



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

17 Sept 2012

No act of kindness, no matter how small, is ever wasted. - Aesop

NEEDS, REQUESTS, DONATIONS

We can do no great things -- only small things with great love. --Mother Teresa

TRANSPORTATION NEED

I received a call this weekend from an elderly woman who is looking to find someone who can provide transportation for her on an as needed basis. She is in Milton, if any of our Milton churches or non profits has a fix for this please contact me at 983-4606 and I will provide her contact information. She is willing to pay for this transportation, and is hoping to find a retired person willing to help her out.

BIZ CONNECT 2012

Please see the information below regarding the upcoming **Biz Connect 2012** to be held on October 25, 2012 at the Sanders Beach-Corinne Jones Resource Center from 7:30 am until 3 p.m. in Pensacola. We appreciate your support and assistance spreading the word throughout our community!

Giving You the Edge Connecting Business to Resources

Join us for a full day of discovering resources that will help your business grow. Network with other business owners and get the most out of what Pensacola has to offer business owners.

Date: Thursday, October 25, 2012 Time: 7:30 am - 3:00 pm

Where: Sanders Beach - Corinne Jones Resource Center

**REGISTER
NOW**

Early Registration: \$20 (ends October 15)

Late Registration: \$25 (beginning October 16)

Schedule and speaker information: Biz Connect 2012 Agenda

Breakfast and lunch are included in the registration fee.

Catering provided by Appetite for Life.

For more information visit the Biz Connect Summit website

or call the Pensacola Chamber at (850) 438-4081

**Brittany B. Callahan Outreach Representative Workforce Escarosa, Inc.
850-607-8797 Email: bcallahan@escarosa.org www.workforceescarosa.com**

FAMILY IN NEED

The following items are needed for a family who lost everything in a house fire. If you can help these people please contact **Gabriel at 850-261-2358**

- | | |
|------------------------|------------------------------|
| 1- Microwave | 1- Dining table with chairs, |
| 2- Coffee Table | - Some blankets |
| 2- Beds with Mattress | - TV tables |
| 2- Sofas or Love seats | - Chairs |

HELP NEEDED IN SANTA ROSA TO GET IDENTIFICATION FOR HOMELESS/NEAR HOMELESS

This chart takes all of the information that was swirling around at the last couple of meetings and makes some sense of it. Now we can see the agencies involved in the ID process, and the basic eligibility requirements for helping folks obtain an ID. It is obvious you all came prepared. So Thank You for this - now we can move on to the next steps. I am adding some more folks from Santa Rosa to this email list so we can have help in identifying other agencies that might be able to help us with this effort. If any of you know of an agency/or church that is working on this issue - please forward this email- and invite them to this meeting.



ID_Project_Flow_Chart[1].docx

To Do:

Funding: Identify sources of funding to help pay for birth certificates and IDs for agencies willing to help folks obtain them.

Homeless:

1. We have locations in Escambia to help the homeless folks- but **we still need to identify a location (church or agency) in Santa Rosa.**
2. **In both Counties - We need to identify where Families Count can fit into helping the homeless veterans obtain ID.**

Non-Homeless:

In both Counties Identify location (church or agency) that will assist those non-homeless low income clients obtain ID.

Incarcerated:

Need Representative from Santa Rosa Correctional Institution.

Due to the holiday last Monday this meeting was scheduled for next Monday, September 10, 2012 at 1:00pm. The meeting will be held at the Chappie James Bldg- 160 W. Government Street - Pensacola Florida. The security guard will tell you what conference room we will be meeting in when you arrive for the meeting. If you have any questions, please feel free to contact me through the above email- or at 850-595-8278.

VOLUNTEER OPPORTUNITIES

As United Way Santa Rosa looks to expand its volunteer programs, we are actively looking for volunteers to help with the following: Special Events, Projects and Programs, and Administrative Support.

Volunteering with United Way is a great way to learn new skills and job experience while helping others in need.

