We've now entered the first corner turn of the 2008-2009 PEP Year. Over the last three months PEP has been very active in continuing to create a Community of Preparedness in the Kansas City Metro area. Starting in July with the first ever Business Continuity and Disaster Recovery Conference at the Overland Park Fire Training Center, PEP provided a half day of business networking and professional development.

By September, we were planning another fantastic general session on Emergency Operation Centers (EOCs). Unfortunately, our speaker and many other PEP members were called away by professional duties in response to the string of hurricanes that impacted the southern portion of the United States. In response, the PEP Board focused on the organization’s continuing support of the Midwest Consolidated Security Forum (MCSF). This year PEP was not only able to financially support the MCSF Conference, but identified four PEP-connected presenters for the conference. Specifically, I presented as well as Tom Munoz from Sprint, Hank DuPont from Overland Park Fire, and A. Blaine Morgan from OSH, inc. For more information about the Forum, visit www.mcsfonline.org.

The PEP Board has also worked hard to prepare for the next PEP general meeting, which will be held on November 20th at Swiss Re. The topic will be on Earthquake Preparedness. It should be another fantastic session! For more information and to register for the session, visit www.pepkc.org.

We are also looking for opportunities to grow PEP. We know that our organization is already based on strong membership, but we are constantly looking for ways to diversify our membership industries and increase our overall number of members. To address this goal, the PEP Board has committed to two distinctly different paths. First, we are encouraging all members to consider professional contacts, partnerships, or customers they have that may benefit from joining PEP. In response, PEP bucks are available to anyone who is responsible for securing new membership within the organization. Secondly, we are identifying organizations that are either unfamiliar with PEP or have become inactive. As President, I will contact these organizations directly with information about the benefits of PEP within the community.

Obviously we have only just started this PEP year, but we are well on our way to success. On behalf of the PEP board, I promise to continue to seek out ways to preserve the quality that PEP represents while also looking for new and exciting ways to face the future and truly build a Community of Preparedness.

May everyone be safe and happy throughout the upcoming holiday seasons.

Adam Crowe
1. Be Pro-active. Share your Disaster Recovery / Business Resumption plan with anyone that may be able to impact it upon implementation. We have learned that there may be hurdles with local officials in getting formal approval to implement your plan (i.e. mobile units, diesel generator service etc.)

2. Include critical phone numbers into your plan to have at your fingertips in the event of a disaster. This can expedite the recovery process through permitting, knowledge on when key infrastructure will be recovered (i.e. utilities - gas, electric, telecommunications, water etc.)

3. Remain as close to your permanent site as possible. Our client considered relocating to a permanent building a couple of miles away from their main office. This bank was the foundation of the rebuild of the community. Due to the level of destruction of homes, cars and the impassability of roads it would have been a major hurdle to get to an alternative facility any distance away.

4. Be Flexible. Design your plan accordingly. A mobile facility can address a number of variable issues, by its nature. It should be considered as a part of your plan from a practical and economic perspective. It addresses a number of potential issues such as wide area destruction, alternative sources of infrastructure such as power, telecommunications, water and sewage to name a few. It can also be delivered to a location of choice.

5. Plan for the worst. Our client had 9 employees, 6 were directly and substantially impacted by the disaster - losing their homes and vehicles. Be prepared to make assignments accordingly, including cross-training and alternative sources of staffing.

6. Test for the worst. Make sure that your plan can get you fully operational in a timely fashion. Be realistic in your test scenarios, if you face the realistic threat of tornado, hurricane, earthquake etc - plan and test accordingly so that you are prepared.

7. Enlist trusted vendors that will deliver a comprehensive solution with a clear head. Will they be onsite to hand-hold, transfer knowledge, make recommendations and/or decisions that you may simply not be prepared to make under the circumstances.

8. Understand your Failure points - Research your options before you need them. Reliance upon technology is obviously substantial and replacement options should be fully understood and incorporated into your plan. Advancements in Satellite Technology can provide the critical component to gain access to core business applications.

9. Understand your insurance coverage (business interruption) before you need it. This should be a critical component of the Planning process.

10. Be compassionate. Your staff and your customers are what drive your business. Genuinely help them during this time of need and you will likely have them forever.
No one argues that everywhere Americans work, play, shop, learn, worship and gather the sounds of our interactions are increasingly complex as they undergo dramatic transformations in where we come from and the languages we speak. The more complex it gets, the more emergency communications need to remember KISS (Keep It Super Simple).

Our multi-cultural communities today require communication approaches that are multifaceted and culturally competent. These strategies need to engage diverse constituencies at many levels. Emergency communication strategies must be designed to overcome barriers to anyone’s abilities to receive, understand and act on essential information. It’s a huge responsibility as businesses, institutions and government agencies consider how to protect their employees in an emergency situation, along with their vendors, customers, visitors, contractors and others who may be on site and unfamiliar with emergency plans.

