

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

Family Assistance Foundation

Sharing the Journey

VOLUME 10 ISSUE 1

The Official Newsletter of the Family Assistance Foundation

SPRING 2012

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.



2012 SYMPOSIUM TO BE HELD 7-8 JUNE IN MIAMI, FLORIDA

Inside this issue:

- 1 IHAS 2012 Program Information
- 2 IHAS 2012 Panel Highlights
- 3 InterCruises & Team
- 4 Symposium Breakouts - Aviation Industry
- 5 Symposium Breakouts - Cruise Line Industry
- 7 Symposium Breakouts - Industrial, Manufacturing & Retail Organizations
- 8 Crisis Management & Emergency Response
- 9 Communicating In Crises: Tips for Spokespeople by Jeff Braun
- 10 Book Review: Healing Without Drugs or Talk Therapy
- 10 Introducing New Staff at the Foundation and Aviem
- 10 Recent Foundation Activities
- 12 2012 The International Humanitarian Assistance Symposium Program

IHAS 2012, created by FAF and InterCruises Shoreside & Port Services, will feature presentations by primary and secondary survivors from recent and past international tragedies, along with presentations from industry professionals who will share about several recent responses. This year's program will feature survivors from aviation tragedies, cruise line accidents, as well as disasters from the industrial and manufacturing fields. Details of the panels and information of many of the speakers are contained within this issue of the newsletter and others will be featured in the May issue. All survivor presentations will be general sessions where all attendees are encouraged to attend.



Lorin Maurer, died on Colgan/Continental Flight 3407

of the crash. Their message is intended to help others learn about how to offer improved support

to families following such a tragic accident.

George Brenzy IV died onboard the Carnival Pride while on a Christmas holiday with his parents in 2009. His father, George III, and mother, Doreen, will talk about their son and share with the



George Brenzy IV, shown on Carnival Pride the night before his death.

audience about the outstanding care and support they received from the Carnival Care Team and others who Carnival called upon to assist them as they traveled home with their son following his death.



George and Charlotte Vaughn

George and Charlotte Vaughn were celebrating their 29th anniversary in February 2009 aboard a Celebrity ship when Charlotte became involved in a coach crash

Continued Next Page

during an excursion in the Bahamas. Due to rapid action on the part of Celebrity in getting her the best medical care possible, Charlotte miraculously survived. Both will present at IHAS about their experiences and share their deepest gratitude to the Celebrity team for their compassionate care of Charlotte, George, and their entire family.



Beth Ann Johnson

Beth Ann Johnson was 21 years old and a student at Seton Hill College. Beth was the middle child of Carole and Glenn Johnson who have tirelessly worked to bring awareness to the entire tragedy of PAA 103, and support needed for families. Her father, Glenn, will speak about their experiences.

Betty Ann Ong was the youngest of four children. Betty died onboard American Airlines Flight 11, September 11, 2001. It is Betty's voice that has been heard throughout the world as she calmly spoke to American Airlines dispatch that fateful morning about the hijacking onboard her flight. Her sister, Cathie Ong-Herrera, will talk about the family's loss as well as the Betty Ann Ong Foundation.



Betty Ann Ong

Diane Elizabeth Brimble died onboard the Pacific Star cruise ship September 23, 2002. Good friend and former husband, Mark Brimble, will travel from Brisbane, Queensland, Australia to share with IHAS audience about the family's experiences with cruise line and other officials in the aftermath of her death in hopes of continuing to raise awareness consciousness while dealing with families following tragedy involving business and industry. ☺



Diane Elizabeth Brimble

Highlights of Day One

Panel One

International Terrorism and Humanitarian Assistance: the long-term perspective

Members of the Foundation are committed to joining together in an effort to support survivors regardless of the type of disaster. This year's Symposium will begin with a look at the impact of terrorism on families as early as 1988 with PAA Flight 103 where a terrorist bomb blew up a Boeing 747, killing all passengers and crew onboard and 11 residents of the village of Lockerbie, resulting in a total of 270 deaths, as well as families of the September 11 attacks on the United States resulting in deaths on American and United flights, and deaths on the ground in New York and Washington, D.C.



Simon Turner

Panelists will discuss where they received support and where it was lacking. Confirmed speakers include Glenn Johnson, whose daughter died in PAA 103; a resident from Lockerbie (TBA); Cathie Ong-Herrera, sister of Betty Ann Ong who died on American Flight 11 on 9/11; and Elizabeth Turner, whose husband Simon Turner was a British citizen who died on Sept 11, 2001, while having lunch in the Windows of the World Restaurant in the Twin Towers. His wife Elizabeth will tell the audience about Simon and her experiences. The primary goal of the panel is to highlight the role that organizations, agencies and individuals can play in assisting families whose lives are forever changed by acts of terrorism.