Top 2 Volunteer Opportunities:

1) Administrative Support - volunteers are needed to help answer phones, take messages and help clients at the front desk. Benefits include resume building and learning grants research and data entry.

2) Toys for Tots - in November, volunteers will be needed to sort and inventory donations of

toys, pick up toys from local vendors, pull toys for children's bags, and help clients in filling out applications.

INFORMATION

When you cease to make a contribution you begin to die. - Eleanor Roosevelt

MOSQUITO-BORNE ILLNESS ADVISORY **FIRST CASE OF WEST NILE VIRUS REPORTED IN SANTA ROSA COUNTY**

The Santa Rosa County Health Department has received confirmation of the county's first case of West Nile Virus. The possibility that other individuals may become infected with the virus is extremely high. Santa Rosa Mosquito Control is continuing to spray and the health department encourages the public to continue to take precautions to avoid being bitten by mosquitoes.

"As our neighboring counties began to see confirmed cases, we fully expected that we would begin to see them as well," said Sandra Park-O'Hara, A.R.N.P., administrator of the Santa Rosa County Health Department. "People need to be aware that the virus is present in our area, and continue to take precautions."

First reported in the United States in 1999, by 2004 West Nile Virus had spread throughout the continental U.S. The virus is spread by mosquitoes and the majority of cases have been reported in birds. The virus is transmitted to a mosquito when it bites an infected bird. The mosquito can then transfer the virus by biting another animal or a person. According to the Centers for Disease Control (CDC) website, there is no specific treatment for WNV and as many as 80 per cent of those who become infected may display no symptoms and recover well on their own. About 20 per cent experience symptoms similar to the flu. Less than one percent of those infected become seriously ill, but severe cases can be fatal. Those most at risk are individuals over the age of 50 or those who have had an organ transplant.

The easiest and best way to avoid West Nile Virus is by preventing mosquito bites:

- Avoid going outside between dusk and dawn when mosquitoes are most active.
- Dress so clothing covers most of your skin.
- Apply mosquito repellent containing DEET (N,N-diethyl-m-toluamide or N,N-diethyl-3-methyl-benzamide), Picaridin, Oil of Lemon Eucalyptus or PMD, or IR3535 (3-[N-Butyl-N-acetyl]-aminopropionic acid, ethyl ester), and always follow label directions carefully.
- Install screens on windows and doors. Repair any torn or damaged screens.
- **Empty standing water to discourage mosquitoes from laying eggs.**
At least once a week, empty yard items such as pets' water dishes, bird baths and flower pots. Clean rain gutters so that water drains freely. Remove trash items, such as discarded tires, that can hold water and provide sites for mosquitoes to lay their eggs.

For more information on West Nile Virus, visit the Centers for Disease Control website at: <http://www.cdc.gov/ncidod/dvbid/westnile/index.htm>.

BBB® TUESDAY TIPS **TURNING WARM LEADS INTO HOT PROSPECTS**

No matter what your business, you need two things: a happy, loyal customer base and a steady stream of new prospects. The [Direct Selling Education Foundation \(DSEF\)](#) offers some great suggestions in its free e-book, Business Owners' Road Map to Success.

Although DSEF focuses on companies that offer direct selling opportunities for consultants, the information in their e-book is relevant to just about any small business. Here are their tips for turning warm leads into hot prospects:

- Create a “warm market list” of everyone you can think of who might be interested in the products or services you are selling.
- Narrow it down to a “most likely” list of those who could purchase from you immediately.
- Invite your “most likely” list to a small party, BBQ, open house, etc. Don't try to sell them anything, just make this about introducing your business to them. Ask if you can set a follow-up appointment.
- Make the follow-up appointments and keep narrowing down your list to the most supportive and interested potential customers. These are the people who not only will be most likely to buy from you, but also to refer new business to you.
- Offer excellent customer service consistently, especially to your loyal and repeat customers.
- Use social media to connect with people on your “warm market list” and to continue to build relationships. Also use social media to offer solutions, tips and useful information related to your products or services. Think of your social media networks as a subtle way to introduce new products and services, not as e-commerce.
- Meet prospects for coffee or breakfast to discuss your business.
- Keep your appointments social, friendly and pressure-free. Ask questions and show people how your products or services can help meet their needs or solve their problems. Even if they are not interested for themselves, they may refer other potential customers to you.
- Always have your appointment book handy so you can book follow-ups whenever you meet a potential customer, even at social and family gatherings.
- Don't leave requests for information open-ended; get contact information and follow up promptly.
- Get involved in organizations and causes that are important to your warm market list.
- Keep track of everyone you meet and use quantity of contacts and prospects to grow your business. You will encounter “no's” along the way, but stay positive and keep connecting, networking and making appointments.

For more tips from DSEF, download the free e-book at www.dsef.org or Like them on Facebook at www.facebook.com/TheDSEF.

NEW WORKSHOP AVAILABLE: PROTECT YOURSELF FROM INVESTMENT SCAMS

FINRA Investor Education Foundation and BBB partner for new program

Your BBB|Northwest Florida just returned from a training sponsored by the [FINRA Investor Education Foundation](#) to learn how to present a new workshop: [Protect Yourself From Investment Scams](#).

Studies have shown that investment scams are on the rise over the past decade. In 2010, state securities regulators initiated more than 1,200 enforcement actions, including criminal complaints and cease-and-desist orders, involving investors ages 50 or older, according to the [North American Securities Administrators Association](#).

FINRA has provided three key strategies to help you if you're not certain about a specific investment opportunity:

1. **End the conversation.** Simply tell the person "I'm not interested." Or tell them "I never make decisions without consulting my _____ (spouse, attorney, accountant, investment adviser, etc) first."
2. **Ask questions.** A legitimate investment professional must be properly licensed and their firm must be registered with the Financial Industry Regulatory Authority (FINRA), the Securities and Exchange Commission or a state securities regulator, depending on the type of business the firm conducts. Ask them to provide proof of licensing and registration.
3. **Talk to someone first.** Be extremely skeptical if the promoters says "Don't tell anyone else about this special deal." A legitimate professional won't ask you to keep secrets.

If you're interested in learning more about smart investing, your BBB Foundation is available to make a presentation to your senior, civic, professional, community or other organizations. Contact [Karen Szulczewski](#) at 850.429.0026 or 800.729.9226 to schedule your presentation. (There is no charge for any of our presentations. Your BBB Foundation is supported by generous donations from our local business community.)

For additional information and advice you can trust, start with bbb.org

DISASTER RECOVERY TIP #37: #PLAN #PREPARE #RECOVER - SOCIAL MEDIA'S ROLE

The use of social media tools for product promotion and marketing is quite common today. However, not all businesses understand the immense advantage that these tools have to offer when it comes to disaster recovery and business continuity.

In today's internet intensive world, popular social media outlets like [Facebook](#) and [Twitter](#) are excellent tools for a business to communicate with employees, stakeholders and clients when power is out and in-house systems are down. These online communities provide businesses with the unique opportunity to share information rapidly with a large audience.

Join Agility next week for a free [National Preparedness Month](#) webinar to learn how to effectively integrate social media into your organization's disaster recovery plan.

Utilization of Social Media During a Crisis

Guest Speaker: Laura Howe, *VP of PR*, The Red Cross
September 19th – 2:00 p.m. EST [Click here to register](#)

Be on the lookout for next week's Disaster Recovery tip from Agility. If you have additional questions or would like to talk with a recovery professional about your business continuity needs visit www.agilityrecovery.com or call 866-364-9696

DRIVE THRU RABIES VACCINATION CLINIC FOR DOGS AND CATS WILL COINCIDE WITH WORLD RABIES DAY

In observance of World Rabies Day, the Santa Rosa County Health Department and Santa Rosa County Animal Services will host the 2nd Annual Rabies Drive Thru Vaccination Clinic for dogs and cats, Friday, September 28, from 4:00 p.m. to 7:00 pm. at the Santa Rosa County Animal Shelter, 4451 Pine Forest Road in Milton.

