



THE RESPONDER

NEWS OF THE IAEM-STUDENT COUNCIL

INTERNATIONAL ASSOCIATION OF EMERGENCY MANAGERS

October 2010

Volume 3 Issue 7



Conference Registration Fee: Student Members: \$180

Activities at a glance:

Sunday Oct 31, 2010

11am-12noon
CEM@/AEM Overview Presentation FREE

12noon-2pm
CEM@/AEM Consultations FREE

3:30pm-5:00pm
IAEM - Student Council Caucus

5:30pm-9:00pm
Welcome and Networking Reception \$25

Monday Nov 1, 2010

2:00pm-6:00pm
Emergency Management Career Workshop

8:00pm-9:30pm
Student Networking Future Leaders in Emergency Management Reception.
RSVP Required - Open to student conference attendees & EM professionals

Tuesday Nov 2, 2010

6:00pm-7:30pm
IAEM Scholarship Auction (See Page 5 for more information)

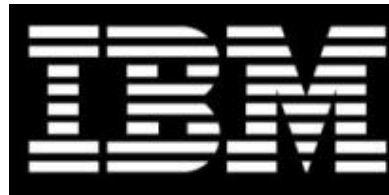
7:30pm-10:00pm
Student Optional Activity—San Antonio EOC Tour & Dinner - Student Registrants Only! Maximum of 57 Participants. (Dinner Included)

Student Hospitality Suite

Free and open to student attendees
Sunday -Tuesday nights
9:00pm –12am
(Costumes encouraged on Sunday)

A student conference guide (“What You Should Know About IAEM 2010 in San Antonio”) has been developed and is available online at www.iaem.com/students.

View and download a complete conference schedule at www.iaem.com



2010 Future Leaders in Emergency Management Sponsor

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www.iaem.com/students



Networking.....are you plugged in?

Written by: Michael Mumaw, CEM

What comes to your mind when you hear the term “networking”.....maybe Facebook®? How about LinkedIn®? Social media sites like these have been growing exponentially in popularity as a means to stay in touch socially and even professionally. But what about conferences, trade shows, training classes, and work shops? These have been and will always be a critical part of networking within a profession. The greatest take-away I always have from the IAEM Annual Conference and our annual State Association Conferences, are the relationships that I establish and build upon with the other professionals who are there.

Let me put it this way; if you heard of a job opportunity coming available, would someone you never met but accepted as a friend on Facebook come to mind? How about someone you met at a conference who impressed you with how knowledgeable and well spoken they were?

There are a couple of key issues to keep in mind when you are networking at a conference or similar venue:

- First impressions are lasting impressions.
- Someone is always watching you.

Something you might find surprising is that your parents and teachers were right – First impressions are important. Before you go, get prepared to make the right first impression.

- Dress appropriately. Even if others in attendance are wearing jeans and t-shirts, consider how that casual of dress may be viewed by others.
- Have a 30 second to one minute “elevator presentation” about yourself.

This is a short succinct commercial about who you are and your goals or desire, relative to emergency management; “sell” yourself; but don’t oversell yourself.

Networking

A supportive system of sharing information and services among individuals and groups having a common interest. - Dictionary.com

- Have a professional looking business card, even if you are a still a student, that you can hand to the people you meet. If you have developed a career goal for yourself, include that on the card.
- Always have an extra copy or two of your resume. You never know when you might meet someone who is hiring. Even during the bad economic times these past couple of years, we have had students walk away from the IAEM Conference with internships and job offers.

Remember that whenever you are participating at an activity within your profession, you are being watched, even during the social activities. Your behavior at the receptions, banquets, and other similar social activities, can also leave lasting impressions with possible employers and your peers; make sure that they are good ones.

If you want to have a successful network, you need to build it face to face. The social media sites can be good tools for maintaining your connections; but the foundation of a good network is built in the physical world, not cyber space. You need to take the time to attend and participate in conferences, workshops, tradeshow, and even training, in order to make those important contacts.



Predicting the Future, how should it be done?

By David Glazebrook

Predicting future events and disasters is a crucial part of setting strategic vision and goals for all levels of Homeland Security and Emergency Management. With such far-reaching implications, we must ask the question as how this is done.

In looking at several publications for Homeland Security, I did a comparative review between each. All the authors seem to agree in general terms in the trends of global dangers, political upheaval and changes to the current world order. What triggers these is where they differ. All but one of the readings looks to outside sources for this upheaval. The authors look to climate change, food shortages, the changing major state players, and transnational terrorism as the major catalysts to this upheaval. These major changes will cause new relationships to be formed and resources to be shared or controlled with more vigor. Our priorities will shift to keeping areas stable so that they can continue to produce products needed by the world community.

