

# ALLIANCE *for* ARTISAN ENTERPRISE

Alliance @ Santa Fe

July 16, 2013

## Participant Biographies

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### **TOM AAGESON, CO-FOUNDER & EXECUTIVE DIRECTOR, GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP**



Tom is the Executive Director of the Global Center for Cultural Entrepreneurship (GCCE). Tom previously served as the Executive Director the Museum of New Mexico Foundation where he successfully led a \$25 million capital campaign. Since coming to Santa Fe, Tom has developed New Mexico Creates, an economic development initiative creating market links for New Mexico artists and artisans. He is the co-founder of the International Folk Art Market. Before coming to Santa Fe Tom was director of Aid to Artisans, an international artisan enterprise development NGO. Previous to that he was at the Mystic Seaport Museum where he created the Mystic Maritime Gallery, which led to opening new markets for maritime artists and eventually spawned six for-profit gallery enterprises across the US. The market for maritime art grew by several times as did the prices for maritime artists work. He started a graphics enterprise, Mystic Maritime Graphics, publishing prints,

posters and books. Tom created New England clambakes as a catering business as Mystic Seaport Museum. He holds a MBA from Columbia University and BFT from the Graduate School of International Management (Thunderbird).

### **NANCY ANDERSON, SWEET BIRD STUDIO**



Self-taught artist, craftswoman and teacher, Nancy founded Sweet Bird Studio in 1988 in her basement next to the furnace of her home. Sweet Bird Studio now can be found internationally in galleries and through her website, [www.sweetbirdstudio.com](http://www.sweetbirdstudio.com).

Sweet Bird Studio has exhibited for several decades at numerous trade shows such as the New York and L.A. International Gift Fairs, Buyers Market of American Craft and American Craft Counsel shows to name a few, as well as hundreds of retail craft fairs.

Nancy's art and jewelry have been exhibited and collected internationally, including by many celebrities and musicians, the most recent being the jewelry for the movie "Rock of Ages" with Tom Cruise. Her designs have been featured in many books and magazines, including Found Object Art, 1001 Jewelry Inspirations, Mixed Media Art, Art Making and Studio Spaces, Cowboys and Indians, Lapidary Journal, and Belle Amour to name a few. In addition to design and creation, Anderson also teaches her creative process to kids on up to adults nationally in her own workshops as well as courses on the Art of Selling What You Make.

### **MARSH BOL, DIRECTOR, MUSEUM OF INTERNATIONAL FOLK ART**



Indeed, before being named head of the museum in Santa Fe in 2008, Bol served as director of the New Mexico Museum of Art and worked at museums and colleges as a curator, professor and researcher in areas ranging from anthropology, Spanish Colonial and Native American art, to Latin American folk art and graduate-level museum studies. Her interests took her to Pennsylvania's University of Pittsburgh and Carnegie Museum of Natural History, the University of Texas at San Antonio, the Maxwell Museum of Anthropology in Albuquerque and the Museum of International Folk Art in Santa Fe. But in the late 1990s, after years of immersing herself in anthropological research, followed by a stint teaching museum studies, she decided that the only place for a truly well-rounded art experience was in museums.

Her path was clear. She wanted to return to New Mexico, where in the 1980s she had received her master's and doctorate degrees in art history at the University of New Mexico. Mostly, she wanted to work in Santa Fe, where she felt her multidisciplinary background would be best put to work. She aimed for the top job at the Museum of Fine Arts, the historic 1917 Pueblo Revival style museum that is home to more than 23,000 paintings, prints, drawings, sculptures, photographs, new media, and conceptual works representing New Mexico and the Southwest. Working with a staff she describes as "likeminded in their goals of reaching diverse audiences and fulfilling an educational mission that goes beyond putting pretty pictures on the wall," she began creating a new vision for the museum. The goal is to strengthen its standing as a premier destination for Southwest art and culture while increasing its visibility on the American and international art scene.

While striving to introduce visitors to a broader selection from the museum's stellar permanent collections, Bol also has put an emphasis on bringing exhibits to the state that New Mexicans may not otherwise have an opportunity to see. In 2004, the museum's showing of Nicholas & Alexandra: At Home with the Last Russian Tsar and his Family broke museum attendance records and spawned a new era in citywide cultural cooperation. With this summer's Mexican Modern: Masters of the 20th Century exhibit, Bol hopes to draw even more museum visitors.

### **GAURIBEN BRAHMIN, VICE PRESIDENT, SEWA TRADE FACILITATION CENTER (STFC)**

Gauriben Ramabhai Brahman, the vice president (and shareholder) of STFC (SEWA Trade Facilitation Centre), is an artisan from the barren district of Patan in Gujarat. The 44-year-old mother of five was earlier part of a delegation to US, Brazil and Chile and has been instrumental in making almost 15,000 rural women economically self-reliant by ensuring them a steady livelihood.

The STFC was born in May 2003 and raised as the commercial arm of SEWA in the handicrafts and textiles sector. A non-profit business enterprise with more than 1,500 artisans involved at every step of the supply chain, and providing employment to more than ten lakh women, it follows a unique model that even has Harvard University curious about these self-made little entrepreneurs.

STFC, while empowering several thousands of rural women, ensures that whatever the outcome, their dignity, their skills and their commitment to their craft keep a rich heritage always alive, while consistently improving the lot of rural Indian women.

## DANIEL BREWSTER, CO-FOUNDER, DARA ARTISANS



Daniel B. Brewster, Jr., co-founder, is Managing Principal of Topping Fund LLC, a family owned investment company since 2004. He lives in New York City and Little Compton, RI with his wife Dara. From 2000-2004, Dan was CEO of Gruner+Jahr USA, a dominant publisher of women's service magazines, majority owned by Bertelsmann AG, Europe's largest media company. A turn-around that produced record year-over-year profit improvement, despite subsequent public controversy and adverse markets, positioned the business for sale.

From 1993-2000, as CEO of American Express Publishing, which owned prominent luxury lifestyle magazines including *Travel & Leisure*, *Food & Wine* and *Departures*, Dan won acclaim for increasing product quality, employee morale and profitability. During ten years prior, he held executive positions at Time Inc including General Manager of *LIFE* magazine, Circulation Director of Time International and oversight of corporate business development projects. Early in his career, Dan was a magazine editor and television journalist covering politics and foreign affairs and CNN's first Congressional Correspondent at age 25.

In addition to serving on the boards of small public and private companies, Dan was active in the not-for-profit sector as a trustee of the Franklin and Eleanor Roosevelt Institute, the Arthur F. Burns Foundation, Greenwich Country Day School, St. George's School, and as an advisor to the NYU Center for Publishing and the Harlem School of the Arts. He served as Board Chair for Doctor's of the World USA and the Magazine Publishers Association and was appointed a Commissioner of the National Portrait Gallery in 2011.

Stories profiling Dan appeared in *The New York Times*, *The Wall Street Journal* and *BusinessWeek*. He co-authored the documentary script for a film about Pope John Paul II's visit to the Dominican Republic in 1979 and his guest-lecture at MIT was published in the 1985 college textbook, *Media Now*. Dan received the American Jewish Committee's Human Relations Award in 2002, honored by former President Bill Clinton as keynote speaker.

Dan attended Georgetown University and The New School but did not graduate. He was selected as a Neiman Fellow at Harvard University in 1982. He's travelled to more than 70 countries.

#### **DARA BREWSTER, CO-FOUNDER, DARA ARTISANS**



Dara Brewster, co-founder, is a manager at Topping Fund, LLC, a private investment company. She lives in New York City and Little Compton, RI with her husband Dan.

From 1998 - 2007, Dara worked as an executive in business development and marketing at Time Warner. She started the business development department at *Sports Illustrated* and was responsible for launching new enterprises, overseeing existing franchises including the Swimsuit Issue, Sportsman of the Year and all television partnerships. Dara was part of a team assigned to create marketing and branding opportunities for Fortune 100 companies using Time Warner resources including AOL where she worked as a liaison. Dara was

Corporate Director of Business Development at Time For Media, formerly the Times Mirror Magazine Group. As Director of Sales Development for Real Simple magazine she was charged with all revenue related initiatives for its website.

From 1991-1995, Dara worked as a sales associate in fixed income trading at Merrill Lynch and later as an associate at American Express Publishing and the Travel Channel.

