

# KHOTSO

May 2010



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## Message from the Country Director



Kathy addressing the CHED-09 CoS Conference

It's hard to believe that May has arrived. Although I've been told that it's not winter yet, temperatures down here in Maseru have noticeably dropped. I can only imagine what it's like in the mountains. Hope you're keeping warm!

Congratulations to the CHED 08 group, who will begin COSing in May. By all accounts they had a great COS conference in Malealea with a nice banquet the day before. Thanks to Charles for hosting.

A big thanks to all the staff and Volunteers who assisted with the Training Design and Evaluation exercise that we undertook in early April. This is a process that Peace Corps is rolling out world wide to promote better integration of language, technical, cross culture, and personal health and safety training throughout the Volunteer's service. We used the results of this exercise during the TOT of the upcoming CHED PST. Trainees will arrive on June 4<sup>th</sup> and on June 6<sup>th</sup> will travel to their home stays, where they'll remain until they swear in. This is much more time in the CBT villages than in the past but is consistent with the approach used by most Peace Corps posts. We think it will strengthen training, particularly language and cross culture.

In April, we said "good-bye" to 'M'e Mantiti, whose last day was April 30<sup>th</sup>, and "have a

great vacation" to Rich, who is heading home for a few weeks of much needed R&R and to see his first grandchild expected in May. In May, we will welcome a temporary PCMO, Ulker Pirlekova from Turkmenistan. Ulker (and her CD) have graciously agreed to help us out for 2 months while we look for a replacement for 'M'e Mantiti. Ulker is a medical doctor who is "can not imagine that [she] will be in Southern hemisphere soon!" Too bad she has to give up a Turkmenistan summer for a Lesotho winter!

Speaking of May, with COSing Volunteers, committee meetings, staff on vacation or busy with site visits, site development, and PST prep, the office is going to be hectic for the next several weeks. If at all possible, we'd ask you to limit or avoid trips to Maseru. (See the Admin Corner for "black out dates" for the Training Center.)

By the time you read this, I'll probably be in or back from Thaba Tseka visiting Sammy, Vic, Rocio, Jack, Tam and Jonathan. It'll be my first time in the highlands and I'm told (by these totally unbiased Volunteers) that it's gorgeous. As promised, I'll be traveling aboard bona fide Lesotho public transportation. Believe it or not, I'm looking forward to it, although if I don't get a seat, I may change my tune.

Don't forget to let us know if you did anything in observance of Earth Day and as always, keep up the good work.

Khotso,  
Kathy

## Editorial Staff

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All other staff and PCVs who contribute

## From the Editor's Desk

Articles must be received by the 4th Monday of the month to be included in the following month's edition of the Khotso. **When submitting articles, please provide the name of the person making the submission and a contact person for follow-up questions.** The Newsletter will be emailed and a hardcopy made available in the office on or about the 1<sup>st</sup> of each month. Please make sure that your email address is on file with Peace Corps.

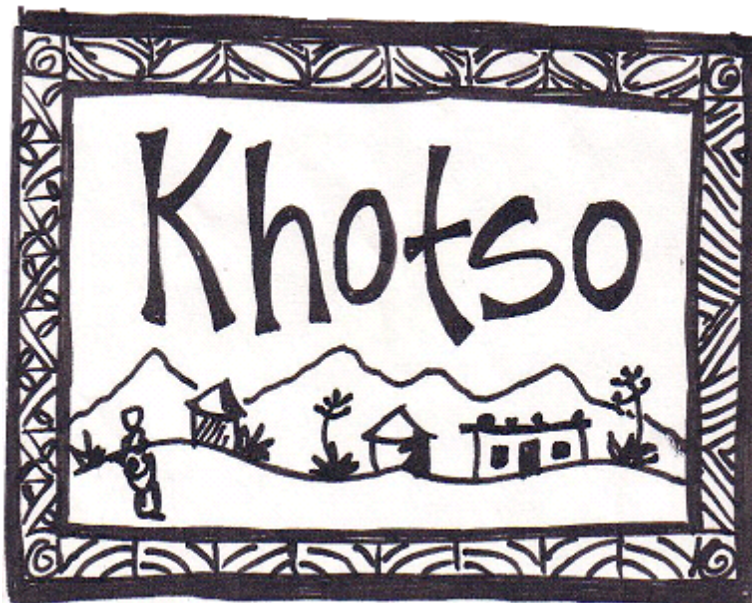
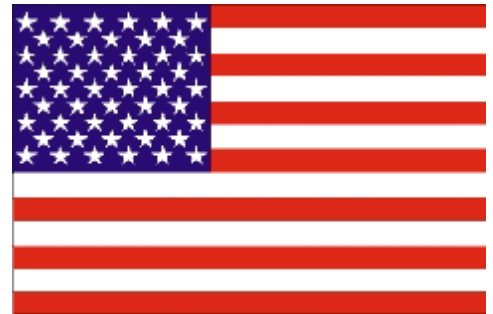
The editorial staff would like feedback from PCVs regarding the content. It is our desire to provide you with information that is useful, helpful, and encouraging. We would appreciate receiving constructive feedback from you as to whether the information contained in this newsletter met your needs.