A new world structure will emerge to help control the resources (National Intelligence Council, Hicks & Associates, Dillon, Brown). However, the author Williams takes an outside view. This view is that not the external factors will bring new dangers but our failure to adapt to them quickly and our internal perceptions of the world order. That the state structure is diminishing in its role as a world player. That our focus on this will lead to our failure to defend ourselves and react in meaningful ways to new disasters or crisis (Williams).

The reason for their differences is the data they are looking at. William seems to be looking not only at today's data but also trends and historical cycles, where the others appear to be looking at today's data and projecting it out unaffected on a timeline. When looking at trends one must look at cycles and historical data also to get an idea of how civilizations work. Examples of this are in the book "The Next 100 Years"

by George Friedman. He looks at historical cycles and data to produce likely trends over the next 100 years. He discusses population data, historical actions as a prediction to future behavior, and trends over the past 300 to 100 years. The data the authors of the readings besides Williams seems to be incomplete and more to our current perceptions rather than historical data and cycles.

While some of the authors are looking a nearer term trends, which may explain some of this data, Williams appears to be the only one looking at the complete data picture. In Thomas Barnett's book "Blueprint for Action", he discusses the subject of the dangers of looking at future scenarios without taking into account the actions of the United States. What Williams and Friedman have done is look at emerging trends and then applies possible action on our behalf, which will influence the scenario.

In Homeland Security and Emergency Management, we must do the same. The big questions of the population reaction to the disaster or event, both before, during and after, current and future policies, historical analysis of response, and how and what we are prepared for must be taken into account.

How can these behaviors be influenced to forecast better outcomes of these possible scenarios. We must use this way of establishing future possible scenarios to influence and change planning scenarios, Universal task List, target Capabilities list and other policies and procedures when necessary to help us to be better prepared at every level for current and future threats. Evaluating trends on an unaffected timeline assumes too much and leaves too much to chance.



ICS: Make it work!

Nicole Peace Coarsey, MPA

We've all done them. We've all gone on-line and completed IS-100, 200, 700 & 800 and probably ended each course with eye strain and an e-mail saying "Congratulations". Then, some of us moved on to IS-300 and 400 and are subjected to "death by PowerPoint" while trying to muddle through exercises with a group of people whom we've never met and will probably never see again. Fun times! While I've been the tormentor serving an instructor, I firmly believe that National Incident Management System (NIMS) and Incident Command Structure (ICS) work, so USE IT!

Professionally, I have been a part of small and large events that incorporated NIMS, and it is my opinion that the NIMS is very effective as long as all those responding to efforts have been trained on the critical NIMS components. The problem comes about when we don't use NIMS. Just like any other training, we tend to forget what we've learned unless we incorporate it into our day-to-day work lives or even our personal lives.

The agency I work for has incorporated an ICS structure for day-to-day operations so that when we have to activate our Emergency Operations Center (EOC) we fall into the position with ease. When we are setting up a training or conference, again there is an ICS structure. Think about how easy it is with a meeting: The Incident Commander is the one sponsoring the meeting; the Planning Chief will ensure the agenda and hand outs are copied; Logistics Chief will secure the meeting location, order refreshments, gather AV equipment needed, send out and collect registration forms; Administration and Finance Chief will make sure that the bill for the refreshments is paid. Each task has an assigned chief. This allows the IC to manage the event in the most effective manner. The meeting will go smoothly! If

this is the format for every meeting, eventually it becomes second nature. When there is an emergency, those same people will do exactly what they are supposed to do because they've been doing it all along.

Now we can easily translate this system into our personal life – be it a wedding, a shower, or let's face it, here in South Louisiana, tailgating at an LSU football game IS an event! We can even give positions to the members of our tailgating party. For example, the owner of the RV is the Incident Commander – he will set the objectives and priorities and has overall responsibility over the entire tailgate! Objectives usually include drinking lots of beer and eating lots of food.

Operations Chief will develop tactics to ensure the operational objectives are met. There will be two (2) Groups: Beer and BBQ. He will make sure these two groups are assigned the resources needed: rolling cooler, lots of ice, plastic cups; BBQ pit, charcoal, meat.

Logistics Chief will make sure to get everyone their tickets, develop the menu, assign people with what to bring, work with Operations Chief to secure the needed items. There may be a need for walkie-talkie radios (aka cell phones) to keep track of everyone on campus, so communications will need to be established.

Administration/Finance Chief will pay the bills and let the IC know when the money is running low! She will keep track of time to ensure everyone makes it to the game and all resources are utilized in a cost effective manor (no need for more food if it's game time!)

Planning Chief will track the beer and BBQ, hold the tickets until needed to get into the game and work on how to clean up the mess once the game is over.

