



Heartlands
International

We have a world of experience

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Corporate Capability Statement for Conference and Event Management

Founded in 1983, Heartlands International, Ltd. is a Native American, woman-owned firm with an 8(a) disadvantaged business certification since 2002. Heartlands provides professional services in consulting, conference management, training, and program audits to support government agencies, private corporations, and nonprofit firms world-wide. Heartlands has over 20 years of unsurpassed experience in program design, management, technical assistance, workshop and seminar design, the design and management of outreach and informational services and program monitoring.

Heartlands has a deep commitment to participatory methods and has vast experience, both in the U.S. and overseas, of working with diverse ethnic groups to help them understand issues, make decisions, and carry out programs.

Heartlands has extensive experience in supporting important and complex programs. We have experience in all types of event management from small, informal seminars and community hearings to large or formal conferences. The firm is noted for its experience in the design and management of specialized technical assistance, and with providing technical input to conferences and workshops through our roster of associates who have expertise in housing and public health issues as well as other topics. Heartlands maintains a roster of over 100 Senior Associates, many of whom hold doctorates and all of whom have outstanding experience in their fields. From this roster, speakers and technical experts can be identified or Heartlands will work with experts suggested by the client. Many of the Senior Associates are teachers or researchers, giving Heartlands outstanding access to technical expertise, research, and facilities at over a dozen colleges and universities across the U.S. Heartlands International's team of Senior Associates has experience working in varied settings in the U.S. including Indian reservations, poor rural communities, and a variety of ethnic groups. Many of our Associates were raised in such communities. Our Associates speak a range of languages in the event the participants are not comfortable with English. Heartlands Associates have experience in helping technical presenters make interesting and informative presentations and developing supporting presentations and activities that reinforce the technical presentation.

Conference Planning, Meeting Development, Event Logistics, and Training

Heartlands uses participatory, qualitative methods, and adult learning techniques that are results oriented and culturally appropriate. Over the past twenty years, Heartlands International has managed large and small meetings in over 50 countries for the U.S. Government and other institutions including the World Bank, Shell Oil Company, The National Park Service, U.S. Department of Agriculture, The United Nations, and nonprofit organizations such as CARE, Save the Children, and PLAN International.

Heartlands is noted for its support to federal agencies, particularly USAID, charged with implementing complex programs. We understand that federal employees must adhere to regulations and our clients come to see us as a major asset in effective program delivery. Heartlands International has provided technical training to small groups with very specific, sometimes highly technical, learning objectives. We have also provided umbrella training to large groups, to acquaint attendees with topic specific information and best practices. Our training team has written, or co-authored, numerous technical how-to manuals including project management manuals, project implementation guides, and topic specific how-to manuals. Heartlands provides all logistical coordination including establishing airline partners, securing hotel space, marketing the workshop, registering participants, and providing assistance to attendees throughout the workshop.

Some examples of Heartlands work:

Heartlands is an active subcontractor in USAID's **Program and Project Management Training (PPMT)** project, housed at IRG Associates. Under this contract, Heartlands provides one or more of the trainers who provide basic program management skills to USAID employees around the world.

Heartlands served as the National Technical Service Provider for HUD's **YouthBuild Program**, an \$80 million grant program that trains at-risk youth in construction trades. Many of the recipients of HUD grants are groups working with minorities including Hispanics, African Americans, and Native Americans. At the end of each workshop, Heartlands produced a conference report for HUD.

Heartlands has designed, carried out and followed up on dozens of workshops for USAID and its contractors in over 50 countries. This has included country directors' conferences in Africa, national level conferences in India, Nigeria, Kenya, and Nepal. We have also designed and carried out many smaller workshops for project planning, training of staff, and evaluation.

For USDA, Heartlands designed and facilitated a series of **National Rural Development Leaders Schools**, two week workshops for civic leaders and Native American officials on participatory development and how to access federal funding. Heartlands shaped the workshop topics, selected specialists to speak at the conference, and designed integrated activities for participants to share examples of best practices. Heartlands coordinated the logistics for the workshops which were held in various part of the U.S.

For the World Bank, Heartland's staff organized a 350-person conference on the topic of **Public Private Partnership**. Heartlands staff worked with the client to finalize the agenda, identify appropriate experts, and collect copies of presentations from all 15 presenters prior to the meeting. Heartlands staff identified and recruited three key-note speakers and arranged a formal evening reception for special guests of the

meetings. Heartlands staff provided all logistics including site selection, participant registration and marketing. Staff also provided travel logistics and visa assistance and to participants throughout the world.

For the U.S. National Park Service, Heartlands designed and implemented a one week training course on participatory methods in the design of programs for minority communities. This seminar, held in New Orleans, was for 30 National Park Service planners and superintendents and included a two-day practicum in small ethnic communities outside of New Orleans. Heartlands handled all aspects of the seminar including logistics with the hotel and communities where the practicum was held, developing the agenda and preparation of all training materials. The trainers also prepared a notebook of resource materials and consultants resumes that participants could call on when they implemented the methods back at their parks.

Other expertise in program design and support:

For the Peace Corps, Heartlands prepared a series of ten simple manuals on how to gather information from the community including interviews, community mapping, focus groups, and other techniques that citizens or volunteers could use to stimulate community involvement in project design, implementation, and evaluation. There were also simple guidelines on how to analyze data and write reports. These manuals are still used widely by Peace Corps Volunteers world-wide.

In Belize, as part of a national program of water and sanitation conducted by CARE, Heartlands designed and delivered a training program that engaged community members in the identification of health problems related to water and sanitation, clarification of solutions to the problems, the design of simple water systems and inexpensive latrines, and then helped community members track the prevalence of water-related diseases.

For the World Bank in Nepal, Heartlands designed a participatory monitoring system for a community water system. With technical assistance from World Bank engineers and public health experts, communities learned to design and implement potable water projects that dramatically reduced the amount of time women needed to carry water. Heartlands used participatory methods to enable the community members to evaluate the impact of the new water project on women's time use, the incidence of water-borne disease, and the use of latrines.

Outreach and Informational Materials

Heartlands excels at the development of integrated informational materials that include brochures, manuals, telephone information lines, web-sites, and other materials. Our quality control system assures that all materials are consistent, user-friendly, and accessible by those who need them. All web materials, for example, are Section 508 compliant.

- ♥ Developed procurement and accounting training materials for the World Bank's Community Based Development project. The project manual is being used in 14 countries in Africa and the Near East.
- ♥ Step by Step Guide: Monitoring and Evaluating Small Business Projects. A monitoring and evaluation guide for managers of small business promotion projects.
- ♥ Mainstreaming Gender in Water and Sanitation Programming. UNICEF Global Guidelines. Published 1998.

- ♥ Better Sanitation Programming UNICEF/EHP. UNICEF's Global Guidelines on Sanitation Programming for field staff and counterparts. Published April 1997.
- ♥ Participatory Environmental Health Program Implementation Manuals: On behalf of the Government of Uttar Pradesh, India for the World Bank supported Rural Water Supply and Environmental Sanitation Project. Three Volumes comprising detailed operations, training and monitoring systems.
- ♥ Nepal RWSS-Fund. Heartlands staff prepared the Implementation Manuals for the UNDP-World Bank Water and Sanitation Program for the JAKPAS pilot project in Nepal.
- ♥ Participatory Evaluation, A Users Guide. Published for the United States Agency for International Development, Sri-Lanka by Pact. Widely sold and used as text in University Programs.
- ♥ Developed participatory methods kits for Involvement in Managing Community Environmental Pollution Project in Nepal and Uttar Pradesh Programs Developed handbooks and facilitated a series of national, regional and local workshops for USAID funded project managed by Camp Dresser and McKee's Environmental Health Program.
- ♥ Wrote 10 informational manuals for use by Peace Corps Volunteers on gathering data in communities including manuals on questionnaires, interviewing skills, record keeping, participant-observation, and other methods.

Heartlands International's team of Master Facilitators

Heartland International, Ltd.'s team of 15 Master Facilitators is known world-wide for the quality of the seminars, workshops and conferences delivered. They have delivered over 300 workshops, seminars, and other events and have written or co-authored over 25 training courses in the United States and overseas. The team has delivered training events on a wide range of technical topics ranging from project management, environmental justice, partnership building, and sound accounting practices to intestinal parasite monitoring, the management of hospital laboratories, environmental health, blindness prevention, reforestation best practices, and latrine installation. With over 500 hours of classroom instruction, our Master Facilitators are expert trainers who know how to develop materials, activities and sequence of events to obtain the desired results. They are experienced in working with technical experts to design activities that include lectures, knowledge sharing, and activities. Some examples of the training materials, manuals/guides, case studies, vignettes, handbooks, program bulletins and newsletters our Master Trainers have developed are available on request.

Corporate Community Investment Service (CorCom)

Heartlands International is home to the Corporate Community Investment Service (CorCom), founded in 1996 as the pioneer effort to unite businesses and nonprofits in joint ventures. CorCom created the third-generation model that brings together nonprofits and the operations, not the charity, of businesses. Through CorCom, Heartlands International provides training on all aspects of partnerships. Our expertise is in building the capacity of nonprofits to work with business and strengthening the community relations of businesses.

All Heartlands staff are under the supervision of our president who assures quality control. Project directors are given full responsibility for the management of their programs and the authority to make decisions affecting them. Heartlands office management is collegial with a focus on cross-training so all of our staff have multiple skills and can assist in logistics as well as management if needed.

Heartlands International Ltd. Current and Previous Clients

Heartlands client list contains a mix of government agencies, private voluntary organizations, consulting firms, and private corporations. We have worked with many of our clients on several activities.

Adventist Relief and Development Agency	Louis Berger, Inc.
Academy for Economic Development (AED)	National Park Service, Ethnography Program
African American Institute	Office of Technology Assessment, US Congress
African Development Foundation	Orbis International
Boston University, Carroll School of Management	Pact, Inc.
Camp, Dresser and McKee, Engineering	Pan American Development Foundation
CARE	PLAN, International
Centre for Development and Population Assistance (CEDPA)	Pathfinder International
Center for Migration Studies	Peace Corps
Checchi and Company, Inc.	Pearl S. Buck Foundation
Cumberland County Community College, Development Alternatives, Inc.	Salesian Missions
Environmental Health Project	Salvation Army World Service
Food for the Hungry, International.	Shell Oil Company, Nigeria
George Washington University, Elliott School of International Affairs	The World Bank
Housing and Urban Development (HUD)	World Learning
International Science and Technology Institute (ISTI)	World Wildlife Fund
International Foundation for Electoral Systems (IFES)	United Nations Capital Development Fund
Institute for Sustainable Communities	United Nations Development Program
	U.S. Agency for International Development
	U.S. Department of Agriculture (USDA)

About Heartlands International, Ltd

Dr. Shirley Buzzard is Heartlands' founder and president. She holds a Ph.D. in medical anthropology and M.Sc. in community development. She is Native American and has expertise with low-income ethnic groups across U.S. Over the past 20 years, she has worked as a professional consultant in community development and program support activities in over 50 countries. She has been a pioneer in the use of participatory rural appraisal methods as a community development methodology. She oversees all Heartlands' associates in their work to assure that services are the highest quality and meet the client's needs. She founded the Corporate Community Investment Service (CorCom) in 1992 to further joint ventures between businesses and nonprofits and make nonprofits more business-like. She has taught at various universities, including George Washington University, The University of Maryland's European Division, and Georgetown University. She has numerous publications, and is a frequent speaker at meetings and conferences.

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