



Alert

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Get Ready to ShakeOut.

October 15, 2015 Register Now at www.ShakeOut.org



Many people don't really know that Arkansas is in the New Madrid seismic zone. Fewer realize that a quake here is more devastating than the same quake in California. Most of the disasters that Arkansans face will see help arrive within a day at the most and usually much sooner.

Experts advocate that a family be able to sustain themselves for up to a week in the event of a quake. Power outages, debris, damage to critical structures like roads, bridges and hospitals are only a few dangers.

Typically an earthquake is followed by aftershocks and those can sometimes be more devastating than the original quake! This means areas that were deemed safe after the first quake could become unsafe.

The Great Central U.S. ShakeOut is an earthquake drill that will be held world wide on October 15th at 10:15 local time. The drill is part of an awareness campaign to help individuals and organizations better prepare for the hazards of a quake.

Please take the time to register as a participant and look at the preparedness information, tips and other links at www.shakeout.org.



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Director Maxwell Receives National Award

The National Emergency Management Association has presented the 2015 [Lacy E. Suiter Distinguished Service Award](#) to David Maxwell, Director and Homeland Security Advisor for the Arkansas Department of Emergency Management. This award is given in recognition of men and women who have dedicated their careers and lives to make citizens and communities safer from both natural disasters and terrorist events.

The honor was given to Maxwell on September 30, 2015 during the association's Annual Emergency Management Policy and Leadership Forum held in Miami, FL. The award is presented annually by NEMA to an individual that has made cumulative outstanding contributions to the field of emergency management.

Maxwell began his career in 1978 as a temporary employee at the Arkansas Department of Emergency Management and eventually rose to the level of director. Today he's the longest tenured director in the history of ADEM and has served under three governors. Over his 37 year career in emergency management, Maxwell has witnessed and contributed to the evolution of the profession having dealt with issues resulting from the nation's largest disasters including Hurricane Katrina and the 9/11 terrorist attacks. He's been a leading voice in the national dialogue and has

testified before Congress on a number of emergency management related issues.

David Maxwell is a past president of NEMA and currently chairs the Emergency Management Assistance Compact Committee and the Past President's Committee. He also sits on the Governor's Homeland Security Advisory Council under the National Governors' Association and chairs their Catastrophic Disaster Preparedness Committee.



Director David Maxwell was presented with the 2015 Lacy E. Suiter Distinguished Service Award at the National Emergency Management Association Annual Forum. He said that he could not have done any of it without the support of his wife, Lauren.



ADEM Alert is an unofficial publication of Arkansas Department of Emergency Management Public Affairs.

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Whitney Green, PIO

Krista Guthrie, Deputy PIO

Upcoming Events

October

General Events

31 — Halloween

HazMat Training

6-7 — Emergency Response to Domestic Biological Incidents in Hot Springs.

12-13 — HazMat Awareness Course in Yell County.

17 — HazMat Awareness Course in White County.

26-29 — HazMat Operations Course in Yell County.

31-11/1 — HazMat Operations Course in White County.

EM Training

3-4 — ICS 300 in Marion County.

5-6 — ICS 400 in IZARD County.

5-6 — ICS 300 in Little Rock.

7-8 — ICS 400 in Little Rock.

24-25 — ICS 400 in Marion County.

26-29 — COM-L in Little Rock.

Exercises

9 — Pipeline Leak TTX in Calhoun County.

15 — ADEM State Emergency Operations Center Exercise.

23 — Randolph County Nerve Agent Exercise.

25 — Baxter County Tornado Drill.

November

General Events

11 — Veteran's Day

24 — Thanksgiving Day

HazMat Training

7 — HazMat Awareness Course in Sharp County.

EM Training

2-3 — ICS 300 in Crittenden County.

4-5 — ICS 400 in Crittenden County.

14-15 — ICS 300 in Monroe County.

16-17 — ICS 300 in White County.

18-19 — ICS 400 in White County.

21-22 — ICS 300 in Van Buren.

Exercises

7 — NW Arkansas Regional Active Shooter TTX at ADH

18 — Boone County Truck Wreck TTX.

19 — ADEM State Emergency Operations Center Exercise.

**Have news to share?
Contact ADEM PIO
publicaf-
fairs@adem.arkansas.gov**

“We know we cannot underestimate the importance of emergency planning in our region, nor can we assume we’ll have ample warning time. If an earthquake or terrorist attack hits, we won’t necessarily have advance alerts or opportunities to double and triple-check our plans.”

-Ellen Tauscher, Former Congresswoman

ADEM's Month of Exercises

As usual, the main exercise this month was ADEM's SEOC Activation with a scenario of widespread power outages due to damaging thunder storms. Some of the newer employees here took it as an opportunity to dig in and gain a little hands on experience.

In the simulation about 15-20 counties were without power or sustained damage to some degree. Those facilitating the exercise called requesting resources, reporting damages or even pretending to be curious reporters.

Every exercise is created with the goal of testing specific processes and procedures. The injects from the simulation cell allows exercise managers to adjust the base scenario to achieve those goals.

This month took a hard look at how well a somewhat inex-



perienced SEOC staff could handle an incident. Turns out all our training is working because they all got gold stars!

Unannounced exercises were the theme for the rest of the month as the new Exercise Section Lead, Steve Moore, looked for opportunities to really test the systems that people take for granted.

Federal Surplus was surprised by an unannounced fire drill. Everyone made it out of the building in plenty of time, but there is some discussion on adding a visual and audible alert to their systems.