By submitting articles, you are providing Peace Corps Lesotho with the right to reprint your article in full or part in any publication.

Deepak Pullanikkatil  
Editor



Editorial



**PCV Birthdays**

*Birthday greetings go out to the following PCVs. The Peace Corps Lesotho staff sends you greeting and hope that you have a very prosperous year.*

**Happy Birthday PCVs**

**May**

Vonholtum, Megan	May 4
Nosler, Merrill	May 13
Santos, Adam	May 15
Waggoner, Haley	May 17
Lobrow, Karolina	May 18
Cuevas, Victor	May 19
Viola, Gregory	May 20
Griffin, Carol	May 30

**June**

Mohr, Jonathan	June 3
Stone, Taralyn	June 6
Evans, Nicole	June 7
Schmale, Allison	June 9
Erdeg, Irena (Limpho)	June 10
Malone, Kevin	June 15
Enriquez, Rocio	June 17
Warrichaiet, Mary	June 19
Parker, Karrin (Lebo)	June 21
Smallwood, Tricia	June 21
Anhalt, John	June 25
Murphy, John	June 27

**July**

Gluck, David	July 5
Hill, Melissa	July 8
Youngren, Phillip	July 12
Quihuiz, Stephanie	July 13

**STAFF SPOTLIGHT**

Starting this month, each *Khotso* newsletter will feature an interview with a different staff member so that Volunteers can learn more about the folks in the office.

In May, we meet: **'Malisema Makhele**



**Job title:** PEPFAR Admin. Assistant

**How long with PC:** 1 Year 4 Months

**Job prior to PC:** Loti Brick PTY Ltd, Debtors Clerk

**Family status:** Happily married with 3 daughters Moipone 17, Khauhelo 12, Mpoetsi 7

**Where you grew up:** Mazenod Ha Paki in Maseru District

**Favorite part of your job:** Working with PCVs on VAST grants issues from application to reporting.

**Least favorite part of your job:** TRAVELLING

**Hobbies:** Watching TV, singing and out-door activities

**If you could meet anyone in the world, who would it be?** Pope Benedict XVI

**Advice for PCVs in Lesotho:** To deepen their involvement in grassroots level projects and to always monitor and evaluate their relationship with their communities in both rural and urban areas so as to maintain them.

PCV News Corner



### Staff Birthdays



**May**

Ralintoane Majara May 2  
Makhauta Mokone May 26

**June**

Lereko Mofokeng June 15

**July**

No birthdays this month.

### Peace Corps Lesotho Holidays

**May**

May 1— Workser’s Day (LS Holiday)\*  
May 31— Memorial Day (US Holiday)\*

**June**

No holidays this month.

**July**

July 5— Independence Day (US Holiday)\*  
July 17— King’s Birthday (LS Holiday)\*  
\*PC Lesotho remains closed on this day.

### Admin Corner By Rich Carlson

**Student Loan Deferment/ Cancellation**

This is a reminder to those who have student and/or Perkins loans and want a deferment or, in the case of a Perkins loan, a cancellation (i.e.,15% cancellation after each 12 months of service). Such requests must be accompanied by a Peace Corps “Certification of Eligibility”. Instructions are on the following Web site and the necessary forms should be posted on your university’s Web site.

