

Working Together is the Answer...

Sharing the Journey

Family Assistance
Foundation

VOLUME 6 ISSUE I

The Official Newsletter of the Family Assistance Foundation

Spring 2008

Our Vision:

To provide a positive environment in which member organizations and other relevant groups can share resources, information, experience, and insight about family assistance and emergency management.

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Symposium 08 honors Anniversary of Swissair 111 - 1998 & Pan Am 103 - 1988

Family members of two crashes that changed countless lives as well as aviation history forever will present at the Seventh Annual Family Assistance Foundation, April 8th, at the Hyatt Regency in Atlanta, GA.

Swissair Flight 111

On September 2, 1996, a Swissair MD-11 crashed off the coast of Halifax, Nova Scotia, taking the lives of all 229 passengers and crew on board. Family members will share about their losses and experiences at that time and update us on their lives today. Family presenters include the following: Mrs. Judy Wilson, mother of Jonathan; Mrs. Lanita Moss, wife of Tom Hausman; Harriette Hansel sister of Don and sister-in-law of Diane; and Manon Wolff whose partner Rene Oberhansli was the Cabin Chief on board.

Pan Am Flight 103

A terrorist's bomb brought down Pan American Flight 103 over Scotland,



December 21, 1988. All 269 passengers and crew died instantly along with eleven residents of the tiny village of Lockerbie. Long-term friends of the Foundation, Carole and Glenn Johnson, will speak about their activities over the past twenty years as they have worked to create change in the name of their daughter Beth Ann who died in the crash. Kathy Tedeschi, a newcomer to the Foundation, will talk about the loss of her husband and how she and her children have managed during the twenty years since the disaster.

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Foundation hosts first Fund Raiser

This year's Symposium kicks off with a silent auction— our first fund raiser. The purpose of the auction is to raise money for research on family assistance. One winner will sail from Tampa through the Caribbean in an owner's Penthouse Suite. Other grand prizes available to lucky bidders include a five-day stay in a luxury condominium in the Bahamas, two balloon rides in the Atlanta area (including a champagne brunch for the balloonists), a weekend at the Hyatt Regency, and many other items. Visit our website to view the entire list of items that have been donated to support the research of the Foundation.



2008 Symposium
April 7 - 9
Atlanta, Georgia

Authors panel features stories of Courage and Creativity

from survivors **Till Death Did Us Part**, by Tommy McFall

Founding Board Member of the Foundation, aircraft accident investigator Tommy McFall will discuss his book, *Till Death Did Us Part*, due to be released later this year. Tommy's wife, Glynis, died in a freak accident with her horse in the winter of 2005. Tommy had interacted with hundreds of family members surviving fatal accidents involving their loved-ones prior to his loss of Glynis. The personal experience with grief has provided him greater insight into the plight that families face. Readers will be touched by Tommy's moving story of learning to live with loss.



In the Wake of the Storm, by Terri Severin



In the Wake of the Storm follows the aftermath of the tragic death of the author's sister and four-year-old nephew in the crash of American Eagle Flight 4184 that took place on October 31, 1994. Terri details her passage through grief and the ways in which she was inspired to collaborate with others whose lives were also impacted by airline disasters to change outdated corporate policies of the aviation industry by advocating for legislative reform.

Terri describes her long journey through the healing process: coming to terms with her loss, and to "find a way to constructively handle the misguided actions of the airline in overseeing the post-crash situation." *In The Wake of the Storm* provides insight into learning to live with loss, and documents the author's journey toward rebuilding a new life while continuing to honor the loved ones who perished.

Explosion at Orly...the Disaster that Transformed Atlanta by: Ann Uhry Abrams, PhD

One hundred and thirty people died when a chartered Air France flight, sponsored by the Atlanta Arts Association, crashed on take-off June 3, 1962. Among them were 106 Atlanta residents. Thirty-three individuals, age twenty-one and under, were orphaned—the city was devastated by the losses.

Professor of art history (retired), researcher, and author Ann Uhry Abrams, Ph.D. conducted extensive research on the families of the deceased passengers as well as other community leaders and members for her book *Explosion at Orly...the Disaster that Transformed Atlanta*. Ann will make a presentation about the accident and how it led to Atlanta's cultural rebirth.

Ann will also be available to sign books at the Silent Auction on April 7th, as well as during the Symposium April 8-9th. Please join us in welcoming Ann to the Foundation's activities and add Ann's brilliant book to your library.

Emotional Hijacking by: Marlene Schneider Potter

Do you ever wonder what is happening in your brain and in your body when you get anxious or lose your temper? Do you wonder why there are days when you feel overwhelmed and irritated for no apparent reason?

