

Sharing the Journey

Family Assistance
Foundation

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

VOLUME 11 ISSUE 1

The Official Newsletter of the Family Assistance Foundation

Summer 2013

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.

Inside this issue:

- 1 American Airlines gives \$25,000 to 3379 Memorial
Hal Ruchelman -
New Board Member
- 2 American Eagle Flight 3379 Memorial Efforts
Kinship of Sorrow
- 3 From the Editor
Recommended Book
- 4 An Employee Perspective
- 5 Flight 3379
- 6 Embracing Transparency to Build Credibility
Aviem's updated website released
- 7 Hal's Interview with Carolyn
AE 3379 Fundraiser Date Set
- 8 Soaring Above Life's Storms
- 9 Two Experienced Aviation Plaintiff's Attorneys Participate in Videos
- 10 Two Videos on Aviation Accident Response
- 11 Two Videos - continued
- 12 FAF Opens 2013 with Qatar Training
- 13 Foundation Member/ Partner Meeting in London
- 14 Virgin Australia Receives Training
- 15 Statoil Receives Training
Royal Brunei Airlines Receives Training
- 16 FlexJet/Jet Solutions Care Team Receives Training
FAF Trains New and Experienced Members

AMERICAN AIRLINES GIVES \$25,000 TO 3379 MEMORIAL

On June 13th, 2013, Lauren Anderson Slade, a survivor of American Eagle Flight 3379, and her mother, Marie Anderson, drove to Greenville, SC, to meet with Lisa Maldonado, Manager - Regulatory Compliance Programs with American Eagle, and Lauren Tascione, Manager of Emergency Response, CARE Program, Business Continuity Planning with American Airlines, to receive a check for \$25,000 for the Memorial Fund.

Soon after Lauren Slade wrote to Dan Garton, President of American Airlines, about the memorial, Mr. Garton met with Lisa and discussed sending a contribution. Everyone on the committee was delighted to learn the amount of the check, which will certainly kick off the committee's fundraising efforts in a big way!

A huge thanks goes to Lisa and Lauren for their assistance in making this possible. Lisa was on duty the night of the accident and actually responded to the crash site. She later went to the emergency room to try to get information about Lauren. Lisa has been active with the Foundation since it was founded. Lisa, along with Lauren Tascione, has been a most active advocate for the memorial efforts.

The Family Assistance Foundation now has a Facebook page with information about how to donate to the memorial fund. No amount is too small, and we need everyone's help!



Lauren Tascione, American Airlines;
Marie Anderson; Lisa Maldonado, American Eagle
Airlines; Lauren Anderson Slade

HAROLD (HAL) RUCHELMAN - NEW BOARD MEMBER



Hal Ruchelman serves on the Board of the Family Assistance Foundation as a family survivor. Hal lost his wife, Carole, in an excursion accident in Chile, while they were on a cruise vacationing in South America.

Hal was born and raised in Brooklyn, NY. After graduating from The City College of New York as an Electrical Engineer, he served in the US Army from 1962-1964. It was then that he and Carole married. He worked for the Consolidated Edison Company of New York for 42 years, retiring in 2001. During this time, Hal lived in Sayreville, NJ, where he raised his three children: Evan, Suzanne, and Andrea. He now enjoys his four grandchildren: Rebecca, Samantha, Jordan, and Dean.

Hal currently lives in Monroe Township, NJ, where he has served on various community committees and now serves on the Architectural, Building and Grounds committee. He also served as President of his synagogue and is a member of the Knights of Pythias. He continues to remain active in the Institute of Electrical and Electronics Engineers (IEEE), having served as the chairman of the New York Section, and is currently the web master for the Section, the Metropolitan Area Sections Activities Council and the NY Chapter of the Power Engineering Society. He's also the audit chairman of the Northeast Region of the IEEE.

In his spare time, Hal enjoys traveling with his family and friends.

Continued on page 7

ABOUT THE AMERICAN EAGLE FLIGHT 3379 MEMORIAL EFFORTS

Almost 19 years ago, American Eagle Flight 3379 was coming in for a landing at the Raleigh-Durham International Airport. The plane crashed a few miles from the airport in a heavily wooded area. Fifteen people perished that evening and only five survived.

It is the goal of the Foundation to support the efforts of passenger, family and employee survivors in marking this life-changing tragedy with a memorial, and the Foundation needs your help.

Lauren Anderson Slade was a freshman in college and it was predicted that she would never walk again, after narrowly escaping with her life. Other college students were not as fortunate. One of Lauren's classmates from Elon College, Doug Sukow, died in the crash along with another college freshman, 18-year-old Katanisha Turner, whose story is featured in the video tape *A Different Journey* created and distributed by Carolyn Coarsey, Higher Resources, Inc.

Lauren and her parents, Marie and Rich Anderson, have joined together with Jeff Josefson whose mother, Josephine, died in the crash, to head up the Flight 3379 Memorial Committee. They are joined by Dave Farrell who rescued Lauren and recovered many of the passengers that night. Additionally, former members of the American Airlines station employees as well as CARE Team members are joining forces with the families and the Foundation to remember the lives of those lost and honor the living passengers, families, and all of the employee responders.

For the past few years several members of the 3379 Memorial Committee, along with Carolyn Coarsey, Jeff Morgan, and David Ferrell, have met with the Town of Cary (NC) Parks and Recreation personnel and have taken part in the design of a memorial in a new park, which the Town is building. The groundbreaking for the park will be in June of 2014. The Foundation will announce the date of the dedication of the memorial.

We hope that you will join us in honoring the passengers, families and all employee responders by visiting our website, www.fafonline.org, to donate to the Flight 3379 Memorial Fund. We will acknowledge your kind donation with a letter, as all donations are tax deductible.