Panel Two

International Humanitarian Assistance Worldwide

Preparation for global disaster response involves knowing in advance how we will meet the practical needs of survivors, including food, clothing, shelter, and the most basic of human needs that should be part of every organization's response. This year's symposium will feature presentations on this subject which are designed to help your business have a better understanding of where such support can be obtained.

Panel Three

Cruise Line Survivors

Guests of Celebrity Cruise Lines, George and Charlotte Vaughn, will discuss the response by the cruise line's employees after Charlotte nearly died in a coach crash in February 23, 2009. George and Doreen Brenzy will share with the audience how Carnival Cruise Lines assisted them when their son George, Jr. died of natural causes on Christmas Day, 2009, onboard one of their ships. Mark Brimble will talk about the loss of his former wife, Diane, while onboard a Carnival Australia ship in 2002 and the tragic circumstances surrounding her death.

Continued Next Page

2012 MIAMI CONFERENCE PRESENTERS INCLUDE FAMILY SURVIVORS, EMPLOYEES AND INDUSTRY LEADERS

Survivor Reception and Gala Dinner, Awards Presentation

Following presentations on the first day, Intercruises and the Foundation invite all of the attendees to a reception where all can interact with survivors and other speakers, as well as network with other participants. The reception will be followed by a dinner, and winners of the Sharing the Journey Award and the Heart Award will be announced. Nominations must be in by April 27th and can be made on Foundation website: www.fafonline.org. Nominees do not have to be present to win.

Highlights of Day Two

Panel Four

International Notification Protocol: A Worldwide Perspective

Working within the laws of the country where a disaster has taken place, as well as those of the country where a victim's family will be notified, is an essential part of any global response. While not every country can be represented, speakers on this panel will discuss multiple countries and actual cases where organizations and local officials worked hand-in-hand with companies experiencing tragedies from first contact with families through formal death notifications being delivered by the appropriate officials.

Panel Five

Family and Passenger Survivors of Aviation Disasters

Scott and Terry Maurer will share with participants about the loss of their daughter Lorin in the crash of Colgan/Continental Airlines 3407, February 12, 2009, where all 50 passengers and crew perished, along with one person on the ground. Scott and Terry will describe the response by airline and other officials in an effort to improve future responses. Additional names of panel participants will be disclosed in the May newsletter.

Panel Six

Industrial, Manufacturing and Retail and Response during Community Disasters

Employees of organizations who live within a community devastated by disaster are often both survivors and responders. Responder-survivors of storms which devastated southern parts of the US from Mars Corporation and Alabama Gas Company will each describe how their organizations responded to help their communities. Additionally, in 2010, when the Deepwater Horizon well exploded, families of the missing men, other employees, and the entire Gulf region were devastated. This panel will also include representatives from this tragedy, actual names pending.

Panel Seven

Employee Responder Panel

While trained and fully-prepared employees perform family assistance and care team duties by choice and most, if not all, consider these roles a privilege, they too are often emotionally impacted by response to traumatic events. Employees who assisted families of various tragedies will discuss challenges they faced in their roles, how they obtained the support they

needed, as well as their own transcendence following the response.

Panel Eight

Working with the Media during Organizational Crisis

Jeff Braun, Media Expert and Vice President of Communications for the Family Assistance Foundation, will moderate a panel featuring highly experienced corporate communication experts, discussing actual events where tensions were high and corporate reputations were on the line. Names of panel participants will be disclosed in May newsletter.

ABOUT INTERCRUISES AND THEIR TEAM



Intercruises worked with the Family Assistance Foundation (FAF) to develop a Human Services

Response (HSR) training program for its teams worldwide. To date, over 300 full-time Intercruises personnel have completed the training, becoming part of an Intercruises global Care Team for international and local deployment. Intercruises' partnership with the FAF and commitment to ensuring those involved in an incident receive appropriate care led to the creation of the International Humanitarian Assistance Symposium (IHAS).

A Global Care Team

A more comprehensive and formalized approach to incident & emergency response was identified by the Intercruises Board of Directors as an operational requirement and moral need. **Mark Robinson**, Managing Director, was involved in different incident response situations in his previous roles at Thomson Travel and First Choice; **Olga Piqueras**, Intercruises Operations Director, previously worked for British Airways, a leader in the field of emergency response, and **Celeste Gladstone**, VP – Client Relationships, implemented a HSR training program at her own company prior to joining Intercruises and was well aware of the value of having a trained Care Team.

