

"Working Together is the Answer...Compassion Consciousness is the Goal."

Family Assistance
Foundation

Sharing the Journey

VOLUME 8 ISSUE 1

The Official Newsletter of the Family Assistance Foundation

FALL 2010

The Family Assistance Foundation, Inc. is an independent non-profit corporation founded for the purpose of empowering people following tragedy. Our mission is to support and improve business and industry responses to emergencies and disasters.

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2010 Family Assistance Foundation Conference

28 October 2010 • Museum of London • London, UK • 8:00 AM - 5:30 PM

The Power of Relationships in Long-term Recovery from Trauma

Check out pages 2-8 of this newsletter for a full preview of this year's Conference

Highlights of 2009 Fall Conference – Highlights begin on Page 9



Barb Webster, Co-Chair of the 2009 Conference, is presented with the Employee Sharing the Journey Award, jointly by Len Winzinowich, VP of Flight Operations, and Jeff Morgan, Chairman and Co-Founder of the Foundation. Barb was recognized for her outstanding leadership and service in the area of Family Assistance within the aviation industry.

2010 Survivor Reception

BMS will sponsor Survivor Reception at Museum of London, Oct 27th. 6:30-8:30 PM

Join us for drinks and appetizers and meet survivors, while networking with others.

BMS Global specializes in transportation accident response, coordinating the recovery, restoration, control of personal effects, documentation of recovery efforts, personal effects claims handling, and temporary mortuary services, repatriation of remains, and disposal and recovery of the wreckage.



2010 FAF UK Conference Schedule

The schedule for this year's Conference is listed below. Look for additional highlights about the conference throughout the newsletter and at www.fafonline.org

Wednesday, 27 October 2010

Time	Session
6:30 PM - 8:30 PM	Survivor Reception - Museum of London - Sponsored by BMS Global

Thursday, 28 October 2010

Time	Session
7:30 AM - 8:30 AM	Registration
8:30 AM - 9:00 AM	Conference Open, Welcome Remarks, Sponsorship Recognition
9:00 AM - 11:00 AM	The Power of Relationships - Survivors, Family Liaison Officers, Care Teams
11:00 AM - 11:30 AM	Morning Break
11:30 AM - 1:00 PM	The Power of Belongings and the Role of Ritual in Creating New Life
1:00 PM - 2:00 PM	Lunch - Provided by Foundation Sponsors
2:00 PM - 3:30 PM	The Power of Family Support and the Need for Information in Healing from Loss
3:30 PM - 3:45 PM	Afternoon Break
3:45 PM - 5:15 PM	The Power of Corporate Care Teams in Supporting Survivors on Cruise Ships
5:15 PM - 5:30 PM	The Power of Company Support for the Family of a Sea Captain Kidnapped by Pirates

2010 UK Conference Planning Committee:



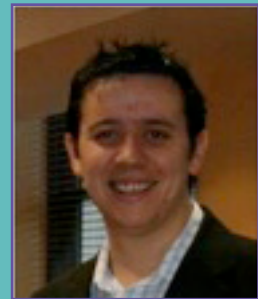
Carolyn V. Coarsey, PhD
Family Assistance Foundation



Jeff Morgan
Family Assistance Foundation



Ken Jenkins
BMS Global



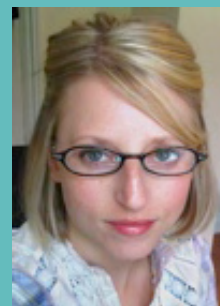
Andrew Baldwin
P&O Cruises-Cunard Line



Nick Burrows
P&O Cruises - Cunard Line



Katrina Ashley
P&O Cruises - Cunard Line



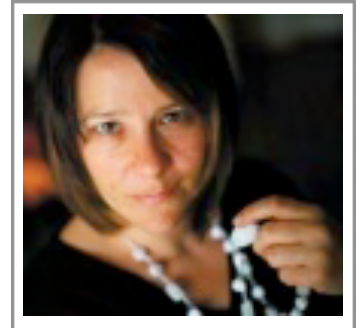
Ann Skinner
SendWordNow

2010 FAF UK Conference Preview

The Power of Relationships: Survivors, Family Liaison Officers and Care Team Members

The 2010 conference opens with a panel comprised of passengers, families, and those who helped them in the initial phases of their trauma. The panel begins with family survivor Elizabeth Turner and her Family Liaison Officer (FLO), Amanda Stephenson, followed by two primary survivors of the July 7th bombings. Danny Biddle, a passenger survivor who sustained life-threatening injuries in the tragedy, but has gone on to marry, start a family and develop a successful and productive life. Danny will be accompanied by Ray Parry, who heads up the Transport for London Care Team who formed a life-long bond with Danny during the acute phase of his

trauma. Martin Head, Danny's FLO will also provide insight into how the team worked together to create the best support for Danny and his family. Susan Harrison Greenwood, like Danny was a passenger on the London Underground when tragedy changed the world on July 7, 2005. Susan will share with the audience about her plight for rebuilding a successful life, including her marriage to her partner at the time and the recent birth of her daughter Amelie. Sue will be joined by the FLO who supported her, Lily Benbow who will also present about her role in Sue's recovery.



Sue Harrison Greenwood, 7/7 Bombing Survivor

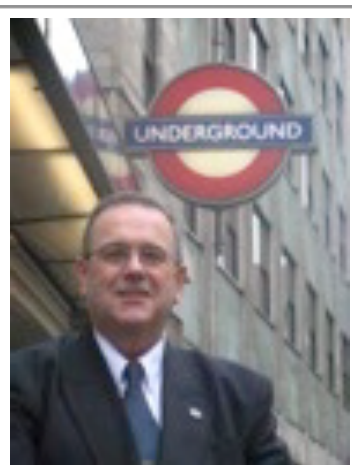


September 11th Survivor, Elizabeth Turner: Book Signing

Elizabeth Turner will present her story and sign copies of her newly released book, *The Blue Skies of Autumn*, at the reception the evening before and during breaks at the conference. Elizabeth was 32 years old and working at Channel 4 in London when news broke of the attacks on the World Trade Centre. Elizabeth's husband Simon was in a meeting at the top of the towers when they were struck by planes. Seven-months pregnant with their first child, Elizabeth's world crumbled when Simon did not call. While family and friends provided immeasurable support, Elizabeth was amazed at the support she received from the Metropolitan Police, specifically her FLO, Amanda Stephenson who was invaluable to Elizabeth and her family as they desperately tried to pick their way through the emotional aftermath of the tragedy.



