

DISASTERCOM

DERA Newsletter

49 Years of Service

July 2011



FedHealth Program Supports DERA

FedHealth, an independent publisher, has selected DERA to receive grants in 2011 based on the sale of the book *It's a Disaster*. Fed Health is donating 10% of book sales over the next three months to support relief efforts.

"So many communities are being impacted by Mother Nature and the bad economy that we wanted to do something to help our fellow Americans and our partners involved in disaster relief, so this was a perfect win-win," said FedHealth President and CEO Bill Liebsch.

Liebsch, co-author and publisher of *IT'S A DISASTER! ...and what are YOU gonna do about it?* is also discounting the 268-page preparedness book more than half off the retail price through September 30th.

In addition to direct donations to the selected organizations, volunteers, schools and other groups can earn up to 50% of the discounted price through a variety of fundraising programs.

As an added benefit, FedHealth will donate 10% of all orders to volunteer groups including DERA, Chasing4Life's Disaster Response Team, U.S. First Responders Association's DRT and others - throughout the summer.

Disaster education and relief groups are being stretched thin lately but the kindness of these volunteers can never be repaid. "Our hope is to help offset some of their costs so they can continue to help communities prepare for and recover from disasters of all kinds," said Liebsch.

Many disaster education and relief organizations use *IT'S A DISASTER!* as public education materials for communities before and following a crisis since the book explains what people should think about and do before, during and after specific types of scenarios, as well as how to administer basic first aid.

"Everyone that I have spoken with after they receive a copy is very pleased with the information and easy to read format," said Howard Pierpont, DERA Board Chair. "We are firm believers in education and preparedness, and this book puts valuable data directly into the hands of those that can benefit the most. Individuals and their neighbors are first on scene and may be called on to provide immediate assistance as the response system is often stretched to their limits. This book is a wonderful aid in how to provide for yourself and your loved ones during times of need."

Since 1999 FedHealth has been working with U.S. and Canadian officials and organizations to spread awareness and get hundreds of thousands of copies of *IT'S A DISASTER!* into homes and businesses, while donating millions in cash to First Responders and nonprofit groups.

For more information please visit www.itsadisaster.net

A Personal Look at Tragedy

by
Raphael LaRocca
DERA Program Coordinator, Region III

Each year we face a number of hazards: tornadoes, floods, hurricanes, severe storms; the list goes on. There is one hazard that we often overlook: domestic violence.

Domestic violence is an international problem resulting in death and injury on a massive scale...exceeding that of even major natural disasters.

About one million women are injured or killed in domestic violence annually just in the U.S. and Canada, where one woman is beaten by her husband or partner every 15 seconds.

I have been active in public safety for ten years. In those years I have encountered scores of victims of domestic violence. It is one hazard where our prevention and mitigation efforts have come up short. This must change! We all hear stories and sometimes see bruises, but we often ignore it if it does not touch us directly.

On June 10, 2011, a Hagerstown, Maryland man broke into his ex-girlfriend's home and shot her in the head twice. He barricaded the wounded woman and himself in the home, keeping the police at bay for hours. The victim had a current state-issued protective order against the suspect and a long history of violence and fear. Heather Harris died four days later.

She was 38-years-old and was a friend of mine. If you needed a friend to listen, a ride across the state, or a shoulder to cry on she was there. Ms. Harris was there for me when I needed someone to listen, even though she had no obligation to me at all. Her last act on this earth was to save the lives of seven people through organ donation. Because of her, seven families get to hold their loved ones just a little closer.

(Cont'd p. 4)

DisasterCom is the quarterly newsletter of DERA International. News items and articles are always welcome.

ISSN 1521-1592

Editor: Kathryn Dunlevy-Wilson

Membership in this Nonprofit Association is open to all who share our commitment to effective disaster preparedness and response.