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Bottom line – if you don't use it you'll lose it. Incorporate NIMS and ICS into your day-to-day operations at work, at home, in your personal life. I am a staunch supporter of the NIMS and know without an organized effort first responders would not have the ability to effectively perform their jobs and reduce loss of life and property while ensuring their own safety.



University of North Texas

By: Lauren Simmers, UNT IAEM-SC President

Fall 2010 has brought a new stride to our chapter of IAEM-SC. Every meeting so far has boasted about 30 members - many are fresh faces from both graduate and undergraduate studies. The group's agenda is packed full of activities and volunteer opportunities to keep us all on our toes.

Our most recent meeting on September the 20th, we hosted Cindy Mohat from the University of Texas at Arlington and Mark Fox from the National Weather Service in Ft. Worth. Both gave captivating presentations on their areas of the profession with Mrs. Mohat paying special attention to the student's perspective and how we can gain professional ground. Mr. Fox displayed his knowledge of the weather and its interface with emergency management professionals and did so with a few chuckles along the way.

October 4th will hold our next meeting where Luis Tapia of UNT Risk Management Services is to present about the basics grant writing – a hot topic among students. We will also be updating members on IAEM conference details and

holding an election for the vacant Vice President position. Many of us are looking forward to attending the annual conference in San Antonio later this month.

Other future events include CPR/AED training, Keynote Speaker Chief Nim Kidd from the Texas Division of Emergency Management, Dallas/Ft Worth Airport tour, also an alumni appreciation and networking event.



Congratulations to students who recently received the CEM or AEM certification.

Kristy J. Anderson, CEM
Nicole Coarsey CEM
Shea M. Lane CEM
Jennifer E. Lord CEM
Bethany L. Moore, AEM
Eric N. Sawyer, AEM

IAEM Scholarship Auction

Tuesday Nov 2, 2010
6:00pm-7:30pm

Student volunteers are needed for the Scholarship Auction and to sell tickets for the Basket Bonanza. Both programs support the scholarship fund for students. No registration credit is offered but the more we raise for the scholarship fund the more scholarships we can award. Come show your appreciation and support to the program! The Scholarship Auction will be held in the EMEX hall.



Community Preparedness in the Face of Disaster

Written by: Mark G. Bianchi

According to the Government Accountability Office (GAO), people can reduce a disaster's impact and the need for assistance, particularly in the first 72 hours of a disaster by taking the appropriate steps in advance to prepare their families, communities, and property (Jenkins, 2009, p. 1). In his report to President George W. Bush entitled "The Federal Response to Hurricane Katrina: Lessons Learned", Frances Townsend, an assistant to the president, consistently stressed the importance of individual responsibility and the role that communities and local governments play in disaster response under our federal system (2006). In fact, there has always been a pervasive American tradition of self-sufficiency and independence in which deprivation and disaster were handled at the local level through a system of support that included families, friends, congregations, and community organizations. Even local government assistance was only requested when all other resources had been exhausted and that assistance was often strictly regulated by availability, common practice, and ordinance.

Today, local governments—the first response to any disaster—rely on citizen and community assistance to ensure community preparedness. Preparedness begins at the individual level by ensuring that families are prepared and have a plan to survive and overcome disaster. Local governments are responsible for providing a warning to communities (when possible) of impending crisis and individuals and their families are responsible for taking measures to ensure their own safety once warned. Many communities, count heavily on volunteer and part-time first responders—firefighters, emergency medical providers, law enforcement and security specialists, disaster relief volunteers, National Guard members, and

others—to assist in the response effort. Complete community preparedness remains a coordinated effort between individuals, families, community organizations, and local governments preparing in advance for crisis and working together to respond to disaster.

HOW WE DID IT

The Regional Sheltering Paradigm Shift in Emergency Management

By Jennifer Carlson-Benoit, MSW, LCSW, CEM®

Hurricane Earl may have been a non-event in terms of weather, but for Public Safety and local Voluntary Organizations Active in Disaster (VOADs) on Cape Cod an opportunity to open the largest regional sheltering effort in Barnstable County's history took place with much success.

Covered by national media outlets across the county including the Weather Channel, CNN, ABC, etc., during the response to Hurricane Earl in Massachusetts Barnstable County (Cape Cod), Nantucket County, and Dukes County (Martha's Vineyard) opened a total of ten facilities to ensure the safety of local residents and visitors

in coordination with the American Red Cross and other partnering agencies. Participating agencies included the Regional Emergency Planning Committee (REPC) for Barnstable County, Public Safety, and VOADs including the American Red Cross, the Amateur Radio Emergency Service (ARES) team, Cape Cod Disaster Animal Rescue Team (DART), the Medical Reserve Corps (MRC), Community Emergency Response Teams (CERTs) with the County and in the towns, and more.