In 2008, Dara launched Kindred Spirits--Healing Parent Child Alienation, a not-for-profit 501 (c) 3 organization to educate community leaders to advocate for children separated from their parents. She created an in-school awareness program to help children torn by divorce that was utilized across the country.

Dara received an MBA from Rensselaer Polytechnic Institute in 1997 with highest honors and a concentration in entrepreneurship, and her BA from Union College in 1991. She is an avid traveler (more than 30 countries), passionate cook and gardener and delights in spending time with her family.

#### **NILDA CALLAÑAUPA ÁLVAREZ, CENTRO DE TEXTILES TRADICIONALES DEL CUSCO (CTTC)**



Founder and director of CTTC, Nilda Callañaupa was born in Chinchero Village near Cusco, Peru. She began spinning wool from sheep and alpaca at the age of six, and was weaving her first patterns by age seven. CTTC weavers, such as Nilda and Lidia, are remarkable in the quality of the textiles that they produce as well as their emphasis on traditional designs and techniques.

The CTTC works with over 600 weavers. The work of the Center is not just to preserve and to study Peruvian textiles, their symbolism and significance, but also to assist families to create a larger market for their textiles and a new economy for their communities.

#### **ADELA CALLAÑAUPA ÁLVAREZ, CENTRO DE TEXTILES TRADICIONALES DEL CUSCO (CTTC)**

#### **MANJU CHHABRA, SEWA TRADE FACILITATION CENTER (STFC)**

#### **JESSICA CHRASTIL, DIRECTOR OF CRAFT RESEARCH AND DESIGN, NEST**

#### **PEGGY CLARK, CO-DIRECTOR, ALLIANCE FOR ARTISAN ENTERPRISE**



Peggy Clark is the Vice President of Policy Programs, Executive Director of Aspen Global Health and Development, and Co-Director of Artisan Partners @Aspen and the Alliance for Artisan Enterprise. Peggy has had a 30 year career working on issues of poverty alleviation, global health, social enterprise and development finance. Serving in founding and leadership roles at the Aspen Institute, the Ford Foundation, Save the Children, Realizing Rights, and on numerous boards, Peggy has been a leading figure in identifying and building industries, movements, and creative advocacy on key issues of our times. Currently, Peggy provides strategic oversight and

guidance to the Institute's 28 policy programs and directs programs promoting breakthrough solutions to global development including artisan enterprise, reproductive health, new voices leadership development, health workforce sustainability, and food security. Previously, Peggy served as founding Managing Director of Realizing Rights: The Ethical Globalization Initiative, as the Executive Vice President for Programs of the Aspen Institute.

Peggy founded the Self-Employment Learning Project at the Aspen Institute, later named the Economic Opportunities Program in 1991 and in this role, Peggy helped to establish the field of sectoral workforce development with the publication Jobs and the Urban Poor and crafted new legislation to support industry led workforce development, and led efforts to establish the field of microenterprise development in the US. Prior to that, Peggy was a Program Officer at the Ford Foundation and the first Director of Small Scale Enterprise and Credit at Save the Children. Peggy was a leader in founding and shaping the microfinance field internationally, helping to draft the first microenterprise legislation for USAID and serving on the first Microenterprise Advisory Council to the Administrator of USAID. Peggy also is a nationally recognized leader in establishing the microfinance field domestically leading the first national evaluation of the microenterprise field and helping to develop the first Small Business Administration legislation to support microenterprise in the US. In 1995 Peggy received the Presidential Award for Excellence in Microenterprise Development from President Bill Clinton.

#### **SANDHYA DESHETTY, PROGRAM OFFICER, THE ASPEN INSTITUTE**

Sandhya recently joined the Aspen Global Health and Development (GHD) team and supports GHD's work on the Alliance for Artisan Enterprise, as well as the Global Leaders Council. Sandhya's interests revolve around harnessing market forces to address social and economic challenges around the world. While pursuing an MBA at Emory University's Goizueta Business School, Sandhya was actively involved with the new Social Enterprise @ Goizueta Research Center and launched a non-profit, SPARC Development. SPARC's first project aims to orient Ethiopia's nascent wine industry toward poverty alleviation.

Prior to attending Emory, Sandhya helped develop stewardship policies for Emory University and designed a grant program for KaBOOM!, a national non-profit working to create safe places to play for every child in America.

#### **KAREN DOMENICI, MENTOR, IFAM-M2M PROGRAM**

Karen started her company, Southwestern Silver, in 1989 to wholesale Native American jewelry from New Mexico. She works with museum shops, galleries, catalogues, and stores that carry handmade sterling silver jewelry. She has her MFA in Art History from The University of Maryland. She resides in Alexandria, VA, but was born and raised in New Mexico.



**KATIE DRASSER, DEPUTY DIRECTOR, ASPEN GLOBAL HEALTH AND DEVELOPMENT  
THE ASPEN INSTITUTE**



Prior to joining the Aspen Institute, Katie worked nationally and around the world on global health and development initiatives, including HIV/AIDS implementation strategies in Romania, operations research for private health services in Myanmar and the scale up of Kenya's national emergency medical system through a public-private partnership. Katie also spent time leading a range of start-ups that included designing a network of charter schools, integrating microfinance with other development activities, and most notably was instrumental to the success of Good Capital, a venture fund that invests in expanding social enterprises. Katie holds a BA in political science from Colgate University and MSPH in global health policy and administration from the Gillings School of Global Public Health at UNC-Chapel Hill.

**HEND ELEIWA, UNITED NATIONS RELIEF AND WORKS AGENCY (UNRWA) SULafa EMBROIDERY CENTRE, GAZA**

**JUDY ESPINAR, CREATIVE DIRECTOR, INTERNATIONAL FOLK ART MARKET - SANTA FE**



Judith Espinar has been instrumental in creating the Market and has provided leadership since 2004. She has a BA in Clothing and Textiles and in Art History, as well as two years of graduate work in Philosophy of Design. Judith served in the Peace Corps in Peru. She was previously the fashion director of Gimbels East NYC, Fashion Director of Menswear for all Gimbels stores, Director of Fashion Information for Butterick Fashion, Editor-in-Chief of Vogue Patterns International, Director of Evan Picone Design Studio, and VIP Design Director of Murjani International. Judith formerly served on the board of Aid to Artisans, was Project Advisor-Ceramics for USAID sponsored research on "Marketing Viability of

Hungarian Craft Industries," and one of three Project Directors for the first two years of UNESCO-sponsored "Lead-Free Low Fire Pottery Project" in Mexico. Judith was previously the owner of The Clay Angel in Santa Fe, supporting her life-long interest and study of the world traditional ceramics.

**IQUE ETACORE DE PICANERAI, COOPERATIVE ARTIST, ORGANIZACION CHEQUE OITIEDIE COOPERATIVE**

Ique is an Ayoreo Indian from the Bolivian savannah, an arid and somewhat desolate landscape. Ayoreo hunter-gatherers once used net bags to collect native herbs and roots and for hundreds of years these bags have been made of a special grass gathered by the women. In the last few decades, as the Ayoreos became more settled, the sale of these stunning bags was their only source of cash income. But soon the grass was overharvested. Inés Hinojosa Ossio, a Bolivian ethnobotanist and MacArthur Fellow, helped the Ayoreos organize to replant the grass species on their reserves, and in personal gardens, in order to provide a ready resource for their bags.

**ADRIANA ETACORE PICANERE, COOPERATIVE ARTIST, ORGANIZACION CHEQUE OITIEDIE COOPERATIVE**

## **DAVID EVANS, FILMMAKER, DAVID EVANS MEDIA**



David Evans is an award-winning Director, Producer, and Photographer who specializes in media production about issues of international development, sustainability, global health, education, cultural anthropology, scientific research, and philanthropic advocacy.

He works with organizations like National Geographic Society, Bill & Melinda Gates Foundation, United Nations Foundation, The Global Fund, Smithsonian Institution, and Discovery Channel, among others. His work has appeared in print, broadcast, and cable around the globe.

Evans' background includes executive branding, marketing, and creative positions on 3 continents, including DDB Needham Worldwide, Ogilvy & Mather Worldwide, and National Geographic Television, where he played a key role in brand development for the global launch of the National Geographic Channel.