See back page for Membership Application

The Disaster Preparedness and Emergency Response Association, International

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www.arrl.org

CNA
Colorado Nonprofit Association
www.ColoradoNonprofits.org

EM Forum
www.emforum.org

EMLRC
Emergency Medicine Learning Resource
Center
www.emlrc.org

FAIRS
Foundation for Amateur International
Radio Service
www.fairs.org

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www.flvoad.org

International Assn of Emergency Managers
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www.iaem.com

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www.niar.org



New Member Roster

Welcome to DERA!

Stephen Green
Melbourne, Florida

Johnny Yu
Quezon City, Manila, Philippines

Rhonda Wagner
Los Angeles, California

Civil Defense Action Group
Quezon City, Manila, Philippines

**Team Network Emergency and
Crisis Management Consultancy**
Quezon City, Manila, Philippines

Members:

**Please send us
news and photos.**

**Everyone is interested
In what you are doing.**



Letter from the Chair

I grew up in a household where my parents always wanted to know where I was going. If I was changing locations I was supposed to call before I went anywhere else. We had a check-in check-out system.

As I became a parent and then a grandparent, I continued this concept. I often met with some resistance, but there was a very good reason. It is because we all care about family and friends.

I have mentioned in earlier columns that we are our own first responders. If there is any type of incident, check yourself and those close by. After you have had a chance to view the situation and contact the appropriate authorities, if needed, check on your neighbors and the folks down the street. Assistance may not come for some extended period of time, so you either need to be prepared or have someone close by that can assist.

Have a contact point, place or person outside of the area. Make sure they know they are the point of contact. If there is an issue of any type, call them and check in. Often local communication systems will be overloaded. There is a feature of the system that allows for "long distance" or out of area code calls to go through. You could also use this location as an out of town gathering point.

I recommend having a local gathering place as well as one out of the area. If there is a relatively small incident and your local gathering place is available, go there if it is safe. Otherwise, contact the out of town location and make a decision on travel. Keep them updated on your progress.

In every disaster, many people call the local authorities and file a report saying they have not been able to contact a loved one or friend. **(Cont'd p. 3)**

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Message from the Chair

The authorities will then try, along with all the other calls, to locate the individual. This is a time and resource consuming process. Often the person has been located and even reunited with the family.

One of the biggest issues is the failure to close the loop with the authorities. If you call to say someone is missing, please call back to say they have been located. Then the authorities can close out the earlier request and continue to look for those that are still among the missing.

I was recently in an area that was experiencing a severe weather situation. There were storms in the early morning and trees were blown down, power was lost and some warning sirens were rendered inoperable. During the day the weather appeared to improve and it was a very nice afternoon. I broke my own rule about letting someone know where I was going. I headed out in the car to tour the area. I was listening to a simulcast of a television weather report when I heard that the area I was heading into was now in danger of having a tornado. I did turn around and headed back to my home base. On the way I witnessed a number of power outages.

I remembered I had not contacted anyone to let them know where I was or when I would be back. When I returned to the home base, the authorities had us stay in the lower interior hallway of the building I was staying in until the danger passed.

Being even at the edge of an incident reminded me that I was not fully prepared for what might happen.

It is also a good idea to tell your family and friends about the Red Cross Safe and Well registration process. Using this site will help to increase communication while reducing the efforts to find people that have already been located.

I encourage you to see the process at:
<https://safeandwell.communityos.org>

- **Howard Pierpont**
Board Chair - DERA

Business Continuity

By Sal Meloro

DERA Program Coordinator, Region II
smeloro@comcast.net

When disasters strike, businesses that are able to reopen sooner help their communities recover more quickly.

Tips for a good business continuity plan include the following:

Put safety first. The safety of people and property are key considerations following a disaster. Buildings must be safe before employees and customers re-enter. Report downed power lines or gas leaks as soon as possible. If you own a building, have it inspected by structural engineers or contractors to determine its safety and the extent of the damage.

If you do not own the building your business occupies, work with the owner to have it inspected. You are responsible for the safety of anyone on your premises. If the building is unstable, find an alternative location to work from.

Report the loss. Call your insurance agent or insurer as soon as you can. Provide a general description of the damage, and if possible, have your policy number handy.

Assess damages. Note damages caused to the structure, equipment and property, including product inventory and raw materials.

