

# Sharing the Journey

Family Assistance  
Foundation

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

VOLUME 14 ISSUE I

The Official Newsletter of the Family Assistance Foundation

February 2015

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

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## FAMILY SURVIVOR KAREN PERRY TO ADDRESS FOUNDATION MEETING, MARCH 5, 2015



November 23, 2011, on Thanksgiving Eve, all three of her children: daughter Morgan, 9; sons Logan and Luke ages, 8 and 6; along with their father Shawn, perished in a plane crash. The crash happened in the Superstition Mountains in Arizona, which was literally in their backyard. Karen lost her entire family in this accident.

## AVIEM/FOUNDATION ANNUAL MEETING - EUROPE WAS HELD DECEMBER 9-10, 2014



Metropolitan Police, Phil Stone, responding to questions. Joan Hankey, Qatar Airways, (in front of Phil) led one of two Family Assistance Response Breakout groups. More details about this meeting on page 6.

# Client-Partner Meeting

**March 5-6, 2015**  
**La Posada Resort and Spa**  
**Santa Fe, New Mexico**

## HIGHLIGHTS OF 2015 MEETING

<b>Care Team 101:</b> <i>Jeff Morgan</i>	2014 Responses underscore the need to follow best practices for care team structure and operations
<b>Verbal First Aid:</b> <i>Carolyn Coarsey</i>	Techniques to calm, relieve emotional pain, and promote healing
<b>Social Media Success:</b> <i>Jeff Braun</i>	Current strategies to position your executive leadership and response efforts using social media channels

## DESCRIPTION OF PLANNED ACTIVITIES

Attendees of the 2015 Aviem and FAF Client-Partner Meeting will be able to take part in several active learning sessions throughout the two-day meeting. The sessions will incorporate lessons learned from actual responses.

Sadly, 2014 presented unprecedented challenges for even the most experienced family assistance teams, emergency response teams, and professional communicators. Events during the year reinforced the need for organizations to prepare to activate and mobilize a fully-integrated response involving a multitude of internal leaders and other resources during unimaginable circumstances.

Feedback from the 2014 meetings in both Santa Fe and London indicated that the “hands-on,” scenario-based learning was highly valued by participants. This year we are taking the format to a new level with several enhancements to emphasize the Foundation’s educational mission of providing the latest research and learnings for our members and clients.

A crisis simulation will again be the centerpiece of this year’s program, with various breakout sessions added during the scenario to allow for focused discussions and assessments of challenges that surface during a fully-integrated response. This approach will allow participants to discuss specific challenges, vulnerabilities, gaps, and internal conflicts that surface as organizations respond to actual situations. The format will allow participants from diverse industry sectors to share experiences and lessons learned in developing and implementing their respective emergency response plans, family assistance programs, and crisis communications efforts.

Breakouts will include:

- How to become a “gap finder” to troubleshoot and update your logistical deployment and resource tracking plans
- Role-plays and applications of verbal first aid
- A hands-on social media laboratory to practice leadership communications response via social media

We encourage members, clients, and invited guests to consider inviting members of human resources, emergency response, security, customer service, legal, and corporate communications representatives to attend the meeting.

## DAY ONE

The core of the 2015 Client-Partner meeting will involve a comprehensive, multi-level crisis simulation. Participants will be asked to engage in crisis response and apply their expertise while receiving collaborative feedback from survivors, peers, experienced responders, experts, and service providers.

Key aspects that will be simulated include: Human Services Response™ (Family Assistance), Logistical Planning & Support, and Crisis Communications. Participants will also be able to learn by managing phone calls, establishing first contact with affected family members, electronically tracking survivors, establishing a Family Assistance Center, and managing traditional media response amidst the challenging dynamics of social media.

## DAY TWO

An all-inclusive discussion of the previous day’s activities including a review of role-plays, video recorded during the simulation, evaluation of press statements & social media activity, and discussion of information gathered from the first day’s response efforts.

Participants will be briefed on updates of new training programs & resources, membership benefits, and new support services available from Aviem and the Proven Partners™ network.

Please RSVP your attendance to Dede Young at [dede.young@fafonline.org](mailto:dede.young@fafonline.org). Or, call the Family Assistance Foundation at +1 404 881 2895.

