

# DISASTERCOM

DERA Newsletter

48 Years of Service

July 2010



## DERA Member Supplies Available



### DERA Online Store

[www.cafepress.com/disasters](http://www.cafepress.com/disasters)

Pictured above are only a few of the many products available at the DERA Online Store.

"I am very pleased with the quality and variety of DERA-themed articles now available at the online store," said Howard Pierpont, DERA Chair. "Prices are very reasonable and DERA is able to use revenues from the store to help keep costs of membership low, while providing

funding for our disaster field work. I encourage all our members to show their pride in our organization by wearing DERA apparel and using DERA-themed articles wherever appropriate, but especially at conferences and while on deployment."

There is also a direct link to the online store at the DERA homepage:

<http://www.disasters.org>

## DERA AWARDS for Exceptional Service



DERA provides a number of recognition medals to honor exceptional service in emergency management.

DERA members may nominate deserving individuals for the awards, or may obtain medals to use as challenge coins or to present as personal mementos.

The following types of medals are currently available:

### Copper – For Student Awards

Any DERA member may purchase copper coins to present as a token of recognition to students, volunteers or others deserving of special, on-the-spot recognition. Medals may be affixed to plaques or used as souvenir coins.

### Bronze – Members Only

5-year members receive one free and may purchase additional medals to use as desired. All members may purchase bronze medals to use as "challenge coins" or to present as personal mementos.

### Pewter – 10-Year Members Only

10-year members receive one free and may purchase additional coins.

### Silver – For Life Members only

One is sent free to each life member. Life members may purchase replacement medals.

### Gold – For Special Recognition

For exceptional service to DERA or for members who perform meritorious or heroic service above and beyond the call of duty during a time of emergency. Gold medals are awarded only by the Board of Directors upon nomination of an individual by a member in good standing. The medal may also be presented affixed to an award ribbon in recognition of unique and exceptionally noteworthy student research into disaster preparedness and emergency response.

### Member's price for coins:

**Copper:** Two for \$15, ten for \$65.00

**Bronze:** Three for \$25.

**Pewter:** Three for \$30.

**Silver:** Generally, additional coins are not for sale. Replacements for lost/damaged coins are \$15.

**Gold:** Not for sale. Nominations may be made to the Board of Directors.

**Postpaid to U.S. Add'l postage for airmail.**

*Note: These coins do not contain precious metals. Coin color refers to the cosmetic finish only, not metal content.*

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

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Editor: Kevin J.D. 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.disasters.org](http://www.disasters.org)

## **DERA International**

P.O. Box 797  
Longmont, CO 80502

DERA is a Nonprofit, U.S. IRS 501(c)(3) Disaster Service and Professional Association Established in 1962  
Incorporated in the State of Wisconsin.  
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### **Officers**

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**Mark Majors, Regional Programs**  
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### **Partnerships & Affiliations Include**

**ARRL**  
American Radio Relay League  
[www.arrl.org](http://www.arrl.org)

**CNA**  
Colorado Nonprofit Association  
[www.ColoradoNonprofits.org](http://www.ColoradoNonprofits.org)

**EM Forum**  
[www.emforum.org](http://www.emforum.org)

**EMLRC**  
Emergency Medicine Learning Resource  
Center  
[www.emlrc.org](http://www.emlrc.org)

**FAIRS**  
Foundation for Amateur International  
Radio Service  
[www.fairs.org](http://www.fairs.org)

**Florida VOAD**  
[www.flvoad.org](http://www.flvoad.org)

**NIAR**  
National Institute of Amateur Radio (India)



## **New Member Roster**

Welcome to DERA!

**Nathan Marantz, USSRTF**  
West Berlin, New Jersey

**Patricia Burritt, K1PAT**  
Sacramento, California

**William Warmuth, K3FQI**  
Connellsville, Pennsylvania

**Eddie Gillette, Sr.**  
Ooltewah, Tennessee

**Kawika Feltman**  
Lancaster, California

**Mike Villa**  
Duluth, Minnesota

**Sean Walsh**  
Yonkers, New York

**Shefali Shah,**  
**1ReadySystems.Com**  
Escondido, California

**John Smalley**  
Manchester, United Kingdom

**Robert Cowan**  
San Francisco, CA

**Marilyn Antoine**  
Valsayn, Trinidad and Tobago

**NancyJo Iliminen**  
Cheyenne, Wyoming

**Stephen Huff**  
Monroeville, Pennsylvania

**Jesse Wolf, EMT**  
Westwood, Massachusetts

**Randy Schuyler**  
Marina, California

**Kenneth Suiso**  
Los Angeles, California

**Kenneth Carmona, RN, BSN**  
Seattle, Washington

## **Letter from the Chair**



I am very pleased to welcome the new members whose names appear just to the left on this page. It is our sincere aim to provide you with professional support and an opportunity to network with the finest people in emergency management, other DERA Members.