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So how was this regional sheltering effort formed and implemented? The key is “we.” No one organization can collaborate to pull together the opening of this many facilities to ensure residents are safe. Through the leadership of Barnstable County’s REPC, more than three years ago a sub-committee for regional sheltering was formed ensure at least six sheltering locations were identified and supplied in the Barnstable County area in coordination with all available partner organizations. On the committee included representatives from most of the agencies listed above. The key ingredient is getting folks to agree safety at strategically placed locations should triumph over opening up to 40 shelters, for example, at which public safety and local VOAD support would be stretched to the point of not being helpful or able to serve communities. When Emergency Management folks in Barnstable County agreed to regionalize as one team, it became possible to offer appropriately staffed shelters to local residents and visitors; the Red Cross, Public Safety, and other organizations named above could then staff these shelters well, providing quality locations for people to go to when there is a public safety emergency. The Red Cross then collaborated with other agencies to ensure, in addition to the six facilities outlined in the plan, the Massachusetts Emergency Management Agency’s (MEMA) Cape Cod Emergency Traffic Plan facilities were supported, and shelters on Nantucket and Martha’s Vineyard were supported in collaboration with all available partner agencies.

When a public emergency is imminent, emergency management in each town requests shelters be opened as needed to protect those who would be affected. A misconception found across the country—and said often—is the “Red Cross opens shelters” when in fact the Red Cross is requested to open shelters as one

organization in coordination with other local partner organizations. Shelters can be opened without Red Cross support by each town if so desired by emergency management, opened with Red Cross support titled, “Red Cross supported or partner shelters,” or even opened as, “Red Cross managed shelters.” The difference depends on the level of collaboration determined with local emergency management folks and what has been decided as a team will work best for communities.

Another key ingredient to the success of the regional plan on Cape Cod was ensuring all were not only meeting at the sheltering committee level, but all were drilling—and completing walkthroughs— together at each shelter as a team. Buy-in from each organization involved was not only encouraged, but feedback was implemented, lending to the success in the plan during the response to Earl. The paradigm shift seemed to occur locally in Barnstable County following the start of REPC Sheltering Committee meetings when a storm was taking place two years ago, and again last year in the Wintertime, when the committee needed to put all of their forward-leaning plans into action.

All emergencies will inevitably have bumps in the road (let’s face it folks, disasters are called disasters for a reason!), and following Hurricane Earl participating agencies are already conducting after action reviews to ensure lessons learned are implemented.

In addition to the paradigm shift which took place locally, a paradigm shift seems to be taking place across the country as towns and states are working to find ways to implement regional sheltering into their plans.

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Communities are seeking ways to best ensure the safety of their residents, in many cases with less staff and more responsibilities largely in part to the economic downturn we are still experiencing. It is my hope agencies at the state level and across the country will look to this plan in progress and all of the work completed by this team when seeking to implement regional sheltering in their communities.

Jennifer Carlson-Benoit works as the Emergency Services Director for the American Red Cross chapter located in Hyannis, MA and is a member of the REPCs Regional Sheltering Committee. Jennifer graduated with her master's degree in community organization from the University of Connecticut in 2005, and just began the second year of her doctor of management in organizational leadership. Jennifer resides in South Yarmouth, MA and can be reached at esdir@cciredcross.org with any questions.

Results of IAEM-USA Student Region Officers Election

The 2010 IAEM-USA Student Region Officers Election has ended, and these are the winners who will take office at the IAEM Annual Conference in San Antonio, Texas:

- President: Nancy Harris
- 1st VP: Michael Kelley
- 2nd VP: Eric Sawyer
- Secretary: Jet Holt
- Treasurer: Mark Warnick

Thank you to all who ran for a position and to those who voted in the election.



IAEM Student Chapters

- **USA Student Region**
 - American Public University System/American Military University (APUS/AMU)
 - Arkansas Tech University
 - California University of Pennsylvania (inactive)
 - Capella University (provisional)
 - Florida State University (provisional)
 - Jacksonville State University (provisional)
 - John Jay College of Criminal Justice
 - Long Island University's Homeland Security Management Institute
 - Massachusetts Maritime Academy
 - Metropolitan College of New York (MCNY)
 - North Dakota State University (NDSU)
 - Philadelphia University
 - Savannah State University (SSU) (provisional)
 - University of Akron (UA)
 - University of Central Missouri
 - University of Chicago
 - University of Denver
 - University of North Texas (UNT)
 - University of South Dakota (USD)
 - Virginia Commonwealth University
 - Western Washington University (inactive)
- **Canada Student Region**
 - Brandon University
 - Lakeland College (inactive)
 - York University
- **Europa Student Region**
 - Instituto Politécnico de Castelo Branco, Portugal (IPCB)
 - University of Zilina
- **Oceania Student Region**
 - University of Canterbury

For chapter contact information, please visit the 'Student Chapters' page linked at www.iaem.com/students