1) Review the following two links on student loan deferment and/or partial cancellation - [INSTRUCTIONS FOR STUDENT LOANS](#) and [STUDENT LOAN FREQUENTLY ASKED QUESTIONS](#)

2) Contact your lender(s) to determine the status of your deferment and/or partial can-

cellation request(s). Determine from your lender if renewal for deferment and/or partial cancellation is required each year

If you need a Certificate of Eligibility, please submit the paperwork from your university’s Web site to the Admin Unit and we will process it and submit it to your lender. A copy will be put in your mail box and Peace Corps file. **Remember it takes about a month for the paperwork to reach your lender.**

A month after the requested information has been submitted to the lender, you or your Power of Attorney should contact your lender to determine the status of your deferment and/or partial cancellation request(s).

**PLEASE NOTE: It is importance for you or your Power of Attorney to confirm that your**

**lender(s) has received and processed your deferment request(s). In the event that your lender(s) did not receive and process your deferment request(s) or needs additional information your student loan (s) may not be deferred and it may fall into loan default.**

Please contact Rich Carlson or ‘M’e Victoria if you have any questions.

**Training Center Black Out Dates**

Due to committee meetings, COSing Volunteers and PST, the Training Center will be off limits, the following dates:

May 6<sup>th</sup> and 7<sup>th</sup>  
May 27<sup>th</sup> – May 28<sup>th</sup>  
June 1<sup>st</sup> – June 6<sup>th</sup>

At this point, we do not plan to book rooms at the Mediterranean during these dates.



Staff Corner, Admin Corner & Education Corner

### Education Corner

By Clement Lephoto

Khotsong baithaopi,

Over the past few weeks we have been visiting the ED 10s and I must say, we have been thoroughly impressed with the level of commitment demonstrated by the group. Despite the challenges that some of you are facing, you have steadfastly remained strong...we wish you well as you negotiate your way through this terrain. Thank you once again for welcoming us in your homes!

Most of you have received the qualifications survey that has been prepared by the Project

Advisory Committee. Please make sure you submit your ideas in May so we can better prepare prospective candidates in the future.

This is the last call for the VRF submissions. We are expecting all the reports by the end of May. We hope to spend time reviewing the reports during the month of June, and this is the time that we also create time to respond to each one of you. This is extremely important process for us, besides we do enjoy reading these reports and further fa-

miliarizing ourselves with the work that you do at your sites!

**Safety & Security Corner** By Thamae Mpiti

We have some encouraging news for those of you who report crime to us. Please read below a reprinted story written by a PCV for the September 2008 issue of the *Khotso*. Below the story is a report of what happened to the case we fought for him in court.



**Assaulted Peanut**  
By Joseph Langston  
*Lesotho CHED-07*

Did you hear the one about the peanut who tried to hitch to Bloem? He was . . . assaulted.

I know some of you out there gotta think that one's funny.

On Saturday 23 August, I wanted to hitch to Bloem to shop for a new camera and leatherman (which got snatched out of my bags when I came back from vacation in the States) but got sidetracked on the way by a Coke bottle to the face. Here's how it went down:

It was a really nice day and after being sedentary in the States for two weeks, I was looking forward to walking for a while before I got a lift. I had my ipod and my earphones were in ('Paper Planes' by MIA) right past the taxi rank on the South Africa side of the Maseru bridge border crossing when I noticed a guy was walking along with me. It was exactly like every other Masotho who wants to walk along with you and chat. I totally didn't think anything of it. Plus he wasn't that big. So I put the ipod away in my jacket pocket and talked to him as we walked; he told me he was trying to get to Johannesburg to see his sister, I told him about living in Mokhotlong and the work I do in my village. It was completely normal.

After about twenty minutes, he started to sound weird, like he was nervous, going "It's hard, it's hard, it's hard" and looking around for cars.

There were no cars.

