



# Emergency Services

12 JUNE 2020

Presented as part of the Oregon Wing  
Professional Development Workshop Series

# Welcome



## Maj Frank deBros



- CAP ES Curriculum Developer
- Master Rated ESO

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## Lt Col Edward Bos



- ORWG/IG
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# Overview



## Week 1

- Specialty Track Overview
- Position Overview
- Annual Planning
- Integration Across Echelons

## Week 2

- Relationship Management
- Tools & Resources
  - Online Systems
- Emergency Services Training Overview

## Week 3

- Event Training Plans
- Process Improvement
- Emergency Services Awards
- Roundtable Discussion

# Questions so Far?





# Relationship Management

# Let's Discuss Fundamentals



- ▶ Planning
  - ▶ Covered in Previous Session
- ▶ Prospecting
  - ▶ Primary SAR/DR Organizations
  - ▶ Secondary SAR/DR Organizations
  - ▶ Customers
    - ▶ CAP By-Laws
- ▶ Steps to Initiating a Relationship
  - ▶ Approach
  - ▶ Up-Front Contracts
  - ▶ Pain Points
  - ▶ The Close
  - ▶ Leveraging Networks
  - ▶ Follow-Up



# Effective Range



ICBM  
5,500 km



Trebuchet  
300 m



Super Soaker  
11.5 m



ES Officer  
1 m

# Approach



- ▶ Your initial approach matters
  - ▶ Phone
  - ▶ Email
  - ▶ In-Person
- ▶ Knowledgeable
- ▶ Warm & Professional
- ▶ Polished in manner & appearance
- ▶ LISTEN MORE THAN YOU SPEAK



# Up-Front Contract



- ▶ Technique for starting a meeting or pitch
- ▶ Prevents ambiguous endings or wasted time
- ▶ Doesn't have to be a hard sell
  - ▶ “When we finish here today, can we agree that we'll both ‘XYZ.’”



# Pain Points



- ▶ It's about THEIR wants and needs (you're listening!)
- ▶ Don't inflict pain, solve it.
  1. Ask what they know about CAP (Remember what they say!)
  2. Identify what they are hoping to learn, or hoping to accomplish
  3. Ask for permission to ask questions and/or brainstorm
    - ▶ "Would it be ok with you if I..."
  4. Use questions to guide conversation to learn more about their needs
  5. If appropriate, offer a solution

# The Close



- ▶ If your solution (i.e., Aircrew Operations, Disaster Relief, Communications Capabilities, etc) makes sense, then seal the deal
- ▶ Recall the up-front contract
- ▶ Have the steps to move forward ready ahead of time
  - ▶ The Apple Store doesn't freeze at the end of an interaction
  - ▶ They know their products, and they have a way to sell them to you then-and-there
  - ▶ They also are totally ok with you leaving without buying
- ▶ Bottom-line, be ready to close, but don't force it

# Leveraging Networks



- ▶ You've had a successful interaction
  - ▶ They want to use CAP
  - ▶ They determined CAP wasn't a good fit



"I'll think about it," is not a good outcome.  
You broke the up-front contract.

- ▶ Who else should we speak with?
  - ▶ Do you know someone else who can use our support?
- ▶ Helps keep the tank full



# Wrapping-Up & Following-Up

- ▶ End interactions on a positive note
  - ▶ “We’re excited to have you observe our next SAREX!”
- ▶ Keep doors open, don’t burn bridges
- ▶ When appropriate, send a thank-you card, email, or calendar reminder
  
- ▶ Realistically, there may be some ambiguous endings
  - ▶ Track your leads, prospects, and interactions with them
  - ▶ If someone says call back in 6 months, DO IT!
  - ▶ If someone says don’t call me again, keep track of them to prevent it

# Important Reminders



- ▶ This isn't just "Relationship Starting," it's "Relationship Management"
- ▶ Communicate naturally, be cool, be normal
- ▶ Under-Promise and Over-Deliver
  - ▶ Our personnel have are volunteers
  - ▶ If you're unrealistic, you'll ruin the relationship
  - ▶ 1 bad experience can ruin years of positive interactions



# Tools & Resources



# Online Tools



- ▶ eServices

- ▶ Operations Suite

- ▶ Commander's Dashboard

- ▶ Reports

- ▶ WMIRS

- ▶ Tracking Assets

- ▶ Tracking Tracking Funds

- ▶ Common Operating Picture (COP)