Last year, the foreign-born population hit a high of 38.1 million. Already, four states – Texas, California, New Mexico and Hawaii, are minority-majority – more than 50 percent of their population is made up of people other than single-race non-Hispanic white. The U.S. Census Bureau’s new American Community Survey estimated that 35 million people speak primarily Spanish at home, with Spanish speakers as the largest non-English speaking group, more than 9 million households. Talking in languages everyone can understand is getting more and more difficult.

Add to that the effect on comprehension that occurs from the emergency itself. Studies show that stress, emotional trauma, anxiety and fear cause the human brain to slow down, making even first language instructions hard to understand. Even sophisticated readers need simplicity in messages in stressful emergency situations. For those learning English as an additional language, threatening situations can cause them to revert to their first language or regress in any language skills at all.

The temptation facing emergency planners is to try to meet these challenges on as many levels as possible – but the most effective approach can be to simplify. Use more pictures. Use fewer words. Don’t try to explain the causes when only the effects are enough to promote choice and action. It’s best to:

· Write at a no higher than a fifth grade level.
· Create messages and materials with culturally relevant photographs, images and arresting visual elements.
· Use simple sentences in plain language; avoid technical and medical terms.
· Use pictures or bilingual signs to clearly mark evacuation routes or direct way-finding.
· Train bilingual employees to respond to off-site disaster recovery efforts.
· Use professional translation services for important information about disaster preparedness and recovery – amateur translators may not have the range of vocabulary needed.
· Identify translators who are fully bilingual in written and verbal forms to dialogue with community members, families, customers and others, such as ethnic media.
· Engage Limited English Proficiency (LEP) resources as trusted channels for delivering messages (e.g., instructors in English-as-a-Second Language (ESL) classes, ethnic media representatives, fire, police, public health professionals and representatives of community based and faith based organizations, ethnic chambers of commerce).

Simple instructions from trusted sources guarantee that more people will be reached in most emergencies. Seal every emergency plan with a KISS.

Jane Mobley Associates (http://www.janemobley.com/)
Headquartered in Kansas City, Mo., with offices in the National Capital Region, Jane Mobley Associates is an award-winning communication and public relations firm noted for research-based strategy, media relations, outreach campaigns, coalition building, public involvement and education. The firm has built a national practice focused on “communication that builds community,” specializing in defense, education, health, transportation and water.
FOR NEARLY TWO MONTHS, nine individuals gathered at a downtown Kansas City financial services business location, with a common goal in mind - to become better prepared to respond to a disaster situation. Being prepared to respond was important to them individually, but collectively they saw the bigger picture – be responders for their local communities.

Coming from diverse backgrounds they ranged from some members having no previous training of any kind, to some having basic CPR/first aid training, to a few having previous military training. Together they became a team and participants in the Community Emergency Response Team (CERT) program. The CERT team consisted of Karen Brooks, Tim Charles, Megan Hull, Karol Iser, Robb Jones, Kathleen Kohlbrecher, David Martin, Martin McBee, and John Tackkett.

Training was led by certified CERT instructor and Tonganoxie, Kansas firefighter, Vernon Sheaffer. Assisting Vernon were certified CERT instructors Robert Roberts and Richard Smith. All of the participants have full time jobs, part-time volunteer obligations and family commitments. So there were scheduling issues. To accommodate the group’s needs, flex-training occurred during the months of August and September 2008 with three Saturday sessions and a final Saturday drill and graduation session. Because of the extended schedule, ten lunch sessions were also scheduled to reinforce the information the participants received on the Saturday sessions.

Following the CERT guidelines, the students learned about disaster preparedness, fire suppression, disaster first aid, light search and rescue, disaster psychology/CERT team organization, and terrorism. Through the use of discussions, demonstrations, videos, and hands on training, the team was prepared to handle the issues involved with emergency events for themselves and their community.

The team’s hard work was put to the test during a written exam on September 27, 2008. Instructor, Richard Smith led a team discussion after the exam to help reinforce information supplied during their extended two-month training in preparation of the final exercise drill.

Continued on page 5.
Robb Jones and Martin McBee help rescue victims.

The team also took part in a fire suppression exercise, set up in an empty parking lot, instructors gave demonstrations of extinguishing kitchen grease, gasoline/diesel, and grass fires. Each team member got a hands-on opportunity to extinguish at least one type of fire.

To complete their final exercise, the team was asked to test their training by applying their skills to a real world exercise. The scenario -a tornado had just hit a downtown Kansas City business. Putting their newly learned skills into action, the team went into a parking garage where victims had taken shelter. CERT trainers looked on as their recently trained CERT team successfully rescued and recovered all of the victims.

