

DISASTERCOM

DERA Newsletter

44 Years of Service

September 2006



DERA 2006 Mobile Satellite Internet WAN

DERA now has one fully deployable Mobile Satellite Internet system capable of providing a WAN (Wide Area Network) with internet access to as many as 25 laptops. Donated from faith-based partners, this system and an agreement with Network Technologies, Inc. will enable us to provide Internet access in the aftermath of a disaster in Florida, Georgia and the Caribbean.

Hospital Communications Group Conducts First Exercise

Tampa, FL, June 2006

10 Hospitals were involved with the Baycare Emergency Amateur Radio Service Hospital Emergency Net exercise conducted by DERA member Robert Rathbone, AG4ZG / AAR4VU / SHARES

See Baycare Amateur Radio Service on page 5

Join the Fun: ebay Garage Sale Benefits DERA !!!!

Clean out that Garage today!!!

List an item for sale on eBay and help DERA by designating your chosen percentage of the proceeds as a direct donation.

The process is quite easy.

See page 3 for details.



LDR Donates Disaster Response Database to DERA

The *Disaster Response Database* was born out of a natural catastrophe--the 1997 floods that covered the Red River Valley of North Dakota. Lutheran Disaster Response-North Dakota (LDR-ND), the agency spearheading the relief efforts, found reporting and tracking important information to be a big challenge in the midst of this disaster. It used the lessons it learned during the floods to create this comprehensive tool in cooperation with National Lutheran Disaster Response.

Thank you to Joan Buchhop of Grand Forks, North Dakota for developing this tool and making it available to all the response organizations in Florida for this year's hurricane season.

The next version of the database is expected to go live on the web this month. This will give response units in the field access to this tremendous resource.

See capabilities on page 3



DERA and FAIRS Sign MOU

DERA and the Foundation for Amateur International Radio Service signed a Memorandum of Understanding to provide assistance to the Caribbean Island of Dominica.

See full story on page 4

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

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Editor: Catherine Lawhun

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

P.O. Box 797, Longmont, CO 80502 (USA)

Views expressed in this newsletter reflect opinions of the individual authors and do not necessarily represent the position of DERA on any matter.

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DERA International

P.O. Box 797
Longmont, CO 80502

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Partnerships & Affiliations **Include**



E I I P



“Incident Commander” Training Simulation Computer Game

DERA partner organization, EIIP -- the Emergency Information Infrastructure Partnership (www.emforum.org) hosted a 'live chat' presentation and interactive Q&A session on September 13, 2006. The topic was *Incident Commander*, an interactive computer program that simulates crisis scenarios including severe storm, natural disaster, school hostage, and terrorist attack for the purpose of training first responders. The NIMS compliant crisis simulation software was developed by BreakAway, Ltd. for the Department of Justice and will be distributed to local jurisdictions nationally free of charge.

Business Continuity Planning & Emergency Preparedness Workshop

DERA is partnering with the International Quality & Productivity Center to present an executive workshop on business continuity and preparedness in San Francisco, California, November 13-15, 2006.

DERA members receive a 10% discount on registration when using "DERA" as the registration code.

1-800-882-8684

www.disasters.org/dera/weblink

Training Opportunity

CALTRANS, the California Dept. of Transportation, and the Federal Transit Administration are promoting a free emergency preparedness conference specifically designed for transit managers at agencies large and small, port authorities and rail systems, city and county emergency managers, first responders and national incident response assets:

October 11-12 in Diamond Bar, CA, and
October 16-17 in Sacramento, CA.

For more information, please see:

www.DisasterPrep.info/Caltrans

DERA's Regional Roundup

Sal Meloro, Regional Coordinator for DERA's Northeast Region, is teaching two disaster recovery classes in his hometown: "Disaster Recovery, Are You Prepared?" and "Disaster Recovery for Your Business." If any of our members would like to teach similar classes in their town, Sal can provide an overview and PowerPoint slides.

Sal is also handing out DERA membership applications to everyone that attends and donating his fees for the classes to DERA. Thank you, SAL!!!!!! You are an inspiration!!!!

Mr. Richard Frazzell in Texas has contacted key State Emergency Managers there as well as the several other elected officials to spread the word about DERA's new capabilities. Thank you, Richard!!!!

Our partners in India (NIAR) have really outdone themselves with a spectacular edition of their newsletter depicting all the happenings at their hamfest in the Andaman Islands held in April this year. Please take a look at it now at

www.niar.org/hamnews/NewsLettermay2006.pdf

Yours Truly,

Catherine Lawhun, DERA
Disaster Operations Director
352-447-5691



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Ebay Garage Sale Benefit !!!!

If you list an item for sale on eBay and want to help DERA by donating a portion of your proceeds, the process is quite easy.

Near the bottom of the page where you are setting up a listing, eBay will ask you to make selections for a "Selling Format" and price. Just after those menu selections (and before the PayPal payment choices) will be a small untitled block with two small windows: "Scheduled Start Date" and "Donate Percentage of Sale."

Because they are small, it's easy to miss these two menu items unless you are looking for them.

The "Donate Percentage of Sale" becomes a drop-down menu. If you have never used this block before, you should "Select a New Nonprofit" and look for "DERA Disaster Resource Center" in the alphabetical listing. (After the first time you've chosen DERA, we will show as a main menu choice, so you won't have to look us up again). After selecting DERA, be sure to use the next menu block to the right to select the percentage of the final sale price you want to donate to DERA. You can select various amounts between 10% and 100%.

Please note: There is a minimum donation amount of \$5.00 imposed by eBay. That means if you select a 10% donation, and your item sells for only \$5.00, your donation will be the full \$5.00.

Once a month eBay sends DERA a PayPal deposit for all donations credited to us for the month.

