Sharing the Journey

Family Assistance Foundation

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

VOLUME 18 ISSUE 4

The Official Newsletter of the Family Assistance Foundation

Late Summer 2018

Americas Member-Partner Meeting, Workshop and Training Honors Losses, Survivors & Responders



Harriette Hansell Family Survivor



Donald Gene Sheer March 22, 1949 -September 2, 1998



Diane Sheer December 18, 1950 -September 2, 1998

The June meeting, hosted by Norwegian Cruise Line Holdings in Miami, FL, on June, 20-21 honored families of Swissair 111, in their twentieth year, as well as survivors of a 2015 cruise line excursion tragedy, and a miraculous survivor of US Airways 1549, January 15, 2009. Harriette Hansell's brother, Donald Sheer, and his wife, Diane, died along with a total of 229 in the crash of Swissair 111, September 2, 1998. Harriette shared with the audience about who Donald and Diane were and how much it meant to her entire family to be supported by the Delta Care Team during the days and weeks that followed.



Mary Kettner May 4, 1948 -December 6, 2015



Mike & Tracy Wholean Passenger Survivors

Mike and Tracy Wholean survived a bus crash in Tortola on December 6, 2015, yet tragically lost their best friend, Mary Kettner. Mike and Tracy told the audience about the compassionate support they received from the Royal Caribbean Care Team and how their support made this traumatic experience more bearable during the enormous loss of Mary.



Dave Sanderson Passenger Survivor

Dave Sanderson delivered an inspirational account of his survival during the ditching of US Airways Flight 1549, known to most of the world as the Miracle on the Hudson. Dave's story is riveting, and everyone can read more about Dave and the amazing story in his book, *Moments Matter*, reviewed on page 7.

Latin America Aviation & Transportation Emergency Response Member-Partner Meeting & Training -September 5 - 6, 2018 - See Page 3

Americas Member-Partner Meeting, Workshop and Training - Continued



Kim Frierson NTSB - TDA Liaison Former CARE Team Leader, American Airlines

The Foundation was privileged to have Kim Frierson, TDA Liaison with the National Transportation Safety Board (NTSB) join us at the Americas Member-Partner Meeting in Miami in June. Kim addressed many of the major challenges that company responders face when communicating with family survivors in the aftermath of a transportation tragedy. Kim's knowledge of the many issues that company responders are confronted with is invaluable to all of us at the Foundation as she has worked in the role of a CARE team member and leader for multiple crashes during her tenure at American Airlines. At the Foundation, we value the work that Kim and her colleagues perform at the NTSB and are grateful to NTSB leadership for supporting Kim's trip to Miami to join us for the meeting.

Foundation member, **Greg Klein**, shared about his experiences during the crash of American Airlines Flight 1420 in Little Rock, AR, June 1, 1999. The flight crashed in the evening during a thunderstorm, where there were 11 deaths and 134 survivors. Greg shared about the many challenges that he and his team faced the night of the

accident and the days that followed. While Greg is currently retired, he generously



Greg Klein Foundation Member, Formerly American Airlines General Manager, Little Rock, Arkansas

gives his time to help other members of the aviation and transportation industry understand the importance of planning and preparing for the unexpected.



Gair O'Neill, Ray Gonzalez, Jose Pila, Novlette Fellows, Carlos Ortega, Alice Cain-Moore & Nelson Fraga

The Foundation was honored that Norwegian Cruise Line Holdings hosted the 2018 Americas Member Partner meeting at their world-class conference center in Miami, FL. In addition to having state-of-the-art facilities, the location of the center and proximity to the airport made it possible for many members and guests to take part in what many regarded as a highly successful meeting.