Make repairs. Avoid additional property damage by making temporary repairs to the building, boarding up windows, or covering holes in the roof. You may also want to partition the building if some areas are not usable.

Clean up. Your insurance company may tell you to hire a professional cleaning service. If you or your employees are involved in this effort, use proper eyewear, gloves, hardhats and masks. Sanitation systems within the facility should be repaired immediately.



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Member News

Patrick E. McPherson



Major Patrick McPherson, WW9E, now retired from active duty with the Salvation Army, has turned over the reins of the Salvation Army Team Emergency Radio Network (SATERN) which he founded in 1988. As director of SATERN, Patrick led the organization as it prepared for and responded to some of the worst disasters the Western hemisphere has experienced: Hurricanes Andrew, Hugo, Charley, Georges, Katrina, Rita, and Wilma among many others; earthquakes in Chile and Haiti; landslides and flashfloods in Central America; and thousands of more localized disasters.

Through his years with the Salvation Army, Patrick served in many posts throughout the Midwest. For two years he served as the Heartland Division Disaster Coordinator (Central Illinois and Eastern Iowa) and for 15 years, he was the Disaster Services Director for The Salvation Army Metropolitan Division (Chicago, IL and the 12 surrounding counties).

Patrick and his wife, Carmella continue to be active with SATERN, the Amateur Radio Emergency Service, and numerous other community service programs.


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(continued from p. 1)

A Personal Look at Tragedy



In memory of Heather Harris: A life worth celebrating; you will forever be remembered!

It is important to me, personally, that we work harder to prevent and mitigate the effects and reality of domestic violence. Edmond Burke once said, "All that is necessary for evil to succeed is that good men do nothing." In these cases it is usually rare that we are able to help, but in this specific one we can.

I challenge all of you to make a commitment to effecting change when it comes to prevention and mitigation of domestic violence. In honor of my friend whom I could not help, please join me in taking a proactive stance against this hazard. Send the family of Ms. Harris words of encouragement or offer financial assistance to help with their daughter's medical bills. We in the emergency management community can show the Harris family we support them and will not let Heather's death be in vain.

Donations to help the family pay for Harris' medical and funeral expenses incurred as a result of the shooting can be made to:

HeatherHarrisFoundation@gmail.com

Raphael LaRocca is director of the DERA Online Emergency Operations Center (www.dera.us/eoc) in addition to coordinating DERA activities throughout U.S. Region VIII.

Thank you, David M. Crews, CEM For 17 Years of Emergency Management Gold!



In 1994, David Crews' internationally-acclaimed web resource, *Emergency Management Gold!* was incorporated into the DERA web site. Until 2007, David continued to manage *EMGold!* with weekly updates and oversight. By 2007, David's responsibilities with FEMA had made continued maintenance of the site very difficult, so David reluctantly agreed to have the site archived. This meant that the site would continue to be available online for research and study, but updates would be discontinued.

However, the files at *EMGold!* continue to be among the most read pages at the DERA website, underscoring their value to researchers.

DERA salutes David for developing the concept of and maintaining the site for so many years. In the near future, Howard Pierpont, DERA Board Chair, plans to update the site and take over as point of contact.

Thank you, David, for your many years of service to DERA and the profession.



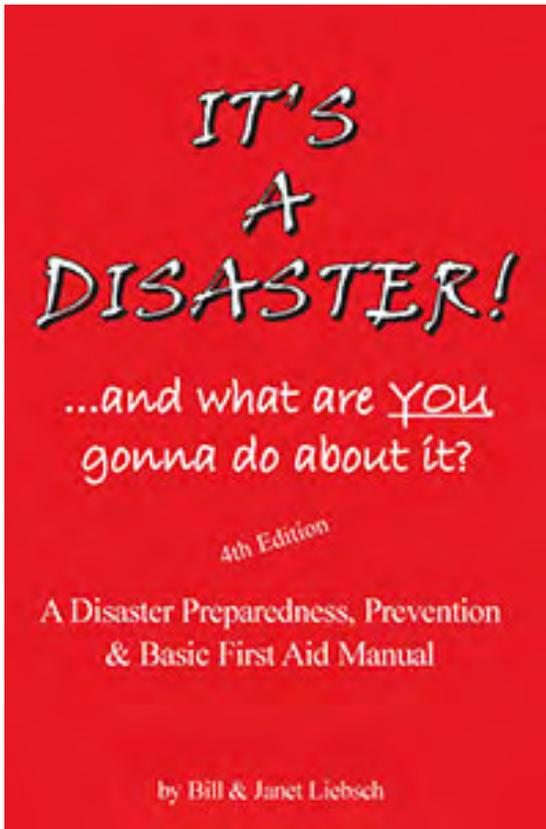
Membership Invitation

If you are reading this newsletter and are not yet a member of DERA, please accept this invitation to join.

DERA members are active in all phases of disaster preparedness and emergency response, both professionally and as volunteers.

You may join online or print an application from our website.

www.disasters.org



Get your own copy now!

DERA is partnering with FedHealth to make this book available to our members at the lowest possible cost.

It's a Disaster! is the highly acclaimed, definitive guide to disaster preparedness, prevention and first aid.

Every professional should have a copy for reference and every family should use one as their personal preparedness guide.

Now is the time to obtain this invaluable reference for yourself while taking advantage of our discount pricing on copies for your friends and colleagues.

Presenting this book as a gift is a testimony to your care and thoughtfulness.

Use the professional planning strategies and tools in *It's a Disaster!* for your own preparedness as well as an emergency guide for unexpected situations.

For the next 30 days, DERA will pay the postage on your order.
Please do not delay and be disappointed. Order your copies today.

DERA Publications
P.O. Box 797
Longmont, CO 80502

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CONSULTING OPPORTUNITIES

Tribal HELM is the international development practice of Tribal Group plc, a leading provider of services to the public sector in the UK and internationally. We work in close partnership with our clients and partners in public and non-state sectors to achieve real improvements in the capability of countries to deliver better quality public services to their citizens.

Tribal HELM delivers consulting assignments throughout Central and Eastern Europe, sub-Saharan Africa, the Middle East, Asia and Australasia. We are proud of our delivery record and responsive approach, working extensively with all major development partner organisations. Tribal HELM is also retained on a number of global multidisciplinary framework agreements.

Due to continued growth in the demand for our services we are seeking freelance consultants who are interested in both long and short-term assignments and who have proven experience in the design, delivery, management or evaluation of technical assistance and capacity building projects in the following sectors:

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- **Health**
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- **Policing, justice and security**
- **Civil society and non-state actor support**
- **Social development and protection**
- **ICT and information systems**
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If you have an established track record in these sectors and are interested in working with us, further details of the specific services within each sector and application instructions can be found at www.tribalhelm.com/workingwithus or by contacting international@tribalhelm.com

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T R I B A L H E L M

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Ball State University's Advanced Crisis Communications Training Team is seeking experienced instructors to conduct two DHS/FEMA Instructor-led training sessions on Advanced Crisis Communications Strategies for Public Safety Communications Supervisors beginning in 2011 and Advanced Crisis Communications Strategies for Public Information Officers. Compensation will be competitive and travel is required.

Advanced Crisis Communications Training (ACCT) is a four-course training program created by Ball State University through a cooperative agreement with FEMA and the U.S. Department of Homeland Security. The goal of this program is to train key emergency management professionals in media relations and crisis communications skills needed to effectively communicate information to the public in times of crisis.

Instructor qualifications for Advanced Crisis Communications Strategies for Public Safety Communications Supervisors: Experience in emergency management and proven experience as a trainer. 9-1-1- supervision experience is preferred but not required. The qualified candidates must attend a Train-the-Trainer session in Muncie, IN (travel expenses will be reimbursed). The selected instructors will be expected to set up and tear down training room(s), operate training technology (e.g., PowerPoint), register students, administer student pre- and post-tests and evaluations, distribute certificates of completion as well as conduct a 7.5-hour oral training session. The successful candidate will be expected to complete IS-702 NIMS and AWR-212W Advanced Crisis Communications Strategies for Public Safety Communications Supervisors (both are web-based training).

