



THE MANY FACES OF ALAN

Refrigerated Delivery Helps Feed Tornado Victims

ALAN makes connections to solve transportation challenge

In late April 2011, a band of tornados swept across the Southern United States, leaving thousands of families without such basic necessities as food, clothing and shelter. While support for the victims poured in locally and around the country, distributing contributions proved to be difficult at times.

The Piggly Wiggly supermarket near Birmingham, Ala. donated six pallets of lunch meat to the Marshall County Emergency Management Agency the week following the storm. Unfortunately, as often happens in disaster relief, the agency did not have a means of transporting perishable products. The challenge required the services of the supply chain community, and the American Logistics Aid Network (ALAN) sprang into action.

After being notified of the situation by Convoy of Hope, an organization that had been actively responding to tornados in Alabama, ALAN leaders approached the Global Cold Chain Alliance and asked them to spread the word about the need for refrigerated transportation. Decatur Cold Storage, a member organization, passed along the request to colleagues at Cold Chain Transportation, an AmeriCold subsidiary in Decatur, Ala.

When Mike Steely at Cold Chain learned of the need, the transportation operations manager immediately offered to donate the company's services for the time-sensitive, 10,000-pound shipment. Just three hours after the initial request for assistance, the problem was solved.

The delivery had special meaning for the staff at Cold Chain Transportation, as many had already experienced the effects of the storms firsthand. In fact, Steely invited a driver with a very personal connection to make the delivery. Brenda McNaughton had lost her home, vehicles and everything she owned when her household was hit by three separate tornadoes. The recipient of much support from local relief efforts, she leaped at the opportunity to give back to her community.

"I really wanted to make the delivery. I was tearing up when Mike asked me," McNaughton says. "I was so grateful to everyone who helped me. It was my turn to give."

"Brenda was really put through the wringer, but she was eager to help. Everybody in the community stepped up," says Steely. "It amazed me how quickly the whole area united after the storms. It's heart-warming to see."

ALAN is proud to have played a role in supporting this Alabama community.

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