

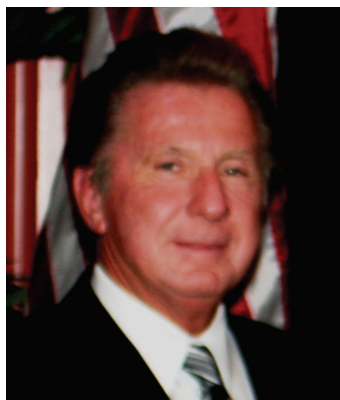
# Emergency Management Times

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## “The 2008 Award Goes To-”



**Dr. David Axelrod Award  
For Excellence in  
Emergency Management**

**Raymond C. Thatcher,**  
Director  
Essex County  
Office of  
Emergency Services



**Director’s Award**

**Les Radford**  
Recovery Manager  
New York State  
Office of  
Emergency Management



**Edward F. Jacoby, Jr.  
Memorial DPC Award**

**Trooper Joseph Decker**

More conference photos  
on pages 2 and 4

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## DPC Conference In Review

The effects of Hurricane Ike were felt at the 2008 Disaster Preparedness Conference held at the OnCenter in Syracuse. While the news reported the number of homes and lives lost, the 400 emergency management officials were attending workshops with the titles of; “When Disasters Kill – Managing Mass Fatalities” and “Disaster Victims; They Can’t Recover Without A Place To Live.” Other sessions covered crisis com-

munications; a case study on tornadoes, the introduction of NYALERT Version 2.0; the impact of technology on Comprehensive Emergency Management; and the role science in assessing the impact of disasters. There were thought provoking presentations by Steven Flynn, Council of of Foreign Relations “Stepping Back from the Edge of Disaster—Rebuilding a Resilient America” and Ivan Lupis, UN “Coordinating the Re-

sponse to Aid Cyclone Nargis Victims in Myanmar.” Between the sessions, conferees visited the 39 vendors offering equipment and services to the emergency management community. “In many ways, this conference is a classroom,” said John R. Gibb, DPC Chairman. “It gives us the opportunity to learn from our peers and use that wisdom when we face the next challenge.”





## Governor Paterson Sends National Guard To Texas For Hurricane Ike Recovery Efforts

Even before the storm struck, Governor David A. Paterson had offered a helping hand to the State of Texas. On Wednesday, September 10<sup>th</sup>, he directed the deployment of 15 aeromedical evacuation personnel from the 109th Airlift Wing to Carswell AFB, Texas. "I have reached out to Governor Rick Perry and now New York will be part of the response effort for our friends in Texas as they look to recover from Hurricane Ike," Governor Paterson said. "We are fortunate to have well-trained personnel and advanced equipment in New York, and we have an obligation to help our fellow states." The New York State Emergency Management Office (SEMO)

worked with its Texas counterpart coordinating New York's response through the Emergency Management Assistance Compact (EMAC), which established a mutual partnership among the 50 states, the District of Columbia and three territories to provide aid and assistance in times of emergency. One SEMO disaster specialist was deployed to the national center in Washington coordinating EMAC requests to missions for Ike.

### **Helping is becoming a habit:**

When Hurricane Gustav hit the Gulf Coast, New York was on the scene. On August 31 the Governor ordered New York National

Guard to immediately deploy 49 Guard members and eight helicopters - to assist in the recovery efforts. He also sent a 22 person Incident Management Team to assist victims along the Gulf Coast.

Earlier this summer the Governor ordered the Guard to send a Firehawk helicopter - a UH-60 Blackhawk helicopter specially configured to extinguish fires - to California to battle continuing forest fires.

"No matter the state you are from, we have a responsibility to protect our citizens. We also have the moral obligation to provide assistance to other states when the need arises. This is such a time," Governor Paterson concluded.



### **Nassau County CERT is a winner:**

The County's Community Emergency Response Team was awarded the Thomas J. Shepardson Award as the outstanding volunteer organization of the year. The award was accepted by James Callahan III, Commissioner, NCOEM, and Bob Beckmann, Nassau County CERT. John R. Gibb, DPC Chair presented the award.



On September 9, the first-ever Preparedness Expo was held at Empire State Plaza in Albany. The event was sponsored by the New York State Disaster Preparedness Commission as part of the State's observance of Preparedness Month. With the support of Deputy Secretary for Public Safety Michael Balboni, nearly two dozen agencies and organizations participated in the Expo, distributing preparedness information to the State workforce and members of the public. A public safety vehicle display and Red Cross blood drive were also held as part of the Expo.

Governor David A. Paterson proclaimed September as Preparedness Month in New York State, and the Expo proved to be a great opportunity to highlight NY-ALERT and other preparedness efforts. A group of agencies led by the State Office of Homeland Security and State Emergency Management Office helped to coordinate the Expo and will be working to identify other ways to promote the State's preparedness efforts on a year-round basis. A new website ([www.nyprepare.gov](http://www.nyprepare.gov)) and Public Service Announcement featuring Antonio Pierce of the New York Giants are other initiatives launched in September to help spread the preparedness message.

## [WWW.NYPREPARE.GOV](http://WWW.NYPREPARE.GOV)

The life safety info you need is just a mouse move away.

Debuting at the Preparedness Expo, the State's "Aware/Prepare" website, [www.nyprepare.gov](http://www.nyprepare.gov), contains a wealth of safety and preparedness information from State agencies: Office of Homeland Security,

SEMO, Department of Health, Division of State Police, Department of State's Office of Fire Prevention and Control (OFPC), Department of Agriculture and Markets, and Department of Insurance as well as the American Red Cross and the Federal Emergency Management Agency.