Instructor qualifications for Advanced Crisis Communications Strategies for Public Information Officers: Experience in emergency management and proven experience as a trainer. Public Information Officer experience is preferred but not required. The qualified candidates must attend a Train-the-Trainer session in Muncie, IN (travel expenses will be reimbursed). The selected instructors will be expected to set up and tear down training room(s), operate training technology (e.g., PowerPoint), register students, administer student pre- and post-tests and evaluations, distribute certificates of completion as well as conduct a 7.5-hour oral training session. The successful candidate will be expected to complete the G-290 Basic Public Information Officers Course before his/her first training session. The E-388 Advanced Public Information Course is also strongly recommended.

Please submit resume or application (attached) with names and addresses of three professional references to acct@... or fax to the attention of Janet Kesler at 765-285-9278.

Will You Help Provide a Disaster Communications Lifeline?

You can provide life-saving disaster communications as an individual donor, team sponsor or volunteer.

Tragically, Hurricanes Katrina and Rita underscored just how critical disaster communications can be.

Since 1962, our nonprofit mission has been to provide emergency communications during disasters. Our volunteers have responded to hurricanes, earthquakes, tornados, wildfires, floods, volcanoes, winter storms, manmade disasters and tsunami. Our volunteers have served in every part of the U.S. and throughout the world. They need your help.

You can be an important part of this vital mission starting today.

We operate and maintain a variety of emergency communications systems including portable satellite terminals, mobile units that can provide local and long distance communications and lightweight flyaway kits with battery powered two-way radios. Our volunteers deploy these systems in support of emergency responders, relief agencies and the public whenever there is a need.

No community is immune from disasters and communications emergencies, and we are working hard to strengthen our ability to respond rapidly to any location that has a need. To do this, we need to modernize our aging equipment, some of which is over 25 years old, upgrade our satellite systems to handle greater capacity, and obtain additional communications vehicles and satellite terminals.



An important aspect of our project is training and equipping local volunteer teams in communities throughout the U.S. Our volunteers are active and retired communications professionals, Amateur Radio operators, emergency managers and electronics technicians working as highly effective, rapidly deployable teams.

Annually, each emergency communications team needs sponsorship contributions of at least \$35,000 to maintain their equipment and cover deployment costs. This does not include the initial \$98,000 needed to purchase and equip each communications vehicle. A reliable source of funds is needed to maintain and repair vehicles, electronics equipment and portable generators, pay for satellite air time and internet service, cover insurance, gasoline, travel expenses and to upgrade or replace obsolete equipment. We receive no government funds, but depend entirely on the generosity of private individuals, civic groups, businesses and other donors.

We urgently need financial support for this vital mission. Please help or refer us to someone who can.

Donors and Sponsors Needed

Please help us obtain operating funds as well as donations of vehicles, satellite systems and radio equipment.

Major sponsors who partner with DERA on this project will receive full recognition through logo and name placement on communications vehicles, prominent attention in media releases, and extensive visibility as vehicles are seen enroute to disasters and on display at exercises, conferences and significant public events.

Your help as a donor, project sponsor or volunteer will provide a communications lifeline to those in need.

Our Organization and Mission

DERA was founded in 1962 as a nonprofit disaster service and professional organization. Our headquarters is in Denver, Colorado, and we have active members working throughout the United States and around the world. Our volunteer members work together on a wide range of disaster preparedness, response and recovery projects that are vital to community readiness and safety. Donations to DERA qualify as charitable tax deductions within the U.S.

Disaster Preparedness and Emergency Response Association (DERA)

www.disasters.org

Email: dera@disasters.org

P.O. Box 797, Longmont, CO 80502

(970) 532-3362

DERA was established in 1962 and is a Nonprofit 501(c)(3) Disaster Service, Educational, and Professional Organization

WANTED

Members

Add your strength to ours!

