



Bulletin

INTERNATIONAL ASSOCIATION OF EMERGENCY MANAGERS

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Special Focus Issue: Emergency Management Education, Part 1 Emergency Management Higher Education: A Year in Review and in Context

*By Wayne Blanchard, Ph.D., CEM, Higher Education Project Manager
 Emergency Management Institute, National Emergency Training Center*

If you were in a ship at sea and a tsunami went by underneath, most likely you would not take note – until reports of impact upon the distant shore. That is where we are in emergency management higher education. The tsunami wave has already formed and is heading for shores distant, where the positive impacts will be just as enormous as the negative impact of a 20-foot wave hitting a populated shoreline. Yet it is virtually unnoticed and certainly insufficiently appreciated in its

potential for reshaping the profession. During the year 2003, 31 new collegiate hazard, disaster, crisis and emergency management programs (hereafter simplified as emergency management) went into operation in U.S. colleges and universities. That equates to an average of two-and-a-half new operational programs (a degree, concentration, certificate) per month! What other academic subject can show this type of

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IAEM: Working for You

■ **Wisconsin EM Conference Surprised by Presidential Visit.** President George W. Bush paid a surprise visit to the recent Wisconsin Emergency Management conference. *See Page 17.*

■ **New Column Begins in This Issue.** Craig Marks, CEM, brings us the first in a series of columns offering an “Eye on Education.” *See Page 3.*

■ **Mark Your Calendar for IAEM Annual Conference & EMEX Exhibit.** The IAEM 2004 Annual Conference & EMEX Exhibit is fast approaching. Please join us in Dallas Nov. 6-11 for an outstanding program

based on the theme of “Collaboration: The Key to Success in Emergency Management.” You can register online at www.iaem.com.

■ **Help Wanted: CEM® Commission.** The CEM® Commission is looking for candidates for two to four openings for the Class of 2007. *See Page 22 for details.*

Special Focus on “Emergency Management Education”
 This is the first in a two-issue special focus on EM Education. Watch for your June 2004 *IAEM Bulletin* for “EM Education, Part 2.”

IAEM 2004 Annual Conference & EMEX Exhibit
 “Collaboration: The Key to Success in Emergency Management”
 Nov. 6-11, 2004 • Dallas, Texas



From the President

By Daryl Lee Spiewak, CEM, TEM, TCFM, IAEM President, Past ASPEP President
Emergency Action Coordinator, Brazos River Authority, Waco, Texas

utilizes the funding that you do receive as well as what you would do if you received an increase.

Focus on All-Hazards Approach

With all the talk of terrorism, emergency managers still need to focus on all hazards as we move into the new hurricane season. Prediction models indicate an Atlantic hurricane season with seven named tropical storms and four hurricanes. Sixty percent are expected to be Category 3 or higher! Add to that the "normal" hazards we have to deal with – summer heat, drought, wildland fires, power loses, floods and tornadoes – and 2004 will continue to be an interesting year for emergency managers even without the terrorism issue.

Models of Emergency Management

Some recent discussions on the IAEM Listserv revolved around various models of emergency management used at the local level. The Co-Chair of our Government Affairs Committee, Michael D. Selves, CEM, CPM, wrote an excellent article discussing two models in current use. In the article, he takes "a critical look at the underlying philosophical bases upon which local emergency managers operate and the practical implications which result from those philosophical choices." The premise of his article is that "the failure to do so accounts for a good deal of the misunderstanding of our roles – especially by local government executives." You can download a copy of Mike's article on the home page of our Web site at www.iaem.com under *IAEM News*. Use it to further your discussions with your local elected officials.

Common Body Of Knowledge Project

I haven't received any additional suggestions for the Common Body of Knowledge project IAEM is working on. I plan to discuss our first draft at the Higher Education conference that will be held at EMI in June.

Be sure to send me any suggestions you may have before then. Remember, this is your chance to have a positive effect on important emergency management issues. We need your support.

The second round of budget negotiations for Fiscal Year 2005 is now occurring with various hearing and testimonies on the Hill. Your letters and e-mails concerning the proposed budgets for EMPG and HMGP are having a beneficial effect. Keep those letters coming, and keep your elected officials and congressional contacts updated on these and other important issues related to emergency management. It will only help our cause.

Major Points for Discussion With Officials and Contacts

Some of the major points for your discussions with your elected officials and congressional contacts should include the following:

- The proposed funding for EMPG is reduced by \$9 million from last year.
- The budget proposes to limit the matching funds for personnel costs to 25 percent from the current 50 percent.
- EMPG is more than \$254 million below current needs.
- EMPG should remain a separate funding program, as it is different from other grant programs.
- HMGP funding is reduced from 15 percent to 7.5 percent.

Address the Local Angle

Don't forget to put a local angle on your discussions too. Explain, with current examples, what the proposed budget will do to your programs should it be approved. Also explain how your program

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Eye on Education

By Craig Marks, MS-FEMA, CEM, Director, Community Preparedness and Disaster Management Program, University of North Carolina at Chapel Hill, School of Public Health

Editor's Note: This is the first in a series of columns offering an "Eye on Education" by Craig Marks, who welcomes comments and suggestions at marksc@email.unc.edu.

So...if you are in – or started out in – fire, law enforcement, civil defense, communications or EMS, how many were told how important education was? Show of hands...hmm...just as I thought. Ten, 20 or 30 years ago, none of us in the collective group that is now the emergency preparedness and response field were encouraged to seek education. Sure, there was the occasional progressive department that hired with higher pay if you had a degree; however, it was mostly a degree in anything, because technical degrees in our fields did not exist.

Schools like Oklahoma State, whom firefighters speak of in hushed tones, and Northwestern, where police officers do the same, were not the norm. Nor did they offer the broad-based, all-hazards type of education that an emergency manager, business continuity planner or political jurisdictional leader needs for today's diverse environment. Where are the programs today, and from where did they appear?

Higher Education Program Initiative at FEMA

Kay Goss, in her years as Associate Director at FEMA in charge of Preparedness, Training, and Exercises, and now as a CEM® Commissioner with IAEM and Chair of its Education and Training Committee, and Senior Advisor for Homeland Security, Business Continuity, and Emergency Management Services at EDS, launched the Higher

Education Program initiative at FEMA's Emergency Management Institute to build courses, develop textbooks, build a bibliography and build programs through an innovative cooperative effort between FEMA and interested institutions.

In 1995, Dr. B. Wayne Blanchard, CEM, Ph.D., was appointed by Goss and John McKay, CEM, then the FEMA Director of Training and Superintendent of Training, now the Director of Training for the Customs Service, to spearhead this critical project. His extraordinary efforts have produced results. From four degree programs in 1997, FEMA has assisted in facilitating what now numbers more than 110 programs with certificates, minors or degrees in some aspect of emergency management. Progress and quality of this level are seldom seen in any federal program.

Trend Toward Homeland Security Textbooks/Courses

Since Sept. 11, the higher education offerings for emergency management have morphed to include the now household term, "homeland security." In fact, DHS, seeing the phenomenal success of Dr. Blanchard's HigherEd Project at FEMA has replicated that office to create homeland security textbooks and courses. Some see "terrorism," and "homeland security" as pushing aside traditional emergency management issues. It will be the educators who either stop or foster this trend. If curricula chase after the buzzword or grant-du-jour, then there may be an unhealthy competition as disaster becomes synonymous with terrorist. If the quality educational programs focus on the all-hazard approach, of which terrorism is

one of many bad things that can befall citizens of this nation, their communities and others, then educational programs, and the professionals they produce, will be able to react successfully to the full range of challenges out there, both from human actions and from the environment.

In the months to follow, we'll look at some interesting topics in education. We'll explore what degrees are available and what you really want (or need). We'll talk about credentials (CEM® and others), certificates (multiple courses in a concentration) and degree programs (AAS, BS, MS and PhD), as well as how we professionalize our chosen career paths and use education to gain the next level in that process.

Picking a Program

Picking a program should never be about the lowest tuition, the closest school or the slickest ads. Nor should it be about how fast you can get done or who has the "easiest" curriculum. If that is the extent of your search criteria, then I'll be happy to forward one of the 20 e-mails I get a month telling me that I can have a Ph.D. with "no tests, no classes and no hassle – just send money."