Assignment highlights include spending nearly a month each in Chad and Tajikistan documenting expeditions of the National Geographic Genographic Project, numerous occasions as exclusive photographer for Bill and Melinda Gates, and documenting the first days of United Nations response to the 2010 Haitian earthquake.

Evans has also served as an International Election Observer for The Carter Center, deployed to missions in Venezuela, Nicaragua, and Ethiopia.

Fluent in Spanish, David Evans resides in Washington, D.C., visiting his second home in the Venezuelan Andes whenever possible.

## **DEBBIE FARAH, CEO-FOUNDER, BAJALIA INTERNATIONAL GROUP**

Debbie Farah is a Social Entrepreneur. She is the CEO - Founder of Bajalia International Group and Bajalia Trading Company ([www.bajalia.com](http://www.bajalia.com)) based in Winter Park, FL. A collaboration of for-profit and non-profit, Bajalia designs and distributes designer quality products assisting women globally to compete in an international market and become self-sustaining. Over seventy percent of Bajalia production comes from women artisans in emerging economies. The for-profit leads sales and marketing efforts and the non-profit excels in entrepreneurial training and development workshops, while incubating businesses. On March 8, 2011, International Women's Day, Bajalia launched a handcrafted jewelry line on HSN and continues to market products through that channel, as well as, a retail store on Park Avenue in Winter Park, FL and through a web presence.

Ms. Farah began her career in the banking industry and soon became the youngest Vice- President in the American Banking Association. Later, she moved into the advertising industry where she held executive advertising and design roles for major retailers including: Bloomingdales, Richs, Neiman Marcus, Horchow, Macy's and Marshall Fields. Her planning and strategy experience with Fortune 500 companies includes Dell Computer, Southwestern Bell, Coca-Cola, UPS, Celebrity Cruises and Ritz Carlton. As a stylist her editorial work has been published in Womens' Wear Daily, W Magazine, Architectural Digest, Bride's, Atlanta and People Magazine. Her broadcast work included commercial clients such as Honey Baked Ham, Ford, CNN, and Federated Department Stores. As a Creative Director she has won numerous advertising awards including Gold and Silver Addy awards, CLIO, Show South and Catalog Age. Her client list includes various other fortune 500 companies such as; Ford, Turner Broadcasting, Turner Home Entertainment, Celebrity Cruise Lines, JCPenney, and Delta Airlines.

Debbie Farah is a Jacksonville, FL native and first generation Palestinian-American. Both of her parents were born in Ramallah, Palestine. A frequent international traveler she speaks Arabic and English, as well as, limited Dari and Hindi. Ms. Farah also serves on several non-profit advisory boards, including the Business Council for Peace.

**KAREN GIBBS, CO-DIRECTOR, ALLIANCE FOR ARTISAN ENTERPRISE**



Karen Gibbs was drawn into the artisan sphere through her interest in economic development and her aspirations to use the “trade not aid” approach – and she has never left! From her work with non-profit organizations, including Aid to Artisans and HAND/EYE, to consulting to international development organizations in more than 30 countries, and co-founding a successful import/wholesale company, Karen has seen first-hand how the artisan sector touches on all aspects of sustainable economic development. Today, as co-founder of ByHand Consulting, Karen leads project management and new business initiatives. Additionally, Karen is Co-Director of *Artisan Partners @ Aspen*, a new collaboration between *The Aspen Institute* and *Hand/Eye Fund*, and the *Alliance for Artisan Enterprise*.

**JULIA GILROY, ARTIST TRAINING PROGRAM, INTERNATIONAL FOLK ART MARKET - SANTA FE**

**MIRIAM GRODSON, DIRECTOR, GIRL SCOUTS OF AMERICA**

**DOUG GUILLEY, VICE PRESIDENT, INTERNATIONAL SOURCING, WEST ELM**



Doug Guiley is the Vice President of International Sourcing for west elm. He and his team are responsible for working with artisans and manufacturers in more than 20 countries, including the United States, to source product for west elm's catalog, stores and westelm.com. His team also works on west elm MARKET, the company's newest brand. More than half of MARKET's products are sourced from artisanal, small-batch and/or American manufacturers. Doug leads the development and execution of west elm's non-profit partnerships with the Alliance for Artisan Enterprise, Clinton Global Initiative and Fair Trade. Prior to joining west elm, Doug lead the sourcing teams at Orchard Brands, Victoria's Secret and Banana Republic. He started his career at Macy's New York.

**RANGINA HAMIDI, CEO, KANDAHAR TREASURE**



Kandahar Treasure's founder, Rangina Hamidi, escaped her native Afghanistan in 1981, at the age of three, during the Soviet occupation. She moved first to Pakistan and then, in 1988, to the United States. Settling with her family in Virginia, Rangina earned a Bachelors degree in Religious Studies and Gender Studies from the University of Virginia and worked for the Institute for International Public Policy, an affiliate of the United Negro College Fund.

Rangina returned to Kandahar, in 2003. With a personal commitment to help lead change in Afghanistan she assumed the leadership of the Women's Income Generation (WIG) Project for Afghans for Civil Society (ACS), a development organization dedicated to the social development of Southern Afghanistan. Transforming the income generation project of ACS into a viable business has brought sustainability to the women's work and now serves as a successful model of sustainable work in a developing nation. Rangina's work and experience has enabled her to serve as a voice for Afghan women in international platforms.



#### **KARIN HAZELKORN**



Following a 15-year career in non-profit organizations, Karin Hazelkorn transitioned to the business sector in 2000, to expand her skills and experience in leading financially successful organizations. She has held leadership roles focusing on strategic planning, operations, marketing, strategic partnerships, and business development while creating programs and consulting to Cisco Systems, and a number of Fortune 100 companies.

Karin helps artisan organizations in developing countries by empowering women economically through pro bono coaching of business skills. She assists in the development of new opportunities, organizational development, and access to markets.

She holds a MBA from Thunderbird, School of Global Management, and a BA in sociology from the University of Arizona. Her professional certifications include Program Management Professional (PMI), Product Marketing from UC Berkeley Haas School of Business, and ProSci Change Management.

Karin leads fundraising and serves on the Board of Directors of the Textile Arts Council of the de Young Museum, San Francisco, and the San Jose Museum of Quilts & Textiles. She is actively involved with the Textile Society of America and serves on the Standards Body of the Association of Change Management Professionals.

Karin lives in San Francisco and has lived and worked in Turkey, Israel, China, Sweden and Germany.

#### **TERRI HENDRIX, TUAREG JEWELRY**

#### **INES HINOJOSA, ORGANIZACION CHEQUE OITIEDIE COOPERATIVE**

Ethnobotanist Ines Hinojosa Uzquiano is a steward of this craft – passed for generations between Ayoreo mothers and daughters – through her work with the members of the cooperative, Organización Cheque Oitedie. She has led the Ayoreo community in transplanting the bromeliads from savannahs (which were in the process of being transformed into pastures) into the artisans' own backyards. The fibers are colored naturally and spun into threads of appropriate thickness to be made into bags or hats. The bags themselves can be small and delicate or large and robust. The hats are colorful.

#### **FLORENTINA QUISPE HUAMAN, CENTRO DE TEXTILES TRADICIONALES DEL CUSCO (CTTC)**

#### **BETH HUBER, INTERNATIONAL PROGRAMS OFFICER, GOODWEAVE**



Beth Gottschling Huber is GoodWeave USA's international programs officer. Beth has more than 15 years of experience working with handcraft businesses in the Central and South Asia region, including seven years managing Aid to Artisans' programs in Asia. She has also consulted for a range of organizations including UNESCO, CARE and DAI. In addition to her nonprofit work, Beth served as director of operations for the communications and design firm Free Range Studios. She holds an MA in International Development from American University.

