Sharing the Journey

Family Assistance

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

VOLUME 13 ISSUE I

The Official Newsletter of the Family Assistance Foundation

Summer 2014

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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When plans for the American Eagle 3379 memorial project were announced in the Cary, NC newspaper earlier this year, the Foundation was contacted by Warren "Dee" Sherrow, who worked for AE when AE 3378 crashed in February 1988 about the possibility of including another AE tragedy. AE 3378 went down shortly after take off, and all twelve on board perished. Dee was best friends with the Captain

Dave Ferrell, Marie Anderson, Dee Sherrow, Rich Anderson and Amy McIntosh

and because of his position at the airline he was asked to lead the airline side of the investigation as well as notify the Captains' fiancé about the tragedy. Dee, who today flies for JetBlue, has remained in the Cary area since the accident and has also remained in touch with many of the family survivors and other employees who were involved in the aftermath of the accident.

With the support of the Town of Cary, NC, the Foundation is happily including the family members and all who were impacted by both accidents in the memorial planning and joint fund raising efforts are underway. Information about the passengers and crew on both AE 3378 and AE 3379 is included in this newsletter.

FOUNDATION WORKSHOP SPONSORED BY BROWARD COUNTY AVIATION DEPARTMENT



Eighty-eight people attended the Foundation workshop sponsored by Broward County Aviation Department, held at the Fort Lauderdale/ Hollywood Airport. Workshop was co-facilitated by Carolyn Coarsey and veteran aviation professional Ken Jenkins. The workshop was greatly enhanced by the assistance of Mrs. Tina Siniscalo, whose sister Mary died in the crash of Continental Flight 3407 in Buffalo, NY in 2007.

Tina Siniscalo, Jim Kelly, Sandra Novak and Colleen Brooks

Continued on page 2.

We all continue to pray and hold up the families of Malaysian flights 370 and 17. UPCOMING EVENTS AVIEM/FAF ANNUAL MEETINGS December 9-10, 2014 March 5-6, 2015 London, England Santa Fe, New Mexico

Fort Lauderdale/Hollywood Airport Workshop continued

Attendees included Broward County leadership team Colleen Brooks and Jim Kelly and other members of their airport team. Sandra Novak, who coordinates Foundation responses for South Florida, also assisted with the workshop and described her role in airport and other responses that where the Foundation may be involved. Members local first responder groups, American Red Cross representatives, and numerous other responders participated, including several airlines, including American Airlines, Allegiant Airlines, Spirit Airlines, JetBlue Airways, Silver Airlines, National (?) Jets and other aviation companies.

Like all airport workshops, the attendees participated in numerous activities that involved planning together as one large community team, in the event of an emergency or crisis at the airport. Discussions involved coordinating with local authorities, informing awaiting family members and friends, coordinating transportation to local hospitals, and other parts of the airport/airline/operator plans.



Mary Abraham, sister of Tina Siniscalo

FOUNDATION MEMBER/PARTNER MEETING DECEMBER 9-10, 2014

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

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

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



PASSENGERS AND CREW OF AMERICAN EAGLE 3378

Captain, Walter Cole, "Walt" as known by his friends, would have turned 39 on March 18th. He was well-liked, and according to the newspaper article describing the accident, he had just taken his periodic test flight and passed with no problem. He lived in Raleigh, NC at the time of the accident. He is survived by a fiancé, a son and a daughter.

First Officer, Kathy Digan, was 27 years old. Like Walt, she had a great reputation as an excellent pilot. She was following in her father's footsteps. He was an Eastern Airlines pilot.

Terry H. Bower, 41 years old, was traveling on business for Circuit City Stores Inc where he was a divisional manager for the services department. He left behind a wife and three sons.

Glenn Bogitsh, 33, worked for a mechanical engineering firm that built hospitals all over the country. He and his wife traveling to visit with her sister in Richmond, VA.

Elizabeth "Libby" Bogitsh, wife of Glenn was 27 years old. She was a travel agent and had booked their travel on the flight. They did not have children but shared a cat named "Miss Kitty".