In her book, *The Blue Skies of Autumn*, Elizabeth describes how she hit rock bottom before she could start rebuilding her life for herself and her young son, William. Her story offers hope that there is a way through life's worst experiences. The Foundation invites you to come and meet Elizabeth and hear her talk about the power of relationships with people such as her FLO and others who played a major part in her recovery from the unimaginable tragedy of Sept 11, 2001.



Ray Parry, MBE

Ray Parry, MBE has been employed with London Underground since 1980 and is currently their Senior Emergency Planning Manager. Ray holds a Diploma in Emergency Planning from Coventry University. Ray developed and manages the Transport for London's Incident Care Team which was heavily involved in survivor support following the bombings of 7th of July in London.

The team was heavily involved following the 7th July London bombings. For his work both in leading the team and for championing humanitarian care within Transport for London, Ray was awarded an MBE in the New Year Honours list 2006.



New Member Spotlight

The Family Assistance Foundation is pleased to welcome a number of new members this year. Look for several spotlights throughout the newsletter welcoming some of our new members.



2010 FAF UK Conference Preview (Continued)

Information as Power to Families of Aviation Accident Victims



Marta Kochanowska with her family at her father's funeral. L to R: Mateusz Kochanowski, Ewa Kochanowska, Marta Kochanowska and Gareth Hodder

Mr. Howard Way will be introducing the FLO Panel in conjunction with the Survivors speaking during this session. He is currently a Detective Inspector attached to the Metropolitan Police Homicide & Serious Crime Command. Howard co-ordinates an INTERPOL working group that has developed a simple internationally adopted documentation and numbering system to record disaster victim recovery.

Marta Kochanowska will discuss issues surrounding the crash of the Polish military flight April 10, 2010, which took the lives of 96 people, including her father, the president of Poland, his wife, and many other prominent leaders from Poland. The flight departed from Warsaw and was enroute to the site of the Katyn massacre, where more than 20,000 Polish people lost their lives 70 years earlier. The President and his party were attending an anniversary of the massacre when the flight crashed in poor weather conditions near the city of Smolensk.

As with many tragedies where family members are from multiple locations, challenges include the ability to communicate, offer support to one another, and stay informed about the progress of the investigation. Issues around victim identification highlight the need for a comprehensive process for identifying victims in a manner that gives families the confidence to know their loved ones were properly identified.

Marta, a native of Poland, is playing a key role in helping families learn as much as possible about the tragedy, as well as look for ways to support one another as they come to terms with the loss of their loved-ones.



Dr. Janusz Kochanowski, former Polish Defender of Human Rights

Mother of Cargo Flight Captain to Discuss Importance of Investigation in Clearing Son's Name



Captain Dale Patrick Thompson

On August 7, 1997, UK Citizen, Deidra "Penny" Thompson lost her son Captain Dale Patrick Thompson with the crash of Fine Airlines Flight 101 in Miami, FL. According to observers, as the plane became airborne it was flying at a nose up attitude. Flames were observed coming from No.4 engine. The plane was almost righted for 3 seconds and then crashed tail first and burst into flames.

A thorough investigation revealed that the aircraft was improperly loaded. Loading and weight problems with cargo were ruled as the cause of the crash. The pilots were not in any way responsible for the deaths of the four on board the aircraft nor the man on the ground where the aircraft crashed. Penny will talk about the loss of her son and the important role that the thorough investigation had in helping her heal from her loss.

Welcome New Foundation Members



The Power of Family Support in Healing from Loss



Irish natives, Mary Jo Chanders and Thomas Ryan, two of the siblings of Michael Noel Ryan who died in Comair 5191, August 27, 2006 in Lexington, KY will present at the 2010 Conference on the power of family in providing support for one another, following the tragic loss of a sibling. The picture shows the large family standing beside the casket of Michael at his funeral.

The siblings in birth order are Mary Jo, Peggy, Michael (now deceased), Anne, Terry, Thomas, Phyllis, and Joseph. The family's message will involve discussions of the importance of a company doing all possible to bring a family together, despite the geographical distance, so that they can support one another during the acute phase of the traumatic loss.



Michael Noel Ryan December 10, 1960-August 27, 2006

Michael was born in County Tipperary, and raised in Murroe, County Limerick. He emigrated to the US in 1981 and embarked on a career as a stockbroker.

He was, at the time of his death, a professional lecturer for currency trading, traveling every week to a major city in the US and Canada.

He loved to visit his native Ireland and was so proud to be an Irishman. At home in Ireland, he always received a presidential like welcome, warming the hearts (and sometimes the pockets) of the locals. Michael loved "to go home" to Murroe and hang out with his brother Thomas and his family, sisters Peggy and Mary Jo and catch up with all his old friends.

Michael left behind a wife, two children and his large family of siblings shown in picture, along with numerous nieces and nephews.

A bench erected in his memory encourages us to continue living. The words simply say: *"Be happy and live your dreams every day"*.

The Power of Belongings and the Role of Ritual in Creating New Life



Ken Jenkins, Director of Emergency Services for BMS Global. Ken and his colleagues from BMS will also be sponsoring the Survivor Reception on 27 October

Ken Jenkins, Director of Emergency Services for BMS Global in Fort Worth, Texas, US, will chair a panel designed to discuss the vital role that recovery and return of personal belongings, as well as honoring death rites and rituals play in the healing of those left behind in the sudden and tragic loss of a loved-one(s).

A veteran in the field of family assistance, before joining BMS, Ken led American Airlines' world-renowned CARE Team, whose history is interwoven with the evolution of the field of corporate sponsored family assistance programs. Ken has personally worked with families and responding agencies to 8 fatal aviation crashes, leading most of the airline's family assistance operations, including the American Airlines response to families impacted by the attacks on the World Trade Centre, 9/11/01. Among the many leadership roles that Ken has held in the field of international emergency response, Ken served as the Chairman of the International Air Transport Association (IATA) Emergency Response Planners Task Force and as the Team Leader of the Oneworld Emergency Planners Working Group.

Joining Ken on panel will be Lucy Easthope, LLB MSc MEPS. Among her many professional appointments and degrees, including a law degree from the University of Bristol, Lucy is a Tutor in Mass Fatalities and Pandemics at the Centre for Death and Society, University of Bath, and a guest lecturer on emergency management programmes at the Universities of Leeds and Leicester. Her main consultancy and research areas focus on community recovery and the care of survivors, the bereaved and the deceased after disaster. Lucy has a special research interest in the care and return of personal belongings.