Marlene Schneider Potter wanted to know. Her book *Emotional Hijacking* covers her exploration to understand what was happening to her when she "regressed to the point that I could hardly think and said and did things I never

would have done if I were in my right mind." Marlene uses stories and illustrations to create a comfortable read to share with us all she learned about "emotional hijackings."

Greyrigg Rail Disaster

On Friday, February 23, 2007, at about 8:15 p.m., the late afternoon London to Glasgow express operated by Virgin Trains was derailed on a set of defective switches while travelling at 95mph in darkness and driving rain at a remote spot in the southern Lake District. There were 111 passengers and 4 crew members on the train.



Peter Lovegrove
Assoc. of Train
Operating Cos,
United Kingdom

One lady, age 84 was killed and 22 passengers were taken to the hospital; five (including the train driver) suffered serious injuries. Annika Guest and Jo Buckley were among those members of the Virgin Rail Incident Care Team who responded that night. They will share their initial reactions and thoughts on first becoming aware of the accident before describing their roles assisting survivors. Peter Lovegrove, who chairs the UK Rail Industry Incident Care Team Management Group, will discuss lessons learned from this accident, the first major deployment of a Rail Incident Care Team, and how these lessons are being reflected in planning for future.

COMPANIES DEMONSTRATE THE ACTIONS BEHIND THE WORDS “WE’RE DOING EVERYTHING WE CAN”

ATLANTA, GA – March 17, 2008 – When the Family Assistance Foundation holds its seventh annual symposium April 7-9, crisis planners, responders and leaders from a cross-section of industry will come together to share and learn best practices from recent emergency response efforts.

The focus, as always, is on how to best serve the needs of survivors. Wednesday morning, at 8 a.m., the Media Communications Panel will bring together business leaders who rose to the challenge of helping those affected by tragedy and had actions to back up the typical media response, “We’re doing everything we can.”

“Most companies have a crisis manual with pre-prepared statements,” says Jeff Braun, panel moderator and vice president of communications for the Family Assistance Foundation. “But one of the worst things a company can do is say they are doing ‘all they can’ for the affected families and not have the actions to back it up. Appropriate planning and a pervasive corporate culture of service can make the difference when the media descends upon you in a crisis.”

On February 5, 2008, a tornado swept through Union University in Jackson, TN, flattening parts of the 290-acre campus, trapping students in dorms, and damaging or destroying a third of its structures. Tim Ellsworth, director of news and media relations at Union University in Jackson, TN, was faced with the challenge of responding to the media and, by extension, the worried families of students. He will discuss how he worked with the media during this event, and the delicate balance between the wants of the media and the

needs of the affected students, employees and their families.

Denise Simpson, manager of Public Affairs and Media Relations with the Grady Health System in Atlanta, faced a slightly different challenge than Ellsworth when, on March 2, 2007, the hospital for which she works received numerous victims from a horrific accident involving a bus chartered by a university in Ohio. Within hours, the hospital was descended upon by local, national and international media all wanting information on the condition of the bus’ passengers—members of Bluffton University’s baseball team and its coaches en route to a tournament in Sarasota, Florida. Among numerous serious injuries, seven people—including five students—were killed. Simpson will discuss the differences in handling local versus the national and international media and how she balanced these requests with the desires of the affected families and the university.

Balancing the pressures of responding to and supporting families with the demands placed upon responders by the media is complicated business. Just ask Gerald Woods, president and CEO of the Southeastern Firefighters’ Burn Foundation (SEBF). On February 7 of this year, a sugar dust explosion gutted an Imperial Sugar



Jeff Braun,
Vice President of
Communications
for FAF

plant in a Savannah suburb killing 10 members of the night shift and sending at least 40 others to area hospitals and burn centers. Woods will discuss the challenges his organization faced during this tragedy.

Longtime partners with The Salvation Army and the American Red Cross, Wal-Mart Stores, Inc. has a tradition of not only helping its associates, but also the communities in which they operate retail stores and distribution centers. In the aftermath of Hurricane Katrina, one editorial quoted Aaron F. Broussard, president of Jefferson Parish in the New Orleans suburbs as saying, “if the American government would have responded like Wal-Mart responded, we wouldn’t be in this crisis.” Michael Mills, of Wal-Mart Stores, Inc., will discuss the company’s approach and philosophy in managing crises and the media coverage that is inevitably part of any response.

The panel, comprised of Mills, Woods, Simpson and Ellsworth, will use the experiences these organizations faced to highlight the importance of true readiness.

“In today’s world,” says Braun, “everyone with access to a cell phone equipped with a still or video camera is a potential reporter. It’s not enough for a company’s media relations department to be ready. Readiness has got to extend to everyone, from a company’s front line employees-- telephone operators, security guards and custodial crews—to the CEO. Our goal is that this panel will illustrate this fact but, just as importantly, provide real-world examples of organizations that have risen to meet this challenge and succeeded.