## MORE ABOUT THE KEYNOTE SPEAKER

Karen Perry is a 30-year veteran Flight Attendant for Delta Air Lines, based in Los Angeles. Additionally, Karen holds Commercial pilot and flight instructor certificates - previously employed concurrently as an air ambulance, corporate, and commercial airline pilot.

Being a divorced, single mother of three young children was difficult. Two of Karen’s children had special needs - her son Luke diagnosed with autism and her daughter Morgan profoundly affected by epilepsy. Karen was determined to make the best life possible for all of them. Then there was breast cancer. Twice

over a decade, she beat the odds against her battles with cancer. Thinking that she had made it through some of the toughest times of her life, Karen had no idea what was looming just around the corner.

A book by critically acclaimed author Landon J. Napoleon is underway; “**ANGELS 3 – The Karen Perry Story**” is scheduled for release in October of 2015. Oprah Winfrey Network filmed a documentary about Karen to air in February of 2015, on OWN Super Soul Sunday “In Deep Shift” with Jonas Elrod.

## FEATURE ARTICLE FROM THE CHAIRMAN OF THE FOUNDATION, JEFF MORGAN



### ACTIVITY DOESN'T ALWAYS EQUAL PROGRESS

Over the past year, we've had the privilege to work with our many members around the world, and one thing was abundantly clear: you are all extremely busy. So busy, in fact, that it's sometimes difficult for members to take advantage of all the value-added support we provide them. In our analysis of how we might better serve

our members, I came across a number of observations.

While not a scientific survey, I spoke to many members (ER, Care Team managers, etc.) to get a better understanding of the demands of the job, workload, tasks, etc. Unfortunately, the trend for most organizations continues to be to do more with less: less budget, less staff, etc. Further discussions revealed the usual time consumers: meetings, more meetings, training, attending or conducting drills and exercises, and even the various admin tasks such as preparing budgets, reports, expenses, etc.

Another observation: how often we get the "out of office" message when sending emails to our contacts around the world. We see folks visiting various stations and ports as well as attending industry meetings and other related conferences. Since we spend the majority of our time visiting and working with our members, as well as occasionally conducting our own annual meetings, we often don't have the time to attend many of the various industry meetings. So, I'm always asking, "Did you learn a lot?" or "Was it worth attending?" So often, the answer I get is, "Well, I picked up a couple of tips, but then I had a chance to see my industry colleagues and do a little networking."

There is no doubt that getting out of the office beats sitting at your desk all the time but, given a limited amount of time and resources, is it really the best use of time? We can't answer that question for each person and organization but, given the disasters we've seen over the last couple of years, and the less-than-stellar responses, isn't it worth asking ourselves what is the best use of time when time and other resources are so limited?

Particularly in the airline industry, but in other industries as well, we see an ever-evolving awareness of what companies need to do to take care of people affected by trauma associated with their organization, but there is still work to be done in increasing the knowledge of HOW to respond. So, with this in mind, I'd like to suggest what I would be working on as an emergency response manager with limited time and resources:

1. Clearly identify roles and responsibilities - I would always be working to determine exactly who in my company or on my team will fill all ER positions. This includes not only the primary person but also at least two back-ups.
2. Checklists, Checklists, Checklists - I've never seen people in the middle of a real crisis reading their corporate emergency response manuals. But, I have seen many folks following a checklist. This is great, but then we run into the next problem: most checklists are not detailed enough to tell someone how to do something—only what to do. You must assume that the person who may have to complete a checklist has not had the training on how to perform the tasks on the checklist. As such, it's critical to have specific

task instructions on the checklist itself. This is hard work and why most organizations have less than perfect checklists. It requires time on your part, and you must also work with the key people who would fill the positions so they can help you expand the details on the checklists.

