

A Lot Can Be Learned in a Year

Well, it has been well over a year now that I have been in the position of Mgr, Family Assistance and I have learned a lot! A few of the things I can't list here but I wanted to share some of the things that I can. Some are hopefully funny, but all are true. Maybe you too can learn from the past year's lessons I have learned!!

1. You cannot make all of the people happy all of the time
2. Not everyone has a cell phone
3. What looks good on my monitor may be tiny on yours
4. Men only can say 7000 words in a day and then everything becomes unintelligible (OK, maybe it's just me)
5. Don't drink soda while teaching (burp)
6. When it comes to electronics, always have a back-up plan
7. I'm glad that I don't have to do all of your reviews
8. When giving instructions, be as specific as possible
9. CARE Team members leave the company without telling me
10. Even 20 year agents will become CARE members if the position duties are described properly to them

Thanks for being a part of the program. Enjoy the newsletter!

Christopher Mears
Manager, Family Assistance Programs

CARE Members on the Move

Congratulations to the following CARE Team members on their recent moves/promotions!

Mary Lekwa
Station Manager, Boston

Cory Christian
Station Manager, Fairbanks

Stephanie Cardenaz
Station Manager, Oakland

Liliana Solis
Station Manager,
Ixtapa / Zihuatanejo

Deena Parker
Product Manager I

Brad Hinkes
Station Supervisor, Fairbanks

June Lee
Station Supervisor, Oakland

Linette Kneer
Concourse Manager, Seattle

Ginny Carruthers
Dir. of Government Affairs

Looking Past Page One...

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CARE Initial Classes 2008

The following initial classes have already been scheduled for next year:

January 8th—ANC

January 30th

February 4th—PDX

February 28th

March 5th

April 3rd—KTN

April 30

May 13th—ANC

May 27th

June 12th

July 24th—PDX

July 30th—LAX

Classes are in Seattle, unless otherwise noted. This list only goes through the end of July. For a full list, see the CARE website. Classes scheduled after the 4th quarter publish date will be posted in future CARE Newsletters!

Recurrent Training News

Deadline Approaching

If you have not completed it already, you have less than two weeks to finish the CARE recurrent training for 2007. All tests are required to be turned in before December 1st.

I recently had an opportunity to have a long lunch with someone who had lost his mother in a commercial aviation accident several years ago. At the time of the accident he was only 13 years old, but the days and weeks immediately following the event had a dramatic, life changing effect on him. During our time together I kept thinking about how important the role of a CARE member is to the surviving family, and his story reinforced that over and over. I wanted to briefly share just a few profound elements he shared with me that day, in hopes you will incorporate them into your CARE tool box:

- His family desperately needed a sense of support and stability during their darkest moment of extreme turmoil.

As a CARE member, sometimes just 'being there' is enough

- Their sense of loss was exponentially compounded by the fact that they were never able to properly say 'goodbye'. Something as singular as that has never left his mind, even to this day.

CARE members need to be good listeners

- In a large sense, his life started over the day of the crash. It was, as he put it, "like being thrown overboard at night in a stormy sea. At first you don't know if you'll drown or not, and after several hours you make it back to the ship, dry off, and try to stand on quivering legs".

One step at a time...

- Several months after the crash, his memories began to focus on the good things he remembered about his mom, and he was able to gradually put the dark, dark memories of the crash into a corner of his mind he rarely visits.

Remember this as a way to begin the healing process

While Initial and Recurrent CARE training cover these elements in general, hearing them first hand from a survivor is very impactful. In training, you also learn about Maslow's Hierarchy – survivor's needs start with the most basic of requirements (food, water, shelter) then escalate from there. This is also an important tool to have and know... as a CARE member assigned to a family, the most basic elements are what's most important first. Getting them back to 'stand(ing) on quivering legs' is a huge, first step.

Thank you for being part of the CARE program, and on behalf of all of us in Emergency Preparedness, Happy Holidays!

