acta has exported several shipments, primarily of its Lencan ceramics, produced in the south of Honduras. HACER supported Acta's participation in US- and Europe-based trade shows, including SOURCES (and the SOURCES pre-show Marketing Orientation), the NYIGF (and the NY-based Market Readiness Training program) and Tendence. Acta's principal, Alessandra Foletti, has received significant training and mentoring through international design and

business training consultancies, plus participation in FOB shows (with on-site support from ATA Marketing staff), and market-based feedback during the sales and fulfillment process.



A Lencan potter applies a slip to a piece to be sold through Acta de Honduras.

New collections developed with Acta included candle votives and filled candles—produced through an HACER-facilitated collaboration with Fundación La Luciérnaga—as well as new tile, tabletop and decorative pieces. Late in the project, Acta also started promoting its textile collection, produced by the EACI artisans in El Cacao, Intibuca, through international fairs such as SOURCES, and through its new website. In collaboration with the HACER project, Acta received visits from buyers such as Cost Plus, Altra Qualita and Metropolitan Deluxe and sample orders from importers and retailers such as Phillips Collection and Storehouse. In August-October 2003, Acta also participated in Carol MacNulty's remote consultancy, designed to assist HACER's export partners in the development of a business plan. At the close of the HACER project, Acta de Honduras had made significant progress in developing its export capacities though, as Ms. Foletti indicated during the evaluation process, the organization remains in a difficult point in its lifecycle.

Atuto works with approximately 700 artisans, (about 100 of whom work in Atuto's Sabanagrande factory) 275 of which are included in HACER's results reporting, in the mediums of clay, cornhusk (a product line originally introduced by ATA's initial project in Honduras), metal and wood. Approximately 50% of Atuto's production capacity is within its factory, while the remainder is completed by artisans nearby and in rural areas in the north and south of Honduras. The company currently exports approximately US\$1.5 million FOB annually, shipping an average of two to three containers each week. Started in 1994 by Holland Millis, following his participation in ATA's original project in Honduras, Atuto is the HACER export partner and producer with the most experience in the craft sector.

Over the past ten years of the company's existence, Atuto's management team has developed sophisticated costing, pricing and production management systems, as well as highly respected customer service standards. Production volume which lead to economies of scale, the factory's location in a previously-negotiated free trade zone, and its continuous relationship-building with its main clients have been key to its financial success. In fact, at the start of HACER, Atuto was the only craft export enterprise competent enough to service international buyers and importers and thus was the leading source of sales in reaching project export sales goals. During the course of the HACER project, the services that ATA provided to Atuto were limited to marketing support (i.e. trade show space for Atuto products, inclusion in promotional materials used during sales meetings/contacts) and occasional product development assistance, though these services, too were limited activities compared to support provided to other Honduran craft enterprises.

Atuto's proficiency has been demonstrated by continued commercial relationships with and sales to importers such as RiverFolk, Metal Urges, Exploris, Country Originals and Sheri Wires. Atuto continues to show products at several trade shows, including its August 2003 participation in the NYIGF as part of the "Tres Mas" booth. This was a new venture designed to promote and sell crafts from Atuto, along with two other export partners in Guatemala and Nicaragua. Though the future of this entity is uncertain at this point, Atuto will continue to sell crafts from the Lencan artisans in the south of Honduras and in Ojojona, as well as from the many rural artisans it works with in Sabanagrande and Santa Barbara, for example.

Atuto has developed new relationships with other producers and exporters from HACER, including In Vitro, INDUMA, La Luciérnaga, Lesandra Leather, Tejeros de San Juan Intibuca, as well as several artisans in Santa Bárbara (including several from Ceguaca and others that are members of Yahamalá). HACER assisted Atuto through limited design work by Lynn Nelson, Jane Griffiths and indirectly through technical assistance provided to artisans Atuto sources from in rural areas (e.g. Santa Barbara dyes, technology for ceramics production in the south). It should be noted that at one point, cornhusk-based products initiated in ATA's first Honduras project represented approximately 60% of Atuto's total sales revenues, while currently these product lines provide only US\$6-8,000/month in sales. HACER provided limited support to further develop this product category in order to focus on the development of other craft enterprises; however, ATA believes that this remains a material with additional export sales potential, produced by artisans living in extreme poverty that would likely benefit from additional marketing support.

- **Bahía Exports (Mayan Enterprises)** is a company that began as a result of the owners' interest in founding a craft export business, based upon their joint experience in retail sales and the tourism sector of Honduras' Bay Islands. Following their initial contact with HACER the couple decided to work with artisan enterprises supported by HACER, to offer a range of products to the regional and US markets. At the end of the project, they had set up their own website, bahiaexports.com, in order to more effectively promote the crafts from Santa Bárbara (initially from Yahamalá), In Vitro and Papelón, Acta de Honduras and Lesandra Leather. Bahía principals Cristina Cundiff and Ricardo Floresgomez have participated in trade missions to New Orleans and ATA's five-day MRP (Ms. Cundiff attended and scouted the NYIGF). HACER's local staff provided sector information,

practical training in craft export processes, and mentoring with regards to managing artisan production, for example. Additionally, Bahía Exports is acting as an export agent for recent purchase orders for Yahamalá, obtained through ATA's trade show and ongoing marketing efforts. ATA anticipates that Bahía will grow significantly in the coming years and will thus also provide income and employment for the artisans, developing relationships with other producers and alliances with other exporters in the sector. For example, Bahía met with Cost Plus during their recent visit in order to offer several products for their World Market stores.



UNICEF buyers visit La Luciérnaga.

- **Cooperativa La Luciérnaga**, a candlemaking shop (that also provides funds to a battered women's shelter) in the hills above Tegucigalpa, was another key recipient of HACER's services over the course of the project. Local HACER staff provided ongoing mentoring, product development and marketing guidance to La Luciérnaga's management team. In early April 2003, La Luciérnaga shipped various purchase orders for US

fair trade client Ten Thousand Villages. During the final quarter of HACER, La Luciérnaga received two additional

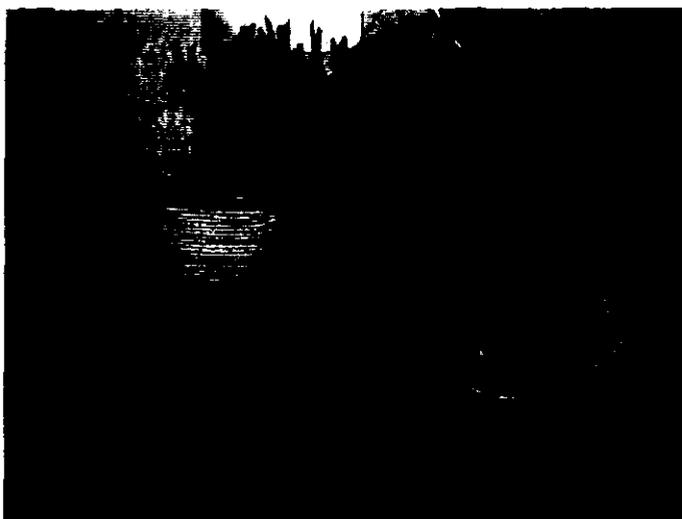
purchase orders from Ten Thousand Villages, an order from Italian buyer Sotto Sopra, and has, with HACER's mentoring, developed a new candle collection for UNICEF's 2004 catalog. This last effort resulted in a purchase order for 8,500 sets of candles and candleholders, and required the local development of a specialized packing system, all of which was done with the assistance of HACER's staff. At the close of the project, ATA believes that La Luciérnaga is poised for local and international growth, based on the organization's strong entrepreneurial orientation, willingness to learn and experiment, and understanding of customer service.

- **Empresa Comunitaria Yahamalá** is a group of 240 artisans based in Santa Barbará, organized in twelve groups, who work in natural fibers (mainly junco and tule). ATA's HACER project has worked extensively with this organization to provide its artisans with product development and technical assistance—through local and international expertise—while providing business-oriented capacity-building efforts to its manager, group leaders, and key artisan members. In addition, HACER has advised the group in its own organizational development and structure. In the last six months, for example, Yahamalá restructured its board, to ensure the effective and less political management of the group; since this time, ATA has noted a greater orientation towards the commercial nature of the organization.

As reported throughout the project, Yahamalá has received notable market interest from the US and Europe, through ATA's marketing efforts at trade shows and sales presentations. In the final quarter, for example, the US trade shows generated US\$3,838 in purchase orders for ATA-imported product, plus orders from Baskets of Cambodia/Check Imports (US\$2,718) and Sotto Sopra in Italy.

Key to this organization's success will be its ability to form a mutually-beneficial relationship with a Honduras-based export agent. During the final six months of the project, HACER worked with Yahamalá's manager to evaluate several potential export partners and to date have continued working with Bahía Exports. As noted above, Bahía Owner Christina Cundiff is currently coordinating production and export of most of their ATA-generated purchase orders.

Over the course of the project, HACER also assisted Yahamalá in obtaining computers and other equipment to use in improving their organizational management, customer service and production capacities. For example, in the final quarter of the project, HACER gained support for Yahamalá from PROPAITH, which donated three sewing machines for the communities of Santa Cruz, Santa Rita and San Geronimo. PROPAITH's Director, Iris Van Dyke also traveled to Santa Bárbara to deliver the donation and meet the artisan groups. After meeting the groups and seeing the quality of the goods, Iris made a purchase order for Yahamalá crafts to be marketed at the three artisan craft stores that PROPAITH manages throughout the country. HACER has also worked with the women of Yahamalá to introduce improvement in production processes, such as centralized dye centers in each of the three communities where the artisans live and work. This centralized system has greatly improved the consistency of the colors in Yahamalá's production, and is especially important to allowing the group to accept and deliver increasingly large orders to the US, for example. HACER also provided personal protection gear— face masks, goggles and gloves—to the women who dye the junco and tule, to minimize their exposure to the chemicals used in this process.

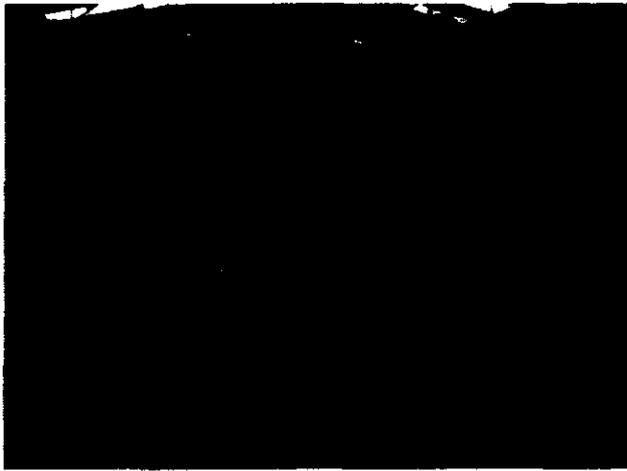


Empresa Comunitaria Yahamalá artisan with HACER-developed product.

- **In Vitro** (and **Papelón**), located in San Juancito, began as a nonprofit artisan school designed to “spin off” independent artisan workshops, and has evolved into an income-generating job training and production facility. The artisans there create products made from handmade paper, metal, glass, wood and combinations of these materials. Regina Aguilar, In Vitro's founder, has participated in several project activities including product development consultancies (with international designers Mimi Robinson and Rhea Alexander, for example) and business training, receiving ongoing mentoring in design and business management (with an export focus) from local and US-based ATA staff. In May 2003, In Vitro participated in the new US FOB show, SOURCES (including ATA's pre-show Marketing Orientation), presenting several new collections, including fused glass trays, handmade paper and metal lamps and picture frames (the latter marketed in collaboration with Atuto). In Vitro received a purchase order from Design Workshop's David Carlton during his visits to Honduras in 2003, that was shipped in October. In July 2003, Aurora Romero joined In Vitro as the new business

manager. Recommended to Ms. Aguilar by HACER's staff, Ms. Romero brings management and production experience, and is seen by ATA as a positive addition to the organization's management structure, especially in regards to managing increasing production demands for export order fulfillment. ATA-initiated product development, buyer contacts and increasingly professional management capacities, as well as Ms. Aguilar's design talent and low artisan-employee turnover are important contributors to In Vitro's success thus far, and will be important to its continued growth into the future.

- **INDUMA** is a mid-sized furniture producer based in Tegucigalpa with over 20 years of experience that began collaboration with the HACER project in October 2002. INDUMA currently employs approximately 35 individuals in their factory operation, plus 14 salaried workers, who provide sales and administrative support. Following participation in ATA's in-country consultancy with international furniture specialist, Kathy Ross, INDUMA received scouting support at the April furniture market in High Point, North Carolina, participated in the New York-based SOURCES show in May, and received the initial visit of Design Workshop's David Carlton shortly thereafter in June. Mr. Carlton placed two initial sample orders followed by a large first purchase order totaling US\$31,770. The order was subsequently postponed until Mr. Carlton's second visit in early September in order to follow up on production issues dealing with humidity levels and finishes, which resulted in an authorization for INDUMA – as well as PROIMI and In Vitro- to continue production on their PO's for shipment in October. During evaluation interviews, INDUMA's management team noted that even though the company joined HACER relatively late in the project's life, and received support for only one year, they feel that they have made tremendous progress in collaboration with ATA. They also noted that this success has been notably more than they enjoyed with other projects, including with CBI and others, who tried multiple support activities, but did not make significant impact on the company's export potential. Finally, they request additional, future guidance from ATA regarding colors, finishes and forms that would be appropriate for the US export market.
- **Lesanddra Leather**, a company based in Valle de Angeles that produces finished leather accessories and home furnishings, was an active participant in the HACER project and the only other company who also participated in ATA's first artisan enterprise development project in Honduras. Recently, Lesanddra has been undergoing a restructuring period, as one of the owners now lives abroad (Andrew Brant in Dominican Republic) and the current manager has a more difficult time answering or following up requests in English. HACER continued to assist Lesanddra through the end of the project, coordinating a buyer visit by David Carlton from Design Workshop to their workshop during his first visit in June 2003. Following this visit, Design Workshop received the export prices for several products and subsequently placed an initial purchase order, and Lesanddra Leather has confirmed their continued interest in receiving additional leads and exporter links in collaboration with ATA. Their high quality products were shown at the NYIGF in August of 2003, and ATA believes that if the Lesanddra management team is prepared to support export activities following its internal realignment, there remains substantial potential for international sales.
- **PROIMI** is a mid-sized furniture producer that, like INDUMA, joined the HACER project in October 2002. PROIMI's Owner, Erick Kafie, worked with Kathy Ross during her visit to Honduras in March 2003, and also joined her during the scouting and marketing trip



PROIMI owner, Erick Kafie (left) with a worker in his Tegucigalpa factory.

to High Point in April 2003. In May 2003, PROIMI showed products with ATA support as an exhibitor in the new FOB show SOURCES in New York. In its year collaborating with HACER, PROIMI received buyer visits from Hooker Furniture and Design Workshop; the latter has already resulted in a 40-foot container of US\$25,095 order/shipment including samples and inventory (consolidated with an order produced by INDUMA, In Vitro and Zacapa). David Carlton scheduled a second trip to Honduras in early September, to

work with PROIMI on new product development and technical assistance. Also as a result of the High Point scouting and SOURCES participation (both supported by HACER), PROIMI hosted designer John Carroll May in a visit to its production facility in Tegucigalpa in order to develop new collections and new export links for the next exhibition at High Point in October 2003, as well as other trade shows.

- **Zacapa Arte e Industria del Mueble**, a furniture and accessories producer located in San Pedro Sula, received support from the HACER project through participation in local and New York-based training events (including ATA's MRT program and business training with international marketing consultant and former importer Carol MacNulty), as well as product development and design consulting from international designers such as Mimi Robinson and Kathy Ross. Products from Zacapa Arte de Industria del Mueble were shown as part of the company's participation in SOURCES, as well as in ATA's booth at wholesale shows such as the NYIGF. Zacapa has also produced some samples for AMC-Target in México and with the assistance of HACER, completed the Generalized System of Preferences (GSP) forms they require for new vendors. She continues to follow up on other leads from SOURCES and NYIGF and will most likely be in a position to develop a relationship with at least one more wholesale importer that was contacted during these shows. Also supported by the project, Zacapa has recently launched a new CD-based catalog and accompanying website, which will contribute to her ability to attract international customers.

In the final three to six months of the HACER project, ATA focused its activities on *strengthening* the export capacities of these enterprises, working to:

- Build on the project's strategies and successes to date,
- Focus on making progress sustainable,
- Provide exporters with exposure through trade shows and ongoing marketing efforts, and timely feedback on how they can further refine samples for more interest and sales,
- Cultivate additional importer leads to be able to build direct and sustainable exporter-importer relationships, providing in-country business/export training to ensure that exporters know how to maximize the opportunities provided,

- Support the artisans' ability to produce via production and technical training, thus ensuring the exporters can fulfill orders, and be better prepared to offer the customer the type of service that international customers demand.

In order to provide an additional support infrastructure for sustainability in the craft export sector in Honduras, HACER-ATA promoted and supported the establishment of an **Association of Honduran Creators and Exporters** as well as promoting the involvement of additional entrepreneurs who want to export Honduran crafts. HACER activities included organizational development support provided by local ATA staff, as well as coordinating a visit to Honduras by Silvia Moreira, Executive Coordinator for the Craft Commission of AGEXPRONT (Asociación Guatemalteca de Exportadores de Productos No-Tradicionales). During her visit, Ms. Moreira presented to sector participants interested in organizing the association described above, sharing her experience in managing an association of craft exporters. ATA's Honduras Country Director has expressed interest in continuing to mentor this group providing support while they establish the Association.

In addition to these export partners, who were the primary focus of ATA's work over the course of the project, HACER also supported the following groups with activities such as business skills training and local sales:

- **Fundación Poligono**, which primarily produces and markets loofah products, benefited from local staff efforts in local sales and business training. In addition, Doris Lideny Lopez, responsible for marketing Fundación Poligono's artisan products, participated in ATA's 9-day MRT in August 2003. Ms. Lideny expects to apply this export-oriented knowledge to the foundation's efforts to expand its international client base through ongoing marketing efforts and new product offerings.
- **Greenwood**, an NGO that supports environmentally sound product development and sales efforts in La Mosquitia and elsewhere in Honduras, received assistance in local sales and product development.
- **Muebles Rusticos**, a producer-retailer located in Tegucigalpa, participated in local training and sales efforts. In addition, Muebles Rústicos received international buyer AMC during the company's visit to Honduras, but did not pursue this new business opportunity due to shifting priorities within the company (away from interest in volume export).
- **Productos Manufacturados**, a small wood workshop, has been producing goods for local sales, employing up to 12 artisans, on a limited basis during the course of the HACER project. Principal Iris de Destephen is currently working full-time with Designada Presidencial Armida de López Contreras and she or one of her partners attended local training events facilitated by HACER (e.g. production management training at Atuto). In addition, international design consultant Rhea Alexander worked with Productos Manufacturados during her visit to Honduras in May 2002, though the samples produced yielded few orders. Though interested in program participation, Productos Manufacturados could not present the counterpart funding required for the MRT program, and HACER chose not to fully fund her participation due to

the company's limited export readiness. Ms. Destephen hopes to continue to produce for the local market—though is currently producing at a very minimal level—and is still expecting to move towards export in the future.

- **PROPAITH / IHAH** and its Director, Iris Van Dyke, participated in the HACER project, though the organization is primarily focused on activities related to cultural preservation of artisan traditions and local craft sales, rather than export development, at this point. Ms. Van Dyke participated in ATA's Market Readiness Training program in New York in August 2002, and used this opportunity to explore the possibility of expanding PROPAITH's export program. However, realizing the resources and capacities required for successfully competing internationally that are not currently available within the organization, Ms. Van Dyke notes that PROPAITH plans to pursue this potential in the long-term.

See attachments for more detailed information regarding services provided to these enterprises over the course of the HACER project.

VI. PROJECT IMPACT

In accordance with the goal and objectives of the HACER project, outlined above, its impact on the intended beneficiaries can be measured in terms of its reach, its financial support through sales, and the income and jobs those sales generate. Capturing the differences that these impacts have in terms of converting additional income and experiences into an improved quality of life is key to understanding the effectiveness of artisan enterprise development.

A. PROJECT REACH

Artisans Benefited

Through its various activities, the HACER project has benefited **2,209 artisans**, through **60 enterprises**—export partners, NGOs, artisan groups and individual workshops. This exceeds the initial project goal of 2,000 artisans benefited and represents a 101% achievement of the project goals in terms of reach, or artisans positively impacted. Of the artisans HACER benefited during the course of the project, 1,425 or 70% of the 2,029 are female while 604, or 30% are male. Because each artisan is normally responsible for supporting between two and six additional family members (siblings, parents, children, extended family), ATA estimates that the project positively affected the lives of approximately **8,000 individuals**.

As stated in previous reports, for the final six months of the project, no additional artisan enterprises were incorporated into the HACER project as the project concentrated on consolidating the results previously achieved. Therefore, the total number of artisans receiving mentoring or assistance to date remain are the same as reported in the previous two quarters.

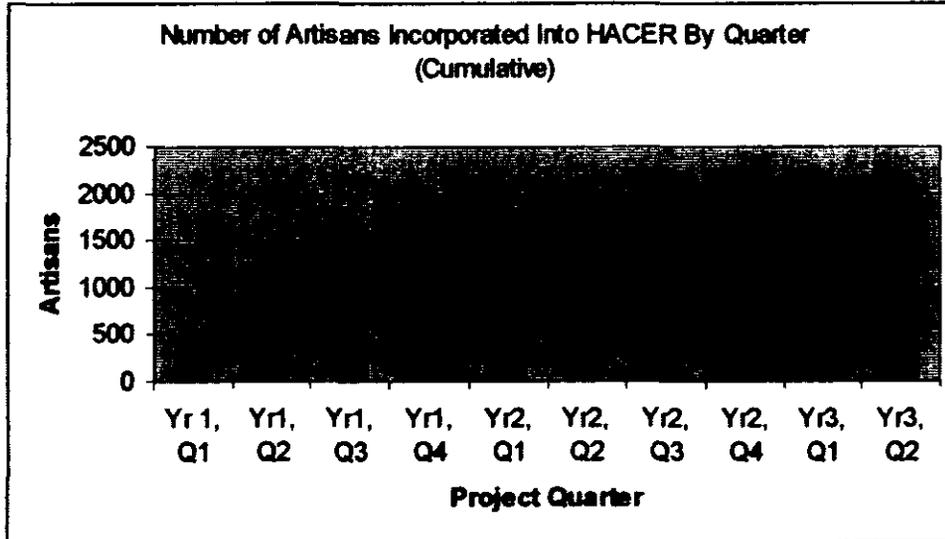
The following charts illustrate the rate at which artisans were assisted through HACER project activities over the life of the project. *See attachments for a list of activities through which*

ATA benefits artisans.

Table 4. Artisans Benefited By HACER Project.

QUARTER	Number of Artisans Incorporated	Percentage of Year (%) Targets	Percentage (%) out of Project Goal (2,000)
Year To Date	2,029	-	101.5
Yr3, Q2	0	0.0	0.0
Yr3, Q1	0	0.0	0.0
Total Year 2	366	100.0	25.4
Yr2, Q4	143	28.4	7.2
Yr2, Q3	-5	-1.0	-0.3
Yr2, Q2	293	57.8	14.7
Yr2, Q1	75	14.8	3.8
Total Year 1	323	100.0	25.2
Yr1, Q4	265	17.4	13.3
Yr1, Q3	702	46.1	35.1
Yr 1, Q2	207	13.6	10.4
Yr1, Q1	349	22.9	17.4

Graph 1. HACER Number of Artisans Incorporated Into HACER By Quarter (Cumulative)



Geographic Scope

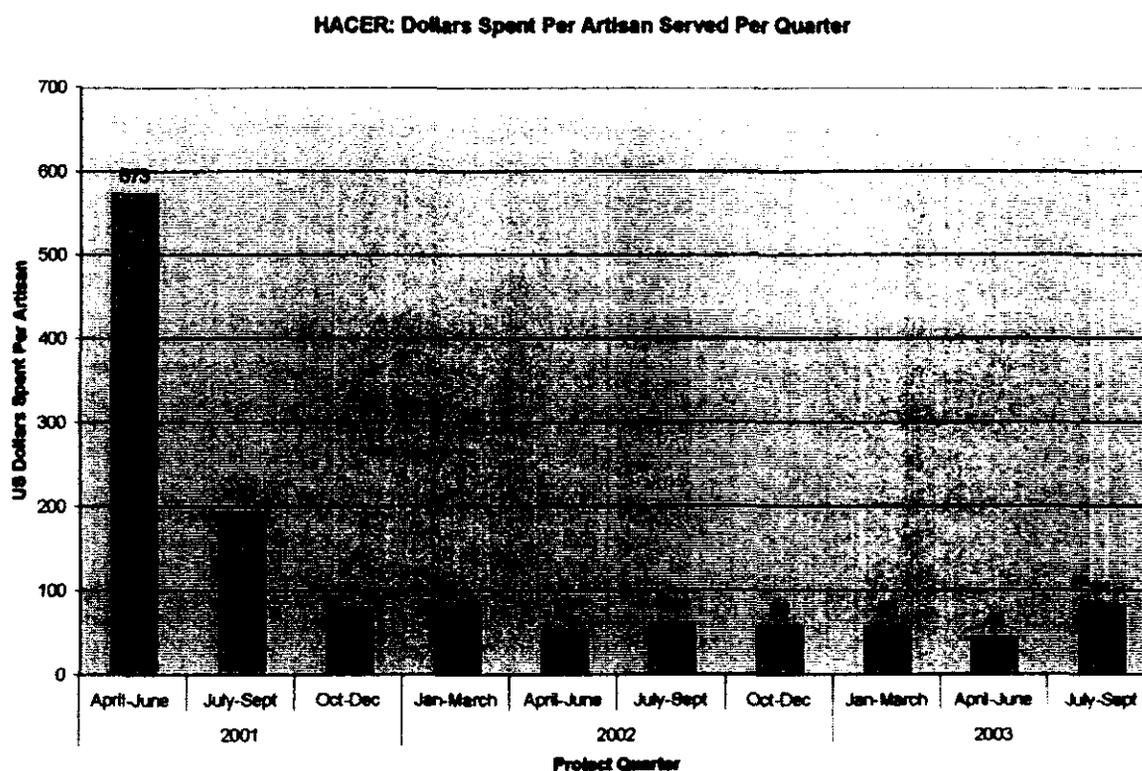
HACER worked in seven of the 18 Departments in Honduras. Efforts concentrated in Francisco Morazán, Valle, Comayagua, Santa Bárbara and La Paz; as well as Choluteca and Intibuca. Limited work has been done in Cortés (Zacapa Arte e Industria del Mueble) and Copán (with Fundación Polígono Industrial Copaneco, exporter of loofas or “pastes”).

HACER expanded its reach by working with institutions with existing programs supporting artisans in areas outside the project’s core geographical focus. For example, HACER coordinated with PROPAITH in an effort to support dispersed indigenous artisan groups already being assisted by that institution. Through coordinated efforts with Greenwood, also mentoring Cooperativa Limitada Kátaha and providing indirect support of indigenous artisan groups such as Alianza para Mujeres Negras, the project also positively impacted artisans in the Bay Islands, as well as in the Departments of Atlántida, Colón and Olancho. In total, HACER reached 14 Departments in Honduras by offering select project resources (staff, experience) that can create positive change with minimum investment, to groups in this wider geographic area.

Investment Per Artisan

Over the course of the HACER project, the cost of incorporating and benefiting new artisans clearly diminished over time, following an initial startup phase, when the greatest number of artisans were incorporated. Over time, HACER focused on ensuring sustainable benefits to the enterprises and artisans it worked with, in addition to broadening the scope of that benefit as much as possible. Additionally, the nature and associated expenses of the activities introduced to the artisan enterprises varied greatly over time; for example, the cost of international consultants and marketing events, completed on a periodic basis, were balanced against ongoing expenses incurred by field staff and ATA’s local office in Honduras.

Graph 2. HACER Artisans Benefited Per Dollar Spent Per Quarter.



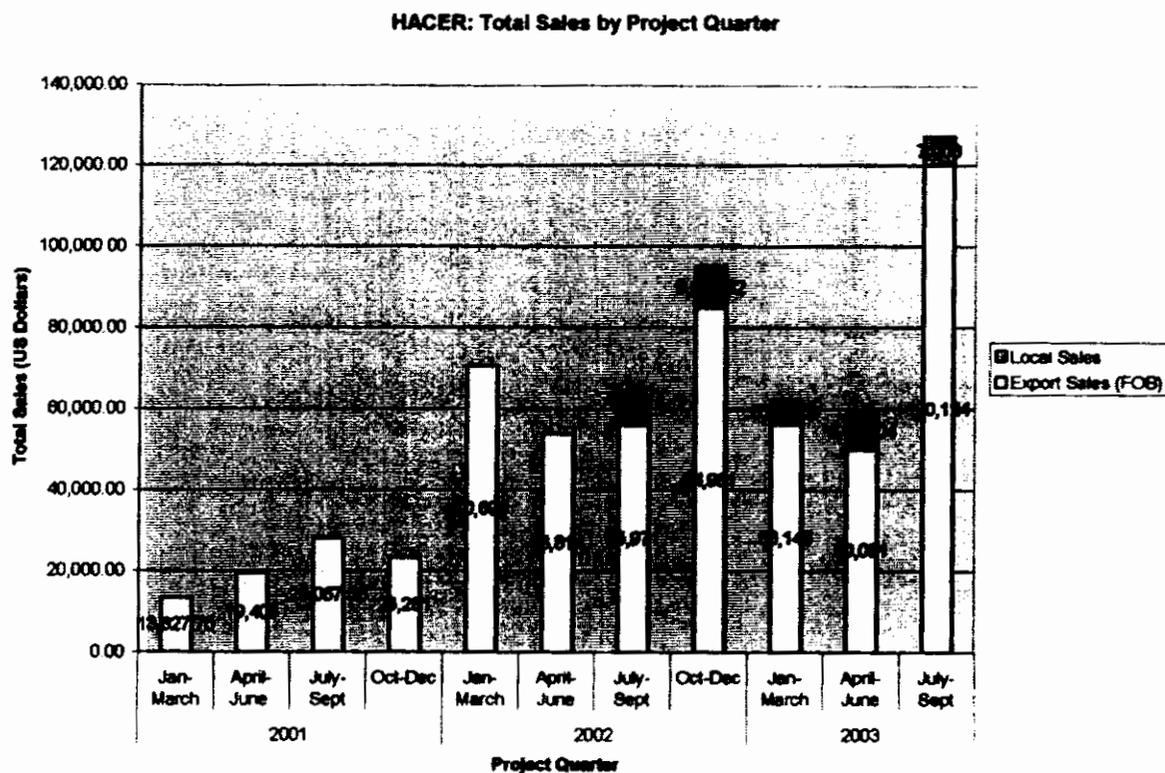
B. SALES

HACER has as its goal to promote sustainable economic development by strengthening the craft sector in Central Honduras. One approach to measuring the impact of such a project is to measure the marginal increase in sales generated by project activities. Though the project had as its primary focus the development of export linkages and enterprises, local staff were also responsible for generating local marketing and sales opportunities for artisans through linkages to the domestic and tourist craft markets in Honduras. As indicated in the chart below, HACER achieved **US\$614,347 (combined FOB and local retail) in sales facilitated by the project or 70% of the total project goal, 2 ½ years into the project.**

Table 5. HACER Sales Goals / Results.