As a working professional or as a student wanting to enter the field, it is critical that programs have synergy. Look for programs that give you added value. Some combine FEMA Independent Study courses as part of the lesson material; thus, you can get credit, a degree and FEMA-EMI Certificates. Does the program assist you, or satisfy requirements for, the CEM® or AEM? If you want to go for your next promotion or to your entry level job interview, being able to have a professional

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EM Higher Education: A Year in Review

(continued from page 1)

growth? Here's a rundown:

- 1 doctorate in emergency management.
- 3 master's level emergency management programs.
- 1 bachelor degree in emergency management.
- 8 associate degrees in emergency management.
- 18 certificates, concentrations, diplomas and/or minors in emergency management, most at the associate degree level.

Status of Collegiate Programs

The year 2003 also broached the 100 programs threshold; the grand total for collegiate programs at the end of the year was 106. At the time of this writing (late February 2004), there are 108 programs. In addition, at FEMA's Emergency Management Higher Education Project we try to keep track of schools that are investigating, proposing or developing a new emergency management program (there are about 100 of these, with 13 new investigations started in 2003).

By comparison, in 2002, there were 16 new collegiate programs (with four previous programs folding) for a net increase of a dozen.

Debt of Gratitude

Just think – in 1995, when the FEMA Emergency Management Higher Education Project started, there were but four collegiate programs. The community owes a debt of gratitude to the then Superintendent of the FEMA Emergency Management Institute, John McKay, and to his boss, Kay Goss, the Director of the then Preparedness, Training and Exercises Directorate, for their vision in starting the project.

It bears noting that the dramatic

numbers noted above do not take into account the development of two other types of programs we track in the project: (1) international disaster management and humanitarian assistance collegiate programs (of which there are 9), and (2) homeland security, homeland defense, terrorism and critical infrastructure protection programs (of which there are at least 22, and counting).

Program Growth Trend

Finally (almost), I should offer a note on the existing programs. From conversations with the academics who manage existing "emergency management" programs, it is clear that the trend is program growth, semester after semester. There are some few thousand students enrolled in these programs:

- Traditional college students thinking that they would like to try to enter the profession upon graduation.

- Emergency management practitioners seeking professional development and advancement.

- Practitioners from a wide range of other professions – most notably the fire service – seeking a broader perspective and professional development and advancement.

Just as importantly, those who are traditional college students and practitioners from other professions – guess what – they're getting jobs.

Looking Ahead

Twenty-five years ago, there wasn't much in the way of a public administration or a planning discipline. Today, not only do these disciplines exist, but try getting a job as a planner in any medium-sized city without a master's degree in planning – getting tougher all the time. I predict that it will not take 25 years before it becomes similarly difficult to get an emergency manager's job in any medium-sized city without a

master's degree in emergency management.

For More Information

For descriptions and points of contact for all 108 emergency management collegiate programs, 22 homeland security programs and 9 international disaster management and humanitarian assistance programs, go to "The College List" on the FEMA EM Higher Education Project Web site at <http://training.fema.gov/emweb/edu>. In addition, one can find a wealth of information pertinent to practitioners within the content of 14 completed upper division college courses and 10 upper division and graduate courses under development (Free College Courses section), the Practitioner's Corner, EM Competencies and elsewhere. Take a look.

Eye on Education

(continued from page 3)

portfolio (an "I love me" book) with diverse aspects and distinctive areas of learning, is essential. Find a practical professional program that recognizes that dynamic and helps you achieve it.

In the next several issues, we'll address what kinds of degrees you need. We'll also take a very critical look at distance vs. traditional education. There is nothing worse than finding yourself in a system that is not compatible with your personality, previous education and future career needs. We're all in jobs where individual initiative is rewarded in times of disaster and chaos, but that method is not the optimum in picking an educational program.

If anyone (even a Duke fan) would like to discuss options available, specific needs or share wonderful (and not so wonderful) experiences, please e-mail me and I'll include your stories in future articles.

Practicing Emergency Management In Institutions of Higher Education

By Steve Charvat, CEM, Emergency Management Director, University of Washington

Over the past decade, more and more colleges and universities have feverishly been developing and delivering courses, degrees, certificates and other methods of instruction to an expanded cadre of professional emergency managers. However, at the same time, there has also been a parallel movement for many institutions of higher education to “practice what they preach.”

Growth of University EM Offices

In other words, many U.S. colleges and universities have recently begun to establish and support their own emergency management offices, departments or functions. My employer has been the beneficiary of such a national movement. Each year, a growing number of colleges and universities have established similar independent offices to coordinate disaster mitigation, preparedness response and recovery activities.

University Seen As City-Within-A-City

Like many communities, my city is home to a major university. Universities and colleges are often considered a city-within-a-city – with their own diverse populations, critical infrastructure, and related hazards and specialized resources. With billions of dollars collectively in private and public investment, these institutions deserve the attention of a comprehensive emergency management program as do their neighboring communities, cities, towns and counties. Additionally, recent studies have shown that in any one work day, over 39 percent of all U.S. residents are housed in either a school

or college/university building. This represents a major portion of any city’s population base.

In 2003, I was lucky enough to have been selected as the first full-time, professional Emergency Management Director for the University of Washington in Seattle. The UW is following a national trend – the realization by many college/university administration officials that their campuses deserve and demand the attention and focus of a full-time professional staff dedicated to saving lives, protecting the environment and safeguarding the environment.

As with most other colleges and universities, my employer has to deal with many hazards (chemicals, radiological/nuclear materials) and vulnerabilities (open environments, hazard-prone buildings, transient populations). Throw on top of this a very open environment and atmosphere of minimal regulation, and you have all the ingredients for a disaster waiting to happen.

Unique Challenges

While running a university Office of Emergency Management is very similar to that of a city, I soon learned that there are also a number of unique challenges in dealing with an academic institution of higher learning. All the skills that one learns working for government or a large private organization come into full use when dealing with an academic institution. Teamwork and consensus-building are art forms when dealing with tenured academics. Selling the benefits of emergency management can be a challenge in the halls of hallowed learning – but one that is very much needed and appreciated.

It is important for my counterparts throughout the United States

and the rest of the world to recognize the unique aspects involved in living and working near a college or university. Not only are they responsible for education, but for many, they provide valuable research and countless public services to their respective communities. Many local emergency managers recognize and support the efforts of their counterparts who work for their neighboring college or university. A fully-prepared institution of higher learning can be a formidable asset to its surrounding community, for it can provide specialized expertise and skills to its surrounding community as well as resources and facilities (i.e., shelters).

Disaster Resistant University Program

FEMA has been supporting the development of college/university disaster coordination efforts through the development of the Disaster Resistant University Program. More information on DRU can be found on our Web site at: www.washington.edu/admin/business/oem/.

Just as today’s local emergency managers must build bridges to their neighbors in order to run a successful program, it is important to ensure that they are involving and actively engaging their local college/university offices of emergency management in regional planning and response and recovery activities. Remember, colleges and universities are repositories of knowledge and learning about emergency management – and they may also be one of the best tools available to assist you in helping your community become better prepared for any type of disaster.

EM Program Certification in the Rural Community: A Question of Equality

By William David Brown, M.S., Emergency Preparedness Specialist, East Central Health District VI, Advanced Practice Center for Public Health Preparedness, Augusta, Georgia

A great many communities across the country can be described as scarcely populated, rural and economically challenged. As a result of these circumstances, few are able to employ a dedicated full-time emergency management agency (EMA) director.

Dual Roles In Rural Communities

More likely, these EMA directors are dual or even triple-hatted in other emergency response roles, such as fire chief, emergency medical services (EMS) and police. In fact, some EMA directors work full-time jobs in the private sector and are only provided a token salary, if any, as compensation for their EMA responsibilities. This being said, it's easy to imagine that the professional skills and credentials of these critical positions vary widely among communities, based on economics and the support they receive from the community and its elected officials.

State-Level Certification Programs

Many states have their own version of a Certified Emergency Manager® program offered through their state-level emergency management agency (EMA). These state-developed CEM® programs are designed to provide EMA directors with the basic knowledge needed to function, and usually consist of a combination of field-delivered courses, distance learning opportunities, correspondence courses, state-developed courses and certain life/job-related experiences. State CEM® programs may span several years for completion, and

some communities are never able to reach the required levels due to frequent changes in EMA directors. This EMA director turnover is due to either lack of time and compensation or political changes resulting in their falling out of favor and being replaced.

Resource Distribution to Rural Communities

While any formalized training is better than none, the lack of standardized professional EMA credentials more often than not places poorer rural counties at a disadvantage compared to their more populated and resourced urban counterparts. Poor, rural communities often suffer when it comes to requesting and distributing state or federal funds for either disaster assistance programs or homeland security dollars. Often grant requests are not submitted due to the EMA director's inability to pull the complex applications together properly; they lack the time needed to identify hazards in their communities that might be mitigated with grant funds, or just as likely, they do not have the writing or organizational experience needed to develop a competitive grant request. This is not to say that there aren't exceptional rural EMA directors; however, even the best carpenter must have basic tools to build with, and talent without resources often falls short.