Marcia Bass Ferris, 33 years old, left behind a 4 year-old daughter and husband. Marcia was traveling as part of her job. Her husband described her as being a family person devoted to caring for him and their daughter.



Captain Walter Cole



First Officer, Kathy Digan

Michael E. Grindle was a 25-year-old chemical engineer from Richmond, VA. His wife, Julie who described him as a quiet man who liked to read and enjoy his good friends, survived him.

Staff Sgt. Henry A. Lewis worked at Fort Lee, VA teaching others how to refuel aircraft and ground vehicles. For his work he was given a posthumous meritorious service medal. Survived by his six-year-old son, he was described by his mother as a good soldier and a good son.

John V. Oliver, "Skinny", from Richmond, VA was headed to Greensboro for business. He was 54 at the time of his death. His wife described him as a quiet and calm man. His wife and their 9-year-old son survived him.

Richard W. Ross of Richmond, VA, 44, was a vice president of marketing and public relations. Described by friends and colleagues as an enthusiastic, man with a great sense of humor. He was very active in the community theater as well.

Christopher Wells was just 13 years old when he died in the accident. His parents were divorced and he was going to visit his father, which he did every other weekend. He wanted to be a helicopter pilot. On the way to the airport he and his mother stopped and ate a hamburger and fries. He told his mother that if the plane should go down, you know I had my favorite meal.

Roger I. Wilcox, 43, of Bradenton, FL was traveling to spend time with his fiancé when he died in the accident. The

engagement ring he had ordered had arrived and his fiancé brought them with her, as she knew he was going to give her the engagement ring. Mr. Wilcox was a nursing home administrator.





PASSENGERS AND CREW OF AMERICAN EAGLE FLIGHT 3379

Deceased

Captain Michael Patrick Hillis, 29, of Raleigh, NC was the captain on the flight. Michael was very active in his church and a student at NC State University. His father was also a pilot. Michael was single at the time of his death.

First Officer Matthew I. Sailor was 25 and from Miami, FL. Matthew grew up in Cannon Falls, MN. Following in his father's footsteps, Matthew earned his pilot's license while still in high school. He was single at time of his death.

Dennis Allain, 38, was a general contractor. His wife and her children from a former marriage survived him. Dennis was from Kennesaw, GA.

Jonathan B. Kast, 35 was a computer systems analyst from Franklin, MA. His wife and three small children survived him. Jonathan was a consulting area manager for a software company.

Kelly Ciulla was a 26-year-old resident of Long Island, NY. Her husband John survived the accident. The couple had been married the year before.

William Gibson, 39, was from Kernersville, NC. A wife and three children survived him. "Bill", as he was known was traveling on business when the accident occurred.

Scott A. Johnson, 41, of Hawthorne Woods, IL was president of his own company. He was traveling on business when he died, leaving behind his wife and two sons.

Pauline Josefson, 70, of Warwick, RI had been visiting family and friends when she died in the accident. Pauline was survived by 4 sons and 6 grandchildren. One of her sons, Jeff is an active part of the fund raising efforts for the AE Flight 3378/79 Memorial.

Bryan Kurchal, 23 years old grew up in Newtown, CN. Bryan

dropped out of college to pursue his love of fishing. In July before the accident, Bryan became the first amateur to win the sport's national championship.

Keith J. Korhorn, 40, was from Mt. Prospect, IL installed factory automation software systems. On his way home at the time of the accident, Keith left behind a wife and two small children.



Bryan Kurchal

David M. Parker, 39, was a Police Officer in Zion, II. Fellow officers wore black bands to honor his loss. David was survived by one brother, who was also his roommate.

Bill Peters, 30, of Woodstock, IL was booked on an earlier flight but gave up his seat since the flight was overbooked. An employee of Sears, Bill was traveling with his supervisor, Ronald Lewis, who survived the accident. His wife and two small children survived him.

Sam Stellato, 43, was a computer software sales executive from Glenview, IL. Known as a family man, Sam left behind a wife and two children. His colleagues said that he was a consummate professional who liked to ride his Harley-Davidson on his time off.