Continued on pages 4 & 5



Lauren Anderson Slade and her family: husband, Jason; daughter, Elizabeth; and son, Patrick



American Eagle Flight 3379 Memorial Proposed Site



Kinship of Sorrow: Lisa Maldonado, American Eagle, and Lauren Anderson Slade

KINSHIP OF SORROW

A concept from Human Services Response™ Training that pertains to the relationship between members of the public and employees of an organization who are all survivors of industrial/organizational disasters. FAF research shows that when the organization provides an empathic, supportive response, bonds form between the employees and those involved that has a long-term positive impact on the healing of both. Lisa Maldonado and Lauren Anderson Slade are a great example of this concept, and joining together to create a memorial for all of the others impacted by the tragedy provides one more example of the power of the relationships formed early on in the moments of workplace tragedy.



Carolyn V. Coarsey, Ph.D.
President and
Co-Founder, Family
Assistance Foundation

From the Editor

“WHEN TRAGEDY STRIKES OUR WORKPLACE, WE WANT TO DO THE RIGHT THING, BUT WE ARE RUNNING A BUSINESS, AFTER ALL!”

Each time I hear this statement or a similar one from an organizational leader, I am reminded of a quote by Martin Luther King, Jr.— “Never, never, be afraid to do what’s right, especially if the well-being of a person or animal is at stake. Society’s punishments are small compared to the wounds we inflict on our soul when we look the other way.”

I know that when I hear this, it is coming from someone who cares about doing the right thing, and I also know that these statements are made from a position of fear of some form of punishment i.e., loss of job, loss of money as in the case of increased legal settlements, and the like. In nearly thirty years of interviewing both survivors of workplace tragedies, as well as the leaders of organizations where tragedies have occurred, I have heard many examples where these fears were not substantiated and, in fact, the reverse is most often true.

A major part of what most survivors consider “the right thing” involves an apology that a tragedy has occurred, people have been injured or killed, or, in less harmful crises, people have been inconvenienced or property has been harmed. And yet, I still hear disagreements as to whether employees should say they are sorry when assisting families. “Is this an admission of liability?” some people will ask.

I recently conducted interviews with aviation plaintiff’s attorneys Mitch Baumeister and his partner, Thea Capone, of Baumeister and Samuels, P.C. I started with basic questions around the subject of apology. Mitch was most emphatic when he said that an employee cannot bind a corporation by responding in a “normal, human, compassionate” way, as in expressing sorrow over an accident. He went on to say that, when employees are not proactive in assisting survivors, victims and families often come to his offices wanting to “bury the airline” for behaving in a cold, uncaring manner.

I asked plaintiff’s attorney Jodi Flowers of Motley Rice Law Firm the same questions. In particular, I asked her to comment on whether or not she has encountered a time when an employee apology had cost the corporation more money in a settlement or somehow increased their liability toward a plaintiff. Her answer was an emphatic, “No, never!”

In interviews with families where fatalities have occurred, I have heard more than one person express gratitude toward employees and even relate it to discussions with attorneys representing them in their claim. It is understandable that, when death occurs, discussions of settlements must also occur. However, one woman, whose son was killed in an airline crash where 229 died, told me that she discussed with her attorney her desire to get what was fair; however, she did not want punitive damages, as she did not want to hurt the employees who helped her so much. One man told me that he settled sooner than he might have because of his gratitude toward the employees who tried so hard to help him and other survivors in the aftermath of the accident.

Similarly, in interviews with survivors of cruise line tragedies, I have seen numerous examples where survivors do not seek legal representation due to the proactive response by the company during the first few hours of a crisis.

In summary, I am optimistic that, as this paradigm shift continues to take place, defensive posturing in advance of a crisis, including statements that imply a business cannot “do the right thing” and remain viable, will disappear. I close with one more quote from Martin Luther King, which I think furthers his original point—

“Cowardice asks the question: ‘Is it safe?’
Expediency asks the question: ‘Is it politic?’
Vanity asks the question: ‘Is it popular?’
But conscience asks the question: ‘Is it right?’

And there comes a time when one must take a position that is neither safe, nor politic, nor popular; but one must take it because one’s conscience tells one what is right.”

HSR™ - See www.higherresources.com

EDITOR’S RECOMMENDED BOOK

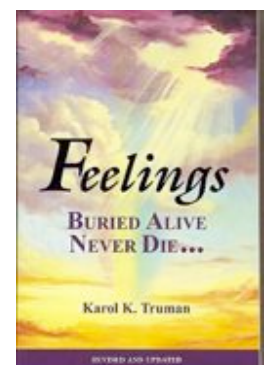
FEELINGS BURIED ALIVE NEVER DIE... BY KAROL K. TRUMAN

by Carolyn V. Coarsey, Ph.D.

This is one of my favorite books that I have read in 2013, and I highly recommend it for everyone engaged in the business of helping others. I say that because people who are engaged in helping others are usually highly sensitive people who tend to have a great deal of empathy and compassion for others—and sometimes we forget about ourselves. Most of us need to know more about how to deal with our own feelings in order to stay healthy and well-balanced emotionally, psychologically, and spiritually.