#### **FLORENTINA QUISPE HUAMAN, CENTRO DE TEXTILES TRADICIONALES DEL CUSCO (CTTC)**

**ABIGAIL JACOBS, VICE PRESIDENT OF BRAND PUBLIC RELATIONS, WEST ELM**



Abigail Jacobs is the VP of brand marketing for West Elm. In this role she oversees public relations, brand marketing and social media strategy for the brand and its more than 50 stores in the US, Canada and Australia. In addition, she is part of the team that manages West Elm's non-profit partnerships, cause marketing initiatives and artisan and handcrafted product commitments, working with the Clinton Global Foundation, the Alliance for Artisan Enterprise and non-profit arts and environmental organizations in the communities where West Elm stores are located. Prior to West Elm, Abigail managed public relations for Pottery Barn Kids, PBteen and Williams-Sonoma Home and worked in the communications department for Kmart. She started her career at Edelman Public Relations in San Francisco.

**JEAN JOHNSON, PRODUCT DEVELOPMENT, SERRV**



Jean Johnson has been director of product development and merchandising at SERRV, a fair trade nonprofit retailer and wholesaler, since 2005. Before joining SERRV, Jean was country director for Macedonia for Aid to Artisans' Made in Macedonia Project from 2002-2004. Jean is a former management consultant for Monitor Consulting's country competitiveness program, advising developing country entrepreneurs on export strategy. Jean received an MBA from Northwestern University's Kellogg School of Management, and a BA from Yale University. Jean lives with her husband in Madison, Wisconsin.

**KAYLYNN JORDAN, FOUNDER, ESNET**



Kaylynn Jordan recently founded ESNet, LLC – Ethical Sourcing Network to promote and empower economic enterprise in emerging markets. As a professional in retail and corporate training, Kaylynn's first stop in any community is the marketplace to learn from the merchants and producers. In 2010 during a trip to India, she encountered women with immense artistic talent and skill and was captivated by their work ethic. Kaylynn returned with a vision to one day create a business model that would serve artisans and small producers to advance ethical sourcing while preserving their rich cultural heritage. ESNet reflects Kaylynn's commitment to dignified, sustainable and ethically responsible actions.

**JON JORDAN, BUSINESS DEVELOPMENT, ESNET**



Jon Jordan brings 20 years corporate business development experience working with many of the largest retailers, distributors and supply chain companies in the world. At ESNet, he provides business acumen with a passion to help others break the cycle of poverty and transform the lives of women and families across the globe.

**EMILY KEARNEY, PROGRAM ANALYST,  
U.S. DEPARTMENT OF STATE SECRETARY'S OFFICE OF GLOBAL WOMEN'S ISSUES**



Emily Kearney joined the Office of Global Women's Issues in 2012. She is engaged in monitoring, evaluating, and managing the office's small grants to grassroots civil society organizations that are working globally to advance the status of women and girls. She is also the program manager for the State Department's engagement with the Alliance for Artisan Enterprise. Emily holds an MA in Applied Anthropology and an MPP from the School of Public Policy at Oregon State University. Her graduate research focused on the social impacts of female entrepreneurs having access to microfinance, and her studies culminated with a three months of anthropological fieldwork with indigenous Quechua microfinance borrowers in the Sacred Valley near Cusco, Peru. She also completed an internship with the microentrepreneurship division of Catholic

Relief Services in Lima, Peru. Prior to working at the Department of State, she worked as a client assessment research consultant for FINCA International and as an M&E specialist for Management Systems International, providing technical support on evaluations conducted for USAID, USDA, and the Department of State.

**NUSULAH KINENE, UGANDA CRAFTS 2000 LTD**



Basket weavers make up the majority of the over 300 artisans who contribute work to Uganda Crafts 2000 LTD. Since 1983, Uganda Crafts has been providing income to some of the most disadvantaged Ugandans: the disabled, widows and people living with HIV/AIDS. Nusulah Kinene co-founded Uganda Crafts with her mother, Betty (pictured here), who is herself disabled. A basket weaver, Nusulah, like many of the basket makers, learned to weave baskets from her mother and grandmothers.

The baskets balance tradition and creativity with ingenuity. Natural materials such as raffia, banana and millet stems, reeds and sea weed are interwoven to create distinctive patterns in a range of colors, both soft and vibrant. Ugandan households continue to make and use these baskets for food preparation and protection, as well as for marriage gifts.

**JULIE KOCH-BEINKE, OWNER, ALTERNATIVES**



Julie graduated Magna Cum Laude from the University of Cincinnati College of Design, Architecture, Art and Planning with a Bachelor of Science Degree in Graphic Design. She graduated from the Business Perspectives for Creative Leaders at the Yale School of Management in 2010. In addition to speaking about design and receiving numerous design awards, Julie holds several US design and mechanical patents for displays and products.

Julie has served on the Board of Directors and as a Trustee of the Life Science Foundation and the Asperger Syndrome Research Foundation International. She taught Graphic Design as an Associate Professor of Design at the State University of New York at Purchase for five years and currently serves on the leadership advisory committee of the Dean of the University of Cincinnati College of Design, Art, Architecture and Planning and the Advisory Board of LIM College for the Business of Fashion in New York City. She is also a volunteer in the Mentor 2 Market program at the highly acclaimed Santa Fe International Folk Art Market.

#### **ELHADJI KOUMAMA, TUAREG JEWELRY**



Elhadji, who lost his mother during childbirth, is now the family patriarch. With the family having abandoned the nomadic lifestyle and settling in Agadez due to a 1970's drought, he was the first to attend school and is fluent in five languages - Tamashek, Hausa, English, French and German.

In the mid-90s the Tuareg rebellion devastated the tourist business leaving the Koumamas destitute. Elhadji persuaded his family to use their sparse funds for him to go to Lagos (Nigeria) to seek sales. His seven trips in jam-packed minibuses bore fruit. He garnered increased sales on each trip and made valuable contacts with visiting Europeans. By leveraging those contacts, an international business was soon born resulting in numerous trips to Europe

and, since 2001, annual trips to the US.

Although he now devotes much of his time to developing and broadening the business, Elhadji never ventures far from his jewelry making roots. When at home in Agadez, he makes time to continue honing his skills making a variety of pieces.

#### **KELLIE KREISER, ASST. VICE PRESIDENT AND EXECUTIVE DIRECTOR, "THUNDERBIRD FOR GOOD" THUNDERBIRD SCHOOL, OF GLOBAL MANAGEMENT**



Kellie Kreiser is founding director of Thunderbird for Good and a 2004 Thunderbird graduate. She has a Bachelor of Science in Marketing from Pennsylvania State.

As the Executive Director for Thunderbird for Good, Kellie Kreiser oversees Thunderbird's social impact business education programs for base-of-the-pyramid learners. A Thunderbird alumna, Kellie joined the School in 2005 and created the Thunderbird for Good initiative from its infancy. Thunderbird for Good leverages the school's expertise in international business to provide learning experiences for non-traditional students who utilize business and management skills to fight poverty, secure peace and improve living

conditions in their communities.

Kellie administers the design, fund-raising, and implementation of over \$8.5 million of business training programs that have already taught over 60,000 people globally. In-country program operations have been established in Afghanistan, Peru and Chile, while programs based in the United States have served students from 23 different countries from regions such as the Middle East, South America, Central Europe, South Asia and the South Pacific.

Kellie is instrumental in creating deep partnerships with leading organizations in both public and private sectors, developing substantial projects with organizations such as Goldman Sachs, Freeport McMoRan Copper and Gold, the Inter-American Development Bank, and the U.S. Department of State.

Kellie is a Member of the Clinton Global Initiative. Her work has been featured at the prestigious CGI Annual Meeting for four consecutive years since 2009. In 2010, Kellie was a Deputy Topic Leader for the Clinton Global Initiative, helping to design the "Harnessing Human Potential" track of the Annual Meeting.

Thunderbird School of Global Management is the top ranked international business school in the world. Our mission is to educate global leaders who create sustainable prosperity worldwide.



**KATE LEWIS, DIRECTOR, MARTHA STEWART LIVING OMNIMEDIA**

**DOCEY LEWIS, OWNER, DESIGN BANK 505**



Lewis first thrived as a designer and maker of art and fashion textiles. She lived in a Bay Area-commune in the late 1960s, trained with legendary Peter Collingwood, and became expert at the textile process—from sheep’s wool to finished garment. Created in her geodesic dome studio, her clothing appeared at I. Magnin, Henri Bendel, and Bloomingdale’s in the 1970s and 80s. Her tapestry-woven outerwear sold so well that she needed to expand. Lewis found amazing skills in the hands of “new Californians” from Laos, Cambodia and Vietnam. The business continued to grow, and she became a partner in a weaving business based in Baguio, Philippines. In 1978, she sought the advice of industry legend Jack Larsen, whose consulting fee Lewis paid in cash with a gold kruggerand. The bravura gesture got his attention, and Larsen became not just a wise advisor, but also a major customer. Fashion led to home furnishings. The Philippines led to Aid to Artisans and projects in Jordan, Hungary, Russia, Colombia, Bangladesh, and several other countries. 20 years later, she is still involved with ATA as a design consultant and advisor to the board... Alongside her work with ATA, SERRV, and other NGOs, Lewis collaborates with several major to-the-design-trade companies on wall coverings and fabrics, many of them in commercial play for over two decades.