The Board of Directors tasked **Alex Anderson**, Business Processes Manager, with establishing an Intercruises incident plan. He worked with the FAF to develop a global emergency response plan and worldwide HSR training program, customized to Intercruises' resources and capabilities. With the support of **Sian Rees**, Health & Safety Manager, and **Anthony Hellier**, Training & Brand Quality Coordinator, over 300 full-time Intercruises staff located in America, Europe, Asia and Australia, have now been trained in HSR.

During their work with Intercruises, Carolyn and Jeff from the FAF mentioned to Alex the possibility of working together on an event to highlight the importance of HSR on a global level. In March 2011, Carolyn, Jeff and the Intercruises team created IHAS.

DAY ONE BREAKOUTS

MEMBERS OF IHAS 2012 ADVISORY COMMITTEE ORGANIZE INDUSTRY BREAKOUTS

There will be three industry breakout sessions, and attendees will be encouraged to choose which of the three sessions best fits their interests and goals for attending this year's Symposium. Professionals with response experience will interact with audiences about their corporate plans and share lessons learned from recent deployments. Notes from each breakout session will be made available to attendees immediately after the Symposium to assist those who wish to learn from presenters of more than one session.

Aviation Breakout

Chaired by Barb Webster, Spirit Airlines



**Barbara Webster, Chair
Spirit Airlines**

Florida. She has been an active member with the Family Assistance Foundation since 2003 and was the recipient of the FAF Sharing the Journey award in 2009. She spent nine years with WestJet in Calgary, Alberta, Canada, developing and leading their emergency response and family assistance programs before joining Spirit in December of 2010.

Lauren Tascione - Manager – Emergency Response and CARE Program, American Airlines

Lauren has been employed at American Airlines for 17 years, and she is currently the Manager of the Emergency Response and CARE Program. Lauren is an experienced CARE Team member, having assisted survivors and families in major air disasters and other incidents. She has extensive experience developing and facilitating emergency exercises and training workshops for members of American Airline's CARE Team and internal aircraft accident response team. Lauren was formerly a flight safety analyst with



**Lauren Tascione
American Airlines**

Barb Webster - Director of Emergency Response, Spirit Airlines

Barbara is the Director of Emergency Response for Spirit Airlines and is currently busy training the enhanced program she recently brought to Spirit in South

experience as an accident investigator and in FOQA and ASAP operations.

Jim Kelly - Airport Business Manager, Broward County Aviation Department

After over 30 years in the aviation industry, Jim joined the Broward County Aviation Department in 2011 as Airport Business Manager of the airlines section in the Business and Property Management Division at Ft. Lauderdale/Hollywood International Airport. He is an advocate of lifelong learning and completed

his Accredited Airport Executive accreditation with the American Association of Airport Executives (AAAE) in 2003. His involvement in education includes adjunct faculty teaching assignments with the Ft. Worth and Ft. Lauderdale extended campuses of Embry-Riddle Aeronautical University and consulting work for AAAE.



**Jim Kelly
Broward County Aviation Department**



**Don Rickerhauser
Flexjet**

Don Rickerhauser - Manager, Safety and Security, Flexjet

With 28 years experience in the aviation industry and an extensive background in flight operations and safety, Don joined Flexjet in 2003 as Manager, Safety and Security. Don is responsible for the organization's overall safety program, ensuring

that the program is in accordance with government guidelines and industry best practices. Additionally, he is responsible for the organization's emergency response plan and the family assistance care program. Don also represents the safety interests of the company as a liaison with government, industry, community, and regulatory agencies.

Lisa Swartzwelder - Director, Shuttle Operations, Limited Brands Business Aviation Family Assistance Advocate, Care Team Responder
Lisa will work with Don Rickerhauser on presentation of Business Aviation. (photo not available)

Continued Next Page



IHAS 2012 Bronze Sponsor

INDUSTRY BREAKOUTS - CONTINUED

Cruise Line Breakout

Chaired by Andrew Baldwin, Carnival UK



**Andrew Baldwin, Chair
Carnival UK**

**Andrew Baldwin -
Customer Care and
Communications
Manager, Carnival UK**

Andrew heads up Carnival UK's award-winning Care Team, which comprises over 220 shore staff volunteers and 4000 ship staff who can be called upon to assist customers worldwide during difficult and often traumatic circumstances. More recently, Andrew and his team have led the implementation of similar Care support for the organization's employees both at sea and ashore. In January 2012, Andrew was honoured with the UK Travel Industry's

Unsung Hero Award for his work in implementing the Care programme.