All donations to DERA including any seller's fees are eligible to qualify as tax deductions.

Here is how the eBay menus will look near the bottom of the listing page:

Donate percentage of sale

DERA Disaster Resource Center ▼
100% ▼

LDR Donates Disaster Response Database to DERA

The *Disaster Response Database* organizes disaster-related information into these components:

Client Information

- tracks client's vital information
- lists special populations
- determines priorities based on needs

Financial tracks client's payments from

- FEMA
- insurance
- vouchers
- personal income and savings

Construction

- generates scope to complete construction
- lists materials needed
- coordinates with volunteer information

Donations

- tracks cash and in-kind donations

Equipment

- lists sources and values of equipment
- tracks where it is and who used it

Volunteers

- follows groups and individuals
- tracks locations they worked in
- identifies skills and skill levels

DERA will use this database to track our own efforts and to provide a channel for information transfer among other organizations we are working with. DERA is also registering with CAN, the Coordinated Assistance Network. Information in the LDR Database can be exported directly to CAN's online solution for case management tracking.

CAN was utilized during Katrina to register all the sheltered evacuees.



New Member Roster

Lee W. Champagne
Palm Desert, CA

Curtis Kimball
Oshawa, Ontario

Rebecca A. Terranova, MA, RN
New York, NY

GLOBALMED USA
Kaplan, LA

Rodney S. Lester
Wilmington, NC

Mr Kolluri Suryanarayana Murty
Hyderabad, AP, India

Mitcheal A. Metzner, M.Ed
San Diego, CA

Sgt William M. Gorman
Pittsburgh, PA

Andrew R. Wood
Devon, PA

Jessica Leifeld
Fargo, ND

Tonya Croft
Acworth, GA

Welcome to DERA!
*It is our sincere aim to help you
achieve your professional and
personal goals.*

Baycare Emergency Amateur Radio Service (BEARS)

THE BEARS 2006 MASS CASUALTY EXERCISE requirements were to connect five of the healthcare facilities under their responsibility using ham radio resources. Exercise goals were successfully met through the dedicated efforts of all those who were involved.

BEARS extended special thanks to Mike Anderson (N4MAA) from Saint Petersburg, who, although not a BEARS member, nevertheless helped cover Bayfront Medical.

Exercise Accomplishments

All 8 of the healthcare facilities under BEARS direct responsibility were brought on line. Two additional hospitals also were also included in the exercise, bringing the total to 10 Hospitals involved with the BEARS Hospital Emergency Net.

BEARS passed messages via radio both ways from each of the 10 hospitals. Radio operators at each hospital hand delivered a message to the hospital's safety officer or disaster preparedness officer. This allowed in some instances a first time awareness of BEARS' role in providing radio coverage for the hospital during an emergency. BEARS operators interfaced with hospital emergency staff and other personnel participating in the exercise.

We passed messages between hospitals, ordering token supplies and had them delivered.

We maintained radios supporting the BEARS Hospital Emergency Net and also simultaneously maintained contact with the local ARES/RACES Net interfacing to the EOC.

We utilized HF for the long haul contacts, VHF and UHF frequencies for the short haul in passing messages and contacts.

We were in contact with 3 out of 4 counties Emergency Coordinators (ARES/RACES, ACS) during the exercise. Polk County was the 4th county. I believe this was the first time this many hospitals were connected in an exercise in Florida.

After the start of the exercise all communications were done without the use of the phone network.

Everyone made the last minute frequency change with no problems.

One Priority message was sent via Army MARS HF digital – that was hand delivered within an hour up in

Tallahassee to the State EOC and to the Pinellas Emergency Manager (Gary Vickers).

SOMETHING NEWLY LEARNED

This was something I suspected but was unable to test until now. The current ARES/RACES network will not handle current anticipated traffic from 67 shelters (Hillsborough), Agencies, CERT, AND Hospitals.

With the recordings that were made of net activities, the ARES/RACES net used almost 70% of the available time passing information. BEARS net used almost 70% of the available time passing information.

Exercise analysts concluded that the amount of information activity even in this non-emergency tempo would overload a single radio network. This conclusion indicates the validity of having a separate Hospital-Only emergency radio network. The nature of the BEARS Hospital Emergency Network is that it is self contained and spans 4 counties, utilizing UHF and VHF repeaters. As a result, BEARS-supported hospitals do not have to rely on complex networks to pass information between hospitals via the EOC. Hospital communications would be impractical if every message had to go through the EOC in each affected county. The BEARS Hospital Emergency Network will activate in parallel with state and local ARES/RACES, ACS or other amateur radio emergency groups. BEARS plans to maintain contact with the various hospitals and act as the Net Control Station for the hospitals via UHF or other means. The net control station will convey any information necessary to the local EOC. This separation of networks serves two purposes.

1. It allows inter-hospital traffic to travel unimpeded without having to compete with other traffic.
2. It lessens the burden of traffic on the EOC network.

Robert Rathbone is a Florida DERA member who has been active in communications response for Hurricanes Charley, Jeanne and Katrina. He acted as Net control for DERA's Haiti project in 2004 and was instrumental in saving lives through coordination with Coast Guard rescue during Katrina.

DERA is compiling operating guides and lessons learned from activities such as BEARS. Please do not hesitate to contact us if you would like to be involved in making this type of preparedness available to healthcare facilities in your local area. Write to dera@disasters.org

FAIRS, the Foundation for Amateur International Radio Service

FAIRS (a non-profit (501(c)(3) organization) has been "overcoming barriers and bringing people together" since 1991. It is the motto of FAIRS to build global friendship by amateur radio: to provide equipment and technologies for greater communication between individuals, communities and governments. The directors, members (from the U.S. and many countries around the world) and volunteers have educated citizens in many parts of the world toward preparedness in the event of disaster, by the use of radio communication. FAIRS has been instrumental in the transport of thousands of dollars of medicines, supplies, and other aids to various areas in need. FAIRS, amateur call N4USA, gives motivational support in radio gatherings held several times a week. www.fairs.org

FAIRS was founded by DERA members David Larsen KK4WW and his wife; Gaynell Larsen KK4WWW. They are joined in the operations and administration of their organization by Dee Dannewitz KG4VMI and Carmen Hamlin K14OSJ.