The State EMA's Role

The state emergency management agency must be the EMA director's lead advocate in professional development and credentialing/certification of emergency programs. Additionally, the state EMA should provide direct assistance to counties and

communities that lack the local resources to develop grant requests. This includes having the state EMA take a close look at the reason why counties are not requesting funds for emergency preparedness and making themselves available to develop these requests if no local capability exists.

Communities with certified emergency management agencies with full-time EMA professionals will continue to receive a disproportionate amount of state and federal funding, unless some special attention is directed toward helping the less affluent communities reach a level of professional competency in emergency management.

Need for Basic Levels of Competency

Requiring all communities to attain a basic level of emergency management competency and having this professional EMA certification linked to the distribution of financial assistance would ensure a baseline level of competency for EMA directors and community programs. The existence of various levels of professional expertise is common in many fields. A hierarchical structure for EMA programs starting at a basic level of certification leading up to designations such as "Master CEM®" or "Disaster Ready" would serve as:

- Indicators of a community's support to emergency management programs;
- A source of pride for community leaders; and
- Finally, and perhaps more importantly, as a source of confidence by local citizens in their communities' emergency preparedness and response capabilities.

It's a Match: Learning on the 'Net Eases Access Problems

By Larrene Shannon, Ed.D., Director of Continuing and Independent Learning
Western Washington University

Erma Bombeck said it well: "One size fits all is an incomplete sentence." Of course she was talking about clothing, but her observation is as applicable in education as it is in fashion. There are many educational programs available in emergency management, and some are a better individual fit than others.

Emergency management programs come in many "flavors," each with a specific aim. Some culminate in an undergraduate or graduate degree; others provide a certificate of completion. Careful examination of personal goals and background is obviously required to select the appropriate avenue. Yet there's another piece of the learning puzzle that deserves consideration, and that's the mode of instructional delivery. While most programs are strictly classroom-based, a few are delivered on-line, and both have their strengths.

It's easy to understand why working professionals would opt for on-line learning if classroom programs are located far away, but there are other important reasons for choosing the on-line environment. For starters, it's an excellent way to link with other students and practitioners across the continent. Just ask Laurie Willis, a Boeing Company employee with seven years' experience in security and fire protection. She's enrolled in Western Washington University's on-line certificate program in Emergency Management/Homeland Security and says, "I've 'met' folks in the field from all over the States, as well as a few in Canada – it's great to compare philosophies and case studies with other U.S. locations and countries!" It's also rewarding, she says, to share experiences with students who are new to emergency management concepts, and to watch their interest evolve.

Depending on where they reside, North Americans usually experience distinctly different natural disasters. Hurricanes, forest fires, volcanic eruptions, earthquakes, severe heat waves and other calamities strike frequently in some places, rarely in others. Yet extraordinary events can and do hit in unexpected locales. At such times it's a tremendous asset to have "contacts for when we might need each other," learning from others who've been through it, says Colleen Barlow, a teacher who is in charge of emergency preparedness for her school district. Students in her on-line courses "come from all over the country," she says, "and every student has valuable insights to share with the others."

Faculty in on-line programs can be drawn from everywhere, providing a pool of expertise that is normally not available in a classroom-based curriculum. Specialists in Washington, D.C., for example, can share their knowledge with people in New England, the Pacific Northwest and the Southeast simultaneously and continuously. This mix of experienced students and faculty provides a broad base, a deep well for others to draw from when emergencies arise.

Jarrett Devine, a Rhode Island firefighter who was involved in the tragic West Warwick nightclub fire that claimed 100 lives, is grateful to have studied under faculty from all parts of the country. After the nightclub fire, he was appointed City Emergency Management Director for East Providence, R.I. He also served as the Urban Search and Rescue Branch Chief during the World Trade Center response and as a Logistics Branch Chief during the response to Guam's Typhoon Pongosa. "I fully attribute my success to the incredible instructors in the emer-

gency management program. Who thought I would be doing all this at the age of 25?"

Convenience and other personal factors also drive people to their computers for classes. Here's how a deputy fire chief, who must cope with unpredictable shifts, tells it: "I appreciate being able to choose the times of day I 'attend class.' Traditional class attendance is not an option because my schedule is so erratic. On-line classes have brought the opportunity for personal and professional development to my keyboard."

Commute time and relocation are nonissues with on-line classes. "I didn't have to put my career on hold while I studied for the next level," is a reason often cited for choosing on-line studies. Even the textbooks can be ordered on-line. Finally, if an emergency ties up an on-line student for a period of time, it's usually a simple matter to arrange an extension.

On-line programs don't work for everyone – those who need structure imposed from outside and those who need close personal contact to thrive, for example, are better off in the classroom. But for other types of learners, on-line programs may offer the right combination of features: expert faculty who aren't limited by geographic location, student contacts from across the continent, learning delivered to your home or workplace, and flexible scheduling can all contribute to a successful outcome, fitting the individual learner.

If you would like more information on Western Washington University's on-line certificate program in emergency management/homeland security, contact Larrene Shannon at 360-650-3315 or Larrene.Shannon@wwu.edu. Program details can be found at www.ExtendedEd.wwu.edu/EmergencyMgmt.

The Vital Role of Practitioners in Higher Education

By David A. McEntire, Ph.D., *Emergency Administration and Planning,*
Department of Public Administration, University of North Texas, Denton, Texas

Since its inception in 1982/1983, faculty members in Emergency Administration and Planning (EADP) at the University of North Texas have strived diligently to offer a rigorous and well-rounded academic experience for those enrolled. Curriculum has been meticulously designed, theory has been consistently taught to our majors, relevant books and journals have been ordered for the library, social and honor organizations have been created for our students, and research has been undertaken and shared in the classroom. But one of EADP's greatest assets is not to be found at the university. This asset is the professional emergency manager.

The following essay explains six of the many impressive contributions made by practitioners to the EADP program in recent years. The purpose of this essay is to illustrate what emergency managers may do to facilitate education in this important discipline.

Advisory Board Participation

Each year, the EADP program holds an advisory board meeting to review curriculum and receive recommendations for possible future courses and content development. In the past few years, the members of this panel have encouraged several positive changes in key areas. In accordance with their suggestions, EADP students are now required to have a stronger background in the natural sciences, in communications or public speaking, and in technical writing. More emphasis is currently given in various classes to grant writing, disaster exercises, mutual aid agreements and the incident command system as a result of the guidance given. The advisory board therefore ensures that the concerns of

practitioners are instilled in the minds of our students before they graduate from the major.

General Consultation

It would be impossible for any professor to have a complete understanding of every issue and process in a field as vast as emergency management. Consequently, EADP professors continually network with practitioners to better understand recent trends in the field, forthcoming policy initiatives and the benefit of modern technological applications. This information is then shared with our students, which promotes a more accurate and complete picture of these disaster issues.

Guest Speakers

EADP students look forward to the guest speakers that frequently visit our campus. Practitioners from the public, private and non-profit sectors are invited to share their thoughts about various subjects on a periodic basis. Topics covered include hazard and vulnerability analysis, structural mitigation, warning systems, damage assessment operations, donations management, weapons of mass destruction and the politics of emergency management. Others have discussed lessons from recent disasters or provided advice to those students nearing graduation. The real-world experience and professional insights are always welcomed by students majoring in EADP.

Field Trips

An education in emergency management would be incomplete without a comprehension of the professional workplace. EADP is fortunate to have coordinated recurring field trips to various

emergency management offices in the Dallas/Fort Worth metroplex area. Professors often arrange visits to the nearby regional headquarters of the Federal Emergency Management Agency. Other classes visit local emergency operations centers or FEMA's National Information Processing Service Center. Students especially look forward to the annual Division of Emergency Management Conference sponsored by the State of Texas. They consistently comment that the time to learn from and interact with practitioners is undoubtedly worth the drive to this professional gathering.

Service Learning

Emergency managers in the region often seek assistance from the university, which provides numerous learning opportunities for our students. EADP majors are asked to participate in disaster exercises as mock victims, safety officers or evaluators. The help of other students is requested to plan CERT training or organize emergency management conferences. Not only does this service learning reinforce what is taught in the class room, but it allows for additional professional development that cannot be directly included in academic degree programs.