Author, counselor Karol K. Truman explains how it is true that **feelings buried alive never die!** The author goes on to explain that “most people have a deep desire and are searching for peace of mind and the ability

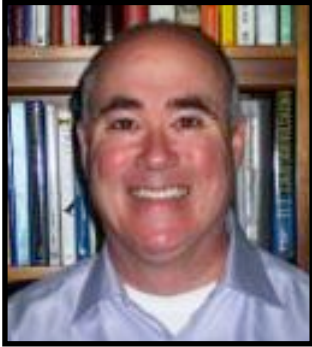
Continued on page 5



AE Flight 3379 Continued

AN EMPLOYEE PERSPECTIVE

by Ken Jenkins, Vice President Emergency Services, BMS Global



December 13, 1994, I was attending an Employee Assistance Debrief (EAP) with several CARE Team Members (CTMs). We had just returned home a few weeks earlier after responding to the American Eagle Flight 4814 accident in Roselawn, IN. We were encouraged by AA to attend defusings and debriefs during and after any family assistance work. During our session, I remember team

members saying they were having dreams about another accident. I remember feeling tired and still very sad for those that died on Flight 4184 and for the families having to experience such grief after losing someone they loved.

I left the debrief feeling somewhat relieved that I could talk about my experience during the 4184 response. It was reassuring to hear other team members were experiencing similar emotions as I. The facilitator of our debrief explained that dreams of another accident, feelings of sadness, being tired, or having difficulty sleeping were normal after experiencing what we had. I remember thinking to myself, I am glad I am not dreaming about another accident and, if I am still tired and sad two weeks after being home, what must the family members be feeling?

It was only a few hours after I had returned home that I learned of the crash of American Eagle 3379. How could this be? How could this happen again? Feelings of being tired and sad were now replaced with numbness and adrenalin. I knew that there had not been any new training classes of CARE Team Members since we had been home. It had been too short of time. I volunteered to respond to 3379 in any way I could assist. Initially I was sent to the telephone enquiry center (TEC) to answer calls from family members asking about their loved ones possibly being on the flight. During the evening I would be asked to make a death notification call to one family that I had been speaking to throughout the evening. We were awaiting news of her condition. I remember when I made the call I just wanted to climb in to my computer screen. I wanted to be away from everyone so they could not hear the news that I was asked to give to the mother of the passenger. I was scared. I did not want to be the one to have to relay such devastating news, but I didn't want anyone else to have to experience it either. I made the call. I spoke with several people at the home. I explained what our role was as CARE Team Members and offered the assistance that I had been trained to offer.

As the night went on, CARE Team Leaders asked me if I would be willing to assist a family from the accident. I said yes. I wanted to help. I wanted to do whatever I could to help survivors and family members with what they may need. I was assigned to work with my partner from the 4184 accident, which was a blessing. We knew each other from that accident and we worked well together. We were assigned a family that had 2 passengers on board, a husband and wife. Thankfully, the husband survived the accident; unfortunately, his wife died. I remember what we offered in the way of assistance, information, travel arrangements

and other logistical types of tasks. Rather than explain all of those, I would prefer to share what I remember most. The family members I met during 3379 were the most gracious, compassionate and caring people I had ever met. I was amazed at how each one of them allowed us into their home during such a difficult time. I am sure not everyone was pleased we were there, but I never felt any anger, animosity or resentment that we were there. I left my assignment of 3379 hoping that one day, if faced with my own personal tragedy, I would be the man able to respond in kind as the families that I had the privilege to meet during the accident.

Survivors and family members lives involved with the accident of Flight 3379 were forever changed. My life was also changed. In 1995, I moved to the department that was responsible for facilitating the CARE Program. I felt a strong need to tell other employees how they could help during a crisis such as an aircraft accident. I later became a Senior Analyst in the Emergency Response department and had the privilege to be the Manager of Emergency Response and CARE for 7 years. In 1982, when I joined American Airlines, I was taking a year off before I went to law school. I stayed 26 years. Instead of law school, I obtained my Master's of Aeronautical Science (MAS). I now work for an organization that provides site remediation services after an air disaster. We recover, inventory and return personal belongings to survivors and family members involved in a transportation disaster.

I would like to thank the families of 3379 for their courage, compassion, empathy and strength. I thank you for what you shared with me during the days we worked together after the accident. I am only able to do what I do today because of your courage, compassion, empathy and strength. I am stronger today because of you. Thank you!

Ken is Vice President Emergency Services for BMS Global in Fort Worth, TX. 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. He assisted with the response to US AIR Flight 1549, Continental Express 3407 and American Airlines Flight 331 in Kingston, Jamaica.

Prior to joining BMS Global, Ken was the Manager for American Airlines Emergency Response and CARE Program. He began his work in emergency services as a volunteer, working with families following two American Eagle accidents in 1994. He quickly rose to Command Center Leader at AA's Telephone Enquiry Center then to Family Assistance Site Manager following the Little Rock accident. As the Manager of Emergency Response, Ken was responsible for AA's Family Assistance response for the events of September 11, the response to the Queens, New York, accident, and the response for Corporate Airlines in Kirksville, MO.

Ken has a Master's Degree in Aeronautical Science from Embry-Riddle University. He also holds a Bachelor of Arts in Political Science as well as a Bachelor's Degree in History. He recently was elected into Who's Who Among Students in American Colleges and Universities.

AE Flight 3379 Continued

FLIGHT 3379 REMEMBERED

By Russell Goutierez

Formerly with American Airlines CARE Team



When I learned Flight 3379 had gone down, I immediately thought of the passengers and crew and prayed for their safety. There was relief when we learned rescuers had found survivors but this was soon followed by deep sorrow. Only a few had come through alive and they were seriously injured. It was the same feeling we had after learning about Flight 4184: determination to do what we could to help, but wishing more than anything for the power to

change the past and prevent these tragedies.

We reestablished our Command Center and soon the response was in high gear. One of my most vivid memories involves a request we received from a family a week or so later. At the time, our company had contracted with a crisis response consulting firm and they provided input on how things were handled. In this case, we provided what the family asked for but we could have done more.