He completely changed. He turned, shoved me toward the ditch by the side of the road, and said "give me my money!" But it was laughable! He could barely nudge me, he wasn't armed, and he really just seemed kind of dopey and slow. I walked backward back toward the taxi rank, keeping my face to him, and I didn't even have to go that fast. Every time a car passed I'd wave frantically at it but no luck. Then there was another lull in the traffic and SMACK! He slapped me on the side of the head and knocked my sunglasses off, without which I'm as blind as a bat. So I was realizing that this situation was starting to suck. More cars came into view, so I looked around and found my glasses on the ground. He didn't lift a finger in front of other people, so that was good, but they also wouldn't stop and give me a ride. What's international hitchhiker code for "Hey! This dude is trying to mug me"?

It's strange, because I wasn't scared of the guy, I wasn't angry, it was too unreal. I honestly get more upset when stuff happens in a movie than I was right then. Go figure.

And he keeps saying, "give me my money" like kids do. We're actually conversing on the topic of me giving him my money. My reasoning was, 1. No. 2. I don't have a lot of money anyway. 3. Dude, you're not even armed. 4. I said no! So apparently his instinct was to try and change my heart and mind on the subject, which I guess is commendable.

So this is going on for a while and I've made some distance between the guy and me. There were a couple of bo-'mè visible standing by the side of the road up ahead and I figured he wouldn't try anything in front of them, right?

That's when he picked up the one liter size coke bottle off the ground. Thank you, litterbug culture. Isn't there a deposit on those things?

I'm thinking, 'aw nuts' and so I start running. Which is not at all tough, keeping ahead of the guy, he was *not* OJ Simpson. Ooh, that's bad.

It was on the rise just past the taxi area. It wasn't in plain sight of the rank, but those bo-'mè were there, and I thought because he wouldn't do anything in front of passers by I was safe.

Wrong. I got to the women and stopped.

You'll forgive me if the next part is a little fuzzy in my memory. I think I turned to see what he was up to, because it was POP! Right on my face with the bottle. I never saw him swing. He got me

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Corner*





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Corner

good, I went right down. He got me again, and I either put up my hand to block it or I decided to pick my nose mid-assault because he got my finger too.

I actually found this argument of his to be pretty persuasive and agreed that he should take my stuff. He went through my pockets for my ipod, cash, whatever. The next thing I'm super clear on was sitting up at the side of the road, people all standing around me, cars stopped, a big pool of blood, a lady with latex gloves pouring water on my wounds, me pressing my head with my fleece hoodie, the guy who hit me off to one side, yelling a couple of times like people were hitting him. Blood clogged my nose. My left eye swelled shut. A man offered to dial a number for me; I fished around my backpack for my wallet and gave him the blue card out of it. He dialed the medical duty officer and I spoke Arlene, Gthe PCMO, shouting 'I was attacked and my head is bleeding!' a little incoherently. That was just before 8 AM. And a good morning to you, sir!

That's the really dramatic part. Arlene came and got me and drove me really fast to Bloem, I got seen right away, got shot up with painkillers, x-rayed, operated on, the whole deal. No skull fracture, but my nose was pretty badly broken and the lowest bone of my left ring finger is in pieces. They put a pin in the bone and a plastic surgeon did the nose.

The South Africa police got the guy, so that's good. It probably wouldn't be clever of me to repeat anything specific about the guy they told me, but I am going to be called to testify and it seems likely that he'll be convicted and do time.

Me, I'm doing time at the t-house as I write this. My face is all swollen, I have raccoon eyes, a big plaster on my nose, and my hand is all wrapped up in gauze. I am definitely not 100%. I'm groggy and tired. And I'm not sure exactly how long I'm going to have to be here. But, on the bright side I brought a bunch of dvds back from the States and everybody is being super nice and doing errands for me. If you're around Maseru stop by and we can eat pizza, watch a movie and you can check out my gross new face.

That's my story. I know hindsight is 20/20, but nothing about the guy or the situation alarmed me until he turned on me. Draw your own conclusions, give me any advice you think I could use, or keep it to yourself. Whatever. Be safe.

Sincerely yours,



Peanut

=====  
Following is a brief summary of what happened to the case...