Indicator	Project Goals	Project Achievement (September 30, 2003)
Export Sales	\$800,000 (FOB Honduras)	\$575,910.96
Local Sales	\$75,000 (Local retail)	\$38,435.75

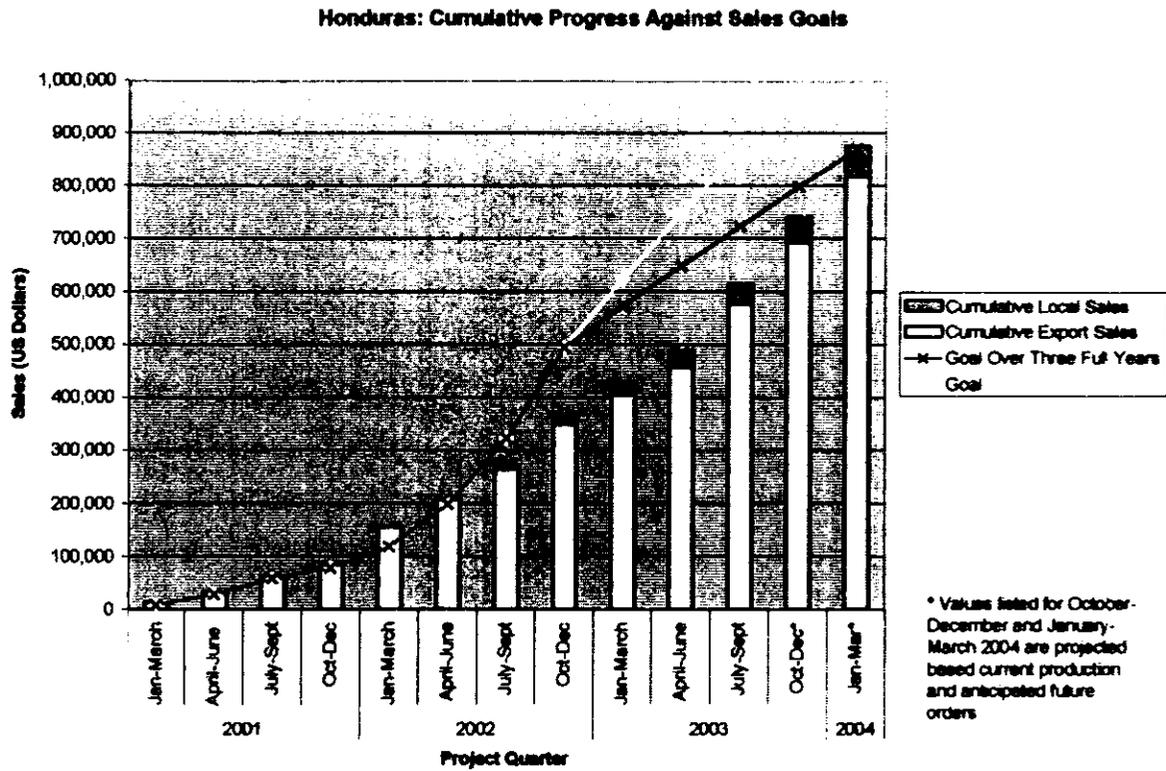
Graph 3. HACER Total Sales By Project Quarter



As described above, HACER was originally designed as a three-year project; ATA projects that the total US\$875,000 combined local and export sales goal will be achieved at approximately the three-year mark, or between three and six months following September 30, 2003, the end of the project, as shown in the graph below.

Direct export sales, including purchase orders written by customers plus sample orders for trade shows (based on the new product collections) totaled **US\$120,124**, for a total project to date of **US\$575,911**.

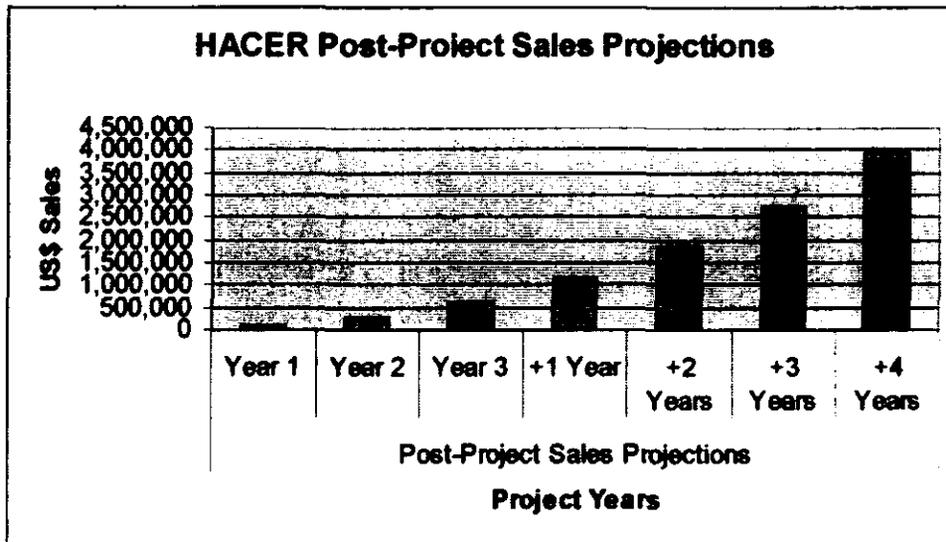
Graph 4. HACER Cumulative Sales Results



HACER has as a project goal to ensure that positive benefits were delivered to the intended beneficiaries based upon sustainable sector development. For example, due to previous participation in at least one product development consultancy, several producers have been able to develop new product collections which are already being exported. Furniture and accessory producers such as INDUMA and PROIMI as well as Acta, In Vitro and Zacapa Arte e Industria del Mueble, have new collections that were marketed and promoted at the NYIGF and Tendence in Frankfurt, Germany, both in August 2003. This exposure has led to several buyer visits and new potential buyers already ordering samples and placing purchase orders. ATA-US and the HACER project contributed to these sales by sending designers to develop new collections (reported in previous quarters), facilitating new market links as well as strengthening existing ones. Results included requests for new prototypes and sample orders from new customers, like Design Workshop, Phillips Collection, Hooker Furniture, AMC-Target, as well as improved relationships between exporters and importers. *See attachments for a sampling of pending purchase orders as of September 30, 2003.*

As outlined in greater detail below, ATA believes that the infrastructure – enterprises with increased capacities to form and maintain international market relationships – will serve as a basis for steadily increasing sales over the next four years, following the initial three-year project term as shown below.

Graph 5. HACER Post-Project Sales Projections.



It should also be noted that sales generated from the smaller export partners (other than Atuto) now represent **over 35% of the total sales** for the project, while Atuto's figures still account for the balance, or 65.0% of total export and local sales. Despite the current global economic situation, these numbers reflect that these exporting enterprises continue to strengthen their relationships with importers and overall export capacities.

D. JOB AND INCOME CREATION

As described in earlier project reports, ATA estimates that based upon the sales outlined above, the HACER project generated approximately **800 jobs** or income-generating opportunities for artisans. Jobs Supported/Maintained and/or Created as project indicator began to be monitored in project Year 2, and is calculated based on actual new jobs created (counted or reported specifically by partner enterprises), plus an estimate for full-time jobs substantially supported or maintained based on export sales and local sales. The previous calculation, conservative by all means, was based on an assumption that every US\$2,300 in sales resulted in the creation or maintenance of one full-time job, at US\$164.00/month, or 35% to 42% above Honduran minimum wage, which was US\$116.00 during the project.

HACER's largest export partner, **Atuto's** sales provide consistent full-time jobs for 500 to 700 artisans working in their homes or "MYPE's" (micro and small enterprises). It is important to note that only 275 of these artisans are reported as benefiting from Atuto's collaboration with HACER, since the project has sought to collaborate with the underdeveloped groups. These specifically include artisan groups from El Carreto, Paso Hondo, Los Cerritos, Ojojona,

Yarumela, Tejeros in San Juan Intibuca, several artisan communities in Santa Bárbara, as well as the cornhusk groups in Sabanagrande and surrounding villages and artisans working directly in Atuto's workshop.

Although the majority of the artisans HACER has mentored and provided technical assistance for were already producing crafts when the project began, many were not formally organized and worked only periodically in craft production. However, most importantly, when they were incorporated into the project, the great majority had not or were not exporting on a regular basis.

E. FROM INCOME TO IMPACT

Through the income generated by HACER and handcraft work in general, artisans are able to earn a consistent income which in turn creates a better quality of life for her or his family. When interviewed, many artisans benefited through HACER reporting that they have invested their additional household income in their children's education (purchasing school uniforms, paying tuition and buying books and school supplies). Others have invested in upgrading their homes from adobe to concrete, or installed a new, concrete floor. Several artisans reported that they have been able to buy basic necessities such as food (e.g. sugar for cooking) or medicines for their family members.

For example, an artisan living in Santa Rita, Martiza Hernandez and Ruben, a neighbor of Martiza, have invested their newfound artisan income in simple home improvements that make a difference in their lives. Ms. Hernandez lives in a modest home which previously had little or no furnishings. Now her home includes plastic chairs and a table for her family at which to eat. She has also opened a *pulperia* business for additional income.

In addition, the income that the HACER-Artisan Enterprise partnerships have generated through handcraft sales, as well as the potential for future income through export and local sales, provides an alternative for artisans who would otherwise be forced to migrate to cities in search of work. Instead, these artisans apply the skills they have learned through local traditions as well as those introduced to these communities more recently as part of the HACER project to earn a living. The result is working at a

trade that provides the income necessary for their basic needs and improved quality of life without having to leave rural communities barren of productive community members.



The artisan who lives in this house used additional income from ceramics sales to add a tile roof and plaster walls.

The income generated by handcraft production also generates additional, less- or non-skilled work opportunities in these communities. For example, artisans subcontracting each other for production of components of certain products. Ceramics workshops buy clay and wood

from neighbors to produce and fire their products, then hire packers from the community to fill a container that drives up to the village for loading. Some groups sell merchandise from neighboring workshops, including a retail markup.

By working within their respective artisan groups/exporter enterprises who have developed links with the US, Europe and other export markets, these artisans continue to learn to produce crafts that meet the quality standards of the export market.



A potter in the south of Honduras demonstrates the use of a slab roller.

Several artisan groups have managed to develop group or community savings accounts, where they save 10-30% of the group's income from artisan activities, to be spent on equipment, materials, or other artisan-related expenses. Through the project, several groups co-invested with HACER in slab rollers, to increase the quality and efficiency of the clay preparation process for low-fire ceramics. Natural fiber artisans in Santa Barbara established a dye bank, where group leaders in town administered the distribution of raw dyes to the artisans responsible for the dyeing process in their respective communities. This process required the group to purchase the

materials (with the assistance of HACER), and carefully record payments received and materials disbursed for each transaction, to ensure that the group did not lose precious funds as a result. In turn, groups who make cooperative purchases stimulate the local economy for cell phones, bricks (for kiln-building) and labor.

VII. SUSTAINABLE IMPACT

Sustainability of the positive results of the HACER project was a component of project design, implementation and adjustment over the course of the 2 ½-year project. As stated in the USAID award (#522-A-00-01-00285-00), "HACER will lay the foundation for sustainable business development services that will continue after ATA leaves at the end of three years. By collaborating with local export and development agencies, ATA will also strengthen the organizational infrastructure in the Honduran craft sector to ensure lasting support for the production and marketing of Honduran crafts." Through the delivery of its product development, training and marketing services, ATA contributed to the long-term sustainability of the enterprises it assisted in the HACER program.

A. SUSTAINABLE ENTERPRISES & ENTREPRENEURIAL DEVELOPMENT

Over its 27 years of experience, ATA has learned that the success of an artisan enterprise—whether it be a family workshop, artisan community, designer, raw materials supplier, exporter or local retailer—depends heavily upon the dedication and skills of one person: the entrepreneur within the enterprise who will dedicate the time, energy and resources needed to make the venture a success. In the HACER project, ATA concentrated a number of its activities on ensuring the identification and development of entrepreneurs across the enterprises with which it worked. In some cases, such as María del Carmen Zacapa (Zacapa Arte e Industria del Mueble), existing business and design skills needed to be converted to the craft industry. In others, such as Alessandra Foletti (Acta de Honduras) and Regina Aguilar (In Vitro), professionals trained in design and anthropology needed to learn business management techniques and/or build staff into their organizations which could fill this role. In the end, ATA believes that those enterprises that include this driven entrepreneur, equipped with the business and industry knowledge required to succeed, will lead these enterprises through future growth, creating more jobs and income for the artisan sector overall.



*Alessandra Foletti, Principal/Founder
of Acta de Honduras.*

When interviewed, HACER in-country staff and ATA's Marketing team reported the following additional positive change in one or more of the entrepreneurial behavior of HACER's export partners:

- During buyer visits, group leaders and entrepreneurs were increasingly prepared to discuss pricing, payment terms, and product changes with confidence and accuracy;
 - Several groups developed promotional materials—business cards, brochures, websites—for the first time, and demonstrated an awareness of how to promote their products and capacities using these tools;
 - Export partners invested in new technologies to reduce costs and increase product capacities, as well as improve communications with international clients (e.g. cell phones, kilns, Internet connections);
 - Group managers/leaders recognized the importance of having an English-speaker in the group for international sales, and either hired or trained someone in this area;
- Improved planning for production of orders translated into more on-time deliveries.

Mentoring local designers over the course of the project, HACER offered them the opportunity to gain skills in researching market trends and new design inspiration, as well as converting those ideas into marketable finished product. Thus, these designers can continue to design and offer new product to the market, an important part of building and strengthening export linkages. In addition, because these designers were primarily part of the management team for the craft enterprises they support, they are more likely to be 1) integrated into the long-term growth

and development of the enterprise, as well as 2) able to influence the enterprise to be market-driven. In the last quarter of HACER, local designers applied knowledge gained during the product development learning process and developed at least twelve new collections for the international market with minimal HACER intervention. The project also provided ongoing training in the technical skills that will be required to make sales of these products sustainable. As outlined above, training sessions in business skills were offered in-country and as part of ATA's Marketing Readiness Training program in New York, and tailored to the needs of Honduran artisan enterprises.

By working with multiple craft producer-exporter enterprises, ATA laid the groundwork for the craft sector in Honduras to experience growth via sector coordination along with intra-sector competition. Near the end of the second year of the project, for example, several of the producer-exporter groups gathered to begin the process of forming a local craft producer-exporter association. The objective of this organization would be to gain increased competitiveness as a sector through economies of scale enjoyed through volume purchasing of materials, consolidating shipments, and shared costs to attend trade fairs, for example. Though this association is still in the process of forming, it shows promise in terms of achieving these goals and supporting its participating enterprises in their next phase of growth beyond the HACER project.

In some cases, sustainability of results was dependent upon realizing the capacities and limitations of the groups that HACER supported. For instance, through its product development and marketing efforts, ATA proved that there is substantial international demand for the innovative, high-quality products offered by Empresa Comunitaria Yahamalá, in Santa Bárbara. And over the course of the project, Yahamalá participated in workshops to address quality control, organizational development, and export requirements,

including ATA's flagship Market Readiness Program in New York. With the assistance of HACER staff, the group also received a donated computer, set up and started using electronic mail, and implemented raw materials management techniques to reduce costs and improve quality. These activities assisted Yahamalá in responding to local and international market demand, including improved customer service, basic financial management of group resources, and increased preparation of product for export so that they might gain a higher price for their products. However, HACER also realized the inherent constraints facing the group, as they are geographically isolated, lack English skills required to service international buyers, and lack transportation to manage production and deliver product to a port of departure. With this in mind, HACER facilitated a producer-exporter link between Yahamalá and newly-founded exporter Bahía-Maya Enterprises. Bahía's capacities for export complement Yahamalá's needs, including financial resources to start and grow their enterprise, access to the international marketplace, bilingual owners, and market experience in Honduras and abroad. In the final year of the project, ATA worked to develop this relationship, including supporting their joint participation in the Market Readiness Program. ATA is hopeful that this linkage will be hugely



Yahamalá Manager Danelia Pineda (right) attended ATA's MRP in August 2003, and has been negotiating with exporters for the future.

beneficial to the artisans of Yahamalá, while contributing to the continued growth of the Honduran craft sector.

F. PRESERVING CRAFT TRADITIONS

In addition to addressing the long-term sustainability of HACER's partner enterprises, ATA achieved notable contributions to cultural and environmental sustainability associated with craft production in Honduras. By dedicating substantial resources to Acta de Honduras and Yahamalá, for example, HACER supported the preservation of craft traditions among Honduras' artisan populations. ATA also strengthened the traditions that have created craft communities working in natural fibers—junco, tule—by working side by side with the artisans to first develop, then market products made from these materials. During interviews completed as part of the final evaluation process, the team noted a number of young artisans practicing their parents' and grandparents' traditions, indicating the potential for keeping these traditions alive for years to come.

G. ENVIRONMENTAL SUSTAINABILITY

HACER worked with Greenwood, an environmental project in Honduras, to develop and market products locally, though export results were limited. In addition, the project team introduced safe dyeing techniques to basketweavers in Santa Barbará, to spare both the health of the artisans and the environment in which they live. The project also explored methods of increased fuel efficiencies associated with firing ceramics in the south, where Lencan potters burn scarce wood resources.

VIII. ADDITIONAL PROGRAM IMPACT

Members of the project evaluation team as well as project staff noted a number of non-quantifiable, additional impacts of the HACER program, beyond those listed above, as follows:

- Artisans have changed how they present themselves to members of their community and potential clients, from assuming that their products are “badly made” to pointing out the “craftsmanship” associated with a piece. This indicates an improved self-image, from “almost wanting to hide” if asked about their products in the past, quoting the price with fear and shame, as one artisan described, to feeling confident that their time and skill are worth something for which people will and should pay.
- Artisans noted that their eyes have been opened to the world market beyond their local client base and the possibilities of entering the export business; along with this, though, several noted the challenges and extreme competition in doing so.
- ATA witnessed an increase in the skill and consistency of the technical work of several artisans, and their mastery of new skills introduced through the project.
- A few artisans said that as a result of the project, they have learned new, practical ways to sell their product from their own house or in their communities, and voiced that they are determined to continue doing so, rather than taking work in far-off factories or cities.

- Increased visibility of the Honduran craft sector in the domestic retail environment; for example, project staff noted a decreasing tendency by shop owners (and in some cases, artisans) to remove “Made in Honduras” stickers or to tell inquiring customers that the product was made in El Salvador or Guatemala.

These intangible project impacts reflect the greater context of the HACER project, and its achievements, as well as the potential of artisan enterprise development to achieve results that may contribute to even greater economic development in Honduras’ future.

IX. PROGRAM MANAGEMENT

The HACER program was implemented by Aid to Artisans, a US-based NGO with 27 years’ experience in artisan enterprise development in emerging markets. ATA’s US-based Projects, Marketing, Finance and Administration and Executive staff were responsible for the initial program design, as well as assessing export partners and artisan groups for inclusion in the program, managing the development of marketing strategies (including product development and sales activities), and providing market-based feedback to participating enterprises and artisans throughout the project implementation. Through constant communications and periodic visits to Honduras, ATA’s home office staff provided ongoing guidance with respect to financial and administrative management of the project, as well as programmatic management and oversight.

Specifically, ATA’s home office staff conducted oversight visits during the course of the project, as follows:

- In May 2001 Executive Director, Keith Recker, and Product Development Manager, Carol Campbell completed a merchandising review. They met with artisan groups throughout the country and set product design direction for the project, and identified products for exhibition at the NYIGF.
- In June 2001 Projects Director Mary Cockram traveled to Honduras to participate in the signing of the cooperative agreement between USAID and Aid to Artisans in the amount of \$1.2 million. She joined Timothy Mahoney, USAID Director, and Mary Flores de Flores, First Lady of Honduras, at the signing ceremony.
- In September 2002, Senior Project Officer for the Americas, Lane Pollack, visited Honduras for one week, focusing her trip around individual meetings and site visits to HACER export partners and producer groups. Ms. Pollack also met with USAID Honduras’ Deputy Mission Director, and HACER CTO Armando Busmail. During her visit, she attended the Primer Concurso y Exposicion des Artesanias event that was facilitated by HACER staff and attended by various sector participants and supporters.
- January 2003 included a five-day oversight visit by ATA’s Executive Vice-President, Jill Kassis and ATA’s Senior Program Development Officer, Sonali

Arseculeratne. The visit included field trips to several artisan enterprises as well as meetings with GOH Vice-President Mrs. Armida de López Contreras, US Ambassador Larry L. Palmer, USAID's Mission Director and Deputy Director, ANRO Director and Project CTO. Jill and Sonali also met with CABEI's Sustainable Development Department.

- In August-September 2003, Lane Pollack and Michelle Cote led the research team that completed the HACER project evaluation as well as conducted research on behalf of ATA's Ford Case Studies project.

HACER's in-country staff worked closely with the US staff to implement ATA's strategies on the ground, and provide feedback to the home office with respect to ongoing results and recommended changes. In-country staff, based in Tegucigalpa, consisted of the following:

- ATA's Honduras **Country Director**, Guillermo Valle, was responsible for communicating with USAID, developing institutional relationships and leading program implementation efforts in-country, in coordination with ATA's home office. Mr. Valle was also the lead mentor for the small to medium enterprises assisted with by the product, acting as a resources and guide for the export process. In addition, the Country Director managed other project staff and coordinated with business service providers offering support to the project (e.g. accounting services, shippers).
- HACER's **Field Coordinator**, Cristina Hernandez (replacing Guillermo Andreus), was responsible for coordinating the technical aspects of the project, and the primary staff member to provide support to the artisans and producer groups regarding production planning and technical issues associated with craft production. Ms. Hernandez also provided support to international and local design and technical consultants, communicated with buyers as needed, and coordinated artisan training workshops in the field.
- **Katherine Agurcia**, HACER's Project Assistant, worked closely with other project staff to provide support to both technical and marketing activities in the field. She also organized special events, such as the handcraft contest and sales event, held in October 2002.

HACER field staff were trained in the ATA home office, remotely, and through their participation in ATA's Market Readiness Training program in New York. HACER's Country Director also participated in ATA's annual Field Director meetings, held each year in ATA's home office in Connecticut. In addition, HACER staff participated in supplementary training opportunities, as available, such as:

- In October 2002, HACER Field Coordinator, Cristina Hernandez participated in a three week Ceramics Training in Taiwan, that was fully funded by ICDB – Taiwan. She was able to relay the skills that she acquired at this workshop to artisans participating in the project, and improve their technical skills.
- During the second project year, HACER Project Assistant, Katherine Agurcia,

participated in a handmade paper workshop conducted by In Vitro volunteer Paula Streeter at In Vitro's workshop in San Juancito.

- In November 2002, Country Director Guillermo Valle attended the 2002 Feria Internacional de Diseno, Artesania y Regalo, along with ATA President Clare Brett Smith, held in Mexico City from November 21-25. The purpose of this trip was to scout a regional handcraft show in Latin America for potential marketing of Honduran craft product.

X. PROJECT CLOSEOUT

In the final three to six months of the HACER project, HACER in-country staff, along with ATA's US-based Projects and Finance and Administration staff completed the administrative process of project closeout, including:

- Meeting with export partners and producer groups to discuss ideas for a long-term strategy based on progress made during the HACER project and group/enterprise stated goals;
- Completing a detailed inventory of project equipment, requesting and receiving approval for final disbursement of same;
- Reconciling HACER bank account, reconciling, preparing and reviewing final financial statements from project operations;
- Final payment to project staff, following Honduras labor law and common practice;
- Conducting project closeout meeting and project debrief with appropriate USAID staff in Honduras;
- Completing staff debriefs and exit evaluations;
- Preparing project documentation for archiving, and shipping key documents to ATA's US offices;
- Conferring with HACER's legal counsel to determine steps for converting ATA's registration to an inactive state;
- Completing project technical evaluation and report.

Finally, HACER staff also completed a detailed contact list for the project, including export partners, producer groups, business development service suppliers, government contacts, etc that were affiliated with the HACER project. This information has been made available to USAID as well as to the exporter-producer association in development at this time. *Please see attachments for a detailed list of closeout activities.*

XI. INSTITUTIONAL RELATIONSHIPS

As described in previous reports, HACER has been successful in forming and continuing to

develop relationships with other groups in Honduras including:

- Programa de Rescate y Promoción de la Producción Artesanal e Indígena y Tradicional de Honduras (PROPAITH) a project of the Instituto Hondureño de Antropología e Historia (IHAH or Honduras Institute of Anthropology and History)
- Fundación Pro Arte y Cultura (FUNDARTE), which runs the National Gallery of Art
- El Instituto de Formación Profesional (INFOP)
- El Programa de Apoyo a la Pequeña y Mediana Empresa (ASPPE) of the Fundación para la Inversión y Desarrollo de Exportaciones (FIDE)
- PROMYPE (a GTZ-funded project)
- The Central American Bank for Economic Integration (CABEI),
- The Peace Corps and American Field Service (AFS) volunteers in Honduras.

The nature of the collaboration with each group varied, given their current programs, geographic focus, and objectives as they relate to the development of the handcraft sector. PROPAITH, for example, provided financial sponsorship of the Primer Concurso y Exposición de Artesanías launched by HACER in October 2003. The AFS provided a short-term, full-time volunteer to the HACER program, who contributed to various project activities, including special events, local retail sales, technical trainings and coordination of export orders and shipping.

XII. FINANCIAL UPDATE

At the close of the grant period, ATA 's HACER project had completed billing for the total amount of the grant associated with this project, US\$1.2 million, as summarized below.

Table 6. HACER Project Financial Summary.

Description	BUDGET	Project-to-Date as of June 30, 2003	Final Quarter Expenditures (Jul-Sep 2003)	Total Expended
Project Management	\$416,370.07	\$383,938.08	44,361.80	428,299.88
Travel	119,155.86	96,096.39	9,584.90	105,681.30
Training	59,196.41	27,105.77	3,961.90	31,067.67
Marketing	170,617.35	180,570.02	24,478.45	205,048.47
Other Direct Costs	143,752.38	127,938.96	3,683.26	131,622.22
Total	909,092.07	815,649.22	86,070.32	901,719.54
Overhead	290,907.93	265,995.93	32,284.53	298,280.46
GRANT TOTAL	1,200,000.00	\$1,081,645.15	\$118,354.85	\$1,200,000.00

XIII. KEY SUCCESS FACTORS AND LESSONS LEARNED

Following the closeout of the HACER project, ATA attributes the success of the project largely to ATA's market-driven approach to artisan enterprise development evident in the design and implementation of the HACER project. In addition, ATA identifies the following as key success factors specific to the HACER experience:

- The progress made in the HACER project would not have been possible without the foundation in the craft sector laid by the original ATA project in Honduras, completed from 1984 to 1986. As outlined above, this project initiated volume export of craft products from Honduras to the US, and catalyzed a sector for the benefit of economic development. One specific though indirect result of this project was the creation of Atuto, Honduras' largest craft export enterprise, exporting approximately US\$1.5 million annually to the US and Europe.
- Focus on multiple but few craft export enterprises was important to creating a strong export sector that does not rely solely on one company, though like Atuto, each of these enterprises will require time to fully develop. HACER achieved significant progress in assisting these relatively new enterprises access the international market, and laid the groundwork for their success. From this point forward, their success will largely depend on their entrepreneurial activities and orientation.
- The relatively small nature of HACER and its in-country staff translated into a focused

project, with fewer opportunities for wasted resources or diverted attention.

- Excellent relations with various government entities allowed HACER, the opportunity to showcase crafts in some highly visible ways. In the long run, it is believed that these events will translate into an increased awareness of Honduran crafts within the domestic market, and subsequently an increase in local sales.
- ATA's marketing staff, market linkages, and consultant portfolio provided dynamic, adaptable services to project participants. Several entrepreneurs/group leaders commented on the professionalism and excellent resources ATA provided in these areas, that they "provided good feedback" which helped them to improve their own export capacities. In addition, ATA's breadth of knowledge in different media, market categories and technical expertise in production were all cited as particularly valuable offerings.
- Repeatedly, export partners described the challenges of locating new clients in the highly competitive US market. They described the problem as not having the right introduction, so to speak, describing how the HACER project had helped them in finding new, potential clients by "opening doors" and "introducing me to the right customers for my business".
- Momentum over the course of the project was important, shifting the balance of activities to match the project lifecycle. For example, it is unusual that a project lasting only 2 ½ years would attract major buyers such as AMC, David Carlton, Cost Plus, and Metropolitan Deluxe. This was at least somewhat due to ATA's ability to offer buyer visit support for Honduras, Guatemala and El Salvador, as ATA launched projects in those two neighboring countries in 2002.
- Dedicated, hardworking field staff were key to the project's success. When interviewed, numerous participants mentioned this, with particular high praise for Cristina Hernandez, HACER's Field Coordinator, with respect to her combined technical/craft expertise and understanding of the business environment. This type of local staff development also contributes to the sustainability of the project results, as she and other staff remain in the sector in Honduras (or, as in the case of Ms. Hernandez, working elsewhere in the world and planning to return to her home country).
- The use of pricing and costing training as a frequent and fundamental tool to teach artisan groups the importance of many related topics, including organizational development, raw materials management, production planning and efficiencies, the importance of negotiating pricing and payment terms, etc.

In addition to these success factors, ATA and other institutions working in artisan enterprise development can learn from the HACER program, including the following:

- The costs of special events are high, and the immediate returns are often intangible. In the case of the Primer Concurso, for example, project staff dedicated substantial time and energy to this first event, which yielded few direct sales for the artisans working with the project. However, through this and similar awareness-raising activities,

many noted that HACER did succeed in increasing the positive image of Honduran crafts within the country.

- Program administration decisions should not conflict with programmatic issues. In the case of HACER's chosen office location, this decision was outlined early on in the process of developing and implementing the project. However, funder discomfort with the situation created a distraction for the project team which could have been avoided or minimized, while the project may not have fully developed opportunities with lead exporter Atuto which would have benefited additional artisans, due to this project issue.
- Lack of finding qualified entrepreneurs interested in crafts slowed progress in terms of self-financed export businesses and the rate of growth possible for the artisans who they represented. That is, because the management of several of these enterprises represented only minimal experience with export or even related business ventures, HACER was required to invest substantial resources—including time—in developing general entrepreneurial skills. If possible in the future, ATA would explore finding additional businesspeople who might have an interest in exporting crafts, in addition to further developing the producer groups that have already been formed in the sector.
- Increased investment could be directed towards the development of the local and regional markets for Honduran handcrafts. Because production capacity and export experience is an issue for most Honduran artisans (and the enterprises who commercialize their products), a logical steppingstone for their growth is through increased sales to less demanding domestic, tourist and regional markets. By developing and implementing specific strategies targeting these markets, to complement US- and Europe-oriented export programs, ATA has seen significant sales generation and capacity-building take place in other countries.