**Katrina Ashley -
Customer Care and
Communications Senior
Executive, Carnival UK.**

Katrina joined Andrew in 2007 and is responsible for managing the team and day-to-day operation of Carnival UK's award-winning Care Team. Katrina has been deployed on a number of occasions and has worked many incidents in which Care support was provided to employees at sea and ashore, as well as supporting passenger incidents. In addition, she is responsible for the ongoing Care Training for Carnival UK and ensures employees are fully engaged in the programme with continuous training, quarterly newsletters and personal touches such as recognising Care Team birthdays.



**Katrina Ashley
Carnival UK**



**Ray Gonzalez
Carnival Cruise Lines**

**Ray Gonzalez - Manager,
CareTeam Services, Carnival Cruise
Lines.**

Ray, an 8-year veteran of Carnival Cruise Lines, manages Carnival's award-winning CareTeam, comprised of 450 company volunteers who are activated to assist guests and team members who may be experiencing some type of crisis while vacationing or employed with Carnival. In addition to the responsibility of recruiting and maintaining this team, Ray oversees and facilitates all CareTeam related training programs for shipboard and shore side employees, port agents, tour operators and ground handlers. Additionally, Ray works closely with his counterparts in other cruise lines

in an effort to establish a wide network of support.

**Carlos Villarreal, Israel Cruz and Vladimir Lindor - Family Support
Specialists, Carnival Cruise Lines**

Carlos, Israel and Vladimir work together to coordinate individual levels of care extended to the line's guest, shipboard team members and/or their family and friends in the event of a crisis, bereavement or medical disembark. They also have a key role in the ongoing development of the CareTeam department and services. All three are involved in fostering relationships with sister lines, external agencies and private businesses for the purpose of establishing aid in the event of a critical incident and are responsible for all administrative functions of the CareTeam, including regular recruiting, debriefings, training programs and database maintenance.



**Advisory Board Members Ray Gonzalez,
Carlos Villarreal, Israel Cruz and Vladimir
Lindor are shown with Carnival's Care
leadership Vicky Rey, VP, Guest Services,
and Clarisa Stollenwerck, Director,
Guest Care.**

Continued Next Page



IHAS 2012 Gold Sponsor

CRUISE LINE BREAKOUTS - CONTINUED



Cindy Rocha
Royal Caribbean Cruises, Ltd.

Cindy Rocha - CareTeam Specialist, Royal Caribbean Cruises, Ltd.
Cindy has been employed with Royal Caribbean International for five years and currently serves as a CareTeam Specialist for Royal Caribbean International, Celebrity Cruise Lines and Azamara Club Cruises. Cindy has been deployed for various serious incidents, both onboard and shore-side, which include sexual assaults, man overboard, shore-side accidents, deaths and other life-changing events.

Monica Wuerth - CareTeam Specialist, Royal Caribbean Cruises, Ltd.
Monica currently serves as a CareTeam Specialist for Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises. Monica has been instrumental in training shipboard staff on the CareTeam Associate initiative that is currently being implemented on all ships. With a prior background in Emergency Medicine, Monica completed and was certified as a State of Florida Firefighter and Emergency Medical Technician with additional training in High Angle Rescue, Water Rescue, Hazmat, Advanced Life Support and Confined Space Training.



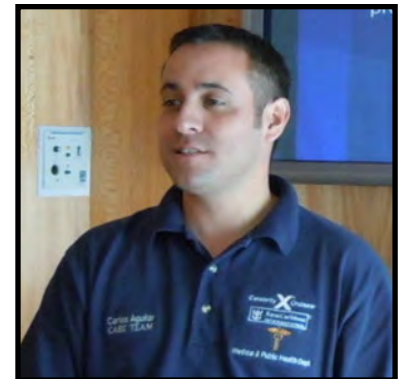
Monica Wuerth
Royal Caribbean Cruises, Ltd.



Joseph Duenas
Royal Caribbean Cruises, Ltd.

Joseph Duenas - CareTeam Specialist, Royal Caribbean Cruises, Ltd.
Joseph serves as a member of the Care Team in the Medical and Public Health Department for Royal Caribbean International, Celebrity Cruises, and Azamara. As part of the CareTeam, Joseph oversees the safety of guests and is responsible for coordinating medical disembarkations, air evacuations, and assisting with life-changing events affecting guests and crew and has been instrumental in the development and

Carlos Aguilar - CareTeam Specialist, Royal Caribbean Cruises, Ltd.
Carlos has been employed with Royal Caribbean Cruises, Ltd. for almost eight years and currently serves as a CareTeam Specialist for Royal Caribbean International, Celebrity Cruises, and Azamara Club Cruises. As a CareTeam Specialist, Carlos is responsible for the coordination and follow-up of medical disembarkations, air evacuations, and other crises at sea, while maintaining a leadership role with respect to coordination and communication and coordination with guests, port agents, Consulates, and local authorities.