## Let's Look

# Other Websites



- ▶ FEMA Independent Study Courses

- ▶ <https://training.fema.gov/is/>

- ▶ Aviation Weather

- ▶ <https://www.aviationweather.gov/>

- ▶ Fire Weather & Avalanche Center

- ▶ <https://www.fireweatheravalanche.org/fire/>

- ▶ Real-Time Flight Tracking

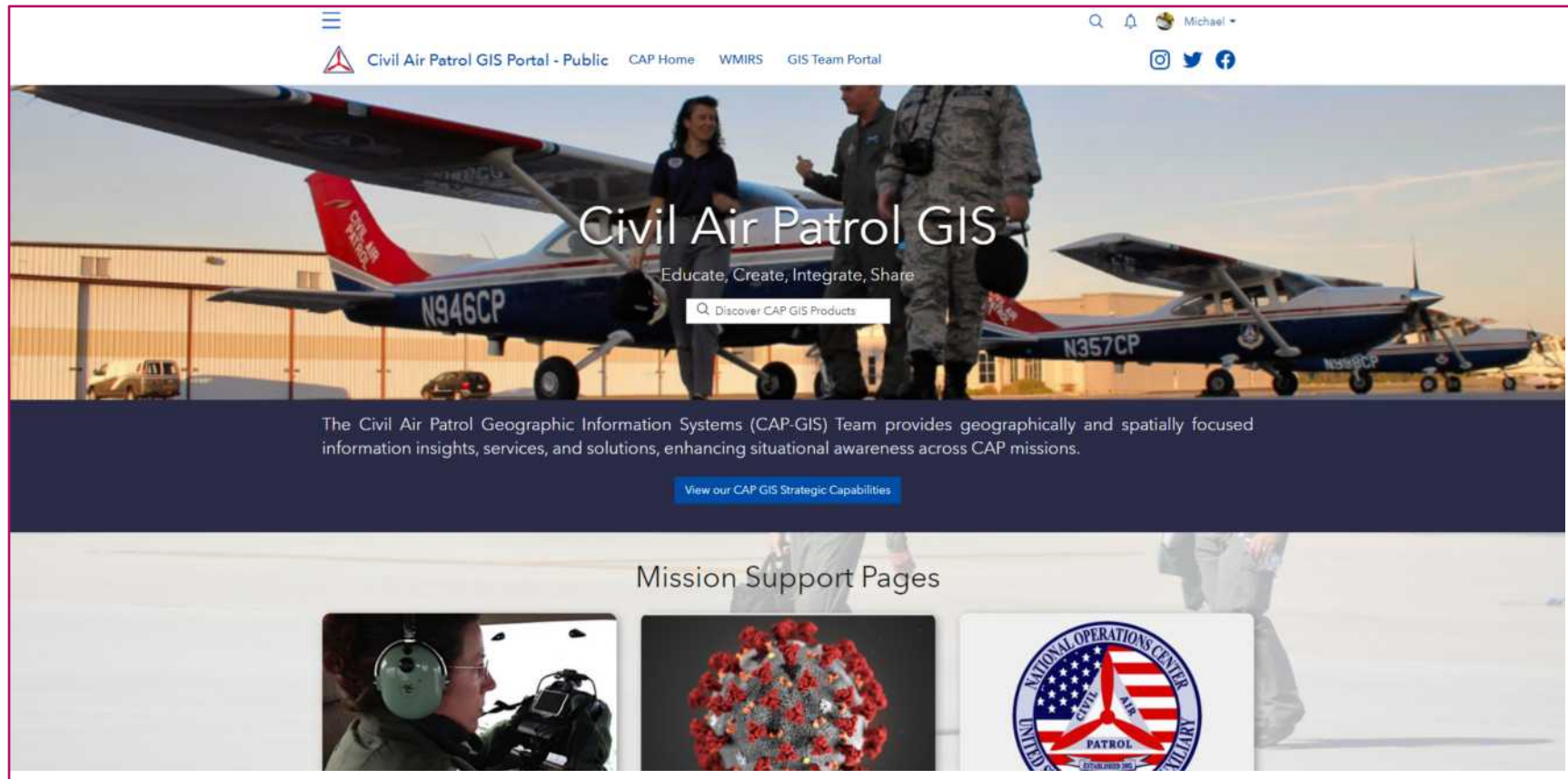
- ▶ <https://www.flightradar24.com/>

- ▶ Flooding Forecasts

- ▶ <https://water.weather.gov/ahps/>

- ▶ All the Training!

- ▶ [www.youtube.com](http://www.youtube.com)