ADEM-ites found that even if the phones were to go down they could quickly respond to a disaster and activate the SEOC. Staff from the Response and Recovery division walked around the building and asked everyone to go to the SEOC.

Scott Bass gave the scenario as a 6.0 magnitude earthquake in Poinsett county and something from that had disrupted ADEM's phones. He then assigned staff to the key positions. In the end the



SEOC was activated and ready to work in a scant 23 minutes!

ADEM also held it's annual Training & Exercise Planning Workshop this past month.

Next year exercises are going to focus on testing 6 core capabilities.

- Intelligence and Information Sharing
- Interdiction and Disruption
- Environmental Response / Health and Safety
- Mass Search and Rescue Operations
- On-scene Security and Protection
- Public Health and Medical Services

No one can predict when a disaster will happen, so our staff exercises their plans and skills.

ADEM Alert user's guide

Content

Each month's newsletter will contain information about ADEM personnel, programs and activities; news from coordinators around the state; and updates on legislative, policy and other important matters.

Hyperlinks

Throughout each issue, embedded "hyperlinks" will allow users to click on an image, graphic or [blue text](#) to view additional information on an external website, such as Facebook or www.ready.arkansas.gov.

These hyperlinks will include links to photo galleries, video interviews, more information about a given subject and/or other types of multimedia content.

Many smartphone operating systems are not set up to properly follow hyperlinks. Therefore, this newsletter is best viewed on a desktop, laptop or tablet device.

Submissions

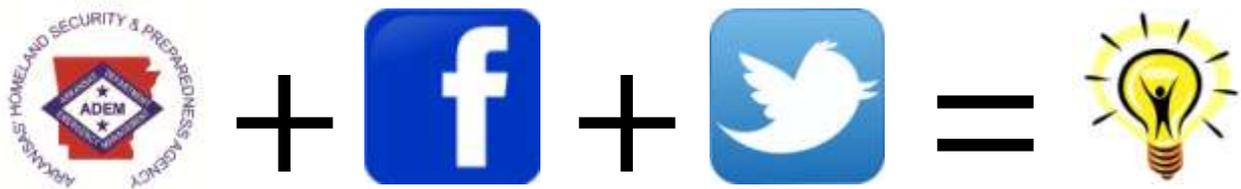
To submit information to ADEM public affairs or request public affairs support, call 501-683-6700 or email publicaffairs@adem.arkansas.gov.



Smart911 is an amazing program and a great tool that helps dispatchers, first responders and citizens. The program has been operational state-wide since 2012, but the numbers of participants are still very low. Unofficial surveys show that the low participation is not due to disinterest, people just don't know that it's available and don't know that it's free to use!

Create a single profile for a household and validate as many phone numbers on it as you'd like. You can put as much or as little information into the profile as you are comfortable with.

Help first responders help you by having a Smart911 profile! Help us all by spreading the word to your friends, family and neighbors so they can participate too!



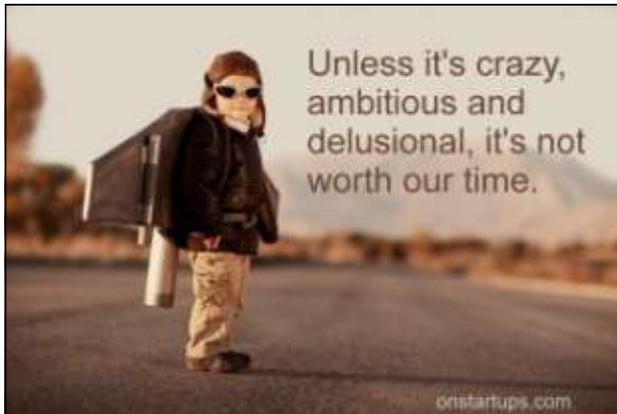
Follow ADEM on social media for real-time news and information!

Changes for ADEM Public Affairs

Shrinking Newsletter

No, you aren't imagining it, the size of our newsletter is shrinking. Why? We want you to have the most important news at ADEM, and sometimes that means cutting down so the pertinent information stands out.

This month we gained Whitney Green as our Senior PIO, and she's a great addition to this two-woman team. Whitney brings a wealth of creativity and energy to the position. She is full of innovative ideas for this newsletter, so stay tuned for even more changes!



If you have any suggestions for what you would like to see in the upcoming newsletters, please let us know. Email Whitney with requests [here](#) or call (501) 319-4857.

*Note: Current PIO, Krista Guthrie is moving to the Highway Department October 12. We wish her the best of luck with this exciting promotion! Please direct all future PIO questions to Whitney Green.

Newest PIO for ADEM



Hi, Whitney here.

I am very excited to join the ADEM team. My background is in politics and journalism. I was honored to previously work for Governor Hutchinson, and manage state senate campaigns.

The last emergency situation I was in was Ferguson, MO., during the courts ruling on Darren Wilson for shooting Michael Brown. I was one of those crazed reporters wearing a bullet-proof vest (not cute) and dodging rubber bullets. The result was this video piece for [The Nation](#) >>> <http://bit.ly/1WNM7kR>

Things to know about me:

- Still proud of winning "Best Sense of Humor" in elementary school.
- I love new ideas, and want to hear yours!

Thank you all for the warm welcome. If you have a great story idea to share with the media or a message to push, let me know! I look forward to working together. Big thanks to Krista for all her hard work. We will miss you around here! -WG