3. Drills and Exercises - Most organizations don't conduct enough drills and exercises. You should be doing a minimum of two, and preferably four, exercises per year. Most exercises require quite a bit of time and effort to plan, develop a scenario, get all the players onboard, run the exercise, debrief it, and then follow up on the action items created as a result of the exercise. So, they often get squeezed out by more pressing issues. But, good exercises are one of the best ways to ensure you are prepared, and you don't know how good your plan is until you test it. A great alternative is to do more "mini" exercises. Just work with one department or group, do it for just a couple of hours, and work on the detailed tasks for that specific department or group. This allows them to get actual practice on the tasks that they will be required to complete in an emergency response, and you get help in enhancing their checklists so that it's more "how" oriented and not just about the "what."
4. Training - Training is always beneficial, assuming that the training has been designed to be effective. More organizations are going to online or computer-based training, but we would caution everyone to consider what training is suitable for online and what is not. Generally, family assistance training that focuses on skill building and non-linear soft skills does not lend itself to online training; however, procedures related to family assistance, such as how to sign into certain applications or systems, or how to complete expense reports, certainly are doable in an online format. Carolyn will further address these issues in future articles.
5. Meetings/Conferences - We realize that meetings and conferences will still continue to be a part of everyone's work time, and we certainly hope you'll attend our Foundation meetings and conferences. But my suggestion is that you evaluate the take-aways from each type of event and then choose carefully. If you have external partners and/or providers, then face-to-face time is critical to ensure you can work in an integrated fashion with those partners. While meeting is good, it should also include either specific "hands-on" training with that partner or at least specific discussion about how you would interface with that partner in a crisis. It should include details on exactly who will do what, how certain tasks will be completed, and how the partner tasks integrate with your internal organizational tasks. If a meeting provides other "hands-on" opportunities and hard deliverables, then they may also provide value. But, for me at least, I generally avoid meetings with nothing more than talking heads and lessons-learned presentations. Remember, sometimes the lesson learned is how NOT to do something, even when it's framed as an updated "best practice."

I hope this helps those who may be feeling overwhelmed and suffering from goal diffusion. Please remember that we are always here to assist you, so don't forget to stop, take a breath, and call us any time we can help.



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

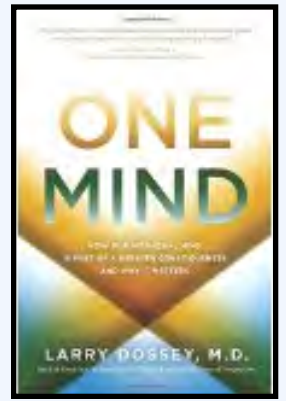
## **EDITOR'S RECOMMENDED BOOK** **ONE MIND - HOW OUR INDIVIDUAL MIND IS PART OF A GREATER CONSCIOUSNESS AND WHY IT MATTERS - BY LARRY DOSSEY, M.D.**

by Carolyn V. Coarsey, Ph.D.

Dr. Larry Dossey is best known for his research on the power that prayer can make in healing those who are suffering. In his newest book, Dr. Dossey shares compelling research that supports the concept that there is a universal consciousness that connects all of us through space and time.

To make his case for this concept are experiences of shared thoughts, emotions, and physical sensations with a distant individual. Other research includes communication between humans and sentient, non-humans such as pets; large groups of animals, i.e., flocks, schools, herds, behaving in highly coordinated ways; acquisition of previously unknown knowledge from a person who has died and more.

Living through the tragedies that seem to occur daily can try even the most positive thinkers, but reading books like Dr. Dossey's *One Mind* provides both peace and hope to all who read it.



## **WHEN COMPASSION HURTS...**

### **WE ARE CONFUSING OUR PAIN WITH THE SURVIVORS' PAIN**

by Dr. Carolyn V. Coarsey

"The difference between empathic distress and healthy compassion is our ability to keep our own nervous system steady." \*

I have often been challenged by employers and trainees as to when caring becomes too much. When we are in the role of Care Team or Special Assistance Team member, being able to see the difference between a survivor's loss and their pain, and keeping our losses separate, is essential in protecting our own health.

In the twenty-five plus years that I have been delivering training to employees who respond to survivors of a tragedy in the workplace, I have seen that nothing is more important than training in preparing individuals for this work. Realistic training where employees are exposed to some level of emotions that survivors will experience, and understanding how their response to them can influence long-term healing, is essential to helping employees understand how to be compassionate while remaining focused on their role and tasks.