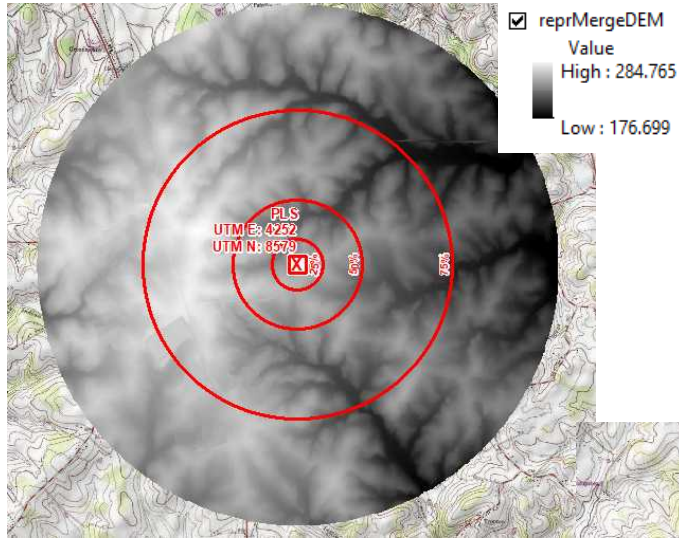
**Contact:**

**[gis@cap.gov](mailto:gis@cap.gov)**

National Geographical Systems Team

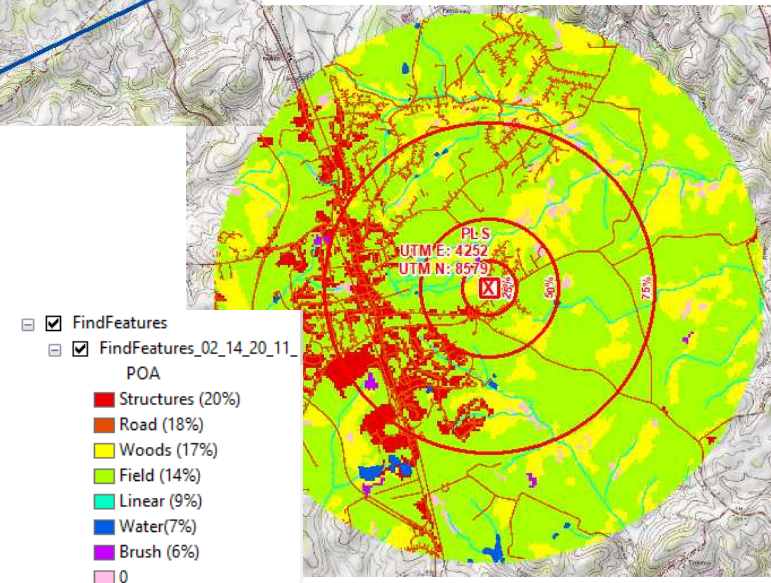
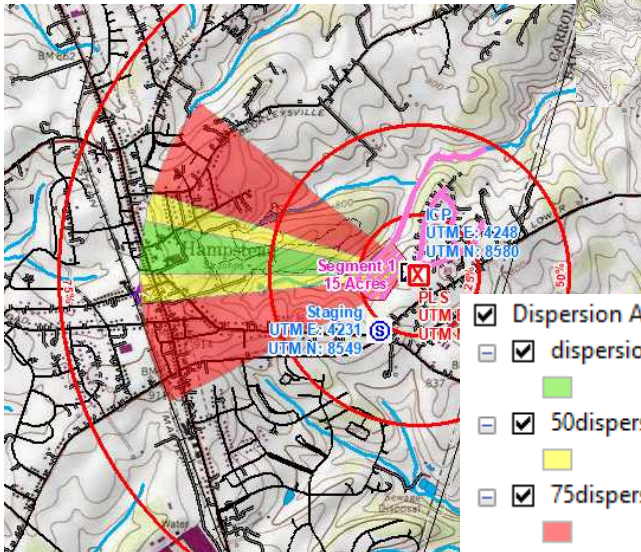
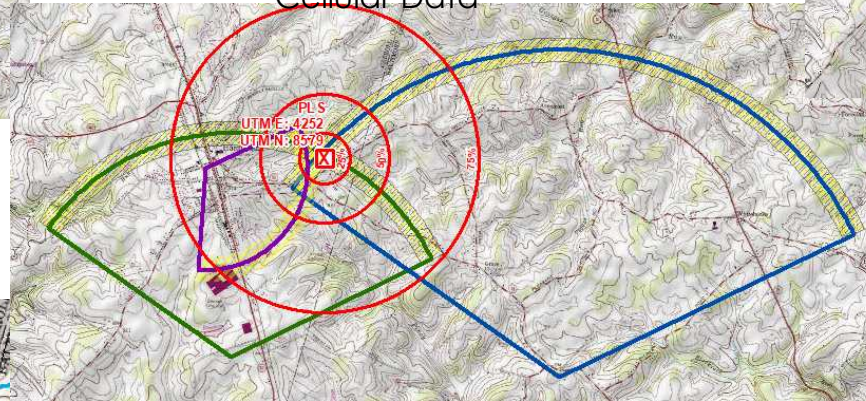
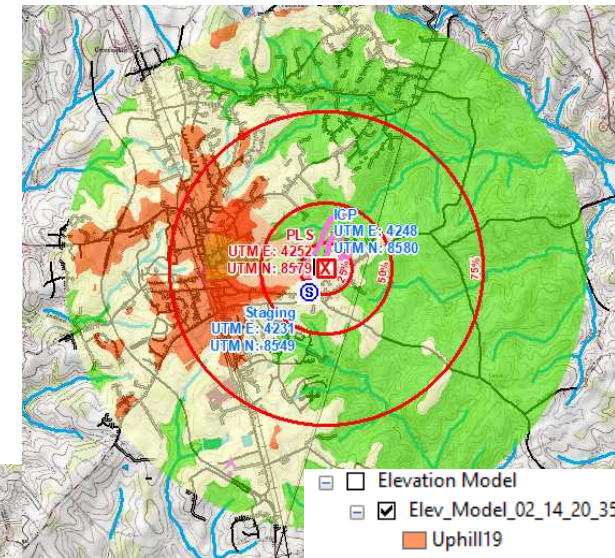
<https://public-cap-gis.hub.arcgis.com/>