The resulting moment of clarity was a turning point in my personal perspective. It drove home two overarching lessons learned from Carolyn's interviews and the missteps airlines and other responders had made during responses: we would be seen as responsible regardless of how decisions were made, and the best outcomes usually resulted from simply listening to survivors and families and honoring their wishes whenever possible and appropriate. This seems blindingly obvious in hindsight, but few organizations were thinking that way in the early '90s. Even today, we see companies in crisis making similar errors.

Some counterparts at other airlines were skeptical when we shared this insight at meetings and industry presentations. "Come on," they said, "a successful response can't be that simple!" Well, the response itself certainly isn't, not by any

stretch. It's one of the most difficult and complex challenges any organization will ever undertake. But the underlying philosophy really *is* that simple and became one of the guiding principles formalized in our Survivor/Family Assistance Plan as submitted under the Aviation Disaster Family Assistance Act of 1996.

Remembering Flight 3379 always brings a mix of emotions: sorrow over the lives lost; heartfelt empathy for the families; happiness for the survivors; deep remorse that any of it happened to begin with; and gratitude that, if it had to happen, we had the chance to help and to learn things that helped us live and serve better.

My post-accident deployments were the toughest, yet most rewarding, assignments of my career. Reading the incredibly gracious letters we received from some of the survivors and families touched my heart in a way that defies description. The fact that they wrote at all was amazing enough considering what they experienced. Their letters were a precious gift. I will never forget their kindness in taking the time to tell us that, for them, our team accomplished the one thing we all desperately wanted to do: make a difference.

Thank you for the opportunity to share my memories and to support this effort to establish a permanent memorial for the passengers, crew, and families of Flight 3379.

Russell Goutierez was a volunteer CARE leader following the Flight 3379 accident and two other deployments. He later coordinated program improvements based on feedback from survivors, families, and front-line responders and helped establish industry best practices.

After his selection as CARE manager, Russell testified at the invitation of a DOT task force on family assistance and led the CARE response to the Flight 1420 accident in 1999.

Russell now works in emergency communications and moderates a LinkedIn group for people interested in transportation special assistance. He is also a "virtual volunteer" creating online content for the children's charity Flight1.

Recommended Book *continued from page 3*

to truly love and be loved unconditionally." Part of us, our Higher Intelligence, is crying out to be liberated from untold years of suppression and denial—and this cry comes from every corner of the globe. Note: Repression is the unconscious denial of feelings, and suppression is the conscious denial of powerful/painful feelings.

The book provides help for the reader in practicing mindfulness and tips on balancing feelings and thoughts in a way to have maximum peace in our lives. The author gives many examples of how we can help ourselves, including how becoming

conscious, recognizing and owning negative feelings that have been buried, these feelings (vibrations) can be dramatically transformed by embracing opposite positive feelings, thereby raising our vibration.

Among the many helpful tools in the book is a section on scripting for negative feelings that can affect our success and replace them with positive feelings. The emphasis is placed here and throughout the book on the power of the subconscious mind in our success throughout our entire lives, both personally and professionally. Enjoy!

EMBRACING TRANSPARENCY TO BUILD CREDIBILITY

by Jeff Braun



Transparency has become a buzzword, but it buzzes because it is genuinely what people want. Transparency is about the truth but, unlike not telling lies, transparency is about the whole truth; not withholding important information. Transparency is something we deeply desire in personal relationships, from our employers and colleagues, and from our institutions and public servants.

Simply put, transparency builds trust. In a world with a 24-hour news cycle, citizen journalists, and ubiquitous and increasingly powerful social media, it becomes difficult to conceal much. Facts withheld are viewed as lies and no one wants to be told lies.

The irony in all this is that that which we desire, even demand, from others we are often reluctant to give. From the White House to our own houses, we shy away from disclosure simply because it makes us feel vulnerable. Again, social media has enhanced this because an audience of, well, everybody, brings with it far more potential for criticism and retribution. And yet, pushing your organization toward greater transparency is both the right thing to do and the smart thing to do.

As previously mentioned, secrets have never been harder to keep. WikiLeaks is simply the most famous example. And where an undercover cop with a wire was once the only way to get verbal evidence, data from late 2012 shows that nearly 60% of Americans have smart phones.

As parents, consumers, and voters, we are more likely to forgive mistakes that are admitted and apologized for with a prompt attempt at repairs than we are of mistakes denied, danced around, or blamed on others until the evidence makes the facts incontrovertible.

Social media and the requirement for greater transparency have complicated internal communications, as well, but its importance is frequently undervalued and neglected. Internal communication must be included in any crisis plan with the understanding that, while speed and clarity reign supreme, one must strive to avoid a situation where your “most important asset” is forced to learn about major issues via an outsider’s Twitter feed.

Businesses know that they are vulnerable. In a recent study by Burson Marsteller, 79% of business leaders surveyed said they expect a crisis within a year, and 65% say social media has made managing a crisis more difficult. Yet, just under half say they have a crisis plan they think will even suffice.

Nothing trumps planning, and if your plan to respond to a crisis situation has not been thoroughly updated in the last 24 months, you are vulnerable. A complete understanding of crisis communication channels that include social media and a

strategy for what resources will be deployed is essential. For organizations that have planned and prepared to respond to customers and others potentially affected by a crisis or tragic situation, being able to communicate and show what you are doing is an essential move toward transparency that will build credibility. The catch? You must know how to execute the plan and you must do so immediately.

An often neglected area is employee training and awareness. Because of smart phones, bloggers, and Tweeters, we no longer have single source dissemination of information. In short, any and all employees are potentially spokespeople for the company. It is simply not enough to tell workers “don’t talk to the media” when communications outlets are so many and it is no longer clear exactly who the media is. Social media makes it all much more complex. As we saw with the April 2013 Boston Marathon bombings, misinformation was rampant—from photos in a printed newspaper to TV to Reddit. Furthermore, mainline news organizations increasingly turn to citizen journalists (who are often just rumor mongers) in order to be first with something, factual or not.