Internships

A final and very valuable role of practitioners is in regard to internships. Professionals in the field graciously open their doors to EADP students, and they serve valiantly as mentors. EADP majors have completed internships with the American Red Cross, the Federal Emergency Management

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EM Education Outreach Efforts at GWU

By Greg L. Shaw and Claire B. Rubin

The George Washington University Institute for Crisis, Disaster and Risk Management (ICDRM) is celebrating its 10th anniversary as a research institute and 6th anniversary as a leading provider of graduate level education programs in the area of crisis, emergency and risk management. Located within the Department of Engineering Management and Systems Engineering, the institute conducts evening classes at the main GWU Foggy Bottom Campus, and at the Arlington, Va. and Alexandria, Va. graduate education centers (www.gwu.edu/~icdrm).

In the past six months, the institute has completed a number of projects that show a wide array of outreach efforts.

National Level Projects

■ Developing new courses.

Staff at the institute, under the direction of Greg Shaw, recently completed the development of a new course on hazards risk management. The *Instructor's Guide*, which was produced under contract to FEMA in 2004, can be downloaded from the FEMA Higher Education Web site at <http://training.fema.gov/EMIWeb/edu/hazardmgt.asp>.

■ **Meeting with the professional community.** In November 2003, the institute, with funding support from the National Science Foundation, hosted a two-day *Workshop on Emergency Management in the Homeland*

Security Environment. Over 70 invited researchers and practitioners attended the workshop and provided input to the resulting workshop report. Workshop details, including the attendees, agenda and final report, are available on the workshop Web site at www.gwu.edu/~workshop.

Local Programs and Projects

In the Washington, D.C. area, there are numerous state and local governments, a large number of professional associations and many national organizations, such as the American National Red Cross. Among the activities the institute has engaged in locally are:

■ **Providing professional development opportunities for students and the emergency management community.** Each month, the institute selects an expert in the fields of emergency management or homeland security to provide an informal, off-the-record talk and meet with the students and other interested attendees from local firms and agencies. Typically, 60-80 people attend each forum.

The monthly Homeland Security, Emergency and Risk Management Forums have addressed topics such as: the National Response Plan (NRP), the National Incident Management System (NIMS) and the implications for emergency management; observations about risk management and homeland defense; Operation Safe Commerce; and the United States

response to the earthquake in Bam, Iran. Guest speakers have included top-level officials from the Dept. of Homeland Security, General Accounting Office, Congressional Research Service and principals from major consulting firms. These sessions are very popular because they provide an informal gathering for students, faculty and local practitioners/consultants.

■ **Working in the local community.** From September through December 2003, the institute, working with the University of New Orleans, Center for Hazards Assessment Response and Technology, completed the Hurricane Isabel After-Action Review. This report, which was sponsored by the D.C. Emergency Management Agency, involved interviewing more than 70 local officials. The final report has not yet been made public.

Additionally, institute staff members have conducted small business emergency preparedness and response workshops for the Arlington County Office of Economic Development. Currently, institute faculty, staff and students are assisting the Arlington County Dept. of Emergency Management in the development of guidelines and templates for business continuity and continuity of operations plans. Institute faculty, staff and students are also conducting research and support to assist the American National Red Cross Disaster Services Human Resource System in reshaping their organizational structure and support functions.

Learn More

The institute's Web site at www.gwu.edu/~icdrm provides current information on academic, research and outreach programs. Please address questions to Greg Shaw at gshaw@gwu.edu or 202-994-6736.

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Support the future of emergency management through your donations to the IAEM Scholarship Fund, which awards scholarships to emergency management students each year. Learn more by visiting our Web site at www.iaem.com. Click on *Scholarships*, and make your donation online.

Tennessee Integrated Training and Alert Network (TITAN)

By David C. Landguth, MPH, CHMM, Manager, Public Health Preparedness Programs
UT/ORNL Center for Homeland Security and Counterproliferation, Knoxville, Tennessee

The Department of Health and Human Services (HHS) awarded grants to 23 states last year in an effort to strengthen bioterrorism education and training. Managed by the Health Resources Services Administration of HHS, these grants represent an investment by HHS to improve bioterrorism and all-hazards training for U.S. health care professionals.

Multi-Agency Approach

One of the grant recipients, the Tennessee Integrated Training and Alert Network (TITAN), represents an innovative, multi-agency approach to build upon existing educational programs and share the experience of subject matter experts across an entire state. This network is uniting the efforts of various public agencies to equip this region's workforce of health care professionals with the skills, knowledge and abilities to address the medical consequences of deliberate or unintentional public health emergencies. The strength of this educational outreach program is hinged on its multi-agency model and collaborative approach, with each project partner bringing different resources to cover the gamut of needs in continuing education.

The University of Tennessee Health Science Center (UTHSC Memphis), as the lead for TITAN, provides project direction and management, gives access to existing telecom networks, manages continuing education (CE) credits, conducts evaluations, and disseminates findings. UTHSC is also providing a wide variety of educational and training programs in allied health, and hosts an annual workshop to exchange information between agencies and bioterror/public health researchers. The University of Tennessee Graduate

School of Medicine and the UT Telehealth Network™ (UTTN) in Knoxville provide biological, chemical and radiation lectures that focus on how to recognize, respond and report these types of bioterror incidents to the appropriate government agencies. UTTN and the UT College of Veterinary Medicine also have partnered to train veterinarians and other allied vet personnel to recognize, respond and report incidents affecting the domestic food supply and agriculture. For more information about this aspect of the bioterror training network, go to www.UTtelehealth.net.

University of Tennessee's Role

The University of Tennessee at Martin conducts emergency medical service first responder training and implements monthly three-day bioterrorism awareness/preparedness/responsiveness training workshops, in addition to follow-up on-site assistance visits. The university is providing access to its existing videoconference network for distance education, and provides subject matter experts to deliver their training, workshops and on-site assistance visits.

The University of Tennessee Center for Homeland Security and Counterproliferation, in collaboration with Oak Ridge National Laboratory (ORNL), coordinates activities with related Dept. of Homeland Security initiatives and provides unique knowledge concerning biological, chemical and radiological response and recovery approaches and homeland security sensor technologies. ORNL provides access to its existing videoconference network for distance education, and provides expertise and special facilities in mammalian genetics and genomics, computational biology, biophysics

and biomedical technologies, toxicology and risk analysis, and the Emergency Management Center (<http://emc.ornl.gov/>).

ORNL National Security Directorate

The UT/ORNL Center for Homeland Security and Counterproliferation works closely with the ORNL National Security Directorate. The ORNL National Security Directorate provides federal, state and local government agencies and departments with the technology and expertise to support national and homeland security needs. Additional information regarding the UT/ORNL Center for Homeland Security and Counterproliferation and the ORNL National Security Directorate may be found at www.chsc.utk.edu and www.ornl.gov/sci/nsd/, respectively.

Tennessee Dept. of Health

The Tennessee Dept. of Health state and county offices are receiving training on targeted public health education, developing courses for TITAN members, and coordinating education related to alert systems and multi-disciplinary training. The department is providing training and education relating to how providers interact with local health departments, to foster an understanding of the role of public agencies. The Memphis and Shelby County Health Department is collaborating with UTHSC to develop joint blackboard classes for continuing education.

TITAN expects to reach 2,475 physicians, 3,000 nurses, 1,000 dentists, 2,100 emergency medical technicians, paramedics and first responders, 1,000 pharmacists, 1,000 veterinarians and 100 administrators by the end of the

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International Focus

Emergency Management Education in Turkey

By Derin N. Ural, Director, Center for Excellence for Disaster Management
Istanbul Technical University, Maslak, Istanbul

Emergency management in Turkey began following two large natural disasters: the 1999 earthquakes in the Marmara Region of the country. A magnitude $M_s=7.4$ earthquake struck the unprepared Marmara Region of Turkey on Aug. 17, 1999, at 3:02 a.m. local time. The earthquake duration was 45 seconds, which caused buildings to collapse and many to tilt under liquefied soil. The losses were large, as the earthquake affected one of the most populated region of the country, with approximately 15 million residents. The earthquake left more than 600,000 residents homeless. The official death toll was more than 18,000.

The active Northern Anatolian Fault located in Turkey caused this earthquake, as it has caused many others in the past. The significant difference was that this earthquake affected a populated and industrial region of the country, and was a wake-up call for change and the initiation of disaster management.

