



PRESS RELEASE

For Immediate Distribution

Contact: Luis Antonio Ordóñez
202-458-3969
aordonez@padf.org

Carolina Rincon
646-367-3371

PADF PUBLICATION LAUNCH EVENT SPOTLIGHTS **EXPERT PANEL ON DISASTER MANAGEMENT** ***Disaster Management Alliance Project Touts Private Sector Role***

Washington, D.C. (February 6, 2008)—The Pan American Development Foundation (PADF) marked the publication of its Disaster Management Alliance Project booklet **“Profiles of Success: Involving the Private Sector in Disaster Management”** with a breakfast and panel discussion last Wednesday, January 30th at its headquarters in the Organization of American States (OAS) building.

After introductory remarks from PADF’s Deputy Director, Amy Coughenour, experts discussed concrete examples of how the private sector is taking action before, during, and after disasters strike. Panelists included: Christine Herridge, Director of Disaster Management, *PADF*; Benjamin Kauffeld, Humanitarian/Disasters Alliance Advisor, Office of Development Partners, Global Development Alliance, *USAID*; Jesús Summo, Commercial and Industrial General Manager for the Caribbean, *Chevron Corporation*; Cynthia Chavarria, Corporate Advisor, *Rio Garment, Honduras*; Juan Carlos Hernandez, Regional Director, San Pedro Sula, *American Chamber of Commerce (AmCham), Honduras*; and Oliver Davidson, Senior Disaster Advisor, Humane Society of the United States, on behalf of the *U.S. Chamber of Commerce Business Civic Leadership Center*.

The group shared stories from “Profiles of Success: Involving the Private Sector in Disaster Management,” a publication of the Disaster Management Alliance (DMA) Project – an initiative of USAID’s Office of Foreign Disaster Assistance (OFDA). The booklet illustrates examples from Colombia, Costa Rica, El Salvador, Haiti, Honduras, and Trinidad & Tobago, where PADF cultivated partnerships among local and international NGOs and private sector companies to deliver 28 high-impact risk reduction projects benefiting more than 225,000 beneficiaries in 97 communities throughout Latin American and the Caribbean.

“The DMA has surpassed its original goals and fostered the sustainability of the project,” Coughenour stated. “Partnering with AACCLA and regional AmChams – who help form local disaster management committees – provides a successful model now being adapted and applied in other regions of the world.”

During the post-panel Q&A session, specialists on corporate social responsibility, program financing, crisis response, humanitarian and relief work, and other arenas added their expertise on disaster management. Participating organizations included: Aidmatrix Foundation Inc.; United States Southern Command; Development Gateway Foundation; Habitat for Humanity; U.S. Federal Emergency Management Agency (FEMA); Association of American Chambers of Commerce in Latin America; BDA Global; the OAS; the World Bank; and others.

- END -