Douglas T. Suckow, 22, of Holmdel, NJ was traveling home after finishing his first semester at Elon College north of Greensboro. A tennis player, Douglas also played tennis. Douglas was single.

Katanisha Lavetta Turner, 20, of Detroit, MI was a sophomore at Bennett College in Greensboro. "Kate" as family and friends called her, was active in her church, sang in the choir and wanted to be a grade school teacher. She was survived by her parents and sisters.

Survivors

Lauren Sommer Anderson, 18, a native of Stony Brook, NY was traveling home for Christmas after completing her first semester at Elon College. Lauren is serving as Co-Chair of the Flight 3379 Memorial Committee and has been featured in previous newsletters.

John Ciulla, Jr., 30, of Long Island, New York survived the accident but his bride Kelly did not. The couple had been married for 1 year prior to the accident.

Ron Lewis, 35, of Crystal Lake IL, an employee of Sears was traveling with his colleague Bill Peters who died in the crash.

Richard Mann, 47, of Greensboro, survived the crash if fair condition and returned home to be with is wife and other family members.

Don Merkel, 60, of Wheaton, IL worked in marketing research for an insurance company. Don was initially listed in serious, but stable condition and then returned home. He has since then passed away.

FEATURE ARTICLE FROM THE CHAIRMAN OF THE FOUNDATION, JEFF MORGAN



Failure to Launch

The Asiana Flight 214 accident this past July in San Francisco caught the attention of many in the airline industry due to the questionable response, which we now know has been deemed a violation of the US Foreign Air Carrier Family Support of 1997, and the US Department of Transportation has

imposed a \$500,000 fine.

While we were saddened to see that expected immediate actions did not happen for Flight 214, it was not a surprise. Having been involved in airline disaster response planning since well before the first US Aviation Disaster Family Assistance Act in 1996, we have seen an evolution in planning, training and best practices, prompted by family survivors in the late eighties advocating for better treatment from airlines, followed by the first scientific research published by Dr. Carolyn V. Coarsey in 1992. This also resulted in the development of the first researchedbased training for family assistance best practices. Unfortunately, we've also seen a steady decline in true preparedness, precipitated largely in part to the attacks on the World Trade Center on 11 September 2001.

The passage of the Aviation Disaster Acts in the US in 1996 and 1997 certainly caught the attention of the global airline industry and, as such, there were significant improvements in emergency preparedness from 1996 until 2001, with the industry probably reaching its peak in 2000.

However, the airline industry was decimated following 9/11. Consider the following facts:

- 1. Both airline passenger traffic and capacity fell drastically after 9/11.
- This resulted in one of the largest reductions in workforce ever seen in an industry. US airline employment reached a peak in 2000 of approximately 650,000 employees. By 2010, that number had dropped to 500,000, a 28% drop, yet passenger loads have returned and exceeded those prior to 9/11.
- 3. The post-9/11 world also helped propel a shift in flying from major network carriers to new, low-cost carriers. That then drove the network carriers to shift more of their flying from domestic to international, and more open skies agreements permitted more carriers all over the world to fly to new destinations.
- 4. There have been 22 airline bankruptcies since 9/11, with a number of those ceasing operations entirely.
- 5. Airlines have lost 55 billion dollars since 9/11.

Oddly enough, another significant factor in the decline of overall industry preparedness is the fact that the airline industry is in its safest period since the dawn of the jet age. 2012 was the safest year for aviation since 1945 (based on statistics compiled by the Aviation Safety Network). Remember that the US laws came on the heels of two major fatal accidents in 1996: ValuJet Flight 592 and TWA Flight 800. However, in the years prior to ValuJet there had been 14 major fatal accidents involving US carriers (there were many others internationally, but the US accidents had the most influence on the evolution of the law). Unfortunately, as the collective memory fades, the motivation and recognition to be more prepared also fades. Social psychologists tell us that "primacy/recency," a phenomenon that explains how people learn and remember, likely applies here. People remember.

So what has been the net effect of all of this on emergency preparedness?