Sue Ackerman of Rowland Brothers International Funeral Directors will round out the panel by discussing the need for attention to detail in assisting families with funeral and death rituals. Before joining Rowland Brothers, Sue held positions at the UK Immigration and Nationality Department, mostly in the Public Enquiry Office at Lunar House, Croydon. She worked for 15 years at the American Citizen Services Department of the US Embassy in London. A major focus of her current professional interests includes consular liaison and networking to share information among diplomats assigned to London.



Lucy Easthope, LLB MSc MEPS

The Power of Corporate Care Teams in Supporting Survivors on Cruise Ships



Nick Burrows, Head of Customer Service, Carnival UK

Nick Burrows, who is in charge of incident response and customer care team, will make opening remarks about the importance of customer care to the philosophy at P&O Cruises, Cunard Line and other Carnival Cruise Line brands in the UK. Nick will introduce Andrew Baldwin and Katrina Ashley who are responsible for customer care programmes, and also lead the companies' Care Team which has been recognized for its outstanding support of survivors who experience crisis while on cruises.

Andrew Baldwin, a member of the Carnival UK Customer Services team for 10 years, is responsible for the Care and Communications department for P&O Cruises and Cunard Line and acts as sales agent for Princess Cruises and Seabourn Line. Under his leadership, the Care Team programme began in 2005 and includes robust training and response to survivors, both on ships and shore-side. Katrina Ashley oversees training of Care Team members and manages the day-to-day operation of Care Team, including over 200 volunteers and a staff of three. Katrina has personally led responses to passengers and crew impacted by trauma, including the coach crash in Naples, Italy, in 2008.



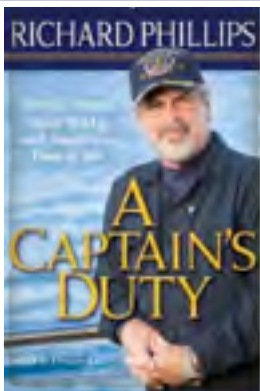
Andrew Baldwin, Customer Care & Communications Manager, Carnival UK



Katrina Ashley, Customer Care & Communications Senior Executive, Carnival UK

The panel will include a passenger survivor who was involved in the coach crash while on an excursion in Naples, Italy in 2008 and a family survivor whose wife died from an accidental fall while on a P&O cruise in December 2009. Both survivors will provide first-hand testimony as to the effectiveness of the team's immediate and compassionate response both on and off ship.

Welcome New Member



On April 8, 2009 life changed for Richard Phillips, sea captain of Maersk Alabama, the United States--flagged cargo ship that was carrying among other things, food and agricultural materials for the World Food Program, when pirates boarded the ship. The pirates did not expect the crew to fight back, nor did they expect Captain Phillips to offer himself as a hostage in exchange for the safety of his crew.

Meanwhile back at home in the northeastern US, state of Vermont, Andrea Phillips, Richard's wife of 23 years was awakened by a friend who told her to turn on the news. There she learned about Rich's plight. Surrounded by family and friends, Andrea, an emergency room nurse by profession, maintained her composure throughout the five days. Her biggest stress came from the media who camped outside her door throughout the entire ordeal.

The ability to manage the media and other problems was greatly improved when Maersk Energy sent an employee to their home to offer assistance, support, and a direct link to information that the company was receiving.

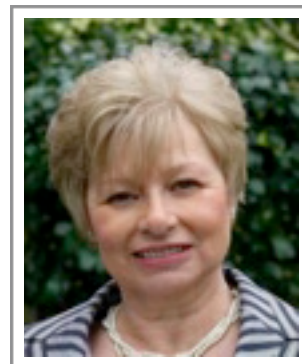
While Richard will be at sea during the conference, he and Andrea provided a taped interview for the conference as a way to encourage other companies to do as Maersk did by offering support from within the company.

Joan Sewell, MBE to open Foundation Conference

Joan has been a Metropolitan Police Officer for 23 years following 5 years as an investigator with Her Majesty's Customs and Excise. She has been an investigator on a wide variety of serious and organised crime enquiries ranging from organised importation of drugs, top-tier drug dealing within London, homicide investigations, sexual investigations and anti corruption.

Whilst working with victims of rape and serious sexual assaults, Joan became acutely aware of the importance of treating victims, their family and friends sensitively and with respect. The philosophy of Family Liaison became firmly imprinted on the way she worked with families.

In 1999, Joan was one of the first officers to receive training within the Metropolitan Police Service for Family Liaison Officers and has been expounding its virtues ever since. She later became one of the first family Liaison Coordinators and has developed this role on national and international enquiries arising out of major disasters





Sara Low

Proceeds from Sara Low Pins to be donated to Orphanage in Haiti

Members of the the Foundation are familiar with the flight attendant for whom the Foundation pin is named. Sara Low died on September 11, 2001, while caring for her passengers and crew on the first hijacked flight, American 11. The story of how the American Airlines CARE Team responded to her parents, Mike and Bobbie, and sister Alyson provides the model of how trained employees empowered by an organization can bridge the gap for a family between heartless, unspeakable human cruelty and that of heartfelt dedication and compassion to those who need guidance and support during the acute phase of the disaster.

The Family Assistance Foundation, in its effort to promote compassion in all areas of need this year will make a donation to the ***In the Father's Hand Children's Home*** in Haiti from some of the proceeds of the 2010 Conference including money donated to the Sara Low Pin fund.

Longtime friend and supporter of the Family Assistance Foundation, Kevin Darcy, retired Director of Accident Investigation, Boeing Aircraft Group, known for his generous donation of time and energy to causes that he believes in, felt moved to become involved with relief for Haiti after the earthquake of 2009. Determined to support Kevin's causes as he has supported the Foundation's, following is an interview between Kevin and Dr. Coarsey, President of the Foundation.

How did you select this particular way of offering relief in Haiti?

Right after the earthquake there was a lot of attention in the media on adopting Haitian orphans. Although that is wonderful thing to do, most of us cannot make that kind of commitment. Having being involved in New Orleans recovery efforts, it was also apparent that there would be need for a long-term commitment to help. It seemed that making a long-term commitment to "adopting" an orphanage would be a good way to help.

How did you select this particular orphanage?

Selecting an orphanage was relatively easy. The two criteria I felt were important were to find an orphanage that had been in Haiti long before the earthquake and was committed to being there for the long term. The second criteria was that it should be a central part of the community. There were many possibilities, but the Lashbrook Family Ministries fit the bill perfectly.

Have you been there? If not are you planning to go?

We have not been there yet. I thought it was more important to send cash initially. Hopefully we will be able to raise enough money to facilitate travel for some work parties.

Can you give us any examples or stories of the orphanage's work/challenges that will encourage others to support the orphanage?