LATAM Co-Sponsors Latin American Aviation & Transportation Emergency Response Member-Partner Meeting & Training



Rosangela Maxwell General Manager, Client Services - The Americas

Foundation leader, Rosangela Maxwell, is cochairing, along with Waleska Fortini, the Latin American Aviation & Transportation Emergency Response Member-Partner Meeting & Training in Santiago Chile, September 5-6. The first day of the conference will feature presentations by family survivors, crew member survivors, and company responders. While the majority of the discussions will be in Spanish, the Foundation will provide translations so that all presentations will be easily understood by the audience. Highlights of the meeting follow on page 4 and a detailed agenda is shown on page 5 of this newsletter. Registration for the event is now open. If you have questions please direct them to Dede Young at dede.young@fafonline.org or Stephen Young at stephen.young@aviem.com



Waleska Fortini Co-Chair Emergency Response Manager

LATAM Planning Committee



Isabel Koeniger Coordinator of the Emergency Response Management



Ariel Prado Supervisor of the Emergency Response Management



Miguel Silva Coordinator of the Emergency Management



Solange Mauzer SR Analyst of the Emergency Response Management



Pablo Algeria



Ariel Prado

Pablo Algeria to present about his sister's death in the Germanwings Flight 9525 Tragedy

Pablo will share about his experience with Germanwings after the loss of his sister Marcela Algeria in the crash which occurred March 24, 2014. Pablo will discuss the challenges that his family faced in getting positive confirmation that his sister was involved, as well as his experience with the Special Assistance Team in the days following the tragedy. He will also provide the audience with examples of what added to the family's distress.

Looking back at LAPA Flight 3142: A Survivor and a Responder

Ariel Prado will present with survivor Cristina Iglesias. Ariel will discuss the response from the company responder's perspective and Cristina will talk about her survival of the accident at the time and in the nearly twenty years that have passed.

Cristina Iglesias began her aeronautical life in December of 1998 in LAPA as Cabin Crew Member. In August 1999, she was a crew member in the accident that occurred in Aeroparque. From there she kept flying, and was promoted Head of Cabin in LAPA and then in LAN where she worked for 12 years, finishing as Head of International Cabin. Since August, 2017, Cristina has been a Crew



Cristina Iglesias

Manager in Flybondi, taking on the challenge of developing a different airline model in Argentina.

Train Derailment to Macchu Picchu

Claudia Cereghino will share her experience during and after the derailment of the train to Macchu Picchu on April 9th, 1994. Claudia will talk about the logistical difficulties and emotional distress of waking up after derailing from the mountain into a branch of the Urubamba, and the logistical difficulties encountered to get off the mountain and back to Cuzco with her father. Claudia will also explain how they finally returned home two days after the accident and what followed.



Claudia Cereghino

Please see website for updates fafonline.org

LATAM Safety Week USA, Miami, FL - July 17, 2018



l to r: Priscila da Silva, Waleska Fortini, Rosangela Maxwell, Isabel Koeniger, Ray Gonzalez & Ariel Prado



Presentation by Waleska Fortini.

Latin America Aviation & Transportation Emergency Response Member-Partner Meeting & Training	
	AGENDA
Day 8:3	
9:0	0 Opening Remarks
10:15-10:4	Welcome Survivors & Speakers 5 Pablo Alegria, Family Survivor of Germanwings Flight 9525
10:45-10:5	0 Q&A
10:50-11:1 11:15-11:4	
11:45-11:5	
11:50-12:2	
12:20-12:2 12:25-1:1	
1:15-1:3	
1:35-1:5	5 Claudia Cereghino, Macchu Picchu Train Derailment
1:55-2:1	
2:05-3:0 3:00-3:1	
3:15-3:4	
3:45-4:4	
4:45-5:0 5:30-7:0	
0.007.0	
Day	
8:3 9:0	5
7.0	Evolution, Personal Belongings, & Global Efforts
10:00-12:0	0 Case Studies - Industry Specific Interactive Group Exercise
12:25-1:1 1:15-1:3	
1:35-1:5	
1:55-2:4	0 Call Center Support & Information Management
2:40-3:0	
3:00-3:1 3:15-3:3	
3:45-4:4	5 Self Compassion - Employee Health
4:45-5:0	0 Conclude & Thank You
Guest Speakers: Pablo Alegria - Family Survivor of Germanwings Flight 9525, March 24, 2015	
	riel Prado - Responder of LAPA 3142, August 31, 1999
	ristina Iglesias - Survivor of LAPA 3142, August 31, 1999
C	laudia Cereghino - Survivor, Macchu Picchu Train Derailment, April 9th, 1994
	ATAM Headquarters, LATAM Airlines Headquarters, Av. Américo Vespucio 901,
	enca, Santiago
	:30 AM - 5:00 PM
	irlines & Transportation Industries - Non-Members \$225 irlines & Transportation Industries - Aviem & Foundation Members \$175
	irlines & Transportation Industries - Aviem & Foundation Members \$175 overnment agencies \$150
	offee breaks and lunches included
	lease contact <u>rosangela.maxwell@aviem.com</u> for special group rates.
	ilton Garden Inn Santiago Airport
	aundation Pate: \$110 JUAT/night
Chile <i>Interpreters</i> see <u>www.fafonline.org</u> for more details	