Historically, FAIRS has implemented projects to drastically improve communications in the former Soviet Union, Bangladesh, Africa, Haiti, Singapore, Guyana, South America and China. Their current area of focus is the Eastern Caribbean.

Many Caribbean countries have a barrier of lacking infrastructure for communication, especially in the event of a disaster. FAIRS is working toward linked communications amongst some of these islands, setting up infrastructure, and educating people toward disaster preparedness. It is the desire of the many islands to work together for the benefit of all, and FAIRS helps equip them to do so

Since 1995, the non-profit organization FAIRS (Foundation for Amateur International Radio Service, Ltd.) and its members have been giving consistent support to the island of Dominica and its people. Dominica (Domen-ee-kah) is located in the Eastern Caribbean, one of the Windward Islands, north of Martinique and south of Guadeloupe. It is beautifully mountainous with rocky beaches, but highly

susceptible to hurricanes, mudslides, and volcanic activity. The island is in need of economic help; there is a lack of funding there for communications and medical equipment, the people are generally poor (avg. income less than \$250 USD per month) with limited jobs and resources available.

The FAIRS team partnered with a local church to make a joint trip to Dominica December 27th 2005 through January 7th, 2006. They took 26 suitcases filled with donated items: emergency communications and medical equipment, supplies,



training materials, items for hygiene and education, and over 750 Bibles! Team members carried only personal items which would fit into carry-on luggage.

FAIRS and their team hosted a rally for young people - HIGH FREQUENCY YOUTH FUN DAY - at Lindo Park in Goodwill (near capital city of Roseau) Friday, Dec. 30th. The group was fortunate to get great publicity by several live interviews with radio and TV stations. Even a meeting with the Hon. Dominican Prime Minister Roosevelt Skerit was arranged for the following Friday! It helped to make the mission work known to a lot of people, and opened up many opportunities for future charitable activities.



Right after New Year's Day 2006, the team worked "hands on" to help with student programs in the fishing village of Castle Bruce. Construction was done in the DASH (DADs After School Help for school-age children) center to make its current services more efficient: food trays, utensils, cups, etc. were supplied for feeding program up to 40 children at a time, so cabinets, sink counter and work

space were needed. Bathroom facilities were upgraded, and an area was formed for live-in security of the premises. A "radio room" was needed for the new Amateur Radio Club in Castle Bruce, where young people may join as members--some plaster work and painting was accomplished there.

The greenhouse (used for the Agricultural Training project, which teaches rabbit rearing, greenhouse cultivation and outdoor farming) had been damaged by high winds. Some of the group repaired torn plastic, hung bird netting and anchored it around the base of the greenhouse.

A special presentation was made to DAD (Dominicans against Drugs) and its sub-groups of a Roland Keyboard. The keyboard was given for the music sessions that are part of the programming there. A guitar was also given for use by Dominica's New Day Fellowship.

Dominica has a region known as Carib Territory (similar to Indian reservations in the US), where the people are particularly hungry and needy. It was brought to the attention of the group that a new program was in place there, where "Rovers" worked to teach groups of about 14-15 children and also their moms and dads learn parental skills. The donated items could be used during these teaching times and gifted as incentive for learning. It pleased everyone to know these people were being benefited in this way, since most have no ownership of anything valuable, and have little to no borrowing/earning power.



The new DERA/ FAIRS Agreement paves the way for DERA members to assist in the aftermath of disasters to support relief and recovery for the Island of Dominica and other places that FAIRS is working. We welcome all members to get involved in this effort.

If you would be interested in helping, please contact Catherine Lawhun for more information: by phone at 352-447-5691 or by email ops@disasters.org

Katrina Failures and What We Can Learn

Independent Opinion Editorial
by James Wades, WB8SIW
NREN "Training Topic"

Beginning with the Civil Defense Act of 1950, the United States taxpayer has spent trillions of dollars on disaster preparedness. Yet, read the recently released post Katrina reports issued by various federal agencies, and considerable emphasis is placed on the need for more investment in "resources;" in particular communications resources.

In reality, most failures related to Hurricane Katrina are more the result of poor management practices than technological failures. Dig deeply into the reports and one finds much evidence to support this position. Just a few examples include:

- Trucks loaded with relief supplies wandering aimlessly because no one thought to define specific staging areas or assign personnel to stage, inventory and distribute supplies.
- Shelter facilities opened without prior assignment of personnel with specific assignments for scene security, mass care, or other critical services.
- Poor coordination between NGO relief organizations and local government.
- Ineffective mitigation steps taken to insure the survivability of local public safety communications systems.
- Senior political and public safety officials deluded by mass marketing to believe their wireless "blackberry" devices and cell phones would work in time of emergency.

In contrast to our "enlightened era," during the great Mississippi River Floods of 1927, then Secretary of Commerce Herbert Hoover, who was known as "The Great Humanitarian" for his outstanding work in the relief of Europe during war time, somehow managed to proactively manage and deploy countless resources at a time when far fewer financial and technological resources existed.

For example, Hoover had a staff of hydrologists who had worked out formulas to forecast the time of arrival of flood waters at various locations. The relief logistics were efficiently worked out so that supplies were delivered on site at various communities in advance of the

flooding. Technical staff worked with local officials and citizens to construct temporary housing for displaced citizens. Hoover insured that all necessary materials were on site *in advance* to protect power stations, telephone central offices, and other critical infrastructure. He even had a public health system in place to prevent the spread of disease amongst displaced populations; a major concern in an era before antibiotics!

