



Secure & Prepared

Iowa Homeland Security & Emergency Management

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Alert Iowa system launched at annual conference; 52 counties apply to date

A new statewide emergency notification system was launched by Gov. Terry Branstad on Oct. 21 at the Iowa Homeland Security Conference in Des Moines.

Alert Iowa was developed by the Iowa Department of Homeland Security and Emergency Management (HSEMD) to provide all counties with access to a single, statewide notification system that provides local control of how and when to disseminate emergency and public safety messages to residents.

While many counties already use an emergency notification system, they may elect to switch to Alert Iowa, for which there is no charge for them to use.

Residents in counties where Alert Iowa is used are able to choose the types of alerts they receive, such as for



severe weather, 9-1-1 outages or winter storms. Alerts can be sent to residents via landline and wireless phone, text messaging, email, FAX, TTY/TDD, and social media. Photo, video, audio and links may be included in the alerts to help recipients better understand the situation or where to go to get additional information.

Continued on Page 3...

INSIDE THIS ISSUE:

*Former HSEMD
leader honored2*
Iowa EMA earns CEM3
On the calendar..... 3

Training opportunities4
HSEMD conference 5
*Assistance to
Firefighters Grants.....6*

Former HSEMD leader honored

Ellen Gordon, former HSEMD administrator, was recently honored for her contributions to the field of emergency management and homeland security.

Gordon was inducted into the International Women in Homeland Security and Emergency Management Hall of Fame Nov. 15 in San Antonio, Texas. The Hall of Fame, an initiative of the International Network of Women in Emergency Management, honors leaders and pioneers in the field of homeland security and emergency management. Gordon was one of eight women and organizations inducted into the Hall of Fame this year.

Gordon was the first female administrator of HSEMD, serving in the position from 1986 to 2004, and also as the governor's homeland security advisor from 2001-2004. She was the first female president of the National Emergency Management Association. Gordon is currently the associate director of the Executive Leaders Program at the Center for Homeland Defense and Security (CHDS), Naval Postgraduate School, in Monterey, California.

During her tenure with HSEMD Gordon led the state through numerous disasters, including the great floods of 1993. Although responding to disasters was a big challenge, she said her prized accomplishment remains building a team.

"The most rewarding aspect was building a team of wonderful people who worked with me year after year, to respond to the needs of Iowans," Gordon said "When I left state government, the most important thing I carried with me was the strong sense of being part of a cohesive team, providing leadership while at the same time learning from the great group of people around me."



Ellen Gordon

Many of HSEMD's current staff worked for the department during Gordon's tenure, including Joyce Flinn, administrator of the Operations Division, who began working for Gordon in 1997.

"Ellen was a strong, knowledgeable leader who had high expectations and goals," said Flinn. "She worked alongside her team to meet those goals. I considered her a mentor then and continue to look to her as a mentor today. I am delighted to learn Ellen is receiving this well-deserved honor. Woo-hoo!"

Pat Hall, administrator of HSEMD's Recovery Division, also worked for Gordon.

"Under Ellen's leadership we were able to assist numerous Iowans during disaster response and recovery," said Hall. "And when it came to recovery, her ability to think outside the box led to many improvements and innovations. I want to add my congratulations to Ellen for this recognition of her work and accomplishments."

Gordon is a CHDS master's degree graduate. She remains active in emergency management on a national scale, and serves on a variety of volunteer boards and commissions, including the US. Department of Homeland Security's Homeland Security Advisory Council, and the National Homeland Security Consortium.

To learn more about the International Women in Homeland Security Hall of Fame, [click here to visit their website.](#) Ω

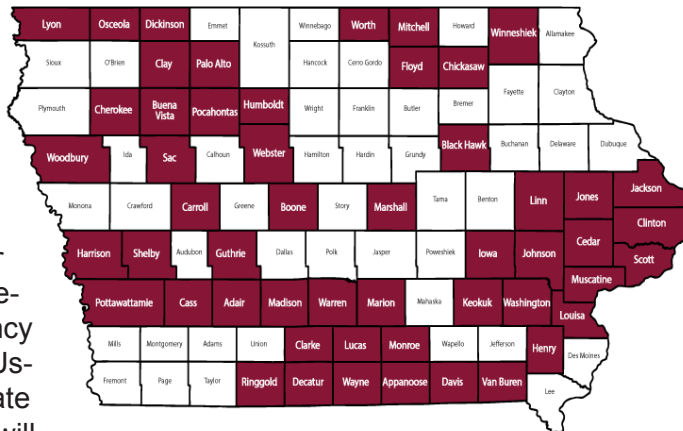
Alert Iowa system launched

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In addition, Alert Iowa utilizes the Federal Emergency Management Agency's Integrated Public Alert and Warning System (IPAWS) to send imminent emergency and public safety messages through the Emergency Alert System, NOAA Weather Radio and the Wireless Emergency Alerts system. Using IPAWS for state and local alerts will be another method to ensure the most urgent information is delivered to as many Iowans as possible when an emergency is happening and requires the public to take immediate action.

Planning for Alert Iowa began in early 2013 when it was determined that 53 counties were

paying nearly \$600,000 for their individual notification systems, while 15 used a free system with limited capabilities. Thirty-one counties did not have an emer-



Current Alert Iowa counties

gency notification system, which in many cases was due to a lack of funding. Alert Iowa funding was appropriated to HSEMD by the Iowa General Assembly and signed into law by the Governor earlier this year. Alert Iowa provides emergency notification capability to all 99 counties for half

the cost the 53 counties paid for their notification systems. There is no requirement that counties use this system.

Currently, 52 of the state's 99 counties have signed up to use Alert Iowa. It is expected the remainder of counties will come on board in the near future. As counties begin to use the system, they will notify residents and provide instruction on how to sign up for alerts.

For information on Alert Iowa visit the Iowa HSEMD website, or scan the QR code below using your smartphone. Ω



Congratulations to Polk County Emergency Management Director A.J. Mumm, who is now a Certified Emergency Manager (C.E.M.)! Mumm received his certification at the International Association of Emergency Managers annual conference on Nov. 19.

ON THE CALENDAR

NOVEMBER

Thanksgiving Day (27)*
Day after Thanksgiving (28)*

DECEMBER

International Day of Persons with Disability (3)
Christmas Day (25)*

**State holiday. HSEMD offices will be closed.*



Training opportunities

Crude by Rail

4 hours; Web-Based

This FREE course is available for a limited time from the Security and Emergency Response Training Center (SERTC). This program is designed for first responders with railroads passing through their jurisdiction. You will learn basic knowledge to respond to incidents involving crude by rail. The web-based training is designed for your convenience. You decide when and where to start your training.

Instructors teach this program in a format that is easy for you to understand, and it gives you the foundational information needed to make basic protective decisions in the event an incident happens in your jurisdiction.

The program covers the following:

- History of crude oil
- Planning and working with the railroads
- Basic tank car recognition and design
- Chemical, physical, and toxic properties of the different crude oil transported

- Basic site and damage assessment
- Tactical product control methods, including the application of firefighting foam agents, water and spill control procedures

To register, [visit the SERTC website](#). Under "What's New," click "Enter" where it says "REGISTER here for Web-Based Crude By Rail."

Force Science

When: Feb. 2, 2015
8:30 a.m.—4:30 p.m.
Where: Mitchell/Worth Co. EM
806 Sawyer Dr.
Osage

Target audience: law enforcement officers of all ranks, use of force experts, police psychologists, attorneys, administrators, risk managers, investigators, trainers.

Are you and your agency ready for the firestorm from a controversial use of force? This course will prepare you for uncovering the truth when lawsuits, careers, and reputations are on the line.

To register, go to the [Worth County website](#). Click Government->Departments->Emergency Management->Force Science to get to the form. Be sure to click "Send" when the form is complete.

Call the **Mitchell/Worth EMA** at **641.732.5872** or the **Mitchell County sheriff** at **641.732.4740** if you have any questions.

Public Information in an All-Hazards Incident (MGT 318)

When: Feb. 24-25, 2015
8:30 a.m.—4:30 p.m.
Where: Mason City Police Dept.
78 S. Georgia Ave.
Mason City

This course examines the role of public information in all-hazards incident management and provides practical training in crisis communication techniques. In a major incident, it is imperative that community leaders, incident managers, and public information officers (PIOs) are able to communicate with the public through traditional and social media.

If you have any questions or would like to register, please contact Cerro Gordo Emergency Manager **Steve O'Neil** at **641.421.3665**.

11th Annual Iowa Homeland Security Conference

The 11th Annual Iowa Homeland Security Conference was held Oct. 21-22 at the Community Choice Credit Union Convention Center at Veteran's Memorial in Des Moines.

Iowa Governor Terry Branstad attended the opening session of the conference to launch the Alert Iowa statewide emergency messaging system.

The day prior to the conference, the Iowa Disaster Human Resource Council (IDHRC) held its First Annual Don Hampton Awards Ceremony, where the family of the late Don Hampton presented the awards on behalf of the organization. Don was an extremely active member of the IDHRC, and will be missed by many.

Thanks to all who planned, attended, and presented at this year's event! ☺



Clockwise, at right: HSEMD Administrator Mark Schouten and Gov. Branstad launch the Alert Iowa system; an Iowa Task Force 1 vehicle on display; Vendors in the exhibit hall. Below, L-R: Dawn (Hampton) Cameron, Nancy Hampton, Greg Hampton, Nick Jost, Art Abrams, and Carmen Hampton. Nick Jost accepted the Don Hampton Disaster Volunteer of the Year (Group) Award for the Linn Area Partners Active in Disaster, and Art Abrams was the winner of the Don Hampton Disaster Volunteer of the Year (Individual) Award.



Application period for Assistance to Firefighters Grant Program open through Dec. 5

The federal fiscal year 2014 Assistance to Firefighters Grant (AFG) Program application period is now open. Applications will be accepted until Friday, Dec. 5, 2014, at 4 p.m. Central time.

Please visit the [AFG website](#) to access all available AFG application assistance documents.

All eligible applicants must be registered and active in the System for Award Management (SAM) before they can submit an application. Per 2 CFR § 25.205, FEMA may not make an award to an en-

tity until the entity has complied with the requirements to provide a valid DUNS number and maintain an active SAM registration with current information. SAM consolidates federal procurement systems and the Catalog of Federal Domestic Assistance (CFDA).

To register or validate your information, visit: <https://www.sam.gov/portal/public/SAM/>.

Contact the **AFG Program Help Desk** with questions or comments at **1.866.274.0960** or firegrants@dhs.gov.



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HSEMD MISSION

Lead, coordinate, and support homeland security and emergency management functions in order to establish sustainable communities and ensure economic opportunities for Iowa and its citizens.

Secure & Prepared is published for those involved in the homeland security/emergency management system in the state of Iowa. For more information, contact Stefanie Bond at stefanie.bond@iowa.gov.

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