Establishment of Turkish EM Directorate

Following these events, the central government established a "Turkish Emergency Management Directorate" to coordinate disaster management efforts from Ankara in 2000. The Istanbul Technical University (ITU) also began work in this field, through the U.S. Federal Emergency Management Agency's Project ACHIEVE (A Cooperative Hazard

Impact-Reduction Effort Via Education).

Project ACHIEVE

Project ACHIEVE was a train-the-trainer project in disaster management, in which 21 experts chosen by FEMA came to Turkey to train 30 faculty members at ITU. Upon completion of the training project, the faculty members who took part in the project translated the course materials and adapted them to the Turkish legal and political system, as well as the Turkish culture. This was the first activity following the establishment of the Center of Excellence for Disaster Management (CEDM) at ITU.

CEDM's Accomplishments

The Center has published 18 books in Turkish in the field of disaster management. These books are being used in the training and education of local government officials, as well as central government officials, officials from the private sector and NGO representatives. The Ministry of the Interior of Turkey also initiated a training and education project through the CEDM,

and we have educated more than 1,000 officials. These certificate programs proved to be beneficial, as governors had testimonials following disasters.

First Degree Program

In 2002, the CEDM decided to initiate the first degree program in disaster management in Turkey. This master's degree program, began with the support of Texas A&M University and Oklahoma State University. All 13 of its first graduates were placed in disaster manager positions.

The application rate has increased greatly, and interest is continuing to grow. Disaster management is a new and important profession in Turkey, and our educational programs will grow to meet this need.

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University of Louisville Becomes Storm Ready

By Vikki Stempkowski, CEM, IAEM Secretary, and Dennis K. Sullivan, CEM, CHMM

On Feb. 23, Norm Reitmeyer, National Weather Service; John Bastin, Kentucky Division of Emergency Management Area 6 Manager; Dennis Sullivan, CEM, CHMM, Assistant Director Environment Health and Safety, University of Louisville; and Vikki Stempkowski, CEM, Louisville Metro Emergency Management Agency, met and reviewed the University of Louisville's StormReady application and conducted a verification inspection of the university, including its Public Safety Dispatch and Emergency Operation Centers.

Upon verification of the components of the application, Reitmeyer and Bastin both agreed that the University of Louisville should be certified as a StormReady University. The University of Louisville will be the sixth university in the United States certified as a StormReady University.

StormReady Universities are better prepared to save lives from the onslaught of severe weather through better planning, education, and awareness. No university is storm proof, but being StormReady can help universities save lives.

At the University of Louisville, the faculty, staff and students are

better prepared because each floor in each building has a weather radio, which is more than is required under the StormReady Program.

In addition, each building has a Building Emergency Action Plan (BEAP), and every faculty and staff member is required to be familiar with its contents. The BEAP includes emergency actions for all types of emergencies, including the sheltering locations for severe weather. The BEAP is exercised and updated annually.

These efforts have made the university a safer place if severe weather is imminent.

Submit Questions: Inquiring Students Want to Know

One of our regular featured columns in *The IAEM Bulletin* is "Inquiring Students Want to Know," by Valerie Quigley, CEM, Emergency Preparedness Manager, Lawrence Berkeley National Laboratory, and IAEM Communications Committee Chairman. Each column features questions submitted by IAEM student members and answered by professional emergency managers.

If you are a student member of IAEM, please send your questions about the EM profession to vquigley@lbl.gov.

Tennessee Integrated Training & Alert

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two-year project period. Education and training is being provided free of charge in the form of class work, presentations, readiness drills and workshops (live and via interactive video), designed to develop the skills, knowledge and abilities of health care workers to respond to public health emergencies. Additional information regarding training classes, locations, dates and times can be obtained via TITAN affiliated partners' points of contact identified on the TITAN Web site at www.utmem.edu/titan/.

Role of Practitioners in Higher Education

(continued from page 8)

Agency, local emergency management offices, and companies in the business continuity world. Recent projects include plan development, risk assessments, community education and IT planning. Such internships assist in the acquisition of a professional identity and serve as a platform for career placement and advancement.

Conclusion

It is true that an academic degree in emergency management will probably always give preference to book learning and theoretical comprehension. But practitioners in the field can play an important role in the education of the future generation of professional emergency managers. At the University of North Texas, we are grateful to the emergency managers who assist in or with our advisory board, general consultation, guest speaking, field trips, service learning and internships.

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IEMSA Chapter News

By Shaun Ohlms, IAEM Student Region President

As most of you have probably seen in this and other issues of *The IAEM Bulletin*, there is more talk about emergency management students. Specifically, you may have heard about the International Emergency Management Student Association (IEMSA). This may have many of you curious about just what IEMSA is and what we are about.

History of IEMSA

I will start with the history of IEMSA, which began when students at the University of North Texas decided they wanted a student association for their emergency management program. After a little research, they realized a student association did not exist. This led them to create the first chapter of IEMSA. It stayed a one-chapter organization until they decided to let other schools charter their own chapters. The next school to do this was Arkansas Technical University. Not long after that, Central Missouri State University chartered the third chapter. Then the University of Akron was chartered, to bring on board the fourth chapter of IEMSA.

Partnering With IAEM

As IEMSA grew, IAEM saw the possibility of a partnership with IEMSA. This was pursued by IAEM as well as by IEMSA. This idea quickly became reality – and at the IAEM 2000 Annual Conference & EMEX Exhibit in Columbus, Ohio, both sides voted and agreed to the merger. As part of the merger, IAEM added Region 12 or the Student Region to the existing 11 IAEM regions. At each IAEM Annual Conference, students now elect a regional president who sits on the IAEM Board of Directors.

First Charters Awarded

At the IAEM 2003 Annual Conference & EMEX Exhibit in Orlando, Fla., the first four chapters were awarded to the four chapters that existed before the merger. The charters were presented in the order that the chapters were originally created.

The fifth IEMSA chapter, the University of North Carolina at Chapel Hill, was added at the IAEM 2004 Mid-Year Meeting in Alexandria, Va. Three to four additional schools are working toward starting up their own chapters. All IEMSA chapters look forward to a lasting partnership with IAEM.

Chapter Updates

Now here is a look at what each of the first four chapters are doing and working on:

■ **University of North Texas (UNT)**. The UNT IEMSA chapter is the oldest and probably the most active chapter. They have many projects that they are currently working on. They have just created the first CERT team on the UNT campus in conjunction with the Denton Fire Department. Also, they sent a large group of students to the Texas Department of Emergency Management Conference in Waco, Texas. Those attending were paid for by the Texas DEM as they are avid supporters of the IEMSA chapter.

■ **Arkansas Tech University (ATU)**. ATU, the second IEMSA chapter, is also starting up a CERT team in their local community. They are looking forward to the IAEM Annual Conference & EMEX Exhibit in November and raising money to attend by having a CEM® test. They are also creating a video about IEMSA. It will show what their chapter does, not only in the school but also outside of the school. They also

have various other fundraisers that they are working on to help cover the cost of attending the IAEM conference.

■ **Central Missouri State University (CMSU)**. The CMSU chapter is a newer and smaller chapter of IEMSA. It is, however, working hard on building a reputation within CMSU and its surrounding community. Members are working with the local fire department and recently hosted a training for all to attend on “The Role of the Safety Officer on The Haz-Mat Scene.” Also, they are working on hosting some hazardous materials training at the end of the summer. They too sent a small group to their State Emergency Management Agency (SEMA) Conference.

■ **University of Akron (UofA)**. The University of Akron chapter is the newest of the original chapters. However, the members are very active in the community and the Ohio area. They are attending numerous training sessions, some including presentations on interviewing tips from the Ohio EMA, CERT training, numerous safety and security meetings, and drills. They too are feeling the economic pressure and are working on fundraisers such as a 50/50 raffle.

DHS Grants For First Responders

In the coming weeks, the Dept. of Homeland Security will award \$2.2 billion from the State Homeland Security Grant Program and \$725 million from the Urban Area Security Initiative to state and local governments to help first responders better protect their communities. Information about these grants, distributed through the Office for Domestic Preparedness, is available at www.dhs.gov/grants.

New IAEM Partner

American Ambulance Association

Please welcome the American Ambulance Association as our newest IAEM Partner.

The American Ambulance Association promotes health care policies that ensure excellence in the ambulance services industry and provides research, education and communications programs to enable members to effectively address the needs of the communities they serve.

The American Ambulance Association represents ambulance services across the United States that participate in serving more than 75 percent of the U.S. population with emergency and nonemergency care and medical transportation services. The AAA was formed in response to the need for improvements in medical transportation and emergency medical services. The association serves as a voice and clearinghouse for ambulance services across the nation. The association views prehospital care not only as a public service, but also as an essential part of the total public health care system.