XIV. CONSTRAINTS TO PROGRAM IMPACT

As outlined in previous reports, major constraints to expanding HACER's program impact included:

- **Time** – Shortening the project implementation timeline from three years to 2 ½ years was a significant step in restricting the progress that could be made in developing these artisan enterprises. In its history, ATA has seen that three to five years is generally the minimum for a substantial economic development program within the artisan sector to achieve its goals of developing the infrastructure for sustainable results. In this case, HACER achieved most of its project targets, and expects to achieve the remainder (sales) soon after the project's official close. However, ATA believes that there was an opportunity lost by not extending this program to its full original term, at a minimum, and not extending the work beyond that, for significant benefit at a relatively low marginal increase in investment.
- **US and global economy** – including price competition (and increasingly,

quality competition) from Asia; consolidation of the US/European gift and accessories markets; including small importers trying to compete with big retailers, who have cheaper costs structures and lower pricing, versus higher design style, lesser volume, higher quality; this increased competition is making importers more risk-averse, less likely to try new sources or invest a lot in developing a new possibility, communicate issues less if there IS a problem.

- **Lack of entrepreneurial culture/reaction** - The lack of market know-how and business fundamentals made it difficult for several artisan enterprises to successfully develop market links and sell handcrafted products for export. This is the issue HACER addressed in the previous quarters and continues to be a primary focus for the producers-exporters going forward.
- **Economic situation in Honduras** - The general economic situation in Honduras during the course of the project was negatively impacted by poor US and global economic conditions. This instability led to a limited domestic market for crafts, which can often provide a steppingstone to export capacity-building. In addition, the factors such as the 12% tax imposed on the purchase of raw materials, negatively affected the Honduran craft sector's ability to compete internationally, due to increasing costs and, subsequently, prices.

XV. THE NEED GOING FORWARD

In the process of completing the HACER evaluation and closeout, reported above, it was also apparent that the need for craft sector development assistance remains in Honduras. Artisans, entrepreneurs and others who participated in the program or the sector overall, identified the following needs:

- **Market linkages** - Follow-on work to bring more buyers, continue promoting Honduran crafts to potential buyers and facilitating relationship-building. Examples include potential participation in the SOURCES FOB show to build US contacts, and having a buyer agent based in Honduras to coordinate future buyer visits in the region who wish to visit multiple workshops.
- **Production capacity expansion** - As larger buyers visit the region and explore sourcing opportunities in Honduras, the demand for higher volume with the same or higher quality expectations will build for the small and medium enterprises assisted by HACER. Since several of these enterprises have limited experience in fulfilling such orders, they will be less likely to be able to deliver on these demands. In addition, several HACER participants realize the need for ongoing, complementary work in production management, costing and a focus on increased efficiencies (to decrease prices), to convert these market opportunities into profitable relationships.
- **Product-specific sales opportunities** - ATA sees additional, untapped sales potential in product lines such as cornhusk, which could benefit from follow-on

marketing activities. Because of the shortened timeframe and limited resources of the project, not all product categories could be fully promoted during the HACER project. And in the case of cornhusk product, for example, these artisans represent the poorest of the poor in Honduran society, and there are likely niche markets in the US who might import from these groups in the future. Similarly, ATA witnessed far greater market demand than could be serviced, in product lines supplied by Yahamá and Lesandra Leather, groups that needed time, experience and/or restructuring to be properly prepared to service this demand.

- **Local, regional and tourism market opportunities** – As detailed above, the local and regional markets were not prioritized in the HACER project. However, the Honduran government and other institutions are working to develop tourism in the country and region (e.g. border areas with El Salvador and Guatemala), which could provide additional, specific opportunities for craft enterprise development. In addition, because ATA is currently implementing projects in the region, such efforts could be coordinated with other ATA projects to gain increased economy of scale and a regional scope.
- **Access to financing to support growth of the SMEs** – Because sources of private financing are limited in Honduras, and increased orders (and order size) require additional financing, there is a need for some type of non- or semi-commercial financing option for the small and medium craft enterprises that HACER supported. This is especially true for the larger direct-to-retail and importer clients who do not advance artisan groups a 50% deposit when placing a purchase order. Near the close of HACER, ATA worked to provide referrals/information regarding local and international groups who did this type of work, but more could be done in this area.
- **Continued need for new designs, marketable product and technical training** – During the HACER evaluation interviews, several groups expressed a continuing need for new designs (in order to attract and maintain international buyer relationships), and the technical training to accompany these new designs. For example, one furniture producer specifically requested assistance in accessing new, accessory markets (to complement their participation in the home furnishings/furniture category), as well as painting, finishing and raw materials preparation that would ensure these new products could be produced with consistent quality.

XVI. APPENDICES

- A) **List of HACER Evaluation Interviewees**
- B) **HACER Evaluation Interview Guides**
- C) **Examples of Products Developed During HACER**
- D) **Monthly Importer / Sales Activities Update (September 2003)**
- E) **Examples of Honduras Product Promotion, Catalog and Media Appearances**
- F) **Ways In Which ATA Positively Affects Artisans**
- G) **HACER Pending Purchase Orders Chart**
- H) **Artisan Enterprises Benefited By Location, Media and Gender, September 30, 2003**
- I) **HACER Employment Generated Based on Artisans and Export Partners Mentored**
- J) **HACER Contact List**
- K) **Closeout Inventory List**

SCOPE OF WORK

Evaluators: Lane Pollack, Senior Project Officer for the Americas, ATA
Michelle Cote, Projects Assistant, ATA
2 local research assistants
2 translators

Dates: August 24-September 13, 2003

This evaluation will include the research and analysis included in ATA's ongoing Case Studies project (funded by the Ford Foundation), as well as

HACER Project Evaluation Objective: Conduct a comprehensive review to determine whether the project has positively impacted artisans' lives, providing sustainable economic and social benefits for craftspeople in an environmentally sensitive and culturally respectful manner. Specifically, investigate the following:

- **Artisans:** Have artisans' incomes increased as a result of working with the program, either through working more consistently and/or earning a higher wage? How is this shown, either positively or negatively? Is this different from artisans who have not participated in the program? Have artisans been treated fairly: are they earning a living wage and using proper protective gear, and working in a safe work environment (well-ventilated, sanitary)? What impact has any additional income made in their quality of life? What non-financial impacts, foreseen or unforeseen, has the project created in artisans' lives? Finally, what are their greatest needs in training, product development, marketing and production (and to what extent has the program addressed these needs)?
- **Partner organizations and intermediaries:** How has the program been valuable to ATA's partner organization(s) and to intermediaries such as exporters? How have their businesses grown as a result of their involvement in the program (US; Europe)? How has ATA been most and least effective? How do the sales trends of the exporters compare with general craft exports? What challenges still exist for these groups, and what are the prospects for their long-term success? In addition, how does ATA's funder partners view the project accomplishments and constraints, and what information would be useful for them to receive as part of this process?
- **US Businesses:** Has the project formed long-term relationships with US importers? How has it benefited their businesses? Will these linkages last beyond the scope of the project? What further assistance might be needed to ensure that they do?

- **Program structure:** What were the most effective and least effective ATA contributions? How can we really identify whether ATA has made a difference in artisans' lives, given our distance from program activities (i.e. without an ATA staff member in place)? How effectively does the structure work? What were the constraints to program impact?
- **Core strengthening:** Has ATA increased its capacity to deliver services as a result of this program? Have any improvements been made in core capabilities, training materials, or methodologies? What broader lessons have been learned as a result of this program?

Activities:

- **Preparation:** Review all related project documentation, including project proposal and contract, official reports, prior evaluations, country background information (supplied by research team) and other relevant materials. Interview US-based ATA staff who were involved in implementing the project, with regards to program accomplishments, constraints, and continuing needs. Organize trip logistics and survey methods. Coordinate with in-country staff to gather and review existing project data to assist in initial analysis as well as prioritize in-country interviews and other activities.
- **In-Country:** Using survey tools for individual artisans, artisan leaders and small to medium business enterprises, collect primary data addressing the objectives outlined above. Goal is to complete 75 artisan interviews in total. Train and manage local research assistants in interviewing a wide range of artisans, across various materials, locations and group affiliations. Document interviews for future analysis. Meet with staff and project funders for evaluation and project debriefing, gathering lessons learned to be applied to future ATA projects. Work with staff to gather case studies from within the project, documenting ATA's methodologies and accomplishments (e.g. artisan profiles, product development process illustrations).
- **Followup and Reporting:** Work with research team (in this case, Mary Littrell), to compile and analyze survey results for core evaluation report. Conduct remaining US-based project interviews (e.g. importers working with the project, additional ATA staff members, advisers). Summarize and analyze additional project data (e.g. sales, staff debriefings, funder interviews) to present final written reports and supporting materials, as follows:
 1. Ford Case Studies
 2. USAID HACER Project Evaluation
 3. ATA HACER Project Evaluation (internal use only information)

Present summary findings internally to ATA staff and/or board members, as appropriate.

List of Interviewees

* = involved in both projects

From 1980s ATA project

Artisan groups, leaders, exporters (in Honduras)

- Memo Andreus* & Andreus family
- Additional ceramics artisans from 1st project?
- Cornhusk artisans from Milagro en el Campo – any who remain from original project
- Santa Barbará basketmakers* – try to find some from original project
- Romaine Brandt, Lesanddra Leather *
- Holland Millis, Atuto *
- Woodcarvers, furniture people in Tegucigalpa
- Stonecarvers from original project?
- Ricardo Maduro, A Mano (has worked in ministry of tourism)

Consultants

- Chris Costello (Vermont) – worked with ceramics, from Dansk
- Docey Lewis – worked with cornhusk

USAID and other funders, supporters

- Margaret Membriano, ATA's USAID Program Officer
- Leyla O'Dey, current Ambassador to Spain
- Ernesto _____, was a banker/supporter during original project

ATA staff

- Vilma Martinez, currently with Holland's foundation
- Barbara _____, previous staff (no longer in Honduras)

US-Based Importers

From HACER Project

Artisan groups, leaders, exporters (interview leader plus sample artisans as possible)

- Holland Millis, Atuto * (plan to interview Atuto factory artisans plus rural MEs as possible)
- Romain Brandt, Lessandra Leather *
- Alessandra Foletti, ACTA
- Maria del Carmen Zacapa, Zacapa Arte e Industria del Mueble
- Regina Aguilar, In Vitro
- Danelia Pineda, Empresa Comunitaria Yahamalá
- Scott Landis plus in-country contact, Greenwood
- Annie & Liz de Pascua, INDUMA
- Erick Kaife, PROIMI
- _____, Cooperativa La Luciérnaga
- ANAH
- Muebles Rústicos
- Taller Ucles
- Luis _____, Taller de Arte Siglo XVI
- Doris Lideny de Herrera, Fundación Polígono Industrial Copaneco
- Productos Manufacturados
- Iris Van Dyke, PROPAITH / IHAH
- Ricardo Gomezflores & Christina Cundiff, Bahía / Mayan Enterprises
- Izote Exports
- Papelín: Esperanzas del Futuro

Possible additional interviews (as time allows)

- Ronald's Leather
- Escuela Taller Modelo, Elisa Saucedo
- Grupo Carlos Saravia
- Ceguaca, Santa Barbara (?)
- Arte Global
- Arte y Decoraciones Linaca
- Nuevas Ideas para una Nueva Vida
- CIALCOYL
- Fruto del Pino
- Cooperativa Los Jarrones

- Trabajando Unidas
- COMARAL
- Tejeros de San Juan, Intibuca

Consultants

- Kathy Ross
- Carol MacNulty
- Mimi Robinson
- Lynn Nelson
- Gary DiPasquale
- Sonia Céspedes

USAID and other funders, supporters

- Current CTO
- Armando Busmail

ATA staff

- Sarah, previous HACER Country Director
- Guillermo Valle, Country Director
- Cristina Hernandez, Field Coordinator
- Katherine Agurcia, Project Assistant
- Clare Smith, President
- Mary Cockram, Projects Director
- Colleen Pendleton, Director of Marketing
- Tom Nieman & Deb Mason, Warehouse

Importers

- Lorraine McCallum, Amisa Trading (Canada)

HONDURAS EVALUATION

Tentative Evaluation Itinerary

Sunday, August 24	Lane Arrives Review trip itinerary, project closeout schedule, other to do's
Monday, August 25	Meet with research assistants/students to review schedule and instructions, staff interviews, review project files/additional information, begin other Teguc-based interviews
Tuesday, August 26	Lane continues Tegucigalpa-based interviews, work w/ HACER staff
Wednesday, Aug 27	Michelle arrives, Review schedule Continue Teguc-based interviews, Dinner w/ Bahía?
Thursday, Aug 28	Visit Atuto, surrounding cornhusk, ceramics from 1 st project Memo/Andreas family, Vilma, others in Sabanagrande
Friday, August 29	Lane continues Teguc-based interviews, work w/ HACER staff Michelle/research assistants to Santa Barbara, interview w/ Danelia, basketweavers
Saturday, Aug 30	Lane retail shop visits, market? Michelle/research assistants in Santa Barbara, more basketmaker interviews
Sunday, August 31	Lane leaves for Guatemala Michelle to Copán
Monday, Sept 1	Michelle meet with Doris L, travel to San Pedro Sula
Tuesday, Sept 2	Michelle meet with Maria del Carmen Zacapa
Wednesday, Sept 3	Michelle returns to Teguc
Thursday, Sept 4	Michelle to visit Lencan potters /South
Friday, Sept 5	Michelle interviews Lencan potters /South
Saturday, Sept 6	Michelle Teguc-based interviews (secondary list)
Sunday, Sept 7	Michelle catches up on interview writeups
Monday, Sept 8	Am: Lane returns from Guatemala To Valle de Angeles & San Juancita / In Vitro
Tuesday, Sept 9	USAID meeting, Leyla O'Day meeting? (other partners/officials in Teguc?) INDUMA and PROIMI interviews?
Wednesday, Sept 10	Michelle leaves for US
Thursday, Sept 11	Lane completes remaining interviews, work w/ HACER staff
Friday, Sept 12	Lane completes remaining interviews, work w/ HACER staff
Saturday, Sept 13	Am: Final staff debrief, wrap-up Lane leaves for US

AID TO ARTISANS
Best Practices in Artisan Enterprise Development

GROUP LEADER INTERVIEW Honduras
Tier 2

Modified Informed Consent

Aid to Artisans is assessing several past ATA projects that have been successful in developing markets and generating sales, and also our current project which is ending. We're interested in your reflections on the ATA projects. From your perspective, what worked well and what did not? If you were involved in the first project, we'll focus on your progress since the project ended. Our objective is to develop a set of "best practices" for expanding artisan work around the world. The discussion will about 2 hours. Please be assured that all of your answers will be kept confidential. Your name will be associated with your comments in our writing only with your permission. Your participation is completely voluntary and you may choose not to answer a question, or we can stop the interview at any time.

Do you have any questions about the interview? Also feel free to ask questions as the interview proceeds.

May we begin?

Group Leader's Name: _____

Artisan Group: _____

Gender: (check one): _____ Female _____ Male

Date of Interview: _____

Interviewer: _____

Were you involved in ATA's first project, from 1984-86? What activities did you and (name of business) participate in?

In the current project (2001 to present)? What activities did you and (name of business) participate in?

Part I: Group Initiation, Jobs Created, and Facilities

Direction: We'd like to begin by asking a few questions about the formation of (name of group), the artisans employed, and the facilities.

A-1 (name of group) was founded in _____. How many years have you been with the group?

A-2. If founder, what were the circumstances that led to the formation of (name of group)?

If joined group at a later date, what were the circumstances that brought you to the group?

A-3 What were the initial motivations/goals for starting (name of group)?

A-4 What were the financial arrangements for starting (name of group)?

A-5 The next question concerns the number of artisans involved with (name of group). How many artisans were involved?

_____ (if involved) at the beginning of the first ATA project in 1984
_____ (if involved) at the end of the first ATA project in 1986
_____ at the beginning of the current ATA project in April 2001
_____ today: _____ females _____ males

A-6 Do you own or rent your group's place?
_____ rent: What is the monthly rent? _____
_____ own: What was the cost for purchase?
How were the funds acquired?

Has (name of group) always been in your present location?

_____ yes
_____ no

If no: Describe your previous locations.

What advantages and disadvantages does your current location have?

Advantages:

Disadvantages:

If planning to buy an office/workshop, what plans are in place? What would be the anticipated cost?

Part II: Design/Product Development, Business Training, and Marketing

Direction: As we talk about the ATA project, we'll discuss each of the following separately: first design/product development, then business/organizational training, and finally marketing. If you were involved in the first project, please try to separate what you did with that project and what you did with the current project.

Design/Product Development

B-1 At the beginning of the ATA project, how would you describe your skills/background as a (name of craft) artisan? How did you acquire your expertise?

First project, 84-86	Current project, 2001 to present
----------------------	----------------------------------

B-2 During the ATA project, what training activities did you participate in (seminars, consultancies, etc.) related to design/product development? Include discussion of production planning, technology, quality control, & raw material procurement.

First project, 84-86	Current project, 2001 to present
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What were the most important things you learned during the ATA project that improved or changed your design/product development? (Probe for examples of these new skills.)

First project, 84-86	Current project, 2001 to present
----------------------	----------------------------------

Were there parts of the training that you have not used?

Since working with ATA, what has been most valuable to you for design/product development? How do you work differently now than before?

First project, 84-86	Current project, 2001 to present
----------------------	----------------------------------

When you began, what were the group's greatest challenges for design/product development? Now in 2003, what are your greatest challenges for design/product development?

Challenges in 1984 (if worked with past project):

Challenges in 2001:

Current challenges:

On the other hand, what were your greatest design/product development strengths at outset and now?

Strengths in 1984 (if worked with past project):

Strengths in 2001:

Current strengths:

Business and organizational skills

B-3 At the beginning of the ATA project, how would you describe your skills/background in business and organizational management? How did you acquire your expertise?

First project, 84-86 Current project, 2001 to present

B-4 During the ATA project, what training activities did you participate in (seminars, consultancies, NYIGF, etc.) related to business/organizational management? Include discussion of production planning (if not discussed in previous question), organizational management, pricing, financial management (particularly cash flow), shipping, working with exporters, other business skills.

First project, 84-86 Current project, 2001 to present

What were the most important things you learned during the ATA project that improved your business and organizational management? (Probe for examples of these new skills.)

First project, 84-86 Current project, 2001 to present

Were there parts of the training that you have not used?

Since working with ATA, what has been most valuable to you for related to business skills and organizational management? How do you work differently now than before?

First project, 84-86 Current project, 2001 to present

When you began, what were the group's greatest challenges for business skills/organizational management? Now in 2003, what are your greatest challenges for business/organizational management?

Challenges in 1984 (if worked with past project):

Challenges in 2001:

Current challenges:

On the other hand, what were your greatest business skills/organizational management strengths at outset and now?

Strengths in 1984 (if worked with past project):

Strengths in 2001:

Current strengths:

Market links

B-5 During the ATA project, what training activities did you participate in (seminars, consultancies, NYIGF, etc.) related to marketing?

First project, 84-86	Current project, 2001 to present
----------------------	----------------------------------

What were the most important things you learned during the ATA project that improved or changed your marketing? (Probe for examples of these new skills.)

First project, 84-86	Current project, 2001 to present
----------------------	----------------------------------

Were there parts of the training that you have not used?

Since working with ATA, what has been most valuable to you for marketing? How do you work differently now than before?

First project, 84-86	Current project, 2001 to present
----------------------	----------------------------------

When you began, what were the group's greatest challenges for marketing? Now in 2003, what are your greatest challenges for design/product development?

Challenges in 1984 (if worked with past project):

Challenges in 2001:

Current challenges:

On the other hand, what were your greatest marketing strengths at outset and now?

Strengths in 1984 (if worked with past project):

Strengths in 2001:

Current strengths:

Part III: Sales and Clients/Venues

- C-1 (For past project only) We want to bring the sales records up-to-date. For each of the years, since the project ended in 1986, what were your sales and to whom? Try to identify export and local figures.

(Use excel file for recording data, following ATA format)

- C-2 During the time of the ATA project, what products sold best? What are your current best selling products?

First project, 84-86	Current project, 2001 to present
----------------------	----------------------------------

Part IV: Current Organizational Structure and Operation Systems

- D-1 How is (name of group) currently organized? Get organizational chart, if available.

As a leader of (name of group), what are...

Your greatest strengths/expertise?

Challenges?

- D-2 How are new members added to (name of group)? Criteria applied?

- D-3 Describe the systems/practices you have in place for... (some of these may already have been discussed in previous answers)

Order intake and processing:

Production planning, including costing:

Disbursement and collection of product from artisans:

Payment of workers:

Quality assurance:

Packaging/delivery/shipping:

Customer service:

Communication (e-mail, telephone/fax, computer, data bases):

Part V: Accomplishments/Goals

E-1 As an artisan organization/business in Honduras, in what ways does the government offer support to your work? (Incentives for small business, entrepreneurship, export, etc.?)

Provide roadblocks to your growth? (Probe for environmental regulations, other laws)

E-2 As you think back over the ATA project and (name of group), what are your most important accomplishments? Things most proud of?

First project, 84-86 Current project, 2001 to present

E-3 What changes have you noticed among the other artisans in (name of group)?

First project, 84-86 Current project, 2001 to present

E-4 Describe your goals for the future?

E-5 Following the ATA project, have you observed any differences in how artisans and craft work are perceived in Honduras? Change in appreciation/value/respect?

First project, 84-86 Current project, 2001 to present

What are challenges for Honduran crafts and craft organizations for the future?

Thank you and we value greatly your opinions.

AID TO ARTISANS
Best Practices in Artisan Enterprise Development

Entrepreneur INTERVIEW Honduras
Tier 2 and 3 owners, Long, full-question form

Modified Informed Consent

Aid to Artisans is assessing several past ATA projects that have been successful in developing markets and generating sales, and also our current project which is ending. We're interested in your reflections on the ATA projects. From your perspective, what worked well and what did not? If you were involved in the first project, we'll focus on your progress since the project ended. Our objective is to develop a set of "best practices" for expanding artisan work around the world. The discussion will about 4 hours. Please be assured that all of your answers will be kept confidential. Your name will be associated with your comments in our writing only with your permission. Your participation is completely voluntary and you may choose not to answer a question, or we can stop the interview at any time.

As part of this process, our staff asked you to have ready some information about your company, including historical sales information, profit and loss statement, cash flow statement, balance sheet, and current and future business plan.

Do you have any questions about the interview? Also feel free to ask questions as the interview proceeds.

May we begin?

Entrepreneur's Name: _____

Artisan Group: _____

Gender: (check one): _____ Female _____ Male

Date of Interview: _____

Interviewer: _____

Method: Free-form discussion of gross sales curve which should focus on the nine major areas listed on the following pages. For details, see extensive list of suggested questions, "Entrepreneur questionnaire." Interviewer should gather data on all nine topics, and summarize in essay form and by topic the skills and assets being used by the entrepreneur, as well as ATA's contribution to the formation of these.

Participation in ATA projects

Were you involved in ATA's first project, from 1984-86? What activities did you and (name of business) participate in?

In the current project (2001 to present)? What activities did you and (name of business) participate in?

Sales over time

Now we would like to talk about your sales over time. Looking at the gross sales figures during (and since, if participated in first project) the project, let's graph them against time.

- A. Why does the sales curve have the shape that it does? What happened to drive sales up or down?
- B. What are the significant internal events such as major tradeshow appearances, other major marketing pushes, significant investments in training or equipment or staff, and how have these affected sales?
- C. What significant external events such as prolonged civil unrest, embargoes, etc., and how have these affected sales?

What problems did he or she need to solve in order to guide the business to a peak or to see it through a decline? What habits and skills were essential to the business leader? How were these habits and skills acquired? Did ATA play a role in their formation?

This section of the interview will seek to gather information concerning nine basic points:

1. Product Development
2. Sourcing and Manufacturing
3. Sales and Marketing
4. Export and Transport
5. Customer Service
6. Analysis
7. Infrastructure and Personnel
8. Financial Management
9. General Business Environment

1. Product Design

New product as a business driver

Does the business depend on new product for success?

Have new products driven your sales figures up?

How long does a successful product stay successful? What do you do when a successful product starts to decline?

When you develop a new market-driven product for a customer can you sell it to other customers? Does such product succeed in local markets, too?

Where do the ideas come from?

Where did the idea(s) for successful new products come from? ... cultural derivation, existing product, outside input from consultants or customers, ideas derived from research into current offerings already in the market, ideas generated by the artisan him/herself, etc.

Have you developed ideas at the request of customers? How did they present their ideas: drawings, photos, in-person visits, etc? Was this a successful way to develop new products?

How do you continue to get new information about what the market wants? Is this a problem for you?

Are there qualified local designers with whom you have worked successfully?

Comparing market-driven PD with culturally derived PD

Have you developed ideas at the request of customers? How did they present their ideas: drawings, photos, in-person visits, etc? Was this a successful way to develop new products?

How do you continue to get new information about what the market wants? Is this a problem for you?

Challenges of PD

What are the primary challenges in product development?
How have you addressed these challenges?

Do issues arise in product development in terms of accessing packaging or raw materials or related goods?

How did you move from "idea" to actual product? Was the process of developing a prototype difficult? How many attempts before you thought it was ready? Did the customer agree?

What is the typical timeframe for developing a new product? Have there been exceptions? Why? How long do the exceptions take?

ATA as a resource

ATA Consultant experiences: Were consultants helpful? What skills did they bring to the table? Did you wish they had other skills? Were there subjects you still needed help with? Did you find ways to get that help outside ATA?

Have you used other consultants in other NGO projects? How did they compare to ATA?

Have you paid independently for consultants to work with you?

Environment

Is there any environmental thinking involved in your product development? Any attempts to diversify species or use scrap or recycled product?

PD and the Org Chart

Have any associates emerged as talented resources in product development? Who does the work necessary to move from idea to prototype? How do they fit into the organization?

PD as an expense

How do you handle product development expenses? Do you charge the customer? Do you factor them into pricing for

each unit? Do you hope that the margin in the order will cover the costs?

2. Sourcing and Manufacturing

Manufacturing challenges

When a big order is received, have you experienced difficulties in meeting market expectations for production capacity, adequate quality, appropriate price, timely delivery? Are these problems limited to BIG orders, or are they common? How has the business tried to address these problems? Do they continue to occur?

Is there additional training which would help address the problems?

Is there additional equipment which would help? Have you tried to purchase it? What are obstacles?

How do you develop production schedules? What people in your group participate? Production department? Do you develop a production schedule before quoting a delivery date?

Sourcing

How do you source raw materials for production? How many businesses do you work with in sourcing materials? What are the issues you find challenging in procuring raw materials?

Are suppliers responsive to pricing demands? To shipping deadlines? Do they ever offer new materials?

Costing and pricing

What method do you use to derive pricing for new products? How do you document your costs in producing a product? How do you arrive at pricing? Do you discuss the perceived value of a product in arriving at a price?

Do you keep packaging and shipping constraints in mind while developing product? While developing pricing?

Do you keep saleable price points in mind when developing product? How you get information on what is a saleable price point?

How do you deal with rising costs of production in the middle of an order? How often do you raise prices?

How do you negotiate prices? Based on quantity? Based on "value engineering" a product so that it reaches the customer's desired price?

Working capital

How do you handle the drain on cash resources represented by costs for labor and materials? Do you have access to financial resources to help the business through these times? Do you take advantage of them?

How often do you need outside financing?

Any disadvantages to using outside financing?

What scale (dollar amount) and type (equity, loan, line of credit) of financing do you prefer?

Quality assurance

How do you conduct quality assurance practices? How do you document standards and train the inspectors on what they are? Do you work with customers to determine acceptable quality or do you define it yourself?

What happens to rejected product?

Workspace

Does your workspace create limitations on how quickly you can work? On how consistently you can maintain quality standards?

How safe is your work environment for employees?

ATA as a resource

Did ATA training give any insight into how to improve sourcing and manufacturing? Any assistance in resolving other issues such as acquisition of equipment or improvement of workspace?

3. Sales and Marketing

Access to buyers

How do you gain access to regional and international buyers: tradeshows, buyer visits, sales trips, email contact, phone contact, fax, airmail and regular mail? What methods are most successful? How often do you reach out to market product to customers?

What challenges do your most successful methods present? Expense, languages, understanding other cultures?

What methods are most successful in maintaining existing customers? How often do you contact customers? How do you contact them?

What methods are most successful in attracting new customers? How do you follow up with a new contact or a first-time customer?

Do you work with sales representatives in international markets? Wholesaler/importers? How do you negotiate these relationships?

Do you work directly with retailers to develop large orders of specially designed product? Is this different from working with customers who buy "off the shelf"?

How do you access local buyers? How frequently?

Is there a tourist market available to you? How do you handle that?

Does the local market present meaningful opportunities for the business or are international markets the primary opportunity for orders? Or is there a mix of business opportunities?

Are there different challenges presented by local and international buyers? How do you meet the challenges?

Is there a difference in profitability of local and international buyers?

Documentation and presentation

What sort of marketing materials do you use? Who designs them? Do customers like them? Do they use them to order product?

How often do you update your marketing materials?

How do you design your booths at local and international fairs? Do you feel that the designs attract customers?

Packaging

Do you have a packaging program? What does it consist of?

Are there limitations in available materials?

By what percentage does packaging increase the unit cost of your product?

Do customers ask for special packaging? Have you been able to satisfy such requests?

Do you have established formats for invoices and packing slips? Any other common business documents for which you have standard formats? Does your organization consistently use these formats?

Pricing

Do you have a clear system for developing different levels of pricing for local retail and for export?

What happens if someone makes a large order? How do you negotiate pricing?

Are you pressured for lower prices by customers? Local? Regional? International?

Do you consider pricing in the development of a product?

ATA as a resource

How did ATA contribute to your understanding of sales and marketing?

4. Export and transport

How do you accomplish the work related to exporting products: final inspection, final packaging, paperwork, shipping to port, customs clearance, shipment to final destination, tracking shipments, assisting customers in resolving any problems with lost goods, damaged goods, late goods, etc.? Do you support these tasks internally or do you work with an exporter?

What are the challenges of working with an exporter? How do you meet the challenges?

Are exporters scarce in your business environment? Are some perceived as better than others? How do you choose?

Do exporters bring you customers?

Does shipping present a challenge? Is it perceived by you or your customers as expensive? Are there ways to keep expenses here down to a minimum?

ATA as a resource

How did ATA effect your understanding of export practices? What practices did you adopt because of ATA? Have they helped your business?

5. Customer service

Where does customer service fit into your organizational chart? Is there a special department which handles customer contact? How do you choose staff to help in this area? What skills do the people in this area have?

Are other languages essential in conducting your business? Which ones? What percentage of your staff speak these languages? Do you?

How do you normally communicate with customers? Phone, fax, email, visits, shows? Who does the communicating?

How frequently would you say you contact important customers? Does this make them better customers? In what ways are they better customers? Do they order more? Do they understand the way you produce and do business better? Or do you understand better what they want? Both?

What happens when you have a problem to resolve? How do you contact customers? Who contacts them? How do you work through problems?

Do you consider customer "cultivation" a tool? How do you establish close relations with your key customers?

ATA as a resource

How did ATA effect your understanding of customer service? What practices did you adopt because of ATA? Have they helped your business?

5. Analysis and Forecasting

How are successes and failures identified?

Do you analyze individual products or collections of products? Do you analyze marketing efforts for results?

How is a successful product defined? A successful tradeshow?

How often do you evaluate your efforts? Do you use P&L formats? Do you compare previous year's statistics to current year? Do you compare forecasts with actual results? Do you use handwritten forms or do you have computer software programs to help you gather and format your numbers?