#### **Realistic training allows employees to make good decisions**

**Choice for specific roles:** Employees who have a clear idea as to the emotional experience from trauma by meeting survivors and watching them on video, can make a better decision on two important points. First, the employee can decide if she wants to be in direct service to a family who has just experienced loss or a survivor who is badly injured. Many people who initially volunteer for training are not aware of the emotional toll that the direct exposure to survivors will take on them. After an intense training session, some individuals will decide that they would be better served in a logistical or support role---for themselves as well as the survivors.

**Choice to Deploy at the time of the Crisis:** Secondly, before a team member accepts an assignment, they need to assess their readiness for duty. Physical well-being is essential as well as emotional suitability at the time. Many team members who have been well trained have declined deployment as they know they are not at their best physically at the time. Similarly, some responders choose not to accept a deployment as they are

dealing with their own losses, relationship issues or other personal life experiences, which means that they are not at their best for supporting others at that time.

In training, when trainees see videos of survivors who are moving toward healing and recovery, this provides the team member with hope and encouragement about their ability to help another. When they witness these raw emotions that some survivors will display, direct exposure to survivors, or having seen them on video, they will know that this is part of the process and not the end for the survivors.

#### **Employee Transcendence**

HSR™ uses a Helper's Hierarchy for discussing needs of survivors which we adapted from Dr. Abraham Maslow's Motivational Needs Hierarchy. Toward the end of the training, we use the same Hierarchy to discuss employee needs and the necessity for the responder to be aware of their needs *during* a response and following. Years ago when this work was new, we knew very little about this phase of the response. While most companies made mental health counseling available to responders, during and following the deployment—there was little else. Training should emphasize the need to take care of oneself during the response by eating properly, exercising, and staying emotionally connected to family during deployment, as well as continuing one's spiritual practice during stressful times. This approach is a way to empower an employee during a response where they are often away from home-base and helps build resilience for other times when coping with stress in their own personal life.

In summary, we believe that training about the distress associated with trauma and the impact on one's own health involved in helping a survivor during these times should be a major focus of training for employee responders. Knowing which role one can best play, while remaining emotionally centered, and knowing when to stay home are critical to helping Special Assistance Team and Care Team members remain healthy.

\* McGee, Seana & Taylor, Maurice. Unraveling Empathic Distress, *Spirituality & Health*, March/April, 2013.

## THE IMPORTANCE OF FIRST CONTACT IN CRUCIAL SITUATIONS

by Jeff Braun



The use of temps, contract workers and subcontractors is nothing new, and the explosive growth of such workers is well documented.

While in the past employees from agencies have worked mostly in manufacturing or back office tasks, this decade has seen a surge in frontline, customer contact workers being non-employees. What are the possible pitfalls of this from a communications standpoint?

How would you feel if you were trying to find out about a loved one and the response you got was, "I don't know. I don't really work for this company. Nobody here does."

And what happens when the media or a "citizen journalist" approaches these folks to ask for an "official" statement or their view of how the company is managing the situation? Obviously, for most companies it's truly the luck of the draw.

There are inherent risks if the pool of workers believes themselves to be temporary, if they have no loyalty or buy-in for the brand, and especially when they simply have not been trained in their role when the "what if" comes to pass.

The reality of transient, contract employees handling customer interaction is already fraught with the potential for poor customer relations and viral videos of ineptitude that can impact a brand. But in the case of an emergency that includes injury, illness, accident, or death, the ability of those with first contact to properly handle the pressure can make or break a critical situation from a legal perspective as well.

The medical profession has done extensive research in the degree to which poor communication prompts lawsuits, and they have found a direct link. People who feel they have not been communicated with promptly and compassionately are far more likely to sue. People who think the company doesn't care will be the ones to hire a lawyer.

The stakes have never been higher. Nearly 8 in 10 people have a video camera in their pocket or purse. Gawker, Buzzfeed, and loads of other websites are constantly trolling for videos they can push to their millions of fans. And the link between poor communication and lawsuits is very well established.

Can anyone afford the video of the worker who says, "I don't know who's dead and who isn't. I'm just a temp." The risk can be reduced, but it takes appropriate training and reinforcement to prevent an urgent situation from becoming a legal fiasco and a public relations nightmare.

