



Crisis Management Procedures Tea Association of the USA, Inc.

Background

Over the past couple of decades there have been occasions where circumstances have arisen that, left unaddressed, could very well cause considerable harm for the Tea Industry in the USA.

The Tea Council of the USA has coordinated efforts in the past and will continue to be responsible for doing so in the future based on the following general guidelines:

- When any member of the industry is alerted to a potential crisis, the first step is to contact the Tea Council of the USA by telephone, fax, or email. It is important to receive acknowledgement that the message was received. The following contact numbers apply here;
 - Office Telephone: 212-986-6998
 - Office Fax: 212-697-8658
 - Email: simrany@teausa.org; ekaraboitis@teausa.org; pobeada@teausa.org; avasilyev@teausa.org
 - Simrany Home Telephone: 908-852-0503
 - Simrany Cell Telephone: 908-887-1964

- If contact cannot be made then secondary sources are:
 - Barry Cooper., Chairman Tea Association of the USA
 - Office Telephone: 303-499-7480
 - Office Fax: 203-527-1727
 - Email: bcooper@snatea.com

 - Alfie Vivian, Chairman Tea Council of the USA
 - Office Telephone: 310-1083
 - Office Fax: 201-894-2991
 - Email: alfie.vivian@unilever.com

- Louise Pollock, Chairman Pollock Communications
 - Office Telephone: 212-941-1414 Ext 16
 - Office Fax: 212-334-2131
 - Email: lpollock@pollock-pr.com
 - Cell Telephone: 201-410-2923

Responsibilities

Once the initial contact has been made, the contacted individual should bring the nature of the emergency to the Attention of Pollock Communications who will be responsible for drafting a position paper. This paper will be reviewed with the President of the Association and in that person's absence with the Chairman of the Tea Association and Council. Pending completion of this preliminary review process, the position statement should be circulated amongst the Board of Directors of the Tea Association for their information and input.

If the nature of the emergency requires immediate response then it is the responsibility of the President of the Tea Association to act as spokesperson for the industry guided by the position paper that has been prepared. If the President is not available then the primary responsibility to act as media spokesperson will fall to Pollock Communications at the Direction of either the Chairman of the Tea Association or Tea Council of the USA.

For "emergencies" in which the Association has a longer period of time in which to prepare its response or develop its position, a team of experts will be assembled drawing from the Board of Directors, the Chairman of the various Committees and such outside experts as may be deemed necessary for the completion of the task.

A current list of the Board of Directors for both the Tea Association of the USA and the Tea Council of the USA as well as a list of the Committee Chair people accompany this document.