Can you give some examples of how analysis has changed the company's behaviors?

Do you have plans for growth into, for example, new categories, new media, new markets? Are they written down? Does your organization understand your plans?

Do you have financial or other targets you intend to reach in the near future? Are they written down? Does your organization understand your plans?

ATA as a resource

How did ATA effect your understanding of business analysis and forecasting? What practices did you adopt because of ATA? Have they helped your business?

6. Infrastructure and personnel

Organizational development (as a response to business cycle)

How would you say your organization's structure and philosophy have changed during periods of growth? Did you expand, establish performance and productivity measures, establish tighter schedules and deadlines, become more communicative with employees, suppliers, customers, etc?

Was there a level of "chaos" during growth? How did it manifest itself? How did you manage it? Did it change the organization?

What about the same questions for a period of declining sales?

Training and Performance Management

How do you identify the need for mastery of new skills...in yourself? In employees? How do you satisfy the need for training and skills acquisition?

How do you establish performance measures for yourself and/or employees? Do you review yourself and/or employees on a regular basis? How do you give them feedback on performance? Are there rewards for strong performance? What are they? Are there penalties for unsatisfactory performance? What are they?

Is a skilled workforce available to you? What skills are available?

Are wage expectations in line with the skills available? Do wages put upward pressure on your product prices? Does this affect customer response?

Do you need to train anyone you hire in certain areas? What areas? What sort of investment do you need to make in new employees so that they are prepared to do the work?

Would you say that your workforce is loyal? Happy? Reliable? How would you describe their strengths and weaknesses?

Capital expenditures

What significant investments have you made in your business in terms of equipment, physical plant, hardware/software,

etc? How often do you invest in your business in this manner? How do you finance such purchases?

Does capital expenditure happen on a strategic basis (you plan the timing and plan for the expense) or on an emergency basis (you must fix what's broken)?

Legal and financial advisors

Who advises you on your legal and financial situations? Are they in-house or external? What qualifications do they have?

Do they focus on helping you understand and run your business, or do they keep your affairs in line with governmental and regulatory requirements?

ATA as a resource

How did ATA effect your understanding of organizational development, management and infrastructure? What practices did you adopt because of ATA? Have they helped your business?

7. Financial management and cash flow

How do you manage the financial aspects of your business? Do you and your staff maintain any or all of the following: balance sheets, profit and loss statements, analytical tools for managing cash flow, profit and inventory, business plans and forecasts?

Are any of these documents required by law? What does your government want to see in terms of financial information? Do you satisfy those requirements? Are any of the required documents useful in understanding or managing your business?

Where in the organizational chart does the responsibility of documenting the business fall?

Do you share any of this information with employees?

How profitable is your business? How do you "count" profit? How is profit distributed?

What do you do with the "profits" produced by your business?

Is profit-sharing used as a motivation to keep various stakeholders in the business performing at a high level?

Have you had periods of time where access to working capital was an issue? How did you handle that need? What affect did it have on your business? Can you describe any other cash flow crises which have affected the business?

Are NGOs a resource that has helped your business address financial management and working capital issues?

ATA as a resource

How did ATA affect your understanding of financial management? What practices did you adopt because of ATA? Have they helped your business?

8. General environment

Community impact

What sort of impact did the growth and success (or slow down) of your business have on the community?

During the course of your business, did artisan wages grow? How do they spend their wages?

Did increased wages have an effect on the worker attitudes? Were their jobs more valued than before? Did this increase or decrease productivity? Quality assurance? Dependability?

Ripple effect: Did increases in business draw the attention of other businesses? How did they react? Was there any copying of product? Did they gain orders from the same buyers coming in to see the business? Did an increase in the number of competitive producers hurt or help the business?

Did the entrepreneur's business change the way handmade business is perceived? Did old skills get more respect? Did young people see handmade business in a different way? Did the business expand its hiring?

Did new suppliers of raw materials or transportation or exporters appear? Did this make business easier? Has the pricing of raw materials changed?

Did the resources available to help with export issues expand?

Did entrepreneur's role in the community change? Did having a leadership role in business translate into having a leadership role in the community? Has the entrepreneur been able to influence or improve the community or business environment at all? How?

Did more resources such as increased access to financing or other NGO programs become available?

Environmental impacts

Have any environmental issues surfaced as a result of business growth?

Are any of the resources you use to produce product becoming scarce? Do you have to travel farther? Is quality slipping?

Are any efforts being made to diversify materials used? To replace materials?

Is any action being taken to extract materials in as low-impact a manner as possible?

Legal and regulatory issues

Are there any policies (local or national) which make it difficult to conduct business? Are there any policies which are beneficial?

Has the regulatory environment changed since you have been in business? Has it improved or worsened?

Do you have any examples of support from local or national government?

NGO resources

Have you found NGO programs to be helpful in developing your business? Which NGOs helped you and how?

are there other businesses you learned from in the community? how did you acquire expertise?

The future

What else needs to happen in your
community/country/region to see artisan businesses grow?

ATA as a resource

How did ATA effect your understanding of the general
business environment? Did ATA help to identify ways to
improve our change that environment?

AID TO ARTISANS
Best Practices in Artisan Enterprise Development

ARTISAN INTERVIEW Template
Independent artisans, employees in Tiers 2 & 3

Modified Informed Consent

Aid to Artisans is an NGO based in the US that works with craft businesses to improve income for artisans internationally. ATA works to link producers with markets and, as part of that process, we are assessing our project in Honduras from 1984-86 and from 2000-03. We want to learn about the impacts of our programs and would like to talk with you about your artisan work. Your opinions are important to us. The information that we collect will be used to evaluate what has worked well in Honduras and where we need to make improvements. We intend that the information will be used for developing a set of "good practices" as we expand our projects around the world.

In the interview we will ask you questions about your work as an artisan, and we will discuss how your work has influenced your life and your family. The interview will take about 1/2 hour. Please be assured that all of your answers will be kept confidential. Your participation is completely voluntary and you may choose not to answer a question, or we can stop the interview at any time. No names will be associated with any of your comments in our writing.

Do you have any questions about the interview? Also feel free to ask questions as the interview proceeds.

May we begin?

Artisan's Name: _____

Business: _____ or
independent artisan

Gender: (check one): _____ Female _____ Male

Date of Interview: _____

Interviewer: _____

Length of interview: _____ begin _____ end _____ total minutes

Were you involved in ATA's first project, from 1984-86? What activities did you participate in?

In the current project (2001 to present)? What activities did you participate in?

Part I: Background

Direction: We'd like to begin by asking a few questions about your background.

A-1 In what year did you begin your work as an artisan? With (name of business) ?

_____ year as artisan _____ with business

A-2 (If with business) What were your reasons for joining the business (Probe here for critical life or family situations, need for increased income, unemployed, etc.)

A-3 (If with business) What were you doing before you worked with (name of business) ?

(at home not looking for a job, in school, unemployed, previous job)
(if previous job, describe the jobs)

A-4 Education: What is the final grade/standard of schooling that you completed?

_____ grade/standard

A-5 How old are you?

_____ years

Part II: Artisan Work and Business Skills

B-1 The next questions relate to your work (as an artisan) or (here at (name of business)) .

How many hours/day do you typically work (as an artisan) or (here at (name of business))? How many days/week?

_____ hours/day

_____ days/week

B-2 Is the work steady across the year or do you have times when there is no work?

_____ steady work

_____ sporadic work: Determine how much of the year there is no work.

_____ months with no work

B-3 (if with business) Do you work here or in your home? (check one)

_____ at workshop

_____ at home

_____ both at home and in workshop

B-4 How did you learn your skills as a __ (name of craft) __?

(passed down in family, class/training, on-the-job): Probe for details on training.

B-5 Since you came to work here, what are the most important skills you have learned?

(Probe for both the products and processes of their work as well as business skills. Ask for several examples).

B-6 Beyond product and business skills are there other skills you've learned that have been useful? Any other benefits?

(Probe: how to work with others, express opinions or offer ideas, gain respect from others, etc.)

B-7 Do you make traditional products, products for export, or both (circle)?

B-8 Now in 2003, what would you next like to learn related to your work?

B-9 Have you participated in any training activities sponsored by ATA?

(Probe for specifics: design/product development, production planning, quality control, management, pricing, marketing, other business skills. List each activity.)
What were the most important things you learned that improved or changed your work? (Probe for examples of these new skills.)

<u>Activity (indicate past or current project)</u>	<u>New skills</u>
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Were there parts of the training that you have not used?

B-10 What do you most like about working with __ (name of group) __?

Are there aspects of the work that you wish could be done differently? Changes you'd like to see?

B-11 In the past three years, have you observed any differences in how artisans and craft work are perceived in Honduras? Change in appreciation/value/ respect?

_____ same as in the past
_____ more highly valued
_____ less highly valued

III. Income and Livelihood

C-1 How are you paid for your work?

_____ by the piece: How many products/day? _____
How much per product? _____ lempiras

_____ by the hour: How much per hour? _____ lempiras

_____ salary: Pay period? _____ lempiras/week or
_____ lempiras/month

When you first worked (as an artisan) or (with this business), how much were you earning?

_____ Record using the same format as above: lempiras/hour, lempiras/piece, lempiras/week or lempiras/month

C-2 Now we'd like to change topics and talk about your household. Please describe the persons who live in your household and their ages. Which persons bring income into the household? What is the average monthly income for each person?

(Record as son, daughter, husband, wife, mother-in-law, sister, brother, etc. Be sure to include the person being interviewed.)

Note: If the interviewee has regular monthly income from any sources other than artisan work, record that income separately.

<u>Person</u>	<u>Employment</u> (Check if employed)	<u>Income/month</u>	<u>% of household</u> (Calculate later)
Interviewee			
Husband/wife			

Total monthly income _____ 100%

C-3 Does the household own land from which you generate income?

_____ Yes: (Describe—coffee, etc) _____

_____ No

C-4 With the money that is brought into the household, is the household able to meet your monthly expenses?

_____ Yes, most of the time

_____ Some of the time

_____ Rarely

C-5 Are you able to save any money?

_____ Yes What are you saving for?

_____ No

C-6 The next question addresses how you spend the money you earn? Which of the following describes you situation?

_____ Spend most of the money on myself

_____ Contribute most of the money to the household

_____ Both self and household

C-7 With the income from your work, what are some of the changes you've been able to make in your life or products you have purchased?

Past project

current project

Housing/home improvements

Housing/home improvements

Consumer goods

Consumer goods

Schooling for children

Schooling for children

Diet

Diet

Health care

Health care

Other:

Other:

C-8 As you think about your neighbors/friends, how would you compare your household?
(Check one)

_____ Better than most

_____ About the same

_____ Not as good as most

IV Income Alternatives and Future Employment

D-1 If you were not working as an artisan, what other jobs would be available to you in this town/village, taking into consideration your age and education? What would be typical monthly wages for those jobs

<u>Jobs</u>	<u>Monthly wages</u>
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How would you compare your work here with these other job alternatives?

Advantages:

Disadvantages:

D-2 You mentioned at the beginning of the interview that you had previously worked at (____ name type of employment ____). What were your monthly wages on that job?

_____ lempiras

How would you compare your work here with what you were doing before?

Advantages:

Disadvantages:

D-3 Do you anticipate that you will work here for a short period and then move on to some other work or do you see this work as more long range?

_____ Short time and move on: What kind of job would you want?

_____ Long range employment

IV. Concluding Question

Directions: As we bring our discussion to an end, we have one final question about your involvement with artisan work.

E-1 Overall, as you think about your work here, what have been the most important changes in your life due to your involvement? (Ask for TWO examples.) (Listen carefully for mention of increased income, new skills craft and business skills, new ways of thinking, expressing ideas, confidence)

E-2 Is there anything else you want to tell us about your work here?

Thank you for your time and we value your opinions.

2003 Monthly Importer Report

						SEPTEMBER MONTHLY SALES REPORT			
Company	I.D. Status	Country	About the company	Country of Interest	Product(s) of Interest	Contact Sourced From	Current Status		
LZA 3 Welt	retailer/importer	Austria	Fair Trade Importer, Austria 70 stores	All Countries	All products	IFAT Conference 6/03	Spoke with representative at IFAT Conference interested in getting more information from ATA about products. CD-ROM of products will be sent for buyers review. ATA European marketing consultant scheduling meeting with buyer early October. Buyer has not committed to a date yet.		
News Network of European World Shops	organization	Belgium	International clearinghouse for 15 national world shop associations in Western European	All countries	N/A	IFAT Conference 6/03	Met with coordinator at IFAT Conference. She would like to work with ATA on an informational package to send to the associations on ATA services. ATA will coordinate materials. Coordinator now recommends meeting with the European Network of fair trade Importers directly. ATA European mkt consultant will set up meeting.		
Ethnic Boutic	wholesaler/importer	France	Fair Trade Importer, France Wholesale and retail (2 retail stores)	All Countries	All products	IFAT Conference 6/03	Spoke with representative at IFAT Conference interested in getting more information from ATA about products. CD-ROM of products will be sent for buyers review. ATA European marketing consultant scheduled meeting with buyer 4th week of September. Meeting is set for October 17. ATA provided CD ROM of all products and FOB pricing. ATA European marketing consultant is in the process of coordinating all Fair trade meetings with the upcoming IFAT fair June 22-28 in UK. Meeting tentatively being scheduled at the same time as Tendence in August 03. Met at Tendence. Buyer requested follow up meeting at the Contigo office. ATA European marketing consultant will schedule Meeting set for Mid October 03.		
Contigo Fair Trade Shop	importer	Germany	fair trade importer, Germany. Owns 8 retail shops and wholesales fair trade importer, Germany.	All countries	all products	Ambiente 2/03	ATA provided CD ROM of all products and FOB pricing. ATA European marketing consultant is in the process of coordinating all Fair trade meetings with the upcoming IFAT fair June 22-28. Buyer did not attend. Will attempt to schedule meeting in August or September. Was due to stop by the ATA booth at Tendence no show. Attempted scheduling meeting for September. Still trying for October.		
Zur Kalebasae	importer	Germany	Wholesales to over 300 shops in Germany and Switzerland	All countries	all products	Ambiente 2/03	Buyer interested in sourcing production in textile, wood and other mediums. Currently works in China. ATA marketing sending full product CD ROM for buyer's review of possibilities. CDROM sent. Spoke with representative at IFAT Conference interested in getting more information from ATA about products. CD-ROM of products will be sent for buyers review.		
Emperor's Choice Discovery Interiors Trading	wholesaler/importer	Germany	Two year old home textile wholesaler	All countries	all production	Tendence 8/03			
	wholesaler/importer	Holland	Fair Trade Importer, Holland	All Countries	All products	IFAT Conference 6/03			
Hianse	wholesaler/importer	Holland	Major wholesale accessories company exports to over 30 countries	All countries	All Products	Tendence 8/03	ATA marketing gave buyer CDROM of Fall 2003 product development. Buyer reviewed CD. Buyer most interested in South Africa products. ATA provided CD ROM of all products and FOB pricing. ATA European marketing consultant is in the process of coordinating all Fair trade meetings with the upcoming IFAT fair June 22-28 in UK. Client did not attend conference will attempt to schedule meeting at Tendence in August 03. Buyer did not attend Tendence 8/03. ATA European mkt consultant will pursue a meeting at coop offices in October 03.		
Coop Import Equo	retail importer	Italy	fair trade importer Italy. Sells to 200 stores, 300,000 Euro in annual sales	All countries	all products	Ambiente 2/03	ATA provided CD ROM of all products and FOB pricing. ATA European marketing consultant is in the process of coordinating all Fair trade meetings with the upcoming IFAT fair in mid June. Meeting confirmed for June 13. European market consultant met with representative. Very interested in reviewing products visuals from 2000-2002. Had specific interest in El Salvador coffee wood products and Zambia baskets. Very interested in possibly hiring ATA to help with new product strategy. Client has informed us first priority for product sourcing is now Mexico for 2004. Will consider other Latin countries for late 2004.		
Commercio Alternativo	importer	Italy	Italian fair trade importer. 6 year old company. Wholesales 80% food 40% crafts. 1.7 million Euro annual sales	All countries	all products	Existing client	ATA provided CD ROM of all products and FOB pricing. ATA European marketing consultant is in the process of coordinating all Fair trade meetings with the upcoming IFAT fair June 22-28 in UK. Met with buyer at IFAT conference. Reviewed product books requested updated CD form and pricing. Most interested in South America already works in several countries there. Discussed a buyer trip for November 2003 or March 2004. Buyer will consider. Buyer is now deciding to wait to do trip in March 2004. ATA Website Commercial Login Client Sent CD and Brochure 7/14. Buyer acknowledged receipt of CDROM is now reviewing.		
Il Biciccardo	wholesaler/importer	Italy	Fair trade importer, Italy. Wholesales to over 300 retail stores in Italy	All countries	Vases, boxes, framed art, candleholders, furniture. Retail price range 2.00-150.00 Euro	Existing client	Spoke with representative at IFAT Conference interested in getting more information from ATA about products. CD ROM of Winter 2003 products sent to client. CD ROM Winter 2003 products sent to client. E-mailed client for comments on product offering. No return response to date.		
Peace Winds	importer, Japan	Japan	Italian fair trade importer. 6 year old company	All Countries	All Product	ATA Website	New president and style direction change. Interested in new ATA products. Will be in Frankfurt and shop at ATA stand and affiliated ATA stands. Buyer did not come to the stand. ATA marketing will follow up with latest CDROM of product and setting up an appointment.		
Carata	wholesaler/importer	Switzerland	Fair Trade Importer, Switzerland	All Countries	All products	IFAT Conference 6/03	ATA Website Commercial Login Client. Buyer is registered and able to view product site. Because product site not complete ATA marketing followed up with full product CDROM.		
Hold Everything	retail/importer	UK	Major retail chain markets all types of storage containers for the home based in UK and US	All countries	All products	Existing client	(full name of manager of imports and PD) sent package of visuals and pricing. Having phone tag attempting to set up meeting in corporate office or at NYHQ 8/03. Will call again 8/04. Contacted buyer. Buyer stated that bank called products not a fit for HBI but will send PD manager to ATA NYHQ booth 8/03. Manager did come. Did review product. Did not find any fit for HBI at the time. ATA marketing contacted after NYHQ. Buyer has reconsidered some product possibilities. ATA marketing setting up meeting for December after buyer returns from Asia.		
Hahn's Products	wholesaler/importer	United Kingdom	home accessories major retail chain approx 300 stores	All Countries	All Product	existing client	ATA Website Commercial Login Client. Buyer is registered and able to view product site. Because product site not complete ATA marketing followed up with full product CDROM.		
Bed Bath & Beyond	retail/importer	United Kingdom	home accessories major retail chain approx 300 stores	All countries	All product	referral			
Arise designs	importer	United States		All Countries	All Product	ATA Website			

2003 Monthly Importer Report

Leville	wholesaler/importer	United States	Designs and sells Reclaim wood frames, rustic cross	All Countries	All products	Allants Gift fair 7/03 scouting	Interested in learning more about ATA maker to market program. ATA marketing anding follow up information. ATA marketing attempted phone follow up re; material sent. Will continue
Southwest Wholesale Interiors	wholesaler/importer	United States	designs rustic metal and wood garden accessories. 20 years in business imports from China and Mexico	All Countries	all products	California Gift Fair 7/03	Met at fair Company was also exhibiting Reviewed Colombia, Honduras Peru products. Would like to also see El Salvador products. Attempted to have second meeting with both partners. Partners had to cancel due to scheduling conflict. ATA marketing will send CD ROM of products and FOB pricing. Attempted contact no specific updates. Will continue contact efforts.
Anthropologie	retail/importer	United States	major retail chain	All Countries	all products	existing client	CD-ROM sent to new product development manager. ATA marketing will send special invitation to client to come to the ATA booth at August NYGF 8/03 as well as attempt to schedule presentation at corporate offices. Sending fall CDROM and still attempting scheduling of meeting PD manager suggested sending new package to new senior merchandising head. Package sent
Callad, Inc.	Importer	United States		All Countries	All Product	existing client	ATA Website Commercial Login Client. Buyer is registered and able to view product site. Because product site not complete ATA marketing followed up with full product CDROM. Had been in communication and provided samples from several projects but then buyer change. ATA marketing did send invite to Sources. Starting over again with new buyers will schedule another meeting for fall 03. Had been in communication and provided samples from several projects but then buyer change. ATA marketing did send invite to Sources. Starting over again with new buyers will schedule another meeting for fall 03. Tabletop and soft goods buyer came to ATA booth NYGF 8.03. Focused on textiles. Provided ATA with other product category buyers for follow up. ATA marketing working on setting up meeting at corporate office.
Crete & Barrel	retailer/importer	United States	Major retail chain of furniture and accessories, 40-50 stores	All countries	all products	Existing client	ATA marketing sent CDROM and maker to market brochure to VP of merchandising. Received by buyer requested that we recontact her in late June. VP of merchandising had requested a call back in late June following reviewing CD. Preliminary interest in Honduras lamp shades and Bello Hagar / El Salvador ceramics. Still wants to see any other new products. ATA will send new product CD-ROM also trying to schedule meeting for 9/03. Meeting was set for 11/12/03. However head buyer may be traveling at that time. Her assistant needs to reconfirm once head buyer's itinerary is set.
Ethan Allen	retailer/importer	United States	Major retail furniture chain store in US (Does corporate product development for major retail)	All countries	all products	Existing client	ATA marketing will review possibilities and make recommendations. Sent CD ROM, letter and brochure. Field consultant to follow up 6/22. Owner is changing product focus from baskets to home accessories particularly mirrors. Would be interested in Peru once our project commences.
Mago Designs Inc	designer	United States		All Countries	resources for container production all medium	Existing client	Sales manager provided owner contact name. Sent CD ROM, letter and brochure. Follow up call scheduled for 6/22 to give buyer time to review materials. Buyer in Atlanta. Chicago Will be in NY/GF 8/03. Will attempt to set up meeting. Not able to set up meeting. Will continue follow up in September. 4 attempts to make contact. will make contact at next market square show 1/04. Met buyer at show. Sent CD ROM, letter and brochure. Follow up call week of 6/22 to give buyer time to review materials. Preparing for Allants not back in office until late July. Recontact in August. No response to contact efforts. Finally reached buyer. Currently working in India not ready for new resource. Asked that he be contacted again. at NYGF 1/04. Spoke with owner, interested in receiving more information. Sent CD ROM, letter and brochure. Follow up week 6/22 so that buyer has time to review material. Buyer in Atlanta then vacation in July. Recontact in August. Still not able to contact buyer during summer show season. Will attempt again in September.
Country Accessories	wholesaler/importer	United States		All Countries		Market Square Fair 6/03 scouting	Spoke with sales manager for name and referral to the owner. Sent CD ROM, letter and brochure. Follow up call scheduled for week of 6/22 to give buyer time to review materials. Unsuccessful connecting with buyer during July and August tradeshows period. Will continue efforts in September. Buyer said China is primary production resource. They do 150 containers a year. Not interested in ATA resources.
K & K Interiors	wholesaler/importer	United States		All Countries		Market Square Fair 6/03 scouting	Spoke with product manager. Buyer requested additional information be sent. Sent CD ROM, letter and brochure. Follow up call scheduled for week of 6/22 to give buyer time to review materials. Called 2x At Atlanta, Chicago. Shows back in office end of July. Will call again August. Still unable to connect with particularly during the summer tradeshaw schedule. Several attempts to contact no response. Will revisit 1/04.
Prakler's Home Design	wholesaler/importer	United States		All Countries		Market Square Fair 6/03 scouting	Spoke with owner, interested in receiving more information. Sent CD ROM, letter and brochure. Follow up week 6/22 so that buyer has time to review material. Neither and son owners. Neither has not seen material will check with son. Recontact in August. Buyer did receive material but has not had time to review. Check again in September. Buyer not ready to consider any product now but would like to be contacted after 1/04.
Primitives by Kathy	wholesaler/importer	United States		All Countries		Market Square Fair 6/03 scouting	Sales manager provided owner contact name. Sent CD ROM, letter and brochure. Follow up call scheduled for 6/22 to give buyer time to review materials. Spoke to Kapil Jain. Sent recent package to different contact. ATA office researching. Several attempts to contact no response. Will revisit 1/04.
Hanna's Handworks LLC	wholesaler/importer	United States		All Countries	All Products	Market Square Fair 6/03 scouting	After reviewing CDROM of all ATA products. Buyer requested several samples for review. Samples sent. Met with sales manager obtained VP of Product development manager name. Sent CD ROM, letter and brochure. Follow up week of 6/22 to give buyer time to review. Left several messages. Buyer will be at the NY/GF 8/03. Will attempt to set up meeting with VP if in attendance.
Heart & Home	wholesaler/importer	United States		All Countries		Market Square Fair 6/03 scouting	TTV Canada has separate product sourcing from TTV US. Met with buyer. Buyer requested samples sent. Samples sent. Buyer is still reviewing samples. Buyer placed order for \$3,025.
Hagen House Collection	wholesaler/importer	United States		All Countries		Market Square Fair 6/03 scouting	TTV Canada has separate product sourcing from TTV US. Met with buyer. Buyer requested samples sent. Samples sent. Buyer is not interested in this product. Looking for small nesting baskets as gift set containers for jelly jars. Spoke with Bahia the exporter working with Santa Barbara about baskets.
India Handicrafts, Inc.	wholesaler/importer	United States		All Countries	All products	Market Square Fair 6/03 scouting	
Zodax	wholesaler/importer	United States		All countries	All products	Textiles 8/03	
Ohio Wholesale Inc	wholesaler/importer	United States		All Countries		Market Square Fair 6/03 scouting	
Two Thousand Villages - CANADA	Retail importer	Canada	30 stores throughout Canada	Honduras	Don't think items (variety of about 1)	If AT Conference 6/03	
Two Thousand Villages - CANADA	Retail importer	Canada	30 stores throughout Canada	Honduras	2 small invite lampshades	If AT Conference 6/03	
Metropolitan Hotel	retailer/importer	Caribbean		Honduras	Santa Barbara baskets	NY/GF 8/03	

2003 Monthly Importer Report

Nature et Decouverte	Importer/retailer	France	Nature Company type retail chain in France and Belgium. 63 stores New retail importer opening 800 sq meter boutique café September 2003 France	Honduras	all products	Ambiente 2/03	ATA European Marketing made presentation on ATA projects. N & D has developed a travel corner to feature a world region. Featuring Central Asia for fall 03. For Spring 2004, Latin America. Buyer requested more information and Consultant will meet with the Latin American buyer. Next step Bouffier will meet with Nature et Decouverte in August with Euro Mkt consultant to decide on final selection. Buyer will not schedule meeting until after the Maison et Objet trade show in France. Show over 9/9/03 European marketing consultant told by Bouffier staff that Nature may delay or cancel. Latin America presentation. Btill needs to be confirmed. Met with buyer reviewed product visuals requested follow-up CD-Rom with new Summer 2003 products. Photography of samples for new summer 2003 not completed until August 1. For now ATA marketing sent CDROM for winter 2003. European marketing consultant has meeting scheduled with client 2nd week of September to discuss possible purchase orders. Met with buyer. Buyer interested in products. Requesting shipping quotes.
Alterna	retail importer	France		Honduras	leather	IFAT Conference 6/03	Interested in Lencas pottery. Needs for detail catalog and pricing. ATA marketing sent contact directly to ACTA for follow up.
One World	wholesaler/importer	Holland	Fair trade Importer	Honduras	Acta ceramics	Tendence 8/03	Altra Qualita has agreed to do a buyers trip to Honduras, El Salvador and Guatemala August 16-17. Flights are confirmed. Additional producer information being gathered for clients review. Buyer completed trip. Working on orders from Altra, ACTA for Spring 2004 delivery. Opening 4000 square meter store in Baghdad, Iraq 11/03. Interested in ceramics for that store. Needs more detail catalog and FOB pricing. ATA marketing sent contact to ACTA for direct follow up.
Altra Qualita	Importer	Italy	fair trade Importer, Italy	Honduras	all products	Ambiente 2/03	
Yapa	Importer/retailer	Turkey	Turkey based retail department store chain	Honduras	Acta ceramics	Tendence 8/03	
AMC	sourcing agent	United States	Established 98 years ago Recently purchased by Target corporation as it's purchasing office. Target is the 3rd largest retailer in the US.	Honduras	all products	Ambiente 2/03	AMC has declined a subsidized trip to Central America but has recommended that buyers presentation be done at AMC Sourcing office for Central America based on Guatemala. ATA will arrange meeting. Before scheduling Central America meeting with AMC office ATA Marketing home office and field offices need to agree regarding what should be presented ATA marketing in process of scheduling meeting with Central America AMC office in Guatemala. AMC buyer not in office until 10.10.03
Crabtree & Evelyn	retailer/importer	United States	Major retail chain of bath and body care in Europe and US	Honduras	ceramic flower pot - Aluto	Ambiente 2/03	ATA marketing made presentation at Crabtree & Evelyn corporate headquarters. Buyer interested in ceramic pot for poured candle. Potential order 25,000 units x 60F OBI - \$15,000 Just finished presentation to head buyer from England. Will be reusing pot and will request new samples from producer.
Crabtree & Evelyn	retailer/importer	United States	Major retail chain of bath and body care in Europe and US	Honduras	baskets - yahamala	Ambiente 2/03	ATA marketing made presentation at Crabtree & Evelyn corporate headquarters. Interested in Santa Barbara baskets in 4 color ways 250pc per color. Need samples with custom colors due by mid September. Buyer will supply patterns. Met with ATA sales consultant. Has confirmed combined El Salvador, Honduras, Guatemala trip for first week of August. ATA will pay for two buyers to travel. ATA will work with field directors to establish itinerary. Sent preliminary overview of producer. Cost Plus travel confirmed July 25-August 1 Honduras. While in Honduras asked for pricing on volume pricing for La Luoenaga candles, Samples Lencas pottery, Santa Barbara nesting boxes, bowls, etc and some rustic wood troughs from Muebles Rusticos.
Cost Plus	retail importer	United States	Major retail chain with 200 million in annual sales	Honduras	all products	Existing client	Met with ATA sales consultant requested samples for review. Sample requests sent to field. Samples in production should be sent by early May. Samples completed and sent. Samples rejected by garden buyer.
Cost Plus	retail importer	United States	Major retail chain with 200 million in annual sales	Honduras	cornhusk bouquets, weath, ceramics fruits and veggies	Existing client	Phillips Collection picked up several lines from the now defunct Explores Company And have contacted all former Explores customers that they are carrying these lines Phillips Collection purchased \$9,000FOB of Lencas pottery.
Phillips Collection	wholesaler/importer	United States	imports furniture, accessories 20 years in business	Honduras	Lencas pottery, Aluto metal furniture	Existing client	
San Diego Zoo	Retail Importer	United States	Oldest Zoo in US, 25 million from retail outlets 15 year old basket company Has own production in Cambodia Looking to expand basket offerings	Honduras	Honduras she would like to create a gift basket that contains a fragrances potpourri, and other small elements, I suggested fragancing the cornhusk blooms, in a small basket (Santa Barbara with more gift items included), In Vitro paper lamp volives	Existing Client	ATA national sales consultant following up with specific information on each account. Needs more specific space from buyer on paper lamps and gift basket. Buyer in Mexico until 10/8. Buyer does not have capital to buy stock but still is interested in testing reaction in the baskets. ATA has offered samples for him to test market in LA Atlanta and SF shows this summer. Owner has accepted our offer to test market baskets before making an inventory commitment. Test markets will be LA, Atlanta and San Francisco. Buyer did exhibit samples in LA. Wrote approximately \$2,000 in wholesale orders. Will take to the Seattle and San Francisco shows in August 03. Buyer placing PO for \$2,000
Baskets of Cambodia	wholesaler/importer	United States		Honduras	Santa Barbara bowls natural s.m.l	LA show 7/02 scouting	
Nature Heritage	wholesaler/importer	United States	3 retail stores in NYC	Honduras	Santa Barbara baskets	NYIII 6/03	Buyer does import but mostly body care items. Now adding crafts to the stores. Placed wholesale order of baskets to test in stores. If it goes well would like to start importing direct. Client finally finished designs and will send sketches for prototyping. Already contacted furniture about sketches coming and desired price points. Sketches rec 7/21/03 copied and sent to buyers. Buyer and producer have been negotiating quantities and final pricing. Tentative order is 200 picture frames at 00 FOB and 100 miniature armoire 100 x \$40.00 OBI - \$4,200. Production not started yet. Waiting from deposit from buyer.
Ceramic Krafz	designer	United States		Honduras	miniature armoire for dogs	referral	Interested in doing a consignment of mixed product. Willing to come to Honduras. ATA has offered an airfare. Travel plans could not be confirmed until early April. Buyer still has not confirmed. Buyer still has not confirmed. We have given him a final deadline. Buyer originally scheduled for Honduras travel. ATA encouraged a Central America travel focus which buyer is willing to consider. Now trying to finalize dates. Confirmed travel dates 9/6-12. Buyer completed trip. Left a purchase order with Aluto for approximately \$26,000
Metropolitan Deluze	Importer/retailer	United States	10 skate retail chains	Honduras/Aluto	All Honduras products	Atlanta 7/02	Met with ATA sales consultant. Has confirmed combined El Salvador, Honduras, Guatemala trip for first week of August. ATA will pay for two buyers to travel. ATA will work with field directors to establish itinerary. Sent preliminary overview of producer. Cost Plus travel confirmed July 25-August 1 Honduras. Order being finalized: 1500 units x\$9.00-\$9000FOB for spring 2004
Cost Plus	retail importer	United States	Major retail chain with 200 million in annual sales	Honduras/Aluto	wire chicken	Existing client	Met producers at Resources in May. ATA sponsored a trip to Honduras in work with Induma, Proimi and InVivo. Developed samples for show in Fall 03 shows. Ordered approx \$5,000 in samples. Showed samples at Atlanta OII Fair 7/03. Subsequently placed \$31,770FOB purchase order.
Design Workshop	wholesaler/importer	United States	annual sales	Honduras/Induma	furniture	existing client	