Having knowledgeable and well-trained spokespeople at all levels of the business dramatically increases the deployment opportunities. Knowing how to use both traditional and social media to amplify what you’re saying, and describe the actions you’re taking, is vital to protecting your reputation. The days of reporters waiting for the spokesperson are over. If you still believe that, in a crisis, you have control over the story and the message, you are in for a rude awakening.

As an endnote, before the Deepwater Horizon explosion, both ExxonMobil and BP were trading near \$60 a share. As I write this, ExxonMobil is up near \$90 and BP trades at less than half. There is no way to measure the exact effect of a badly tarnished public image; it is certainly a variable worth pondering—but not worth risking. The financial impact and potential for reputation damage are too high. Good stewardship requires the savvy to understand the changes that are happening each day and creating a clear plan to prevent the damage that is preventable.

AVIEM’S UPDATED WEBSITE LAUNCHED

Aviem International, Inc. is pleased to announce the launch of our updated website, designed with a fresh new look and more robust content portfolio. We hope you will enjoy browsing the new site for information regarding our emergency response services, training, news and upcoming events. You can also learn more about our global team who is continuously working behind the scenes, ensuring we are always ready when you need us.

We are grateful to our clients, partners, and friends who make it possible for us to assist companies in need. Thank you for taking the time to visit www.aviem.com.

Continued from page 1

HAL'S INTERVIEW WITH CAROLYN

When asked about joining the Board of Directors for the Foundation, Hal responded, "I benefited from what the Foundation provides. A few years ago I learned a new expression – 'Pay it Forward.' That sums it up. Maybe I will be able to do just that."

Here are the responses Hal had for the questions asked of him during an interview by Carolyn V. Coarsey.

When you came to the first Foundation Symposium, what were your thoughts/feelings about the Foundation and what we were doing?

I really didn't know what to expect. I knew that I was to speak of my experience of the accident. When you interviewed me, it was still fresh and painful to relive that day on the mountain. It all came pouring out. I had no idea of what you had intended to do with my story.

When you met other survivors who were encouraged to tell their stories even though they were not favorable to the cruise industry, what did you think about that?

After hearing those unfavorable stories, I considered myself very fortunate to have been on the receiving end of such compassionate treatment. Their care, apparently, was poor at best. Those survivors told me afterwards that I was very lucky. I knew that tragedies occur and I was under the impression that the care I received was standard in the industry. Seeing that it wasn't was eye-opening. However, during the symposium, I learned that the Foundation was an organization willing to train the travel industry on how they should handle such situations.

With all of the problems that exist in business and industry today where people are caught up in tragedies, how do you feel that the Foundation can make a difference for the victims who are in the accident, as well as the families at home?

My God! I don't know where to begin. Whenever I tell people about the accident, I have to tell them about the way I was treated and all that was done for me. I cannot praise the people of Celebrity enough for the way they took care of me as well as my family back home. And I believe that all of it was a result of the training that the Foundation provided for them.

Why would you encourage organizations like the cruise lines, airlines, energy companies and others to join the Foundation?



Hal (center, top row) with his family

As I see it, the Foundation is there to teach the industry to help the survivors and their families cope with their situations. It goes beyond the business aspect of the industry and concentrates on the personal problems of their misfortune. It cares for passengers and their families. The passengers may not know what the Foundation does for them but, should the situation arise, they'll appreciate it. I know it from personal experience they will. From a business standpoint, I believe that it is good business for the travel industry to be interested in caring for their passengers in times of tragedy. Joining the Foundation will provide them with the knowledge of just how to do that.

Anything else you want to say about your experience with Celebrity, the cruise line industry or the Foundation?

I thank Celebrity everyday for what they did for me and my family. I tell everyone who asks about my misfortune, everything that was done, especially when they had no responsibility in the accident. I attribute their response to my accident a direct result of the work that the Foundation provides to the travel industry.

Why did you say yes to joining the Board of Directors of the Foundation?

I benefited from what the Foundation provides. A few years ago I learned a new expression - "Pay it Forward." That sums it up. Maybe I will be able to do just that.

AE 3379 FUNDRAISER SET FOR OCTOBER 22 IN ATLANTA

At the Foundation's Annual Support Team Training, to be held October 22-23, 2013, at the Courtyard Atlanta Airport North, a fundraiser for the AE Flight 3379 Memorial will be hosted by FAF. There will be many items on display in a silent auction, and other items will be for sale, with all proceeds going toward construction of the Memorial. The FAF Support Team will host a barbecue dinner for all who come in support of the fundraiser.

Anyone interested in attending the auction on the evening of October 22 should call 404-881-2895 or email dede.young@fafonline.org to reserve a ticket for the event. While the training for volunteers is full at this time, those interested in future training can be placed on a standby list and informed of upcoming training dates to be announced early 2014. Please email all training inquiries to Amy Cann at amycann@aviem.com.

SOARING ABOVE LIFE'S STORMS

US AIR 427 MEMORIAL SERVICE SATURDAY, SEPTEMBER 8, 2012

by Merrilee Morris, mother of Chad Morris who perished on US Air Flight 427

As I was making my travel arrangements to attend this year's Flight 427 Memorial, my husband Stan asked, "Why do you want to go to Pittsburgh? Why open yourself up to all this sadness and pain? You can't change one thing."

"Lord," I wonder, "why am I doing this?" "Hummm . . . to remember our Chad?" No, not a day passes without some memory or thought of him coming into my mind and heart.