Visitors to the site can view and download safety information and publications for natural disasters, terrorism-related events, and critical health safety information in addition to crime prevention publications from the State Police and fire safety pamphlets developed by OFPC.



Sign up for  
NY-ALERT @  
[www.nyalert.gov](http://www.nyalert.gov)

## What's NY-ALERT Version 2.0

You've come a long way, Version 1.0.

In less than 18 months, you've attracted 2.2 million subscribers; been activated over 9,000 times and sent more than 26.5 million messages through your portals.

Now Version 2.0 is being unveiled and it's bigger, broader and friendlier.

In 2.0, notifiers will have greater flexibility in targeting their alerts and warnings. 1.0 localized to incorporated jurisdictions—counties, towns and villages; 2.0 which is

GIS-based, can reach specific areas, neighborhoods, towns and villages or zip codes.

And it is friendlier. In 2.0, subscribers have more choices on types of alerts they can receive: weather, traffic, road closings, school closings, Amber alerts. They can pick the times they want to receive the alerts or retrieve messages they may have missed.

Building on customer comments, 2.0 is tailored to meet specific needs. For instance, seniors prefer telephone calls over com

puter messages.

One thing hasn't changed. NY-ALERT's goal is getting the message to the people that need it, when they need it and in the format they prefer. All the subscriber needs to do to turn on the 2.0 power is to re-register for NY-ALERT from November through the end of the year. It's that simple

And, looking to the future 3.0 is on the drawing board because you can't solve tomorrow's problems with yesterday's technology.



**BAND receives the Governor's Award for Excellence in Emergency Management:**

The Broome Area Networking in Disaster received the award at the recent DPC Conference in Syracuse. BAND was created to address the unmet needs of the citizens of Broome and surrounding counties following the Floods of June 2006.



## The PIO And The Media

Do you consider your Public Information Officer a first responder? They're the ones advising the Incident Commander, facing the camera; creating the message, preparing the news conference. It's not a task to pass to a rookie.

A new SEMO PIO training class combines understanding what the media needs, and delivering a "hands on" exercise to build the skills needed for success.

"We concentrated on the need to know," said Dennis Michalski, SEMO's Assistant Director for Community Affairs. "How to face the cameras, craft the

life safety message, prepare briefings and news conferences. For a long time we used the FEMA approach of teaching the full spectrum of PIO activities, but the feed-back from the students was clear: 'Teach us what works in a crisis'."

The first morning focuses on the role of the PIO in the ICS framework and exploring the skills needed to work with the media. But after lunch, the "hands on" portion begins. Students learn individual skills like preparing briefing points, statements and press releases. Then the students are split into

teams and given an emergency scenario. Their task is to prepare for a press conference, determine who will speak, what will be said and what materials will they need to support the effort. Then, the next morning the testing begins. Each team faces the camera, answers reporters' questions and undergoes from peer evaluation.

"Yes, we focused on the basics... and building the student's confidence in a classroom setting which is better than on-the-job training during a real-time emergency." Michalski said.

## SEMO Technologies Win Another Award

SEMO received the "Innovative Applications Award" at the 2008 HAZUS-MH Annual User Conference in San Diego, CA, August 5 - 7. The award recognized the agency's enhancement of FEMA's HAZUS-MH software – which was limited to modeling hurricane wind damage. Using data from the National Oceanic and Atmospheric Administration,

SEMO expanded system's the capability to project storm surge damages as well. The new application's test bed was New York's Empire Express exercise- May 29 to June 4. In the scenario Hurricane Eli, a fast moving category 2, crossed Long Island near the Nassau County and Suffolk County border. The enhanced modeling

showed that 87 percent of wind losses would be in Suffolk County while New York City and Nassau County would account for over 90 percent of the storm surge losses. This dual facet modeling demonstrated for emergency planners and responders the geographic locations of losses from wind versus storm surge which would help in the recovery planning effort.

# NY Prepares For Winter

## Governor Paterson Announces A Plan To Help Low-income New Yorkers Cope With High Heating Costs

Governor David A. Paterson recently announced a comprehensive package of state initiatives to help New York households reduce their energy use and spend less to heat their homes this winter.

The package includes significant increases in benefits and changes to eligibility levels for the State's heating assistance program, an additional \$49 million for household energy efficiency programs, improved agency administration of efficiency and heating assistance programs, and expanded workshops to help homeowners and renters to reduce their energy use at little or no cost.

"The State has an obligation to help our residents get through this winter in any way we can. While we cannot influence world energy prices in any significant way, we can reduce the amount of energy we use and effectively lower our energy bills. The cheapest energy is the energy never used," Governor Paterson said.

Soon a new NYSERDA website and hotline number will provide one-stop shopping for all of the State's heating-related programs. The agency will also coordinate a series of statewide workshops to tell

New Yorkers about home front actions they can take to lower their heating bills by making their homes more energy-efficient.

State agencies and partners playing key roles in the program are: The State Office of Temporary and Disability Assistance (OTDA); Division of Housing and Community Renewal (DHCR); Office for the Aging (OFA) The Public Service Commission (PSC); New York State Energy Research and Development Authority (NYSERDA); New York Power Authority (NYPA) and the Long Island Power Authority (LIPA).



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New York State's Emergency Management Program conducts activities that reduce the risk posed by all hazards affecting New York State. This includes developing plans and procedures, coordinating emergency response to disasters and emergencies, and managing programs that enable near- and long-term recovery.

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