Local veterinarians, Dr. Michael Mongue of Pace Veterinary Clinic, Dr. C. David Summerlin and Dr. Amy Harper of The Ark Animal Hospital, will administer the injections to dogs and cats. The fee is \$10. Pets and owners will remain in the vehicle at all times. No other services will be available at the clinic. A certificate of vaccination and rabies tag will be provided for each pet that is vaccinated.

"We at the health department, and I know Animal Services as well, are extremely grateful to these veterinarians for taking time away from their own practices to provide this valuable service to the community," said Mary Beverly, epidemiologist with the Santa Rosa County Health Department. "Last year 197 dogs and cats were vaccinated. We are hoping to exceed that number this year."

Rabies is a disease that affects the brain. The virus is carried in the saliva of infected animals and is usually transmitted to people and other animals through a bite or scratch. In the U.S., more than 90 percent of rabies cases occur in wild animals, such as raccoons, foxes, skunks and bats, but domesticated animals can carry it as well. Unvaccinated pets that are kept outside, or are allowed to roam freely, are at high risk for contracting the virus, if they come into contact with wild animals.

Rabies is fatal to humans and animals, but rabies in humans can be prevented if rabies vaccine is administered as soon as possible after exposure. Treatment consists of an injection of

immune globulin, directly into the wound if the individual has been bitten or scratched, followed by a series of four injections of rabies vaccine in the deltoid (the large muscle in the upper arm) over a period of about two weeks. Post exposure shots can be expensive, anywhere from \$1800 to \$2500, and insurance may not cover all the cost. In 2011, post exposure rabies shots were recommended for 36 people in Santa Rosa County who had contact with animals that may have been infected with rabies. Most of the animals were dogs and cats whose vaccination status was unknown.

An animal suffering from rabies may appear sick or lethargic, have problems swallowing, or drool or salivate excessively. A wild animal may appear tamer than usual and some animals may have no visible symptoms. There is no treatment for animals that have been exposed to rabies and euthanasia is usually recommended. One of the safest and easiest way to protect pets against rabies is through vaccination by a licensed veterinarian.

The Santa Rosa County Health Department also advises residents to take these precautions to avoid exposing themselves, or their pets, to rabies:

- Avoid all contact with wild and unfamiliar domesticated animals.
- Do not place feeders in the yard – the food will attract unwanted animals such as raccoons and foxes.
- **Vaccinate pets against rabies and keep their shots up-to-date.** Follow your veterinarian's recommendation for revaccination.
- Do not leave pets outside unsupervised.
- Bring in pet food at night and secure trash can lids with fasteners.
- Cover bird feeders. Most squirrel-proof coverings also deter wild animals.
- Children should never chase or attempt to catch or touch a wild or unfamiliar animal, and should tell an adult if a wild or strange animal tries to approach them.

If bitten, or scratched by a wild animal or stray domesticated animal, wash the wound immediately with soap and water. This is the first line of defense against rabies! Seek medical attention immediately and report the incident to the Santa Rosa County Health Department at (850) 983-5275 between the hours of 8:00a.m. and 5:00p.m. Monday through Friday, or after hours call (850) 418-5566.

For more information on rabies, visit the Centers For Disease Control (CDC) website at: <http://www.cdc.gov/rabies/>. If you see a suspicious animal in your yard or neighborhood, call animal control at (850) 983-4680. If a dead wild animal is on your property, contact the Florida Fish & Wildlife Conservation Commission's regional office at (850) 265-3676, or their 24-hour law enforcement hotline at (888) 404-3922.

For more information about the 2nd Annual Drive Thru Rabies Vaccination Clinic, call Mary Beverly at the Santa Rosa County Health Department at 850-983-5200, ext. 105.