- 1. Loss of disaster response experience Many of those airline employees who responded to major accidents during the late eighties and nineties are gone. Many retired, either because of reaching retirement age or in taking early retirement packages with all of the post-9/11 reorganizations and downsizing. Others were simply pushed out of the industry during the downsizing of the industry following 9/11.
- 2. Budget Cuts Obviously, no business areas were safe from the devastating cuts made by airlines in the post-9/11 years, and money for training, additional staff, exercises and other activities were severely restricted.
- 3. Changing Attitudes As so often happens in many areas, the lack of fatal accidents and the ever-improving safety record caused airline management to reexamine their priorities and, while they may not have stated it out loud, the attitude in many cases was: "Do we really need to be this prepared? After all, we're running a safe airline; we haven't had an accident in x years and we'll just deal with it when it happens."

However, even with less training, tighter budgets and changing attitudes, another interesting phenomenon has emerged: we've almost outsmarted ourselves. In the years following the passage of the disaster acts, the US law has served to create a global best practice that has spread around the world, and other countries have adopted similar laws with similar requirements for assisting passengers and families following accidents or other disasters. Along with these developments has come training courses, industry groups and additional third-party providers offering a variety of training, planning and consulting services. As such, all of us who work in this industry have gotten very smart. We know all the acronyms: FFRC, SRC, PIC (or PEC), EPIC, CMC, JFSOC, FAC. I could go on, but you get the idea.

What we find most often is that many can "speak" about family and survivor assistance, but they can't execute a plan, or at least not execute one well. So often, in all of the training, workshops, and learning opportunities, most of the discussion is about what to do but not HOW to do it. And, therein lies the problem. WHY we have this problem is actually another article for another time. But the immediate question is: what do we do about it?



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

From the Editor NO SUCH PLACE AS CLOSURE...ONLY ANSWERS

In the weeks that have passed since MAS370 disappeared, I have repeatedly heard friends, family, and news reporters talk about how important it is to find the aircraft so that families can finally have closure. While I know that *solving the mystery* of what happened to the aircraft, its passengers, and crew is what most people mean when they talk about closure, I am always bothered by the confusion around that word.

One of the most difficult parts of grieving the death of a loved one has to do with finding a place for them in our life on earth. During the time that we are trying to figure out how to go on with our life, while holding on to the deceased in whatever way we can, we often find that others are ready for us to move on before we are. Words like "closure" cause fear and anxiety for many of us. On some unconscious level it suggests we must move on as though they never existed.

I was so disturbed by references to "finding closure," "getting on with my life," and other such expressions that I wrote a little book of free verse called *When Someone You Love is Grieving* during the first year after my fiancé was killed in Delta Flight 191 in 1985. It was my way of expressing how misunderstood I felt. Few grieving people have the energy to speak up for themselves, and some are not aware of what specifically offends them. But they/we can feel the pain and disconnection when the wrong thing is said—regardless of the intent.

There are some experiences in life for which closure is a very appropriate word, but I never met a survivor who truly wanted to feel closed off from their deceased. Over time, most of us figure out that it is the memories we shared that never leave us and that no one can take from us. And most survivors eventually figure out how to include the deceased in their current life.

I encourage everyone who has an opportunity to explain to those who talk about closure in the context of MAS370 to suggest that they substitute the word "answers" for "closure." There are many rituals associated with tragedies like MAS370 such as site visits, receiving personal belongings, and a full investigation that we all hope will happen for these families and the airline. All of these rituals will help the survivors *integrate* the experience of the tragedy into their lives, and these events will bring *connection* to others and play a major role in healing. But these rituals were never intended to bring closure with the deceased.

"WORKING TOGETHER IS THE ANSWER... COMPASSION CONSCIOUSNESS IS THE GOAL" THE INTENTION BEHIND THE WORDS

Numerous international philosophers, biologists, and scientific experts, along with many spiritual writers, predicted that a global shift in consciousness would occur in 2012. A common theme in these changes involved the end of "individual consciousness" and a shift toward "group consciousness." Marie D. Jones, in her book *2013: The End of Days or a New Beginning*, defined individual consciousness as belonging to ego-driven awareness exhibited by those concerned only with their own individual place in the scheme of things. Group consciousness she defines as an awareness that is motivated by the good of all people, with positive intention at the forefront of action and change. It is the intention behind the Foundation to bring support and compassion to all who are involved in a tragedy.