Chuck

New CARE Team Members

Please join me in welcoming the following employees that joined the CARE Team in the third quarter:

Charlotte Duval
Laura Parente
Robin Vicini
Sean Sneddon
Bart Rogers
Aimee Winter
Richard Hart
Kirstie Hagmann
Alejandro Lemus
Dalia Ricardi-Candia
Josh Weber

Shelby Jordan
Deanna Fowler
Kristi McKenna
Emily Behanish
Tyler Vail
Todd Quesnel
Oudiea Dixon
Brad Hinkes
Paz Marcela Voss
Ivan Garcia

Marco Aguilar
Mike Morse
Tracy Conne'
Evan Switzer
Caroyn Swanson
Laura LeDoux
Christopher Poore
Chrissie Maines
Marina Prokhor
Jennifer Washburn

Behind the Scenes Stuff

You may have noticed that when you called to activate during one or both of the recent drills that the Customer Care representative asked you for your phone number. When giving them your current phone number, you may have thought to yourself, why am I giving them this, it is already in CISM CARE? True. What you may not know though is that the program that we use for CARE activation is not CISM CARE. It is called Emfasis and of course, the two do not talk. CISM CARE is great for housing your notification information and tracking training but does not work for activation. Emfasis is great for activation and matching families with CARE members but does not work for tracking of training classes. In a perfect world, there would be one program that would do both but we have not found it yet. If you find it, let us know!

There is one other reason that you are asked for your phone number. It is a double check to make sure that we have your most current contact number. That way if you have been bad and not updated your information, we at least have one way to get a hold of you.

There you go! One more CARE mystery solved.

Oh, and if you didn't even notice that we were asking you for your phone number when we should have it in the first place, well, never mind...

CARE STATS

The following is a quick snapshot of where we are at and where we are going:

Total CARE Team Members:
712

Horizon Air CARE Team Members:
211

Alaska Airlines CARE Members:
501

Horizon Air stations with at least two CARE Members:
30 (of 38 stations)

Alaska Airlines stations with at least two CARE Members:
37 (of 54 stations)

Goal by the end of 2008:
900 Members

Horizon non-hub city with the most CARE Members:
Vancouver

Alaska non-hub city with the most CARE Members:
Fairbanks

CARE Members based in Seattle:
256

City with most new CARE Members last quarter:
San Francisco

Recurrent Training News

Already Thinking about 2008

As mentioned earlier in the newsletter, recurrent for this year is almost over. But since it got such a late start, it is already time to start thinking about recurrent for 2008.

Nothing is finalized yet, but it looks like there is a good chance that recurrent will be a combination of either online or in-person recurrent. Yes, you could have your choice. The details of how it is going to work are still not complete but hopefully it can work out.

As of this writing, about 2-1 of you wanted recurrent on-line in 2008 but some of you were very adamant that you learn better in person. That is totally understandable. So, hopefully everyone can get their recurrent next year the way that suits them the best.

Full details will most likely be in the next newsletter sometime in January or via an email message. Stay tuned!

How Did the Drills Go?

As you should know by now, both Alaska and Horizon completed their annual drills. Alaska's drill was focused in Seattle while Horizon's took place in Portland. Both drills went very well. They both had their troubles and things that needed to be fixed but overall they were a success.

The CARE Team was asked to activate for both. Approximately 120 of you activated yourself for the Alaska drill and approximately 193 did the same for the Horizon drill. Not too bad at all if you consider that this was all in less than two hours for each event.

The main reason we conduct drills is to make sure everyone is on the same page. Both companies did a great job but are still better off after having conducted their drills.

It is going to be standard practice now to have CARE Team members call in for all annual drills. This not only gives the Customer Care team members practice but also gives you an idea of what to expect when you call.

And finally, for those of you that called in, thank you! For those of you that did not get the chance to, you will have your opportunity in 2008.

Cultural Differences: Compassion is the Answer

By Rick Hoaglund, Manager, Emergency Preparedness, Horizon Air

People in the United States, Canada and Mexico know not to point at a person, but they will point at an object. They almost always use the index finger to do their pointing. In North America people make a writing gesture to the waiter when they want the check. They also require eye contact when speaking in person. It is also considered rude to pick your nose, pick your teeth or chew your nails. Shaking your head from side to side means no and shaking your head up and down means yes. All of this is true for North Americans, but these rules do not necessarily apply in other parts of the world.