Anniversary of Swissair III & PanAm 103

continued from front page

Military and Care Team Responders will present.

Roger Girouard, retired Naval officer briefed families daily on the status of recovery of their loved-ones, wreckage, and personal belongings during the Swissair III response. Roger will moderate the Swissair III family panel, while offering comments on the impact this sacred work had on his own life. On a separate panel, Delta and Swissair employees will discuss their work during the response to supporting families during the aftermath of the crash. Bill Derring, Manager of the Delta Care Team will moderate the panel, along with Margrit Schilling, who led the Swissair Care Team response. Other Delta Care Team members on the panel include Sunshine Szedeli, Jim Bradshaw and John Umphlett who were directly involved with family survivors.



Cruise Line Panels to Feature Family Stories of Hope

During the past few years the cruise industry has made great strides in the evolution of their family assistance programs.

At this year's symposium, representatives from five families will share with the audience their personal stories where rapid, compassionate response by employees both on ship and on shore, made significant differences in their lives. Family members will discuss how they were assisted and how the efforts by the employees has influenced their recovery to the crises they underwent.

Attendees will hear from Helen and Alan Clady who were robbed at gun-point while on a cruise line excursion. Other stories will include Linda Rodgers whose husband, Ralph, died while they were on a cruise; and Penny Shifrin whose father, Ira Sarison, died on a cruise. Additional speakers include Denise Chenault whose daughter, Janiece, likely would have died had the ships crew not moved quickly to get her to a shore-side hospital where she received special treatment. Finally, Karen Crawford will talk about her granddaughter, Sydney Marie, who was born pre-maturely while her mom, Meghan, was on a cruise.



Cruise Line Responders to present about their Family Assistance Programs

Ray Gonzales, Manager, Care Team, Carnival Cruise Lines; Bill Sera, Manager, Guest Care, Royal Caribbean International; Gloria Schlemovitz, Carnival Cruise Line; and Heather van der wal, Holland America Line, will describe their programs for assisting passengers, families, and crew member who become involved in crises on their ships.

The leaders will talk about how they are organized and how they deliver services around the world on a 24-hour basis. Members of the audience will have an opportunity to ask questions about their responses and their organizational structure.

Airports and Family Assistance

Author and founder of Reclaiming the Skies Institute, Tom Murphy will moderate a panel on airports and family assistance. Following the attacks of 9/11, Tom has spent a great amount of time researching how airport employees can be better empowered to assist survivors, as well as themselves. Tom heads up a major study on employee resilience and will report on the status of that study during the panel that he will moderate. Also on the panel

will be Foundation Board member, Walt Houghton, who is recently retired from Broward County Airport, and is currently an adjunct professor in Aviation at Embry Riddle University. The panel will also feature Lisa LeBlanc-Hutchings, Manager of Emergency Operations and Communications for Florida International Airport (RSW) in Fort Myers, and Dennis Rouleau, Manager of Chicago Executive Airport.

Family Support Plan after Air Disaster for Middle East Countries

The Defense Language Institute Foreign Language Centre stated: "... to understand the Middle East countries whether in economy, politics, military, customs, or whatever one must understand Islam. The variety inherent in Middle East culture expresses the variety of practice found within Islam."

Al Alahdal will guide us through important considerations when planning family support in the Middle East.

"A community's culture greatly affects how it reacts to tragedy; so culture, ethnic sensitivity and religion are important aspects to consider when you are supporting family of victims in any region," according to Al's research. Al will discuss the different religions in the world and the way they look at death and burial ceremonies and share insight on problems encountered regarding culture, religion, ethics, media, politics and families abused.





Jennifer Hagel to Keynote

Jennifer Hagel will open the Symposium by sharing with the audience about the trauma of losing her husband of only a few days on their honeymoon cruise in 2005. Jennifer will tell us about her new life and how support from the company helped her move along in her recovery in the loss of her husband George.

Breakout/Working Sessions for Aviation and Cruise Employees

This year's Symposium features separate break out sessions for employees for both the cruise line and aviation employee attendees.

Kim Frierson, American Airlines, and Bill Sera, Royal Caribbean International, will moderate break out sessions open to employees from the respective industries. The purpose of the sessions is to allow attendees from each area to share experiences and exchange ideas about the subject of family assistance.

Among the many subjects to be covered will be training and deployment procedures, sharing people resources, and current issues and concerns of attendees. These sessions are open to those from the industry who wish to attend. All other attendees are invited to attend the panels on Family Assistance in Healthcare and Industrial Organizations.



