



September 21, 2009

Upcoming Events

- Sept. 28-29: AmChamTT's [HSE Conference](#), Trinidad & Tobago
- Sept. 29: CEPREDENAC 's Public Private Consultation Regarding the Draft Policy on Integral Disaster Management , Guatemala
- Oct. 2: AmCham Honduras' Disaster Management & Business Continuity Committee – Corporate Recruiting Dinner, San Pedro Sula, Honduras
- Oct. 24: PADF's [Heroes of the Hemisphere Gala](#), Miami, FL

Director's Note

Greetings to All!

The past month has been filled with alliance building activities in Colombia. From August 13 to 19, I had the pleasure of visiting Bogotá, Barranquilla, Cali, Cartagena and Medellín to facilitate several multi-sector roundtable sessions at the request of the AmCham offices in those cities. All of the sessions were an excellent opportunity for stakeholders to share experiences, information and lessons learned. They also identified interests and resources available for priority actions regarding mitigation, preparedness, response and recovery. Most importantly they will continue to meet and exchange information to improve efforts. In the weeks to come, we will be adding the interviews and the documents the partners from each locality would like to share in the [Colombia](#) section of the [DMA website](#).

We send a special "Thank you!" to the National, Regional, and Local Emergency Management Authorities, companies and especially the American Chamber of Commerce of Colombia for their hospitality and proactive promotion of multi-sector collaboration.

Best regards,

Christine Herridge
Director, Disaster Management Alliance

Announcements

Disaster Management Alliance Launches Business Continuity Blog

Washington, D.C. – Improving knowledge sharing across the Disaster Management Alliance (DMA) and providing our partners with access to experts and information about the latest innovations in disaster preparedness and business continuity is a priority for PADF. By using online sharing technologies, we can connect practitioners throughout the U.S. and Latin America on a regular basis. One step towards this goal is to launch topic specific blogs led by experts in their field.

Today, the DMA launches the first of several blogs that will cover different themes relevant to disaster preparedness, mitigation, and risk reduction. It is our pleasure to announce that Mr. Gaston Boisson, Director of Business Resilience Services with [BDA Global Consulting](#), will be leading the DMA's blog on Emergency Preparedness and Business Continuity Planning. As stated in his [bio](#), Mr. Boisson has extensive experience in this area, working with both corporate and government clients. In addition, he is a certified Business Continuity Consultant from [Disaster Recovery Institute International](#); the former President of the DC and Mid Atlantic Chapter of the Association of Contingency Planners; and a PADF strategic partner who has been involved in planning and conducting business continuity training seminars throughout Latin America and the Caribbean for several years.



We are truly grateful to have Mr. Boisson take the time to help our alliance members and other interested parties grow professionally through this learning experience. Entries will be made on a bi-weekly basis and the blog will be monitored regularly to ensure that questions are answered as quickly as possible.

Please visit the [DMA's Business Continuity Blog](#) today to start your journey to better business continuity.

How to participate:

The blog is available to everyone. To post a comment please register on the DMA website. Simply click on [New User Registration](#) on the home page.

Questions or trouble registering? Please contact [AskDMA](#).

Have you heard about the AskDMA hotline?

Help is only an e-mail 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.

AGERCA and BRANA: A partnership that reaches out to communities affected by disasters

Situated in the middle of the Caribbean hurricane belt, Haiti has suffered sixty five natural disasters over the last thirty years that have impacted more than seven million people. Every year there is significant damage, due mostly to storms and floods ([OFDA/CRID International Disaster Database](#)). They destroy housing, displace people, and slow down the recovery process. This is why the DMA facilitated the creation of the Alliance for Disaster Management and Business Continuity Activities Committee ([AGERCA](#)). This committee is comprised of some of Haiti's largest businesses. Their joint purpose is to lessen the impacts of disasters on victims by engaging companies and organizations to work together on preparedness projects as well as collaborate with response efforts.

A great example of what a local public-private alliance is able to accomplish comes from the Brasserie Nationale D'Haiti ([BRANA](#)). BRANA has been an active provider of relief products to disaster victims for more than 30 years. As Haiti's biggest bottler, and one of the Caribbean's top beer producers, BRANA is also licensed to distribute PepsiCo products. In addition, the company recently began manufacturing mineralized water and evaporated milk. Working in collaboration with AGERCA's network, BRANA's Solidarity Cap Campaign delivers potable water and milk to Haiti's disaster victims in their time of need.

Ms. Norma Powell, BRANA's Liaison Officer, helps tell the story: "we prepositioned bottled water (CRYSTAL) at Brana in Port au Prince, prior to the start of the hurricane season last year. We were able to deliver that water immediately through the Minustah helicopters who were the first responders. We were also able to reroute a delivery truck "caught" in the area. The bottles which we prepositioned have a red cap on which is written "Gratuit" ("free"). As of May 2009, BRANA had prepositioned 2,500 cases or 15,000, 1.5 liter

bottles. Additionally, they followed weather forecasts to increase the prepositioning effort as needed throughout the hurricane season.

"We also manufacture milk under the name "Viva," continues Powell. "Although the water deliveries were more visible we also worked closely with the World Food Program (PAM) to distribute milk. We produce evaporated milk, ready-to-drink fortified chocolate and vanilla-flavored milk in Tetra-Pak containers. Catholic Relief Service (CRS) implemented and controlled the pilot project which was very well accepted. We are working with them and a local NGO called the Bureau of Nutrition and Development (BND) in the school feeding programs."

Le Bouchon de la Solidarité

L'eau Crystal à bouchon rouge:
c'est la même eau, la même qualité,
le même respect du consommateur auquel
vous vous attendez quand c'est un produit signé BRANA.

Seule différence:
le bouchon rouge de votre eau préférée, distribuée gratuitement
aux sinistrés, est le symbole de l'implication sociale de la BRANA
à travers le réseau de l'Alliance pour la Gestion
des Risques et la Continuité des Activités (AGERCA).

bn BRASSERIE NATIONALE D'HAÏTI S.A.
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Ms. Powell was clear that all the relationships that BRANA is building with other businesses and organizations have been made possible by the hard work and dedication of AGERCA'S executive director, Marie-Louise Augustin Russo. As she put it, "with Agerca, the private sector is confident that their aid is being distributed efficiently and transparently." PADF applauds the efforts of these two great organizations as they are a shining example of what multi-sector alliances can accomplish by working together.

More information is available in the [Haiti](#) section of the [DMA website](#).

The DMA Supports Corporate Collaboration for Risk Reduction and Disaster Management Priorities in Nicaragua

The 2009 hurricane season is well underway. According to the 2008 World Bank report *Natural Disaster Hot Spots: A Global Risk Analysis*, "five of the world's most vulnerable countries are in Central America, with Nicaragua topping the list." Nicaragua has 21.6% of its territory, 68.7% of its national population, and 67.9% of Gross Domestic Product within areas at risk of two or more hazards. This information reiterates the need to promote public-private sector partnerships to protect lives and livelihoods in Nicaragua. (Click [here](#) to see the report).

What is being done in Nicaragua and what can you do in the event of a disaster to ensure the continuation of your business? To reduce risk and improve disaster management capacity, the United Nations' (UN-OCHA) Humanitarian Network, together with aid and development organizations, works to support the national emergency management authority, SINAPRED. There are working groups for each priority such as water and sanitation, health, response, shelter and more. The DMA urges Nicaraguan companies to get involved in a feasible, effective and sustainable way. Each company can choose to collaborate with a working group based on its strategic interests and capacity. Involvement can establish or strengthen relationships, which can help protect and increase the disaster recovery capacity. The benefits can extend beyond the company fence throughout the value chain to employees, their families and communities. To find out more, please contact Lic. Ivonne Velásquez Torres, National Advisor for Disaster Response, OCHA, United Nations, ivonne.velasquez@undp.org ; velasquezi@un.org, Phone: (505) 266 1701, Ext.703, Fax: (505) 266 6909, Apartado 3260 - Managua, Nicaragua.

We extend our warm appreciation to Mr. Avil Ramírez, Executive Director of [AmCham Nicaragua](#), his staff, and the Overseas Security Advisory Council (OSAC) committee for their interest and support. In addition, we would like to take this opportunity to thank the generous collaboration of Mr. Luis González Nogales for providing us with a digital copy of his book "Emergency Plans and Family Security: Auto-protection Guides" (in Spanish), which is available on the [Nicaragua](#) page of the [DMA website](#).

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