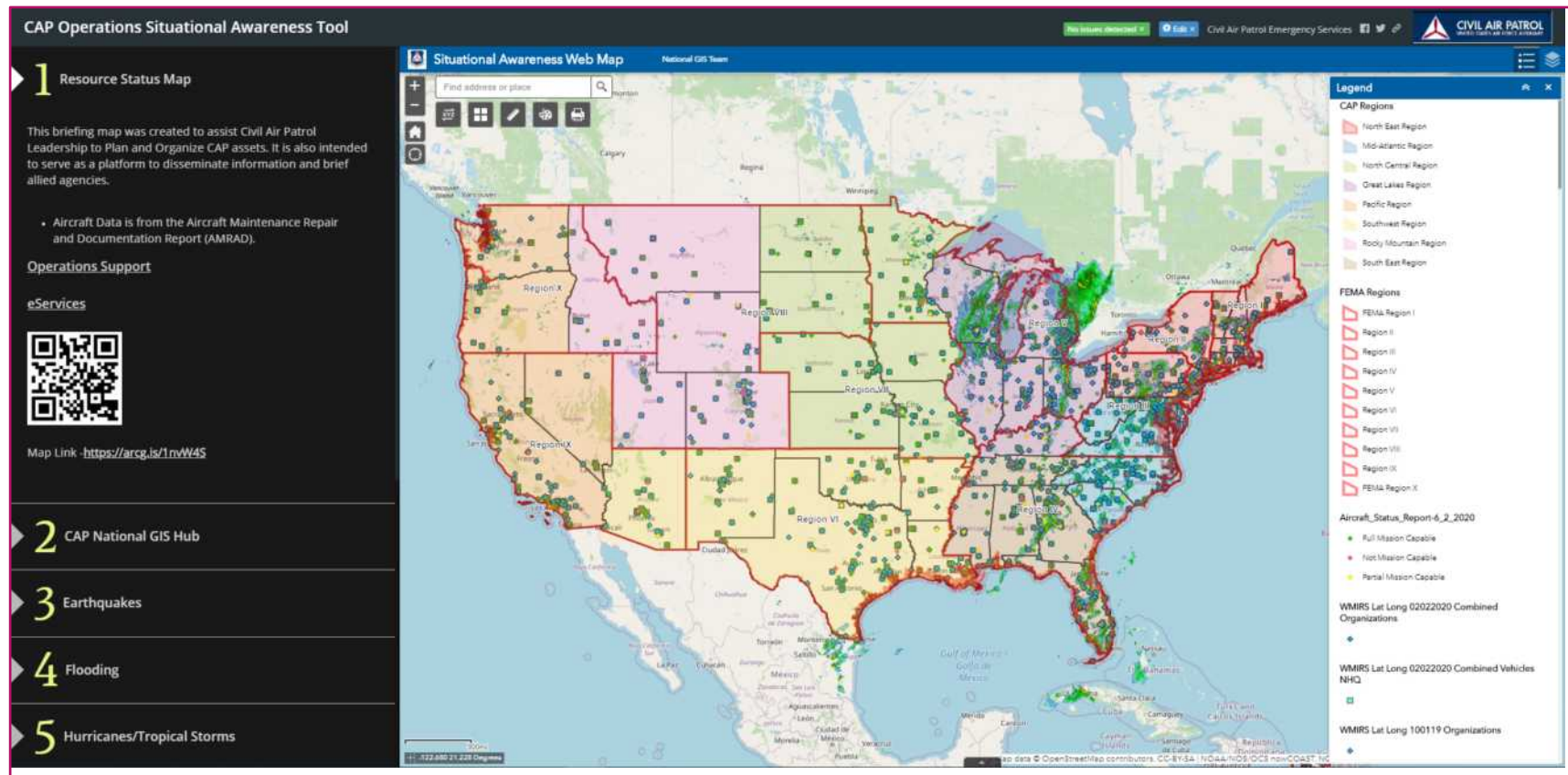


### Statistical Data

- Digital Elevation Model
- Dispersion Model
- Find Features
- Elevation Change Cellular Data

