

People In Focus

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Alliance for a Drug-Free Puerto Rico (Alianza), a prevention partner in the Puerto Rico/U.S. Virgin Islands High-Intensity Drug-Trafficking Area (P.R./USVI Hidta) program, recently received national recognition with an Outstanding Treatment or Prevention Efforts award at the 2011 National Hidta Conference in Washington, D.C. Alianza has become one of the most highly regarded drug-education organizations in Puerto Rico because of its efforts to reduce illicit-drug use and demand on the island through antidrug campaigns in the mass media, prevention workshops and programs aiming to modify social attitudes that support drug use. From left, **Ronald W. Sharpe**, assistant U.S. attorney for the USVI; **Enid Angleró**, financial manager for P.R./USVI Hidta; **Melissa Frontera**, social worker for Alianza; **Marcelino Borges**, Hidta board chairman; **Roxanna De Soto**, executive director of Alianza; **José M. Álvarez**, director of P.R./USVI Hidta; **Catherine Mills**, deputy director of P.R./USVI Hidta; **Harold D. Willis**, Drug Enforcement Administration assistant special agent in charge; **Raquel Muñiz**, development officer for Alianza; **Herbert W. Drake**, Bureau of Alcohol, Tobacco, Firearms & Explosives resident agent in charge; and **Antonio Dávila**, information-technology manager for P.R./USVI Hidta.



The megaproject, which aims to transform the Isleta de San Juan, continues its aggressive development agenda in a new phase that integrates existing communities. The first in this series of initiatives will be the creation of a mural in the Bahía Urbana area. Close to 40 children and teens from Puerta de Tierra have joined in the effort to leave a legacy to Puerto Rico, said Puerto Rico Economic Development & Commerce (DDEC by its Spanish acronym) Secretary **José Pérez-Riera**. From left, are: **Edgardo Larregui**, artist in charge, Pérez-Riera and DDEC Assistant Secretary **Carlos Amy**.



American Express Foundation donated \$30,000 to Fundación Chana y Samuel Levis as part of its social commitment in Puerto Rico to support the development of the foundation's Metamorfosis Escolar program. The program's aim is to contribute to the improvement of the local public-school system by focusing on the social and coping skills of students, teachers, parents, guardians and school personnel. From left, are: **Juan Abbiati**, product director for American Express; **Mariely Rivera Hernández**, executive director of the Metamorfosis Escolar program; and **Jennifer Villamil**, marketing analyst for American Express.



The **State Emergency Management Agency (SEMA)** and battery maker **Duracell** have joined forces to educate the public on the importance of being prepared for the hurricane season, which began June 1. As part of this initiative, the alliance will spread its message of prevention with brief spots on local TV, featuring SEMA Executive Director **Heriberto Saurí** as the alliance's spokesperson. A free map for tracking hurricanes, which also details first-aid essentials in case of emergencies, will be provided to all 78 municipalities. The campaign also will appear on Duracell Puerto Rico's Facebook page. Pictured are Saurí (left) and **Anelsie Ramos**, external relations manager for Procter & Gamble Puerto Rico, which manufactures and distributes Duracell products locally.



The **Puerto Rico Chamber of Commerce (CofC)** conducted its oath ceremony in the P.R. Supreme Court library to swear in its 2011 board of directors and President **Salvador Calaf Legrand**. For the first time in CofC history, the president was sworn in by a presiding P.R. Supreme Court chief justice, **Federico Hernández Denton**. During his speech, Calaf Legrand highlighted CofC's crucial role

in promoting a true entrepreneurial culture on the island while also promoting productivity on all levels—priorities he wishes to emphasize in his presidency. He also noted the need for investigation and proper training, which enable local entrepreneurs to function within their industries' global best-practice standards. From left, **Hernández Denton** administers the oath to **Calaf Legrand**.