Because the orphanage had become such an integral part of the community, it was an ideal choice for relief providers to establish a food and supplies distribution center for that region of the country. Though initially formed to serve the needs of orphaned children, the orphanage has grown to serve the needs of the entire community and beyond.



Anyone who wishes to join with us to make a donation to the orphanage, can do so at the conference by purchasing Sara Low Pins, or send a donation to the Foundation with a clear indication that the donation is to the Haiti Orphanage.

Or you can make direct donations by going on-line to their website Lashbrook Family Ministry. (<http://lfmintl.org/>) The founders Keith and Cindy also are grateful for prayer as a means of support of their ministry in Haiti.

Annual Sara Low 5K Race raises 7K for 2011 Scholarship

A couple of years ago, the Foundation was approached about the possibility of using the Sara Low Pin/Foundation logo on the track uniform worn by Sara's former high school. The Foundation was delighted to offer its support of the Batesville High School Lady Pioneer Track team. Later, one of Sara's former teammates Mindy Lacefield, in conjunction with Ken and Michelle McSpadden of The White River Road Runners, created the Sara Low 5K as a fund raiser for the Sara Low Memorial Scholarship Event held annually on September 11. This year the event raised \$7,000.00 to help fund the education of a Batesville High School student. Sara's former teammate made the following comments about this year's event:



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HIGHLIGHTS OF 2009 FALL AVIATION CONFERENCE

Comair 5191 Families Honor Lost Loved Ones



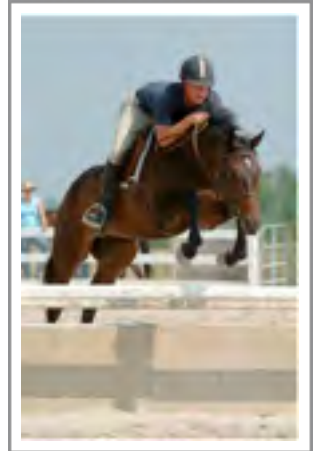
Thomas Fahey,(left) was honored at the 2009 Aviation Conference, Sept, 2009. Shown here with his sister Allison, brother Andrew, and parents, Connie and Kevin.

Thomas Fahey died along with a total of 47 in the crash of Comair 5191 in Lexington, KY, August 27, 2006 (NTSB/AAR-07/05). With pictures and many stories about their youngest son, Connie and Kevin acquainted the audience with Thomas's life. An accomplished equestrian, he was traveling with one of his students who perished with him in the crash. They were in Lexington where Thomas was helping her select a new horse which he intended to train.

Connie and Kevin were asked to share how the conference impacted them and following are Connie's comments, verbatim:

Well, I actually felt better after I got home and processed all the information. I felt as though it helped in my journey to move on without Thomas.

We learned so much and was good for us to see how our story impacted those in the industry. If there is one thing we would like to be able to do it is to help others. Thomas' death will not be in vain if it can change someone's actions or work performance or thinking. Your conference made us understand the process. We saw empathy and concern from those in the aviation industry. We would like to do more to help care teams and make them the best they can be so that families and loved ones will be supported in the case of another catastrophic transportation event. We both were glad we went to Canada. We were dreading it and it turned out to be a good experience. We also met so many great people.



Lost Brother Remembered

At the 2009 Aviation Conference, Foundation members and guests were first introduced to Michael Noel Ryan who died in the Comair 5191 crash, through the memories of his sister Terry shown in picture with Michael. (More about Michael on Page 5). Terry shared with the audience about the response by the airline and other agencies who assisted her and the family. Through many tears, we learned about how important Michael was in the life of Terry, his family and all who knew him.

Terry had the following comments when she was asked about attending the conference:

Words cannot describe how grateful I am to you and your team for the kindness and love you extended to me recently in Calgary. Whilst it was a very emotional and challenging few days, I am glad to have participated in such a wonderful and fulfilling event. Your work is greatly appreciated. I believe it will change the way airlines cope with families following a plane crash. Thanks to you and your efforts, this has been made possible. You should be so proud of your humanitarian approach.

My sincerest thanks are also extended to all. There were many times during my stay in Calgary that I wished I was elsewhere, but, when all is said and done, I'm glad to have stayed "the course"....however difficult it seemed at the time.

Your work is amazing. You are a gift from God. I know that now. Keep up the work because so many folks will desperately need your help.



2009 FAF Conference Highlights (Continued)

Twenty-Year Passenger Survivors Honored

Survivors who participated in original research were honored at the conference

Shari Peterson, United Flight 811

The Foundation's approach to assisting survivors in crisis, *Human Services Response™*, is developed based on research of survivors of transportation and other technological disasters. It began in the late eighties and involved six US airline crashes that occurred on or above US soil. Survivors from three of those crashes joined us at the conference and shared about their experiences and how it shaped their lives today.

February 24, 1989, Shari Peterson was working in the travel industry when United Airlines Flight 811 departed Honolulu, HI, bound for Auckland, NZ. Shortly after takeoff, the B-747 experienced an explosive decompression, ripping out the cargo area beneath business class and taking with it 9 passengers, whose remains were never recovered. Shari experienced many changes in her life as a result of the accident and has gone on to become a successful business woman enjoying a very active life and is a very popular speaker. As with many survivors Dr. Coarsey has interviewed over the past 25 years, Shari had a unique experience that has caused her to have a great deal of faith. Shari shared this story with the audience. It seems that when Shari boarded the flight, a man was already buckled into the seatbelt in her assigned seat. Disappointed, she asked the agent to give her another seat. When the dust settled, that seat and the passenger in it were among the missing! Sherry framed the boarding pass and carries it with her when she speaks.

After she returned home, she wrote the following back to the Foundation: *As a survivor of UAL 811, 2/24/89, I am amazed at the work Carolyn and her group have done to advocate the rights and voices of survivors of casualties and of their families. FAF has been instrumental in making sure these people are treated with compassion and respect during what can be one of the darkest and most life changing events in their lives. Keep up the good work, FAF.*



Shari Peterson, UA Flight 811 Passenger Survivor

Ann Crews, US Air Flight 5050



Reggie Crews

In 2004, when Dr. Coarsey released her book about survivors, *Handbook for Human Services Response*, she mailed a copy to all survivors whose stories were in the book. Aletha Ann Crews ("Ann" as she was known by all who knew her) was one of the original survivors in the research, as a survivor of US Air Flight 5050, September 19, 1989. Her son, Reggie Crews, called Dr. Coarsey a few months later and explained that Ann had died of heart failure, quite suddenly in 2003. In the conversation it became very clear that as with many family members, his mother's experience had impacted him greatly.