As CARE Team members, it is possible you will be assigned to a family who observes unfamiliar cultures because of such things as their birth country, family tradition, ethnicity, religion or regional differences. CARE Team members should never judge a family based on their cultural beliefs. Worldwide, Americans are viewed as; rich, rude, snobbish, informal, insensitive and promiscuous. Americans may disagree, but these worldwide stereotypes are generalizations perpetuated by individuals who judge Americans based on their own values, beliefs and traditions.

CARE Team members need to be careful. Using the lesson of the worldwide view of America, the member must realize that, they too, may harbor certain incorrect stereotypical ideas about the CARE family's culture. It is impossible to track all the cultural differences of the world as cultures are constantly changing, but most of the differences can be broken down into a few broad categories.

They include (with some examples of each):

- **Communication**—Is it appropriate for a young person to address an older person, a man to address a woman, woman to address a man.
- **Eye Contact**—Do you maintain eye contact or should there be no eye contact while speaking.
- **Physical Space**—How close can you stand or work without invading personal space.
- **Status** Economic and family status may play a role in communication and family makeup. People of a certain status are forbid to marry, talk to or do business with people of a different status.
- **Verbal Silence**—Is silence a sign of respect, ignorance or anger in this culture.
- **Religious Customs**—What color to wear to a funeral. How are the remains disposed of. What flowers are appropriate.
- **Dietary Customs**—Is the family vegetarian. Do the members of the family eat beef, pork, or other meats. Does the food need to be blessed.

How can CARE Team members possibly be aware of all of these cultural differences?

CARE Team members can study using books (Green Field Guide) or the internet or they may ask the CARE team lead for advice, but there is an even simpler answer. The answer lies in the special ingredient that makes up a CARE Team member, and that is compassion. Compassion is a universal language. Compassion leads the volunteer to be observant, show appreciation for feedback and is the motivation to ask questions when unsure.

While different cultures may grieve differently, eat different foods, and listen to different music, remember that these are just small details in the magic of being human. No matter where you live, all people are the same emotionally. Everyone needs to feel appreciated, accepted and cared for and this is one of the many jobs of a CARE Team member during a response. As long as you approach it with compassion, the cultural differences will become just a small part of the total experience for both you and the family.

Short Subjects

1. If there ever is an actual response, please call in to the activation line, even if you cannot respond. Part of the process that the CARE Team goes through is to notify all members. If you have not responded, it will be assumed that you have not heard and will receive a call. You can save some time by just calling in, even if your answer is no.

2. If you have old paper copies of CARE materials, you can get rid of them! You might want to go through them one last time to make sure there is nothing in them that you want, but all of the relevant material that was once in paper copy can now be found online. So, recycle all of that old paper and free some space on your shelf for something like a bamboo plant!

3. Apologies for the size of some of the graphics on the online recurrent training this year. Next year all graphics will be life size! That comment was easily the #1 item that CTM's thought should be changed.



If you have questions or comments, please contact one of the following:

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★
★ **Updated Your CISM CARE Information Recently?** ★
★ Have you moved recently? Changed one of your phone numbers? ★
★ Changed positions within the company? Or even switched ★
★ companies? ★
★ If so, have you visited the CISM CARE database and changed your ★
★ contact information? If not, consider this your reminder that you ★
★ need to. ★
★ Remember, the information in this database is only as strong as the ★
★ information you enter into it and if you don't keep it updated then ★
★ we might not be able to contact you. ★
★ If you are having trouble signing in or can't remember your login ★
★ information, there is a new "Forgot login ID or password" feature on ★
★ the login page. If you just need a quick refresher on how to use the ★
★ CISM CARE database, just read through the 'CISM CARE Walk- ★
★ through' training guide. You can find it from the CISM CARE web ★
★ button. ★
★ A link to the CISM CARE database can be found at the CARE ★
★ website homepage. ★
★
★