TOYS FOR TOTS

The Marine Corps Reserves and United Way of Santa Rosa County would like to invite individuals and groups interested in taking a large role in the 2012 Toys for Tots holiday drive to the kick off Toys for Tots committee meeting on Wednesday, Sept. 19 at 9 a.m. at NAS Pensacola, MATSG-42 211 Farrar St. Bldg. 3450 Pensacola, FL 32508.

Email marianne@unitedwaysrc.org to RSVP

DISASTER RECOVERY TIP #36: BUILDING A RESILIENT TEAM

Employee Preparedness

When we think of disaster recovery, we often think of a company's infrastructure; buildings, equipment, data and computer systems. It's easy to forget that business continuity is first and foremost about the people. It's people, not technology that recover businesses.

So if your employees are your most valuable asset, what can you do to protect them?

Join us next Wednesday for a free [National Preparedness Month](#) webinar, [Protecting Your Organization by Preparing Your Employees](#). Listen as guest speaker, Dan Stoneking, Director of the Private Sector at FEMA discusses the strategies and best practices for helping your employees prepare themselves and their families for a crisis.

Be on the lookout for next week's Disaster Recovery tip from Agility. If you have additional questions or would like to talk with a recovery professional about your business continuity needs visit www.agilityrecovery.com or call 866-364-9696

LEARN. PREPARE. SHARE.

In an effort to educate all businesses about the importance of continuity planning, Agility is offering free educational webinars throughout the month of September. Additionally, we are making it easier than ever to encourage all businesses, employees and communities to prepare:

- **Share:** Easily spread the word on LinkedIn, Twitter, and Facebook. [Click here to share.](#)
- **Disaster Myths - Free Breakroom Poster:** Help your employees and coworkers prepare with this free poster. [Click here for your free poster.](#)

Thanks for your support of Agility and National Preparedness Month. If you have any questions, please contact scott.teel@agilityrecovery.com. Have a great day!

Utilizing Social Media During a Crisis

Wed, September 19, 2012 2:00 PM - 3:00 PM EDT [Register Here](#)

Surviving a Crisis, Large or Small: Real Life Lessons Learned

Wed, September 26, 2012 2:00 PM - 3:00 PM EDT [Register Here](#)

SRYP SEPTEMBER EVENTS - MEMBERSHIP MONTH REMINDER

September Civic Event

Date: Saturday, September 22

Time: 9:00 am - 12:00 pm

Location: Bay Area Food Bank

*SRYP is partnering with Bay Area Food Bank to provide a mobile food pantry to needy families in the East Milton area. **Volunteers are needed.***

SRYP Membership Meeting

Sponsored by SRMC

Date: Thursday, October 18

Time: 6:00 pm

Location: Santa Rosa Medical Center Meeting Room

Family Day - November 10

Christmas Party - December 14

TWITTER

SAFER Santa Rosa is on Twitter.

FACEBOOK

SAFER is on Facebook, find us, and become our friend ;-). We are up to **410** people! Invite friends. **Let's keep growing this communications venue. Invite other Santa Rosans to participate.** Invite your Santa Rosa friends to join you on the SAFER Facebook page.



Use of barricades policy: Free to parades and other events in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4th of July etc...) or non profits, that are hosting events that are free and open to the public. The user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting to use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up/delivery. Barricades will cost \$8 each if delivery is required. Average rental price for barricades is \$9-\$13 each through other vendors. SAFER barricades are a bargain.

OPPORTUNITIES

There is no better exercise for your heart, than reaching down and helping to lift someone up. - Bernard Meltzer

FREE TRAINING: AWR-160, STANDARDIZED AWARENESS AUTHORIZED TRAINING

Space is limited, please register today!

Description Developed by the National Domestic Preparedness Consortium (NDPC), the Standardized Awareness Authorized Training course provides instruction on: prevention and deterrence, chemical and biological agents, radiological materials, explosives, and the Emergency Response Guidebook (ERG).