Contact:

Jerry Overton, President
American Ambulance Association
8201 Greensboro Dr., Suite 300
McLean, VA 22102
Phone: 703-610-9018
Web Site: www.the-aaa.org



Regional News

■ **Region 2 Works with New Jersey Legislature on EM Residency Requirement.** IAEM Region 2 has been working closely with the New Jersey legislature to address the issue of residency. They provided data generated from a recent IAEM member poll. After legislators considered the information that Region 2 shared, they dropped a pending bill that would have required municipal residency of emergency management coordinators and deputy emergency management coordinators.

Results of IAEM member survey: Out of 61 total respondents, 5 indicated that their jurisdictions had a local residency requirement for their emergency management coordinator, 8 had a county residency requirement, and none had a state residency requirement. For more information, please contact Tom Metzler, CEM, at oem@fairlawn.org.

This is a good example of the **benefits of IAEM membership**, as networking with IAEM members allowed Region 2 members to gather the information they needed to educate legislators.

■ **Regions Invited To Share News.** Let us know what you're doing! IAEM Regions are invited to share news of their activities and meetings through *The IAEM Bulletin*. Please send your news items to Editor Karen Thompson at thompson@iaem.com.

PLAN AHEAD ON YOUR PROFESSIONAL DUES BUDGET

Membership fees in IAEM, your professional organization, increase by \$10 effective Oct. 1, 2004 – that's \$160 for individual members, still a bargain! As always, IAEM is working for you to ensure that your investment is worthwhile. You can renew online at www.iaem.com, and 2004-2005 invoices will be mailed in May for those who want to renew early.

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University of North Carolina at Chapel Hill, Kipling, NC
Arizona State University East, Gilbert, AZ
University of Louisville, Louisville, KY
Lynn University, Weston, FL



Building the Profession Through Education & Training: IAEM Committee Kicks Off New Year

By Kay Goss, CEM, Sr. Advisor for Homeland Security, Business Continuity Planning, and EM Services
Electronic Data Systems Corporation, IAEM Education & Training Committee Chairman

The IAEM Education & Training Committee recognized the Decade on Education for Sustainable Development by hosting a number of speakers during recent the IAEM Mid-Year Meeting.

DHS Science and Technology Directorate

Dr. Maureen McCarthy, Director of the Office of Research and Development (ORD), DHS Science and Technology (S&T) Directorate provided a report regarding the mission of her area.

S&T conducts, stimulates and enables research, development, testing, evaluation and timely transition of homeland security capabilities to federal, state and local operational end-users. They integrate science and technology regarding threats, consequences and resources. They seek to understand the impacts, enhance interagency resources for response, and facilitate and innovate public-private partnerships.

Specifically, the ORD provides for enduring research, development, testing and evaluation capability through stewardship of people (creating a cadre of homeland security experts), places (National Labs, Critical Infrastructure) and programs (Standards, CBRN/HE Countermeasures, International S&T Cooperation) to anticipate, prepare for, prevent, respond to and recover from terrorist attacks. Concentrations will be on things the private sector cannot do, will not do, or might do at a later time, if given the guidance and incentive.

The Senior Scholars and Fellows Program provides scholarships for undergraduate students and fellowships for graduate students pursuing degrees in areas

beneficial to the homeland security mission, as well as internships and mentoring opportunities. Next round will be for the 2005–06 school year. In 2003, there were 50 scholars and 50 fellows in engineering, math/computer science, social sciences and psychology, life sciences and physical sciences. The 2004 class starts this fall, chosen from 900 applications. A new discipline being taught is incident management, and the program is laying the foundation for alumni network.

Homeland Security Center for Risk and Economic Analysis

The Homeland Security Center for Risk and Economic Analysis of Terrorism Events at the University of Southern California develops modeling capabilities regarding:

- General threats and targets, represented by application areas such as electrical power, transportation and telecommunications.

- Tools for planning responses to emergencies to reduce economic impacts.

The center uses Augmented Virtual Environment (AVE) and agent-based simulations, and is headed by the School of Engineering and the School of Policy, Planning and Development, including partnerships with New York University, University of Wisconsin at Milwaukee, and UC-Berkeley.

FEMA Training

Steve Sharro, the long-time and legendary training leader at FEMA, reported on training and education for

2,000+ FEMA full-time employees, 4,000+ FEMA DAs, state, local, tribal officials, other federal audiences and members of allied professions. He reported that 8,922 officials were trained last year. Independent study enrollments increased to 187,450 during the last year. Completions remained very high as well in Radiological, Historic Preservation, Animals in Disaster, EOC, Volunteer Agencies, Exercise Evaluation, Planning for Schools, Disaster Assistance, Hazardous Materials, CERT, Tribal Partnerships, and The Emergency Manager.

Training sites include NETC at Emmitsburg, Md.; Mount Weather Emergency Assistance Center, Berryville, Va.; and Noble Training Center, Anniston, Ala. (mass casualty, health area leadership, IEMC for Metropolitan Medical Response Systems, Radiological Emergency Preparedness); and FEMA Headquarters.

FEMA Higher Education Program Provides Foundation

The FEMA Higher Education Program provides a strong foundation for higher education efforts in homeland security (23+ in homeland security and 9 in international humanitarian relief), including:

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You're Never Too Young To Learn To Help Someone

By Alec Driskill and Lanita Driskill, B.S. Emergency Administration & Planning, University of North Texas

My name is Alec Driskill, and I am eight years old. I have been a member of the Highland Village, Texas, Community Emergency Response Team since September 2003. My mom and I have been told that I am the youngest CERT member in the Dallas-Fort Worth region and that I am possibly the youngest member in the whole state. When I went through the training, some people thought that I was too young to understand what was being taught. They also wondered whether it might be too scary for me to think about what happens during an emergency or a disaster. I think it is very important for all children to have some kind of knowledge of how to respond during an emergency.

I have taken an American Red Cross training class, and I am certified in giving Basic Aid. I have already used my CERT and ARC training to help one of my class-

mates when she fell off of a swing and broke her arm. I was recognized by the Highland Village CERT team and the Highland Village Fire Department for using my training to help others. It made me feel very proud that I could help someone and that I knew what to do during an emergency. I believe that more kids would be willing to help others if they only knew how. The great thing about the CERT training is that they teach us new things but they also remind us of some of the lessons that what we have already learned at school: what to do during a fire; how and when to call 911; how to give basic first aid; and most importantly, how to remain calm.

Every kid is different, but I believe that everyone can be taught something about emergencies and disasters. When you are trying to draft new members for your CERT teams or your citizen's police and fire academies, you

should think about getting the local school kids involved. Just because children are typically around adults does not mean that the adult could not be the one that is injured and needs help. All you have to do is remember the situation at Columbine. When the teacher was hurt and no one could get into the building to help him, the only people left were the kids. How sad would it be for a child to have to deal with a situation where they don't know what to do and someone desperately needs their help?

It is very easy to say that kids are not capable of doing something or that they would not be interested. Try to remember that when you get kids involved in a program, their parents will usually follow, either willingly or unwillingly. It is not very easy to tell a child that they cannot take a class or learn a lesson that may end up saving someone's life.

Profession Building Through Education

(continued from page 15)

prototype emergency management curriculum; 15 academic courses for colleges and universities; and strong partnerships among FEMA, institutions, professors and the profession, despite little direct funding. Over 111 institutions now offer certificate or degree programs; many others are at different stages of adding programs, through distance education, resident courses, exercise support and field courses. Wayne Blanchard, the FEMA higher education guru, is completing plans for the largest yet higher education conference, set for June 8-10.

Additionally, this month, a new EMI National Incident Management System awareness course

will be offered that is Web-based, with a flexible delivery format and an online resource center, including command, operations, planning, logistics, and finance/administration.

UNC Partnership with IAEM

Craig Marks, CEM, Director of the Community Preparedness and Disaster Management Program at the University of North Carolina at Chapel Hill, reported on the university's new partnership with IAEM, the rapid expansion of course offerings, and the need for an accreditation process for courses in the area.

Disaster Resistant University Program

Vincent Brown from the FEMA Mitigation Division reported on the new Historically Black College

initiative under the Disaster Resistant University Program, and discussed the Mid-Atlantic Regional conference to be held at the University of Maryland, Eastern Shore campus.

Looking Ahead

The IAEM Training & Education Committee will be creating a list of existing emergency management certificate and degree programs, surveying practitioners on training and education needs, creating a purpose statement for the Committee, and developing templates for bringing state certification programs in partnership with the CEM®. If you have questions or would like to participate in the committee's work, please contact me at kay.goss@eds.com.

