



WORKING TOGETHER

Tiyende Pamodzi

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NOW SHOWING



OCTOBER 6:
North Country



OCTOBER 20: *The Insider*
FREE
American Center
5:30 PM

American Embassy Lusaka
Public Affairs Section
American Center
COMESA Building
Ben Bella Road
P.O. Box 32053, 10101
Lusaka, Zambia
Phone 260-1-227-993/4

SPORTSUNITED: DIPLOMACY THROUGH SPORTS



Members of the Brown University rowing team, visiting Zambia to participate in the Livingstone Regatta, spent time visiting a number of U.S. Mission projects, including the interactive radio program at Nakatindi Community School (above). The team, which includes several Olympians, also took time to play a full football match with Nakatindi students. Despite being world class athletes, the U.S. team lost to their younger Zambian rivals 2-1. More on the visit in next month's issue, and more on the importance of sports inside.

A Message from Ambassador Carmen Martinez



I was thrilled that a team of American athletes, from Brown University, were able to participate in the Livingstone Regatta—surely the most stunning backdrop for boat racing in the world! Athletes from around the world got to see beautiful Zambian sites and enjoy the friendly and warm Zambian hospitality. At the same time, Zambians got to meet wonderful young sports ambassadors from around the world.

The U.S. Mission in Zambia believes that “sports diplomacy” is a wonderful way to share cultures. Sports are a shared cultural passion that bring people together and a great source of national pride. We cheer Zambia’s sporting successes (including Esther Phiri, in this issue), and have been proud to host a number of American athletes recently, including winter and summer Olympians, women’s basketball superstars and the rowers above. So it’s not just about “working together,” it’s about *playing together* too!

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GETTING TO KNOW...

Matildah Sakala



Ms. Matildah Sakala joined the Public Affairs Section of the U.S. Embassy in February 1995 as Library Director. Matildah directs the operations of both the American Information Resource Center (AIRC) in Lusaka and the American Corner (AC) in Kitwe. An advocate of 'Education for All' principles, Matildah coordinates a

vibrant outreach program that has taken PAS programs and reading materials to far-reaching areas throughout Zambia.

Matildah has a passion for her profession as a Librarian and has engaged herself in various programs to promote the dwindling reading culture in Zambia and Africa as a whole. "The most exciting part of my career came when I was conferred with the Diversity Leadership Development Award in Toronto, Canada, by the Special Libraries Association. Since then, I've never looked back."

Matildah holds a Bachelor of Arts Degree in Library and Information Studies from the University of Zambia and previously worked for the Natural Resources Development College (NRDC) as College Librarian. In addition to speaking various local languages, Matildah speaks French. She is an active member of the Zambia Library Association (ZLA) and the Special Libraries Association (SLA) in the U.S.

National Milling Corp. Stands as a Leader in Social Responsibility, Sports Promotion

In his first three years at National Milling Corporation (NMC), Managing Director Peter Cottan has brought the company to new heights of corporate social responsibility. Cottan, an American with 20 years experience living in Zambia, has led efforts to donate mealie-meal and sports equipment to orphans and sponsors boxing champion Esther Phiri.



Cottan's decision to use his position at NMC as a platform for social responsibility has already had profound results. NMC's mealie-meal program began by supplying meals at numerous orphanages throughout Zambia. NMC also teams with the Red Cross to feed flood victims.

NMC joined the "Grassroots Soccer" program run by the United States Agency for International Development (USAID), where teenagers enjoy not only an organized football league, but learn life skills, such as carpentry, farming and tailoring. The league has 16 teams, of which eight are reserved for orphans and sponsored by NMC. NMC also sponsors the Mosi 7 Rugby team as well as cricket and polo teams. NMC also has its own football team because, as Cottan says, "social responsibility must start at home." (Continued next page.)

GETTING TOGETHER



Malaria is the number one killer in Zambia. Above: U.S. Deputy Chief of Mission Michael Koplovsky and Health Minister Brian Chituwa demonstrate anti-malarial indoor residual spraying (IRS). On September 13, the U.S. Government donated insecticides worth \$1.3 million to the Zambian Ministry of Health National Malaria Control.

Below: U.S. Ambassador Carmen Martinez reads *My Mum has HIV* to local children. The book, which teaches families how to communicate about HIV, was conceived by TALC, a local NGO, and funded through the PEPFAR small grants program. The book is available for a limited time online at www.xilef.net/mymumhashiv



NMC also boasts programs for women developed under community initiatives with First Lady Mrs. Mwanawasa. One trains women to become bakers, while another trains women to raise poultry. These programs empower women to learn a skill and better themselves for their own futures and families. However, one of the most notable programs for women's empowerment comes not from baking or poultry but in the sponsorship of Women's International Boxing Federation (WIBF) super featherweight champion Esther Phiri.