### JETBLUE PILOT LABORS TO MEMORIALIZE 1988 AVAIR ACCIDENT

*Our Stories, October 2014 Issue*

by John Perkinson, Staff Writer

Reprinted with permission from *Air Line Pilot Magazine*.



**Capt. Dee Sherrow**

The catchphrase, "Never Forget," is typically associated with the tragic events of 9-11, but it has a different connotation for JetBlue Capt. Warren "Dee" Sherrow. Twenty-eight years ago, he walked through the wreckage of another fatal aircraft accident.

Sherrow, then an Air Virginia (VAir) pilot, was a member of the ALPA on-site accident investigation team assigned to the crash of VAir Flight 3378 in

Cary, N.C. Shortly after takeoff the night of February 19, 1988, the Metroliner rapidly descended. The aircraft crashed in a wooded area by a reservoir less than a mile from Raleigh-Durham International Airport's (RDU's) runway 23R.

"You could smell the pine trees and kerosene," said Sherrow, recalling the next day he and others inspected the location. "ALPA's safety schools helped a lot, but you can't begin to imagine what you see at an actual accident site.

"I still have nightmares about it at times. It had a major effect on me," he observed.

The evening of the accident, Sherrow was at RDU preparing for his next flight. "It was a pretty miserable night; if it was 1,800 RVR (runway visual range), we were lucky," he remembered. His aircraft was third in line for takeoff when the radio went silent. He soon received word that there had been

an accident involving another VAir aircraft.

"After they closed the airport, we all taxied back to the gate. I called Steve Green, our ALPA Safety chairman, who lived in Richmond and, of course, that was it for the next seven days," said Sherrow. The VAir pilot and his colleagues spent a week examining the crash site, reviewing the debris and the facts of the flight, and comparing notes.

All 12 passengers perished including the crew, Capt. Walter Cole and F/O Kathy Digan. Sherrow, a close friend of Cole's, was assigned the unenviable task of notifying the captain's fiancée.

#### **Coat of many colors**

It's fair to say that Sherrow is an airline industry survivor. An A320 captain who now lives in the Cary area (where the Flight 3378 accident occurred), he has been flying for JetBlue for the last 11 years. His original airline, VAir, which operated with American Eagle livery, was in and out of bankruptcy before being acquired by Nashville Eagle in 1988. Nashville Eagle merged with Command Airways to form Flagship Airlines in 1991. Several years later, Sherrow jumped ship to fly for the Midway Airlines based in the Morrisville, N.C., until it ceased operations in 2003.

"I'm lucky," he said with a chuckle. "I've only been through four bankruptcies so I guess I can't complain."

Several years ago, the Raleigh-area news media reported plans to raise funds to commemorate another Cary-area aircraft accident - Flagship Flight 3379. A local group would build a memorial near the site of the Flight 3379 crash.

On December 13, 1994, Flagship Flight 3379, a Jetstream Super 31 (also in American Eagle livery) was en route from Piedmont Triad International Airport, near Greensboro, N.C. On this rain, foggy evening, the crew executed a missed approach after suspecting a flame out in the left engine. The plane

*Continued on Page 9*

## FOUNDATION UPDATES

### THE FOUNDATION CONTINUES TO GROW

by Dede Young



The Family Assistance Foundation is proud to welcome our new corporate members: Aerodynamics, AIDA Cruises, Alaska Travel Industry Association, Avianca Airlines, NV Jets, Silver Airways and United States Tour Operators Association.

The Foundation also had 16 individual members join throughout the year. Several of these members attended Recurrent training in October in Atlanta. Many found out about the work the Foundation does through friends and family. Several others joined as a result of the publicity of the construction of the American Eagle 3378/79 Memorial in Cary, NC. They

were associated with friends and family who died on these flights. The Carpenter Park Groundbreaking is scheduled for March 24, 2015, at 1:30 PM. The dedication of the park is planned for early 2016.



**Proposed Memorial For American Eagle Flights 3378 & 3379**



**New Board Member & Family Survivor, Scott Maurer, shown here talking to Carolyn Coarsey, attended fall training with his wife, Terry.**

### CLIENT-PARTNER MEETING IN LONDON, DECEMBER 2014

The workshop at Museum of London Docklands allowed members and clients in UK and Europe to experience the same training activities as those who attended the 2014 workshop in Santa Fe, NM.

