

STEELHEART - *PROJECT UGANDA*



VP Ssekandi, Musana Moses and Roger Morgan

One never knows what the future will bring. Six months ago, working with Uganda was the furthest thing from my mind. I was looking for a supplier of windows for exports to Mexico, and the supplier, Bill McCloud, a Christian businessman from Southern California, mentioned he had been to Uganda and was driven by the need to provide housing for orphans.

Then at a meeting in Stockton aimed at minority businesses, by chance I met Edrine Ddungu, a Ugandan who has lived in Sacramento for 25 years, but whose heart is still in the old county. Edrine is a leader of the Ugandan community in California, some 20,000 strong; VP of the Sacramento Interfaith Council and owner of EDL & Associates with offices in Sacramento and Kampala. For years he has served as an unofficial Ambassador for his country, eager to introduce American ways to Uganda to help its development and lift its people out of poverty.

Next came an invitation through Glen Roberts of US Commerce, to meet the Vice President of Uganda, Edward Ssekandi, who was visiting Bernard and Sons in Southern California to discuss business opportunitiesall this in a matter of about one month. By now, it was clear I wasn't driving the bus.

In discussions with the Vice President, I explained my mission was to help sell American products and services. As with his country, America needs jobs and economic opportunities, and by exploiting the use of favorable financing from the Export-Import bank, we could help both countries. But, I warned, I didn't think many people or organizations in Uganda would meet Ex-Im's credit criteria at this point in time. I suggested we try to arrange a \$50 million loan to be guaranteed by the government, and in turn they could structure programs such as micro-loans, lease/purchase financing and favorable financing to make housing available to more people. In short, the government would have to do for the people what they could not do for themselves.

After five months of dialogue, Edrine packed me up and off we went to Kampala. Trust me. It is half way around the world, but worth the trip. I don't recall ever being so warmly greeted by so many beautiful people. My impression is that America has been woefully under represented, while China, India, Japan, Germany and others have captured much of the business.

The ultimate honor was that the Vice President personally chaired a business forum, inviting all of the Ministers, to hear my presentation. In addressing an audience of about 100, I explained what they already knew, that Uganda had many needs.



Roger and Edrine – Q & A Session

Only 9% of the roads are hard surfaced. Only 10% have electrical power. Mothers and children walk an average of 3.8 kilometers daily to get water, and even then the water isn't safe and has to be boiled. 1 of 5 babies dies before age five from water born disease. 60% of the inhabitants in Kampala live in slums or substandard housing with no sanitation facilities, and

unemployment ranges from 24% to 48%, depending on what part of the country. But, I explained also that these needs were opportunities for American companies if we could arrange the *means to buy* the equipment and services needed for development. That was the purpose of my visit.

The forum was also arranged by a beautiful little man shown in the upper photo named Moses Musana (hereinafter Little Man Moses), Chairman of ABETO (Always be Tolerant), whose mission is Unity and Progress for all of East Africa.. Uganda and its neighbors haven't always been blessed with peace and tranquility. Since 1986, under President Museveni, Uganda has been stable except for Northern Uganda, which has been ravaged by the Lord's Resistance Army. But that threat appears largely under control, and the area offers significant development potential, as does its Northern neighbor, Southern Sudan. May God bless Moses for his tireless effort for continued peace and prosperity. EDL's office in Kampala is run by Geoffrey Dungu, one of Edrine's younger brothers, but ABETO is very much part of our team ... for peace, progress and prosperity.

Three more days of meetings with various ministries, Orient Bank, three of 17 Kings who control 85% of the land in Uganda, Vice Chancellor for a University who wants a new \$100 million campus and several meetings with private parties surfaced the need for literally hundreds of millions of dollars in products and services, all directly related to the *means to buy*. To that end, I have been busy since my return and am truly excited about the possibilities to establish America as a viable economic force and development partner.

One objective is to implement a program to bring safe, purified water to ever person in the country. Charitable organizations have helped many in years past, but the majority are still deprived of this basic human need. We have a plan to put safe water systems at or near schools, and at all Medical facilities. If it works in Uganda, chances are the other one-billion people on earth can benefit from a similar program. But, one step at a time.



At the end of the week, Edrine took me to the Mweya Lodge at the Queen Elizabeth National Game Preserve. It took seven hours to get there, but a chance to see the country. The lodge was luxurious and beautiful, and the opportunity to see all sorts of animals and over some of the 612 species of birds was special. There are other resorts in Uganda that offer different experiences, such as Mountain Gorillas, and sport fishing on Lake Victoria for giant Nile perch. Uganda should be on the list of places to visit for anyone that enjoys the beauty of nature and all God's creators.

At left is the team at the airport. Geoffrey on the left, me, *Little Man* Moses in the middle and Edrine on the right. I am the one with white hair. In fact, I was about the only male in Uganda with any hair at all. (One way to stand out in a crowd.)

Edrine and I plan to set up an office in Sacramento for Project Uganda, where we can foster trade between our two countries and see how many ways we can help stimulate their economy and improve the lives of the masses while elevating the level of exports from America. The City of Kampala, through the efforts of ABETO, is interested in having a sister city relationship with Sacramento. Commercialization of agriculture is priority of Uganda as agriculture accounts for 60% of its export revenues, and they are eager to learn from the great farmers and institutions in California. We are looking forward to their first visit in mid 2012.

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UGANDA *The Beauty Is In The Bush, And The People.*



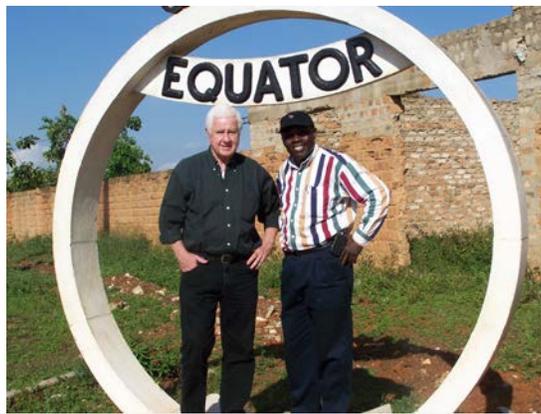
Shopping Center in Kampala



Kampala Taxi For the Hale and Hardy



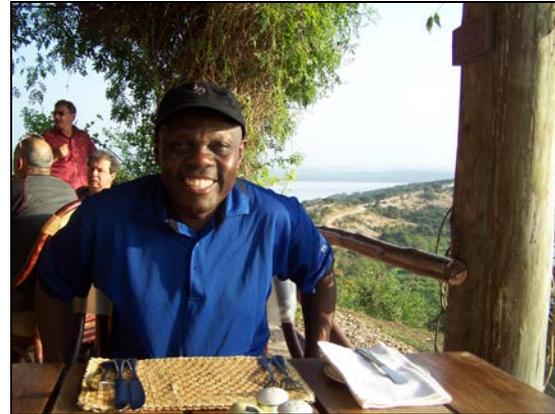
Nordstrom's Womens Dept



Me and Edrine Ddungu, my host



Mweya Safari Lodge -George Out Front
www.mweyalodge.com



Edrine's Happy To Eat In Luxury



Up Close and Personal! Time to scoot.



Can't remember what they call this guy!



Grumpy old buffalo too tired to charge.



Saw lots of these little beauties.



Buffalo hangin with crocodiles and hippos.



Warthog in place of lawn mower



Stork competing w/
Warthog for ugly award.



Old guys past their prime .. now in exile.



Happy hippos lying with the buffalo.



612 species of birds at Queen Elizabeth Park



Look close and you can see Zebra in the middle. Beautiful terrain.