23 year-old Phiri is the first Zambian woman boxing title holder. Her story is worthy of *Rocky* or *Million Dollar Baby*. She grew up in the compounds of Lusaka with only a 6th grade education. Driven by her desire to be a boxer, Phiri was noticed by a gym-owner and former national boxer. During a trip to Nairobi, in 2006, Phiri stepped into a title fight, at the very last minute, as a substitute. To everyone's amazement, Phiri crushed American Kelli Cofer to win the title. Unprepared to continue at a world-class level, Phiri's manager

approached NMC, who stepped up, raising more than \$20,000 to allow her to defend her title in Lusaka. Phiri's popularity soared after a nationally televised win. Her next fight, another win, against



Bulgaria's Radostina Valcheva was televised live from a packed Woodlands Stadium in Lusaka. Again, NMC was able to raise huge amounts of money to facilitate the event.

As Phiri's popularity has exploded, so too have new challenges. NMC has signed her to an exclusive legal and branding contract. But they have also refused to accept any proceeds from her fights, instead allowing Phiri to keep everything that she earns.

In December, Phiri will try for a third world title, again in Lusaka. In the meantime, with a solid management team behind her, Phiri has returned to school and is expected to finish her studies through Grade 12 in only two years. Lusaka Driving



School has donated lessons to further increase her independence. And NMC has helped Phiri with investments and managing her money.

Taking a page from NMC, Phiri has started her own social responsibility programs to give back to the community. Proving that by *working together* everyone wins.

WHAT'S AHEAD

OCTOBER 4: World Animal Day

This day is observed by animal-lovers of all beliefs, nationalities and backgrounds. But, according to Wikipedia, October 4th was selected for this day because it is the feast day of Francis of Assisi, a nature lover and patron saint of animals. Today, the day is filled with animal-related school projects and volunteer activities.



SPOTLIGHT:

ACOTA

In August, approximately 550 Zambian military personnel completed peacekeeping training as part of the African Contingency Operations Training and Assistance (ACOTA) program, which was sponsored by the United States Government.



This is the first Zambian battalion to participate in ACOTA. The ACOTA program provides field training for African peacekeepers as well as staff training and exercises for battalion headquarters personnel. ACOTA also provides equipment packages for future training, and for actual deployment. At the ceremony, U.S. Ambassador Carmen Martinez added that "the U.S. Government is prepared to provide other equipment for Zambian peacekeepers should the Government decide to participate in the UN/AU hybrid peacekeeping force in Darfur."

The ACOTA program covers a wide range of peace support operations. Respect for international standards of human rights is a fundamental concept throughout the training. ACOTA also stresses HIV/AIDS awareness and prevention training. An important ACOTA training tool is computer-assisted simulation exercises that help prepare defense personnel to conduct effective peace support or humanitarian relief operations.

"LANDMARKS OF NEW YORK" PROVES MEMORABLE IN LUSAKA



The American Center gallery recently hosted a month-long exhibition of photographs featuring the greatest landmarks of New York City, one of the greatest cities in the world. The exhibition, "Landmarks of New York," is on a five-country, ten-city tour through Africa, after being seen by people on four other continents. The exhibition consisted of black-and-white works, describing the importance of each landmark—both historically and aesthetically.

In her remarks, while inaugurating the exhibition, U.S. Ambassador Carmen Martinez spoke of the importance of cultural preservation, and encouraged Zambians to undertake similar efforts to document and protect important landmarks throughout this country.

She also highlighted the United States Government's commitment to preservation efforts. Every year, under the Ambassador's Fund for Cultural



Preservation, the U.S. Embassy solicits proposals for grants of between \$15,000-\$30,000 for projects that help less developed countries preserve their cultural heritage. Please contact the Public Affairs Office for more information about the 2008 program, at 227-993.

AIRC Corner: What's Happening at the Martin Luther King Jr. Library

The Public Affairs Section of the U.S. Mission celebrated International Youth Day by screening the award-winning documentary *Through My Eyes*, by young Zambian filmmaker Charity Mutinta Mboози, who spoke at the event. The powerful film, which documents the plight of HIV/AIDS on children, tells the story of 12-year-old Shalom, who is HIV+, articulate and compassionate beyond his years, explaining living with the virus and watching five members of his family succumb to the disease. The film captures the challenges of living positively and openly with HIV.

The film won first prize for Ms. Mboози at June's CNN MultiChoice 2007 Awards for best reporting on HIV/AIDS. She and fellow Zambian Muwana Wamunyima (of ZANIS) were among 25 finalists from a staggering 1600 entries from around the world. The award was sponsored by the U.S.-based Henry J. Kaiser Foundation.



Above: Ms. Mboози. Left: AIRC staffer Yvonne Chona with guests.



Ms. Mboози participated in a vibrant AIRC-organized discussion which delved into opportunities for young artists and also the importance of civic responsibility. The program also explored the critical role that journalists play in sensitizing people about the dangers of HIV/AIDS. The program celebrated not only youth, but the power that can be unleashed by youth.