So how did Hoover succeed at a time when the telegraph was still the primary communications tool and radio was in its infancy? My theory is that our modern belief that technology is our savior and the ultimate measure of our progress as a civilization leads us to use it as a "crutch." Preplanning, which requires creativity and intellectual discipline has been replaced by a tendency toward "spontaneous" problem solving facilitated by instantaneous communications. In short...take away the infrastructure that supports spontaneous problem solving, and people can no longer plan in advance. Today, many people can hardly plan a lunch date in advance, let alone anticipate complex logistical tasks.

As discussed earlier, many response failures during the World Trade Center attack can also be traced to poor management. Some department heads failed to work together effectively during the preparedness phase. Public safety personnel assumed they could manage response from the hood of a patrol car or a fire truck in a spontaneous manner in much the same way they manage self-contained incidents. Senior executives failed to exercise due-diligence by insuring subordinate department heads were working together. Federal agencies protected turf instead of sharing critical intelligence information.

At the Federal level, problems also stem from the fact that many appointees are inexperienced in the area of their new responsibilities. Examine the biography of the current head of the DHS (and ultimately FEMA), and one finds out he has outstanding credentials as a lawyer, prosecutor, and Federal Judge, but he had absolutely no experience in defense, public safety, or emergency management prior to assuming his DHS post. One can't help but wonder why a lawyer holds this job when the nation is full of experienced public safety personnel, military leadership, and others with tremendous "hands-on" experience during major disasters.

As an aside, it is interesting to note that Hoover was a world famous mining engineer, whereas Chertoff is a lawyer. This juxtaposition also says much about

why our nation is failing as an industrial power.

Emergency Communications

So what lessons can emergency communicators learn from these high-profile public failures? For starters, we too are deluded by the belief that technology is the sole measure of our progress. For better or worse, we compare ourselves to the Internet and cellular telephone infrastructure. We fail to see the value in basic, core skills, like traffic handling, net operations, and basic emergency preparedness. We fail to see value in the survivability wrought by simplicity. Young people fail to become involved in Amateur Radio because they are convinced that the cell phone and Internet, both of which are darlings of popular culture and our advertising society are the be-all and end-all of technology.

As each year passes we suffer increased atrophy of basic skills, and increased infighting and fracturing as Amateur Radio divides into increasingly diverse special interest groups built around competing technologies. The endless "CW debate" has poisoned the well to the point where any attempt at a meaningful discussion about the value of core competencies and basic, common denominators devolves into name calling. All the while, our ability to respond to a disaster suffers.

The fact is, before we integrate advanced technologies into emergency communications work, or we attempt to re-invent the internet, we must rebuild a solid foundation of basic skills and capabilities. Amateur Radio is survivable because of our decentralization and survivability. Much of this decentralization and survivability stems from the very fact that we do not rely on distributed networks and complex infrastructure in the same way as the Internet or public switched telephone network. We need to insure that we maintain solid, basic capabilities while developing the core competencies necessary to allow us to use them to their maximum efficiency.

Ultimately, it boils down to good management, proper training, a baseline of solid communications skills and emergency preparedness. Any other measure is simply misleading.

Opinions expressed in this article represent views of the author and not necessarily DERA. Independent Opinion Editorials are intended to facilitate thoughtful dialogue on issues important to emergency management. All submissions subject to editing for clarity and length.

Storm Surge Marker Project

The Capital Area Chapter of the American Red Cross, Tallahassee, Florida, partnered with the Sportsman's Paradise Amateur Radio Club, Woodmen of the World Lodge # 2 and Tallahassee's First Baptist Church to prepare and install 50 Hurricane Storm Surge Markers along the coastal counties of Franklin, Jefferson, Taylor and Wakulla. These counties have some of the highest probable Hurricane Storm Surge in the United States. The project was funded through a grant from Volunteer Florida.



The markers are 16 foot 6 inch by 6 inch posts painted different colors to denote storm surge from a category one hurricane through a category five hurricane.

Using a handheld GPS unit, members of the Sportsman's Paradise Amateur Radio Club identified 50 highly visible locations along the coast. Then Disaster Services Volunteers from the Capital Area Chapter and Domestic Preparedness and Response Corps (DPARC) members prepared the 50 posts that would be used for the Hurricane Storm Surge Marker project.



For more information visit:
www.tallytown.com/redcross/ssm.html

SALVATION ARMY BATTLES ON EVEN AS FIREFIGHTERS BEAT BACK FLAMES

Salvation Army Captain Gerald Pigeon knows that even when the battle against the flames is won, there are countless other battles ahead for those whose lives have been devastated by fire.

As a smaller bank of firefighters work in the rugged terrain of the San Bernardino National Forest to rein in the last remnants of the Millard and Sawtooth fires, Captain Pigeon and his team step up efforts to reach those who still need assistance and to provide life's necessities to those who have lost their homes.

The Salvation Army is extremely grateful to philanthropists Dick and Beverly Davis who donated the new 18 foot Emergency Disaster Mobile Kitchen, now based at the historic Pioneertown Post Office as a "Hydration Station." The mobile kitchen is a command post from which to hand out water, Gatorade, snacks, food and other necessities.

The Salvation Army has provided 300 cases of bottled water and 410 one-gallon bottles of water to the hydration station at the post office. They have provided assistance to 74 families, placing some in motels and helping others with gift cards for groceries or supplies from Wal-Mart.