**LEE LYSNE, EXECUTIVE DIRECTOR, KIND WORLD FOUNDATION**

**MICHELE MANATT, CHAIR, COUNCIL ON WOMEN’S LEADERSHIP, MERIDIAN INTERNATIONAL CENTER**

Michele Manatt is a consultant and commentator on U.S. foreign policy, women’s advancement and the U.S. political system. Her recent work includes a multi-year project on Latino Integration and the U.S. workforce for the Americas Society/Council of the Americas.

She is the Chair and founding member of the Council on Women’s Leadership at the Meridian International Center. Meridian is one of the premier institutions promoting international understanding through professional exchange and culture and is a major partner of the U.S. State Department.

Ms. Manatt served over seven years in the Clinton/Gore administration (1993-2001). She was the Director of Legislative Affairs at the White House Office of National Drug Control Policy (an office popularly known as the “Drug Czar”) from 1999-2001. Prior to that she served as Senior Policy Advisor to three Assistant Secretaries of State for Western Hemisphere Affairs from 1993-99, during which time she advised top State Department officials and numerous U.S. ambassadors. Prior to that she worked as a professional staff member of the House Foreign Affairs Committee, serving under the leadership of then-Chairman Dante Fascell (D-Florida) and later under Lee H. Hamilton (D-Indiana) from 1991-93.

**ELISE MANN, PROGRAM ASSOCIATE, THE ASPEN INSTITUTE**

Elise Mann graduated from University of Wisconsin, Madison with a BA in Political Science and certificates in Women’s Studies and African Studies. She spent a semester studying in Arusha, Tanzania focusing on gender and development in a Peace and Conflict Resolutions Program. As an undergrad, she was actively involved with a student international development group, EDGE Project, where she spent two summers in a rural community in Uganda learning, helping with agricultural trainings. After interning with the Global Leaders Council for Reproductive Health in the fall of 2011, Elise joined the IDEA Initiative in January 2012.



### **SHAWN MCQUEEN-RUGGEIRO, EXECUTIVE DIRECTOR, INTERNATIONAL FOLK ART MARKET - SANTA FE**



The International Folk Art Market begins a new chapter in its 10th Anniversary year with a new Executive Director, Shawn McQueen-Ruggeiro. Shawn joins us in Santa Fe from San Diego, California where, for the past eight years, she has worked with Project Concern International (PCI), a leading health and development organization. Her passion for art and her experience working in the developing world led her here, to the International Folk Art Market.

While at PCI, Shawn launched “Women Empowered”, a savings-based empowerment program designed to help the most vulnerable women in the world. She also led the organization’s re-branding effort and its 50th Anniversary celebration. She recruited an impressive list of collaborators and influential supporters for PCI including: famed

Peruvian economist Fernando de Soto; Kenneth Kaunda, the first democratically elected president of Zambia; Kenyan activist Wahu Kaara; musician and activist Bonnie Raitt; Zimbabwean international recording star Oliver Mtukudzi; and Mohammed Yunus.

Shawn finds inspiration in the incredible people she has met while working in the developing world – like William Kamkwamba. William created a windmill made out of found objects on his farm in Malawi and wrote the book, *The Boy Who Harnessed the Wind*. Her proudest accomplishments have been the life-long friendships she has forged with beneficiaries like Tobias Tembo – a former street child from Zambia and now a graduate of the University of Zambia – and Pintuk Jha, the first graduate from PCI’s shelter home, who is now a student at a technical college in Delhi, India.

Shawn was born and raised in Santa Barbara, California and is an alumna of the University of California – Santa Barbara where she earned a bachelor of arts in history with a Latin American emphasis and a certificate in Global Peace and Security. She also holds a certificate in fundraising from UCLA. She began her career with the American Red Cross as a field representative in South Central Los Angeles and served as the public information officer and shelter manager during the civil unrest following the Rodney King beatings. From there she went on to a fundraising position with White Memorial Medical Center, the Hugh O’Brian Youth Foundation and the Ocean Institute.

### **MARILYN MURPHY, CLOTHROADS**



Marilyn Murphy is the former President of Interweave Press, working side-by-side with Linda Ligon and many other talented women for 16 years. Before Interweave, Marilyn started weaving and spinning in college where, soon after her graduation, she bought the Weaving Workshop in Chicago and then founded the first Textile Arts Centre there in 1986. After 19 years of living and breathing retail and teaching, she moved to Colorado and pursued the crafts through publishing. In her “retirement”, she’s able to pursue her life’s passion of textiles by traveling to countries rich with textile traditions. Now, through ClothRoads, she’s able to share this journey with you.

#### **GRACE NELSON, ADVISORY BOARD MEMBER, ALLIANCE FOR ARTISAN ENTERPRISE**



Grace Cavert Nelson and her husband US Senator Bill Nelson have partnered, not only in life for the past 40 years, but in public service. While her husband has chosen elected office Grace has focused on building relationships with leaders here and in nations around the world on behalf of the poor and those suffering around the world. She encourages national and international leaders and their spouses to consider how they might work together across partisan, religious, racial, and gender lines – believing that right relationships can solve our problems.

While Bill currently serves on the Senate Commerce, Armed Services, Budget, Finance, Intelligence and Aging committees and is recognized as the leading congressional expert on NASA, Grace served for 6 years as President of the Senate Spouses as she works to strengthen friendships and minimize partisanship. She meets with Ambassadors' wives each month and a group of Ambassadors weekly to build bridges of friendship in a divided world. During Bill's years with the U.S. House, Grace was President of the International Club which promotes friendship and understanding among women worldwide.

Grace is a third-generation Floridian, born and raised in Jacksonville. She attended the University of Georgia and married Bill in 1972. They have two grown children, Bill Jr. and Nan Ellen and a new son-in-law, Mike Dixon.

#### **JANET NKUBANA, MANAGING DIRECTOR & CO-FOUNDER, GAHAYA LINKS**



Janet Nkubana is the founder and president of Gahaya Links, a Rwandan handicrafts organization that empowers local rural women to achieve economic stability. These women include victims of genocide, both Hutu and Tutsi widows, women with HIV, and women with husbands in prison – all weaving together as a chance for reconciliation as they work side-by-side utilizing the same solution to rid their communities of poverty. Hence the name: peace baskets.

Gahaya Links has rigorous training programs where women learn weaving techniques and receive information about family planning, HIV/AIDS, finances and nutrition. The women find a new sense of self-determination because they are able to earn their own income, take control of their own futures, and play a leadership role in improving their communities. Gahaya Links connects more than 3,500 artisans in 40 cooperatives and associations all over Rwanda.

Janet arrived in Rwanda from exile in Uganda in 1994, and eight years later, brought a display of Rwandan baskets to the Smithsonian in Washington, DC. By 2005, Macy's was selling the baskets made by rural women in Rwanda. These baskets are not only creating income for local women but are spreading a message of hope and peace throughout the world.

## **COLLEEN PENDLETON, OWNER, MERCURY MARKETING INTERNATIONAL**

### **ALICE QUAN, SR. DIRECTOR, PRODUCT DEVELOPMENT + MERCHANDISE INNOVATION, WALMART**



Trend spotter. Cool huntress. Creative opportunist. Design Strategist and Social Innovator. All have been used to describe the inimitable Alice Quan, who is a passionate intrapreneur who leads the Product Development & Merchandise Innovation team, which she started at Walmart.com almost eight years ago. Ever since, she has focused on envisioning and designing profitable merchandising concepts and products to drive the business through trend forecasting, product design, sustainability and social innovation.