In his mother's honor, Reggie joined us at the 2009 conference and shared about his mother and how survival of the accident had shaped the rest of her life and her family's. US Air did a great job in looking after her and she was grateful and spoke often about that with Reggie and others. After the conference,

Reggie wrote about his experience of attending

the conference: *First, it was a very well organized Aviation Conference that had a message of how people in the aviation community can do a better job to help people and families that are involved in an aviation accident. I saw hundreds of aviation workers with a high level of professionalism, motivation, and a can-do better attitude to learn all they they can about helping people in a crisis. They put in many long hours each day of the conference and I was most impressed with the exercise on the last day. It was so demanding on each participant and you could see the dedication to do their best in that exercise. We all learned so many new things at this Aviation Conference to take back and to better prepare for any future crises*



Aletha Ann Crews, "Ann"

Byron Crowley, US Air Flight 5050



Shirley, Byron with Kathy Shell, from Foundation member CSX Transportation

their two seats were located at the fracture. The women died instantly. Byron was distressed to learn that the younger woman, traveling with her mother, had left behind a young son. The survivor guilt was difficult for Byron, despite his recovery in other areas.

At the 2009 Foundation Conference, Byron was introduced to Kathy Shell, an employee who works for CSX Transportation, a newer corporate member. Dr. Coarsey had met Kathy in a training class earlier in the year and discovered the connection between Kathy's cousin who died in the crash and Byron. Kathy's cousin was the young mother who left behind a young boy. Through Kathy, we learned that the young boy had grown up to graduate from college. He had lived a very successful and happy life with a father who had never re-married and devoted his life to his son. The two are pictured in the photo, at a college soccer match.

Byron and Kathy spent time visiting and this final piece of the puzzle, along with meeting other conference attendees, brought a positive response from Byron: *I always look forward to and enjoy speaking to a group of air disaster workers. This is the biggest thing that was missing from the crash I was in and it has always been what I wanted to see available. Thankfully, Carolyn recognized long ago a need for this work. Through her past experiences and work, combined with Aviem's and the Foundation's knowledge and resources, such a program exists, but would not be functional without dedicated volunteers like you. I appreciate and applaud the work that you all do. You should know that every person that becomes an airline passenger is safer and looked after more now than ever before. (I) express my thanks and appreciation to all of you and to the Foundation for their efforts.*



10 Year Anniversary for AA 1420 Survivors

Mark & Betty Schmidt, American Flight 1420



Three survivors joined the Foundation's conference to discuss their experiences from the crash of American Airlines 1420, June 1, 1999. Survivor Mark Schmidt survived the accident, but sustained shoulder injuries. Mark and his wife, Betty, have spoken for aviation groups and are shown on a Higher Resources/Foundation video *A Different Journey*, discussing how Mark's involvement in the accident changed both their lives and affected their marriage.

At the time of the accident, Mark was working full-time, despite have retired from business at an earlier time. A shoulder injury and the stress associated with the crash left Mark unable to return to a full-time career. In Dr. Coarsey's book, *Handbook for Human Services Response*, Mark details his experiences with the family of Captain Buschmann who was killed on impact in the crash. Mark left very supportive comments on his voice mail at home following the crash, causing the Buschmann family to extend an invitation to Mark and Betty for his funeral. Their story further illustrates the concept of "Kinship of Sorrow," one of the terms that is referred to in the Human Services Response Training, offered by the Foundation through Higher Resources, Inc. and Aviem International. The concept shows, as with Mark and Betty, that when a company does all they can to help survivors in the aftermath of a tragedy, and shows genuine heart, the bond among survivors and the company often transcends discussions of fault and blame.

Following is a brief synopsis of comments made by Mark and Betty after the conference, edited only for space:

CONTINUED NEXT PAGE

2009 FAF Aviation Conference Highlights (Continued)

10 Year Anniversary for AA 1420 Survivors (Continued)

Mark & Betty Schmidt (Continued from previous page)

I (Betty) was impressed with the location, the atmosphere, the planning, and above all, the people. WestJet employees were wonderful to us; our accommodations were lovely. Best of all were the speakers. I'll never forget Sara's father and the others who gave their stories. God bless them and each in their own way of grieving and working to make things better with flying...I just read my evaluation sheets and no there was nothing extraneous; everything done was proper and informational as well as emotional, as I'm sure you know. We both had many people approach us and give us hugs and thanks. One lady said what I said totally changed her training approach. Wow! God needed us there, Carolyn, so we just deal with all of the rest as best we can. We would both do it again if needed. Thanks for having us.

Jeff Arnold, American Flight 1420



Jeff Arnold, former winner of the Foundation's 'Sharing the Journey' Award and long-term supporter of the Foundation, updated attendees on his life today and shared about experiences during and following the crash.

Jeff Arnold was traveling with other members of the Alaska National Guard on June 1, 1999, when AA 1420 crashed. Although unconscious through impact, when he awoke shortly after impact, he swung into action, working diligently to save and rescue fellow passengers. Jeff has presented at numerous Foundation Symposia and Conferences as well as many aviation training sessions. His contributions to our understanding how to help survivors following such trauma have been invaluable to the Foundation and others who have heard him share. Following are comments that he sent after the 2009 Aviation Conference:

The 2009 Symposium in Calgary hosted by WestJet was exceptional. The Day 1 presentations and panels put a "humanness" on events which sometimes get lost in the headlines and litigation. That "humanness" also helps drive improvements in terms of industry standards and response protocols. On a personal level, I enjoy reuniting with my fellow survivors and was touched by others' stories. Hearing the tales of past years' disasters, it's refreshing to see the response advances over the years, although sometimes disheartening seeing some areas that slipped because of "economic expediency".

The WestJet Training Center provided a superb setting for the presentations. The WestJet Team ensured friendly, hospitable, and dedicated support for our Symposium. I'm glad they're part of the Family Assistance Foundation team!

Day 2's exercise was truly incredible. The exercise realistically captured so many of the aspects involved with the aftercare and response to a transportation disaster and allowed us to learn while performing our roles and opportunities for agencies to validate their plans. I believe there was also some healing for some of the participants to re-play roles that they actually lived through during their disaster. I've been involved with developing plans and responding to incidents ranging from pandemic flu to terrorist threats to natural disasters and this exercise was extremely well put-together and executed. I'd like to see more training like this at future Symposia.



Welcome New Members



Statoil



Joan Sewell, MBE (Continued from page 5)

including the transport industry, New York following the events of 11th September, and the bombings in Bali, Saudi Arabia, Istanbul, Tsunami, the and the 7th of July Bombings in London and more recently the Bahrain boat disaster and the terrorist activities in Mumbai. She was also involved in the Family Liaison co-ordination of the kidnaps of Ken Bigley and Margaret Hassan in Iraq.