Compassion involves seeing ourselves in the shoes of another who is suffering and practicing what the Bible refers to as the Golden Rule: *Do unto others as you would have others do unto you* (or your own family). From the Eastern philosophy, Buddhist Nun, Pema Chodrin, says the same thing with different words. She reminds us that *true compassion does not come from us wanting to help those less fortunate than ourselves but from realizing our kinship with all beings.* Disasters such as Malaysia 370 allow us to personally practice compassion. While no doubt all feel for the suffering of the families of the 239 passengers and crew, to truly practice compassion means that we feel equally for the suffering of the employees and airline leadership as well as the Malaysian government officials.

Within 24 hours after the news of the missing airliner broke, criticism of many areas of the response began-causing additional separation and suffering, particularly for those who were trying to manage an unprecedented tragedy. Criticism, where others expressed how they would have responded, is an example of "ego consciousness" which simply further divides groups and adds to the pain and confusion. Criticism and judgment of others' responses, with so little information, is the antithesis of compassion as it heaps feelings of shame on employees and leaders who are doing their best.

EDITOR'S RECOMMENDED BOOK SELF-COMPASSION BY KRISTIN NEFF, PH.D.

by Carolyn V. Coarsey, Ph.D.

True compassion does not distinguish between groups of people. For one to practice true compassion, we must have empathy for all in the wake of the tragedy. It is my hope that the compassion which has been focused on the families of the missing passengers and crew members will continue and that the employees of Malaysia Airlines and country officials will be able to practice self-compassion, which after all is where compassion for others begins.

In her book **Self-Compassion**, Kristin Neff, Ph.D. defines self-compassion. She reminds us that we must begin this practice by recognizing our own suffering as a human being. We cannot be moved by our own pain if we cannot acknowledge that it is there. Self-compassion does not mean that we

think our problems are more important than someone else's, but it is our way of saying that we know our problems are of equal importance. Further, the author says that, by offering ourselves unconditional kindness and comfort while embracing our human experiences and difficulties, we can avoid the destructive patterns of fear, negativity, and isolation.

It is my hope that, while great lessons will come from MAS370, the offering of feedback for improvements in future tragedies will be shared in a compassionate, non-judgmental way. All humans have a need and a right to feel validated and worthy. Feelings of self-worth and that we are of value are necessary for anyone to do our best in future experiences.

I know that I speak for all of us at the Family Assistance Foundation, Aviem International, Inc. and all of our partners when I say that we pray for answers about MAS370 to be found soon. Then we know that families of the passengers and crew, as well as the employees of Malaysia Airlines and the country officials, can begin to experience peace and eventually live life beyond the losses.



RUSSELL GOUTIEREZ JOINS BMS GLOBAL

Russell Goutierez, Vice President Transportation Emergency Services, has recently joined BMS Global, Aviem International and Family Assistance Foundation's preferred provider for services such as managing the recovery and return of personal belongings, wreckage removal and accident site remediation and cleanup.

Russell brings a total of 16 years of emergency response experience to his new job, including playing a major role in the evolution of the American Airlines CARE program. He has served in numerous leadership roles and personally assisted passenger and family survivors following four major aviation accidents. He also played a key role in helping establish family assistance best practices by working with family advocates, the American Red Cross, the NTSB, Air Transport Association and within the oneworld alliance.

Russell will work directly with Aviem/Foundation as our POC with BMS Global, and we are delighted to work with him again in his new role as Vice President of Transportation Services.



Show Me the Numbers!

by Jeff Braun



The White House Correspondents dinner this year was, as always, a place to make fun of politicians and the folks who cover them. As President Obama noted, "I am happy to be here even though I am a little jet-lagged from my trip to Malaysia - the lengths we have to go to get CNN coverage these days."