As the Clinton Global Initiative liaison and lead for the Walmart Ecommerce Economic Empowerment Solution for Women, she lead efforts to develop and launch a destination on Walmart.com to link women-owned businesses around the world to consumers. Through the 5-year CGI commitment we will economically empower women across the Walmart supply chain by expanding market access and opportunity and investing in training, education, philanthropy, technical and financial support, sourcing from more women owned businesses globally. This platform will utilize technology to overcome market-access barriers for small women-owned businesses, enabling women to transcend economic and social challenges to drive mass change through empowering women around the world and in the US.

Alice marries both the analytical and the creative while leading a team of subject matter experts bringing to bear 15 years of industry experience in design management, branding, product development, creative & design strategy across CPG, retailers + ecommerce start ups.

### **SANJAY RAJAN, CEO, SLOWCOLOR**



With over twenty years experience working as an international business strategist and consultant, Sanjay, a leader who hears not just what people say, but what they actually mean, has accomplished large-scale systemic change overcoming language, cultural, and political barriers. Sanjay Rajan, Founder/CEO and Chief Co(r)evolution Officer of SLOWCOLOR launched the integrated bottom line company after being struck by reports of the rash of suicides among weavers around Hyderabad, the town in India he grew up in. Recognizing the undervalued asset of India's rich textile heritage, Sanjay envisioned SLOWCOLOR, a social enterprise that preserves this heritage and drives change for

environmental sustainability and social impact.

Sanjay firmly believes business has to be an effective agent for world benefit. Using the integrated bottom line model, Sanjay challenges all stakeholders to re-evaluate the role of business in society. He holds dual Global Executive MBA degrees from Columbia and London Business Schools and a MS in Computer Systems Engineering from Northeastern University.

### **BERTHE LALAO OLGA RAZAFINANDRIANA, SAHALANDY**

#### **KEITH RECKER, EDITOR/FOUNDER, HAND/EYE MAGAZINE**



Keith Recker works with Pantone and London-based WGSN as a color and trends consultant. He is co-author of *PANTONE: The Twentieth Century in Color* (Chronicle, 2011) which was published in eight languages and is in its second printing. Recker's work on color and culture has also been published in exhibition catalogs published by the Studio Museum of Harlem and the Museum of Art and Design, and others.

Recker is also the founder and editor of *HAND/EYE Magazine*, which profiles forward looking creators, faraway cultures, ancient craft traditions, and cutting edge design innovation. *HAND/EYE's* unique mix seeks to strengthen our species' design DNA – which has been weakened recently by a pattern of global commerce that frequently results in visual and cultural uniformity. Creativity, ancient or modern, is the answer to the challenges of the 21st-century, and *HAND/EYE* is on the lookout for hopeful solutions.

Recker is the president of the *HAND/EYE Fund*, the organizational home of *HAND/EYE Magazine*, also operates a small grants fund for artisans worldwide, and a significant artisan business development program, funded by the Clinton Bush Haiti Fund and the InterAmerican Development Bank.

Prior to founding *HAND/EYE*, Recker was Vice President of home furnishings at Bloomingdale's and Gump's San Francisco, and director at Saks Fifth Avenue. He has also worked in the non-profit world as a director at CARE International and executive director at Aid to Artisans, and has served on the boards of Art in General (secretary), Chez Bushwick (founding vice president), The Quiet in the Land (founding chair). He currently is a board member of the Santa Fe International Folk Art Market and the Global Center for Cultural Entrepreneurship.

During a two-year tenure as Director of Product Development at Granet and Associates, Recker helped create relationships between creative brands and manufacturers and marketers serving the retail sector and the design trade. Clients included Clodagh, Jamie Drake, John Barman, Richard Mishan, Campion Platt, Suzanne Kasler, Pantone, John Varvatos, and many others. An outgrowth of that work is his position as Creative Director of *PANTONE Universe*, the consumer brand of the world's color authority.

#### **AURORA RODRIGUEZ DE CAURA, COOPERATIVE ARTIST**



Aurora was the first woman to leave her home village of 100 residents, Boca de Ninchare, to go to school at the insistence of her father. As president of the Kanwasumi Artisan Cooperative, she and 53 other active weavers, individually hand weave wuwa baskets, women's burden baskets, jojos, round storage baskets. Traditional men's baskets called guapas, are highly decorated winnowing baskets that are presented to a new bride. No tools are used except a machete to help cut the "minñato" vine from which the baskets are made.

The Ye'kwana are indigenous people who live in the remote Upper Caura watershed, use these baskets primarily in the gathering and preparation of yucca used in making cassava bread, the mainstay of their diet.



#### **MARIDETH SANDLER, CEO, SANDLER TRADE**

Marideth Sandler is the Chief Executive Officer and International Trade Advisor of Sandler Trade LLC, a certified woman-owned small business. Ms. Sandler's work is fueled by her passion to *make international trade really happen* – especially with developing-country producers and U.S. artisans. She has a unique combination of unparalleled knowledge of U.S. import preference programs and import/export overall, hands-on experience with more than 95 emerging markets, effective public speaking on an international basis, and advanced training and trainer certification in microfinance. She also brings to the firm high-level and successful advocacy experience in Congress and within the Executive Branch as well as project management and policy development expertise in the public, private, and nonprofit sectors.

Prior to her return to the private sector in 2010, Ms. Sandler served as the Executive Director of the U.S. Generalized System of Preferences (GSP) in the President's Office of the U.S. Trade Representative under both President Bush and President Obama. As Executive Director, Ms. Sandler managed the U.S. program that provided duty-free entry for an annual average of \$27.5 billion in imports, during her tenure, from two-thirds of the world's economies. Ms. Sandler made outreach to producers, artisans, and government an essential aspect of her work and worked to ensure that the GSP played a vital role for U.S. manufacturers and wholesalers as well as for U.S. companies seeking to export their inputs, equipment, and products abroad. Ms. Sandler is an honors graduate of Harvard University with a Master's Degree in Public Administration. She holds a second Master's Degree in Urban and Regional Planning from the University of Colorado at Denver and a Bachelor's Degree from Cornell University. Ms. Sandler is also a globally certified (with distinction) advisor to microfinance institutions.

#### **GRETA SCHETTLER, SENIOR ECONOMIC POLICY ADVISOR, S/GWI, DEPARTMENT OF STATE**

#### **WILLA SHALLIT, ROAD TO MARKET**



Willa Shalit -- artist, author, social entrepreneur and philanthropist – has brought women's economic opportunity into post-conflict zones and communities devastated by natural disasters, working on the ground with Palestinian and Israeli women, Rwandan genocide survivors, artisans in post-earthquake Haiti and others. She was an original producer of Eve Ensler's "The Vagina Monologues" and co-founded V-Day which to-date has raised and distributed more than \$85M (U.S.) to help stop violence against women and girls. In 2012 she co-founded Maiden Nation. Ms. Shalit serves as the United Nations Ethical Fashion Initiative's U.S. Representative. Her work has been the subject of a PBS television special and has been reported by global media

including *The New York Times*, the *International Herald Tribune*, *Marie Claire* magazine, and *O, The Oprah Magazine*.

#### **JOAN SHIFRIN, PRESIDENT AND CO-FOUNDER, GLOBAL GOODS PARTNERS**



Joan Shifrin cofounded Global Goods Partners in 2005 after serving as the director of community education and outreach at the Global Fund for Children (GFC), a Washington DC-based nonprofit organization that supports community-based education groups that expand opportunities for young people around the world. Before joining GFC in 2000, she served as project manager at Matthews Media Group, a social-marketing firm that develops and implements public education campaigns on health-related issues. Joan is a former marketing

manager for an international financial-services division of Citicorp, Inc. She received an MA in international relations from Johns Hopkins School of Advanced International Studies and a BA from Macalester College in St. Paul, Minnesota. Joan lives in Washington DC with her husband and two daughters.