Foundation leaders, Jeff Morgan, Carolyn Coarsey and Jeff Braun, led the attendees in a simulated response of an accident where members worked together as if they were one large team. These activities allowed participants to test their skills in planning and carrying out a response.

The Foundation's facilitators enjoyed offering these challenging but fun-filled activities to the workshop attendees in December to close out the 2014 member/partner activities.

Companies that attended the meeting included: Intercruises Shoreside & Port Services, Cathay Pacific Airways, AIDA Cruises, Carnival UK, First Great Western, Scandinavian Airlines, Qatar Airways, Aer Lingus, Disney Cruise Line, Bristow Group, Heathrow Express, Formula One Management Limited, Intelenet UK Services, Norwegian Air Shuttle ASA, Global Emergency Resources, Send Word Now, BMS Global and London Metropolitan Police.



**Police Constable, Phil Stone, Disaster Victim Identification Coordinator - Homicide & Serious Crime Command, London Metropolitan Police Service, addressing Foundation members/participants**

## FOUNDATION UPDATES CONTINUED

### HUMAN SERVICES RESPONSE TRAINING™ HELD IN ATLANTA, GEORGIA OCTOBER 1-2, 2014

by Amy Cann



The Foundation once again hosted our annual Human Services Response™ (HSR) training for our own team of responders in Atlanta, GA, on October 1-2, 2014. The advanced HSR course was taught by Dr. Carolyn V. Coarsey and co-facilitated by Amy Cann & Jennifer Kinney. Jeff Morgan also joined the class to share lessons learned from recent responses, and two of the Foundation's Regional Directors, Sally Fleming and Barb Skudlarick, shared their experiences from deployments throughout the year. New team members, as well as experienced responders, worked together examining case studies, role

playing, and watching the latest video footage of survivor interviews conducted by Dr. Coarsey. To close out the 2-day training, attendees had the opportunity to participate in an advanced, hands-on session on utilizing Aviem's proprietary software, Survivor Emergency Response Tracking System (SERTS), during an activation. FAF is grateful to all of the individuals, pictured below, who took time out of their busy schedules to attend training and who remain committed to the mission of the Foundation in supporting & empowering people following tragedy.



FAF Recurrent 2014 Class

## NEW YEAR'S RESOLUTION... EXERCISE IN 2015!

by Jennifer Kinney



At the start of each new year, we tend to reexamine ourselves and assess any personal changes we'd like to make to ensure we are putting our best foot forward. If you're anything like me, this includes the professional goals we'd like to accomplish over the next twelve months. In 2015, one of my goals is to make certain each of our clients is 100% comfortable with our activation process and what we should expect from each other in the first hour following a crisis. Amy Cann and I have already worked with many of you on this and performed 49 client drills and exercises in 2014. If you have not taken part in any activation drills, or simply need a refresher, we'd like to remind you that all of Aviem's Disaster Support Services clients are eligible for this quick, yet important, exercise. Additionally, we are always willing to demonstrate our call center software systems - Call Center Support System (CS2) and Survivor Emergency Response Tracking System (SERTS) - and provide clarity on any of your call center questions. If you haven't participated in a drill or have any questions regarding our activation procedures, please email me at [jennifer.kinney@aviem.com](mailto:jennifer.kinney@aviem.com) to discuss our best next steps. We'd like

you to be as comfortable as possible with our partnership in the coming year and wish you a very safe and prosperous 2015.

