

ALLIANCE *for*
ARTISAN
ENTERPRISE

Alliance @ Santa Fe

Museum of International Folk Art
Santa Fe, New Mexico

July 16, 2013

8:00 a.m. – 6:00 p.m.

Agenda

- 8:00 a.m. – 8:30 a.m. **Registration and Breakfast**
- 8:30 a.m. – 9:45 a.m. **Exploring Values and Vision for our Work**
Gibran Rivera, Interaction Institute for Social Change
- 9:45 a.m. – 10:00 a.m. **Welcome and Opening Remarks:**
The Power and Potential of the Artisan Sector
Peggy Clark, Alliance for Artisan Enterprise
- 10:00 a.m. – 12:00 p.m. **Communicating the Value of the Artisan Sector**
Beth Jacob and Kim Johnson, Spitfire Strategies
- 12:00 p.m. – 1:45 p.m. **Cluster Conversations over Lunch**
Participant-Led Peer discussions
- 1:45 p.m. – 3:30 p.m. **Certification and Verification in the Artisan Sector:**
Programs and Proposals for Impact and Scale
Moderated by: Karen Gibbs, Alliance for Artisan Enterprise
Abigail Jacobs and Doug Guiley, west elm
Indrasen Vencatachellum, formerly of UNESCO
- 3:30 p.m. – 3:45 p.m. **Break**
- 3:45 p.m. – 5:00 p.m. **Artisan Entrepreneur Dialogues:**
Exploring Business Models and the Lifecycle of an Artisan Business
Moderated by: Peggy Clark, Alliance for Artisan Enterprise
Nilda Callanaupa Alvarez, Center of Traditional Textiles of Cusco
Manju Chabra, Self-Employed Women's Association (SEWA)
Rangina Hamidi, Kandahar Treasure
Janet Nkubana, Gahaya Links
- 5:00 p.m. – 6:00 p.m. **Closing Reflections**
Gibran Rivera, Interaction Institute for Social Change