About their coverage of

Malaysia Airlines Flight 370, CNN had plenty of detractors; it has been pilloried from the left, right and center. It has been called deplorable, ridiculous and ghoulish. The hard truth is that critics will be ignored in the face of data, and the data are clear. CNN was a big winner.

While covering the Malaysia Airlines story, primetime ratings at CNN went up 72%.

Ratings in the most desired demographic, ages 18-54, went up 91%.

How would your company react to a customer increase of 91%?

The detractors might as well be shouting down a well. Not only will CNN keep doing what works, everyone *in every medium of the news industry has taken note* and is looking hard at their own methods. They will also note that CNN's ratings fell as coverage declined.

This is a trend that has been going on for years and simply received a dramatic new push. If you think about local newscasts, the coverage long ago shifted away from local politics and community issues to mostly crime, auto wrecks, fires and other sad events, often with loss of life. "If it bleeds, it leads" has long been the TV news maxim. In recent years, as reporting staffs have been cut, cable news defaulted to political opinions delivered loudly, but there is no way that anyone in news can ignore the numbers.

You may recall in February of 2013 when CNN went wall to wall, even partly commercial free, in their coverage of a disabled Carnival Cruise ship that was being towed to Alabama. Their ratings were up 54% for the day, as compared to Thursday of the previous week. No doubt this boost was a real lesson for CNN executives, one that paid off with Flight 370. It is true that the vast number of unknowns made Flight 370 a story that was more compelling and longer lasting. There is no doubt the prolonged coverage and endless speculation had a significant effect on the loved ones of those on board, creating a continuous series of second assaults. There were also considerable challenges for the players in this drama, from the poor communication and lack of translators to what appeared to be an unsureness about who should speak on the different aspects of the response and what could or could not be said. Again, there were some unique circumstances in this case, but some of *the problems were simply the result of a lack of preparedness and this contributed greatly to prolonging the media feeding frenzy.*

Clearly, the news biz has found the proof they need to change their plan of attack in covering a tragic or even unusual event. After all, there was nothing tragic about the Carnival Cruise Lines situation – that was simply an awful vacation – yet it brought CNN a dramatic ratings bump.

Have carriers responded with a hard look at their own plan for reacting to a newsworthy event? Is there a strategy for feeding the media facts and important visuals that tell another aspect of the story? If there is nothing else to grab for, news organizations are left with endless speculation that includes toy airplane demonstrations and people who believe space aliens are at fault. The hours, even days must be filled. Will carriers help fill them with intelligent and honest coverage or will they hunker down, circle the wagons and avoid engagement?

It is absolutely time for a comprehensive event strategy, one that is *proactive, especially in the case of bad news,* for no matter what the critics say, this deplorable, ridiculous, ghoulish coverage is the new reality.



20TH AND FINAL REMEMBRANCE SERVICE FOR USAIR FLIGHT 427 PLANNED

6:00 p.m. Monday, September 8, 2014

DoubleTree by Hilton Hotel Pittsburgh Airport

Light refreshments provided

The board of Flight 427 Air Disaster Support League (427ADSL) announced on May 24, 2014 that they will be holding their final formal memorial service on September 8, 2014. This marks the 20th Anniversary and the twentieth memorial service held to honor those who died in the crash of USAir Flight 427.

This year's memorial service will be held at the DoubleTree Pittsburgh Airport location so as not to be limited by the small outdoor space of the Sewickley Cemetery Monument. As usual, attendees may visit both the cemetery and the crash site on their own. This is a privilege that will always be available to you.

The Board of Directors, Flight 427 ADSL invites anyone interested to offer their help in planning the 20th Anniversary Memorial. Also, if there is something you would like to incorporate into the service, please contact *Donna Weaver* by *August 30, 2014 at 412-257-6010* to be included on the program. All participants are welcome and appreciated.

This Remembrance Service is open to all who would like to attend.



Chad Morris, who lost his life on USAir Flight 427

CLIENT-PARTNER MEETING IN SANTA FE, NM MARCH 2014









FOUNDATION COMBINES 2013 INITIAL CL