Course Objectives

Describe terrorism and WMD, indicators of potential terrorist acts and targets using the RAIN concept. Describe the signs and symptoms of chemical agents and toxic industrial chemicals using the RAIN method; and the advantages and disadvantages of using chemical agents as a WMD. Describe the signs and symptoms of biological agents using the RAIN method; and the advantages and disadvantages of using biological agents as a WMD. Identify the signs and symptoms of radiation and radiological material using the RAIN method; and the advantages and disadvantages of using radiological material as a WMD. Describe the characteristics of explosives and the effects of a detonated explosive device.

Target Audience First Responders, Fire, Law Enforcement, Public Works, Citizen Services, Teachers

Location South Walton Fire District

Address 911 N. County Highway 393
Santa Rosa Beach 32459

Date Monday, Oct 01, 2012, 8:00 a.m. – 5:00 p.m.

Point of Contact Lynnette Doyal (850) 267-1298 ldoyal@swfd.org

Maximum # of Participants: 15

Please register online at: <http://trac.floridadisaster.org>

DISASTER SERVICES AN OVERVIEW:

This class will give students the basics of the Disaster Services organization as well as, what jobs are available in our chapter, how our local chapter fits into the national system and the impact you can make helping our neighbors.

This class is open both current volunteers and those looking to volunteer!

When: Saturday Sept 29th Time: 8:30

Location: Milton Community Center

To register please contact John Murray at john.murray@redcross.org

STAFFING

Staffing is a class for more experienced volunteers. Students will be given a break down of how we arrange for volunteers to support our manpower requirements during a disaster operation. Also covered will be the management of volunteers once on a job, (job assignment, lodging, and etc.). This is a great class for anyone wanted to know more about ot manage and support volunteers.

When: Saturday Sept 29th Time: 8:30
Location: Milton Community Center

To register please contact John Murray at john.murray@redcross.org

NORTHWEST FLORIDA INFECTION CONTROL PRACTITIONERS WORKSHOP

This is a great educational opportunity that I wanted to pass on to you. The Northwest Florida Infection Control Practitioners group is hosting a workshop on October 12th! If you have never heard of this group, please visit the website at <http://www.nwficp.com/index.php>. This brochure has not been uploaded to this site yet, but you can learn more about the group by visiting the site. Please feel free to pass on this brochure to anyone you feel would be interested!

CEUs for this program are offered for nurses and environmental health staff. Please get your registrations in by September 14th to get the discount rate of \$40. It is \$45 at the door and students who pre-register get a discount at \$20. Lunch is provided. Please see the attached brochure.



Workshop brochure -
2012 (2).pdf

SKY WARN CLASSES

Basic Sky Warn ----- September 25th, 7pm
Advanced Sky Warn ----- September 27th, 7pm

Both classes will be taught at the Public Safety Building (EOC) 6575 North W St Pensacola .
Email danielh@santarosa.fl.gov with your name and the course you wish to attend

MEDICAL PREPAREDNESS & RESPONSE TO BOMBING INCIDENTS

This course addresses medical preparedness for and response to blast effects through a combination of lectures, small group activities and tabletop participant exercises. Participants completing this course will gain an enhanced understanding and awareness of issues and considerations relating to bombing incidents.

Content areas include identification of targets, explosives characteristics, pre-attack indicators, pre- and post-detonation response, bombing injuries, security, and resource management. This course represents a cooperative effort between New Mexico Tech's Energetic Materials Research and Testing Center (NMT/EMRTC) and the Texas Engineering Extension Service's National Emergency Response and Rescue Training Center (TEEX/NERRTC), a member of The Texas A&M University System.

Location: Santa Rosa EOC
Dates: November 28th and 29th
Time: tentative 8:00-5:00
Total time: 18 hours

CEU for Nurses and Physicians: 15.5

CEUs for Paramedics: 16



Marketing Brochure
V5 810.pdf

To Register Click on the Link below, change the date in the top left corner to November, and register for this course.