Carlos Aguilar
Royal Caribbean Cruises, Ltd.

implementation of many of the company's Care Team policies, procedures and services. In 2009, Joseph was honored with the "Sharing the Journey" award as recognition within the cruise line industry for individuals going above and beyond their line of duty.



IHAS 2012 Gold Sponsor



IHAS 2012 Silver Sponsor



IHAS 2012 Bronze Sponsor

INDUSTRY BREAKOUT - FAMILY ASSISTANCE IN INDUSTRIAL, MANUFACTURING, AND RETAIL ORGANIZATIONS



Jonathan Henson
Maersk Drilling USA

retirement from the Coast Guard as a Chief Warrant Officer 4 (BOSN), Jonathan worked as a consultant and employee for Compliance Systems, Savannah before accepting a position with Maersk Line, Limited (MLL) in 2006. Jonathan was hired as the vetting program manager for MLL, which evolved into additional responsibilities: lead (HSEQ) auditor, ISPS/MTSA lead auditor and senior investigator. In 2009, Jonathan transferred to Maersk Drilling.

Jonathan Henson - Director of Health, Safety, and Environment, Maersk Drilling USA
A 30-year veteran of the US Coast Guard, Jonathan currently works for Maersk Drilling USA as the Director of Health, Safety and Environment in Houston, Texas. After

Barb Snell - Sr. Crisis Management Consultant for Human Resources, Target Corporation

After 29 years with the Target Corporation, Barb is currently at headquarters as Sr. Crisis Management Consultant in HR Operations. Over the past two years, Barb's main focus has been on creating effective strategies and processes needed to support HR leaders during a crisis. In addition to crisis response for all of HR within Target, she also provides HR support for the business continuity program, data security program and is a participant on Target's Threat Assessment Team, responding to incidents of workplace violence.



Barb Snell
Target Corporation



Lisa Damon
Maersk Drilling USA

Lisa Damon - HR Supervisor, Operations/Recruitment, Maersk Drilling USA

Since 2009, Lisa has been employed with the start-up operation Maersk Drilling (MD) USA. She is responsible for hiring personnel for the Developer, a 6th generation, deepwater, semi-submersible drilling rig in the U.S. Gulf of Mexico. In the past year with MD USA, Lisa has taken on additional responsibilities as HR Supervisor for Operations. Part of her added responsibilities include providing rig

management support with HR issues and offering education to management and crew in areas such as improved communication and upholding morale.

Angel May, Community Affairs Manager, Mars Petcare US

Angel joined Mars Petcare in March 2008. Her responsibilities include management of outreach opportunities in plant site communities assisting with relationship building initiatives that position Mars Petcare US as a responsible corporate citizen. In addition, she manages and administers the grant process for PEDIGREE Foundation and serves as Secretary for the Board of Directors.



Angel May
Mars Petcare US

Joanne Brandt - Group Manager, HR Operations, Target Corporation

Joanne has been with Target Corporation for 17 years. One of her areas of responsibility is HR Crisis Management, which also includes the HR Business Continuity Program and the Data Security Program. She is a member of the executive governance committee for Target's Threat Assessment Team. Prior to coming to Target, Joanne was a Chemical Dependency Counselor at a leading medical institution and is experienced in providing individual and family therapy.



Joanne Brandt
Target Corporation

Statoil will present along with Maersk Drilling and Mars Petcare in the breakout. Presenters' names from Statoil will be announced in May newsletter.



IHAS 2012 Gold Sponsor

CRISIS MANAGEMENT & EMERGENCY RESPONSE: THE ROLE OF THE PORT AGENT AND GROUND HANDLER



The International Humanitarian Assistance Symposium (IHAS 2012) is being organized by the Family Assistance Foundation and InterCruises Shoreside & Port Services. (Register today at www.ihas2012.com). The article below helps explain why they have become involved in this event, presenting the role of InterCruises personnel during an accident or disaster and the measures put in place by InterCruises to prevent them.

InterCruises Shoreside & Port Services is an experienced global business offering first class ground handling and port agency services to the ocean and river cruise industry:

- Turnaround services - the art of safely and efficiently embarking and disembarking thousands of people on and off a cruise ship over a period of a few hours whilst in port
- Shore Excursions – Coordinating tours for cruise passengers, with activities that range from city walks to off-road explorations
- Port Agency – Liaising with land-based organizations to satisfy all cruise ship and crew needs whilst in port
- Hotels – The organization of hotels for cruise guests before and after a cruise

Cruise lines work with InterCruises in over 50 countries worldwide at more than 300 ports. Operations are delivered by local teams of InterCruises ground handling experts in each destination, led by a regional director and supported by the InterCruises head office team based in Barcelona.

www.intercruises.com

A Link Between Ship & Shore

For cruise lines and their guests, InterCruises is the link between the ship and the shore. All full-time InterCruises personnel, including port agency, shorex and turnaround teams, have been trained to manage the initial aspects of an incident, regardless of size. They will assess the needs of the situation and those involved, then liaise with the appropriate contacts, whether it be with port authorities, the ship, the cruise line, local embassies and consulates, government agencies or emergency responders and services. Perhaps most importantly, InterCruises personnel have been trained in Human Services Response (HSR) and understand the importance of providing survivors with the support they need.



An Invaluable Partner

With Trained Care Team and Go Team Personnel, InterCruises is a vital resource during an incident. However the knowledge and contacts that InterCruises has due to the logistical nature of its core business activities, makes it an invaluable partner. InterCruises teams are experts in providing and procuring transportation, venues, accommodations, communication facilities, translators and basic needs items at short notice, allowing more time to focus on ensuring survivors are cared for in the appropriate manner.



Prevention

In an effort to prevent incidents happening, the InterCruises Health & Safety Team coordinates risk assessments for all activities, venues, accommodations and transportation, ensuring that every shoreside service is evaluated. Furthermore, all full-time InterCruises personnel participate in Health & Safety training to assist in the identification of potential hazards. In the event of an accident or emergency, InterCruises has put in place an incident reporting system, enabling the Health & Safety team to identify possible trends and take appropriate measures for preventing similar incidents in the future.

Planning

A full global emergency response plan was developed by InterCruises at both global and local levels, ensuring every part of the business responds in the appropriate manner. All aspects of a response effort, for any size of incident, is encompassed within the plan, including Reporting & Notification, Roles & Responsibilities, Emergency Operation Centre, Crisis Communications, Working with Port Authorities & Cruise lines and how the Go Team and Care Team can be best utilized.

COMMUNICATING IN CRISES: TIPS FOR SPOKESPEOPLE

by Jeff Braun



In our last issue, we talked about the importance of companies planning before a crisis to strike an accord between the roles of risk management and communications during a crisis. During an emergency situation, spokespersons are instantly judged by the public based upon what they say, how they say it, when they say it, and whether or

not there is tangible proof that the words spoken are true. Over the past several months, there have been a number of high-profile situations that have punctuated the importance of the role of spokespersons during critical events. In this issue we promised to provide a few tips for those who step in front of the cameras and microphones when the community's attention – if not the world's – is on you and your company.

Tips for spokespersons:

- **Speak Clearly.** Slow down, if you need to. Don't use jargon, acronyms or any words particular to your field.
- **Don't minimize the situation.** By downplaying events, you risk outraging those who are affected, and the public will see you as someone trying to dodge responsibility.
- **Don't play the blame game or attack others.** In a crisis the public expects leaders to take responsibility for the solution and move forward. If someone else is to blame, it will come out in due time. If you create a new conflict, that becomes the story.
- **Don't speculate about possible outcomes or other information.** This can cause the story to become more negative or dramatic. It also erodes confidence if your

predictions are wrong.

- **Don't respond to hypothetical questions unless they allow a positive messaging opportunity.** You may have to respond with discussions of what has been done to minimize the possibility of such an event from occurring or show you have anticipated and prepared for a worst-case scenario. The public expects you to be prepared, but be very careful with "what if" questions.
- **Avoid questions that might ask you to compare this situation with other situations or third parties.** This is another form of speculative questioning. Instead, talk about what you are doing.
- **Don't feel compelled to answer "either/or" questions.** Most situations in life have more than two potential outcomes.
- **Don't succumb to negative characterizations.** Use your own words and don't repeat negatives. This can be combated with strong positive characterizations communicated with confidence.
- **Don't speak "off-the-record."** During a crisis or on sensitive issues, you should never drop your guard.
- **Don't try to equivocate.** What you're experiencing could never be what the victims involved in a crisis could feel, so don't even try.
- **Dress appropriately.** Be very aware of the message your clothing communicates. Don't distance yourself from the audience. Look vital, engaged and actively involved.

The previous tips are general guidelines and are not intended as a substitute for actual spokesperson training. Being truly prepared involves making sure your spokespersons have proper instruction and participate in regular communications drills to ensure they are poised to respond in any situation.

If you'd like to learn more about how to communicate effectively during emergency events, the Family Assistance Foundation will present a special program on crisis communications on the second day, June 8, of the International Humanitarian Assistance Symposium 2012 in Miami.