The Salvation Army is grateful to the many volunteers who are giving their time and energy to help others. We appreciate our 74 Salvation Army Team Emergency Radio Network (SATERN) volunteers who keep communication lines open. We thank the Yucca Valley Water Company for the donation of 150 cases of bottles water and Wal-Mart for the donation of 320 one-gallon bottles of water!

Salvation Army Captain Gerald Pigeon, Incident Commander for this disaster, picks up cases of water and other necessities from Wal-Mart, drops them off at the Post Office Command Post and then heads out to reach more people affected by the fire and to offer respite to weary firefighters on the fire line.

"The Salvation Army has really come through for the people of Pioneertown," says Postmaster Kathy Blacic, who is working alongside Salvation Army volunteers in distributing water and food. "The Salvation Army was the first one here and they are working non-stop, delivering Porta-Potties to those without water and electricity, bringing in personal sanitation kits, as well as food boxes, fresh bread, Gatorade, and a never-ending supply of what we need most of all: WATER!"

"It's what we do," says a seemingly tireless Captain Pigeon, who barely stops for a moment on his quest to find those who still need assistance, "It's The Salvation Army; it's our promise to do the most good."

Those needing assistance or information on how to get assistance can phone the Pioneertown Post Office at 760 365-7543 or The Salvation Army Yucca Valley Service Extension at 760 228-0114. The Pioneertown Post Office is located at 53441 Mane Street, Pioneertown, Yucca Valley, Ca 92284. The Salvation Army Service Extension Office is located at 56592 29-Palms Highway, Yucca Valley, CA 92284.

17th World Conference on Disaster Management Call for Papers

The Canadian Centre for Emergency Preparedness (CCEP) is calling for presentations for the 17th World Conference on Disaster Management (WCDM).

The Conference will be held at the Metro Toronto Convention Centre, Toronto, Canada from July 8-11, 2007.

WCDM is the premier annual event that addresses issues common to all aspects of disaster/emergency management. The conference program includes speakers from many parts of the world and provides excellent opportunities for training and networking among those in Emergency Planning and Management, Business Continuity, Emergency Response, Disaster Management Research, Communication, Emergency Health, Risk Management, Security, IT, HR, Environmental, Community Planning, as well as for the organizations which supply and service these professions. The 2007 Conference is expected to attract over 1,700 attendees

from Canada, the United States, and from around the world.

The conference theme will be:

"Emergency Management and Business Continuity Working Together"

A major goal of the 17th WCDM is to offer a program that challenges delegates by examining traditional concepts and methods, and provides:

- New ideas and approaches to problem solving
- Both leading edge and topical presentations
- Opportunities to connect with key individuals and organizations across the disaster management spectrum.

Presentations should fall into one or more of the following categories:

- Real Events/Lessons Learned
- Emerging Trends in Disaster Management
- The Human Element in Disaster Management
- Technical Issues/Threats
- Disaster Management Principles & Practices
- Academic//Research and Development

Presentation abstracts must be submitted by December 3, 2006.

If you have some knowledge to share and would like to submit an abstract, please visit the web site at <http://www.wcdm.org/> or call Adrian Gordon at (905) 331-2552 or email: agordon@ccep.ca

Save the Date!

DERA Annual Meeting

and

Preparedness Workshop

Orlando, Florida

February 11, 2007

Business Continuity Planning & Emergency Preparedness

Best Strategies for Emergency Planning to Optimize Response and Recovery Success

Gain Practical Insights Into:

- Best practices for emotional continuity planning
- Planning for a flu pandemic from a human life safety aspect
- Assessing organizational risk to effectively prioritize and allocate resources
- Increasing executive awareness and gaining management buy-in for your business continuity plans
- Effectively analyzing and leveraging your BIA
- Streamlining crisis communications processes
- Building an effective threat assessment

PLUS: A Special Presentation from FEMA on Hurricane Katrina!

Case Studies From:

- Microsoft Corporation
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- Comcast Corporation
- T-Mobile, USA
- PNC Financial
- Union Bank of California
- BellSouth Corporation
- Entergy Nuclear Corporation
- And Many More...



SPECIAL BONUS:
DRII certified professionals receive a 10% discount off the conference price!

DRII is offering a 2 day review course at this venue on November 16th & 17th – Special discounts are available. See page 2 for more details.

Official Associations:



Supporting Partners:





Dear Colleague,

Business continuity planning and emergency preparedness is vital for a company to stay afloat. Now with pandemic being a major concern, it is more important today to make sure your employees and business recover successfully.

With all BC and emergency plans, you must start with people first. Without them, you can not actively and effectively execute your plan.

Are your people ready? Can they emotionally handle the side effects of a disaster? Are you prepared and able to bring your business BACK TO LIFE?

This is where the conference comes in...

Through the stories of your peers, you will learn how to:

- Achieve management buy-in
- Streamline communications to your stakeholders
- Assess organizational risks
- Enhance training techniques
- Prepare for a pandemic

For those who are charged with the awesome responsibility of business continuity and emergency preparedness planning, a special set of skills must be learned and mastered.

Attend and hear the proven strategies that have worked for companies that were drowning in the middle of disaster and pulled themselves to safe waters. This conference will help you strike back and prepare for today's new realities.

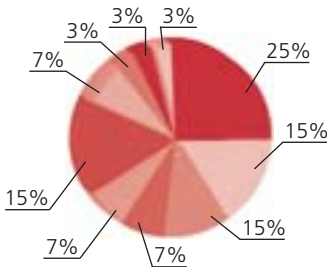
Act Now. Register Yourself – And a Team of Key People- Today!

Katherine Mehr
Conference Producer
Management IQ, A division of IQPC

P.S. Don't Forget to Check out our Interactive Workshops- See Pages 4 and 5! See you in beautiful San Francisco!