IS-36: MULTIHAZARD PLANNING FOR CHILDCARE

<http://training.fema.gov/EMIWeb/IS/is36.asp>

IS-660 - INTRODUCTION TO PUBLIC-PRIVATE PARTNERSHIPS

<http://training.fema.gov/EMIWeb/IS/is660.asp>

NEWS (blue is new)

Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has. --Margaret Mead

Woeful Success Rate in Citizen Preparedness Suggests New Approaches is Necessary

<http://www.emergencymgmt.com/disaster/Woeful-Success-Rate-Citizen-Preparedness.html>

Government Zombie Promos Are Spreading

<http://abcnews.go.com/blogs/health/2012/09/07/government-zombie-promos-are-spreading/>

Near-disaster in La. raises questions about evacuations

<http://www.usatoday.com/news/nation/story/2012-09-09/hurricane-isaac-louisiana-evacuation/57702792/1>

Disaster Management: Not Just a Government Matter

<http://www.emergencymgmt.com/disaster/Disaster-Management-Not-Just-a-Government-Matter.html>

Mobile Disaster App Prepares the Public for the Worst

<http://www.emergencymgmt.com/training/Mobile-Disaster-App-Prepares-Public.html>

How to Demonstrate the Fruits of Your Labor

<http://www.emergencymgmt.com/disaster/How-to-Demonstrate-the-Fruits-of-Your-Labor.html>

Crisis Management: How to Handle a Crisis Using Social Media (5 Steps)

<http://goodplustech.com/2012/08/23/crisis-management-how-to-handle-a-crisis-using-social-media-5-steps/>

Emergency Managers Turning To Social Media Ahead Of Isaac

<http://miami.cbslocal.com/2012/08/23/emergency-managers-turning-to-social-media-ahead-of-isaac/>

Emergency Managers' Best Practices for Evacuating Communities

<http://www.emergencymgmt.com/disaster/Best-Practices-Evacuating-Communities.html>

6 Ways to Utilize Social Media before a Disaster Strikes

<http://www.emergencymgmt.com/disaster/6-Ways-Utilize-Social-Media-Disaster.html>

Disaster Resilience: A National Imperative

http://www.nap.edu/catalog.php?record_id=13457

Most U.S. Small Businesses Back Up Data as a Precaution, but May Not Be Sufficiently Prepared for a Crisis

http://finance.yahoo.com/news/sage-survey-most-u-small-130000505.html;_ylt=A2KJ3CbCNRZQgB0AaYHQtdMD

11 Tips for Crafting Your Social Media Policy

<http://www.nextgov.com/mobile/2012/07/11-tips-crafting-your-social-media-policy/57070/>

Social media play growing role in spreading word of tragedy

<http://www.usatoday.com/news/story/2012-07-20/colorado-shooting-social-media/56370500/1>

Koch-funded climate change skeptic reverses course

<http://www.latimes.com/news/politics/la-pn-kochfunded-climate-change-skeptic-reverses-course-20120729,0,7372823.story>

Extreme weather: Get ready to see more of it, scientists say

<http://www.cnn.com/2012/07/10/world/unusual-world-weather/index.html>

Five Innovative Uses of Social Media in Government

<http://www.govexec.com/reports/five-innovative-uses-social-media/56086/>

Why Aren't Americans Listening to Disaster Preparedness Messages?

http://www.rand.org/about/people/u/uscher-pines_lori.html

Social media rising to the top of places to go in natural disasters

<http://www.kplu.org/post/social-media-rising-top-places-go-natural-disasters>

Worried about the risks and dangers of social media? Take the Army's advice

<http://www.emergencymgmt.com/emergency-blogs/crisis-comm/Worried-about-the-risks-071012.html>

10 Ways for Businesses to Be Hurricane Ready

<http://bclc.uschamber.com/blog/2012-06-07/10-ways-businesses-be-hurricane-ready>

The Role of Business in Disaster Response Report

<http://bclc.uschamber.com/document/role-business-disaster-response-report>

Small Businesses Fall Short on Disaster Preparedness

<http://www.businessnewsdaily.com/2621-small-businesses-natural-disasters.html>