



**Heartlands**  
International

We have a world of experience

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## **Corporate Capability Statement for Working in the United States**

Founded in 1983, Heartlands is a minority (Native American), woman-owned firm designated as a Small Disadvantaged Business,8(a), by the Small Business Administration in 2002. We are also certified as a Local Small Disadvantaged Business Enterprise (LSDBE) and a Resident Owned Business in the District of Columbia. Our offices are on the waterfront, close to downtown Washington, DC.

Heartlands has a 25 year history of providing management services to nonprofits, businesses, and government agencies world wide including extensive work in the United States. Our work in the US has included training programs, customer service and other human resource development, strategic planning, working with the boards of nonprofits and team building within offices.

Heartlands is expert in the use of participatory methods for gathering data for planning and monitoring projects and we are noted for innovative methods that achieve the objective in a culturally appropriate and cost effective way. Much of our work in the US is carried out by our training division. Heartlands specializes in the social science of behavior change at the individual, community, organizational, and national level. We have a specific, highly effective method of identifying the behavior that needs change, helping individuals make those changes, and then seeing that the change in behavior has achieved positive results for the person and the organization.

We use highly experienced associates and technical experts to provide services. Heartlands International's team of senior associates has experience working in varied settings in the US and overseas. They live in various parts of the U.S. so we can often field an associate near the office of our clients. We are equally comfortable with senior government officials, business people, and ordinary citizens. Our associates hold graduate or technical degrees in their field and all have extensive international experience. We place emphasis on participatory, qualitative methods, adult learning techniques, and results oriented methods. We offer our clients services that are carefully crafted to meet their specific needs that are delivered in a professional manner, are on time, and within the available resources.

## Examples of our work:

- ♥ Heartlands designed and delivered a **workshop on Understanding African Culture** for the U.S. Department of Agriculture. The workshop was for senior staff in the international program who wanted to work more effectively with African colleagues. Work on this project won Heartlands the Woman-owned Business Contractor of the Year Award from USDA.
- ♥ Heartlands provided a series of **jobs skills workshops** for disadvantaged youth who were in HUD's Youthbuild project. We worked with the nonprofits and community groups that have HUD grants to improve their management, boards of directors, and fund raising skills.
- ♥ For businesses, we developed a series of workshops and other activities for **improving customer service**. This included customer satisfaction surveys and then designing workshop for employees who work with customers to teach them courtesy, dealing with difficult customers, communication, and other customer service skills. We have also done **mystery shopper** activities to identify areas that need improvement.
- ♥ Also for the Department of Agriculture, Rural Development Service, we designed and implemented a series of **workshops for citizens** of small towns and Indian reservations. The National Rural Development Leaders Schools introduced ordinary citizens to the programs available from the federal government and basic community development skills.
- ♥ For the Center for Immigration Studies, we carried out a two-month long **study of labor availability** for the apply industry in Yakama valley, Washington. The study was part of a much larger study of the impact of immigration reform on the availability of labor in various agri-businesses around the country.
- ♥ For the National Park Service, Ethnographic Service, Heartlands designed and delivered a **workshop on the use of rapid data collection tools** for park Superintendents and planners from across the US. These methods are used to gather information from those who live around parks and who are affected by them. The NPS then used the methodology to design community museums for various ethnic groups.
- ♥ For a large consulting firm in Washington, DC, Heartlands has carried out a series of **team building** activities to strengthen the collaboration between professionals.
- ♥ We have done a number of activities to **strengthen boards of directors** of nonprofit organizations including strategic planning, policy development, leadership training and business planning
- ♥ Gender, ethnic, and disability **sensitivity training** is part of most of our workshops and we have also designed and delivered workshops targeting specific issues.

- ♥ **Communication skills workshops** for offices and individuals focus on verbal and non-verbal communication, good listening skills, and effective ways to diffuse conflict.
- ♥ Our CorCom division has delivered a number of workshops and consultancies for nonprofit organizations on how to **develop partnerships with business**.
- ♥ We design and carry out **social impact assessments** for companies and government agencies to identify the consequences of changed policies or growth. We also offer mitigation assessments to minimize the negative impact of economic change.

For additional information, please contact:

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