She also co-ordinates the training and development of family liaison officers across 16 separate police commands in South London, counter Terrorism Command and Kidnap Unit and has developed training with the UK Foreign and Commonwealth Office, the BBC and independent training companies who develop customer care teams within the UK transportation industry.

Joan has received numerous Police Commendations for her work. the most recent from the Commissioner of Police Sir Ian Blair for her outstanding professionalism, industry, and dedication to duties as Liaison Officer and advisor between the Foreign and Commonwealth Office, the Home Office and the British Police, for the South East Asia Tsunami disaster.

Recently, Joan was a recipient of the "Most Excellent Order of the British Empire Medal" which was presented by Her Royal Highness her Majesty Queen Elizabeth, at Buckingham Palace, for all her work with British Nationals who are affected by disasters overseas.

2009 FAF Aviation Conference Highlights (Continued)

Awards Presented at Aviation Conference

Compassion Consciousness Award



Barb Webster, Manager of Emergency Response for WestJet Airlines accepted the Compassion Consciousness Award presented to Joan Ferris, former trainer with Southwest Airlines and friend of the Foundation and its members. Jeff Braun, Vice President of Communications for the Foundation presented the award and made comments about Joan's contributions to training and raising awareness of survivor needs in the aftermath of accidents.



Joan is shown with her favorite pet, Petey, not long before she died from her battle with brain cancer. Joan died on the evening on January 23, 2010 at her sister's home surrounded by her Family. Joan was born February 24, 1951. Joan was a friend to all that knew her. According to friends, she fought brain cancer like a true champ for almost a year!

A Celebration of Life service was held in Joan's honor at the Frontiers of Flight Museum on March 14, 2009.

Her friends and those at the Foundation miss her every day.

Richard Anderson and wife, Marie, receive the Aviation Survivor Sharing the Journey Award for 2009

Richard and Marie Anderson, long-term advocates for improved family assistance following accidents received the award from Ken Jenkins, of BMS Global, and Dr. Carolyn Coarsey, President and Co-Founder of the Foundation. Rich and Marie are known for their willingness to assist in training classes, exercises, and just about everything imaginable relating to helping prepare employees for responding to survivors following a tragedies.

Ken Jenkins, former manager of CARE Team for American Airlines was a volunteer during the 1994 American Eagle Flight 3379 accident where their daughter, college student Lauren, survived. Fortunately, five passengers survived, but 15 others on board, did not. Ken, while at American, became acquainted with the Anderson's through his work at the Foundation.

One of the many projects that Marie and Rich are currently involved in is the building of a memorial for American Eagle Flight 3379. Lauren and another family survivor of 3379, Jeff Josefson will co-chair the project. Jeff's mother perished in the crash. Shortly after the new year, plans for kicking off the memorial will be announced. And anyone who is interested in joining the steering committee for the memorial will be welcomed.



Ken Jenkins, Marie Anderson, Richard Anderson, Dr. Carolyn Coarsey



The Deepwater Horizon “Halo” Effect 10 Vital Tips to Ensure Your Company’s Communicators Are Ready for Any Crisis

by: Jeff Braun
Vice President of Communications

The communications efforts surrounding the explosion aboard the Deepwater Horizon oil rig and the massive oil spill that followed the rig’s collapse in the Gulf of Mexico are a hot topic of discussion almost everywhere you go. While attention is focused on many aspects of the tragedy, there is a key opportunity to evaluate your readiness and ensure that your communications plan and crisis response strategy take into account the changing landscape. Review the tips below and ask yourself: Are you truly prepared?

1. Accept that the tenor has changed. While it may take years of investigation to dissect what led to the Deepwater Horizon accident, the jury of public opinion is already back with its verdict on how the companies involved responded to the crisis. The immediate fallout of this verdict is that the public’s expectations about how a company should respond to a crisis have been raised. And, as we saw with this crisis, if the public’s expectations are not met, outrage follows very quickly. More than 60 percent of people today believe corporations have the power to change and improve society. Make sure your organization is not detached from the new reality of corporate social responsibility and how an audience filters and receives information. The Deepwater Horizon tragedy, and the subsequent environmental disaster, is setting the new standard for what is (and is not) expected of organizations during crisis. Every organization will be judged by whether they have acted responsibly in the decision-making process and whether they have done the necessary due diligence to ensure their organization can respond to adversity. Whether it’s an operational failure with injuries, deaths, and environmental damage or a consumer brand issue where the safety of products come into question, the Deepwater Horizon “halo” effect will cause the public to question each action (or inaction) associated with an organization’s business practices. As a result, from this point forward, it’s essential for every organization to have a good, strategic communications plan that addresses these issues.

2. Ensure executives and spokespeople are truly prepared. Someone once said that it takes 20 years to build a reputation and five minutes to ruin it, and it’s very true. Actually, credibility can be destroyed in a millisecond with just one misstep. The ability to communicate effectively and strategically is a critical skill. Are your key spokespersons and executives aware of the changes that have taken place in the media, and how the public views authority figures? The explosion of social media outlets and citizen reporters significantly changes the public’s access to your messages. Are your spokespersons savvy about how to harness the power of these outlets and use them effectively? Are they sensitive to how intense the pressure can be during a crisis? Outdated approaches that rely on template communications and “command and control” delivery can create problems. Your spokespersons have to practice focused discipline in delivering messages, and they need to know how to deliver those messages genuinely, with compassion and the right tone. It’s a tough balance to achieve, but training and coaching can help prepare them to succeed.

2. Diversify and expand your bench strength. In today’s world of social and digital medial, everyone is a potential spokesperson. You need to have a variety of people in executive positions (and other specialty areas) ready to communicate in multiple venues and locations. They need to be able to talk about what you’re doing with clarity and promote understanding. They need to be

schooled in how to succeed in high-pressure, high-stakes and high-risk environments. Do you have the necessary personnel trained to reinforce what you’re doing at every stage of a crisis? Ensure those individuals who will be deployed on the front lines are prepared to confidently handle communications with media representatives, and any others who may influence public perception of what is going on and how you are responding. Everyone must be sensitized to the power of the “digitally-empowered” public, recognizing that anyone with a cell phone can report their impressions, pictures and videos of events and conversations to the world.