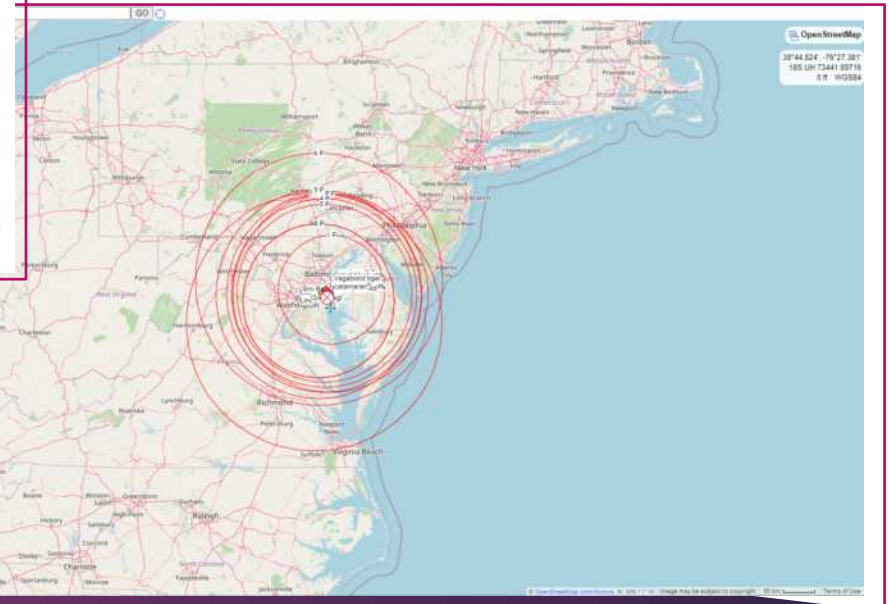






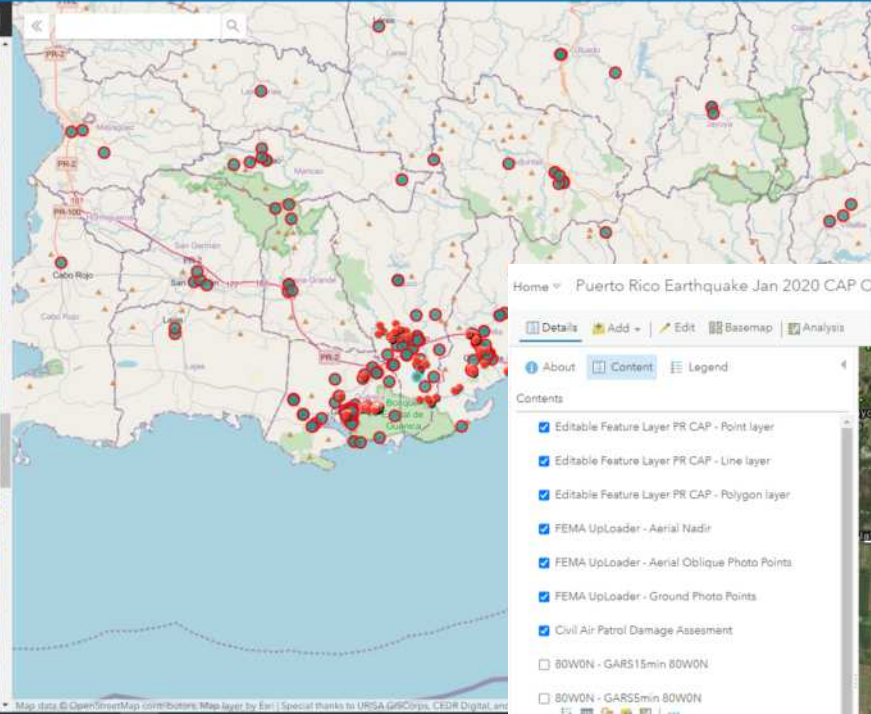
CAP Operations Situation Awareness Tool

<https://arcg.is/1nvW4S>

