

Memo

To: Tim O'Hare, Senior Trade Advisor, Trade and Agribusiness Office
From: Ericka Monger, Director of Programs
CC: Federico Sacasa, CCAA President and Javier Arguello, Executive Director of FUNIDES
Date: October 24, 2006
Re: Request for Waiver of Marking Plan

After two months of activities it has become clear to CCAA the importance of projecting the image of "an independent" think tank institution in Nicaragua. The marking of all activities and events with CCAA and USAID's logo would compromise the intrinsic independence and neutrality of the FUNIDES program, which is an inherent aspect of the program. It is of vital importance that an unbiased, apolitical image be reflected in the branding of FUNIDES. Also, in light of the current political election environment, it is especially important for FUNIDES to present a non-partisan view during the this election time. In order to be effective and establish the credibility of being independent, CCAA would like to request a wavier in the following areas for the Marking Plan:

1. **Activities** - *FUNIDES* will implement a series of meetings or "*Encuentros*" which will help define the importance of DR-CAFTA in promoting a harmonized approach to promoting good trade, labor, and environmental management practices among businesses. USAID's logo and the message "from the American people" will be incorporated on some meeting materials such as notebooks, etc. Banners, invitations, and agendas will not incorporate USAID's or CCAA's logo in order to project an independent neutral think tank. Press briefings and announcements will incorporate USAID and CCAA's logo when appropriate. USAID's logo will always appear whenever other supporting logos such as CCAA are present.
2. **Website** - Once *FUNIDES* becomes operational, part of the PR Campaign will be to develop a website for the foundation. In this website, the supporting brands will be identified on a separate page titled "Partners." USAID's logo and the message "from the American people" will be incorporated on the top of "Partners" page as well as other supporting organizations such as CCAA.

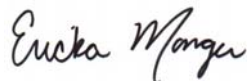
The program banner the "**big brand**" is the following:



The FUNIDES project is what USAID and CCAA are working to create and develop. This is a cooperative agreement between the two Alliance partners, and therefore CCAA and USAID are considered the "**supporting brands.**"

Please do not hesitate to contact me if you have any questions or comments.

Regards,



Ericka Monger
Director of Programs