WHO YOU WILL MEET AND WHO SHOULD ATTEND:

Presidents, Vice Presidents, Directors, and Managers of:



- | | | | |
|-----|---------------------------------|-----|----------------------|
| 25% | Business Continuity | 15% | Emergency Management |
| 15% | Contingency Planning | 7% | Crisis Management |
| 15% | Crisis and Emergency Management | 3% | Business Resilience |
| 7% | Emergency Response | 3% | Global Continuity |
| 7% | Disaster Recovery | 3% | Risk Management |

DRII's Business Continuity Planning Review

This is a two-day review course designed for individuals experienced in business continuity or disaster recovery planning. Major topic areas focus on the "Professional Practices for Business Continuity Professionals" that form the basis of the certification examination, and identify most parts of contingency & recovery plans.

SPECIAL DISCOUNTS ARE AVAILABLE:

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Main Conference Day One

Tuesday November 14, 2006

- 8:00 **Registration and Continental Breakfast Reception**
- 8:15 **Welcoming Remarks from the Chair**
- 8:30 **How Microsoft Corporation Plans for a Pandemic and Leverages Their Business Continuity Management (BCM) Program**
The avian flu pandemic has led to a shift in scope from a primarily facility/infrastructure based approach to a broader view that addresses the loss of availability, on a global scale, of the company's most critical assets; its people. This session will cover Microsoft's strategy for understanding and planning for a flu pandemic from a human life safety aspect, an overview of its BCM Program Development Life Cycle (PDL), and the measures being taken to incorporate a pandemic scenario into its business continuity planning efforts.
Shannon Bearly, Jr., Senior Program Manager, Business Continuity Management PMO, Financial Compliance & Enterprise Risk Group, Microsoft Corporation
Teresa Melcher, Senior Benefits Manager, Microsoft Corporation **CASE STUDY**
- 9:30 **Emotional Continuity Planning: Implementing Psychological First Aid**
When human feelings interrupt individual or collective productivity, a significant fiscal liability can quickly evolve. Keeping people working is the key to productivity. For this reason, successful businesses have discovered the value of creating a standardized process and policy which lowers the risk of emotions stopping production or rising to the level of litigation. Without a clearly defined strategy, policy and procedure which, is written into clear expectations, there is nothing to fall back on in a crisis. This presentation will offer:
• An overview of well-tested concepts
• Practical and usable tools
• Business management paradigms
• Real risks of not having an emotional continuity plan
Vali Hawkins Mitchell, PH.D. LMHC, Certified Traumatologist
- 10:20 **Morning Networking Refreshment Break**
- 10:50 **Assessing Organizational Risks to Effectively Prioritize and Allocate Resources**
A systematic approach toward effectively managing crises and emergencies begins with a risk/vulnerability analysis. It provides a quantifiable means by which to determine priorities and allocate resources. This session will share how Comcast Corporation:
• Implements a BIA to make sure the right level of due diligence is done around continuity planning
• Conducts the right level of risk assessment
• Establishes the right level of business functionality in order to mitigate the risks
• Applies procedures for re-assessment
Thomas Smith, Business Continuity Manager, Comcast Corporation **CASE STUDY**
- 11:40 **Cross Pollination: Collaboration Between Public and Private Sectors to Leverage Response and Recovery**
In 2003, financial institutions in Chicago came together to form ChicagoFIRST, a very successful coalition that brought together the financial sector and the public sector to work toward increased disaster preparedness and response. Based on the ChicagoFIRST model, similar coalitions have sprung up, or in the process of forming, across the country. These individual coalitions are now coming together in a Regional Partnership to work with each other at the Federal, State, County and City levels, as well as with the infrastructure providers that support the Financial Sector. This session covers:
• Financial sector/Private sector coalition and partnership history
• Organizational structure
• Current initiatives and activities
• Forming a financial sector coalition
Barry Cardoza, CBCP, Vice President and Manager of Business Continuity and Disaster Recovery, Union Bank of California; Chairman, Bay Area Response Coalition **CASE STUDY**
- 12:25 **Networking Luncheon**
- 1:35 **How KeySpan Prepares for Delivery of Energy During a Pandemic**
Preparing for a pandemic of the avian flu brings with it a completely unique set of circumstances – mitigating the spread of the flu among employees, coping with significantly reduced manpower for a meaningful length of time, and communications to both employees and external stakeholders, in order to make the overall program most effective. As a vertically integrated electric and gas utility, KeySpan faces each of these challenges to provide its "critical infrastructure" role in the Northeast. Pandemic flu preparedness differs from the more typical business continuity plans in a number of ways. This presentation will share how:
• The impact is potentially to the entire company, as opposed to one facility or supplier
• Alternative roles for certain employees cannot be pre-determined
• The potential effects of an avian flu pandemic bring to bear a number of other important programs, including corporate crisis management.
Tom Gillett, Director of Emergency Preparedness and Nuclear Affairs, KeySpan Energy Corporation **CASE STUDY**
- 2:20 **Increasing Executive Awareness and Gaining Buy-in Procedures: BellSouth's Proven Strategies**
In this session learn how BellSouth:
• Communicates awareness to their executives
• Teaches management the importance of planning
David M. Barron, Assistant Vice President-Federal Relations/National Security, BellSouth Corporation **CASE STUDY**
- 3:10 **Afternoon Networking Refreshment Break**
- 3:40 **Crisis Communications: Improving and Streamlining Communications Processes**
Entergy Nuclear has taken advantage of re-engineered processes and emerging technologies to move from slow, inefficient, and error-prone linear process crisis communications to rapid, efficient and accurate parallel process-based communications for employees, emergency responders and the public. New high speed parallel processes and technologies are also being used for alerting and notifying stakeholders on conditions and protective actions. This presentation describes the conditions that led to major change and the dramatic results.
Speaker TBA, Department of Emergency Programs, Entergy Nuclear Corporation **CASE STUDY**
- 4:25 **PANEL DISCUSSION: How Industries Interface When Faced With Different Pandemic Scenarios**
This panel discussion will address how major industries would potentially interface when faced with disaster. The moderator has developed changing scenarios that will occur within 15 minute increments that will put these industries on the spot and develop potential plans to work together. Learn how these industries would hypothetically respond to changes within the plans when there are so many lives at stake. This panel session will give delegates the opportunity to voice their questions and opinions, and gain further insight into pandemic planning.
Moderator:
Dr. Leslie Zun, Chairman, Department of Emergency Medicine, Mt. Sinai Hospital
Panelists:
Tom Gillett, Director of Emergency Preparedness and Nuclear Affairs, KeySpan Energy Corporation
Dr. David Canton, Chief Medical Officer, FEMA/National Disaster Medical System
Jennie Clinton, Senior Business Continuity Manager, T-Mobile, USA
David M. Barron, Assistant Vice President-Federal Relations/National Security, BellSouth Corporation
- 5:40 **End of Day One**