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2003 Monthly Importer Report

Design Workshop	wholesaler/importer	United States	Furniture manufacturer approx. \$ million annual sales	Honduras/Invitro	furniture/	existing client	<p>Met producers at Sources in May. ATA sponsored a trip to Honduras to work with Induma, Proimi and InVitro. Developed samples for show in Fall '03 shows. Ordered approx \$5,000 in samples. Showed samples at Atlanta Gift Fair 7/03. Subsequently placed Approx \$3,000 FOB purchase order.</p> <p>Buyer sourced samples and presented in Atlanta Gift Fair 7/03. Got excellent sales response. Buyer placed \$1,886 purchase order.</p> <p>Samples sent 6/18, requesting quotes for 3,000, 5,000 & 15,000 of each. Order placed for approximately sale must be confirmed by ATA Honduras. Buyer placed \$23,375 purchase order due 11/03.</p> <p>Making presentation to Crate and Barrel end of September. Requested samples of larger size pillows (26"x26") sku 20721. Presentation delayed until mid October.</p> <p>Met producers at Sources in May. ATA sponsored a trip to Honduras to work with Induma, Proimi and InVitro. Developed samples for show in Fall '03 shows. Ordered approx \$5,000 in samples. Showed samples at Atlanta Gift Fair 7/03. Subsequently placed \$26,096 FOB purchase order.</p>
Synergy Designs	wholesaler/importer	United States	IN member	Honduras/Invitro	sushi glass plates, lamp	Existing client	
UNICEF	retailer/importer	United States		Honduras/La Luciernaga	Candles	Existing client	
			Wholesales apparel but also does resource consulting for major retail i.e. Crate & Barrel, Pottery Barn. Has 3000 retail accounts.				
Life to Go	wholesaler/retailer	United States	Furniture manufacturer approx. \$ million annual sales	Honduras/Alexandra Leather	pillow	referral	
Design Workshop	wholesaler/importer	United States		Honduras/Proimi	furniture	existing client	



cornhusk flowers from Honduras

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"seaweed" iron bowl from Haiti

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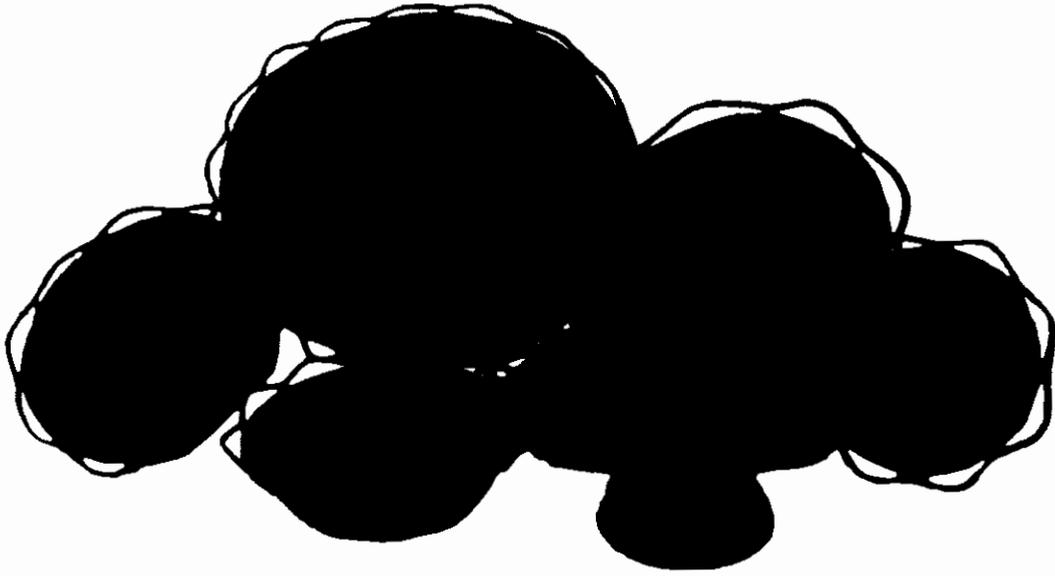
**ATLANTA INTERNATIONAL GIFT &
HOME FURNISHINGS MARKET**
AMERICASMART, BLDG 1, HIGH DESIGN
BOOTH O31-O32 JULY 14-18, 2001

SAN FRANCISCO INTERNATIONAL GIFT FAIR
HANDMADE/MOSCONE CENTER NORTH
BOOTH 6611-6613 AUGUST 4-8, 2001

NEW YORK INTERNATIONAL GIFT FAIR
JACOB JAVITS CONVENTION CENTER
BOOTH 5014 - 5024 AUGUST 19-23, 2001

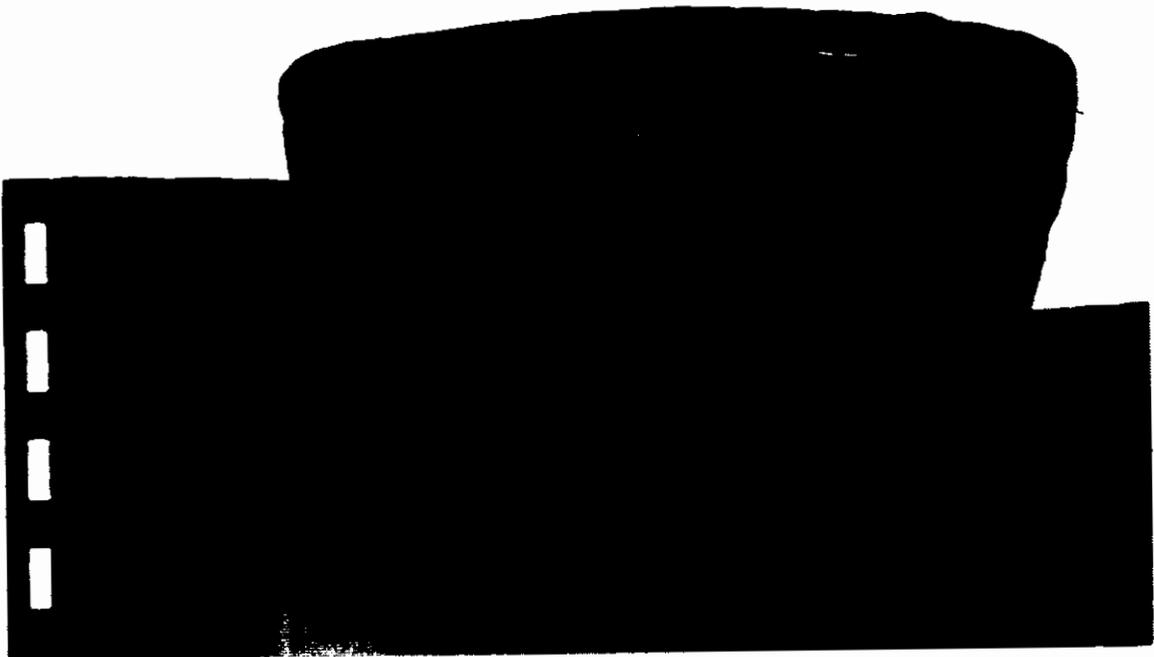
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GEORGIA WORLD CONGRESS CENTER
BOOTH TBA JULY 12 - 15, 2002

SAN FRANCISCO INTERNATIONAL GIFT FAIR

HANDMADE/MOSCONE CENTER NORTH
BOOTH 6607-6609 AUGUST 3 - 7, 2002

NEW YORK INTERNATIONAL GIFT FAIR

JACOB JAVITS CONVENTION CENTER
BOOTHS 5014 - 5024 AUGUST 11 - 15, 2002

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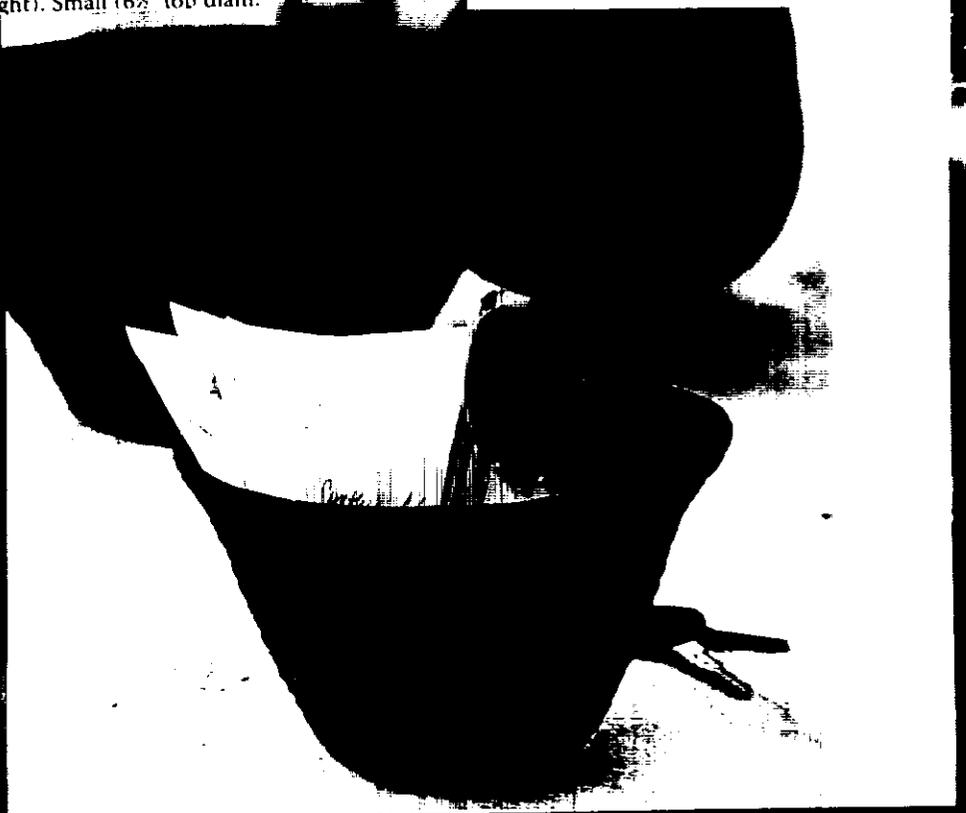
escape from the ordinary

Baskets from Santa Barbara



**A. Basket Bowls from Honduras—
economic rebirth for artisans,
brilliant home décor for you.**

Made from junco reed which goes through an arduous 9-stage process to prepare it for weaving. But the women who live in the poorest province of Honduras are thrilled to have the work and proud of their beautiful crafts...as you will be. An Aid to Artisans handicraft (story below right). Small (6 1/2" top diam.



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Obvious, but rarely followed: Whatever gets worn the most should be easily accessible.

Use seasonal storage to create more space for what you're wearing now.

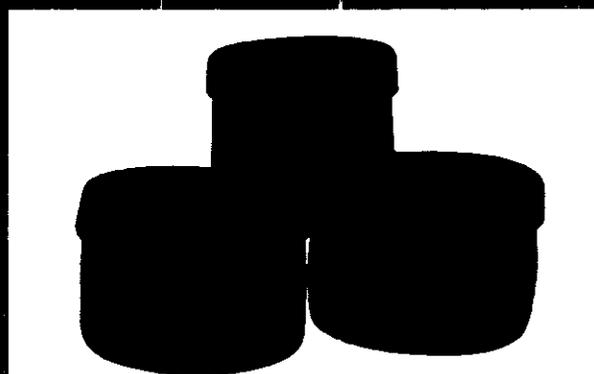
Be vigilant about dirty laundry.

Use the right boxes to keep shoes from getting scuffed and jewelry from being tangled.

FROM TOP: HAT BOX, LINEN BOXES
FROM LEFT: AID TO ARTISANS
BOWLS, \$22.50 TO \$30

Obsessed with them as we are? Check out our Guide for answers to all your storage questions

What's cool
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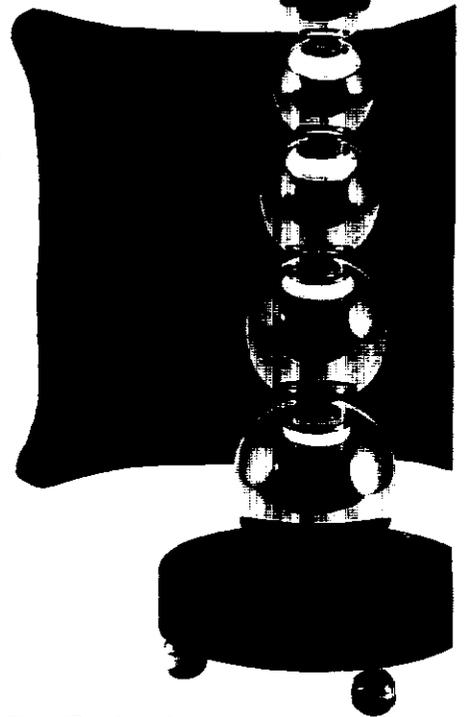
MEMORIES

ROUNDABOUT

We've gone into orbit with all the dots and spheres seen lately. So don't be a square—dress up your home with some hot dots. Chrome spheres stack up as the TLO238 LAMP from Shades of Light, 800/262-6612. Crafted in Honduras, the rust-and-red-dot suede PILLOW is from Aid to Artisans, \$28 for the 14-inch square and \$43 for the 18-inch, 877/288-2097. Appropriately named Dotty, the VASE, \$78, is a Garnet Hill exclusive, 800/622-6216. What better to express graphic dots than Marimekko FABRIC, and here we see three color combos of Kivet, \$48/yard as cut yardage from Kiitos Marimekko, 212/838-3842, and on a classic butterfly chair, \$45, from Crate and Barrel, 800/323-5461. With brown-with-cream dots, the 11-inch Melamine Aerodot PLATE, \$11, and rectangular PLATTER, \$18, are by Jackie Shapiro for French Bull, available through Room Service, 323/653-4242. With copper dots, the 7-inch frosted PLATE, \$27, and (under the brown plate) the 14-inch frosted glass PLATTER, \$75, are from Riverside Design Group, available at Pittsburgh Center for the Arts, 412/361-0873.

11 rec

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Living
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UNIQUE

HAITIAN VINE COMPOTE This rustic pedestal-based basket is hand-coiled by artisans in Haiti who make use of a wild parasitic vine that invades native trees, thus artfully saving the trees. Approx. 13" dia. x 7" H. N°33764 \$32



COUNTRY CLAY POTS Sophisticated in their very simplicity, these versatile little pots—for cactuses, succulents and ends—are handcrafted by Honduran artisans who shape and glaze each one individually, decorating it with bold patterns. In our set of six, each is different. Approx. 3 1/2" dia. x 4"H; size and shape will vary. N°32764 SET OF 6 \$48

VINE ENTWINED BOWLS Through the auspices of Aid to Artisans, Haitian craftspeople coil parasitic vines that envelop native trees into rustic baskets with scalloped edges. Set of three includes a 10" dia. x 3"H, 12" dia. x 3 1/2"H, and 12 1/2" x 10 1/2"W x 3"H. Size will vary. N°33765 SET OF 3 BOWLS \$45

N°33765 SET OF 3 BOWLS \$45



SANDALWOOD VASES Mexican craftsmen carve sensuous vessels from sandalwood, smoothing them to a finish while retaining some of the bark to render each vase unique. Sizes are approximate.

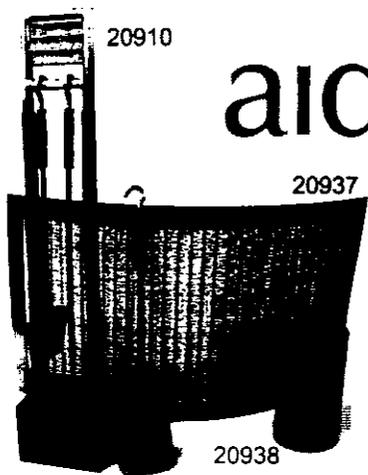
N°33677 SMALL 4"W x 5-1/2"H

N°33677 MEDIUM 5 1/2"W x 6-1/2"H

N°33677 LARGE 7"W x 10"H



OBEECHI WOOD BOWLS Haitian artisans carve smoothly curving bowls from obeechi, a fast growing wood cultivated on special reforestation plantations.

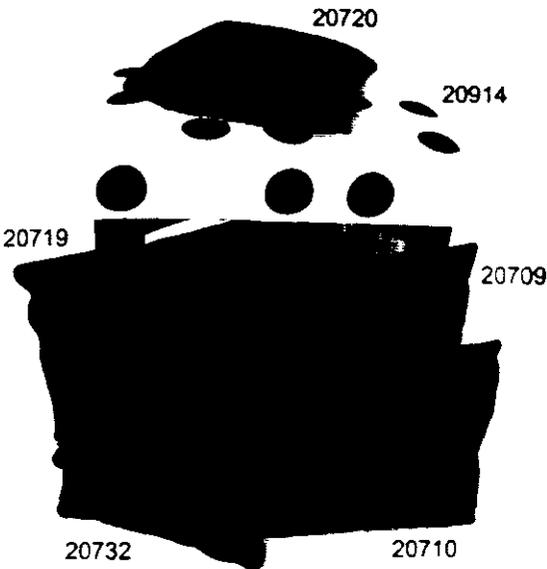


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aid artisans

FLORIDA MARKET

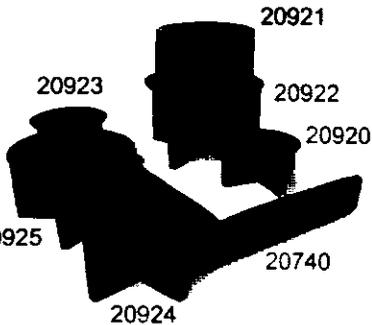


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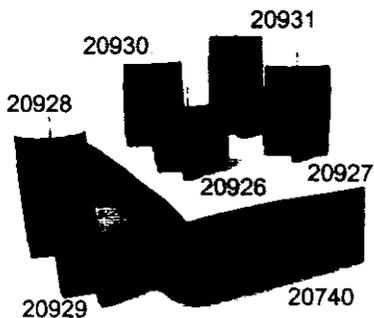
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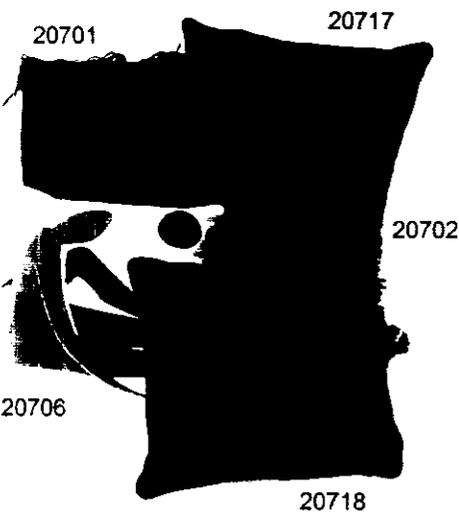
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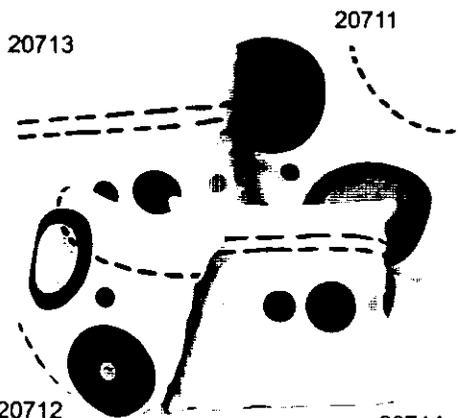
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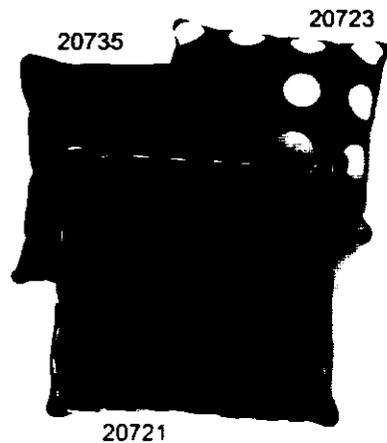
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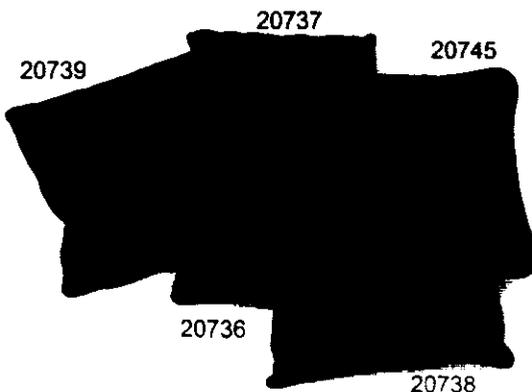
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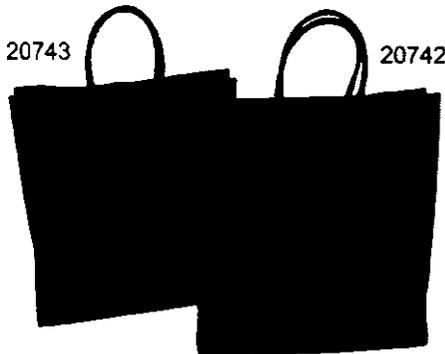
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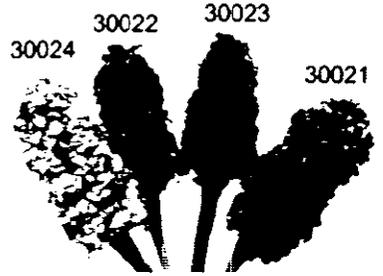
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Floral Arrangements

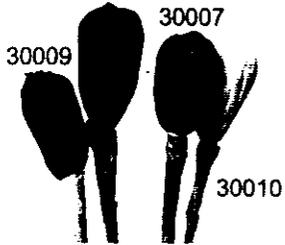


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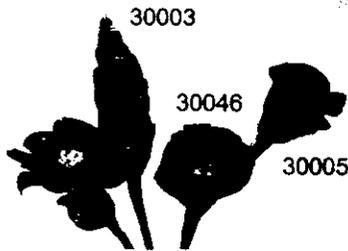
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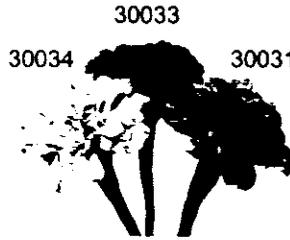
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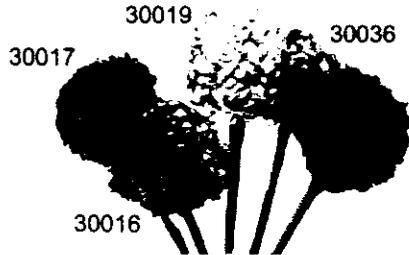
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HONDURAS



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WINTER 2003



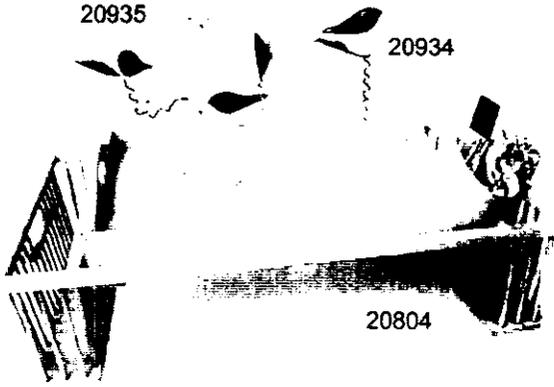
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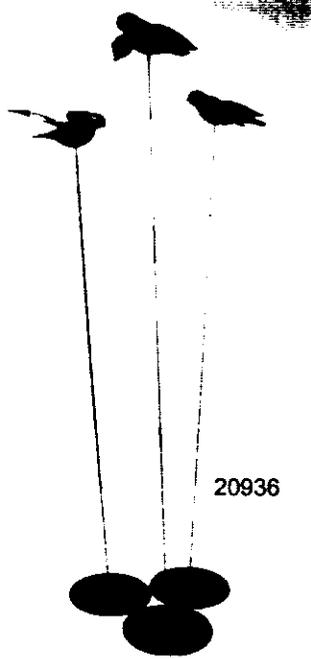
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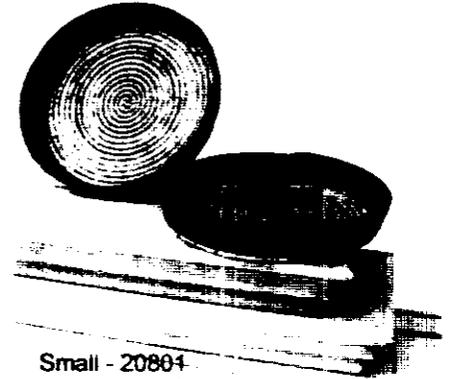


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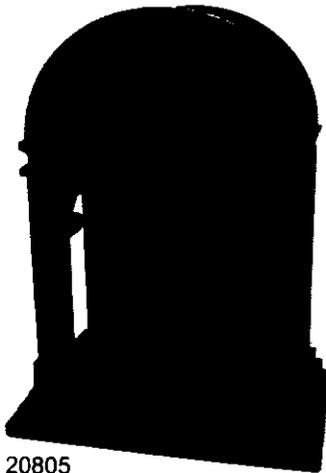


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Small - 20804
Medium - 20802
Large - 20803

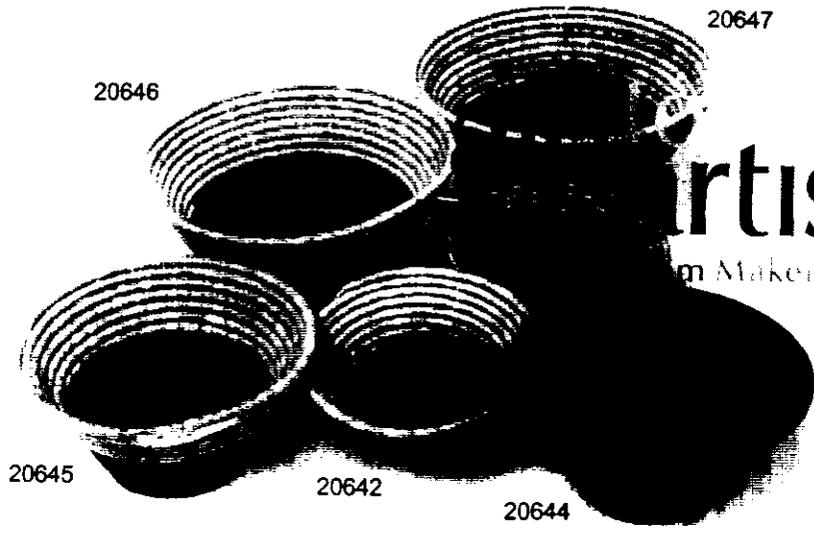


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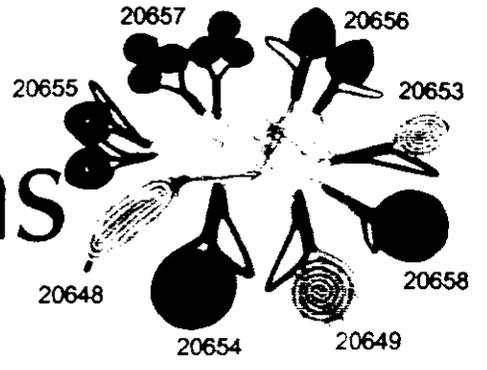
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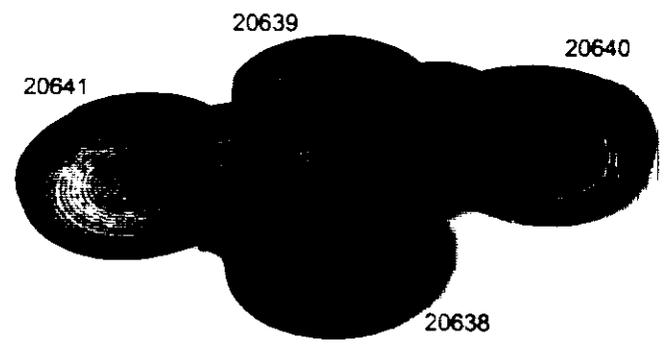
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Artisans