Additional Award to be Presented at IHAS: *Compassion Consciousness Award*™

Out of the many nominations received thus far for the Sharing the Journey Awards™, there are two individuals who we believe better fit a different category than the awards currently described. The employee awards are intended to recognize individuals who are currently working for a company whose primary mission is other than caring for families but who, at the time of a disaster or crisis, have made caring for survivors (primary, family, and employees) a major goal. The employees who are nominated are those who are believed to have gone above and beyond the survivor assistance response and performed on a level that is greater than what was required.

The two individuals referenced above, who we believe deserve recognition, were both once in the above category but now work for organizations whose primary work is involved in services directly related to crisis response and, therefore, not eligible for the employee category. The Board of Directors unanimously agree that the Compassion Consciousness Award™ should be given to an individual who works in a field where crisis and survivor/family assistance is its primary function and who, in that capacity, contributes to the development and greater good for all who are committed to helping people in crisis. Therefore, these two individuals will be eligible for winning the Compassion Consciousness Award™.

This award category will also be open through April 27th. Additional nominations can be submitted at www.fafonline.org.

BOOK REVIEW: HEALING WITHOUT DRUGS OR TALK THERAPY

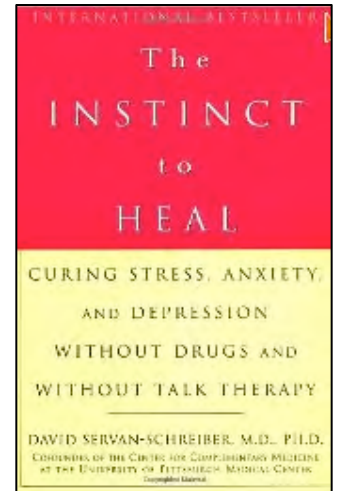
by David Servan-Schreiber, MD, PhD

Reviewed by Jennifer Kinney

I first heard about Dr. David Servan-Schreiber's book **The Instinct to Heal, Curing Depression, Anxiety, and Stress Without Drugs and Without Talk Therapy** when I was talking to Carolyn about a friend of mine suffering with postpartum depression. She mentioned the book and I was immediately intrigued. I ordered a copy for myself and was pleased to find it not only full of useful alternatives to oft-prescribed antidepressants but also very interesting and easy to read.

The late Servan-Schreiber is a French educated psychiatrist and neuroscientist. I was a psychology major and find information about the brain fascinating, but I have never encountered a book that combines Western knowledge of the brain with research regarding ancient Eastern remedies, new healing techniques, and the effects of diet on our psychological well-being. The author makes his case using well-respected sources like the New England Journal of Medicine as well as mini-case studies taken from his years of practicing medicine.

My favorite chapter is the one Carolyn first mentioned to me about heart coherence, Chapter 3, which discusses the effect heart rhythms can have on our happiness. Dr. Servan-Schreiber is not a pharmaceutical or talk-therapy basher, but he does shine a light on the fact that other simple, inexpensive remedies can work just as well or better. Although I would recommend this book to anyone who suffers from depression or anxiety, I think even the most healthy of us have something to learn from it. I hope you enjoy it as much as I did!



INTRODUCING NEW STAFF AT THE FOUNDATION AND AVIEM



Jennifer Kinney

Jennifer "Jenny" Kinney joined the **Aviem International and Family Assistance Foundation** team as General Manager last summer on a full-time basis, after having worked with the group on many special assignments for several years. Jenny is a graduate of University of South Carolina in her hometown of Columbia, with a degree in Psychology and Business Administration. Jenny moved to Atlanta in 2000, where she currently lives with her husband Trey and seven-year-old son, Sam. Jenny enjoys her work with members and survivors and is looking forward to the upcoming IHAS2012.

Tracy Bourgeois recently joined the **Aviem International and Family Assistance Foundation** team as Finance Manager. Tracy's former jobs include working as a reservationist for American Airlines, insurance and legal work. She holds a paralegal certificate and an Associate's Degree in Computer Programming. Tracy is married to Jay and they have a 13-year-old daughter, Ashley. Tracy enjoys movies, reading, and watching sports, especially the LSU Tigers.



Tracy Bourgeois

RECENT FOUNDATION ACTIVITIES



Family Assistance Foundation member Merrilee Morris received a replica of a Spirit jet as a special thank-you for the presentation she made to their executives at their headquarters in Miami, FL, March 1. She is shown here with Barb Webster, Director of Emergency Response, and Tony Lefebvre, Chief Operating Officer. Tony was at USAir during the Flight 427 accident response and was very involved in assisting the families. Merrilee's son, Chad, lost his life in the crash.