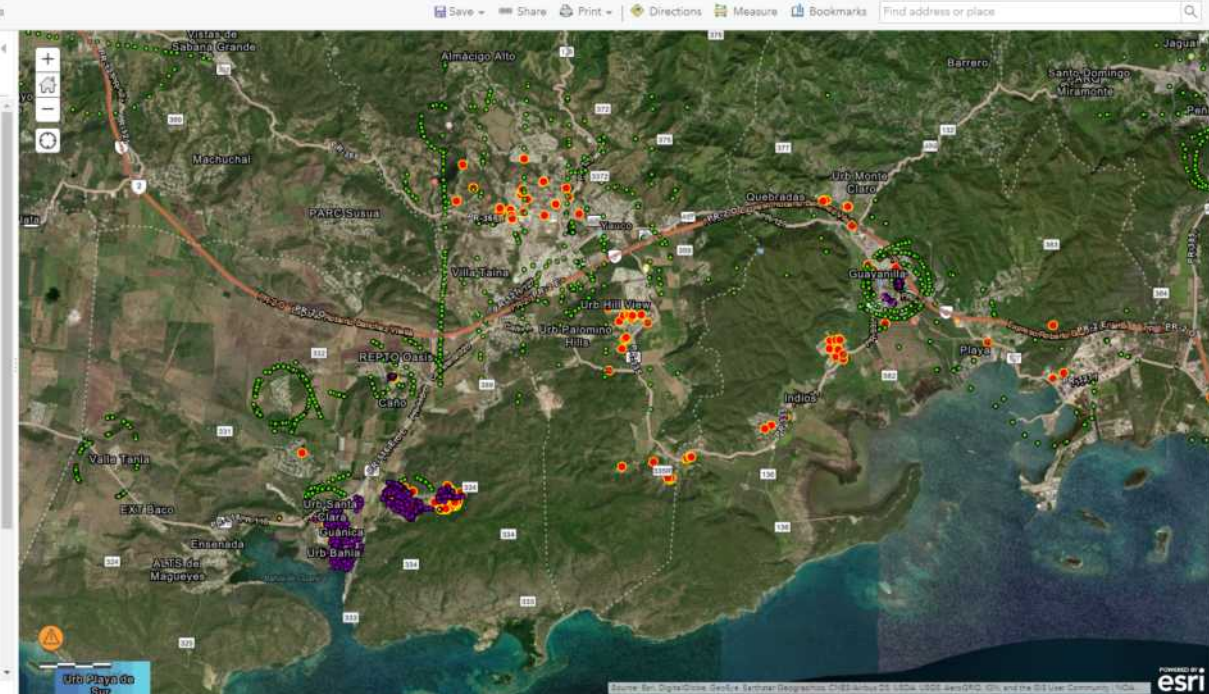


Sartopo.com and Survey123 for mission operations



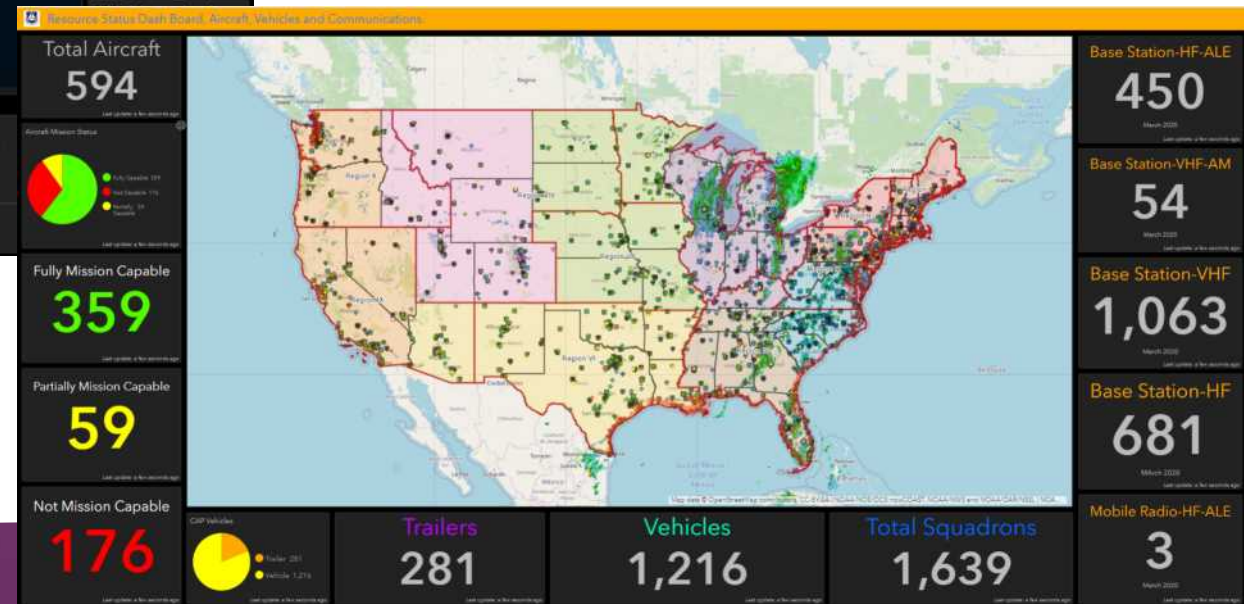
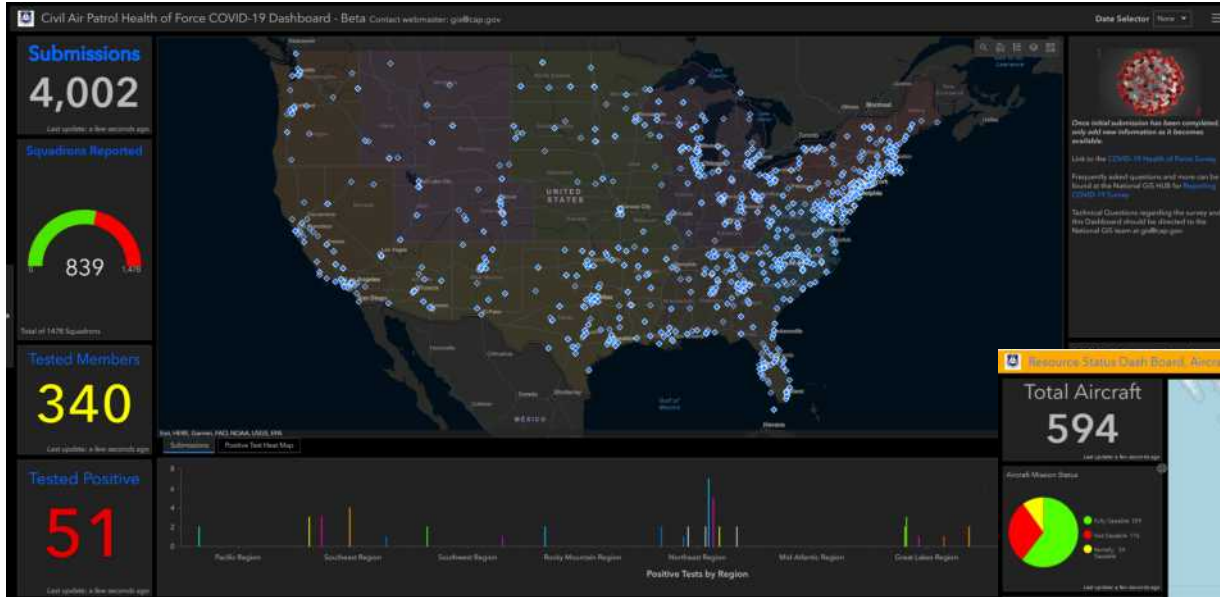