www.ChileInterpreters.com

Focusing On What Matters Most

by Jeff Morgan



Jeff Morgan Chairman and Co-Founder, Family Assistance Foundation

While working on several proposals recently, I noticed that all of the requirements were nearly identical in the services requested: call center, humanitarian assistance, on-site service and support, repatriation of human remains and recovery of personal belongings. The RFP's varied as to how much they called for logistics, coordination of memorials, crisis communications, or other services but for the most part, all companies were asking for the same things.

The Foundation and Aviem provide all of these services, but what we focus on more often is the model and philosophy that interviews with survivors and employee responders have shown to be best practice for a company. When companies experience a terrible disaster all of the services I listed above are needed. However, what none of those services do for the company is establish the **relationship** between the company and those most impacted by the disaster, the primary and family survivors.

When Carolyn V. Coarsey, Ph.D. published her research in 1992, the primary outcome of her study showed that the actions by company representatives involved in the disaster had the most significant impact on survivors, either negatively or positively. When people perceived that the company was being responsible and "stepping up to the plate", they had better long-term outcomes, based on the generally recognized disorders associated with trauma. And the reverse was true. When the company was defensive, and the survivors felt abandoned they reported <u>more</u> symptoms of these same disorders (generalized anxiety, clinical depression, PTSD, substance abuse, and somatoform disorder).

What we know today after many years of watching the results is that not only does stepping up and being responsible provide better outcomes for the survivors, but also is more beneficial to the company through reduced claims, less litigation and a preserved or even enhanced corporate reputation. As many survivors have stated, they all know accidents happen, but they expect companies to have a plan to deal with disasters.

As airlines began establishing more formalized care teams, many using Dr. Coarsey's Human Services Response[™] training models, these teams helped create that relationship between the company and the survivors. The term coined by Dr. Coarsey was the "kinship of sorrow" which was so beneficial to families and as she said, allowed the families to see the "heart behind the logo." The passage of the U.S. aviation disaster acts created a de facto best practice that ultimately spread around the world and beyond airlines to other transportation companies and other industries.

There has to be a close connection and coordination between companies and their external providers so that survivors see a unified response and can see the company being caring and responsive. I have seen some executives make the mistake of believing that the right decision is to outsource their disaster response to "experts" and mistakenly believed that families would applaud this decision. Unfortunately, families most often see this as "outsourcing their dirty work," "throwing money at the problem" and this becomes a giant second assault on families.

Some providers have convinced their clients that all they need to do is call 800-Dial-a-Disaster when something happens and they (the provider) will "take care of everything." This approach creates the same outcome as the executive who believes outsourcing is the proper thing to do and has the same negative consequences. The providers suggest that they will do "their part," and the company will execute their internal plan in parallel with the provider. This approach is a recipe for an unsuccessful response and usually results in a change in providers, though not for the current response.

So, what then, should be the thing that companies focus on the most? There are several, but first and foremost, we would encourage every company to have a trained humanitarian assistance (Care Team), even if it is a small one. One of the primary reasons we created the Foundation in 2000 was to help companies who did not have enough of their company employees trained as team members, either because of a small number of employees in the company, or a small number that were available to be part of a team. The Foundation, initially through a well-managed mutual aid approach and later with the addition of its team of trained responders became the additional resources needed by a company to respond and assist families after a disaster. However, you might ask, isn't this just outsourcing the response, that you claim is not helpful? The answer is "no" and raises the issue of why we created the Foundation as a non-profit organization.



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

Book Recommendation

Moments Matter

How One Defining Moment Can Create a Lifetime of Purpose

By Dave Sanderson

One of the highlights of the 2018 America's Member/Partner Meeting featured Dave Sanderson's presentation about his survival of US Airways Flight 1549, January 15, 2009--the Miracle on the Hudson.

Dave's presentation was both riveting and entertaining. After he spoke, Dave delighted the audience by signing copies of his inspirational book, *Moments Matter*.

Reading Dave's book we learn about Dave's survival that day during the ditching, and we also gain insight into how Dave uses his positive, faithfilled attitude to create a life of purpose and inspiration to help others. Not unlike many passenger survivors, I have interviewed, Dave's initial reaction after he heard the "Brace" command from Captain Sullenberger, was to think about his family and pray for them.

Dave describes his escape as well as that of others, including a mother of two that appears to be frozen with fear as she stands on the wing holding her three-month-old infant in her arms. Dave was one of the many heroes that day, not unlike the now famous Captain Sullenberger and Co-pilot, Jeffrey Skiles.





Dave Sanderson

Filled with motivational quotes and ideas about turning survival into a mission for helping others, Dave also provides ideas about how to file one's own successful flight plan.

I highly recommend Dave's book for everyone who wants to learn more about the amazing miracle that day on the Hudson, and also gain insight into how Dave is using this harrowing experience to help others. You can learn about Dave and his work by communicating directly with him at <u>dave@davespeaks.com</u>.

UPCOMING EVENTS

Family Assistance Foundation Support Team Member Training & QPR Training - September 26 - 27, 2018

> **Courtyard Atlanta Airport North** 3399 International Blvd. Hapeville, GA 30354

Support Team Member Training September 26, 2018 - 8:30AM - 5:00PM

QPR Train-The-Trainer Course (8:30 am-12pm) QPR Gatekeeper Training (12:30pm-4pm)

Train-The-Trainer will include the Gatekeeper Training and continue after (4pm-6pm) September 27, 2018

Cost for Train-the-Trainer Certification \$700.00, including facilitator's guide, power points, video and all training materials needed for training Cost for Gatekeeper Training, FAF members - no charge, non-members - \$25.00

New Mexico Foundation Support Team Member Training

TBD - Santa Fe, NM

Watch our website and upcoming newsletters where QPR Suicide Prevention Gatekeeper and Train-the-Trainer programs, and upcoming HSR™ Workshops, will be announced.



Rosangela Maxwell General Manager, Client Services -The Americas

Call Center Services

by Rosangela Maxwell

I started working with Aviem a year ago as Manager of Operations and Support. I came from the cruise line industry, where I was involved in Drills and Exercises with guests and crew and I was deployed many times as Care Team with our cruise guests in foreign countries. And because of that experience, Aviem offered me this job opportunity.

I soon was involved in the amazing events that Aviem and the FAF organize in and out USA

- 2017 Member-Partners meeting Miami
- 2017 Member-Partners meeting Connecticut
- 2017 Aviem/FAF Annual Training Atlanta
- 2017 QPR (suicide prevention training-certified to train)

Right after our first event in Miami, I quickly realized what it meant to be *activated*. I soon found myself leading part of our Family Support Members team when we were activated by two energy client companies that needed help after Hurricane Harvey hit Texas. I learned pretty quickly my way around and how to juggle between two activations with two clients, each of them with different needs and requests.

I soon understood the important power of the call center as more than just telephone support. Fast forward one year and I am now in charge of the full Call Center Operation along with my colleague Ana Maria Dumitru. We both work under the direction of Jeff Morgan.

Our call center is the key and initial part of the overall organization and planning of a response, way before there are boots on the ground. It is definitely the first step in relieving anxious relatives who are dependent on the impacted organization for information and connection to their loved one(s) as soon as the crisis first hits the media. Today Social Media has greatly impacted the post-emergency operation and increased the need to publish a toll-free number for the families of people affected, as soon as the company becomes aware of the crisis. We at Aviem are proud to offer our clients the most robust call center service available today. I would like to take the opportunity to briefly describe the unique features of our Telephone Enquiry Centre Services:

22 call center locations around the US and Canada

We know that If we get *activated* at any time of the day, we will have a good amount of agents on duty. And if a location is disabled for any given reason, we have multiple locations that can easily be reassigned to our Activation.