# FOUNDATION UPDATES CONTINUED

## Cathay Pacific Receives HSR™ and Train-the-Trainer Training



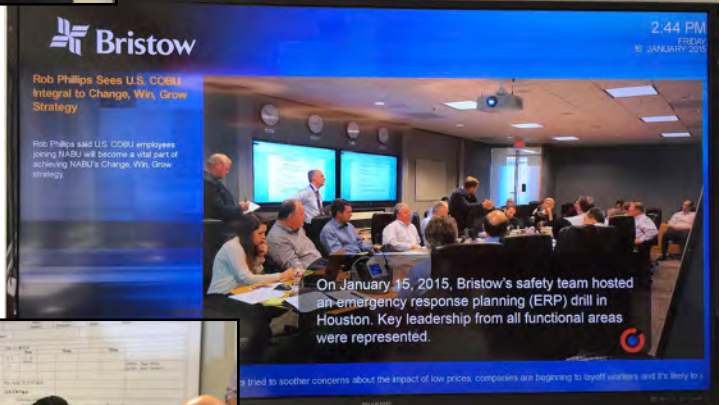
**Bottom Row: Jeff Morgan, Carolyn Coarsey, Ken Jenkins, Gus Whitcomb, Ester Luk, Rick Hoaglund, Andy Kim (seated), Michelle Lee**  
**Back Row: Danny Chow, Edith Lam, Yvonne Yip & Joyce Leung**



## Alliance Airlines receives Initial HSR™ Training

**From the Left: James Yatras, Sharnita Verhoeven, Tracie West, Kate Walder, Donna Craig, Amanda Drake, Troy Scott**

## New Member, Bristow Helicopters, has received HSR™ Training and Logistical Training.





## FOUNDATION UPDATES CONTINUED

### FOUNDATION LEADERS AROUND THE GLOBE

#### JAUME ADROVER, MANAGING DIRECTOR – BARCELONA, SPAIN



We are pleased to have Jaume as part of Aviem and the Family Assistance Foundation, serving as Managing Director for Spain. Jaume currently holds over 18 years of experience in aviation and is an expert in Emergency Response Management. His involvement in emergency response and family assistance started when he became part of Spanair's ER Team and directed the company's training for eight years. Jaume also led the Spanair ER team for the JK5022 accident in Madrid in August of 2008.

Currently, as Managing Director for Aviem, Jaume conducts training and drills for our Spanish-based and other clients in the region. Jaume is always working to provide our clients with a clear vision of the challenges of implementing ERP processes and/or, if need be, providing fast and efficient assistance when the emergency is active during responses.

Jaume is also CEO of GPA and holds a BSc degree in Management Sciences from the University of Manchester (UK) as well as an MBA from ESADE Business School (Barcelona, Spain). Additionally, he has top commercial management experience in strategic planning for airlines and airports and is an expert in route planning for both passengers and cargo. Jaume is also currently a member of the

Barcelona Air Route Development Committee and General Coordinator of the Air Cargo Committee for the Barcelona Logistics Centre. Jaume also enjoys lecturing occasionally at various Spanish Universities.

#### *JetBlue Pilot Labors to Memorialize 1988 AVAir Accident (continued)*

eventually crashed in a heavily wooded area outside of Morrisville, just four miles southwest of RDU runway 5L. There were 15 fatalities and 5 survivors. Included with the victims was the flight's crew, Capt. Michael Hillis and First Office Matthew Sailor.

Families and friends of Flight 3379 hoped to recognize not only the passengers and crew of this aircraft disaster, but also the first responders and many others who stepped forward to assist in the aftermath of this tragedy. The Atlanta-based Family Assistance Foundation was soon engaged to spearhead this project. This organization is an independent, non-profit corporation founded in 2000 for the purpose of supporting families and friends in the wake of tragedies.

A location was secured approximately a mile from the crash site and the Family Assistance Foundation hopes to have the project completed next year.

#### **Oversight and reform**

Hearing the news this summer that a memorial was planned for Flight 3379, Sherrow said he was both pleased and incensed. How could this group remember one area accident without acknowledging the other? Upon further examination, the former accident investigator learned that the group was not aware of the previous accident.

In addition to having occurred more recently, the Flight 3379 accident also had survivors, reminders of this terrible event. As an example, one of the crash survivors was Lauren Anderson, a

then 19-year-old student at the neighboring Elon College. Lauren received a lot of local media attention around the time of the accident, and her parents continue to be active supporters of the Family Assistance Foundation. Another of the group's advocates, David Ferrell, was the first responder who found Lauren that evening.

With this new-found knowledge, Sherrow single-handedly set out to educate the Town of Cary officials and members of the Foundation about the 1988 crash and the need to recognize and honor those associated with both accidents. He must have made a compelling argument because the group quickly adopted his idea and revised the memorial's design and layout.

