



**October 30, 2009**

## Upcoming Events

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- Nov. 20-22: [E2TCH Fair](#) – Integrating Energy, Environment, and Information Technologies, Port-au-Prince, Haiti.
- Jan. 19-21: [DMA Regional Integration Conference](#), Guatemala City, Guatemala
- Jan. 25-27: [Energy & Entrepreneurship Conference](#), Trinidad and Tobago

## Director's Note

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Greetings to All!

I wanted to send a special thank you to Gaston Boisson for helping us launch the [Business Continuity Blog](#) on our portal. To encourage everyone with continuity related questions, I wanted to pose a few to start the conversation.

Gaston: given the economic difficulties around the world, what particularly resourceful and advantageous public-private partnerships have you witnessed and/or facilitated to build business continuity plans?

Other questions I wanted to ask are: 1) Do your clients differentiate between supply chain and value chain resilience in support of the overall survival of the company? And 2) what are some examples of significant and effective community outreach and integration (both government/local or regional authorities and residents)?

We look forward to comments and questions from the region as well!

Best regards,

Christine Herridge  
Director, Disaster Management Alliance

# Announcements

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The DMA Regional Integration Conference will take place January 19-21, 2010 in Guatemala City, Guatemala.

*The Conference will provide an exciting opportunity to learn from a distinguished group including business leaders, government officials, and specialists in disaster management from over 10 countries in the region.*

Contact [AskDMA](#) for more information

## Recognizing our Members

It's a pleasure for the DMA to recognize and welcome new members of the Disaster Preparedness and Business Continuity Committees in our nine member countries. We take this opportunity to thank them for their support and dedication to being prepared and planning for disasters.

*Welcome to the new members of the AGERCA committee in Haiti:*

- Alternative Insurance Company
- M.S.C. Trading (an active donor who provided multiple items during the telethon last year)

## Support Awareness Building Activities in Haiti!

The [AGERCA](#) committee will be an active participant in the [E2TCH Fair](#) in Port-au-Prince, November 20-22 with the purpose of building awareness about the risks and hazards caused by seismic activity, and other natural disasters, in Haiti. AGERCA is looking for support to print 1,000, 8.5 by 11, color pamphlets that will be distributed during the conference. Click [here](#) to find out how you can **Donate Today** and help build awareness about the disaster preparedness, mitigation, and risk reduction work of the AGERCA committee in Haiti.

## New Posts to the Business Continuity Blog

- A Prepared New World: The Institutionalization of Continuity Planning in the Public and Private Sectors. [See new post >>](#)
- The Conundrum of Keeping Business Continuity Plans Up-to-Date -By: Jessica Blond, ABCP. [See new post >>](#)

To post questions and comments, please login to [PlanforDisasters.org](#) or contact [AskDMA](#) to get registered today!

## **Risk Mitigation Resource - [Dominican Republic](#) page of the DMA website**

Preliminary [map](#) of active fault lines in the Eastern Dominican Republic and Mona Passage (McCann, unpublished data, 2009)

## **Have you heard about the AskDMA hotline?**

Help is only an Email away. To find information and tools related to disaster preparedness and business continuity topics just e-mail [AskDMA](#) or call (202) 458-6351. Assistance is available in English and Spanish.

# Stories from the Field

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## **BDA Global and Río Garment are Working Together on the First Shelter in Honduras to House Animals during an Emergency Situation**

*By Juan Carlos Hernandez, Regional Manager, AmCham, San Pedro Sula, Honduras*

The American Chamber of Commerce in Honduras (AmCham), the Pan American Development Foundation (PADF) through a donation from BDA Global's Community Vulnerability Reduction Fund and with the support and sponsorship of Rio Garment, has delivered a donation of electrical equipment to the Agricultural School of Sula Valley located in Monterrey, Choloma. There are currently 50 students at the school from local villages. The school has 38 acres of land and buildings that have been authorized by the Municipal Emergency Committee of Choloma to be used as a local shelter in the event of an emergency. This is due to the school's strategic location for 20 neighboring communities that would need to be evacuated during a disaster.