IHAS 2012 Silver Sponsor

RECENT FOUNDATION ACTIVITIES - CONTINUED



Carolyn Coarsey with **Care Leadership Team at Holland America**, left to right, Rob Hon, Heather van der Wal, Kathy Brister, Carolyn Coarsey, Janine Johnson and Tim Murphy.

Andrew Baldwin of **Carnival UK** was presented Travel Weekly's Unsung Hero Award by Chairman Clive Jacobs.
(photo by Steve Dunlop)



Carnival UK's CareTeam Leadership includes IHAS Committee members Katrina Ashley (far left) and Andrew Baldwin (2nd from right), together with Gill Attrill, Varena Knight, Victoria Tuck, and Katie Pilcher.



Holland America's Care Leadership presented Sara Low pins to team members who have responded to survivors.



STATOIL RECEIVES FAMILY ASSISTANCE TRAINING

Carolyn Coarsey and Jennifer Kinney presented a class on First Contact and Family Assistance Training at Statoil in their Houston, TX, offices.



VIRGIN ATLANTIC CALL CENTRE EXERCISE

Aviem and the Foundation worked with London-based Virgin Atlantic on a major call-centre exercise March 1 near London Heathrow. Shown above are many of those who participated in the exercise.

2012 The International Humanitarian Assistance Symposium

Time	Preliminary Program - Day 1 - June 7, 2012
08:00 – 09:00	Event Registration
09:10 – 09:30	IHAS 2012 Symposium Opening
09:30 – 10:00	Welcome & Opening Remarks
10:00 – 11:30	<p>International Terrorism and Humanitarian Assistance: The Long-Term Perspective <i>This panel discussion will identify the importance of timely humanitarian assistance through firsthand survivor accounts. The panel will include:</i></p> <ul style="list-style-type: none"> ▪ Survivors from Pan Am Flight 103, also known as the Lockerbie disaster, who initially received little government or airline support ▪ Survivors from the World Trade Center terrorist attacks, also known as 9/11, who did receive support from government, airlines and other agencies ▪ Officials involved in the tragedies, aware of the challenges faced
11:30 – 12:00	Coffee Break
12:00 – 1:00	<p>International Humanitarian Assistance Worldwide <i>Organizations from across the globe will present the resources they offer to companies in supporting survivors of a tragedy.</i></p>
1:00 – 2:00	Lunch
2:00 – 3:30	<p>Industry Specific Workshops <i>A selection of breakout sessions divided by industry to focus on some of the considerations pertinent to that sector. Different organizations present their programs currently implemented and take questions from the group.</i></p> <ul style="list-style-type: none"> ▪ Cruise ▪ Aviation ▪ Business & Industry
3:30 – 4:00	Coffee Break
4:00 – 5:30	<p>Survivor Panel 1: Cruise Industry <i>Survivors from cruise tragedies will discuss the challenges faced and the support they have received. With many cruise lines now taking a proactive approach to emergency response, this panel will demonstrate the improvement in survivor care.</i></p>
8:00 – 10:00	<p>Survivor Reception, Awards Presentations and Gala Dinner <i>Delegates will have the opportunity to talk with survivors and experts on the subject of humanitarian assistance. The evening will also include the presentation of several awards:</i></p> <ul style="list-style-type: none"> ▪ International Heart Award ▪ Sharing the Journey Awards
Time	Preliminary Program - Day 2 - June 8, 2012
09:00 – 10:00	<p>International Notification Protocol: A Worldwide Perspective <i>A panel comprised of experts from around the world will identify the best practice for death notification and the variances across different geographical regions. There will also be a Q&A session for the audience.</i></p>
10:00 – 10:15	Coffee Break
10:15 – 11:45	<p>Survivor Panel 2: Aviation Disaster Survivors <i>Passenger and family survivors of recent aviation accidents will discuss their losses and share with the audience various aspects of their experiences.</i></p>
11:45 - 1:00	<p>Survivor Panel 3: Family Assistance in Industrial, Manufacturing and Retail Organizations <i>Employees and family members who have survived .tragedies involving industrial, manufacturing, and retail organizations will present about how organizations can and were helpful following the crises.</i></p>
1:00 – 1:45	Lunch
1:45 – 3:15	<p>Survivor Panel 4: An Employee Perspective <i>Employee survivors from cruise, aviation, rail and manufacturing industries will identify issues and challenges during response, also highlighting the assistance they received.</i></p>
3:15 – 3:30	Coffee Break
3:30 – 5:00	<p>Crisis Communications <i>A panel of experts in the field of crisis communications will discuss recent crises and lessons learned in dealing with the media.</i></p>