3. Exercise extreme sensitivity. In our Human Services Response™, media and crisis communications training sessions, we help everyone understand the damage that can be inflicted by what we call “second assaults”—damaging comments or actions made to survivors after an initial tragedy. Communicators often don’t realize the impact off-hand comments can make, but they can actually inflame emotions and prolong the healing process. In the Deepwater Horizon situation, Tony Hayward didn’t intend to hurt the families of the 11 men who lost their lives in the explosion when he responded to a reporter that, “I’d just like to get my life back.” He later apologized for that comment, but it’s an excellent example of just how vigilant even a seasoned executive must be about sensitivity. In the media world today, any gaffes can take on a life of their own in social media such as Facebook, Twitter and YouTube—linked to again and again by other users, perpetuating and spreading the message like a virus. Recognize that any person anywhere that comes in contact with your people has the power to broadcast their experience or feelings to a global audience in just a few seconds. That’s why it’s important for everyone affiliated with your organization to be trained and aware of how to handle situations in the best way possible.

4. Run a transparent organization. In the digital age, greater transparency is an unstoppable force. And with greater transparency comes greater accountability. As a result, it’s crucial that you mean what you say and do what you say. Actions speak louder than words. For example, if you say you are doing everything possible to provide assistance and support to your employees and others affected, you better have a program in place that can make that happen. If not, your employees, the media and the public will be very vocal in pointing out the disparity between what you’re saying publicly and what you’re doing privately. If the media or another audience detects that you’re withholding information; communicating information that is in conflict with what they are seeing; or simply not providing clarity, they quickly turn to other sources for their information. Trust is lost and reputation suffers.

5. Ensure your actions reflect positive core values that can stand up to public scrutiny. In a crisis, your audiences will quickly size up what they think your priorities are by your actions. Invariably, a crisis has a way of exposing the true character and core values of an organization. What would a crisis reveal about your company? Is it clear by your actions and planning that the safety and well being of the people affected comes first and is one of your company’s core values? Even an expert spokesperson can have credibility diminished if his or her words are hollow.

The Deepwater Horizon “Halo” Effect (Continued from page 13)

6. Be ready for even a worse “worst case scenario.” Thinking about the events you or industry partners have experienced in the past, and preparing for those, is not an effective planning approach. You have to think ahead to new kinds of “worst-case scenarios” that have not been experienced before. What’s more, most businesses don’t operate in isolation. Most have multiple entities involved in projects and operations. Have you taken this into account in your planning? What partners, contractors, regulators, politicians, support agencies, etc. might be involved in your response if your organization experienced a crisis? Recognize each will have a different agenda and different communications strategies and objectives. Have you ever met with your various business partners to discuss how you’d initiate a coordinated response? When the crisis presents a threat to the survival of an organization, all bets are off. Have you considered the various possible scenarios and determined how you will react and respond?

7. Drill, baby, drill. One of the hard lessons learned from those who have been through a crisis or other tragic situation is that simply having a plan on paper doesn’t mean that you’re prepared for a crisis. A plan is nothing if it won’t work when the time to respond comes. The value of emergency response and communications drills, in helping organizations detect and fill gaps in their planning processes, cannot be overstated. It is vital that everyone involved in an emergency response effort is on the same page to ensure plans can be effectively implemented (this includes operations, human resources, environmental health and safety, legal, and corporate communications). Practicing realistic scenarios and running drills on a regular basis is imperative to ensure everyone is prepared to handle the pressures a crisis creates and ensure your information reflects current realities. When was the last time you checked your company contacts and contact numbers? Many times organizations simply run operational drills that don’t include the personnel who will be called upon to respond to the people side of a crisis. This is a huge mistake.

8. Don’t engage in finger-pointing. It’s common in a crisis, particularly when things are not going well, for tensions to mount between all involved and sometimes even to place blame on one another. It should be written in stone for every member of your staff— from the custodial personnel to the CEO— never to attempt to place blame on business partners, individuals or other entities in a crisis, unless it is part of a deliberate strategy. There are many reasons why accusations should be avoided, but here are two of the most important. First, in the early phases of a crisis, before all the facts are in, it is simply speculation that could turn out to be reputation damaging to your company or another entity. Second, it’s a bad business practice that only diminishes your reputation among others in your industry, to say nothing of the public and regulatory agencies.

9. Change the internal view of the media. Understand that many within your organization have a disdain for the media and their involvement in a crisis. This can become toxic and result in under-communication when over-communication may be warranted. Journalists have a huge amount of clout in communicating whether a company has its priorities in the right place. They are very astute in picking up hostility and discomfort and that will shade their coverage and approach to company officials. Help all of your employees understand how the media can be beneficial in helping the company communicate its priorities and how they can help promote understanding in any type of crisis or emergency response.

10. Manage the optimism/pessimism conundrum. Good communication is grounded in fact but, in a crisis, people can become overly optimistic (or overly pessimistic) about resolving issues. This can shade or influence messaging and delivery of those messages. Some industries, such as the oil and gas industry, are built on an independent spirit that promotes optimism and speculative behavior. Others have cultures that promote constant questioning and pessimism. Know your organization’s culture and be sensitive to how these behaviors can find their way into communication efforts. Make sure that during any situation you are evaluating the reality of what is going on, and ensure that messages and delivery have the appropriate tone, along with realistic expectations of key timelines and objectives. In this way you’ll be more effective in keeping what’s communicated aligned with the audience needs, both inside and outside the organization.

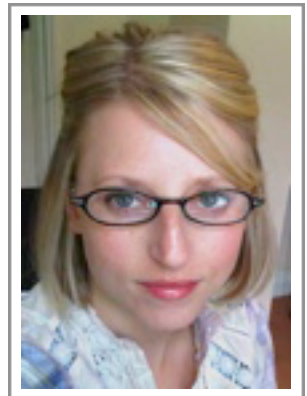
One of the most important lessons learned thus far from the Deepwater Horizon tragedy is the importance of readiness. Take this opportunity to look inside your organization today and ask questions of those involved in your emergency planning and response efforts. Be sure there is a comprehensive approach that harmonizes and aligns everyone charged with providing support for all who may be affected by a catastrophic event—the families of the injured or dead, the communities and residents that are impacted, any regulators and politicians, your employees, volunteers and any others who may be involved in the response. If solid, tested plans and processes are in place, and if your staff are properly trained, “worst case scenario” will be a reference made only to the situation itself, not the public’s perception of your company’s response and, most importantly, your company’s reputation.

Foundation Announces New Partnership



The Family Assistance Foundation announces new partnership with Send Word Now. Send Word Now is a leading global provider of emergency services notification systems. Send Word Now is a major sponsor for the 2010 Foundation Conference and UK-based executive, Ann Skinner will assist in opening the conference.