Carolyn V. Coarsey, PhD
Chair



Jeff Morgan



Jeff Braun

Pre-Conference Workshop

This year, based on requests from attendees of prior symposia, Foundation Principals, Jeff Morgan, Jeff Braun, and Carolyn Coarsey will present a four-hour workshop. Whereas the Symposium is intended to offer education aimed at raising awareness to survivor and responder needs, the purpose of the workshop will be to provide training on how to prevent second assaults that our research shows to be the most frequent mistakes that companies make during the first 24 hours.

Attendees will receive updated takeaways in the area of planning, media relations, and survivor support. Join us and gain updated information in this evolving field.

Family Assistance in the Healthcare and Industrial Fields



Yevette Woods
Energy/Industrial

Yevette Woods, Manager of Family Assistance for Transocean, will present on how her company offers support to their employees and their families when tragedy strikes. Formerly Global SanteFe, a merger between them and Transocean resulted in their becoming the largest company of their type in the world. With employees located world-wide, having a comprehensive program such as the one Yevette is involved in is essential in preventing long-term problems that occur from inadequate planning and response.

Aviem International's Director of Care Team Operations, psychotherapist, Sandra Novak, MSW, will moderate a panel on family assistance in the healthcare field.

Marci Kagan and Heather Childs, both hospital-based counselors will present from both a professional and personal perspective on the subject of the need for family assistance in nursing homes and other healthcare facilities. Both Marci and Heather lost parents while they were in nursing homes. Much of the suffering that both women and their families experienced could have been prevented had there been a more compassionate approach to handling their parents who were confined to the homes. The panel will explore the need for improved handling of patients and families in healthcare facilities.



Sandra Novak
Healthcare

2008 Symposium Schedule of Events

Monday, April 7, 2008

Time	Session	Location
1:00 PM - 4:30 PM	Pre-Symposium Workshop – “Preventable Mistakes that Occur in the First 24 Hours of an Emergency or Disaster”	Cairo/Hong Kong Meeting Rooms, Embassy Hall
5:00 PM - 6:00 PM	Early Check-In for Symposium Attendees & Check in for FAF Fundraiser & Awards Ceremony,	International Ballroom, Lobby
6:00 PM - 8:00 PM	FAF Fundraiser: Silent Auction & Awards Ceremony	International Ballroom

Tuesday, April 8, 2008

Time	Session	Location
8:00 AM – 8:30 AM	Welcome & Opening Ceremonies	International Ballroom
8:30 AM – 9:00 AM	Keynote Address: Jennifer Hagel	International Ballroom
9:00 AM – 10:30 AM	Honoring Swissair III – Survivors Panel	International Ballroom
10:00 AM – 10:45 AM	Morning Break	International Ballroom
10:45 AM – 12:00 PM	Honoring Swissair III – Responders Panel	International Ballroom
12:00 PM – 1:00 PM	Lunch	
1:00 PM – 2:45 PM	Cruise Line Survivors: Stories of Hope	International Ballroom
2:45 PM – 3:00 PM	Afternoon Break	International Ballroom
3:00 PM – 3:55 PM	Cruise Line Responders Panel	International Ballroom
3:55 PM – 4:00 PM	Fast Break (Session change)	International Ballroom
4:00 PM – 5:30 PM	Authors Panel	International Ballroom
5:30 PM	Day One Ends	
6:00 PM – 8:00 PM	Survivor’s Reception	Centennial Ballroom IV

Wednesday, April 9, 2008

Time	Session	Location
8:00 AM – 9:30 AM	Media Communications Panel	International Ballroom
9:30 AM – 10:30 AM	Recent Lessons Learned: Aviation Disasters	International Ballroom
10:30 AM – 10:45 AM	Morning Break	International Ballroom
10:45 AM – 11:15 AM	Family Assistance in the Middle East	International Ballroom
11:15 AM – 12:00 PM	Remembering PanAm 103	International Ballroom
12:00 PM – 1:00 PM	Lunch*	
1:00 PM – 2:00 PM	Airline & Aviation Breakout Session*	Vancouver Room, Embassy Hall
	Cruise Industry Breakout Session*	Montreal Room, Embassy Hall
*NOTE: Cruise Industry Breakout will run from 12:30 to 2:00 PM. Breakouts are restricted to authorized attendees from each industry.		
1:00 PM – 2:00 PM	Family Assistance in the Healthcare & Industrial Fields	International Ballroom
2:00 PM – 3:15 PM	The Grayrigg Rail Disaster	International Ballroom
3:15 PM – 3:30 PM	Afternoon Break	International Ballroom
3:30 PM – 4:30 PM	Airports & Family Assistance	International Ballroom
4:30 PM – 4:45 PM	Closing Remarks	International Ballroom

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