On March 24, 2009, PC Safety and Security Officer John Allen, PC/L Safety and Security Coordinator Mpiti Thamae and Peanut went to the Ladybrand Regional Court for him to give his first testimony. The case was postponed to April 30, 2009 for other witnesses to give their evidence.

On April 30, 2009, the witnesses did not show up in the court, and it was further postponed to July 29, 2009.

On July 29, 2009, the accused came with the 'delaying tactics' that he was not feeling well, and the hearing was further postponed to February 25, 2010.

On February 25, 2010, the attorney for the accused did not show up in the court, and the hearing was postponed to March 15, 2010.

On March 15, 2010, the **accused Tumelo Mahola was found guilty as charged and sentenced to 3 years imprisonment** without the option of fine.

Although it took a long time, the justice system eventually worked and the perpetrator was convicted. While we can't guarantee the same outcome for all Volunteers who experience crime during their service, Peace Corps encourages you to report incidents of crime so that we can try to work with police to get criminals off the street and help prevent future crimes.

#### **STAFF CALENDAR**

Please note that all dates are subject to change.

May 1-31: Rich on home leave and AO conference in Senegal  
 May 3-7: 'M'e Maggie on leave  
 May 3-7: Clement Site Visits in Leribe and Butha Buthe  
 May 3-6: Kathy Site Visits in Thaba Tseka  
 May 3-5: Ntate Thamae Site Development in Quting and Mohales Hoek  
 May 3-4: 'M'e Selloane Site Development in TY and Site Visit to Eric Hall in Ha Sefako  
 May 5: 'M'e Selloane Site Visit to Tara Stone in Hlotse, Leribe  
 May 6: 'M'e Selloane Site Development to Rachel's Children's Home  
 May 7: 'M'e Selloane on Site Development in Leribe  
 May 10-14: 'M'e Selloane on Annual Leave  
 May 10-13: Ntate Thamae Site Development in Qachas Nek  
 May 12: Charles on Site Visit to Julie Lokken  
 May 13: Ascension Day – office closed  
 May 13-15: Charles Site Development in Qacha's Nek  
 May 17-21: 'M'e Selloane Site Development  
 May 17-20: Clement Site Visits in Mohales Hoek  
 May 17-21: 'M'e Jimi at PEPFAR meeting in Tanzania  
 May 17-19: Kathy at PEPFAR meeting in Tanzania  
 May 19-20: Ntate Thamae on leave  
 May 19: Charles Site Visit to Barbara Bradford  
 May 21: Charles Site Visit to Allison Schmale  
 May 24-28: 'M'e Selloane Site Development  
 May 24-28 – 'M'e Victoria at AO conference in Senegal  
 May 24-27: Ntate Thamae Site Development in TY and Berea  
 May 25: Africa/Heroes' Day – office closed  
 May 31: Memorial Day – office closed  
 June 4: CHED Trainees arrive  
 June 11: World Cup begins

#### **DUTY OFFICER SCHEDULE**

From	To	Duty Officer
3-May-10	9-May-10	Deepak Pullanikkatil
10-May-10	16-May-10	Masechaba Mapena
17-May-10	23-May-10	Thamae Mpiti
24-May-10	30-May-10	Clement Lephoto
31-May-10	6-Jun-10	Charles Miller

*Safety and Security  
Corner*



## Two Reasons We lasted Two Years - COS Convention Speech

By PCV Tricia A. Smallwood



Andre asked me to write a poem, but I haven't done that since my last year of college 2 and a 1/2 years ago. So, in order to spare your ears my attempt at poetry.....I've prepared a few words. I know you are all used to me being the group clown, so forgive me for setting that niche aside for just a moment to address you with a voice of sincerity. It is admittedly difficult to sum up the past two years and even more so to speak for all of CHED '08. After all, we have all lived separate and unique lives these past two years. Some have lived in rondavals, others slept under tin roofs. Some lived in quaint rural villages, others difficult camp towns. These aspects, among others, have provided each and every one of us with our own unique story; our personal truth about our time