Join our international network of prominent leaders, professionals and volunteers active in all phases of emergency preparedness, community safety and disaster response.

Speakers

Whether you are a well-known subject matter expert or just have interesting experiences to share, organizations around the world are looking for program speakers.

DERA links members with an interest in speaking to audiences through our Speaker's Bureau. We also produce Podcasts, Webcasts and preparedness teleconferences which require little or no travel.

Writers

DERA offers numerous opportunities for publication: Our highly regarded Monograph Series is a peer-reviewed special publication for stand-alone research papers, field reports and preparedness guides, normally 12-36 pages in length. Our quarterly newsletter, Disasters•Org, gives members the opportunity to publish either a regular column or special articles.

DERA provides members with the opportunity to gain professional recognition through high-quality publications.

Watch Officers

DERA operates an online Emergency Operations Center at www.dera.us/eoc

We need additional Watch Officers to keep the site updated with breaking news and situation reports. Watch Officers can post updates from anywhere they have access to the web. Even if you only have limited time and irregular schedules, you can be an important part of this program.

Regional and State Coordinators

Network where you live and work! DERA program coordinators and assistants attend key meetings in their state or region and network with all who might have an interest in DERA programs.

DERA aims to provide every state with a program coordinator who provides liaison between governmental agencies, other nongovernmental organizations, and DERA members in the area.

International Program Coordinators

Since our founding in 1962, DERA has been very active in supporting international preparedness and relief efforts and we have sponsored emergency response teams throughout the world.

DERA international program coordinators represent DERA within each country where DERA members have a presence and seek opportunities for cooperation, mutual assistance, and program development.

Learn more about DERA at www.disasters.org

Please join us: We'd be honored to have you as a member.
You may apply for membership online or use the form on the reverse.

Membership Invitation



Founded in 1962

MISSION

Preparedness - Response - Recovery - Professional Association

DERA is a Nonprofit Disaster Service and Professional Organization.

Our members work together as an active, world-wide network of disaster preparedness specialists, response and recovery teams, trainers, consultants, technical experts, researchers and project managers.

We help disaster victims by improving planning, communications and logistics, reducing risks and mitigating hazards, conducting community preparedness programs, and by sponsoring emergency response missions.

We sponsor a school awards program that encourages students to study the effects of disasters and to conduct projects that reduce local hazards and improve community preparedness, safety and environmental protection.

As a prominent international professional association, our membership is composed of key leaders in the field of emergency management from around the world, including key government officials, volunteers, consultants, business managers, researchers, educators, students and wide range of charitable groups.

Our quarterly newsletter, DisastersOrg, brings current information about developments in emergency management and reports on the activities of our global membership.

We sponsor research projects and the publication of emergency management guides, case studies, technical assessments, and preparedness materials.

If you share our vision of commitment and service, we would welcome you as a member.

Please complete the application that follows or contact us for further information.

**DERA
P.O. Box 797
Longmont, CO 80502**

www.disasters.org

Professional Affiliation
Membership Application



Name: _____ Title: _____
Organization: _____
Street Address: _____
City: _____ State: _____ ZIP/Postal Code: _____
Country, if not USA or Canada: _____ Phone: _____
Email: _____ Radio Callsign: _____

Please Select Membership Classification
Enclose Check or Money Order for Dues Payment
Amounts are in U.S. Dollars

Individual Membership - Professional
\$50.00 per year
\$35.00 for Student, Retired or Unemployed

Nonprofit Organization
\$75.00 per year

Individual Membership - Management Level
\$75.00 per year

Governmental Office
\$95.00 per year

Lifetime Individual
\$475.00

Small Business
\$125.00 per year
Please contact us for corporate membership

Foreign currency and drafts are credited at commercial exchange rates. All checks must be payable through a U.S. bank.
Add \$5 per year if you wish newsletter sent by Airmail, or \$35 for Global Priority Mail. Rates good for 2011.

Join online with any major charge card at www.disasters.org

or mail this application with check or money order to

**DERA Membership
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Please tell us if a member referred you so we can thank them: _____ NW-2011-07