#### **CATHERINE SHIMONY, CO-FOUNDER, GLOBAL GOODS PARTNERS**





Catherine Lieber Shimony is the cofounder of Global Goods Partners and the former director of international programs at American Jewish World Service (AJWS) where she oversaw more than 140 projects within grassroots community-based organizations in 41 countries. Prior to her work with AJWS, Catherine was a United Nations Development Programme consultant, assessing economic programs in sub-Saharan Africa. She served as a consultant to the Americas Society and Council of the Americas and was their senior director of programs for seven years. Catherine was the senior program director for the Chicago Council on Foreign Relations and an associate with the international headquarters of the YMCA. Catherine is a member of the Council on Foreign Relations, a commissioner for the Women's Refugee Commission and a board member for the Brotherhood-SisterSol. She received an MA in international relations from Johns Hopkins School of Advanced International Studies and a BA from the University of Michigan, Ann Arbor. Catherine lives in New York City with her husband, son, and daughter.

**STACY SINDLINGER, DIRECTOR OF ARTISAN DEVELOPMENT, LINDBLAD EXPEDITIONS**

**CLARE SMITH, ADVISORY BOARD MEMBER, ALLIANCE FOR ARTISAN ENTERPRISE  
PRESIDENT EMERITUS, AID TO ARTISANS**

Clare Smith never intended to get involved in the global artisan market, but over the course of her career she became a key resource in it. Smith worked as an artist herself until the mid-seventies when she and her husband became involved in the business of importing folk art from Haiti. Soon, Smith built up an invaluable body of knowledge on the global craft market through running her own import business. Slowly, yet undeniably, Smith became an expert in this small and specialized field, which led to her becoming the president of Aid to Artisans and a pioneer in creating a sustainable global craft market for over 20 years.

When Smith came to Aid to Artisans, it was underdeveloped and lacking in real trade experience. Though Smith had little familiarity with running a non-profit organization, she utilized her passion for international handmade crafts, her natural business acumen, and most importantly, her unwavering dedication to artisans and their ability to make a living through their skills to build Aid to Artisans into a thriving and influential organization. Currently, Aid to Artisans is successful in providing sustainable economic and social benefits for craftspeople in an environmentally sensitive and culturally respectful manner, with programs in product development, business skills training and development of new markets.

Smith's leadership and dedication to the mission of Aid to Artisans over the past twenty years has produced nothing short of extraordinary results. Smith modestly attributes the success of the organization, not to herself or her staff, but to the organization's recognition that artisans are capable, innovative and skilled people, who when empowered, can become competitive tradesmen in the global craft market. Through this perspective, artisans from all around the world have been successful in selling their products through mainstream outlets such as Neiman Marcus, Crate & Barrel, Pottery Barn, Pier 1 Imports and The New York Times Magazine.

Additionally, Aid to Artisans has influenced the creation of numerous similar organizations throughout the world such as ATAG in Ghana, CACSA in Central Asia, Barro Sin Plomo in Mexico, Craft Revival Trust and AIACA in India which has impacted the lives of craftspeople everywhere.

Although Smith has stepped down as the Director of Aid to Artisans, she has left behind a strong organizational legacy that continues to positively affect the global craft market by creating jobs and increasing income for craftspeople, strengthening sustainable new craft businesses, and helping to preserve the cultural traditions that make each country unique.

**LINDA STARK, CLOTHROADS**

Linda Tiley Stark is the former V.P. Publisher of Books, Sales & Marketing at Interweave Press, stepping into the textile world in 2000. A native of Colorado she has worked in book publishing since she was a wee child. In 1985 she began dreaming of developing a high-quality arts and craft catalog with a publishing buddy. Afraid to quit the security of a real job, she put it on the back burner—simmering. How rewarding to see this dream come to life with ClothRoads and to once again be working with these smart, adventuresome women.

**MONIKA STEINBERGER, DIRECTOR OF PROGRAMS AND DEVELOPMENT, AID TO ARTISANS/CREATIVE LEARNING**

Monika came to Aid to Artisans and Creative Learning with extensive experience as a top corporate sales and marketing executive in private industry. During her years in architectural and interior design fields, she headed prestigious branding campaigns in the textile and furniture industries and spearheaded sales and marketing efforts for new home décor products in the US, Europe and Latin America. She became committed to working with artisans during her involvement with custom furniture makers and painters in Argentina, producers of custom interiors of yachts in Brazil, stonemasons in China using 15th century handcrafting techniques, and French marquetry artists creating wall décor from sustainable woods. At Aid to Artisans, Monika has led many craft development projects, among them in Haiti and the greater Caribbean region, Mexico, Guatemala, Peru and Morocco. Born in Austria, her native language is German, and she enjoys opportunities to use her fluency in Spanish and French to communicate with artisans directly.

**LAURA SULLIVAN, DIRECTOR OF DEVELOPMENT, INTERNATIONAL FOLK ART MARKET-SANTA FE**

Laura Sullivan has been involved in the field of arts administration, museum education, and cultural resource development for the past 20 years. Ms. Sullivan holds a M.A. in Arts Education and served as Director of Education at the Museum of International Folk Art. Other professional positions included Director of the Museum on Wheels, an educational outreach program of the Monterey Peninsula Museum of Art; Executive Director of the Doña Ana Arts Council in Las Cruces, New Mexico; and Development Consultant for the New Mexico State University Foundation. She has extensive experience in grant proposal writing, event management, fund raising, and project administration. She has lived and taught in Switzerland and has traveled extensively in West Africa, Mexico, northern India, Indonesia and Europe. She is passionate about promoting greater understanding and finding support for the preservation and continuation of traditional arts and cultures.

**HEATHER TANNER, ASSOCIATE DIRECTOR OF DEVELOPMENT, INTERNATIONAL FOLK ART MARKET-SANTA FE**

Heather Tanner joined SFIFAM in December of 2010. Prior to working with the Market, she worked as a Development Assistant and Resident Assistant at Youth Shelters, a non-profit serving homeless youth in Northern New Mexico. She graduated from the University of Washington with a bachelor's degree in Art and the Global Community, an interdisciplinary degree focusing on the intersection between art and social change. Her studies culminated in an internship with a non-profit in rural Ghana where she was able to support and learn about innovative and sustainable models for community health programs.

**SARAH THORN, SENIOR DIRECTOR, WALMART**



Sarah Thorn is primarily responsible for managing international policy issues at Wal-Mart Stores, Inc. In this capacity, she advocates for Walmart priorities in legislation and trade negotiations that impact the company's worldwide sourcing and retail distribution rights. Sarah also led the strategy team that developed Walmart's Women's Economic Empowerment Initiative, which is focused on empowering women throughout Walmart's global supply chain. Finally, Sarah's responsibilities also include overseeing a team that manages food and nutrition policy, transportation and supply chain issues.

Before joining Walmart, Sarah worked for seven years at the Grocery Manufacturers Association where she led the food, beverage and consumer products industry advocacy on international trade issues. Sarah has also worked as a consultant for PricewaterhouseCoopers and served as an international relations representative with AMP Incorporated. Sarah began her career in Washington as a Presidential Management Fellow at the U.S. Information Agency.

She holds a Master of Arts degree in law and diplomacy from the Fletcher School of Law and Diplomacy and a Bachelor of Arts degree in comparative area studies and comparative literature cum laude from Duke University.

#### **DANA TOWSEY, SR. MANAGER PRODUCT DEVELOPMENT, WALMART**



Dana Towsey joined walmart.com in 2007. In her role of product development and merchandise innovation she seeks to drive social good throughout Walmart's vast operations. In 2010, Dana's team was given a project to create a web destination providing market access to small, women-owned businesses that would serve as a template for Walmart's broader economic empowerment initiative. Thus, Empowering Women Together (EWT) was born. EWT is a destination on walmart.com where small, women-owned businesses and Walmart customers gain access to a unique marketplace.

Over the past two years, Dana's focus has been on sourcing and developing relationships with small, women-owned businesses around the world. She strives to strike a balance between helping to start domestic businesses and working with global, marginalized communities that are working towards economic independence.

Dana arrived at walmart.com after 15 years of buying and Product Development experience with specialty retailers. She is passionate about product and understanding the customer's appetite for relevant marketplace trends. The third employee hired at Anthropologie, Dana launched their print catalogue and website before moving on to Old Navy, where she was a director of accessories and apparel merchandising. She holds a degree in design and merchandising from Drexel University in Philadelphia.

#### **INDRASEN VENCATACHELLUM**

Indrasen Vencatatchellum works as a free lance consultant on cultural policies for development and is a co-ordinator of the International Festival of Cultural Diversity, President of the International Network for Craft Development (RIDA), Member of the Administrative Board of the International Foundation for the Disabled , Advisor of BRANAID Foundation and Honorary Member of the World Crafts Council (WCC).

Vencatatchellum started an international career at UNESCO Headquarters in Paris in 1987. Since then he has been recognized by the UN specialized agencies and professional organizations for the launch of the 'The Ten-Year Plan for Crafts Development in the World (1990-1998), Design 21 Project and for his series of Methodological Guides ('Participation in International Trade Fairs', 'Data Collection', 'Policies for Crafts and Poverty Eradication' and 'Designers Meet Artisans'). Additionally, he assumed the duties of Director of Division of Cultural Expressions and Creative Industries, Secretary of Programme and External Relations of the UNESCO Executive Board ( 1996-1997) and of Secretary of the Programme Commission at the General Conference ( in 1989, 2001 and 2003). In 2007, he represented UNESCO on the Technical Committee for the evaluation of projects submitted under the UNDP-SPAIN MDGS FUND for the 'Culture and Development' section.

He also coordinated the African participation in the World Conference on Cultural Policies (Mondiacult), formed part of the technical team for the organization of the Intergovernmental Conference on Cultural Policies for Development and directed the Regional Centre for the Training of Cultural Administrators in Lome (Togo). He has undertaken technical assistance missions and organized conferences in some 80 countries in five continents and carried out the mid-term evaluation of the European Union programme for Culture and Films in the ACP countries (between 2009 and 2010).

#### **AMY WALLACE, PEACE CORPS VOLUNTEER, SAHALANDY**

**KELLY WALLER, DIRECTOR, ENTERPRISE AND MARKETING, INTERNATIONAL FOLK ART MARKET - SANTA FE**

Kelly Waller was recruited to the Market in February 2006 as Market Coordinator and arrived in the thick of preparations for the Market's third year. It seemed the perfect fit given her talents and interests. She has a BA in Art History from Emory University in Atlanta, Georgia with a double concentration in Cultural Anthropology and Studio Arts. She has spent the majority of her professional life working in myriad facets of the visual arts - from preparing canvases as an artist's studio assistant to creating a permanent textile archive at a non-profit arts organization to producing the Folk Art Market event each year.

Kelly was fortunate enough to have lived overseas starting at the early age of 6 when her family moved to France. The move inspired in her the desire to experience other cultures firsthand and has long since been coupled with a good dose of wanderlust! In 1995, while living in England, she worked for the DeMarco Arts Foundation in Edinburgh, Scotland, during the Fringe Festival. It was an experience that solidified her interest in both the cultural exchange possible through the arts, as well her belief that powerful opportunities are born when people of different cultural origins work and share together face to face.

**ANDREW AND LILY WANG, DISTANT ECHO LLC**

Andrew and Lily Wang have long worked on a campaign to encourage the preservation of traditional artwork in southwestern China. Through collecting over 3,000 works of indigenous art from the region, curating gallery displays and helping the artists find new places to sell their work, they hope to encourage those artists to continue working in the traditional art form, as the younger generations are less and less likely to learn the art methods. Andrew works as a physician, but the couple use their vacation time to travel to China and meet with artists. Through establishing those artists with buyers and museums around the world, the couple hopes that they can persuade more young Chinese artists to work in the arts.

**NATIKA WASHINGTON, DIRECTOR OF GLOBAL PROGRAMS****U.S. DEPARTMENT OF STATE SECRETARY'S OFFICE OF GLOBAL WOMEN'S ISSUES**

Natika Washington is the Director of Global Programs in the Secretary's Office of Global Women's Issues (S/GWI) at the U.S. Department of State. In this capacity, she designs, manages, and oversees the implementation of several multi-million dollar programs aimed at empowering women socially, politically, and economically in developing countries. She has conceptualized and developed an innovative evaluation framework to monitor and track program results and regularly works with other U.S. government agencies and State Department bureaus to effectively integrate gender into their programming.

As the S/GWI lead on public-private partnerships, Natika liaises with other governments and the private sector to build joint initiatives around shared objectives. She has formulated strategic agreements with a range of partners, including Goldman Sachs, Walmart, The Gates Foundation, The Government of Denmark, and the Aspen Institute, among others.

Prior to her current position, Ms. Washington served for 10 years as an active duty Air Force member. In this capacity, she gained extensive foreign affairs experience, and received recognition as a decorated veteran of Operation Iraqi Freedom. She has also been selected as an Excellence in Government Fellow for her leadership potential. She holds a degree in Business Communication from the University of Phoenix.



**ANNIE WATERMAN, CONSULTANT, BYHAND CONSULTING**



Annie Waterman is a product designer and sustainable sourcing consultant for fair trade craft businesses worldwide. She currently works with ByHand Consulting, which offers a comprehensive range of product design, marketing, and training expertise to help artisan enterprises reach new export markets and help US buyers source artisan products. ByHand Consulting assists GLM in the production and organization of Artisan Resource, a one-of-a-kind market offering U.S.-based volume importers, direct import retailers and wholesalers the opportunity to meet with international artisanal producers.

**EMILY WEST, EXECUTIVE DIRECTOR, THE WEST FOUNDATION**



Emily A. West is the Executive Director of The West Foundation, Inc., a 55 year-old family foundation based in Indianapolis, Indiana with a mission to assist international community development at the grassroots level. Prior to being appointed head of the West Foundation in 1996, Ms. West has held a variety of positions in marketing, public relations and fund development with a number of organizations in government, corporate and non-profit sectors. This cross-pollination has provided her with additional expertise in public policy, philanthropy and non-governmental management.

A native of Indianapolis, Ms. West has served on the boards of numerous non-profit organizations, particularly in the areas of performing and visual arts. She currently serves on the board of Hesperian Health Guides in Berkely, California and is the president-elect of the Hoosier Salon in Indianapolis, Indiana. Ms. West holds an AB in

Theatre Arts from Coe College in Cedar Rapids, Iowa and a Master of International Public Policy from The Johns Hopkins University Paul A. Nietze School of Advanced International Studies in Washington, D.C.

**LAURIE WILKINS, PRESIDENT, EARTH BOUND, INC.**

**JODIE WINSOR, FOUNDER/CEO, LAUNCH CREATIVE LAB**



Jodie is an award-winning Creative Director and Marketing Consultant. She began her career in corporate identity designing for companies such as Mitsui USA, Ogilvy & Mather, Pratt Institute and Major League Baseball. Jodie spent many years in marketing and promotions at major publication in New York City; eight years as a Design Director at Architectural Digest. She has won awards in both the Marketing and Design arenas. Jodie's work has been recognized by both Print and How magazine, appearing in their design awards annuals. Currently Jodie resides in Santa Fe, New Mexico. She is the Founder and Chief Creative Officer of Launch Creative Lab, a full service marketing, branding and design firm. Ms. Winsor also gives back, volunteering in the Santa Fe International Folk Art Market's Year Long Mentorship Program, educating artists in marketing and export practices.

#### **AHDINA ZUNKEL, DIRECTOR OF SPECIAL PROJECTS, INTERNATIONAL FOLK ART MARKET - SANTA FE**



Ahdina Zunkel was the Market's first paid employee beginning in 2004. She now serves in the role of Director of Special Projects. She is specifically charged with coordinating efforts to identify, cultivate, and facilitate new market opportunities for Market artists.

As a child, Ahdina lived in South Africa. She was baptized by a Zulu congregation in her parent's garden in Johannesburg – something that was not permitted during the time of Apartheid. This beginning of her life would plant the seeds for her love of travel and learning about cultures throughout the world. Ahdina studied Cultural Anthropology and Russian Language at Emory University, in Atlanta, Georgia. She moved to Santa Fe in 1994 where

the co-founders of the Market, having heard of her successful work in event production throughout Santa Fe, invited her to be a part of the team that would produce the inaugural Market. "It's as though all the pieces of my life have come together in the most unbelievable way. Working with the Santa Fe International Folk Art Market brings together my love for organization, cultural heritage, the arts, and meeting people from around the world, as well as giving me the opportunity to share and exchange ideas about how to create economic sustainability for folk artists worldwide." Ahdina lives in Lamy, New Mexico with her husband, photographer Marc Romanelli, and beautiful daughter Philomena.