here in Lesotho. That aside, there are certain aspects that relevant to all of us and serve in holding us together as a group. I know it will, if it hasn't been, be remarked tonight that it is by some miracle the 19 of us have made this far. With COS on the horizon hindsight has taken up much of my thoughts and I can honestly say I do not believe it was a miracle. I know there are several concrete reasons I've gotten here and I believe I share at least two of those reasons with all of you. The first is that I believe that in holding on to a small, but significant enough percentage, of the spirit of the people we were when we packed our bags and uprooted our perfectly good lives in America, has carried us this far. We all joined Peace Corps for a myriad of individual reasons, and when you ask a volunteer why they joined, what answer you'll get typically depends on where they are in their service. I remember answering that question 6 months ago and my answer then was, "I don't remember." The fact of the matter is that the most honest answers were the ones not yet discredited by experience. Such answers were likely given during training, when we had yet to realize our reasons were a potent mixture of innocence and idealism. Personally, I can't say I know the girl I was then very well, because today I'd like to think I don't have too much in common with her. But, I remember why she came to Lesotho clearly. She wanted the chance to share a fraction of herself and the opportunities growing up an American afforded her with people she knew had not had the same opportunities. Simply put, she wanted to be of use to the world. I can stand here today and say though I lost sight of them at some point, at the end of my service I am happy to not only be reminded of them but to believe in them again. As we all know, the system of development; the quagmire created by the clash of first world money and good intentions with the problems of the third world has rocked those hopes and ideals in each and everyone of us with the lesson we've all learned at one point or another: that maybe Lesotho, maybe Africa had more to teach us, than we had to teach it. But here we sit, two years later. Two years of successes, failures and little did we know all the while we've been trying to keep the spirit of the people we were 2 years ago alive. I know many of you well enough to know of at least one significant point in your service were Lesotho told you to stop trying. But, again, here we sit, two years later and despite the extra two layers of skin and the slight cynicism of the frontal lobe, we haven't stopped trying. I know we've all changed. Who we were then, is not who we are now, but I honestly believe, that spirit that brought you here... that spirit that holds tightly to the selflessness of charity, the audacity of hope and the optimistic nature of idealism has, despite us losing sight of it, remained unwavering. I believe that spirit is one of the reasons each and everyone of us made it this far and will continue to go farther even after our R. (My bad for the going for the easy rhyme.) I know that there are volunteers in the audience who will continue their service after the last of CHED '08 has left. The only small wisdom I can share with you and is to remember your intentions for coming here and always remember that they weren't wrong and the spirit of those intentions are not lost, though I know sometimes they feel that way. Instead, visit with them, they're there and use the lessons Lesotho has to offer to direct them in such a way that they can be used to fuel you and your work effectively. The second and final reason I believe we are here tonight is each other. It is quite safe to say my life has been irrevocably changed, in only the most of positive ways, for having known each and every one of you during this time in our lives. I consider myself sincerely fortunate for having known all of you and it is tragic I can never appropriately thank any of you for it. I can only take this opportunity to enlighten you to the fact that we've been one another's family for the past two years and tonight I ask you to take the time to celebrate that. Thank You.



PCV Life

## "MARKETING MIX" GAME INSTRUCTIONS

**Anonymous Submission by a PCV**

**Attention: The writer, please email the editor to get credit for this article in the Khotso next month**

### **Purpose**

"Marketing Mix" introduces the four "Ps" of marketing – product, price, place (distribution) and promotion. It helps entrepreneurs to understand these key components of the marketing process and to learn how to solve common marketing problems.

### **How to Prepare to Play the Game**

#### *Preparing the Materials*

1. The game requires a game board (see example provided), a set of question cards, a marker for each player to move round the board and a means of choosing how many spaces a player moves on each turn.
2. The game can be played by 4-6 individuals or teams (2 or 3 people). Decide how many groups of individual or teams you will have. You need to prepare one game board and one set of questions for each group. For example, with a total of 24 participants and groups of 4 playing as individuals, you will need 6 game boards and 6 sets of questions. If they play in pairs, you will need 3 boards and 3 sets of questions.
3. Using flip chart paper, draw copies of the game board. You can photocopy the pictorial symbols provided at the back of these notes to stick on the spaces or you can prepare your own drawings.
4. Photocopy the number of sets of question cards that you require. There are some blank ones for you to write your own questions if you wish. You may prefer to prepare a translated set to photocopy and use. A blank Word template is provided for this purpose. Cut the photocopied sheets up to form individual question cards and mix them up before placing them in a pile next to each game board.
5. Find sets of distinctive markers for each game board – a pebble, a matchstick, a button, a seed, etc.
6. Choose a method for players to determine the number of spaces to move on the board from 1 – 4 only. You could write 1, 2, 3, 4 on separate pieces of paper and have the players draw a number from a hat; you could supply 4 stones and ask players to throw them in the air and see how many they can catch on the back of their hands; you could have them draw a card at random from a group of four offered to them.

