



May 2010

Neighbors Helping Neighbors...

Ready Neighbor News

SPRING BASIC TRAINING

Ashland CERT concluded its Spring Basic Training Course on May 2, 2010 in which 15 community residents graduated. Students were trained over the last two weekends in skills that would be useful during the first 72 hours after a catastrophic event. Topics range from preparing a disaster ready kit to light search and rescue. Basic training will be offered again this fall.



Students Learn Extrication

Ten of the graduates are from other communities which represents the influence Ashland's program has in preparing the valley for disasters. There are currently two other CERT programs in Jackson County, one in Jacksonville and one in Talent; while Shady Cove and Central Point are exploring the potential of a CERT program.

Other programs are trying to gain awareness and it is in our interests to help them as much as possible. A more prepared community reduces the demand for emergency services resources during a disaster. The basic training honor graduate was Aaron Boyer who is assigned to Lincoln Base and works for SOU. See the back page for a list of other CERT members who won awards.

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Next Meeting Dates:

NOTE: There are no remaining meetings in May.

General Meeting:

June 9, Fire Station 1, 7:00 PM Start, doors open at 6:30 PM. Topics include refresher training and specialized skill training.

Leadership Meeting:

June 23, Fire Station 1, 6:00 PM Start, doors open at 5:30 pm. Topics include FY 2011 Training Plan, and Operations Plan.

Meet the New CERT Coordinator

Many of you have met the new CERT Coordinator, Richard Randleman who started on April 12th.

Richard worked most recently as the Operations Officer for Southern Oregon University's ROTC program. He also served as an emergency management liaison officer to Jackson County for the Oregon Military Department.

Richard is a former member of Jackson County Search and Rescue, and has training in incident command,

fighting wildfires, and incident public information. Richard has several years of experience in volunteer management, public affairs, web site production and municipal budgeting. He is married with two children and enjoys bicycling, camping, hiking, and working with nonprofit organizations.

"I feel privileged to be selected as the CERT coordinator," Randleman said. "In my opinion, Ashland's program is one of the premiere CERT programs in the nation."

Educate, Motivate, Train, Develop, and Advance

The words Educate, Motivate, Train, Develop, and Advance mean different things to different people but for CERT members they should be relatively familiar.

The words are from the strategic direction of our 2006 visioning process in which many of you participated defining the vision and goals of Ashland's CERT program going forward.

As the new coordinator, I asked a lot of questions and believe the strategic direction defined in the visioning process is sound going forward. I also have a tremendous amount of confidence in CERT's capabilities to contribute in a significant way toward our disaster preparedness as indicated by past performance.

My confidence is shared by Chief Karns and Chief Hickman who are well aware of CERT's capabilities and are looking to us to provide solutions to ongoing disaster preparedness challenges.

Through planning and feedback from the leadership team and all of you, I intend to implement our strategic direction in the following ways.

1. Educate & Motivate the Community:

- ◆ Bi-annual CERT basic training
- ◆ CERT promoted CPR program
- ◆ Map your neighborhood
- ◆ Promote family ready kits and plans

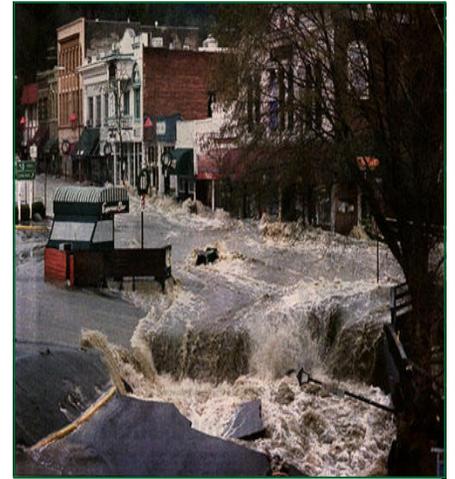
- ◆ K-12 outreach program
- ◆ Business & School partnerships

2. Train and Develop Members:

- ◆ CERT Refresher Training. This course will concentrate on energizing our existing members by offering a review of what they learned in basic training followed by hands on emergency scenario training.
- ◆ Leverage the expertise of CERT members (*see call for experts on page 3*) and train them to fulfill roles within Ashland's disaster response plan.
- ◆ Conduct routine exercises through quarterly activation training and an annual training exercise.
- ◆ Periodical phone and radio communications exercises concentrating on effective activations despite communications issues.
- ◆ Specialized training in incident command system, ham radio communications, and other specializations.

3. Advance the Organization:

- ◆ Transform to an Operational Reserve where members have the opportunity to become experts willing and able to assist in disaster response to include:
 - a. Incident Command support—*scribes, command and general staff such as liaisons, logistics, planning, and operations.*
 - b. Law and fire multipliers—*evacuations, traffic control,*



1997 Ashland Creek Flood

incident reporting and observation, volunteer management, triage.

- c. Contingency Communications—*provide communications between CERT, responders, incident command, and the community.*
- ◆ Strive for operational bases where CERT members and responders have dispersed bases for operations and supplies and the community has bases at which to assemble for disaster information, shelter, evacuation, triage, or donated supplies.