Our locations are all true brick & mortar call centers

Staffed 24/7/365. Our call center locations are dedicated call centers with appropriate facilities, equipment and necessary redundancies to ensure full operations, no makeshift facilities converted to call center use at the moment of an activation.

Our agents are always on duty

We do not bring agents from home when needed. Our agents are already in place answering phones. That is how we can always ensure a prompt response at any time.

Full readiness in one hour

One of the most important aspects of the call center service is for family and friends to quickly get through when a disaster strikes. Because of that, we are set up to have 100 agents ready to take calls in one hour or less.

Dedicated call center numbers for our clients

Each of our client has their dedicated TFN (Toll Free Number) assigned in advance, so that they can include it in their Emergency Response Plan or other documentation. That is much better than sharing a number with many other clients that could only be assigned at time of an activation.





Stephen Young Manager of Emergency Response Operations & Training

What Our Surveys Tell Us

by Stephen Young

We just completed another successful Member-Partner Meeting in June. It was hosted by Norwegian Cruise Line Holdings at their corporate conference center in Miami, FL. It was attended by many of our US as well as international members. As with all of our meetings, we learn from survivors and guest speakers, and this was certainly true at this meeting. At the Foundation we also learn from member feedback about how we can assist you and your teams, and your suggestions help us tailor future meetings.

After this meeting as we always do, we sent out surveys to learn from our members what was liked best and to learn of any suggestions about how we might improve meetings in the future. The results of the surveys indicated that survivor presentations and the talk presented by Kim Frierson, from the NTSB were the favorites. Attendees also gave a high rating to the case studies that were presented and found the lessons learned to be helpful in planning for future responses within their own organizations.

We want to thank everyone who attended our meeting and we are grateful to all of you who took the time to complete the survey and provide feedback that we can use for planning future meetings. We look forward to seeing you at an upcoming meeting in the future. Be sure to check our website for information about upcoming training programs and meetings.

continued from page 6

In the late nineties, we were able to observe and evaluate several aviation disaster responses. In some cases airlines sent their team members to assist, and in other cases, the disaster response was handled, for the most part, by a thirdparty provider. Interviews with survivors showed a real difference with how survivors perceived the company-and supported the original research by Dr. Coarsey cited above. We were convinced then that a joint effort of mutual aid would create the desired effect. And by joining the Foundation, companies would have access to a much larger pool of employee responders represented by multiple cultures and languages, as well as proximity to world-wide tragedies. Our decision to establish the Foundation as a nonprofit was based on our desire not to personally profit when companies reimburse each other for helping during a tragic time.

Based on these considerations what matters the most for companies is doing the following:

- Create a humanitarian assistance team, even if the numbers are small. The bigger team you can build the better, but if you have at least a small team, they will be the face of the company with the Foundation responders there to back you up and support you for the duration of the response.
- Ensure that your external provider is indeed a partner and not just a provider. We make every effort to spend time with our clients' pre-disaster and to help our members and clients understand how we can best work together in the event of a response.

- 3. Understand exactly how your provider will carry out the services they are contracted to provide you. If the promise is to answer 30,000 phone calls, then similar to what a child might respond, ask, "how" and "why" until you've drilled down to all levels. If a provider responds to your questions by saying "Don't' worry, we'll handle everything," that response alone should cause you to worry.
- 4. Work with your provider and incorporate their services into your response plan. This inclusion means more than just listing their phone number in your program. Your plan should define the roles and responsibilities of the provider, along with your team and how the two sides will coordinate their actions.
- 5. Teams that exercise together stay together. Your provider should be willing to participate in your drills and exercises so that you have the opportunity to practice working together. The exercise should be more than just a phone call to activate your provider's services but use the opportunity to drill down in different areas and to understand better how the provider will deliver those services.

At Aviem and the Foundation, we know that emergency planning is complicated. Furthermore, having the right partner is of enormous importance. We hope that this information will help company leaders focus on what will serve them best with their customers and employees during crisis times.