#### **Preparing the Game Coordinators**

1. Identify one coordinator for each game board. A coordinator can be the training programme facilitator, a friend or colleague, or a participant who can read. The coordinator reads the questions from the game cards, keeps the game moving and promotes discussion on marketing issues. If participants serve as coordinators, the facilitator can move from group to group to help with problems and discussions.
2. Show the game board to the coordinators before the game session. Explain the symbols on the board and go over the instructions of how to play the game. Give them a copy of the 4"Ps": checklist of issues.
3. Discuss these ideas with the coordinators:
  - The purpose of the game is to explore as many marketing ideas and problems as possible. Participants should be encouraged to discuss the options but discussion on one question should not go on too long. This will be the coordinators' most difficult job.
  - When players give solutions to problem cards, the coordinator should ask the other players what they think. If the coordinator has an opinion she may express it after encouraging the others to give their ideas. The participants, not the coordinators, should do most of the talking and be encouraged to feel like the experts on marketing their own businesses, although this may be the first time they really think about marketing.
  - There can be more than one solution to a problem. Sometimes to keep the game moving, the coordinator may have to say something like this: "We need to move on to the next person now. There are many good ideas here, including that of the person who drew the card. Hers may not be the only solution but it is an acceptable one and she can move

PCV Life





PCV Life

one square forward".

- After true/false answers are given, ask questions to stimulate thought and discussion, such as questions beginning with "why?" or "what if?"

#### **How to Play the Game**

1. Arrange the game boards and sets of question cards (in five piles for each board) in your meeting place. Assemble individuals or teams around each board.
2. Explain the meaning of the four marketing symbols, if you have not done so in a previous training session. Explain that the "woman's face" symbolizes a general marketing problem.
3. Read these instructions to the participants and ask if they need any more explanation about any of them:
  - To complete the game, each person or team must move through the squares to the end of the board game.
  - They must choose a marker to represent each person or team.
  - They should decide which person goes first and then take turns.
  - When it is their turn, they should determine how many squares to move their marker (see above) and then advance that number of squares.
  - They then pick up a card that has the same symbol as that of the square on which they have landed and hand it to the coordinator without reading it.
  - The coordinator will read out the question and, if it is one of the 4 "Ps", the player will answer "true" or "false". The group can go on to discuss if they agree or not before the coordinator confirms what is on the card.
  - If it is a "problem" card, the coordinator will read it out and the player should give the best solution they can think of to the problem described. After this the group can discuss the problem and give their ideas. If the coordinator decides the original answer is a good one, the player can move ahead one square.
4. The aim is for everyone to reach the end of the game board.

#### **THE 4 "Ps" OF MARKETING – A CHECKLIST OF ISSUES**

##### **PRODUCT or SERVICE: What do you sell?**

- Deciding which product and/or service to sell
- Finding out which product or service will attract customers
- Finding out if similar products or services are sold. How are they made or delivered?
- Finding out what customers like or dislike about them. Can they afford it at the price you sell it?
- Identifying (quality) raw materials at a good price
- Exploring how many products or services can be delivered within a specified time
- Improving the quality of your product or service
- Making your product or service more attractive. How do you 'package' it?
- Providing services to go with the products, and vice versa

##### **PRICE: Setting Your Price to Make a Profit**

- Calculating the costs of producing and selling
- Setting your price
- Prices of competitors' products
- Special prices to attract customers to your business for quick sales
- Find out if customers' purchases are based on price, quality or both
- Demand can change at different seasons of the year, in different locations or by type of customers. Will you set different prices?