President Bush Encourages First Responders

By David L. Maack, CEM, Racine County Emergency Management, Wisconsin

When Wisconsin Emergency Management (WEM) planned their 37th Annual Governor's Conference on Emergency Management, they didn't plan for President Bush popping in "for a salad" – but much to the delight of more than 500 first responders gathered at the Paper Valley Inn in Appleton, Wisconsin, that is exactly what happened.

As Grady Bray was speaking on "Emergency Services Stress, The Trauma That Doesn't Bleed" during the luncheon, members of the media rushed into the hall. Ed Gleason, WEM Administrator, interrupted Bray and announced, "Ladies and gentleman, I would like to introduce the President of the United States."

President Bush, who had been addressing a group about the economy across the street from the hotel, joked that he was looking

for a salad. He then addressed the conference attendees on the war, terrorism and homeland security. He commented, "We're at war, and we better be ready on all fronts. And so the first responder effort and the strategy with the local, state and federal government is really an important part of making sure that we do everything we can to do our solemn duty, which is to protect our fellow citizens from harm."

The *Appleton Post-Crescent* quoted Gleason as saying, "Most people don't get to personally see a U.S. president – and for him, the leader of the war on terror, to come into our conference and [for them to] hear words of encouragement that their work is important, has to bolster morale."

A test of the President's speech can be found at: www.whitehouse.gov/news/releases/2004/03/20040330-6.html.



President George W. Bush, during a surprise visit to Wisconsin Emergency Management's 37th Annual Governor's Conference on Emergency Management, stresses the importance of first responder efforts from the local to the national level.

EDS Becomes First Major IAEM Conference Sponsor

Electronic Data Systems Corporation (EDS) has committed to become a sponsor at the IAEM 2004 Annual Conference & EMEX Exhibit. If your company would like to participate in the IAEM Annual Conference as a sponsor, please contact Beth Armstrong, IAEM Executive Director, at 703-538-1795 or armstrong@iaem.com.

There are many ways in which you can support the work of IAEM through a corporate sponsorship, and at the same time secure a high-level presence at the conference. Sponsorships include: general conference sponsorship, exhibit luncheons, scholarship reception, Cyber Café, exhibit opening reception, exhibit reception, breakfasts, coffee breaks, President's hospitality suite, Board meetings and workshop sessions.

Benefits of sponsorship include:

- Your organization is acknowledged in the conference program.
- Signage will be displayed at the sponsored event.
- Your staff will be able to meet and greet the more than 750 emergency management professionals who attend this annual event.
- *The IAEM Bulletin* will recognize your organization as a sponsor in its post-conference coverage.
- High-level sponsorships include opportunities to speak at sessions.

The IAEM 2004 Annual Conference & EMEX Exhibit will be held Nov. 6-11 at the Adams Mark Hotel in Dallas, Texas. This year's theme is "Collaboration: The Key to Success in Emergency Management."



You can learn about IAEM conference sponsorships and the ways in which you can participate at www.emex.org, the official Web site of the EMEX Exhibit. At the EMEX Exhibit site, you'll also obtain information about attendee profiles, exhibitor entitlements, reservations, costs and more.

"I've found IAEM's trade show the best place to learn about new products and services." – Michael D. Selves, CEM, Director, Johnson County Emergency Management

Response to Suicide/Homicide Bombings, Part 1

By August Vernon, Winston-Salem/Forsyth Co. Office of Emergency Management, North Carolina

Editor's Note: This is Part 1 in a two-part series on the subject of response to suicide/homicide bombings. Watch for Part 2 in an upcoming issue of *The IAEM Bulletin*.

Suicide bombings have proven to be one of the most effective means of penetrating a target and creating injuries and havoc. Every week we see the scenes of chaos and destruction across the world created by suicide bombers.

What type of impact would a suicide-bombing event have in the United States in a movie theatre or café? How would the agencies in your jurisdiction respond to a "possible" suicide bomber? How can agencies plan and train for these types of events?

At this time, the FBI possesses no information indicating specific plans to conduct suicide bombings in the United States. However, due to the recent increasing numbers of suicide bombings in the Middle East and across the world, there is a growing concern that terrorist organizations or lone extremists may target American interests abroad and at home.

Number One Threat in Iraq

During the May 20, 2003, increase of the National Homeland Security Threat Level to Code Orange, there was reference to the seriousness of "large vehicle-borne devices and suicide bombers." Several weeks ago, Defense Secretary Donald Rumsfeld said the number one threat to the new government and U.S. forces in Iraq comes from suicide bombers.

On a recent trip to the United States, Former Israeli Prime Minister Benjamin Netanyahu warned the U.S. Congress that suicide bombers may next target the United States. FBI Director Robert Muller stated that "Suicide

bombers are inevitable in the United States."

Increase in Terrorist Events

In the first few months of 2004, there has been a great increase in terrorist events across the globe, including suicide events. In early April, five terrorist suspects surrounded in an apartment building blew themselves up to avoid capture. On Mar. 30, several female suicide bombers caused multiple bombings across Uzbekistan. On Mar. 11, multiple "backpack" train bombings across Spain killed 200 and injured over 1,000. During the Spain train bombing, there were three "secondary devices" left in place to injure first responders. Several suspects and large amounts of explosives were also captured in England and the Philippines last month.

There have been dozens of Americans killed by roadside and suicide bombings in Iraq in the past 12 months, including six Americans killed by a roadside IED (Improvised Explosive Device) on March 15. On Feb. 29, there were two simultaneous suicide bombings occurred in Northern Iraq that killed over 100. Since 2000, there have been over 900 Israelis killed in bombings and shootings, with the majority of these caused by suicide/homicide bombings.

A suicide bomber – or "homicide bomber" as coined by the Bush Administration in 2003 – is an individual who carries an IED (improvised explosives device) on their person either in a package or under their clothing (vest or belt) to detonate in a location, with the intention of taking the lives of bystanders as well as their own. Suicide bombings have occurred across the globe in more than 15 countries. As of the middle of 2003, there have been more than 300 suicide attacks carried out in

15 countries by 17 terror organizations.

The tremendous amount of information on the history of bombings, profiling, case studies, pre-incident indicators, interdiction tactics and response cannot be covered in this article due to space constraints. It is recommended that those responsible for WMD planning/training conduct additional research on planning for and responding to suicide/homicide events.

Lessons Learned

Middle Eastern experiences have shown:

- Men, women and older children have been suicide bombers.

- Targets have included buses, clubs, restaurants, police checkpoints and other public locations where there are large groups of people ("soft targets").

- Bombers have started using an armed assault to gain access into "hardened targets" before detonating.

- Devices in the Middle East have included belts, vests, jackets, backpacks, suitcases, bikes, shoes, and even a guitar case. The device typically will consist of 10 to 30 pounds of explosive that can be easily hidden in clothing or other packaging systems.

- Bombers will add nails, bolts, ball bearings, hazardous chemicals and pesticides to the explosives.

- Rat poisons containing an anticoagulant that prevents blood clotting have also been used, causing excessive bleeding among the victims.

- Bombers have also been infected with diseases such as HIV and hepatitis, thus exposing the victims and responders to serious biohazard issues.

- Do not assume this would be the method of attack in the United States.

E.M. News

■ **NSSE Designation Process Outlined.** The process to designate National Special Security Events (NSSE) was outlined in a recent conference call for homeland security partners. The NSSE designation process is initiated by a formal request from the governor of the state hosting the event to the Dept. of Homeland Security (DHS) Secretary. If the event is federally sponsored, an appropriate federal official makes the request. Once the request is received by DHS, an NSSE Questionnaire is sent to the host state to elicit detailed information. The request and completed questionnaire are reviewed by the NSSE Working Group, which may obtain additional relevant information through interviews or on-site assessments. The NSSE Working Group makes a consensus recommendation to the DHS Secretary regarding NSSE designation, and the Secretary makes the final determination. Additionally, the DHS Secretary

can directly designate NSSE events. A formal NSSE designation decision is transmitted to the government of the host state by DHS. Once a NSSE designation has been made, the U.S. Secret Service contacts the relevant federal, state and local officials to begin planning and coordination for the event. To obtain additional information, contact Ron Parthemore, Office of State and Local Government Coordination, at 202-282-8422.

