



*Newsletter: July 2013* Douglas McFalls

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**“Fewer than eighty percent of the members of parliament in Tanzania have been to the bathroom.”**

This was one of the reasons I stated for the low level of development troubling Tanzania. “Without your leaders having gone to the bathroom, whether in Tanzania or elsewhere in the world, where will they gain the ideas and work discipline they need to lead Tanzania to a promising future?” I sincerely asked.

Needless to say, it didn’t take long for someone, with a chuckle, to point out to me that they think I mean to say “university” not “bathroom” (“Chuoni” versus “Chooni”).

What a difference a vowel makes!

## **ADEA on Etsy.com**

In February I was contacted by a representative of the Etsy online store that specializes in handmade products (most produced in America and Europe). Their representative learned of ADEA’s artisan work through a friend working in Tanzania. She herself visited our shop in 2012. With an interest in how artisans in developing nations, who are less business- and computer-savvy, might benefit from Etsy buyers, Etsy reached out to ADEA to launch a pilot project to explore how this can be done.

From June 18 – 28 we held workshops with the elected ADEA artisan leadership here in Mtwara to introduce them to the concepts, strategies, and expectations for on-line sales. On June 20, we were joined by Katie Moore of Etsy to help us set up our shop, to explain why Etsy is so popular, and to teach the ways to be a successful seller on their site.

And thus the birth of the **“ADEAMakondeArtisansCo”** Etsy on-line shop.

**Practice makes perfect. Though we’re not expecting perfection, the artisans need practice. We’d be thankful if you’d visit our shop & order a few things. Also, ask questions or make comments.**



## **“If you can please Kupikita, you can please anyone.”**



### **MUDI YUSUFU: A STAR CARPENTER**

Mudi is a talented carpenter who came to ADEA about two years ago. ADEA needed a few repairs in our shop and office: window shutters and a table. The quality of his work was better than most, but more impressive was his willingness to take on a challenge, and to receive criticism. After two years under my perfectionist thumb, demanding receipts and proper orders, timeliness, quality finishing, attention to wood dryness and color, Mudi now has his calendar full with orders from expatriates in Mtwara. I asked him to visit my office during his lunch break last week, while the glue was drying on his latest project, for an interview.



He obliged me, and I asked to what he attributed his success. “It is said at ADEA, ‘If you can please Kupikita (that’s me, Douglas), you can please anyone.’ and I found that to be true. At ADEA I was pushed to produce the highest quality possible, to be honest in my dealings (not promising more than I can deliver), to take on challenges and new designs, to be on time, and to be committed to a set schedule.” He said, “I always knew I had the gift to do good and unique work, but ADEA gave me the chance to realize my potential and succeed in a more lucrative, but demanding market.” With a loan from ADEA, Mudi was able to get electricity in his home, and purchase a few power tools, thus improving the quality and speed of his work.



When I spoke to one of his clients, Sarah Fraser, she said: “Mudi is amazing! The quality of his work is great, he does what he says he will, he had good ideas, he comes on time, and he always cleans up after himself. It is so refreshing to find someone like that here in Mtwara.”

### **A WELCOME VISITOR**

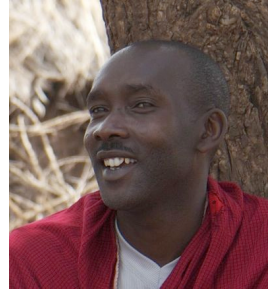


In June I enjoyed the visit of my friend of 23 years from Seattle, Stacy Ployhar. She treated me to a lovely weekend on Zanzibar, then two posh nights in the Selous Game Reserve at a riverside lodge. Being the end of low season, we were the only guests in a 12-bungalow lodge! It all felt very exclusive. As usual, the animals were wonderful and the open savannas impressive.



**Thanks to all who have made the trip to East Africa to visit me over the past decade! It was always a blessing to be able to share with you an inside view of my work, life and world in East Africa. Most of you found it more wonderful and impressive than you had imagined through these short (or not so short) newsletters. Though I begin life as MSU in August for a four-year program, I will remain active in East Africa, so it doesn’t mean chances to visit are over!**

**An encouraging note:** *I share this personal reply to my letter to the Pillar of Maasai Development leaders with whom ADEA partners in Rombo, Kenya, Tumaina Ole Ipite and Tipape Loomu. I thank all of you who have supported me, ADEA and the Maasai over the past decade. Without your financial and moral help what was achieved could not have happened. There is still much to be done.*



Hello Oloikurukur (My Maasai name).

First I have to thank our almighty father who granted me this golden opportunity to communicate to a dear friend like you, well as my family and me are fine, from the bottom of my heart brother you played a very important to mold me, I have learned a lot from you which is helping me in day today life and helping not only me but the community at large and with you, we have manage to climb mountains cross oceans and deserts which possibly if it was not you we could still be stuck, Douglas never say you havent achieved much in Rombo because you were and still the torch[light] of education, you feed us, and many have been improve skills and empowered economically, I know its always sad to say goodbye but I believe GOD wants you to attain another height in order to serve his people and I strongly believe we shall do a lot with together as this is just a beginning of anew beginning, its true family life might be pushing me as its too demanding and expensive but I will always pray to God to give me the muscles to help my community, if its possible we might one of the friday if you will fly through nairobi, regards to the Mtwara family.

- Tumaina

**Last year Tumaina had to leave his community to take a job working at a furniture shop in Mombasa, Kenya, earning about \$500 - \$600 a month. I am considering, if ADEA can raise this amount monthly, supporting Tumaina to allow him to move back to Rombo and dedicate himself to addressing the many crises that face his community.**

And here ends my latest newsletter. Many thanks to many of you for your support and friendship.

Sincerely, *Douglas, Kupikita, Oloikurukur*

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In May I enjoyed a long layover in England visiting friends, John and Penelope Stokes. Together we explored a few glorious manor houses. I was happy to entertain my alter ego.