Handmade by Artisans

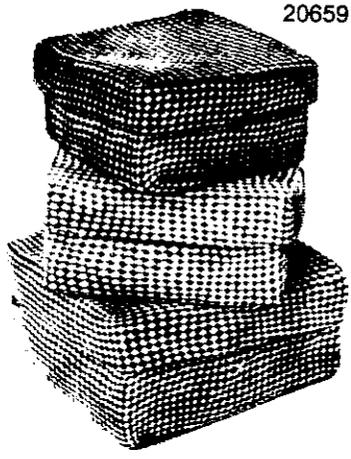


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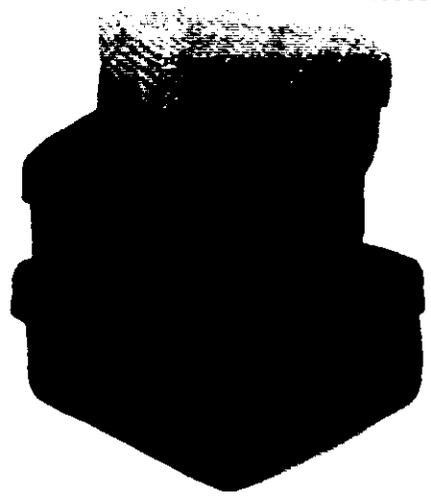
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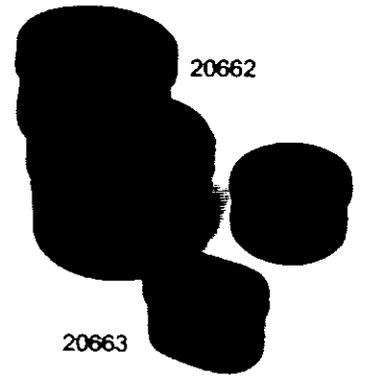


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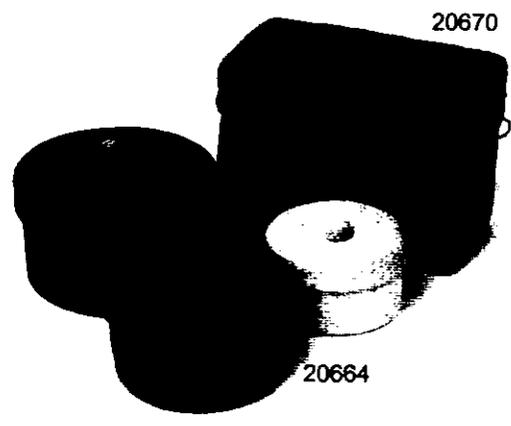


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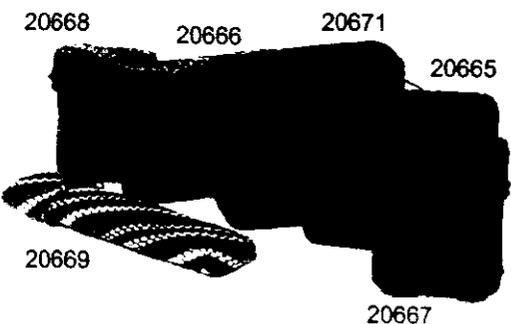
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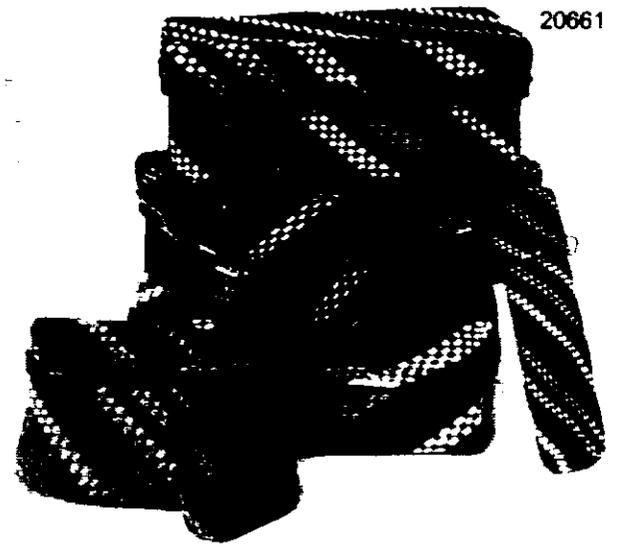
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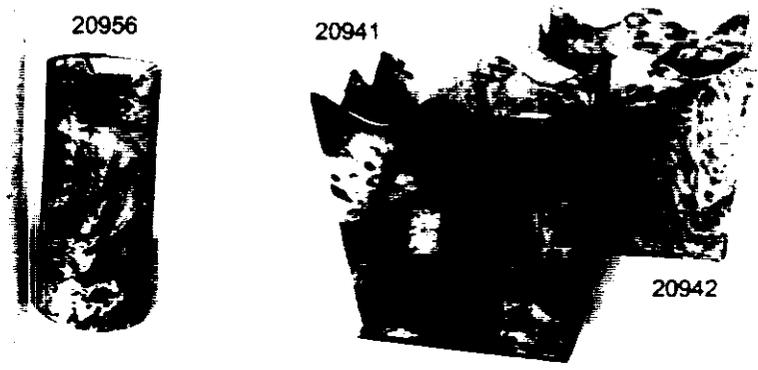
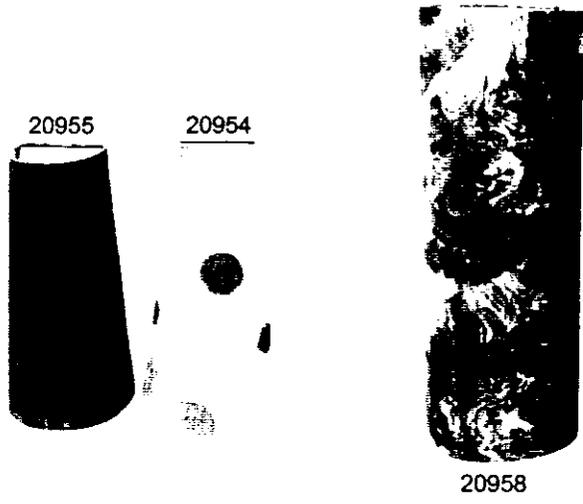
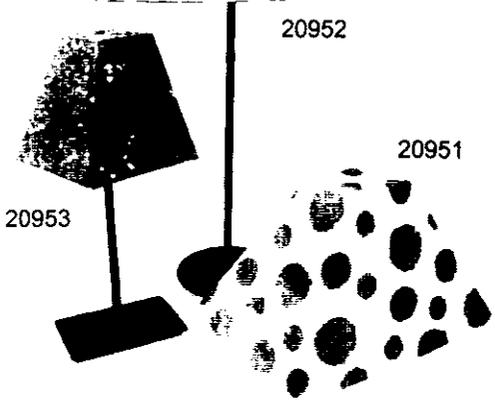
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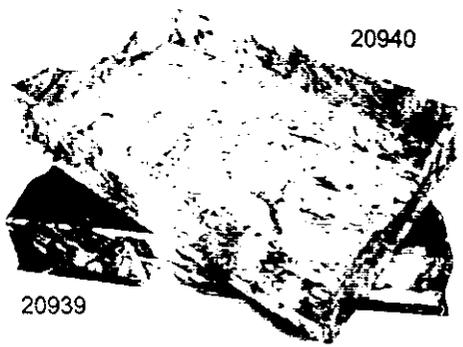
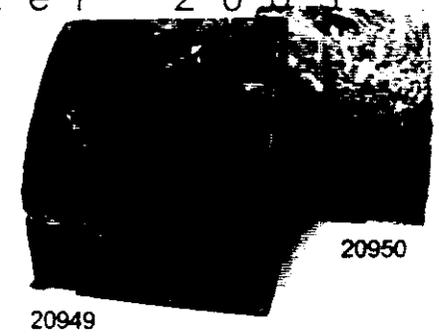
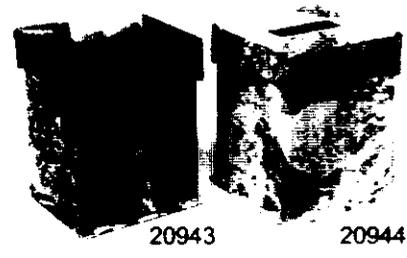
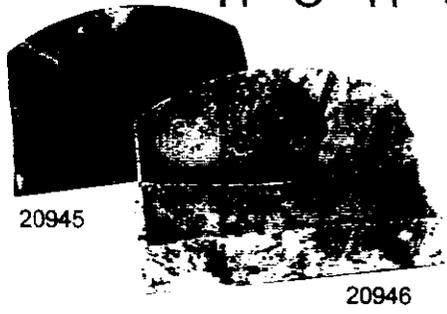
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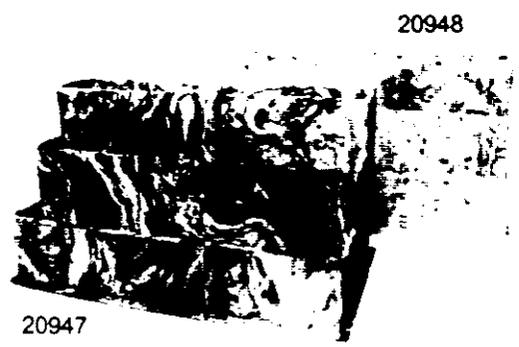
2003 Winter Catalog



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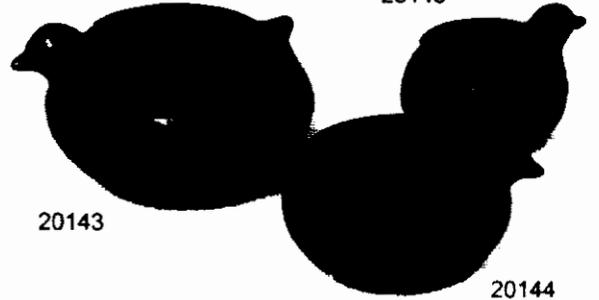


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From Museum to Market

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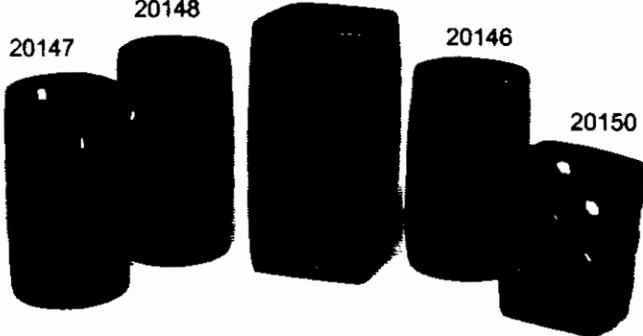
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Sale ID	DESCRIPTION	Product ID	Min	FOB*	Wholesale
LESANDRA LEATHER					
Leather Pillows					
20701	Brown Fringe, Large, 18" x 18"	HOLL-9016L	1	\$14.35	\$46.00
20702	Brown Fringe, Medium, 14" x 14"	HOLL-9016M	1	\$9.56	\$32.00
20705	Nude Figure Sitting, Large, 18" x 18"	HOLL-9005L	1	\$19.52	\$62.00
20706	Nude Figure Sitting, Medium, 14" x 14"	HOLL-9005M	1	\$12.38	\$42.00
20709	Brown Suede w/Leather Capped Corners, Large, 18" x 18"	HOLL-9013L	1	\$24.26	\$79.00
20710	Brown Suede w/Leather Capped Corners, Medium, 14" x 14"	HOLL-9013M	1	\$16.10	\$51.00
20711	Two Circles w/Black Dotted Lines, Large, 18" x 18"	HOLL-9011L	1	\$25.19	\$79.00
20712	Two Circles w/Black Dotted Lines, Medium, 14" x 14"	HOLL-9011M	1	\$16.72	\$53.00
20713	Circles and Dotted Stripes, Large, 18" x 18"	HOLL-9003L	1	\$13.51	\$44.00
20714	Circles and Dotted Stripes, Medium, 14" x 14"	HOLL-9003M	1	\$8.78	\$29.00
20717	Brown Leather Center, Suede Border, Large, 18" x 18"	HOLL-9017L	1	\$14.56	\$47.00
20718	Brown Leather Center, Suede Border, Medium, 14" x 14"	HOLL-9017M	1	\$9.46	\$31.00
20719	Brown Quilted, Large, 18" x 18"	HOLL-9002 BN L	1	\$13.03	\$42.00
20720	Brown Quilted, Medium, 14" x 14"	HOLL-9002 BN M	1	\$8.46	\$28.00
20745	Black Leather Chanel Pillow, Large 18" x 18"	N/A	1	\$8.46	\$28.00
20721	Red w/White Dotted Line Border, Large, 18" x 18"	HOLL-9026L	1	\$12.94	\$42.00
20722	Red w/White Dotted Line Border, Medium, 14" x 14"	HOLL-9026M	1	\$10.12	\$33.00
20723	Red w/White Dots, Large, 18" x 18"	HOLL-9008 RD/PL L	1	\$15.22	\$49.00
20724	Red w/White Dots, Medium, 14" x 14"	HOLL-9008 RD/PL M	1	\$10.12	\$33.00
20732	Brown w/Red Circle, Black Dotted Lines, Medium, 14" x 14"	HOLL-9001M	1	\$11.21	\$34.00
20733	Brown w/Red Circle, Black Dotted Lines, Large, 18" x 18"	HOLL-9001L	1	\$17.21	\$44.00
20734	Black w/Red Dots, Medium, 14" x 14"	HOLL-9008 BL/RD M	1	\$7.23	\$20.00
20735	Black w/Red Dots, Large, 18" x 18"	HOLL-9008 BL/RD L	1	\$10.87	\$33.00
20736	Red Leather, Quilted, Medium, 14" x 14"	HOLL-9002 RD M	1	\$8.46	\$28.00
20737	Red Leather, Quilted, Large, 18" x 18"	HOLL-9002 RD L	1	\$13.03	\$42.00
20738	Red Suede, Center Square, Medium, 14" x 14"	HOLL-9017 RD M	1	\$9.46	\$31.00
20739	Red Suede, Center Square, Large, 18" x 18"	HOLL-9017 RD L	1	\$14.56	\$47.00
20740	Fiber and Suede Square Flat Pillow/Cushion	HOLL-9024		\$34.67	\$88.00
Leather Tote Bags					
20741	Off-White w/Multi-Color Circles	HOLL-9027	1	\$21.00	\$53.00
20742	Brown Leather, Carmel Suede Circle	HOLL-9028	1	\$28.00	\$70.00
20743	Chocolate Suede, Quilted	HOLL-9029	1	\$26.00	\$65.00
20744	Chocolate w/Blue Circle	HOLL-9030	1	\$28.00	\$70.00
Furniture					
20914	Bench, Cross Wooden Legs, Cream Leather w/Multi-Color Dot Seat	HOLL-9022		\$70.81	\$180.00
IN VITRO					
Furniture and Home Accessories					
20920	Pillar Stand/Bowl, Wood w/Suede, Brown, Small, 4"	HOIV-1010S BR	1	\$9.38	\$25.00
20921	Pillar Stand/Bowl, Wood w/Suede, Brown, Medium, 6"	HOIV-1010M BR	1	\$9.61	\$24.00
20922	Pillar Stand/Bowl, Wood w/Suede, Brown, Large, 8"	HOIV-1010L BR	1	\$9.84	\$25.00
20923	Pillar Stand/Bowl, Wood w/Suede, Carmel, Small, 4"	HOIV-1010S CA	1	\$9.38	\$23.00
20924	Pillar Stand/Bowl, Wood w/Suede, Carmel, Medium, 6"	HOIV-1010M CA	1	\$9.61	\$24.00
20925	Pillar Stand/Bowl, Wood w/Suede, Carmel, Large, 8"	HOIV-1010L CA	1	\$9.84	\$25.00
20926	Candleholder, Wood w/Suede, Brown, Small, 4"	HOIV-1009S BR	1	\$9.38	\$23.00
20927	Candleholder, Wood w/Suede, Brown, Medium, 6"	HOIV-1009M BR	1	\$9.38	\$24.00
20928	Candleholder, Wood w/Suede, Brown, Large, 8"	HOIV-1009L BR	1	\$9.38	\$25.00
20929	Candleholder, Wood w/Suede, Carmel, Small, 4"	HOIV-1009S CA	1	\$9.38	\$23.00
20930	Candleholder, Wood w/Suede, Carmel, Medium, 6"	HOIV-1009M CA	1	\$9.38	\$24.00
20931	Candleholder, Wood w/Suede, Carmel, Large, 8"	HOIV-1009L CA	1	\$9.38	\$25.00
20910	Fireplace Tool Set, Metal and Leather	HOIV-2002	1	\$28.63	\$71.00
20937	Fireplace Screen, Woven Metal, Small, 30"W x 20"H	HOIV-2003-S	1	\$104.46	\$260.00
20938	Fireplace Matchstick Holder, Woven Metal	HOIV-2007	1	\$18.35	\$48.00

*NOTE: FOB without pillow inserts. Add \$5.00 for standard size insert and \$10.00 for custom size insert.

Sale ID	DESCRIPTION	Product ID	Min	FOB	Wholesale
IN VITRO (continued)					
Desk Accessories: Handmade Paper					
20939	Rectangular Tray, Magenta Marble	HOIV-6101 MA	1	\$9.31	\$23.00
20940	Rectangular Tray, Multi-Color	HOIV-6101 MC	1	\$9.31	\$23.00
20941	Waste Paper Basket, Magenta Marble	HOIV-6102 MA	1	\$8.14	\$20.00
20942	Waste Paper Basket, Multi-Color	HOIV-6102 MC	1	\$8.14	\$20.00
20943	Tissue Box, Magneta Marble	HOIV-6103 MA	1	\$7.42	\$19.00
20944	Tissue Box, Multi-Color	HOIV-6103 MC	1	\$7.42	\$19.00
20945	Letter Rack (2 bins), Magenta Marble	HOIV-6104 MA	1	\$7.32	\$18.00
20946	Letter Rack (2 bins), Multi-Color	HOIV-6104 MC	1	\$7.32	\$18.00
20947	Letter Rack (3 bins), Magenta Marble	HOIV-6105 MA	1	\$9.43	\$24.00
20948	Letter Rack (3 bins), Multi-Color	HOIV-6105 MC	1	\$9.43	\$24.00
20949	Magazine Rack, Magenta Marble	HOIV-6107 MA	1	\$12.04	\$30.00
20950	Magazine Rack, Multi-Color	HOIV-6107 MC	1	\$12.04	\$30.00
Lampshades: Handmade Paper					
20951	Sloping Rectangular Shade, Light Blue w/Light Brown Dots	HOIV-6003	1	\$23.37	\$58.00
20952	Hanging Sloping Cylinder, Cream w/Light Brown Dots	HOIV-6004	1	\$15.88	\$40.00
20953	Sloping Square Shade, Green w/Multi-Color Dots	HOIV-6007	1	\$15.33	\$38.00
20954	Sloping Wall Sconce, Cream w/Brown Dots	HOIV-6008 dots	1	\$11.20	\$38.00
20955	Sloping Wall Sconce, Light Brown w/Cream Stripes	HOIV-6008 stripes	1	\$11.20	\$28.00
20956	Cylinder Sloping Shade, Black & White, Small, 16"H	HOIV-6010 BL	1	\$12.83	\$32.00
20957	Cylinder Sloping Shade, White w/Speckles, Medium, 22"H	HOIV-6010 WH	1	\$12.83	\$32.00
20958	Cylinder Sloping Shade, Multi-Color, Large, 27"H	HOIV-6010 MC	1	\$12.83	\$32.00
20959	Candelabra Shade, Multi-Color Dots	HOIV-6002C	1	\$9.07	\$23.00
20960	Candelabra Shade, Light Brown w/Cream Stripes	HOIV-6002M	1	\$9.07	\$23.00
20961	Candelabra Shade, Rust Speckles	HOIV-6002D	1	\$9.07	\$23.00
20962	Candelabra Shade, Orange Marble	HOIV-6002N	1	\$9.07	\$23.00
20963	Candelabra Shade, Light Brown w/Light Green Strips	HOIV-6002L	1	\$9.07	\$23.00
20964	Candelabra Shade, Pink Marble w/Gray	HOIV-6002G	1	\$9.07	\$23.00
20965	Candelabra Shade, Peach Marble	HOIV-6002H	1	\$9.07	\$23.00
20966	Candelabra Shade, Cream w/Light Brown Stripes	HOIV-6002J	1	\$9.07	\$23.00
20967	Candelabra Shade, Light Blue w/Brown Speckles	HOIV-6002B	1	\$9.07	\$23.00
20968	Candelabra Shade, Brown Marble	HOIV-6002E	1	\$9.07	\$23.00
20969	Candelabra Shade, Light Brown w/Light Green Dots	HOIV-6002F	1	\$9.07	\$23.00
20970	Candelabra Shade, Black & White Marble	HOIV-6002O	1	\$9.07	\$23.00
20971	Candelabra Shade, Multi-Color Marble	HOIV-6002A	1	\$9.07	\$23.00
INDUMA					
20800	TV Chest, Wood, Cream with Black Stripes	HOIN-1001	1	\$132.68	\$335.00
20801	Crown Shelf Ledge, Cream, Small, 24"W	HOIN-1002S	1	\$22.63	\$56.00
20802	Crown Shelf Ledge, Cream, Medium, 36"W	HOIN-1002M	1	\$28.57	\$70.00
20803	Crown Shelf Ledge, Cream, Large, 48"W	HOIN-1002L	1	\$33.60	\$85.00
20804	Breakfast Table Tray, Cream	HOIN-1005	1	\$51.09	\$125.00
20805	Display Niche, Red	HOIN-1007	1	\$67.73	\$165.00
20806	Display Niche, Green	HOIN-1008	1	\$73.46	\$180.00
ZACAPA					
20932	Candleholder, Circle Bird Motif, Metal & Wood, Large	HOZA-2100CM/L	1	\$13.00	\$33.00
20933	Candleholder, Circle Bird Motif, Metal & Wood, Small	HOZA-2100CM/S	1	\$11.00	\$28.00
20934	Candleholder, Single Bird, Metal & Wood	HOZA-2101CM	1	\$2.14	\$5.00
20935	Candleholder, Double Bird, Metal & Wood	HOZA-2102CM	1	\$3.14	\$8.00
20936	Set of 3 Wooded Birds on Metal Podiums	HOZA-2103	1	\$21.42	\$54.00

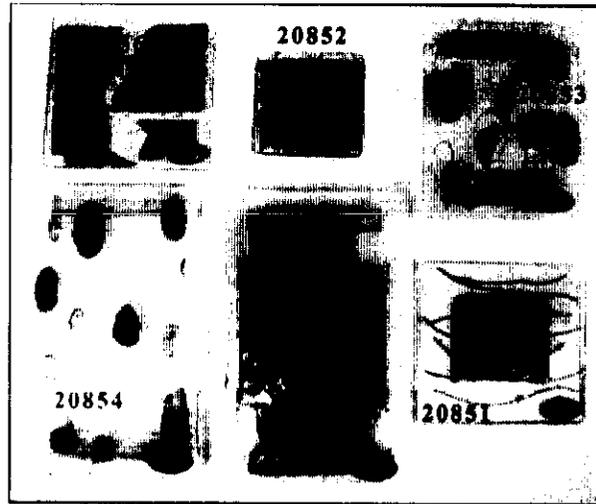
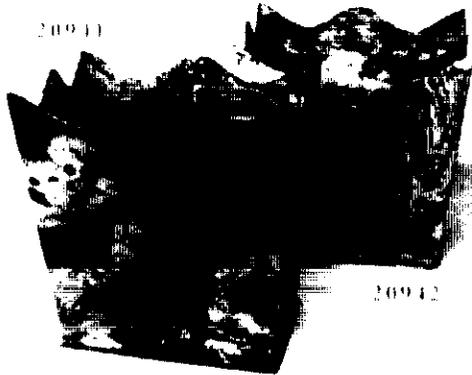
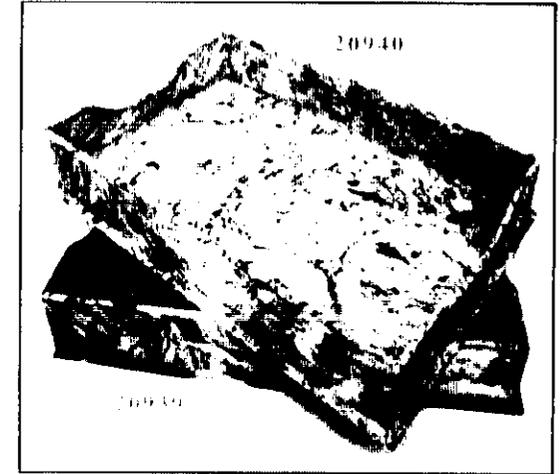
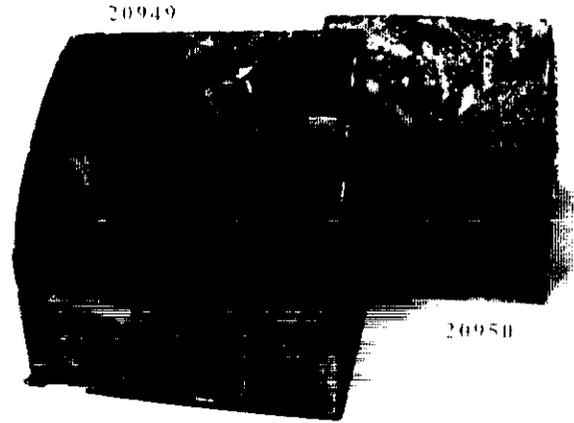
Sale ID	DESCRIPTION	Product ID	Min	FOB	Wholesale
YAHAMALA					
20636	Round Tray, Yellow Base/Orange Rim, Small, 10" DIA	HOEY-3918S YwOg	1	\$2.95	\$7.00
20637	Round Tray, Yellow Base/ Brown Rim, Small, 10"DIA	HOEY-3918S YwBn	1	\$2.95	\$7.00
20638	Round Tray, Red Base/Fuschia Rim, Medium, 11-1/2" DIA	HOEY-3918M RdFs	1	\$3.70	\$9.00
20639	Round Tray, Light Blue Base/Brown Rim, Medium 11-1/2" DIA	HOEY-3918M LtbiBN	1	\$3.70	\$9.00
20640	Round Tray, Lime Green Base/Green Rim, Large 13" DIA	HOEY-3918L LmgnGn	1	\$4.55	\$11.00
20641	Round Tray, Lime Green Base/Brown Rim, Large 13" DIA	HOEY-3918L LmgnBn	1	\$4.55	\$11.00
20642	Bowl, Orange Base/Yellow Top, Small	HOEY-3001S OqYw	1	\$2.90	\$7.00
20643	Bowl, Brown Base/Yellow Top, Small	HOEY-3001S BnYw	1	\$2.90	\$7.00
20644	Bowl, Red Base/Fuschia Top, Medium	HOEY-3002M RdFs	1	\$3.70	\$9.00
20645	Bowl, Brown Base/Light Blue Top, Medium	HOEY-3002M BnLtbi	1	\$3.70	\$9.00
20646	Bowl, Green Base/Lime Green Top, Large	HOEY-3003L GnLmgn	1	\$4.80	\$12.00
20647	Bowl, Brown Base/Lime Green Top, Large	HOEY-3003L BnLmgn	1	\$4.80	\$12.00
20648	Ornament, Banana	HOEY-3201S Yw	12	\$0.45	\$1.00
20649	Ornament, Lemon	HOEY-3202S Lmgn	12	\$0.45	\$1.00
20653	Ornament, Lime	HOEY-3203S Gn	12	\$0.45	\$1.00
20654	Ornament, Red Apple	HOEY-3204S Rd	12	\$0.45	\$1.00
20655	Ornament, Cherry	HOEY-3205S Rd	12	\$0.45	\$1.00
20656	Ornament, Strawberry	HOEY-3206S Rd	12	\$0.45	\$1.00
20657	Ornament, Grape	HOEY-3207S PI	12	\$0.45	\$1.00
20658	Ornament, Orange	HOEY-3208S Og	12	\$0.45	\$1.00
20659	Square Boxes, Nesting Set of 3, Multi-Color	HOEY-3300 MC	1	\$7.80	\$20.00
20660	Square Boxes, Nesting Set of 3, Two-Tone	HOEY-3400 MC	1	\$7.80	\$20.00
20661	Rectangular Boxes, Nesting Set of 3, Multi-Color	HOEY-3500 MC	1	\$8.95	\$22.00
20662	Round Boxes, Nesting Set of 3, Green with Cherries	HOEY-3114 GnRd	1	\$4.70	\$12.00
20663	Oval Box, Green with Cherries, Small	HOEY-3118S GnRd	4	\$0.95	\$2.00
20664	Round Boxes with Knobs, Nesting Set of 3, Multi-Color	HOEY-3119 MC	1	\$4.45	\$11.00
20665	Compact Holder, Purple	HOEY-3801S PI	4	\$0.60	\$2.00
20666	Compact Holder, Multi-Color	HOEY-3801S MC	4	\$0.60	\$2.00
20667	Lipstick Holder, Purple	HOEY-3802S PI	4	\$0.60	\$2.00
20668	Lipstick Holder, Multi-Color	HOEY-3802S MC	4	\$0.60	\$2.00
20669	Pencil Holder, Multi-Color	HOEY-3803S MC	1	\$1.20	\$3.00
20670	CD Holder, Orange	HOEY-3804S Og	1	\$4.70	\$12.00
20671	Diskette Holder, Red	HOEY-3806S Rd	1	\$3.10	\$3.00
ACTA					
20131	Bottle w/Long Neck, Lip, Rectangle, Small	HOAC-5403-S	1	\$8.60	\$22.00
20132	Bottle w/Long Neck, No Lip, Rectangle, Large	HOAC-5401-L	1	\$12.80	\$32.00
20133	Bottle w/Long Straight Neck, Square, Large	HOAC-5407-L	1	\$12.00	\$30.00
20134	Bottle w/Long Neck, Lip, Rectangle, Large	HOAC-5403-L	1	\$10.90	\$27.00
20135	Bottle, Spout Neck, Wide Oval, Large	HOAC-5408-L	1	\$10.40	\$26.00
20136	Bottle, Spout Neck, Wide Oval, Medium	HOAC-5408-M	1	\$9.40	\$24.00
20137	Bottle, Spout Neck, Wide Oval, Small	HOAC-5408-S	1	\$8.20	\$21.00
20138	Vase, 2 Handles, White Design, Large	HOAC-5409-L	1	\$15.20	\$38.00
20139	Vase, 2 Handles, Flower Design, Small	HOAC-5409-S	1	\$10.80	\$27.00
20140	Vase, Round w/Spout Neck, White Design, Large	HOAC-5413-L	1	\$14.00	\$35.00
20141	Vase, Round w/Spout Neck, White Design, Small	HOAC-5413-S	1	\$9.40	\$24.00
20142	Platter w/White Design	HOAC-5414	1	\$9.60	\$24.00
20143	Bowl, Hen Shaped, Large	HOAC-5415-L	1	\$5.60	\$14.00
20144	Bowl, Hen Shaped, Medium	HOAC-5415-M	1	\$4.60	\$10.00
20145	Bowl, Hen Shaped, Small	HOAC-5415-S	1	\$2.60	\$7.00
20146	Luminary, Oval Cutouts	HOAC-5351	1	\$6.20	\$16.00
20147	Luminary, Rectangular Cutouts	HOAC-5352	1	\$6.20	\$16.00
20148	Luminary, Daisy Design	HOAC-5353	1	\$6.20	\$16.00
20149	Luminary, Square w/Lizard Design	HOAC-5354	1	\$8.60	\$22.00
20150	Luminary, Square w/Circular Cutouts	HOAC-5355	1	\$5.40	\$14.00