##### **PLACE / DISTRIBUTION: Finding the Best Way to Distribute your Product**

- Who will sell your product?
- Will you use a retailer, a subcontractor or other agent or will you sell directly?
- Getting your product to the market or customer
- Type of transportation, cost of transportation
- Cooperation with other business people to sell or distribute together
- Where to sell: house to house, markets, shops
- Methods of storage and the cost of storage
- Place (location) of business, condition of place (clean and dry)

**PROMOTION: Creating Ways to Persuade Customers to Buy Your Product**

- Display products in a nice way (for example, fresh leaves underneath the fruit you sell)
- Provide signs for prices
- Provide signs with product information (for example, about ingredients; date of production for processed food items)
- Check the sales behaviour (addressing the potential customer in a friendly and efficient manner) of yourself and your staff
- Ensure cleanliness and neat appearance of yourself and the people who sell your product or service
- Decorate your place, product or service to entice a customer to visit your stand, shop or other premises
- Find ways to introduce new products (free samples, demonstration on how to use the product)
- Find ways to advertise (with signs, music, promotional activities through special sales)

PCV Life





*News from around the  
Peace Corps world*

**In Honor of Mother's Day (May 9th)...**

Please consider posting your photos of your host country Mom or family to Peace Corps' DIGITAL LIBRARY. Peace Corps invites PCVs and RPCVs to contribute to our digital library—a searchable collection of photos, stories and documents about Peace Corps, the Volunteer experience, and the agency's legacy of service around the globe. As we approach Peace Corps' 50<sup>th</sup> anniversary, please help us reach our goal of creating a living collection that reflects the diverse experiences of our Volunteers around the world.

You can contribute **one story** and up to **ten photos** from your Peace Corps service using our easy online process. Go to <http://collection.peacecorps.gov> to submit today, or browse the growing collection of materials. You may also give your photos to Deepak to upload to the site.

**Global Awardees Honored** – From: Mike Bonnie, Friends of International Education  
Friends of International Education named Madeline Uraneck and Miki Maddox as its Global Educators of the Year, honoring them at a reception at the combined International Education and Wisconsin Council for the Social Studies conferences in Madison, Wisconsin, March 14-16, 2010.

Uraneck, who has just returned from three years Peace Corps service in the southern African country of Lesotho, was lauded for her series of "Letters from Lesotho", as well as 16 years of work at Wisconsin's Department of Public Instruction. During her tenure there Wisconsin received the International Education Award from the Council of Chief State School Officers (CCSSO) and the Goldman Sachs International Education Award for State Leadership. Wisconsin was one of the first states to publish an international education curriculum guide, recommending integration of global content in all grades and all subjects. The State Superintendent and Governor established an International Education Council, held International Education Summits, and put forth impressive recommendations for international education. Uraneck was instrumental in establishing Friends of International Education, the Wisconsin Association for Teachers of Japanese, and for developing and administering twelve teacher exchanges and sister state / sister school programs linking Wisconsin with Japan, China, Germany, France, and Thailand. "Madeline's vision was matched only by her energy; she built bridges that helped students and teachers travel far from Wisconsin, and bring back rich perspectives," said Friends of International Education President Mike Bonnie.

**Other Placed Publishers** – Travel books written by Peace Corps Volunteers  
<http://otherplacespublishing.com/>

We Need a Few Good Writers...Do you have unique insight into your country of service? Are you passionate about its history, people and culture? Do you know those hidden spots along with practical information for travelers? Can you write with flare? If so, Other Places Publishing would love to hear from you!

Our vision is simple: to have Returned Peace Corps volunteers write travel guides about their country of service. We believe that RPCVs know their country of service better than anyone and possess invaluable information for travelers.

We are particularly interested in PCVs who will COS in the next 1-6 months and wish to remain in-country to research and write a travel guide. We will, however, consider all PCVs and RPCVs willing to remain in-country or travel to their country of service.

If you are up to the challenge, tell us a little about yourself and your country of service by emailing [editor@otherplacespublishing.com](mailto:editor@otherplacespublishing.com).