- ☒ Editable Feature Layer PR CAP - Point layer
- ☒ Editable Feature Layer PR CAP - Line layer
- ☒ Editable Feature Layer PR CAP - Polygon layer
- ☒ FEMA Uploader - Aerial Nadir
- ☒ FEMA Uploader - Aerial Oblique Photo Points
- ☒ FEMA Uploader - Ground Photo Points
- ☒ Civil Air Patrol Damage Assessment
- ☐ 80W0N - GARS15min 80W0N
- ☐ 80W0N - GARS5min 80W0N
- ☐ 80W0N - GARS30min 80W0N
- ☐ USNG 1KMCellsWithPriorities 01.12.20
- ☒ Disaster Recovery Centers
- ☒ Current Weather and Wind Station Data - Buoys
- ☐ HAZUS Results for Puerto Rico Earthquake - 01/07/2020
- ☒ IOC CAP
- ☐ IOC
- ☐ U.S. National Grid



# Ground Photos of Damaged Structures





Dashboards



# Did you know?

In Japan, broken objects are often repaired with **gold**.

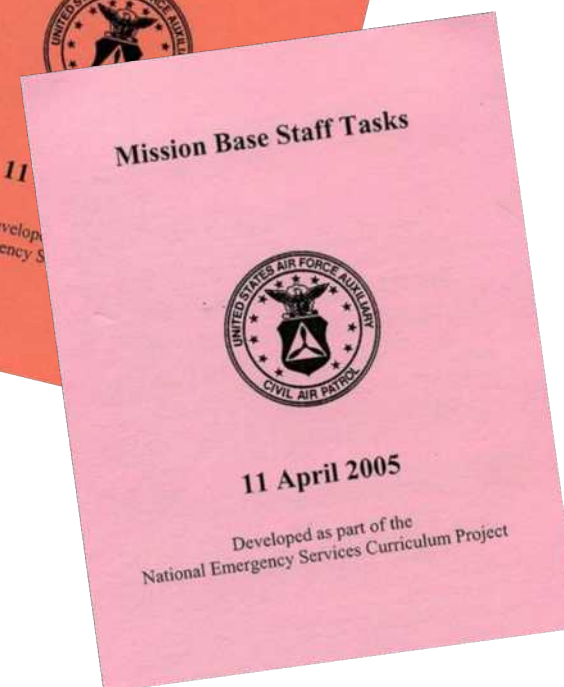
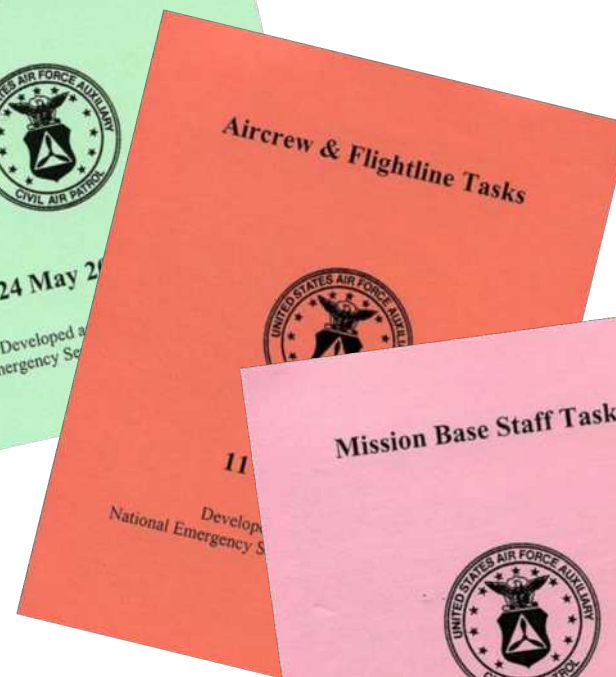
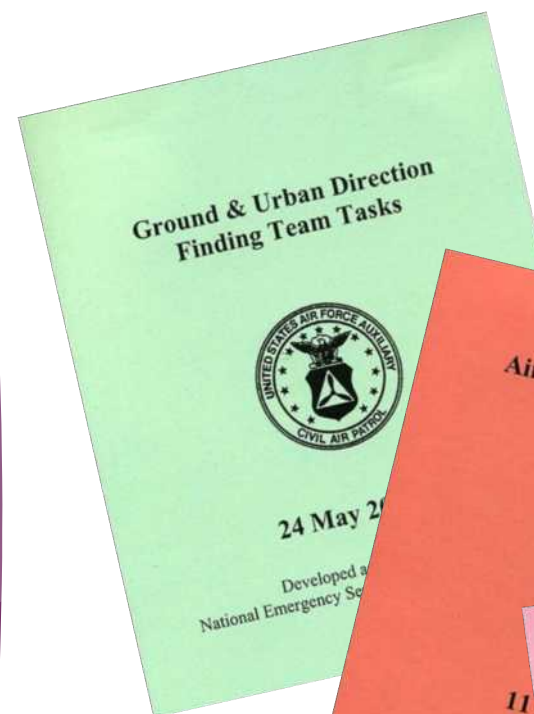
The flaw is seen as a unique piece of the object's history which adds to its beauty.