Main Conference Day Two

Wednesday November 15, 2006

- 8:00 **Continental Breakfast Reception**
- 8:15 **Opening Remarks from the Chair**
- 8:30 **How FEMA Applies Lessons Learned From Hurricane Katrina to Improve Response for Future Disasters**
• Lessons learned
• National Response Plan
• Catastrophic incident supplement
• Recruiting teams, resources and commodities
C. Gary Rogers, Deputy Chief, Operations Branch, Response Division, Federal Emergency Management Agency (FEMA) **CASE STUDY**
- 9:30 **Proven Strategies for Scenario Planning and Building an Effective Threat Assessment to Ensure the Highest Level of Security Possible**
This session will discuss how PNC Financial:
• Uses multiple scenarios to assess and identify the exposures before they happen
• Establish a consistent risk assessment framework to facilitate identification of gaps and critical enhancement opportunities
• Provide management transparency in regards to PNC's capabilities and residual credit, market and operating risk in case of various types of disruptions and impact scenarios
• Facilitate strategic remediation planning and investment prioritization to improve operating controls
• Assure appropriate analysis in response to strategic environmental and internal changes or business modifications
Stephan Schenk, Director of Business Continuity, PNC Financial **CASE STUDY**
- 10:25 **Networking Refreshment Break**
- 10:55 **Enhancing Communication Vehicles When a Disaster Strikes**
• Effective response and recovery techniques
• Communicating with employees, customers and other external parties after disasters (process, methods, tools)
• Communication solutions for customers - out of state contacts, sms/text messaging
Jennie Clinton, Senior Business Continuity Manager, T-Mobile, USA
- 11:50 **Preparing for a Pandemic**
It has been estimated that should an avian flu outbreak occur, American healthcare providers would easily run out of vaccines in two weeks. Hospitals, and their ability to respond effectively to such events, are the essential infrastructure directly related to the impact of pandemic influenza, or any major emerging contagious disease. This session will address:
• Local and community integration for extra planning support
• Isolation capacity
Karen Martin, RN, MPH, CIC, Manager of Epidemiology, Advocate Christ Medical Center; Chair, Regional Bio-Terrorism Task Force Isolation Capacity Committee **CASE STUDY**
- 12:40 **Luncheon for Delegates and Speakers**
- 1:50 **Effectively Analyzing and Leveraging Your BIA**
Business Impact Analysis (BIA) is a relatively new science. Aside from the fact that regulators are stressing that a BIA should be the first step in an institution's Business Continuity Program, the BIA assures that contingency planning resources are appropriately allocated. This session will also show how you can use as few as four key data points to produce a wide range of genuinely useful deliverables for regulators, executive management, line-of-business managers, and other stakeholders. It will also cover the steps involved in a successful BIA process and how to avoid common pitfalls.
• Setting the goals and defining the deliverables
• Obtaining executive support and involving the stakeholders
• Identifying critical impact
• Collecting and analyzing the data
• Applying what you have learned
Barry Cardoza, CBCP, Vice President and Manager of Business Continuity and Disaster Recovery, Union Bank of California; Chairman, Bay Area Response Coalition **CASE STUDY**
- 2:40 **Training for Continuity Planning and DR to Reflect Practical Instances**
This session will include discussions about how North Carolina State University has successfully engaged faculty, staff, students and constituents in business continuity activities. North Carolina State University actively test plans through table tops and mock exercises. The speaker will share the strategy used to develop practical scripted test plans, an effective training and awareness and how those strategies adapt with different variables of disasters.
Katina Blue, Director of Business Continuity and Disaster Recovery, North Carolina State University **CASE STUDY**
- 3:25 **Networking Refreshment Break**
- 3:55 **Surge Capacity: Responding to Hurricanes Katrina and Rita**
• Plans that resulted in the ability to house 150-200 thousand people relocated due to Hurricane Katrina
• The response effort to evacuate East Texas during Hurricane Rita
• Lessons learned to be applied to future plans to ensure further emergency preparedness
Lori Upton, Assistant Director of Emergency Management, Texas Children's Hospital; Chair, Regional Hospital Preparedness Council
- 4:40 **Changing Priorities of Disaster Response: Responding for All Hazards**
This session will discuss:
• Preparation for all hazards
• Which guidelines exist and are the best to follow?
• Guidelines used to obtain the fastest response time
Speaker TBA, MGH International Trauma and Disaster Institute
- 5:30 **Closing Remarks from the Chair and End of Conference**

Post-Conference Workshop Wednesday November 15, 2006

F

5:45 pm – 8:45 pm (Dinner Included)

Benchmarking Business Continuity Plans

With large scale natural and manmade events taking a toll on businesses across the world, all organizations must now clearly examine their levels of preparedness for disasters. The first step in this process is to ensure a Business Continuity Plan (BCP) is in place. The next step is to make sure that the plan is adequate. DRI International will present a workshop to help organizations understand the business continuity benchmarking process.