Ana Maria Dumitru General Manager, Client Services -Europe, Middle East, Africa

Why Do I Need Care Team Training If I Am A Caring Person?

by Ana Maria Dumitru

"Why would I need CARE TEAM training? I am a caring person after all and if your heart is in the right place, you will know what to do to support someone in need..."

Those were the words I used when I was first enrolled in an HSR[™] training onboard one of the ships. I had been recently promoted to Assistant Guest Services Manager and my Manager wanted me and my team to have this knowledge - a training that was new to our company.

I soon found out WHY.

As the day to day operation presented us with unfortunate emergencies experienced by our guests, knowing WHAT to do and WHEN and HOW to better support someone going

through a crisis was paramount. I soon personally experienced the emotional impact a crisis can have on you when you are there to help those directly impacted. Your Emotional Brain tells you to just be there and *feel* for and with them (your heart beats fast...faster, and your emotional charge is intense). But then your Logical Brain steps in and quickly pulls out all the information you stored when you trained, rehearsed, exercised and drilled.

And you just somehow *start doing the right things*. It is amazing.

As I transitioned through the Management positions, I made training and exercising one of my top priorities. I could see how team members that were empowered and had the right knowledge felt a sense of pride knowing they were prepared to help and knowing they were ready to give others the best support in time of crisis.

I appreciated every opportunity to exercise - emergency drills involved hundreds of team members, many different departments and multiple levels of management.

"Oh...another drill?! I had enough of those drills!..."

Of course, you'll hear these words from team members at times. That same team member that would use those words however, would turn into your best supporter if he/she had the right knowledge. Team members feel drills and exercises are not important when they just don't know what to do. When they do know what to do, they quickly understand they are important and can make a difference, so they turn from spectators into action takers.

Having transitioned to my current position at Aviem, I now have the opportunity to partner with many amazing teams that have a common goal, that of ensuring prompt, effective support following crises and disasters involving an organization, it's employees and customers, and anyone else affected.

We take pride in taking part in 50+ drills per year and are here to support our members/partners in their emergency response exercises and drills.

How strong do you and your team feel about trainings and drills?

We look forward to our next exercise!

continued from page 8

Constant quality assurance

We conduct the most robust quality assurance program in the industry. We conduct at least one internal drill per month (external role players test agents on compassion, tone of voice, interaction with callers and other attributes); and drills with our clients resulting in over 50 drills and exercises per year.

Highly flexible call center support system

Our CS2 call center system allows us to provide our clients with multiple call scripts that can be easily edited according to our clients' needs.

Running a call center operation, especially during an emergency, is not an easy job, but when you have the right people with their heart in the right place, and the right amount of training and exercising, adequate phone lines and resources, everything goes more smoothly and becomes more rewarding.

We are here if you have questions or would like to discuss more about our call center or any other services Aviem and the Foundation provide.

Training at Dallas Ft. Worth International Airport June 14, 2018



On June 14, Dallas Forth Worth International Airport held their first HSR[™] Training class conducted by Carolyn Coarsey and Stephen Young. The first class was followed by two other classes where the Airport's trainers became certified to carry out all of the DFW Airport HSR[™] training in the future.



Follow us on Twitter @fafcares and on <u>Facebook</u>

Page 12

2018 Americas Member-Partner Meeting



Shown here are the attendees at the meeting in Miami at the NCL Holdings Conference Center



Foundation Leadership Team shown with Family Survivor Harriette Hansell



Foundation Leadership Team shown here with Kim Frierson, NTSB, TDA



Foundation Leadership Team shown here with Board Members, Rich & Marie Anderson



Foundation Leadership Team shown here with Survivors, Mike & Tracy Wholean



Foundation Leadership Team shown here with Survivor, Dave Sanderson



Foundation Leadership Team shown here with Board Members, Scott & Terry Maurer



General Manager, Client Services - The Americas, Rosangela Maxwell & Foundation Co-Founder, Jeff Morgan, discuss Call Center operations with attendees



Ray Gonzalez discusses the Foundation's response at the Ft. Lauderdale shooting









QPR Gatekeeper Training - Miami, FL





FSR Training - Miami