# ES Training Overview

# The Training System



# Components



- ▶ Specialty Qualification Training Record (SQTR)
- ▶ Task Guides
  - ▶ Discrete Skills
  - ▶ Background
  - ▶ Performance
    - ▶ Field Checklists
  - ▶ Evaluation Criteria
    - ▶ Pass/Fail (Pass All Steps)
- ▶ Evaluation
  - ▶ Qualified Evaluator
  - ▶ Different from Instructor (Optimal)
  - ▶ Tracked in eServices
    - ▶ Trainee or Evaluator can input
- ▶ Reference Texts
  - ▶ Expanded & Detailed Information
- ▶ [NESA.CAP.GOV](https://nesa.cap.gov)



# Planning a Training Event



# Where do I start?



- ▶ Talk to your members
- ▶ Talk to neighboring squadrons
- ▶ Identify tasks
- ▶ Identify cadre
- ▶ Identify location
- ▶ Identify resources
- ▶ Have a plan
- ▶ Get permission from higher



# Know the task(s)



- ▶ Identify the tasks you want to cover
  - ▶ What task(s) do people need/want?
  - ▶ What instructors do you have?
  - ▶ Can you get the resources?
  - ▶ What other training has been done/will be done?
- ▶ Study the task guide/reference text
  - ▶ Know evaluation requirements
  - ▶ Know resources needed
  - ▶ Talk to trained members for advice
- ▶ DO NOT OVERCOMMIT!
  - ▶ It will always take more time/resources than you think
  - ▶ If you can only do one small task, that's OK!

# Build a cadre



- ▶ Talk to trained members within your squadron/neighboring squadrons
- ▶ Attend group/wing ES training to network
- ▶ Talk to group/wing ES staff for help identifying members
- ▶ Ensure members are trained/qualified for what you want to train
- ▶ Ensure you account for CPP
- ▶ Ask very nicely

# Find a location



- ▶ Know what kind of space your task(s) require
- ▶ Talk to squadrons with large footprints
- ▶ Public parks/campgrounds
- ▶ Member “connections” (teacher at a school, conference rooms at work, sports coach, etc.)
- ▶ MAKE SURE YOU HAVE PERMISSION!
- ▶ Make sure the location is safe for the applicable tasks
- ▶ Consider
  - ▶ Bathrooms
  - ▶ Parking
  - ▶ Access to food
  - ▶ Shelter from weather
  - ▶ Table space
  - ▶ Sufficient open space for practical tasks
  - ▶ “Optics”

# Acquire resources



- ▶ Use task guide as reference
- ▶ Wing ES might have access to equipment that you need
- ▶ Talk to other members/group/wing
- ▶ This may cost money
- ▶ Distribute amongst cadre
- ▶ Distribute amongst attendees

# Have a plan



- ▶ Build a schedule (and stick to it!)
  - ▶ Plan breaks
- ▶ Consider what to do if a lot (or not many) people show up
- ▶ Plan meals
  - ▶ Is it more efficient to "cater"?
- ▶ Consider lodging for overnight training
  - ▶ This adds exponential complexity
  - ▶ Now you REALLY need to account for CPP

# Execute



- ▶ Stick to the plan as much as you can
- ▶ Be flexible when you can't

*"No plan of operations extends with certainty beyond the first encounter with the enemy's main strength "*

- Helmuth von Moltke the Elder

- ▶ Make sure people get credit
  - ▶ Complete participation letters
  - ▶ Complete SQTR updates
- ▶ Have fun!
  - ▶ This is what gets people to come back

*"Semper Gumby "*

- Unknown, but Awesome



# A Word on Tabletop Exercises

- ▶ Useful for foul-weather, end of fiscal year, or other limiting factors
- ▶ Take it Seriously
  - ▶ Train HARDER than you expect to fight
  - ▶ Incorporate new personnel
  - ▶ Stakes are lower (not burning AVGAS), so take appropriate risks
- ▶ Have a dedicated “White Cell”
  - ▶ Observations
  - ▶ Exercise Injects
  - ▶ Feedback





# In Summary



- ▶ Relationship Management
- ▶ Tools & Resources
- ▶ ES Training Overview
  
- ▶ Part 3 continues on 19 June 2020
  - ▶ 2100 - 2230 hrs EDT
  - ▶ 1800 - 1930 hrs PDT
  - ▶ 0100 - 0230 hrs UTC (20 June 2020)
  
- ▶ Until then, if you have further questions:
  - ▶ [mzabetakis@nesa.cap.gov](mailto:mzabetakis@nesa.cap.gov)
  
  - ▶ [frank.debros@gmail.com](mailto:frank.debros@gmail.com)
  
  - ▶ [edward.bos@orwgcap.org](mailto:edward.bos@orwgcap.org)