101

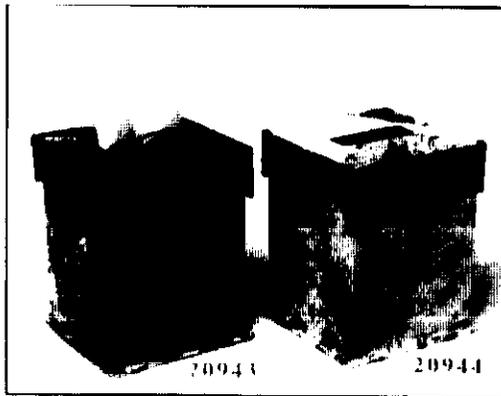
Sale ID	DESCRIPTION	Product ID	Min	FOB	Wholesale
ATUTO					
	Cornhusk Flowers				
30001	Green Artichoke	AT0001	12	\$0.40	\$1.60
30002	Natural Artichoke	AT0002	12	\$0.35	\$1.40
30003	Red Ginger Plant	AT0003	12	\$0.50	\$2.00
30004	Natural Ginger Plant	AT0004	12	\$0.45	\$1.80
30005	Red Rose	AT0005	12	\$0.25	\$1.00
30007	Orange Tulip	AT0007O	12	\$0.25	\$1.00
30009	Red Tulip	AT0007R	12	\$0.25	\$1.00
30010	Yellow Tulip	AT0007Y	12	\$0.25	\$1.00
30015	Natural Daisies	AT0012	12	\$0.35	\$1.40
30016	Orange Ball w/Stem	AT0013O	12	\$1.10	\$4.40
30017	Purple Ball w/Stem	AT0013P	12	\$1.10	\$4.40
30019	Yellow Ball w/Stem	AT0013Y	12	\$1.10	\$4.40
30020	Natural Ball	AT0014	12	\$0.90	\$3.60
30021	Orange Hyacinth	AT0015O	12	\$0.90	\$3.60
30022	Purple Hyacinth	AT0015P	12	\$0.90	\$3.60
30023	Red Hyacinth	AT0015R	12	\$0.90	\$3.60
30024	Yellow Hyacinth	AT0015Y	12	\$0.90	\$3.60
30025	Natural Hyacinth	AT0016	12	\$0.70	\$2.80
30031	Orange Zinnia	AT0022O	12	\$0.35	\$1.40
30033	Red Zinnia	AT0022R	12	\$0.35	\$1.40
30034	Yellow Zinnia	AT0022Y	12	\$0.35	\$1.40
30035	Natural Zinnia	AT0023	12	\$0.30	\$1.20
30036	Green Ball w/stem	AT0028	12	\$1.05	\$4.20
30037	Natural Ball w/stem	AT0029	12	\$0.90	\$3.60
30038	Natural Calla Lilly	ATA074	12	\$0.35	\$1.40
30039	7" Yellow Sunflower	ATA077	12	\$0.75	\$3.00
30040	5" Yellow Sunflower	ATA078	12	\$0.45	\$1.80
30043	White Calla Lilly	ATA104	12	\$0.45	\$2.20
30044	Blue Aster	ATA105	12	\$0.25	\$1.00
30045	Black-Eyed Susan	ATA106	12	\$0.45	\$1.80
30046	Red Poppy	ATA107	12	\$0.35	\$1.40
30047	White Sunflower	ATA145	12	\$0.30	\$1.20
30050	Blue Hydrangea	ATA162	12	\$1.75	\$7.00
30051	Forcythia	ATA149	12	\$0.70	\$2.80
30076	Red Iris	ATA076	12	\$0.35	\$1.40

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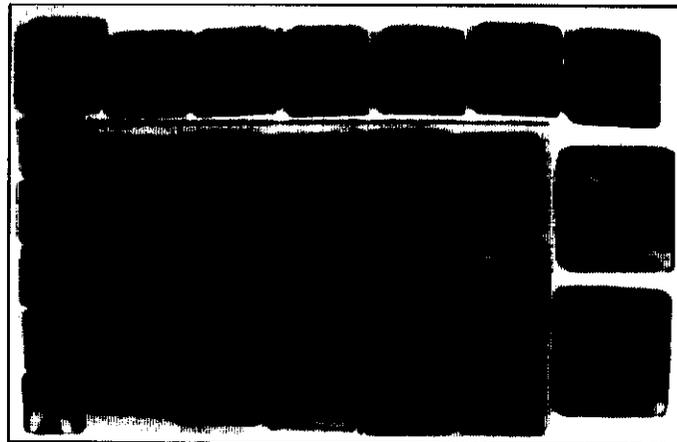
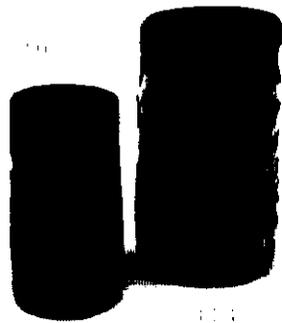
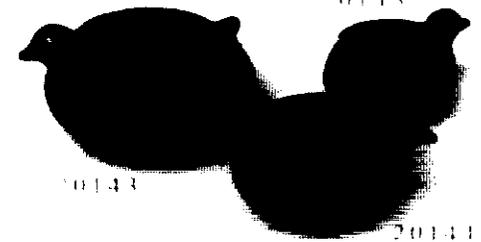
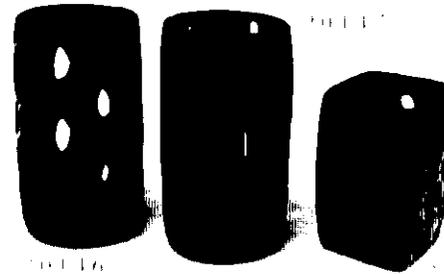
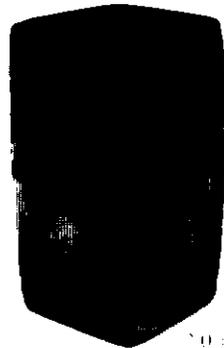
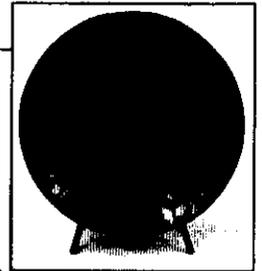
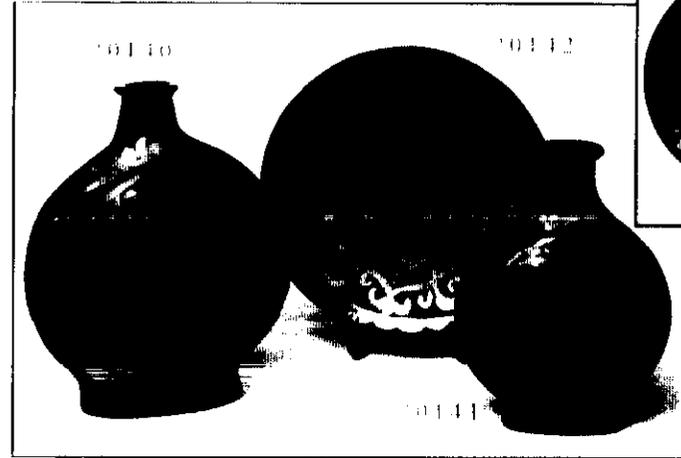
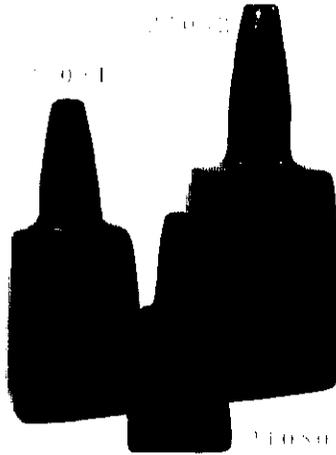
SKU #	Product ID	Description	Color	Dimensions	Min	FOB	Wholesale
20851	VITEJ-1S	Tile with inbedded wire, large	Glass, blue	7"L x 7"W	1	\$2.00	\$6.00
20852	VISUC	Coaster with inbedded wire, small	Glass, blue	4"L x 4"W	1	\$1.50	\$4.00
20853	VISU-1sd	Hot plate with legs, blue circles, small	Glass, blue	8"L x 6"W x 1"H	1	\$6.47	\$18.00
20854	VISU-1ld	Hot plate with legs, blue circles, large	Glass, blue	12"L x 6"W x 1"H	1	\$9.00	\$25.00
20855	VISU-3L	Hot plate with legs, blue squares, large	Glass, blue	12"L x 6"W x 1"H	1	\$10.00	\$28.00
20856	VITEJ-1M	Tile with abstract design, large	Glass, blue	7"L x 7"W	1	\$2.00	\$6.00
20939	HOIV-6101 MA	Rectangular Tray, handmade paper	Magenta	15"L x 10"W x 2"H	1	\$9.31	\$23.00
20940	HOIV-6101 MC	Rectangular Tray, handmade paper	Multi-Color	15"L x 10"W x 2"H	1	\$9.31	\$23.00
20941	HOIV-6102 MA	Waste Paper Basket, handmade paper	Magenta	12"L x 8"W x 12"H	1	\$8.14	\$20.00
20942	HOIV-6102 MC	Waste Paper Basket, handmade paper	Multi-Color	12"L x 8"W x 12"H	1	\$8.14	\$20.00
20943	HOIV-6103 MA	Tissue Box, handmade paper	Magenta	5.5"L x 5.5"W x 7"H	1	\$7.42	\$19.00
20944	HOIV-6103 MC	Tissue Box, handmade paper	Multi-Color	5.5"L x 5.5"W x 7"H	1	\$7.42	\$19.00
20945	HOIV-6104 MA	Letter Rack, 2 bins, handmade paper	Magenta	6"L x 12"W x 6"H	1	\$7.32	\$18.00
20946	HOIV-6104 MC	Letter Rack, 2 bins, handmade paper	Multi-Color	6"L x 12"W x 6"H	1	\$7.32	\$18.00
20947	HOIV-6105 MA	Letter Rack, 3 bins, handmade paper	Magenta	12"L x 6.5"W x 6.5"H	1	\$9.43	\$24.00
20948	HOIV-6105 MC	Letter Rack, 3 bins, handmade paper	Multi-Color	12"L x 6.5"W x 6.5"H	1	\$9.43	\$24.00
20949	HOIV-6107 MA	Magazine Rack, handmade paper	Magenta	12.5"L x 9"W x 14"H	1	\$12.04	\$30.00
20950	HOIV-6107 MC	Magazine Rack, handmade paper	Multi-Color	12.5"L x 9"W x 14"H	1	\$12.04	\$30.00

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20132

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Fall 2003: Prices effective July 2003 - December 2003

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SKU #	Product ID	Description	Color	Dimensions	Min	FOB	Wholesale	
20131	HOAC-5403-S	Bottle with long neck, lip, rectangle, small	Black	4.5"L x 4"W x 12.5"H	1	\$8.60	\$28.00	
20132	HOAC-5401-L	Bottle with long neck, no lip, rectangle, large	Black	6.5"L x 5"W x 20"H	1	\$12.80	\$39.00	
20134	HOAC-5403-L	Bottle with long neck, lip, rectangle, large	Black	5.5"L x 4.5"W x 15"H	1	\$10.80	\$30.00	
20135	HOAC-5408-L	Bottle, spout neck, wide oval, large	Black	7"L x 4"W x 11.5"H	1	\$10.40	\$31.00	
20136	HOAC-5408-M	Bottle, spout neck, wide oval, medium	Black	9"L x 4"W x 8"H	1	\$9.40	\$26.00	
20137	HOAC-5408-S	Bottle, spout neck, wide oval, small	Black	5"L x 3"W x 10"H	1	\$8.20	\$23.00	
20138	HOAC-5409-S	Vase, 2 handles, bird design, small	Black and white	9"L x 7"W x 10"H	1	\$10.80	\$30.00	
20139	HOAC-5409-L	Vase, 2 handles, flower design, large	Black and white	12"L x 9"W x 12"H	1	\$15.20	\$43.00	
20140	HOAC-5413-L	Vase, round with spout neck, star design, large	Black and white	11"L x 6"W x 13"H	1	\$14.00	\$40.00	
20141	HOAC-5413-S	Vase, round with spout neck, star design, small	Black and white	8"L x 5"W x 11"H	1	\$9.40	\$27.00	
20142	HOAC-5414	Platter with flower design	Black and white	12.5"D	1	\$9.60	\$27.00	
20143	HOAC-5415-L	Bowl, hen shaped, large	Black	7.5"D x 4.5"H	1	\$5.60	\$16.00	
20144	HOAC-5415-M	Bowl, hen shaped, medium	Black	5.5"D x 4"H	1	\$4.00	\$11.00	
20145	HOAC-5415-S	Bowl, hen shaped, small	Black	4.5"D x 3.5"H	1	\$2.80	\$8.00	
20146	HOAC-5351	Luminary, oval cutouts	Black	5"D x 8-1/2"H	1	\$6.20	\$18.00	
20147	HOAC-5352	Luminary, rectangular cutouts	Black	5"D x 8-1/2"H	1	\$6.20	\$18.00	
20148	HOAC-5353	Luminary, daisy design, large	Black	5-1/2"D x 8"H	1	\$6.20	\$18.00	
20149	HOAC-5354	Luminary, square with lizard design	Black	6"L x 6"W x 10"H	1	\$8.60	\$24.00	
20150	HOAC-5355	Luminary, square with circular cutouts	Black	4-1/2"L x 4"W x 6"H	1	\$5.40	\$15.00	
21050	ALCA483	Sun bottle, small	Black	4"L x 2.5"W x 8.5"H	1	\$7.00	\$20.00	
21051	ALCA484	Cross bottle, medium	Black	5"L x 3.5"W x 12"H	1	\$12.00	\$34.00	
21052	ALCA485	Gecko bottle, large	Black	6-1/2"L x 4"W x 16"H	1	\$16.00	\$45.00	
21053	ALC 321F	Luminary, daisy design, small	Black	3-1/2"D x 6"H	1	\$5.50	\$16.00	
21054	ALC-365	Platter with bird design	Black	12"D	1	\$11.00	\$31.00	
A	21055	ALT-234-11	Tile, Green gecko	Black/green	4"L x 4"L	12	\$2.25	\$7.00
B	21056	ALT-234-23	Tile, Zig-zag, medium	Black/white	4"L x 4"L	12	\$2.00	\$6.00
C	21057	ALT-234-3/Y	Tile, Diagonal color blocks, yellow	Black/Light Yellow	4"L x 4"L	12	\$2.25	\$7.00
D	21058	ALT-234-12/Y	Tile, Black square outline on yellow	Black/Light Yellow	4"L x 4"L	12	\$2.25	\$7.00
E	21059	ALT-234-14A	Tile, Leaves #1	Black/white	4"L x 4"L	12	\$2.00	\$6.00
F	21060	ALT-234-16	Tile, Sun	Black/white	4"L x 4"L	12	\$2.00	\$6.00
G	21061	ALT-234-14	Tile, Green leaves	Black/green	4"L x 4"L	12	\$2.25	\$7.00
H	21062	ALT-235-8	Tile, Black square	Black/white	2.75"L x 2.75"W	12	\$1.00	\$3.00
I	21063	ALT-235-4	Tile, White line	Black/white	2.75"L x 2.75"W	12	\$1.00	\$3.00
J	21064	ALT-234-5	Tile, White "V", medium	Black/white	4"L x 4"L	12	\$2.00	\$6.00
K	21065	ALT-234-6	Tile, White square	Black/white	4"L x 4"L	12	\$2.00	\$6.00
L	21066	ALT-234-12/W	Tile, Black square outline on white	Black/white	4"L x 4"L	12	\$2.00	\$6.00
M	21067	ALT-234-13	Tile, White diamond	Black/white	4"L x 4"L	12	\$2.00	\$6.00
N	21068	ALT-234-7	Tile, Checkerboard	Black/white	4"L x 4"L	12	\$2.00	\$6.00
O	21069	ALT-233-1	Tile, Diagonal white stripe, large	Black/white	6"L x 8"W	12	\$2.50	\$8.00
P	21070	ALT-235-3	Tile, Diagonal color blocks, small	Black/white	2.75"L x 2.75"W	12	\$1.00	\$3.00
Q	21071	ALT-234-4	Tile, White stripe	Black/white	4"L x 4"L	12	\$2.00	\$6.00
R	21072	ALT-234-1	Tile, Diagonal white stripe, medium	Black/white	4"L x 4"L	12	\$2.00	\$6.00
S	21073	ALT-234-9	Tile, Triangles	Black/white	4"L x 4"L	12	\$2.00	\$6.00
T	21074	ALT-234-15	Tile, "M" zig-zag	Black/white	4"L x 4"L	12	\$2.00	\$6.00

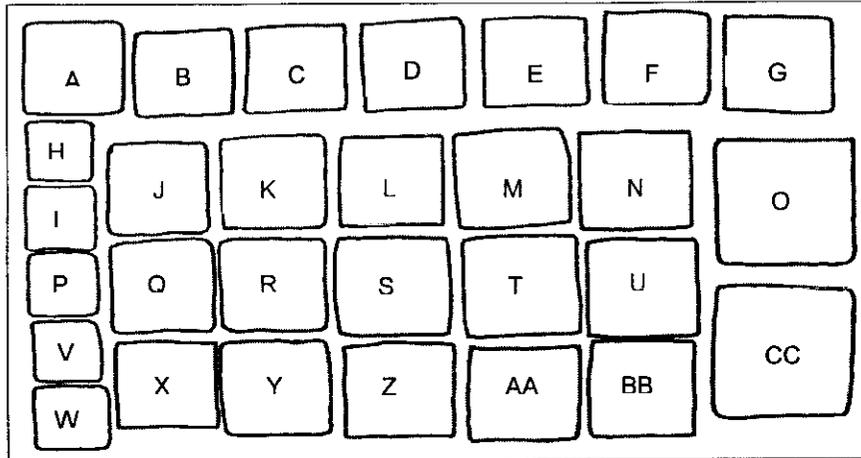
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	SKU #	Product ID	Description	Color	Dimensions	Min	FOB	Wholesale
U	21075	ALT-234-3/W	Tile, Diagonal color blocks, medium	Black/white	4"L x 4"L	12	\$2.00	\$6.00
V	21076	ALT-235-2	Tile, Zig-zag, small	Black/white	2.75"L x 2.75"W	12	\$1.00	\$3.00
W	21077	ALT-235-5	Tile, White "V", small	Black/white	2.75"L x 2.75"W	12	\$1.00	\$3.00
X	21078	ALT-234-21	Tile, Flower	Black/white	4"L x 4"L	12	\$2.00	\$6.00
Y	21079	ALT-234-11	Tile, White gecko	Black/white	4"L x 4"L	12	\$2.00	\$6.00
Z	21080	ALT-234-10	Tile, Jellyfish	Black/white	4"L x 4"L	12	\$2.00	\$6.00
AA	21081	ALT-234-14/B	Tile, Leaves #2	Black/white	4"L x 4"L	12	\$2.00	\$6.00
BB	21082	ALT-234-22	Tile, White circle	Black/white	4"L x 4"L	12	\$2.00	\$6.00
CC	21083	ALT-233-5	Tile, White "V", large	Black/white	6"L x 6"W	12	\$2.50	\$8.00



How ATA Programs Benefit Artisans

Market Research

- ATA knows and researches US and European markets, as well as regional and local market opportunities, then provides this information to artisans

Market-Driven Product Development & Design

- International designers working directly with artisans, or artisan leaders, to develop new product or modify existing product (many times this product is then marketed directly by existing exporters or artisan groups, without ATA's assistance)
- Ongoing market feedback with regards to price, design, colors, etc through our market contacts
- Buy and give feedback on initial samples, providing incentive for continued development

Capacity-Building

- Market Readiness Program – direct participation of artisan leaders, as well as exporter training (which can indirectly benefit the artisans who they work with)
- In-country formal training workshops – topics include production management, business management, marketing skills, trends, buyer relationship management, costing and pricing; can be led by local or international trainers, hosted as part of a sales event or standalone session
- In-country informal training – including in-workshop production management training, one-on-one mentoring by program staff with regards to customer service, quality control, business management issues
- Market feedback – through ATA's participation in the supply chain, we ensure that valuable market information and buyer feedback makes its way to the artisans (and exporters) so that they may continue to innovate, negotiate prices, improve packing and shipping, and generally respond to market demands
- Designer training – assisting local designers to become more market-driven, instruct them in designing to price or production limitations, and informing them as to specific trends in the US and European markets

Sales & Marketing

- Organize/facilitate local fairs, sales events (fairs, tourist-related events, Embassy shows, shopping tours)
- Link producers to local retail shops, host showroom events (or ongoing showrooms) for local consumers, retailers and/or exporters to find new product
- Facilitate international buyer visits
- Feature product and artisans at international trade shows in which ATA participates
- Facilitate participation in local and international trade shows in which ATA does not directly participate
- Market products to US and European buyers, linking artisans (and the exporters who work with them) to international wholesale/retail markets

General Linkages & Facilitation

- Referrals to groups who provide credit/financing, tools, equipment, materials
- Purchase raw materials to facilitate filling orders, especially early in the enterprise development process
- Facilitate craft sector meetings, awareness, discussion, including guiding the formation of artisan associations, and bringing various members of the sector together for productive exchanges and cooperative efforts

HAGER ATA Pending Purchase Order

Date: September 30, 2003

No.	Date Order was Placed	PRODUCER	BUYER	Buyer Contact	Due date	ORDER NUMBER	QUANTITY	DOLLAR AMOUNT
1	06/10/03	Acta	Storehouse	Peter Plishka	09/01/03	?	380	\$4,032.00
2	07/17/03	PROIMI	Design Workshop	David Carlton	10/01/03	1904	275	\$25,095.00
3	07/17/03	INDUMA	Design Workshop	David Carlton	10/01/03	1905	250	\$31,770.00
4	07/17/03	In Vitro	Design Workshop	David Carlton	10/01/03	1906	175	\$8,836.90
5	07/01/03	Yahamá / Bahía	Sotto Sopra	Sergio Spina	10/01/03	?	?	\$2,168.39
6	07/01/03	Yahamá / Bahía	ATA order	Tom Nieman	10/15/03	TN72803YA	1032	\$3,837.76
7	07/21/03	INDUMA	Two Hand Paperie	TBC	09/01/03	?	6	\$421.91
8	08/01/03	Yahamá / Bahía	Baskets of Cambodia / Check Imports	Tom Yesberger	TBC	?	260	\$2,178.50
9	08/21/03	ACTA	ATA order NYIGF	Tom Nieman	10/15/03	100254	291	\$1,749.70
10	08/21/03	In Vitro	ATA order NYIGF	Tom Nieman	10/15/03	100259	247	\$954.74
11	08/21/03	Zacapa Arte e Industria del Mueble	ATA order NYIGF	Tom Nieman	10/15/03	100267	38	\$372.68
12	08/21/03	Lesanddra Leather	ATA order NYIGF	Tom Nieman	10/15/03	100256	28	\$566.26
13	08/25/03	Yahamá / Bahía	ATA order add-on	Tom Nieman	10/15/03	100253	219	\$469.50
14	08/24/03	In Vitro	Synergy Designs	Maggie Nugent	11/01/03	?	?	\$1,854.87
15	AUG/03	INDUMA	Cosmic Knits	Tahnee Swanton	10/01/03	?	200	?
16	08/29/03	Lesanddra Leather	Design Workshop	David Carlton	9/25/03	?	190	\$1,336.00
17	08/29/03	In Vitro	Design Workshop	David Carlton	10/15/03	?	?	?
18	10/26/03	La Luciérnaga	UNICEF	Alice Richards	11/28/03	4P3517	8500	\$23,375.00
19	10/26/03	Yahamá / Bahía	Amisa Trading	Lorraine McCallum	10/25/03	HON-24-09-03	70	\$221.90
Sub-Total								\$109,241.11
20	08/29/03	Lesanddra Leather, INDUMA, PROIMI	Design Workshop Samples - TBC	David Carlton	9/25/03	TBC	TBC	\$1,200.00
21	09/01/03	Zacapa Arte e Industria del Mueble	ATA order	Tom Nieman	10/15/03		11	\$132.81
22	09/20/03	Acta	Phillips Collection	Carol Campbell	TBC	?	?	\$9,000.00
23	09/01/03	Acta	Ocean Star, Dubai (from Tendence show)	Suzi Fitsmann	TBC	?	?	\$550.00
24	PENDING	Yahamá	Bahía	Christina Cundiff	?	PENDING	?	?
25	PENDING	Lesanddra Leather	Crate and Barrel	ATA (26"x26" Pillow)	?	PENDING	?	?
26	PENDING	Zacapa Arte e Industria del Mueble	AMC-Target	?	?	PENDING	?	?
27								
Sub-Total								\$10,882.81
Total								\$120,123.92

Observations: Dates (as well as some P.O.'s) need to be verified, as some have changed in the past days.

GV, CH - 30SP03

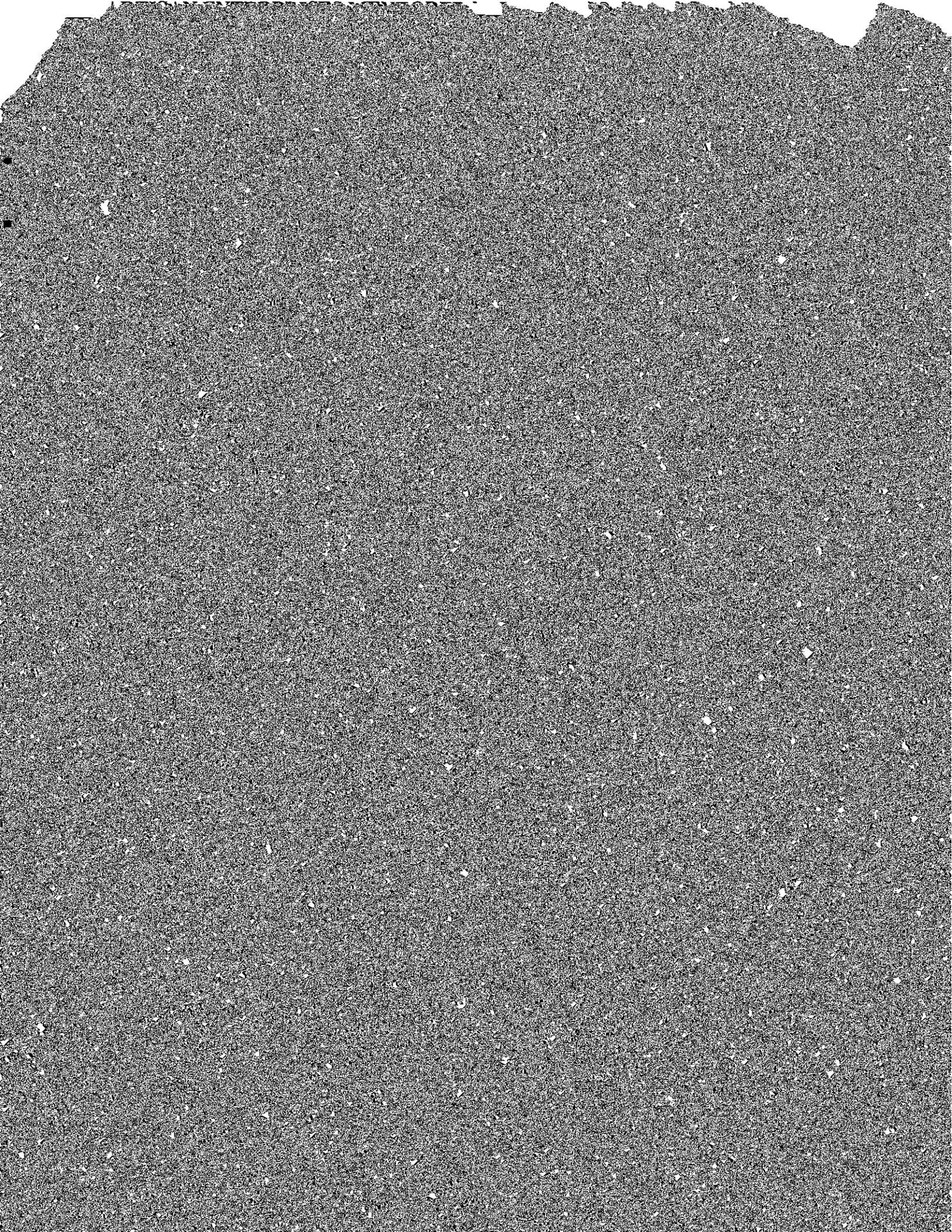
ARTISAN ENTERPRISES MENTORED by Location, Media and Gender

Date: September 30, 2003

End of: Qtr 2 Yr 3

Artisan Enterprise/Export Partner Mentored	Municipality or Department	Media	Female	Male	TOTAL
Artisan workers at Atuto - Exporter	Sabana Grande, Fco. Morazán	Cornhusk, Clay, Metal, Wood	45	67	112
Los Infiernitos	Sabana Grande, Fco. Morazán	Cornhusk	15	0	15
El Tule	Sabana Grande, Fco. Morazán	Cornhusk	6	0	6
COMIFLOL	Sabana Grande, Fco. Morazán	Cornhusk	6	0	6
Opimuca	La Venta, Francisco Morazán	Cornhusk	15	0	15
La Cañada	La Venta, Francisco Morazán	Cornhusk	40	0	40
Los Portillos	La Venta, Francisco Morazán	Cornhusk	10	0	10
Taller Dionisio	Ojojona, Francisco Morazán	Clay (molds)	0	5	5
El Carreto	Valle	Clay	12	0	12
Paso Hondo	Valle	Clay	10	0	10
Los Cerritos	Valle	Clay	5	0	5
Teresa Castillo	Yarumela, La Paz	Clay	6	0	6
Zoila Maldonado	Yarumela, La Paz	Clay	8	0	8
Yarumela	Yarumela, La Paz	Clay	18	7	25
Sub-Total Artisans with Atuto (14 Enterprises)			196	79	275
Artisan workers at Acta - Exporter	Tegucigalpa, Fco. Morazán	Clay, Textiles, Embroidery	3	1	4
CIALMAGUL	Guascorán, Valle	Clay	22	0	22
La Rinconada, Valle	Guascorán, Valle	Clay	10	0	10
Grupo Los Pinos	El Porvenir, Siguatepeque	Clay	12	0	12
El Porvenir	El Porvenir, Siguatepeque	Clay	10	9	19
CIALOSA	Cofradía, Ojojona, Fco. Morazán	Clay	18	6	24
Grupo Superación, EACI	El Cacao, Intibuca	Textiles	14	7	21
Cooperativa CIALSAJOL	Aldea San José, Guajiquiro, La Paz	Clay	30	0	30
Grupo La Fraternidad	Aldea San José, Guajiquiro, La Paz	Embroidery	15	0	15
Grupo COMIBOL	Guajiquiro, La Paz	Embroidery	28	0	28
Curiosidades de Guajiquiro	Guajiquiro, La Paz	Embroidery	20	0	20
Confecciones y Bordados San Marcos	Guajiquiro, La Paz	Embroidery	15	0	15
Hilados y Tejidos Pasguare	Guajiquiro, La Paz	Embroidery	20	0	20
Sub-Total Artisans with Acta de Honduras (13 Enterprises)			217	23	240
Empresa Comunitaria Yahamalá - Exporter	Santa Bárbara	Junco, Tule, Palm Leaf	235	5	240
Cooperativa La Luciérnaga - Exporter	Tegucigalpa, Francisco Morazán	Candles	9	1	10
Zacapa Arte e Industria del Mueble - Exporter	San Pedro Sula, Cortés	Wood, Metal, Junco, Tule	0	25	25
In Vitro - Exporter - and Papelón	San Juancito, Francisco Morazán	Wood, Metal, Glass, Paper	7	31	38
Lesanddra Leather - Exporter	Valle de Angeles, Fco. Morazán	Leather, Suede	0	30	30
Muebles Rústicos	Tegucigalpa, Francisco Morazán	Wood, some Metal	2	38	40
Taller Uclés	Valle de Angeles, Fco. Morazán	Clay	3	13	16
A.N.A.H.	Honduras	All Media	255	95	350
Ronald's Leather	Tegucigalpa, Francisco Morazán	Leather, Suede	0	6	6
Taller de Arte Siglo XVI	Tegucigalpa, Francisco Morazán	Wood, Metal	0	12	12
Escuela Taller Modelo, Elisa Saucedo	El Porvenir, Siguatepeque	Clay	5	0	5
Grupo Carlos Saravia	El Porvenir, Siguatepeque	Clay	16	8	24
Ceguaca, Santa Bárbara	Santa Bárbara	Junco, Tule	214	2	216
Fundación Polígono Industrial Copaneco	Copán	Loofas (pastes)	23	21	44
Productos Manufacturados	Tegucigalpa, Francisco Morazán	Wood	17	1	18
Arte Global	Tegucigalpa, Fco. Morazán	Handmade Cards	3	1	4
Sub-Total Other Artisans/Export Partners, representing 17 Artisan Enterprises (End of Qtr1 Yr2)			789	289	1,078
Sub-TOTAL Artisans -represented by 44 Artisan Enterprises- as of: June 30, 2002 (End of Qtr1 Yr2)			1,202	391	1,593

...continued on Pg. 2/2



HACER-Aid to Artisans
Qtr 1 Yr3
July - September 2003

EMPLOYMENT based on ARTISANS & EXPORT PARTNERS MENTORED

Exporters (Artisan Enterprises Exporting)	Total No. of Artisans Represented	Artisans Exporting	% Female
Acta (5) b	240	78	98.7%
Atuto (14) c	275 (>700)	275	71.3%
In Vitro & Papelón (2)	38	38	18.4%
INDUMA (1)	56	56	26.8%
La Luciérnaga (1)	10	10	90.0%
Lesandra Leather (1)	30	30	0.0%
PROIMI (1)	50	50	6.0%
Yahamalá (1) d	240	240	97.9%
Zacapa Arte e Industria del Mueble (1)	25	25	0.0%
Total: 10 Exporters (27 Artisan Enterprises Exporting)	964	802 a	67.6%

Notes:

- 83.2% or 802 out of the 964 artisans represented by the ten (10) Exporters indicated, which in turn export products from 27 (or 45.0% out of the 60) artisan enterprises mentored by HACER, are exporting on a regular basis and thus HACER-ATA can report for the Employment figures all of their new jobs created as well as significantly contributing to the support or maintenance of all of these artisans working mainly as full-time jobs. 542 out of the 802, or 67.6%, are female.
- Acta works with over 240 artisans and their families -for a total of approximately 1,440 individuals who basically depend on craft production for their main source of income- and 78 of these artisans (plus their families) in five of the enterprises, including Acta itself plus CIALMAGUL, La Rinconada, Grupo Los Pinos (now Tesoros de El Porvenir) and CIALSAJOL, have been and continue to export through HACER-ATA or directly via Acta on a regular basis.
- Atuto, our main Export Partner, works with 275 artisans in the 14 enterprises reported as mentored directly through HACER, however they also work with many other enterprises in Sabanagrande and surrounding villages, providing full-time jobs to over 700 artisans and their families.
- Yahamalá originally reported around 240 Artisans, currently around 189 are working with the enterprise, however most of them work with the assistance of at least one other family member, therefore for this particular Exporter we are reporting 240 benefiting from exports, particularly since they sometimes also subcontract or outsource production to fulfill orders.