In addition, Sherrow joined the memorial's advocacy ranks, helping directly with fund-raising efforts to see this project through to the finish.

The memorial is to be erected in Carpenter Park, located on the south side of Morrisville Carpenter Road and the east side of Louis Stephens Drive. The design is simple. Two converging walls will be constructed, mimicking the directions of RDU runways 23R and 5L. Between these partitions will be 5 trees representing the 5 survivors from Flight 3379. Beyond the memorial will be trees planted for those who perished in the two accidents. The initial plans for the remembrance highlighted its purpose "to ensure that a vital connection to the area's history is kept, treasured, and highlighted in a meaningful tribute to those who passed away and those who saved the survivors."



**Charles (Bill) Williams**

### FOUNDATION MEMBER AND AUTHOR BILL WILLIAMS' BOOK GOES TO AUDIO

Foundation Member and Responder, Charles (Bill) Williams, wrote *The Crash of TWA Flight 260*, a moment-by-moment account of a major airplane crash on a beautiful and treacherous mountainside. Williams' book puts the reader at the pilot's side, describing the flight, its catastrophic ending, and the aftermath.

The University of New Mexico Press has just announced that they have licensed the book as an audiobook to University Press Audiobooks. You can find out more about this audiobook publisher at <http://universitypressaudiobooks.com/index.php>



## FAF REGIONAL DIRECTOR-PERTH AND BRISTOW HELICOPTERS HELP MH370 FAMILY

Foundation Regional Director, Mike Kavanagh, coordinated efforts between the Foundation and Malaysia Airlines in assisting family members of MH370 in Perth, Australia. Mike was assisted by Foundation member Bristow Helicopters' employee, Kylie Cardinal. Passenger Paul Weeks, shown below with his two sons, is among the missing passengers. Mike and Kylie assisted Paul's wife, Danica, and their two sons. The following article is reprinted with permission of the Ellensbrook Lions Club.

### LIONS CLUB ASSISTS MH370 FAMILY SURVIVOR

At the end of April, early May, the President of the Ellenbrook Lions Club, Ron Freestone, was contacted by Mike Kavanagh from the Family Assistance Foundation to see if the club could provide assistance to Danica Weeks, the wife of Paul, who was on the missing Malaysia Airlines flight MH370 in March.

Before leaving on his first as a FIFO to Mongolia, Paul had started some renovations to their home in The Vines in Western Australia and Mike asked if Ellenbrook Lions could somehow organize the completion of what Paul had started for Danica and their two young boys. Ron immediately contacted Masters in Ellenbrook and sought their assistance.

The result was that Masters got on board and started doing the odd jobs Paul had started, which involved:

1. Doing some brick paving
2. Repairing the reticulation system
3. Replacing the fly wire on two sliding doors
4. Finishing the interior painting
5. Installing skirting boards throughout the house
6. Steam cleaning the tiles in the bathroom, and various other small jobs

Before all of the above could be done, Channel 7 in Perth jumped on board on the 12th of June at the suggestion of Danica's best friend and neighbour Terry-Ann du Plessis.

The result was Danica was asked to leave the house before Monday, 16th June, and stay at The Vines Resort free of charge until a complete home makeover by WA House Rules people, Carol & Russell, had been completed.

Within two weeks, the entire interior of the house was virtually gutted.

On Sunday, 29th June, Danica and her two boys were picked up from The Vines Resort in a stretch limousine and returned home to find that the whole house had been totally renovated including all new furniture, appliances, fixtures & fittings, floor coverings, painting, a garden makeover and much, much more!

Ron attended the above handover and was very appreciative of Danica's recognition of Lions during the handover and the support of her over the journey so far.

Finally, it is amazing that one simple request can turn into such a fantastic result which fits with our Motto: "Lions - We Serve"



**Mike Kavanagh & Kylie Cardinal**



**MH370 missing passenger, Paul Weeks, shown here a few weeks before the tragedy with his two sons**

## CLIENT-PARTNER MEETING IN LONDON, DECEMBER 2014



Metropolitan Police Family Liaison Officer (FLO) Leader, Detective Sargent, Joan Sewell, leads discussion with Foundation member participants.



# FAF SUPPORT TEAM RECURRENT TRAINING, OCTOBER 2014