"I know, to seek out and commune with his spirit in this very city, this place where he died?" No, his spirit lives within in me. We've never stopped communing.

No, strange as it may seem, for me, coming here is like that awesome experience of taking off in a jet plane on a dark, wet, stormy day. (Sounds like the start of a novel, doesn't it?)

Most all of us have probably experienced this. We watch through the rain streaked cabin portal at the black clouds swirling around our plane as it climbs skyward.

We bump around, are jostled bit, and we keep our seat belts tight as the plane's droning engines keep us ascending. What power, what strength!

Soon we begin to notice the clouds are dissipating; becoming thinner. Little rays of sunshine come poking through them. Then, just like that, the plane sails into a beautiful, blue, sunlit sky.

It never ceases to amaze me how we can rise above the storm clouds. That the sunshine and the crystal blue heavens have been there all the time, they've never gone away. They were just waiting for our pilot to navigate us upward, through the storms.

Eighteen years ago, the crash of USAir Flight 427 and the death of 132 loved ones, sent storm clouds rolling and swirling into each of our lives; storms darker and more frightening than most of us had ever experienced. These clouds seemed to descend on us and shroud our very souls.

Some of you found you had the strength, the energy, the faith, to soar up through this dark and sorrowful time until you emerged into that heavenly sunshine and peace.

But for most of us, and this is especially true for me, we are 18-year works in progress. We keep coming here still trying to soar above our sorrows.

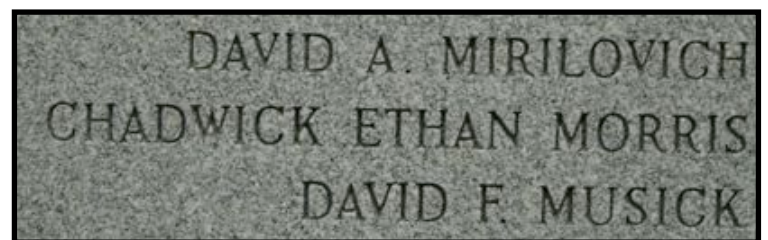
Just when I've climbed high enough to see a touch of sunlight; just when my spirit starts to sing, another dark cloud rolls in; another death, a major illness, an accident. I know this has also been true for many of you.

We work hard to keep our faith engines at full throttle, to rise above these storms of sorrow.

That's why I come here. I feel the power of our combined spiritual energy, lifting us above the remnants of our pain.

Healing is hard but, here in the peacefulness of Sewickley Cemetery and also there in the tranquility of the crash site, we soar with our memories, above our burdens and sorrows. We are all on the same plane, rising above the same storm.

Here God cries with us; God remembers our loved ones with us; God shares our pain. How can we despair when God is our Pilot, lifting us up and above this storm. God's amazing and powerful love is droning within us as we share memories of our loved ones in these special places. God's HOPE and Grace shines into each corner of our souls. It is here with you, my friends, I find God's comfort and His healing. Yes, I know why I come to Pittsburgh.



TWO EXPERIENCED AVIATION PLAINTIFF'S ATTORNEYS PARTICIPATE IN NEWLY RELEASED VIDEOS

MITCH BAUMEISTER



A renowned trial attorney for more than 35 years, Mitch Baumeister has concentrated his practice in the field of aviation accident and complex tort litigation. Prior to his entry into private practice, he served as an Assistant District Attorney in Manhattan. During his tenure in that office, he handled dozens of major trials including several high visibility cases involving homicide, robbery and rape. Following his term as a trial attorney at the state prosecutor's office, Mitch was appointed Special Assistant United States Attorney for the Southern District of New York. While serving as a federal prosecutor, he conducted an international investigation that resulted in the first successful tax fraud indictment and verdict in the field of commodity futures.

Combining his extensive trial background with more than 40 years of aviation experience as a pilot, Mitch's career has been dedicated to helping air crash victims and their families receive proper and adequate compensation, as well as to making improvements in aviation safety. He has served as a leading member of the Plaintiffs' Steering and Executive Committees formed in every major airline disaster in which the firm has represented victims and their families. Counted among these cases are the most recent crashes of Continental Connection Flight 3407 in Clarence Center, New York, on February 12, 2009; Comair Flight 5191 in Lexington, Kentucky, on August 27, 2006; American Airlines Flight 587 in Belle Harbor, New York, on November 12, 2001; all four of the hijacked airliners involved in the September 11, 2001,

terror attacks; Alaska Airlines Flight 261 off of Point Magu, California, on January 31, 2000; EgyptAir Flight 990 off Nantucket Island on October 31, 1999; Swissair Flight 111 near Peggy's Cove, Nova Scotia, on September 2, 1998; Comair Flight 3272 in Monroe, Michigan, on January 9, 1997; TWA Flight 800 off of Long Island on July 17, 1996; ValuJet Flight 592 in the Florida Everglades on May 11, 1996; and Atlantic Southeast Airlines Flight 7529 in Carrollton, Georgia, on August 21, 1995.

Mitch was named a 2009 Trial Lawyer of the Year by the Public Justice Foundation for his work as a lead attorney in the deadly December 21, 1988, bombing of Pan Am Flight 103 over Lockerbie, Scotland, in which more than \$500 million was recovered from the airline's insurers and an unprecedented \$2.7 billion dollars was paid by the Libyan government to the victims' families. The litigation marked the first and only time that a nation designated as a state sponsor of terrorism admitted its role in a terrorist attack and paid compensation to the victims' families. This was a long and hard-fought case against a formidable government defendant which spanned more than 20 years.