This project will become the first shelter to receive domestic animals in Latin America. The shelter has received widespread approval, engaging support from the World Society for the Protection of Animals (WSPA), who will provide trainings for the handling of domestic animals during emergency situations. This type of shelter is important, as many people who need to be evacuated, do not want to leave behind their animals and refuse to leave their homes. The Disaster Management and Business Continuity Committee of AmCham, led by Ms. Cynthia Chavarría from Rio Garment, researched the needs of the school and divided them into the following three categories:



**Carlos González; Copeco, Juan Carlos Hernández; Amcham, Rolando Roca; Crowley, Cynthia Chavarría; Río Garment, Manuel Alemán; Escuela Agrícola, Julio Hernández; Codem Choloma**

1. Module I: Electrical Installation- this phase of the project has been completed thanks to the donations that were received.
2. Module II: Bathrooms-toilets, sinks, and showers will be constructed following the requirements set by the supervising organizations.
3. Module III: Stables-This section has required the least investment, since the school already has the necessary installations.

This will be the fifth project that has been executed by the Disaster Management and Business Continuity Committee of the American Chamber of Commerce in Honduras, providing support to the communities of Choloma, San Manuel, and Villanueva.

## Regional Zoning Proposal Hopes to Mitigate Economic and Natural Losses in the Eastern Region of the Dominican Republic

By Gabi Peña, PADF/DMA

Famous for its pristine beaches and beautiful landscapes, the Eastern shore of the Dominican Republic has been a tourist hot spot for decades. Equally, tourism has been the driving force behind the region's socio-economic development giving way to increases in jobs, micro-enterprises, and infrastructure. Unfortunately, all this growth has also given way to more hotel development projects that some say have left the region more vulnerable during natural disasters.

In the past ten years, hurricanes have caused heavy winds, rain, and flooding on the DR's Eastern Shore but also more economic losses than gains. With more settlements, businesses, and government facilities at risk from poor planning, the region's people and prosperity are at stake. In an effort to reduce these socio-economic risks, the National Association of Hotels and Tourism Projects, the State Office of Tourism, and the consulting firm Cristóbal Valdez and Associates worked together to create and present a regional zoning plan to the national authorities.

The report provides evidence that some hotel development projects on the coast have diminished the size, quality, and function of local ecosystems to a point where the hotels



*29 families, over a 150 men, women, and children, were displaced by the 2009 floods and given shelter at the Cortecito Catholic Church.*



*Floods in May and June 2009 damaged 105 homes in the Haiti Chiquito settlement in the DR.*

themselves were left more vulnerable to natural disasters. By cutting into and building around the mangroves around Lake Bávaro, the natural course of those canals was altered both reducing the lake's ability to retain water and the mangroves' ability to direct flood waters to their natural drainage points (POT del Área de Juanillo-Punta Cana-Macao, pg. 28, p. 3). According to the proposal, damages caused by hurricanes Hortense (1996), Georges (1998), and Jeanne (2006) have ranged in the millions of Dominican Republic Pesos. Long-term effects of these disasters include reduced infrastructure, equipment, and service providers leading to fewer tourists and smaller revenues (POT del Área de Juanillo-Punta Cana-Macao, pg. 28, p. 1).

While the proposal team is still waiting to learn what the recommendations of the Office of Tourism and Environment will be, the presentation of this analysis and plan shows a tremendous amount of support for increasing public-private partnerships in the Dominican Republic. What's more, the Tourism Cluster La Altagracia is working on an action plan to mitigate the impact of human activity on the coastal marine ecosystem. One important aspect of these proposals is that they take into

account the needs of human beings, the needs of the environment, and their inter-dependency. This regional approach could be just the tool needed to create a sustainable relationship between man and his environment. We will track the results of these proposals to report back when more information becomes available.

**Disaster Management Alliance**

**Pan American Development Foundation**

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