I especially want to thank those members who have worked so hard to recruit new members for us: Anne Hutton, Catherine Lawhun and Bob Dockery. I challenge every member to bring us at least one new member this month. A membership application form is on the back page of this newsletter, or you may have the new member join online at [www.disasters.org](http://www.disasters.org)

Also, I would be remiss if I did not thank Claude Baker for his continued support of our emergency communications programs. Claude has given us substantial assistance through the years in many program areas, and continues to provide tropical storm tracking and response advisories throughout the storm season.

Another of our members who stepped forward and assumed a vital leadership role during the Haitian earthquake emergency is Gene A Bess, SEM, of Saint Robert, Missouri. Gene took over management of the DERA Online Emergency Operations Center at a critical time and was instrumental in keeping accurate and timely information posted. The DERA Online EOC is available to all members to track and manage incidents. It can be accessed at: [www.dera.us/eoc](http://www.dera.us/eoc)

For all: Thank you for your continued membership and support. Be safe and please send us news about your activities.

*Howard Pierpont*  
Board Chair - DERA

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## **Send Us Your News and Photos**

Email: [editor@disasters.org](mailto:editor@disasters.org)



## DERA BUSINESS MEMBER NEWS

### **Ashbury International Group, Inc.**

Contact: Nancy Mace

404.840.3404

[media@ice-pack.com](mailto:media@ice-pack.com)

### **ASHBURY INTERNATIONAL GROUP INC. DIVERSIFIES INTO EMERGENCY PREPAREDNESS AND DISASTER RESPONSE BUSINESS WITH NEW ICE PACK™ BRAND**

*Central Virginia defense contractor creates new Emergency Preparedness Division to serve consumers, corporate industry and local government critical infrastructure with turnkey system solutions*

MAY 18, 2010 – Charlottesville, VA. - Ashbury International Group, Inc., a Department of Defense Prime Contractor and manufacturer, is launching an Emergency Preparedness Division.

Under the newly created ICE PACK™ (In Case of Emergency) brand, the division will provide a range of turnkey emergency preparedness and disaster response solutions to consumers, government, industry and corporations responsible for critical infrastructure operations.

Developed in the wake of the costliest natural disaster in U.S. history, Hurricane Katrina, and the most egregious terrorist attack on U.S. soil ever, on 9/11, Ashbury International Group was inspired to create a range of systems-based emergency preparedness solutions for a wide array of modern emergency and disaster situations.

"It is time to provide concerned civilians and private sector businesses comparable levels of resiliency that many in the upper levels of government currently maintain," said Morris Peterson, Ashbury International Group president and CEO. "Ashbury is developing solutions to support those who may be affected by an emergency or natural disaster, with an effective, systems oriented approach to assessing, planning, equipping, responding to and recovering from these events with a distinct focus on sustainment versus survival."

The driving force behind the development of ICE PACK™ systems by the Emergency Preparedness Division is based on Ashbury International Group's specialized systems integration knowledge and more than 15 years of global technical, logistical and training experience to include supporting the Defense Department in Operation Iraqi Freedom and Operation Enduring Freedom. That experience formed the basis for understanding the "real world" needs of persons on the ground during emergencies.

"Virginia's Greene County Economic Development Authority believes Ashbury's expansion highlights the strong business platform Greene County offers and a supportive community which understands the importance of local business growth," said Tony Williams, executive director, Greene County Economic Development. "We are excited by the new skilled jobs the ICE-PACK expansion brings to our county and look forward to Ashbury's continued *success*."

Williams added, "During times of unprecedented natural, man-made and terrorist related disasters, it is comforting to know our county houses such unique resources and strong leadership."

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The Emergency Preparedness Division is developing ICE PACK™ system solutions to:

- Educate, train and provision organizations, individuals and families to plan, and be resilient during disasters and emergencies
- Support and enable continuity of government, industry and commercial critical infrastructure operations
- Provide stability until social and civil services are restored
- Support safe escape and evacuation from dangerous environments

For more information about Ashbury International Group's Emergency Preparedness Division and the ICE PACK™ brand, visit [www.ice-pack.com](http://www.ice-pack.com).

### **About Ashbury International Group**

Professionals, with active global government security and defense industry expertise founded Ashbury International Group, Inc. in 1995. Headquartered in Ruckersville, Virginia, Ashbury International Group is a small, minority-owned business located in Greene County. The company provides state-of-the-art technical, logistical equipment and training support to courageous Americans who protect, serve and defend the U.S. Ashbury International Group serves multi-national corporations, non-government organization's (NGO), local, state and federal government, security, law enforcement, military and special operations forces within the U.S. and allied foreign nations.

###

EDITOR'S NOTE: To speak with Morris Peterson get more information about ICE PACK, contact Nancy Mace at (404) 840-3404.



# Education vs. Training

*Are they the same?*

by

Michael J. Fagel, PhD., CEM

In our ever changing and evolving role in the emergency preparedness field, the words "Education" and "Training" often come up.

The emergency manager has evolved in the last decade and has matured even more so since 9-11.