A holder of a commercial pilot's license with an instrument rating for various aircraft, Mitch received his J.D. from Seton Hall University Law School where he was an Editor of the Law Review, and also earned an LL.M. in International Law from New York University School of Law. He is also an Adjunct Professor of aviation law at Seton Hall University Law School and Member of the Board of Visitors.

THEA CAPONE



Thea Capone is a partner and has been part of Baumeister & Samuels since its inception. She has worked with Mitch Baumeister for more than 30 years and has been involved in every major case handled by the firm including, most recently, the Mid-Air Collision over the Hudson River in August 2009 and the crashes of Continental Connection Flight 3407 near Buffalo, NY, and Comair Flight 5191 in Lexington, KY. She works very closely with the firm's clients to help guide them through the complexities of the litigation process.

Thea is a member of the American Bar Association Tort, Trial and Insurance Practice Section ("TIPS") Council, Financial Committee, the TIPS National CLE Board, as well as past Chair of the Aviation & Space Law Committee. She is also a member of the Southern Methodist University Air Law Symposium Board of Advisors. Thea has authored many articles and papers and has worked as a member of the Planning Committees for several nationally recognized aviation programs. In addition, she is a member of the Women's Advocate Subcommittee of the ABA's Litigation Section, the Women Trial Lawyers Caucus of the American Association for Justice, the International Aviation Women's Association, and the Lawyers-Pilot Bar Association.

TWO VIDEOS ON AVIATION ACCIDENT RESPONSE COMING IN SEPTEMBER 2013

**HIGHER RESOURCES, INC., AVIEM INTERNATIONAL, INC.,
IN CONJUNCTION WITH THE FOUNDATION, RELEASE TWO NEW VIDEOS.**

WATCH FOR ANNOUNCEMENT ON RELEASE DATE AND PREVIEW LINK COMING IN SEPTEMBER.

PERSPECTIVES: FAMILY SURVIVORS DISCUSS AVIATION DISASTER RESPONSE

This video involves family members of victims of Swissair 111, September 2, 1998; the attacks on the World Trade Center, September 11, 2001; Comair 5191, August 2006; Polish Air Forces Disaster, April 10, 2010; Continental/Colganair 3407 February, 9, 2009; as well as commentary by two highly experienced aviation plaintiff attorneys, Mitch Baumeister and Thea Capone, both featured on page 9 of this issue.



JONATHAN WILSON

Swissair 111

January 4, 1976 - September 2, 1998

SWISSAIR 111

September 2, 1998

Judy Wilson, whose son, Jonathan, was a passenger ticketed on Delta Air Lines, featured in an earlier video: *A Different Journey*, looks back over ten years after the loss and reflects on the positive influence that the employees of the airline had on how she adjusted to the loss of Jonathan. Judy feels that "They have a bond (with her) that will never be broken." She believes that the assistance by the Delta Care Team as well as the telephone response helped her family in ways that others, though well intended, might not have been able to.

SEPTEMBER 11, 2001

Mike Low, father of Sara Elizabeth Low, a flight attendant on American Flight 11. Mike spent over eight years trying to determine as much as he could about the last few minutes of his daughter's life on board the flight before it crashed into the World Trade Center. Several months after the tragedy, Mike was told that his own phone number had been used to pay for the calls to the ground made by the flight attendant crew. On the video, Mike talks about how valuable the American Airlines CARE Team was in helping him and his family cope with the initial phases of the tragedy, as well as how the connection with American employees influenced their adjustment to the loss of Sara and their ongoing recovery. Mike also discusses what he learned about the last few moments of the flight-which, without his pursuit of information, might otherwise never have been made public.

Also representing the September 11th tragedy is the wife of Simon Turner of the United Kingdom, Elizabeth Turner. Elizabeth shares about the challenges she faced as a pregnant woman expecting the birth of her first child and the difficulties she faced in trying to navigate her way through the complicated international tragedy. Elizabeth explains the difficulties of losing her privacy and the enormous distress of dealing with the press as well as other agencies who found her and other families to become "public fodder."



SIMON JAMES TURNER

World Trade Center Attack

January 1, 1962 - September 11, 2001



SARA ELIZABETH LOW

American Airlines 11

October 27, 1972 - September 11, 2001

COMAIR 5191

August 27, 2006

Connie and Kevin Fahey, parents of Thomas Connell Fahey who died in Comair 5191, discuss the multiple challenges they faced in the aftermath of the tragedy which took place in Lexington, KY. Thomas was traveling with one of his students and her mother. At the last moment, his student's mother was not able to get a seat on the flight and stayed behind for a later flight. Both Thomas and his student died in the impact, along with a total of 47 others. The Faheys describe the difficulties they faced in dealing with the multiple agencies and airline officials in trying to visit the site of the accident and be reunited with their son for burial in their home town.

Continued on Page 11

Two Videos on Aviation Accident Response Coming in September 2013 *continued*

Two sisters, Terry Welch and Mary Jo Chanders, along with their brother, Thomas Ryan, are also interviewed in the video. Their brother, Michael Ryan, a resident of Lexington, KY, died in Comair 5191. Michael was one of eight siblings; therefore, news of his death left a major void in the large Irish family. All three siblings share about the importance of first contact with a family, where a tragedy has occurred, as well the vital role information plays in the recovery process for an entire family. Terry also gives a great deal of information about how helpful the escort process can be for a family traveling during such tragic times.