■ **DHS Ties Grants to Interoperability Standards.** The Homeland Security Department plans to require state and local governments seeking grants to adhere to technical standards and protocol to ease voice and data interoperability at the state and local level, said Steve Cooper, DHS chief information officer, at the recent DHS Industry Forum. As reported by *Washington Technology*, Cooper told attendees that the department wants to

promote interoperability, especially in using mobile radio and geospatial data. See details at www.wtonline.com/news/1_1/daily_news/22975-1.html.

■ **NWS Implements New NOAA Weather Radio Warning Event Codes.** Beginning June 30, NOAA Weather Radio Specific Area Message Encoding/Emergency Alert System (SAME/EAS) event warning codes will be available nationally for a variety of non-weather events. The new codes will allow NWR users to program desired alert messages on subjects ranging from child abduction emergencies, local area emergencies, fire warnings and hazardous material warnings, to radiological or nuclear power plant warnings, shelter-in-place warnings or volcano warnings. The NWS is upgrading existing software to handle the new codes. More information can be found at www.weather.gov/com/nwsfocus/fs030804.htm.

Effective Management of Mass Fatality Events

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multi-jurisdictional response coordination; telephone inquiry centers; family assistance; morgue operations; mass burial & disposition; public affairs / crisis communication

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(804) 786-6858 or bellerman@vifsm.org
get course brochure and agenda and reserve / pay online at www.vifsm.org



Kenyon International Emergency Services &
Virginia Institute of Forensic Science & Medicine

New IAEM Members: Mar. 16 - Apr. 15, 2004

A monthly listing of new IAEM members appears in each *IAEM Bulletin*. Please take this opportunity to contact new members with a phone call or e-mail, and say "Welcome to IAEM!"

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(continued on page 21)

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(continued from page 20)

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(continued on page 23)

Association News

■ IAEM Seeks 2004 Entries for Business Industry Awards.

The International Association of Emergency Managers (IAEM) will profile exceptional corporate emergency management programs at its Nov. 6-11 Annual Conference & EMEX Exhibition in Dallas. The conference theme is "Collaboration: The Key to Success in Emergency Management."

Nominations should provide contact information, a 25-word synopsis of the company's emergency preparedness program (for IAEM to promote a potential conference session), and a more detailed explanation of the program (up to 500 words) demonstrating the company's qualification for the award, and company background (number of employees, nature of business, etc.).

Applicants may also submit copies of their emergency management plan along with samples of any additional products the company would like to submit to demonstrate preparedness efforts, such as software being created and being used to enhance the program, screen shots of their internal Web site dedicated to emergency management, a copy of the training an employee goes through in reference to emergency management, etc.

Business and Industry Preparedness is based on excellence in implementing a program that plans for multiple hazards, sets implementation priorities, is cost effective, links all levels of the organization, and coordinates with local emergency response and management agencies. The program must be repeatable by several organizations in business and industry. Only the most outstanding nominee for each year will be given this award, but more than one program will be profiled at the 2004 Annual Conference.

Partners in Preparedness emphasizes the coordination between a corporate entity and

public sector emergency management officials, to prepare and protect their constituents from disaster. Two plaques are given, one for the local government agency and one for the supporting industry partner.

The entry deadline for both awards is Sept. 1, 2004. Nominations for awards should be sent to IAEM Headquarters, 201 Park Washington Court, Falls Church, VA 22046, or info@iaem.com.

■ **Help Wanted: CEM® Commission.** The CEM® Commission is looking for candidates for two to four openings for the Class of 2007, who will serve on the panel from November 2004 through November 2007. The Commission sets policies and procedures governing the certification program, and reviews packets of applicants for the CEM® (Certified Emergency Manager) and AEM (Associate Emergency Manager) credentials. Commissioners who are local practitioners must have earned the CEM®.

If you're interested in serving, submit a letter of interest and a summary of your credentials to IAEM Headquarters by **July 1, 2004**. For information, contact IAEM Membership Director Sharon Kelly at 703-538-1795, ext. 2, or info@iaem.com.

■ **Advertise in The IAEM Bulletin.** Reach more than 2,500 emergency managers with an ad for your product or service in *The IAEM Bulletin*. The specialists who read *The IAEM Bulletin* frequently play a key role in selecting, purchasing and using emergency equipment, supplies, products and services.

IAEM members receive a discount on our reasonable ad rates, and we also offer discounts on multiple ad insertions. Learn more at www.iaem.com (click on *IAEM Bulletin*) or e-mail Editor Karen Thompson at thompson@iaem.com.

Call for Articles: "EM & the Media"

The IAEM Bulletin is always looking for great articles of general interest to our members. Right now we are especially interested in articles for a Special Focus Issue on the subject of **Emergency Management & the Media**.

If you would like to write an article related to this general topic, please keep your article **under 750 words** and submit it via e-mail to *Bulletin* Editor Karen Thompson at thompson@iaem.com. Copy deadline for articles on the "Emergency Management & the Media" topic is **June 10, 2004**.

Sell your products and services by targeting our readers through an ad in *The IAEM Bulletin*. Check out the **IAEM Bulletin Advertising Guidelines** and **great rates** at www.iaem.com, or e-mail Karen at thompson@iaem.com for a copy.

Plan Ahead on Your Professional Dues Budget

Membership fees in IAEM, your professional organization, increase by \$10 effective Oct. 1, 2004 – that's \$160 for individual members, still a bargain! As always, IAEM is working for you to ensure that your investment is worthwhile.

You can renew online at www.iaem.com, and 2004-2005 invoices will be mailed in May for those who want to renew early.

E.M. Calendar

- May 3-4 International Workshop ISCRAM2004, Information Systems for Crisis Response and Management, Brussels. See details at www.tilburguniversity.nl/isgram2004.
- May 3-5 Disaster Resistant California 2004 Conference, "Disaster Resistance: Realistic Strategies," Sacramento, CA. For more information, see www2.sjsu.edu/cdm/drc04/.
- May 5-7 6th Annual Midwest Emergency Preparedness & Response Conference, Rockford, IL. For details, see www.Winn-LEPC.org.
- May 12-14 2004 Humane Society of the United States National Conference on Animals in Disaster, Philadelphia, PA. Sponsored by the U.S. Dept. of Agriculture and endorsed by IAEM. For information, visit www.hsus.org/disaster.
- May 12 Stronger Together: A Public-Private Partnership, seminar sponsored by the Emergency Preparedness Commission, Wyndham Hotel and Resort, Commerce, CA. Download a registration brochure at <http://lacoepc.org/events.htm>.
- May 16-21 National Floodplain Managers 28th Annual Conference, Biloxi, MS. See www.floods.org/gulfcoast for details.
- May 26-27 Hospital Emergency Management Strategies, Boston, MA. IAEM is a sponsor of this conference, which will offer strategies and case studies from EM leaders demonstrating how hospitals can implement EM plans that improve communication and save lives. Go to www.worldrg.com and click on "Events" to learn more.
- May 25-27 CPM West 2004, Las Vegas, NV. IAEM will offer an overview of the CEM[®] Program and the CEM[®] exam. Additional training will be available to earn the CBCP, MBCI, CRM or CISSP. Learn complete details or register at www.ContingencyPlanningExpo.com.
- June 7-11 Effective Management of Mass Fatality Events, Virginia Institute of Forensic Science and Medicine, Richmond, VA. For complete information, visit www.vifsm.org.
- June 20-23 14th World Conference on Disaster Management, "The Changing Face of Disaster Management: Are We Really Prepared," Toronto, Canada. See www.wcdm.org.
- July 6-9 Public Protection from Nuclear, Chemical and Biological Terrorism summer course, hosted by NIST, Gaithersburg, MD. Download info at <http://hsp.org/documents/2004summerschoolflyer.pdf>.
- Sept. 11-14 NEMA 2004 Annual Conference, New York Hilton, New York City. For details, see nemaweb.org.
- Sept. 23-25 Virginia 2004 Hazardous Materials Conference, Doubletree Hotel, Virginia Beach, VA. See details and register at www.convplus.com.
- Sept. 26-30 2004 National Earthquake Conference: Strengthening America – Preparing for Earthquakes and More. Sponsors: The Boeing Company, DHS and USGS. To learn more, visit www.earthquakeconference.org/index.html.
- Nov. 6-11 **IAEM 2004 Annual Conference & EMEX Exhibit**, Adam's Mark Hotel, Dallas, TX. See www.iaem.com for details soon and to register online.
- Nov. 16-18 EPA Region III Emergency Preparedness Conference, Norfolk, VA. Hosted by the Virginia Association of Hazardous Materials Response Specialists For details, see www.convplus.com.

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(continued from page 21)

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