It is our job to provide education to our elected and appointed officials, our citizens, and our fellow employees including why we need to improve their understanding of just what Emergency Management mean to them does.

After they garner a better EDUCATION, can we then begin effective training?

I recall when I was deployed to the World Trade Center Ground Zero in 2001; we were in dire need of helping to provide a safer environment for the workers on site. We also had to "Train" them in the proper use of personal Protective Equipment (PPE) while on site.

We did provide "training: en mass to the thousands of workers on how to use respirators, eye and head protection.

After a few days, we saw masks and safety glasses tossed aside and thrown away..... not used.

We then had to embark on anew task of EDUCATING the people we were so desperately trying to protect as to why we were giving them equipment and TRAINING.

I dare say, in my over 30 years of field experiences, that the "Training and Education" evolution on site was under less than ideal circumstances.

We need you to take these first steps in the maturation of YOUR programs to help your customers (the people we serve) that training is but one component of an effective overall educational process.

It is a process.

We are constantly EDUCATING newly elected or appointed officials in what we know as Emergency management, Threat Risk, Mitigation and a myriad of other topics.

We know what we NEED them to know and understand that it is a PROCESS of CONTINUOUS Improvement. A process has no beginning or end, but a series of steps or actions that is meant to continuously improve what we are trying to accomplish.

Think of the two terms as YOU develop your programs as well.

I have been an instructor at FEMA's Emergency management Institute as well as at numerous colleges and universities over my career.

One thing is critically important: That is to always provide opportunities to help EDUCATE your people that need our help. After EDUCATION, we can then embark on TRAINING, but it is a complimentary process.

Much like we often times hear that responsibly and accountability are interchanged, let's take that first step to helping to understand that there ARE Differences between Education and Training, BUT, that there are synergies when used effectively.

It seems that every two to four years we must "RE Educate" our elected and appointed officials about what we do in Emergency Management and planning. That's okay; it allows us time to help hone our message to those that need our assistance. After we have educated them as to what the terms like- PREPAREDNESS- MITIGATION- RESPONSE- RECOVERY all mean, we can then provide them table top training sessions to help them fully comprehend in TRAINING environment what we will need their help on.

Often, we have people take "Training" simply because they were "required" to do so.

Isn't education a beneficial tool as part of that process?

*Michael J. Fagel, PhD is a Certified Emergency Manager. He was the Region 5 Chairman of IAEM, as well as Vice Chair of the CEM Commission and has been a DERA member for over ten years.*

*He has been active in public safety work since 1975, in the community and worldwide. He was a responder for FEMA before it transitioned into DHS in 2003, and is an instructor for DHS on a national basis, as well as at the University of Chicago, Northwestern University, Benedictine University, Eastern Kentucky University and LSU. He is part of the Critical Infrastructure- Key Resource team at Argonne National Laboratory. The views expressed herein are those of the author alone, and do not reflect the views of any*

*federal, state or local agency or institution. Fagel can be reached at [mjafagel@aol.com](mailto:mjafagel@aol.com)*

## Member News

**Gaye Cameron** is the Manager of Emergency & Security Planning for State Water Corporation, New South Wales, Australia, and has recently undertaken a full safety and security review of 20 Dam Safety Emergency Plans. New regulations have been imposed on security, and Gaye is now looking at how to improve security of the critical infrastructure. Gaye is very interested in hearing from organizations that manage dams, in particular security and emergency/disaster planning, to exchange ideas.

Gaye's email address is [gaye.cameron@statewater.com.au](mailto:gaye.cameron@statewater.com.au).

**Tim McInerny** is the Capacity Coordinator for the Australian Red Cross in Queensland. He recently coordinated a joint exercise with Queensland Police service to test the latest version of the National Registration and Inquiry System (NRIS), used to connect people during emergency events.

Tim has also been working to integrate the lessons from the recent SWQLD floods operations into future practices. He is now preparing to attend an ICRC Health Emergencies in Large Populations course in Hawaii His current contact information is:

Timothy T. McInerny  
Ph: +61 (0)412003740  
Skype: tim2travel

Email: [timothy.mcinerney@gmail.com](mailto:timothy.mcinerney@gmail.com)

**Pattijeau Hooper, PhD** of Kenmore, Washington recently received her doctorate from the University of Washington. Her research dealt with integrating persons with physical and cognitive challenges into an effective emergency response system. One of her demonstrations involved the training of blind participants to fight fires, while mobility-impaired individuals were trained as incident commanders. She is also working with FEMA to develop an advanced Tribal liaison training program.

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  
\$25.00 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**  
\$450.00

**Small or Startup 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 \$20 for Global Priority Mail. Rates good for 2009-2010.*

**Join online with any major charge card at [www.disasters.org](http://www.disasters.org)**

or mail this application with check or money order to

**DERA Membership  
P.O. Box 797  
Longmont, CO 80502-0797  
USA**

Please tell us if a member referred you so we can thank them: \_\_\_\_\_ NP-2010-07