MICHAEL NOEL RYAN
Comair 5191

December 10, 1950 - August 27, 2006

CONTINENTAL/COLGANAIR 3407

February 12, 2009

Scott and Terry Maurer lost their daughter, Lorin, in the Continental/Colganair Flight 3407 crash, February 9, 2009, in Buffalo, NY, where 50 people died. All of those on the aircraft, and one man in the house which the aircraft struck, died in the tragedy. Lorin was traveling to see her boyfriend, Kevin, where they were to attend the wedding of Kevin's brother. Scott and Terry describe the importance of telephone contact in the initial phases of a crash as well as the many challenges they faced in trying to get Lorin properly identified and transported home for proper burial. Lorin's boyfriend, Kevin, and her father, Scott, have worked at making improvements in pilot training and qualifications in commuter aircraft, after the crash.



THOMAS CONNELL FAHEY
Comair 5191

November 18, 1979 - August 27, 2006



LORIN ANN MAURER
Continental/Colganair 3407

December 28, 1978 - February 12, 2009

POLISH MILITARY AIR CRASH

April 10, 2010

Marta Kochanowska's father, Dr. Janusz Kochanowski, former Polish Defender of Human Rights, died along with 95 other people in a totally fatal crash. Marta and the families had difficulties with obtaining information as well as major challenges in ascertaining that a proper investigation of the accident was conducted. A major issue for the families also involved making sure that proper forensic identification of the passengers and crew had been carried out.

FAMILY SURVIVORS SHARE THE WISDOM GAINED FROM LOSSES

In the second video, the family survivors discuss in greater detail what they found helpful from family and friends and all who offered to help them in coping with the losses of their family members. Survivors discuss the importance in allowing those who are grieving to make their own decisions and express their needs and feelings openly, knowing that they will receive



DR. JANUSZ KOCHANOWSKI
Polish Air Forces Disaster

April 18, 1940 - April 10, 2010

acceptance and support. Discussions of the role of spirituality and faith are also a major theme in video two. Family survivors also provide the audience with examples of the crucial role helping other survivors plays in the healing process. Several examples are given of how survivors begin to turn the corner toward healing when they are able to help other families, as well as other employees of the company, who experienced the tragedy.



FAF OPENS 2013 WITH TRAINING THE QATAR AIRLINES SPECIAL ASSISTANCE TEAM

Carolyn Coarsey and Jeff Morgan, Co-Founders of the Family Assistance Foundation, were invited to provide training to the Qatar Special Assistance Team in January of 2013. Joan Kane Hankey, formerly with Aer Lingus, who heads up the team, has worked diligently to develop the team, providing training and direction for the entire emergency response for the airline since beginning there in 2011. Joan has a long-term relationship with the Foundation and has attended nearly every symposium and conference since its beginning in 2000. Joan and the entire team at the airline welcomed the Foundation leaders/trainers with warmth and great hospitality. Coarsey and Morgan were impressed by the level of preparation the team members displayed, and the effects of Joan's training and leadership during the short time, though predictable, is remarkable. Bravo to Joan and the Special Assistance Team at Qatar Airlines.



FOUNDATION CLOSES 2012 WITH MEMBER/PARTNER MEETING IN LONDON, ENGLAND

The Foundation hosted an eight-hour workshop at Museum of London Docklands in December of 2012. Members from Europe and UK attended and received an update from Jeff Morgan, Jeff Braun, and Carolyn Coarsey. The training/leadership team presented updates on software, UK Call Center, Human Services Response™ and current information on social media and crisis communications. Members also met new Director, Rosemary Drewery shown in photos below.



Rosemary Drewery, Carolyn Coarsey, Jeff Braun, Ian Wallis (Executive with John Lewis Department Store) and Jennifer Kinney

Rosemary Drewery, Elspeth Keeling, who received a gift certificate to the John Lewis Department Store, and Jennifer Kinney



Lola Martin, who received a gift certificate to the John Lewis Department Store, and Rosemary Drewery



VIRGIN AUSTRALIA RECEIVES HSR™ TRAIN-THE-TRAINER IN 2012

Jeff Morgan and Carolyn Coarsey spent two weeks in Brisbane, Australia, training Virgin Australia on the 2-Day Train-the-Trainer for our Human Services Response™ course, so that employees are able to present their own training to their Special Assistance Teams. The training is ongoing and the feedback from participants and trainers is quite positive. Former Virgin Australia ER Director, James Yatras, has since joined the Foundation and Aviem International as Vice President, Asia Pacific.



STATOIL



Statoil/St. John

Foundation and Aviem leaders, Carolyn V. Coarsey and Jeff Morgan, conducted family assistance and first contact training for the St. John's family assistance team in April of 2013.

Statoil/Calgary

A second training for Statoil Canada was held in Calgary, where Coarsey and Morgan worked closely with the team on the important topic of making early contact with families as well as escorting them during the aftermath of a tragedy.



ROYAL BRUNEI AIRLINES

Jeff Morgan, Foundation Co-Founder; James Yatras, Vice President, Asia Pacific; and Rosemary Drewery, Managing Director, Europe, Middle East and Africa; conducted five training programs for Royal Brunei Airlines in February of this year. The team is led by Zairil Zainal. They received courses on logistics, Human Services Response™ and answering and managing phone calls during crisis. The Foundation has had the privilege of working with the Royal Brunei team since August 2008, and have been impressed with the way the team has evolved since its inception.



FLEXJET/JET SOLUTIONS



Foundation leaders, Jeff Morgan and Carolyn Coarsey, presented training to the Care Team late in 2012. The team is led by highly experienced ER management, Don Rickenhauser and Charles Grube.

FOUNDATION CONTINUES TO TRAIN NEW AND EXPERIENCED MEMBERS



Recurrent Training held in Atlanta, GA, September 2012



Jennifer Miller, Walt Disney Company, Carolyn Coarsey, and Jeff Morgan at the Partner's Meeting held at La Posada in Santa Fe, NM, January 2013



HSR™ Training held at La Posada in Santa Fe, NM, March 2013