HACER -ARTISAN PRODUCER INFORMATION

◆ **INDUMA**

Anny Báhr de Lucker
P.O. Box 143
Tegucigalpa, Honduras

Tel: (504) 232-3362, 232-0278
Fax: (504) 236-7167
E-Mail: induma@hondutel.hn

INDUMA is a 20 year+, wood (Mahogany, San Juan, Cedar, Pine, Poplar, even MDF) furniture manufacturer with a showroom and a store in Tegucigalpa. They have exported and have attended furniture shows in the US and are very interested in continuing exporting as local sales have gone down significantly.

◆ **PROIMI**

Ing. Erick Kafie L.
Colonia Godoy Frente a FHIS
P.O. Box 1978
Tegucigalpa, Honduras

Tel: (504) 233-9163, 234-4327/4359
Fax: (504) 231-1798
E-Mail: proimi@multivisionhn.net

PROIMI is a 20 year rattan and wicker furniture manufacture which is just beginning to work with forged metal furniture also. They are presently attending international furniture shows and are also interested in the export market, they have a showroom in Tegucigalpa and have sales deals in Miami, Puerto Rico and el Salvador. At one point they also exported to Nicaragua (before the 35% import tax).

◆ **IN-VITRO Artes Decorativas**

Regina María Aguilar
Ave. Republica de Panama
Casa # 2139
Tegucigalpa, Honduras

Tel: (504) 232-3452
Fax: (504) 230-4671
E-Mail: invitro@cablecolor.hn
aguilaregina@yahoo.com

In Vitro is a workshop which makes furniture, decorative elements and house decorations by client order and also has a small shop where they sell home accents and small furniture using wood, metal, stained-glass, hand-made paper, etc. The products they sell most are illumination products, and small furniture.

◆ **ACTA DE HONDURAS**

Alessandra Foletti
Colonia San Ignacio
Tegucigalpa, Honduras

Tel: (504) 231-1242
E-Mail: acta@sigmanet.hn

ACTA commercializes Lencan pottery, embroidery, textiles, even tuno (tree bark from La Mosquitia), Alessandra Foletti, the owner, does her own PD for the Lencan producers, and is constantly innovating with shape and design. She mostly sells through orders locally and has a small warehouse. She has exported with ATA, now through Caramba! (Sarah Anderson) and is currently preparing a full container load for Italy.

◆ **LESANDDRA LEATHER**

Josue Cabañas
Apartado Postal No. 7
Tegucigalpa, Honduras
P.O. Box 02-5320
Miami Florida, U.S.A.

Tel: (504) 231-1295, 776-2105/2108
Fax: (504) 232-8625, 766-2818
E-Mail: leather@hondutel.hn
mbrant@hondutel.hn
ahb.vinos@codetel.net.do

Lesanddra Leather has been selling leather goods for a long time. They currently have a store at target spots: the main mall, at the airport, in Valle de Angeles (the most touristy town) and at a small, but also exclusive mall, Los Castaños. They also do their own PD, and the products they sell most are ladies bags, but also work with specific clients and orders.

◆ **YAHAMALA Empresa Comunitaria**

Danelia Marlen Pineda Deras
Apartado Postal No. 44
Santa Bárbara, Honduras

E-Mail: coopatepluma@yahoo.com

YAMAHALA is an artisan group, with over 240 members, all from rural areas in Santa Bárbara. All the products they make are out of natural fibers, like reed. ATA is their only exporter at this moment. They rent a small house in downtown Santa Bárbara, where they have an office and small store. At this moment they are working on getting a phone line so they can have a fax and phone.

◆ **ZACAPA ARTE E INDUSTRIA DEL MUEBLE**

Maria del Carmen Zacapa
Apartado Postal No. 3846
San Pedro Sula, Honduras

Tel: (504) 550-5375, 232-5552
Fax: (504) 557-1768
E-Mail: arqzacapa@hn2.com

Zacapa Arte e Industria del Mueble is a workshop which makes metal and wood furniture mostly. They have an office in SPS, but no store as they mainly work with client orders directly. The owner of this business is an architect and she does PD for the workshop.

◆ **PROPAITH**

Iris Pineda Van Dyke
Apartado Postal No. 1518
Tegucigalpa, Honduras

Tel: (504) 238-0608
Fax: (504) 238-0608

Programa de Rescate y Promoción de la Artesanía Indígena y Tradicional de Honduras (PROPAITH) from the Instituto Hondureño de Antropología e Historia is a governmental program designed to help rescue indigenous art and crafts plus help market this goods locally. Recently they are interested in exporting indigenous crafts, especially from Lencan potters. Sta. Bárbara women's reed products and tuno and majao products from La Mosquitía (Biosfera del Río Plátano – declared World Patrimony by UNESCO in 1980, the first such Biosphere in Central America).

GV-02SP03

Listado de Proveedores de Productos y Servicios

Fecha Efectivo: 03/03

Code	Empresa / Organización / Persona	Persona Contacto	Dirección	Descripción (Productos / Servicios)	Correo Electrónico / E-mail	Página Web / Site	Número de TELEFONO	FAX	CELULAR
A	ACTA	Alessandra Foletti, Antropóloga, Representante Honduras	Col. San Ignacio, Tegucigalpa	Alfarería lenca, bordados, textiles	afoletti@gbm.hn, acta@sigmanet.hn	www.lencanpottery.com	telefax 231-0018	231-1242	991-9112
A	Arte y Artesanía	Arq. María del Pilar Rodríguez	San Pedro Sula	Metal repujado, corcho pirograbado	arquitectarodriguez@yahoo.com		566-3222		
A	Atuto	Holland K. Millis	Lomas del Guajarro, #2884, Apdo. Postal 3768	Artesanías de Metal, Batto, Madera, Tusa y Fibras Naturales (Junco, Tule)	atuto@multivision.hn		(504) 768-3149, 768-3150, 235-6862, 236-8972, 239-4201, 239-4203	(504) 768-3159, 235-7006	
A	Bahía - Mayan Enterprises (Exportadores Artesanías)	Christina Cundiff, Ricardo Flores-Gómez	Tegucigalpa	Exportación de Artesanías	bahia@cablecolor.hn		235-7901		998-2345, 992-4599
A	Comité de Emergencia Gaitana Honduras	Suzanne Shende - Asesora; Carolina David Gil; Martín - Coordinador; Ana	Apdo. #67, Trujillo, Colón, Honduras	Artesanías Gaitanas	afro@hondutel.hn, s_shende@yahoo.com		434-4438	434-4438	
A	Cooperativa Alfarera Los Pinos - Tesoros de El Porvenir	Cleotilde Jimenez, Presidenta de la Cooperativa	El Porvenir	Alfarería Lenca			telefono comunitario 999-7006		
A	Empresa Comunitaria Yabamala	Daneha M. Pineda - Gerente, Olimpa Alvarado - Presidente	Bo. Arriba Santa Bárbara, 2 cuadra arriba de HONDUTEL	Artesanías de Junco, Tule, Hoja de Palma y Tusa	yabamala@yahoo.com				
A	Fábrica de Sombreros "El Esfuerzo"	Alfonso Mejía, propietario	Barrio La Curva, Sta. Barbara, S.B.	Sombreros de Junco			643-2625		
A	Fundación Polígono Industrial Copaneco	Lacda Doris Lidery López de H. Dir. Ejecutiva; Lenin Lozano, Gte. Ventas y M.	Santa Rosa de Copán	Producción, comercialización y exportación de Pastes ("hoofahs"); capacitación a jóvenes	mercado@copanet.hn	www.sag.fofina/hn			
A	In Vitro (y Papelón)	Regina María Aguilar	San Juanito	Productos Artesanales - Muebles, Accesorios, Lámparas, Pantallas de Metal, Madera, Vidrio, Papel a Mano	invitrohonduras@yahoo.com		232 2452, 777 0513		992 2943
A	INDUMA - Industria de la Madera	Anny Bahr de Lueker, Liz Bahr de Pascua, Marlon Pascua		Muebles y Accesorios de Madera	induma@hondutel.hn		216 5505		
A	La Luciernaga	Fauna Mejía Sabonge, Jorge Guerrero	El Hatillo, Tegucigalpa	Fábrica de velas y velas artesanales (ADP - Acciones para el Desarrollo Poblacional)	adp@adp-hn.org.hn		217 1153, 211 8803		994 6411

A	Lesandra Leather	Josue Cabañas - Gerente; Andrew Brant	Valle de Angeles	Productos de Cuero y Ganusa	leather@hondutel.hn , ahb.vinos@codetel.net.do		766-2105, 766-2108, 766-2817; 766-2205	766-2105	978-4026; 978-4025
A	Muebles Rústicos	David N. Salgado C., Jessica de Salgado	Calle Ruben Dario, Col. Palmira, Cont. Gimnasio El Gato,	Muebles de madera (cedro, pino), pulidos con cera de abeja					996-1593, 983-6966
A	Productos Manufacturados	Iris Viera de Destephen	Tegucigalpa	Negocio de artesanías: Artesanías Candú. (Oficial de Proyectos Fronterizos - Proyecto Trifinio)	trifinio@netsys.hn		235-6522, 235-3810	239-2898, 235-6187	
A	PROIMI - Procesadora Industrial de Mimbres	Érick Kafie. Colaboradores: Yaneth Rivera, Sonia, Oscar Colindres	Fábrica - Col. Godoy Pie. a FHIS, Teguc.	Muebles y Productos de Mimbres, Rattán, Madera y Metal	proimi@multivisionhn.net		233-9163, 234-4327, 234-4349	231-1798	
A	PROPAITH / IHAH	Iris Pineda Van Dyke, Directora; Patricia Chacon, Historiadora	Villa Roy, Barrio Buenos Aires Apdo. Postal 1518,	Programa de Rescate y Promoción de la Producción Artesanal, Indígena y Tradicional de Honduras del IHAH			telefax 238-0608	238-0608	
A	Proyecto Madera Verde o Greenwood Alliance	Ing. Yadiria Molina, Scott Landis	PO Box 252, La Ceiba, Honduras	Muebles de Corteza de Arbol (Capulín, etc.) y madera de bosque secundario	maderaverde@caite.hn		(504) 443-0333		
A	Taller de Arte Siglo XVI	Arq. Luis Alberto Rivera, Sra. Anny de Tavel	Tegucigalpa		larriera2000@yahoo.com		239-6737	239-0734	990-7170
A	Tomas Chirinos - Taller MADERAMA	Tomas Chirinos; (Maryori Chirinos - Enc. Ferreteria)	Col. Pueblo Nuevo, Calle Principal de Los Laureles, 1 cuadra	Muebles y Accesorios de Madera - Pino y Caoba principalmente. (Ferreteria El Pino)	marvori1983@hotmail.com		227-7055		
A	Zacapa Arte e Industria del Mueble	Arq. María del Carmen Zacapa	San Pedro Sula	Muebles y Accesorios de Madera, Metal y Fibras Naturales	argzacapa@hn2.com	www.zacapaartehandings.com	550-5375	557-1768	991-7632
GOH	Instituto Hondureño de Turismo (IHT), Secretaría de Turismo	Tatiana Siercke Nuñez, Gte. de Planeamiento y Desarrollo	Edo. Piso Edif. Europa, Ave. Ramón E. Cruz, Col. San Carlos, Tegucigalpa	Servicios Turísticos	tsiercke@ihh.hn, leohtms@yahoo.com	www.letsqohonduras.com	222-2124		
PP	Artisa de El Salvador		El Salvador	Envases plasticos, varios			(503) 243-8067	(503) 243-3948	
PP	Auto Select	Gerente General Edgardo Oliva M	Comayagua	Importacion de cuero Suramericano para carros y cuero fino para prendas y accesorios			225-2059	225-2059	992-4909
PP	Barro para Alfareria, Guillermo "Memo" Andrews	Guillermo "Memo" Andrews		Producción y venta de barro, fabricación de moldes, técnica terra sigillata					961-4435
PP	C & S Comercial		Tegucigalpa	Variada de cueros			237-2838, 237-0470		
PP	CANASA		SPS y TGU	Cajas			227-9114		

PP	CCS	Luis Quilico - Propietario; Gte. de Ventas - Raúl Montenegro; Belkis Cáceres	Col. Palmira, Calle Colombia, Edif. Quilico, Tegucigalpa	Vinetas, Etiquetas, Códigos de Barras, Papel Cajas Registradoras y Puntos de Venta. Equipos, etiquetadoras, rodillos,	alfredo.vargas@ccs.hn, xcaceres@ccs.hn	www.ccs.hn	232-4141, 232-3300	232-1121	
PP	Corrugados de Sula	Mercadeo y Ventas: Javier E. Morales	Carretera a Pt. Cortes, Km. 13.5, Choloma	Cajas corrugadas, micro corrugadas, doble corrugadas y plegadizas	corcula@e-galindo.com ; lmorales@e-galindo.com		669-1000	669-0986	978-7787
PP	Curtiembre Orellana		Col. Orellana, Siguatepeque, Honduras	Cuero grueso y de monduras			773-0418, 773-0215		
PP	EXPLAISA	Ventas: Marvin Gonzalez	Anarateca, Honduras	Expotadora y productora de envases plasticos	explahsa@yahoo.com		898-0313, 898-0314, 230-3786	898-0452	
PP	Farma International de El Salvador	Sra. Canjura	El Salvador	Materia prima quimica (industrial)			(503) 260-2164	(503) 260-9913	
PP	Frenze	Lic. Ramon Carranza Discua, gerente general	Km. 5 carretera a Valle de Angeles	Cortinas de madera			236-9854, 236-5243		993-6265
PP	Grupo Terra (Corporacion Cressida) Tecno Quimica	Carlos E. Arteaga, Jefe de Almacen	Col. 21 de Octubre, Tegucigalpa	Materia prima quimica (industrial), i.e.: soda ash, etc.			236-8788, 236-9116	236-8438	
PP	Grupo Transmerquim		SPS	Varieda de productos quimicos, alimeticos, industriales, etc.	E-mail: honduras@transmerquim.com; Ventas: ventas@transmerquim.com; Admin y finanzas:	www.transmerquim.com			
PP	INTERCORR	Eduardo Londero, Rina Espinoza Sergio Dubon	SPS	Cajas corrugadas y micro corrugadas	intercorrcajasdesatun@globalnet.hn		telefax 552-3447		
PP	Inverquim de Honduras	Ing. Wendy Varela	Tegucigalpa	Materia prima quimica (industrial)	invm2@netsys.hn		220-6434	220-6418	995-2282
PP	Latino Leather Industry		SPS	Cueros y productos de cuero			552-5906, 558-1044		
PP	Pinturas SUR de Honduras, S.A.	Ing. Nestor Pineda, Gte. Servicios Técnicos, Ruben Dario Turcios - Ejecutivo de	Entrada a Col. El Pedregal, Tegucigalpa	Pinturas	asistencia@tecnicasur@sigmanet.hn ; pinturas@opinet.hn ; ventas@sigmanet.hn		telefax 234-0028, 234 1550, 234-5000		970-4359
PP	QUIRSA de Guatemala	Lic. Carlos Enrique Perez		Materia prima quimica (industrial)	quinsa@quate.net	www.quinsa.com.gt	(502) 477-2543	(502) 477-3148	
PP	Repa	Ing. Manuel E. Morales Monroy - Asesor Area Industrial	14 Ave. 7-12 Zona 14, Bodega 8, Guatemala, C.A.	Repuestos industriales	manu@repa.com	www.repa.com	(502) 366-6233, Fax 34	(502) 366-6234	
PP	Summa Industrial / Parfums Cerrill - El Salvador	Ing. Roxana de Alas	El Salvador	Materia prima quimica (industrial); productos de baño (toilettes)		www.dcciba.com ; SUMMA.COM.BY	(503) 212-7100	(503) 212-7015	

PP	VICAL (Grupo Vidriero Centroamericano VIGUA-VICESA)		Guatemala	Variedad envases de vidrio	estudios@vical.com.gt	www.vical.com.gt	(502) 477-5406		
PS	ACN - Auditores y Consultores de Negocios	Marco Antonio Garcia - Gie. General; Rigoberto Varela - Director	Tegucigalpa	Servicios de Contabilidad, Auditorías	acnhonduras@yahoo.com		232-2580		
PS	Agencia Aduanera Villafranca / SEG	Gustavo Ardon, Daniel Manzano	Tegucigalpa	Servicios de Aduanas: Poliza de Exportación, Certificado de Origen, Desaduanaje, otros.			234-7004		978-3728
PS	AGEXPRONT, Comisión de Artesanías	Silvia L. Moreira S., Coordinadora Ejecutiva	15 Avenida 14-72 Zona 13, Guatemala, C.A. 01013	Asociación Gremial de Exportadores de Productos No Tradicionales	silvia.moreira@agexpront.org.gt	www.agexpront.org.gt	(502) 361-0092/96	(502) 361-0102	
PS	AMCHAM - Cámara de Comercio Estados Unidos - Honduras	Beatriz Valle, Gerente General	Cont. Hotel Honduras Maya, Tegucigalpa	Servicios			232-6035		990-0466
PS	American Airlines Cargo	Gilda de Ulloa, Osman Calix	Aeropuerto Toncontón, Estac. INGESA	Carga aérea			233-9712, 233-9716	233-9709	
PS	ANDI - Asociación Nacional de Industriales	Ing. Adolfo J. Facusse, Katia Mendez - Secretaria, Cristina Enamorado - Admon.	Edif. Fundación Covelo, Col. Castaño Sur, Tegucigalpa	Servicios de ayuda a empresas industriales (Director Ejecutivo - Lic. Guillermo E. Matamoros)	andi@andi.hn	www.andi.hn	239-1239, 239-1238	221-5199	
PS	Artesanías CARMEN	Carmen Garcia, gerente general	Aldea Villanueva, Km 6 carretera a Danli	Proveedora de materiales para cerámica			239-8216	993-0301	
PS	Bufete Casco y Asociados	Abog. Jorge Omar Casco	Col. Lomas del Guajaro, Tegucigalpa	Servicios Legales, constitución de empresas			221-3737, 221-3739, 221-3749	221-3741, 221-3180	990-1212
PS	Cámara de Comercio e Industria de Choluteca		Choluteca	Servicios			882-0660, 882-3272, 882-1165		
PS	CCTI - Cámara de Comercio e Industria de Tegucigalpa	Lic. José María Agüeta	Edificio CCTI, Blvd. Centroamérica, Tegucigalpa	Servicios					
PS	CICAI - Centro Indigenista de Capacitación de Intibuca	Tomas Alonso Pineda, Director	Barrio el Ternero, La Esperanza, Intibuca	Centro de Capacitación en Intibuca, depende de PROPATITI / IHAH de la Secretaría de Cultura, Artes y Deportes			783-0560, 783-1003 (Hondutel)		
PS	DHL Worldwide Express	Angel Godoy, Ejecutivo de Cuentas	Col. Palma #502, Ave. Rep. de Chile, Fie. a Edif. PALIC	Servicios de Courier	agodoy@hn.dhl.com	www.dhl.com	220-1830 (O), Dceper 238-3530 Clave #12969, 230-1813 (R)	220-4226	985-5968
PS	DISELCO - EAN Honduras (Códigos de Barra)	Liz Tuzcos, Membrostas y Afiliaciones	Bvd. Centro América, Edif. CCTI, 3er Nivel, Tegucigalpa	Códigos de BARRA (DISELCO - Dirección del Sistema Electrónico de Comercio)	diseico@cablecolor.hn		235-7792 y telefax 235-7793 7793 7010, 552-8289 SPS	235-7793	
PS	Expresión Digital	Edgardo Castro	Bvd. Centroamérica, Edif. COPEHM No. 2	Fotocopias, encuadernados, impresiones	expresion@ai.hn	www.cajmcsiondigital.com	235-7862	235-4038	

PS	FEDECAMARA	José Nolasco - Presidente; Juan Manuel Moya H., Coordinador Nacional de	Edif. Castañito, 2do. Nivel, 6 Ave. Col. Los Castaños, Apdo. 3393,	Federación de Cámaras de Comercio e Industrias de Honduras - "Fortaleciendo la Libre Empresa"					
PS	FedEX - Gutiérrez Courier & Cargo Corp.	Henry Flores			ventasleg@gutierrezcargo.com		239-0340, 238-5055	239-0351	996-4062
PS	Grupo Micro Financiero Coveló - Fundación José María Coveló	Lic. Juan José Lagos, Gerente General; Ing. Adolfo J. Facussé - Pdte.	Col. Los Castaños, Teguc. (Tania Petillo - Secretaria G. Gral.)	Servicios Microfinancieros para MIPYME's			221-5150, 221-5201, 221-5177, 221-5194, 221-5202	235-6075, 239- 6060 (Cte. Gral.)	
PS	Gutiérrez Cargo	Marco Tulio Gutiérrez - Propietario; Henry Flores - Asesor de Carga y Logística			ventasleg@gutierrezcargo.com		239-0340, 238-5055	239-0351	996-4062
PS	Impresiones, S. de R. L.	Lic. Daisy Sierra de Lardizabal	Comayagua	Bordados e impresiones serigraficas en camisetas, prendas, gorras, calcomanias, rotulos, etc.			232-6580		
PS	INFOP - Instituto Nacional de Formación Profesional			Cursos, Capacitación					
PS	MAFOR			Servicios Forestales	mafor@obm.hn		223-4796	telefono	
PS	Reparadora de Computadoras	Percy Estrada		negocio de computadoras			239-5953-54		
PS	Rincón Creativo		Centro Comercial Las Lomas, Local #5, Bulevar Mutuzán,				235-5866	235-5822	
PS	SOlyMAR (Naviera)	Aura Rivera, Gte. Ventas; Karla Moncada-Secretaria; Patricia Elvir - Gte. Gral	Col. Palmira, Calzada Brasilia, Casa #602 (color blanco, cont	Embarques Marítimos (Cont. 40' y 45'; Barco TOKAI, Lunes de Evergaldes, IT. a Honduras y los Jueves de Puerto Cortes	arivera@multivisionhn.net ; kmoncada@multivisionhn.net		239-4996, 239-5548, 239-5695	239-5550	967-3897
PS	Transportes Junqueños		Santa Bárbara y Tegucigalpa	Transporte de Personas y Carga de y hacia Santa Bárbara			237-2921 TIGUI		
SDE	Aid to Artisans - ATA	Lane Pollack - Senior Program Officer I.A	331 Weathersfield Avenue, Hartford, Connecticut 06114, USA	Servicios de Desarrollo Empresarial: Capacitación, Diseño y Desarrollo de Producto, Enlace con el Mercado	lane_pollack@aidtoartisans.org	www.aidtoartisans.org	(860) 947-3344	(860) 947-3350	
SDE	Aid to Artisans - ATA	Mary Cockram, Projects Director	331 Weathersfield Avenue, Hartford, Connecticut 06114, USA	Servicios de Desarrollo Empresarial: Capacitación, Diseño y Desarrollo de Producto, Enlace con el Mercado	mary_cockram@aidtoartisans.org	www.aidtoartisans.org	(860) 947-3344	(860) 947-3350	
SDE	ANAH - Asociación Nacional de Artesanos de Honduras	Lic. Samuel Espinoza - Pdte. Tesoro - José Luis Ordóñez	Bo. Guacacique, Pte. Al Parque El Obelisco, Comayagua	Venta de Artesanías en Pabellones, Ferias, Servicios	anah1@interdata.hn		238-4651		973-9117
SDE	EcoTécnica, Innovación	Ing. Guillermo E. Valle M - Presidente	1ra. Calle Palmira #2149, Ave. La Paz, Col. Palmira, Teguc	Servicios de Desarrollo Empresarial, Cursos, Seminarios, Consultorias	ecotecnica1@yahoo.com ecotecnica1@hotmail.com		236-8699, telefax 236- 8206	236-8206	991-9288

SDE	FIDE								
SDE	FUNHDE - Fundación Hondureña para el Desarrollo de la MIPYME	Lic. Ricardo E. Marichal M.	Col. Humuya, Calle Alpha, Casa #2520, Apdo. Postal 2891,	Servicios crediticios y financieros, programas de capacitación y asistencia técnica	funhde@vivatequs.com		239-4282	239-8760	
SDE	JFS Honduras Consultants	Licda. Jacqueline Foglia Sandoval	Tegucigalpa	Cursos, Seminarios, Inversiones, Negociación CAFTA	jfoglia@jfsconsultants.com	www.ifshondurasconsultants.com	236-8207		974-0115
SDE	Proyecto REACH-ATA El Salvador	Celina Andino	426-A 73 Ave. Norte, San Salvador	Servicios de Desarrollo Empresarial: Capacitación, Diseño y Desarrollo de Producto, Enlace con el Mercado	info@ataelsalvador.com	www.aidtoartisans.org	(503) 264-0112	(503) 223-0789	(503) 788-1452
SDE	Proyecto REACH-ATA El Salvador	Christian Nadeau, Director Nacional Proyecto REACH	Colonia Escalon, San Salvador	Servicios de Desarrollo Empresarial: Capacitación, Diseño y Desarrollo de Producto, Enlace con el Mercado	christian@ataelsalvador.com	www.aidtoartisans.org	(503) 223-6766	(503) 223-0789	(503) 883-3423
SDE	Proyecto REACH-ATA El Salvador	Verónica Chacón	426-A 73 Ave. Norte, San Salvador	Servicios de Desarrollo Empresarial: Capacitación, Diseño y Desarrollo de Producto, Enlace con el Mercado	veronica@ataelsalvador.com	www.aidtoartisans.org	(503) 223-6766	(503) 223-0789	

CODE: A - Artesanías, GOH - Gobierno de Honduras, PP - Proveedores de Productos, PS - Proveedores de Servicios, SDE - Servicios de Desarrollo Empresarial

HACER-ATA Project
Inventory of Equipment and Office Furniture

Date: August 28, 2003

Date	Description	Brand Name, Provider	Serial Number	Invoice Number	Amount in		Payment by	Disposition
					Lempiras	US\$		
1 25-Sep-01	Olympus Camedia 2040Zoom Digital Camera	Circuit City	163329655	314202129510	L. 11,774.58	\$741.94	ATA Credit Card	
2 14-Jan-02	External CD Burner 16x10x40, Model 1930-	Pacific Digital, Staples	R488941	ATA	3,399.32	209.98	ATA Ch. 18307	
3 5-Mar-02	Cell Phone, Motorola StarTAC	CELTEL	77SD7E73BJJ A89	13894497	4,011.99	245.00	Ch. 290	
4 15-Mar-02	Metal Filing Cabinet, 4 drawer	Industrias Panavisión	N/A	1246	1,738.00	106.01	Ch. 299	
5 26-Apr-02	HP ScanJet 3440C, Color Scanner	Corp. Roberto Terán	CN11V1612P	CR1192P	2,702.66	164.79	Ch. 329	Damaged
6 26-Sep-02	IBM NetVista Computer; Lexmark Z12 Printer, Type 4102-001; and IBM 15" Monitor, Model 6331-41E	GBM	1S225786S78AACZ0 21371810448 35-CFK49	5925	12,721.50	751.73	US\$ Bank Acct.	
7 24-Jun-03	18" Industrial Fan, "Rio Bravo 4x4 Turbo"	DIUNSA	N/A	46069	329.02	18.72	Ch. 518	
	-----Last Line-----							
	Total				L. 36,677.07	\$2,238.17		

Observations:

GValle
28AG03