The workshop will provide attendees with:

- An understanding of the importance of reviewing and maintaining your organization's BCP
- An understanding of the process that can be used to benchmark your existing BCP
- A review of available best practices and industry standards for BCPs
- Take-home reference materials

TBA, Disaster Recovery Institute International (DRII)

Pre-Conference Workshops

Monday, November 13, 2006

A

8:00 am – 11:00 am Registration – 7:45 am (Breakfast will be served)

Managing Inside the Storm: Emotional Continuity Management

Emotional Continuity Management is critical to risk management and BCP. Learning how to recognize employees who are healthy, dysfunctional, pathological or emotional terrorists protect companies and help planners create a customized, industry specific plan that serves everyone in the delivery of services. In the event of a disaster ECM helps manage the "thinkable" and the "unthinkable. What can your company absorb?

Pre-incident planning and Post-Event intervention has been well documented as the most powerful deterrent to the ravages of PTSD (Post Traumatic Stress Disorder) while it supports people and business recovery. Plans that consider issues of long-term compassionate emotional recovery with a "let's-get-back-to-work" mentality support people and decrease the risks of nightmare litigations, time-loss,

absenteeism, and the risks of increased health or mental health care costs.

In this interactive workshop you will:

- Learn differences between employees who are healthy, dysfunctional, pathological and emotional
- Develop custom-designed and industry specific interventions
- Learn ECM documentation and practice scenarios
- Re-define the attributes, levels, and evolution of disasters
- Increase buy-in for administrators and financial administrators/auditors
- Be introduced to real-time disaster studies and the measurable risks of failing to include ECM in the BCP

Vali Hawkins Mitchell, PH.D. LMHC, Certified Traumatologist

B

11:15 am – 2:15 pm (Lunch Included)

Practical Approaches to Business Impact Analysis

The Business Impact Analysis (BIA) is a critical element of the Business Continuity Management (BCM) life-cycle. Although differing definitions exist, key BIA outcomes include:

- Performing data gathering to reach conclusions regarding current state operations
- Identification of critical business processes
- Justifying criticality conclusions through quantifiable and intangible information
- Establishing recovery objectives (time, data loss and capacity)

During this workshop, attendees will:

- Learn about the importance of the BIA and the value it plays in a BC program
- Understand varying approaches to execute a BIA
- Gain exposure to lessons learned from other companies' execution of BIAs
- Review various BIA deliverables and summary presentations

Attendees will participate in a mock analysis using small groups, designed to gain confident BIA execution.

Brian Zawada, CBCP, Avalution Consulting

C

2:30 pm – 5:30 pm

Risk Assessment of Business Continuity Plans

Successful companies understand their vulnerabilities and have a plan for dealing with emergencies, restarting operations and retaining customers. Identifying and reducing physical risks is pertinent to maintain success. In this interactive workshop you will:

- Create a checklist evaluation that is relevant to your organization
- Identify Multiple -hazard risks and solutions for each
- Manage risks through risk assessments, risk

mitigation and preparing loss estimates for multiple hazards

- Evaluate business interruption values by comparing revenues to gross-margins, cost of goods sold, variable expenses and fixed expenses.
- Discuss the "extra-expenses" related to declaring a disaster and recovering operations at an alternate site.

Chris Scheffler, Certified Business Continuity Professional, Portston, Inc

D

5:45 pm – 8:45 pm (Dinner Included)

How to Prepare Your Emergency Response Team

As businesses respond to the events of Hurricane Katrina and other natural disasters, many organizations have begun to consider activating and strengthening Emergency Response Teams in preparation for other business disruptions. Key topics covered in this workshop will be:

- How to recruit personnel committed to business continuity
- Organizing your Emergency Response Team

- Establishing skill sets necessary for the desired level of response capability
- Developing potential scenarios that could affect the organization
- Emergency Response Team training
- Preparing for External Factors that may affect your organization
- Facilitated scenario-based discussions

Workshop Leader, TBA, E.O.R.M., Inc

Mid-Conference Workshop

Tuesday November 14, 2006

E

5:45 pm – 8:45 pm (Dinner Included)

Responding to the Unexpected - Practices that Increase Community and Business Survival

This workshop will feature the experiences of a medical call center in dealing with West Nile Virus and influenza outbreaks and what strategies have been developed to respond to future epidemics and public health events. It provides contingency planning basics, strategies and tools that could be applied to various response efforts for potential disruptive events such as pandemic influenza and will feature how to develop Interactive Voice Response (IVR) models. In this interactive workshop, you will:

- Practice real scenarios and the resources needed
- Plan and calculate anticipated surges while still meeting daily service demands

- Learn steps to strengthen infrastructure, processes and people
- Learn how to develop community and business partnerships and services for emergencies
- Use emergency planning and capabilities for everyday functions
- Establish Interactive Voice Response (IVR) models (i.e. using technology to compensate for a reduced workforce)
- Strengthen monitoring (i.e. remote access)
- Increase communication for events

Gregory Bogdan, Denver Metropolitan Medical Response System Coordinator, Denver Health Medical Center

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Sponsorships and Exhibits at IQPC events are an excellent opportunity for your company to showcase its products and services to a highly targeted, senior-level audience focused on Business Continuity Planning & Emergency Preparedness. IQPC helps companies achieve sales, marketing and branding objectives by setting aside a limited number of event sponsorships, speaking and networking opportunities - all of which are custom-tailored to help your company create a platform that will maximize its exposure at the event and reach key decision makers focused on enhancing their investment portfolio with Infrastructure.

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