Ann Skinner, a member of the Association of Contingency Planners, is an experienced emergency notification trainer, relationships manager, and consultant, and has a strong technical background. Skinner comes to Send Word Now after serving as an Account Manager, Inside Sales Representative, and Software Trainer for Dialogic Communications. She has a proven record of success in the software industry, in which she has improved customer relations, created campaigns to target specific vertical markets, and developed critical strategies to increase both revenue and customer satisfaction. Skinner received her B.A. and M.A. degrees in English from Louisiana Tech University in Ruston, Louisiana.



Ann Skinner, UK Technical Director-EMEA

Sara Low 5K Race (Continued from Page 7)

Oh the race was just fantastic this year. And even though it rained during the memorial service and throughout the race, more than 250 runners showed up for their support. It was a touching tribute to Sara and the military. Kurt Yauch, father of Corporal William Chris Yauch (who was killed in Iraq this past June), shot the Starting gun for the 4th annual Sara Low 5K. Norma Lopez, this year's recipient of the Sara Low Scholarship sang "Wind Beneath My Wings" and the National Anthem. The support and involvement that the community of Batesville showed, along with several that traveled in from many miles away, continues to go above and beyond.

The following is a note from Mike Low pertaining to the awarding of the Sara Low Memorial Scholarship to the 2010 winner.

Dr. Coarsey,

Just some info about the pin and scholarship award. A couple of weeks ago, I attended the BHS awards night to make the Sara Low Memorial Scholarship Award. It is the last item on the agenda and the premier award (\$10,000 this year) made to a needs based student as requested by the Low family. When I made the award to a wonderful, young hispanic lady(a super achiever), I also gave her a Sara Low pin. As I started to leave the stage, the BHS principal called me back and presented me with a framed BHS track uniform, with the Sara Low Pin emblem embroidered on it and a plaque that reads, " Since 2006, the Lady Pioneer track team has proudly worn the Sara Low Winged Heart on their uniform and have won 34 or 35 meets, 4 conference and 5 state championships!

Thanks again for connecting your wonderful efforts with Sara through the touchstone Sara Low Pin.

Parting Shots - 2009 Aviation Conference - Calgary, Alberta



The Family Assistance Foundation is very grateful for the assistance and sponsorship provided by Foundation Member, WestJet.

Sean Durfy, WestJet's President/CEO at that time, provided welcoming remarks at the opening of the 2009 Aviation Conference hosted by WestJet at its brand new facilities in Calgary.

FAC Exercise - Conference Day Two



Russ Sabo, Manager-Business Recovery, WestJet provides direction to staff in the FAC Command Center



Scott Andrews, SAT(Special Assistance Team) Lead, WestJet served as Director of the Special Assistance Team for the exercise.

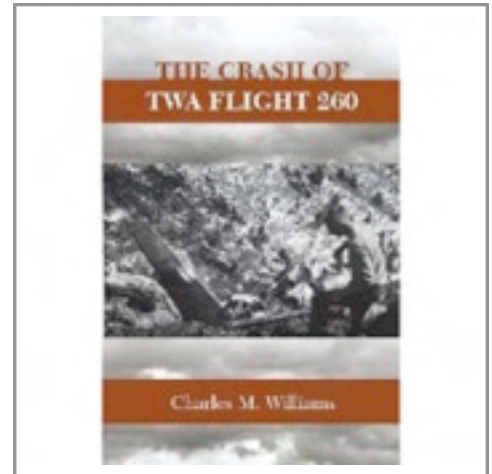
Day Two of the 2009 Aviation Conference consisted of an all-day exercise where conference participants established and operated a mock Family Assistance Center. Everyone was assigned specific tasks and job duties and had to carry out those duties during the course of the exercise. Roles included family assistance, logistical, administrative and incident command. Our Foundation Survivor Team role-played mock family members and presented challenging scenarios to participants, often based on their own personal experiences.

The exercise was followed by a full debriefing. Participants expressed their amazement at how realistic the exercise felt and were able to bring many good lessons learned back to their own organizations.

“The Crash of TWA Flight 260” by Charles “Bill” Williams

At the 2007 Foundation Symposium, Dr. Virginia (Ginny) Campbell made a presentation about the memorial that she and other family survivors of TWA Flight 260 had established at the crash site in the Sandia Mountains, outside of Albuquerque, NM. Ginny, four years old at the time of the crash, lost her father William Richard Campbell, 29 years old and her grandparents, Dorothy and Alfred Schoonmaker, ages 57 and 62, respectively. All 13 passengers and 3 crew members perished in the crash which occurred Feb 19, 1955. Ginny invited Charles “Bill” Williams, retired Georgia State University professor, to introduce her presentation. Bill, a young Air Force lieutenant stationed at Kirkland Air Force Base at the time of the crash, is the one who discovered the crash site.

Bill has, since then, authored a book about the crash, the passengers, the crew, and their families, and details of the accident. Bill’s book is available on Amazon.com. Bill brings to life the heroic efforts of the TWA pilot, Larry DeCelles, who sought to solve the puzzle behind the cause of the crash. While originally believed to be pilot error, DeCelles’s efforts proved that the cause of the crash was due to a faulty compass. Congratulations to Foundation member Bill Williams for providing us all with a heartwarming story, a fascinating read, and another valuable piece of aviation history!



2010 FAF UK Conference - London, UK

28 October • Museum of London • 8:30 AM - 5:30 PM

The Family Assistance Foundation would like to sincerely thank this year’s conference sponsors, who help make these conferences possible.

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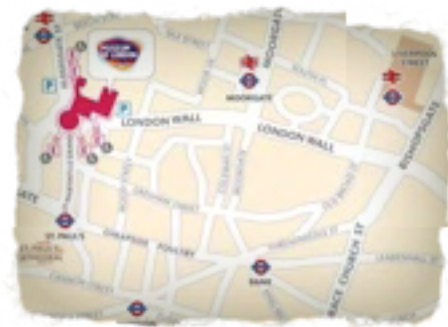
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The Museum of London



The Museum of London, located in the heart of the city, is the official venue for this year’s FAF Conference. Museum of London is one of the world’s largest urban history museums and cares for over two million objects in its collection. The Museum holds the largest archaeological archive in Europe of this wealth of information.

Currently undergoing major redevelopment work for its Capital City project from 2010 the Museum will take its story from prehistoric London to the 21st century for the very first time.

The Museum also holds the largest archaeological archive in Europe of this wealth of information.

The Museum facility includes a large auditorium and breakout spaces that will be used for this year’s conference and the Survivor Reception, sponsored by BMS Global on 27 October from 6:30 PM to 8:30 PM.