The team was officially registered and approved on October 7, 2008 as the “State Street (Kansas City, MO Offices) Corp. CERT Program.”
Business Continuity Conferences

http://www.contingencyplanning.com/mcv/events/east/
CPM 2008 • Orlando, Florida • Nov 12-14, 2008

http://www.iaem.com/events/annual/intro.htm
IAEM 56th Annual Conference • Overland Park, Kansas • Nov 15-20, 2008

http://www.shakeout.org/
The Great Southern California Shake Out • Various locations in California • Nov 12-19, 2008

http://www.cpaccarolinas.org/symposium07/symposium07.html
CPAC Symposium • Charlotte, North Carolina • Nov 29-30, 2008

http://www.continuityinsights.com/Conference.html
Contingency Insights • Phoenix, Arizona • April 27-29, 2009

Public and Private Sector Training (BCP and FEMA)

http://training.fema.gov/IS/crslist.asp
FEMA Independent Study Courses training you can download with on-line exam

http://training.dps.mo.gov/
State Emergency Management Agency training in various Missouri locations

http://www.marc.org/emergency/emergencytrainingprograms.htm
Mid America Regional Council (MARC) in-person training in Kansas City, Missouri

https://www.acp-international.com/chapter.taf
Association of Contingency Planners search for a local chapter

http://www.drj.com/groups/drij6.html
Independent Groups list of groups by state

Webinars

http://www.strohl.com/Events/Webinars/default.asp
Strohll webinars sponsored webinars

http://www.3nonline.com/webinars
3N Global (formerly known as National Notification Network)

Disaster Recovery Journal sponsored webinars

http://www.continuityinsights.com/Resources/Virtual_Seminars.html
Contingency Insights sponsored webinars
Officers

President, Adam Crowe
Homeland Security Planner
Johnson County Emergency Management & Homeland Security
111 South Cherry St., Suite 100
Olathe, KS 66061-3441
913-715-1007 office
913-791-5002 fax
816-260-1695 mobile
E-mail: Adam.Crowe@jocogov.org

President Elect, Sarah Kever, CBCP
Senior Business Continuity Analyst
DST Systems, Inc.
816 Broadway, 1st Floor
Kansas City, MO 64105
816-843-9197 office
816-935-0210 mobile
E-mail: sekever@dstsystems.com

Past President, Linda Linhoff, CBCP
Swiss Re • 5200 Metcalf
Overland Park, KS 66202
913-207-1920 mobile
E-mail: Linda_Linhoff@swissre.com

Secretary, Linda DeTienne, CFM, CFMJ
National Catastrophe Restoration, Inc.
8065 Flint
Lenexa, KS 66214
316-636-5700 office
316-761-0014 mobile
E-mail: detienne@ncricat.com

Treasurer, Tom Munoz, MBCP
Sprint • 6100 Sprint Pkwy
Mailstop: KSO PHK0110 - 1A753
Overland Park, KS 66251-6113
913-315-5570 office
913-485-9774 mobile
E-mail: Thomas.2.Munoz@sprint.com

Hospitality Coordinator, Dennis Largent
CoSentry, 10801 N.Amity Ave.
Kansas City, MO 64153
816-891-5911 office
913-221-1341 mobile
E-mail: dlargent@cosentry.com

Web Master, Nick Crossley, CEM, ABCP
Director
Johnson County Emergency Management & Homeland Security
111 South Cherry St., Suite 100
Olathe, KS 66061-3441
913-715-1007 office
913-485-1465 mobile
E-mail: ncrossley@jocogov.org

Call for Newsletter Articles

The partnership for Emergency Planning Board of Directors would like to invite all members to submit articles for publication in the quarterly PEP Newsletter. This newsletter is circulated to over 200 PEP members representing over 100 companies and government agencies in the Kansas City Metro area.

You can submit articles from other publications (with author permission) or write about a recent exercise, lessons learned in continuity/disaster planning, or other general areas of interest to private and public continuity and emergency managers.

The articles should be 250-500 words in length and submitted via email. You may also include a short profile of yourself and company that will be included with the article.

If you are interested in submitting an article or would like more information, please contact Jim Baird via e-mail at jbaird@uscentral.org.

Visit the PEP website
http://www.pepkc.org

PEP Directory of Officers & Directors

PEP Talk
4TH QUARTER 2008

Board of Directors

Bill Latteman, CBCP
Argus Health Systems, 1300 Washington St.
KC, MO 64105
816-435-5405 office
816-510-4305 mobile
E-mail: Bill.Latteman@argusHealth.com

Ronn Hennessy, CBCP
American Century Investments
4500 Main
Kansas City, MO 64111-7709
816-340-3834 office
E-mail: ronn_hennessy@americancentury.com

Steven Hannah, MBA, CBCP, CISA, CISSP, CHS Level III
Waddell & Reed, 6300 Lamar Avenue
Shawnee Mission, KS 66201-9217
913-236-1484 office
816-914-7912 mobile
E-mail: Shannah@waddell.com

Alisa Pacer, CBCP
O S H, inc., Safety & Health Training and Consulting
111 South 4th Street
Edwardsville, KS 66111
816-674-6385 mobile
E-mail: dapacer@sbcglobal.net

PEP Newsletter Articles

You can submit articles from other publications (with author permission) or write about a recent exercise, lessons learned in continuity/disaster planning, or other general areas of interest to private and public continuity and emergency managers.

The articles should be 250-500 words in length and submitted via email. You may also include a short profile of yourself and company that will be included with the article.

If you are interested in submitting an article or would like more information, please contact Jim Baird via e-mail at jbaird@uscentral.org.