More information will be published as we develop our plan and annual training schedule.

Richard Randleman

Core Competency... what is it and why is it important?

What does Ashland CERT do well? The long answer is we “educate people about disaster preparedness for hazards that may impact their area.” www.citizencorps.gov

This definition is accurate, just not real precise. As we go forward in implementing our program it is important for us to maintain our core competency and avoid trying to do everything consequently being good at none. A core competency statement

identifies an organization's strength in a easy to remember phrase. So what is our core competency?

“Preparing our community to endure disasters.”

If we break down all the great things Ashland CERT does well like training, educating, helping, and encouraging participation, they all come down to one basic element and

that is “*preparing our community to endure disasters.*”

The term “endure” is fitting and is inspired by Marie Mitchell's psychology of disaster briefing in which she said it is not enough to survive disasters, we must also recover from them, which to me means we must overcome their impact and endure. That is Ashland CERT's core competency.

Richard Randleman

Call for Specialized Skills and Experience

As you are aware, CERT is transforming to an operational reserve in addition to its core competency of preparing our community to endure disasters.

So what is the difference between an operational reserve and what CERT has done in the past? The short answer in terms of dedication and service is not much.

As you are aware, CERT has traditionally been available to help out during disasters and has exceeded all expectations in doing so. That relationship was relatively informal and utilized when necessary for tasks that were not largely predefined.

The primary difference in an operational reserve is that the reserve is an integrated element of an organization's response plan and fulfills a specified role with predefined tasks within that plan.

With integration and an expanded

role, CERT will be relied upon to perform the tasks defined in our operational plan.

What that means for CERT is that we must train to develop needed specialized skills, exercise more to retain proficiency in those skills, and test our systems for efficiency and reliability. We will do all this while maintaining our core competency, which is no easy task. However, with these changes come significant rewards for many of our members who are seeking more training and opportunities to use their skills and experience.

So does that mean to remain a member of CERT we will have to train day and night to be on-call emergency

responders? Absolutely not!

We need the bulk of our membership to concentrate on our core competency while remaining available to assist in CERT activities during a disaster; which is vital to our success

However, for those members who wish to learn skills that apply to a specified role in our disaster response plan this is a great opportunity to do so.

To accomplish this transformation, I would appreciate it if members would contact me to share the skills and or experience they would like to sharpen and utilize during a disaster response. In particular I would like to hear from people with prior law, military, fire, and medical experience, and people with skills or experience in logistics, planning, communications, computers, public information, personnel management, and administration. *Richard Randleman*

We desperately need scribes, communications experts, and people who can staff incident command or emergency operations center staff roles.

Business Partnerships

As indicated in the story "Educate" on page two, CERT will be establishing relationships with Ashland businesses with the intent of helping them become more prepared for disasters and potentially establish CERT crews of their own. In our last basic graduation class we had graduates from Dagoba Chocolate and Southern Oregon University which is encouraging.

The motivation for creating these relationships is because many businesses in Ashland occupy the greatest population dense areas during times of peak demand on our infrastructure.

Therefore, a disaster event has greater potential to be catastrophic among these organizations.

SOU for example can have upwards of 5,000 people on campus at any given time.



My goal is to develop a program that will help businesses implement a disaster plan and to provide a basic level of training for their employees or managers on what to do in the event of a disaster.

So what can CERT members do to facilitate these relationships? You can identify your employer or businesses you frequent as good prospects with whom to create such relationships. You may also be able to facilitate a meeting so that we can discuss the potential for creating a relationship.

If you have a business or employer in mind, please call or email Richard with your suggestions.

Partner Liaisons

Organizations such as Jackson County Search and Rescue, JCARES, Medical Reserve Corps, and other CERT programs to name a few, are vital in our ability to train and prepare for disasters.

In the past, I had success using liaisons to foster partner relationships. Essentially a liaison will attend partner meetings, or obtain newsletters and training information, and articulate that information back to CERT leadership so that we can participate more closely with those partners.

Another great thing about using liaisons is we are also training for the emergency management liaison role as well. If you are a member of an emergency related organization or have interest in one and would like to represent Ashland CERT, please contact your leadership team or Richard.



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CHECK OUT THE NEWS INSIDE!

We're on the web at:
www.ashlandcert.org

SPRING CERT AWARD WINNERS!

It's a privilege to reward our members for their great contributions. During Spring Basic Training several members distinguished themselves by contributing in a significant way toward the success of basic training. The following awards were presented at the graduation ceremony held May 12.

Basic Training Honor Graduate—Aaron Boyer

Chief's Achievement Award—Tim Learmont for support provided as the basic training project leader.

CERT Achievement Awards—Kathleen Lehman, Paul Collins, and Victoria Bones for supporting basic training through tasks ranging from scheduling participants, setting up software, to providing great food and beverages.

GOOD WORK ALL!

Ashland CERT
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Here

TO: